

# VERTEL BRINGS RELIABLE WI-FI TO BIG4 EASTS BEACH HOLIDAY PARK



## ORGANISATION

BIG4 Easts Beach  
Holiday Park

## INDUSTRY

Hospitality and tourism

## SOLUTION

- Wi-Fi with analytics platform
- nbn™ Enterprise Ethernet
- CCTV camera
- SD-WAN

## BENEFITS

- Improved guest experience
- Increased digital capability
- Greater customer insights
- Ability to integrate with Property Management System using application programming interfaces (APIs)

The BIG4 Holiday Parks franchise has more than 160 sites across all states and territories of Australia, with some of the prime locations including the Whitsundays, Alice Springs, Margaret River, and the Yarra Valley. BIG4 Easts Beach Holiday Park is located on the beachfront of Kiama, a small coastal town south of Sydney, and is a popular destination for family holidays. The park features a pool complex, Sunny's Aquaventure Park, games room, jumping pillow, multiple children's playgrounds, café and massage studio.

## WI-FI SOLUTION REQUIRED TO MAKE ACCESS WIDELY AVAILABLE

BIG4 Easts Beach Holiday Park covers a large geographic area, making it difficult in the past to deliver reliable Wi-Fi using the park's existing, residential grade service. Blackspots throughout the park, including in guest cabins, meant that BIG4 Easts Beach Holiday Park struggled to provide the exceptional guest experience it prided itself on.

Jennifer Drummond, director, BIG4 Easts Beach Holiday Park, said, "Having Wi-Fi infrastructure in place that could meet guest expectations is important to maintaining the premier standard of BIG4 Easts Beach Holiday Park. This was even more important as the park was growing; it became paramount to have a network in place to support this growth. Furthermore, the park needed to be able to analyse guests' online behaviour to better meet their needs and identify any shortfalls in the service."



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Jennifer Drummond, director  
BIG4 Easts Beach Holiday Park

### **VERTEL AND PURPLE DELIVERED THE RIGHT SOLUTION WITH ANALYTICS**

Having met with Vertel on a number of occasions, the team at BIG4 Easts Beach Holiday Park was confident that Vertel could provide a solution to its Wi-Fi challenges. Vertel, in combination with Purple, established a dedicated network with enterprise grade services, analytics tools to understand guests' needs better, and robust security. The solution is underpinned by the park's connection to the nbn™ Enterprise Ethernet service.

Jennifer Drummond said, “The park had a stock-standard Wi-Fi installation in place for more than 10 years before the nbn™ was installed. In that time, providing free Wi-Fi to guests had gone from being a nice-to-have to absolutely essential, with guests expecting access to robust, reliable Wi-Fi services that let them access communication and entertainment on their mobile devices anywhere in the park. Knowing Vertel's capabilities in this area made it an easy choice.”

### **KEY OBJECTIVE MET: AN EXCEPTIONAL GUEST EXPERIENCE WITH A STRONG SOLUTION NOW AND INTO THE FUTURE**

The number one priority for BIG4 Easts Beach Holiday Park was to deliver an outstanding experience to guests.

Jennifer Drummond said, “The guest experience remains the top focus for the BIG4 Easts Beach Holiday Park. It's essential to provide excellent Wi-Fi coverage regardless of whether guests are staying in the five-star accommodation or on a camp site.”

The solution was designed that entire park has full coverage and the customer is able to use a combination of nbn™ and other residential style internet so they have no downtime.

Jennifer Drummond said, “In the future, the analytics incorporated into the solution will, ideally, let BIG4 Easts Beach Holiday Park gain insights into guest preferences and behaviours, letting us create more targeted and personalised offers that make their stay more enjoyable and encourage repeat business, and expand revenue streams.”

The solution has also let BIG4 Easts Beach Holiday Park implement CCTV cameras, installed and managed by Vertel, around the park for added security. These cameras are connected to the Wi-Fi network and record 24x7 so they can act as a deterrent and the footage they capture can also be used to investigate any incident that may occur. Using SD-WAN, BIG4 Easts Beach gives it the flexibility to separate corporate traffic, guest Wi-Fi and CCTV traffic.

Jennifer Drummond said, “Vertel has provided a connectivity solution that will help the park grow into the future. The Wi-Fi solution encompasses the entire park, providing that exceptional guest experience we were looking for. We look forward to continuing to explore the capabilities of this technology well into the future.”

#### **ABOUT VERTEL**

Vertel is a wholly-owned, Australian national telecommunications carrier with over 40 years' experience delivering critical network infrastructure and services to enterprise, government and service provider organisations. With a broad range of fixed and mobile network and cloud services, underpinned by excellence in delivery and on-going operations, we specialise in serving customers with high availability, performance, management and security requirements for business, mission and life-critical operations. We design, build and deliver carrier-grade connectivity, management and application services for organisations throughout Australia.



**WWW.VERTEL.COM.AU**  
**1300 837 835**