

CMCA Dollar Wise Park Network

The Campervan and Motorhome Club of Australia Limited (CMCA) has grown over the last 30 years to become the largest recreational vehicle (RV) club in the southern hemisphere, now boasting over 66,000 members and a fleet of more than 32,000 vehicles.

The self-contained RV market has been steadily growing and the vast majority of vehicles registered with CMCA are now fully self-contained. This growth has resulted in many travellers no longer requiring toilet and shower facilities or powered sites. However, security is still considered a high priority and parks that provide 'low-cost, no-frills' accommodation options are an extremely popular choice among CMCA members and travellers alike.

Parks that accommodate for the self-contained market are highly desirable and CMCA would like to partner with these parks and promote them via our 'CMCA Dollar Wise Park Network'.

Become a CMCA Dollar Wise Park:

To be promoted as part of this network, your park simply needs to offer an accommodation option of \$10 or less per vehicle, per night.

You determine what is included in this rate; it may simply be a place to park, with no power or use of facilities included. You may also determine the conditions that best suit your business, such as minimum or maximum stays, black-out periods, additional fees for use of facilities, etc.

Benefits of joining the CMCA Dollar Wise Park Network:

- Your park will be listed in our monthly Club magazine, *The Wanderer*.
- Your park will also be advertised in the CMCA monthly e-newsletter, going out to a database of over 61,000 recipients.
- The Dollar Wise Parks will be highlighted with the use of a unique icon in GeoWiki, our geographical and navigational app and website that allows members to search for points of interest, such as camping grounds and dump points.
- Your park will be promoted on CMCA's website, which generates new sessions at an average growth of 40 percent each month.
- Word-of-mouth promotion is also guaranteed via our online forum and regular club events, including chapter meetings and rallies.
- Window signage will be provided to Dollar Wise Parks to assist in attracting visitors.

We encourage you to consider the vast benefits that are available to parks by joining this network and hope to work with you to promote your park to CMCA members in the near future.

To request an application form and join this network, please contact CMCA National Headquarters:

Telephone: 02 4978 8788

Fax: 02 4978 8799

Email: memberbenefits@cmca.net.au

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