

# Guest Experience Standard



## Who We Are

We are Gold Coast Tourist Parks. We are proud of our long and rich history of camping on the Gold Coast. We exist to preserve our tradition of affordable camping and recreation holidays for everyone to enjoy for many generations to come.

*"We are proud Gold Coasters, passionate about serving you and sharing our Gold Coast lifestyle"*

- Our parks are the quintessential Gold Coast beach, hinterland and outdoor holiday lifestyle
- We aspire to create connections with you to ensure you return to us year after year
- We work hard to foster a culture of genuine care for you and your holiday

## What We Value

### People

- ✓ We value every guest and believe you are worthy of receiving a world class experience
- ✓ We value the special role we have in providing you with amazing holiday memories
- ✓ We value every member of our team

### Integrity

- ✓ We value providing you with a safe, relaxed, friendly, community environment
- ✓ We value providing facilities and services which are deserving of your time and trust in us
- ✓ We value being available to you to ensure your stay is as seamless as possible

### Ownership

- ✓ We value taking ownership for the facilities and services we provide
- ✓ We value celebrating all the good things we get right and taking responsibility when we don't get it quite right
- ✓ We value taking care of your needs at each step in your holiday experience - from your first enquiry and along every stage of your journey with us

### Community

- ✓ We value a warm welcome to our park family, a place where our guests can be together and enjoy community spirit
- ✓ We value our proud local indigenous history and culture
- ✓ We value giving you a genuine local Gold Coast experience *"living like a local"*

