

# Tropical getaway is latest Discovery

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JUST weeks after creating the largest network of holiday parks in Australia, an Adelaide-headquartered tourism company has expanded into the up-market Whitsundays region.

Discovery Parks – which took over Top Parks last month in a \$25 million deal – has added a tropical resort to its expanding collection of “hero” resorts, buying Airlie Cove Resort and Caravan Park in Queensland for \$8.2 million.

Discovery’s chief executive officer Grant Wilckens said the acquisition was a strategic investment given the strong demand for accommodation in the globally recognised Whitsundays.

“Airlie Cove is a beautiful family holiday destination with the largest resort pool in Airlie Beach, water slides, mini golf and an outdoor cinema,” he said.

“It complements our resorts in Coolwaters Yeppoon, Fraser Coast and Byron Bay, providing high-quality accommodation options for customers travelling the coastal route.”

The resort has 56 cabins and 80 caravan sites in what is viewed as a key connection point between the Whitsunday Islands and Brisbane.

Most of the resort’s domestic visitors come from outside the 400km radius that traditionally supply parks, providing scope for more growth, Mr Wilckens said.

Last month, Mr Wilckens said Discovery was on track to become a \$1 billion concern within the next two years following the Top Parks takeover.