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Organisation: Tourism Creatures

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Tourism Creatures opens new business in a pandemic, and it is booming! Tourism, Caravan and Holiday Park Industry

A good news story to come out of the Tourism industry....

What does a tourism marketing consultant do when they find themselves with zero clients in the middle of a pandemic? They form a partnership with another marketing professional from the same industry and start a new business partnership together. Meet the two tourism marketing professionals who did exactly this; Jo Keown and Ali Slorach who together, formed Tourism Creatures.

Ali Slorach, Co- Founder of Tourism Creatures said *"It may seem to the rest of the world, that a pandemic is not a great time to start a new business! For us it was perfect timing. We are so passionate about the tourism industry, and the caravan park industry in particular, that it was the perfect time to bring together our skill set to help support caravan park businesses during the pandemic and beyond."*

With over 25 years combined caravan parks industry and small business sector experience, Tourism Creatures have developed a systemised consultative health check process, which quickly identifies revenue, marketing, and operational efficiencies within caravan parks. Through their process driven health-check they then implement, in a specific order, key adjustments and automated processes which will ensure the greatest return on any future marketing initiatives and spend.

Jo Keown the other half of this partnership explained, *"Tourism Creatures focus on increasing revenue by optimising reportable marketing, revenue and yield management processes through the integration of automated systems. Not just pretty pictures on social media. We work on strong strategic campaigns that result in reportable increases in revenue from marketing and revenue tactics"*

Tourism Creatures have hit the ground running during the pandemic helping turn caravan parks that are passionately owned and operated, into businesses that focus on driving revenue through a series of smarter systems and process automation. Ali Slorach explained that *"by working ON their business now, Caravan Parks can maximise revenue and marketing opportunities that come their way in the future as the market rebounds."* Now is the time to optimise every aspect of their digital space (marketing, websites, rates, revenue, and yield management)!

Jo Keown explains *"The scope of our service depends on the requirements of the caravan park in question. We serve as an extension to their business, becoming their marketing, social media or revenue management team. Along the way, we develop their businesses skills and knowledge base through specific training initiatives. This ultimately equips the park for greater future success by creating a learning and teaching culture. A bit like succession planning for skills and knowledge."*

Tourism Creatures are also giving back to the industry that they love by offering a **FREE digital health check** to caravan parks to help sharpen their marketing, revenue, and yield tactics during this time. Caravan parks receive a FREE personalised report on their business with suggested actions and outcomes that may assist to increase their revenue, maximize their yield and marketing spend and decrease their wage costs through operational optimisation. No strings attached. It is Jo and Ali's way of giving back to the industry that has been so inclusive and supportive of them during their careers.

Check out their FREE OFFER: <https://www.tourismcreatures.com.au/digital-health-check>

