

Sustainable Design

This is how I always start a newsletter - "wow isn't time flying, it seems like just yesterday that I did the last newsletter!" OK, now I've said that I can get on with the news! I won't even think of saying that it is soon going to be Christmas again..... sorry!

This issue focuses on:

- Three bedroom cabins
- The worst mistake with new cabins
- Timberline in New Zealand

Happy reading.

Ben Scott
 Manager - Sales and Design

Don't you hate the way *clients always want more!*

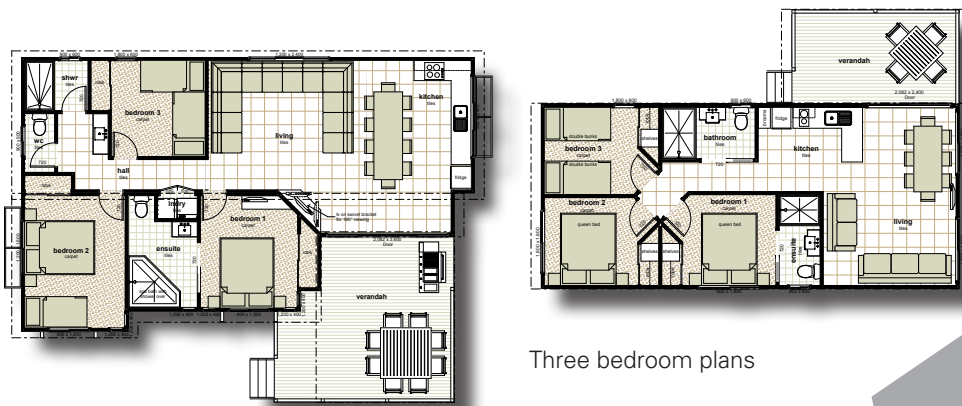
OK - sorry - I'm not talking about you! It is your guests I was thinking about. A survey we are currently conducting has shown a large proportion of park operators have found an increasing shift to the need for bigger cabins. Larger families seem to be more common and along with families travelling together or with grandparents. This has led to the expectation of larger accommodation and more flexible sleeping requirements.

So is this need for larger and more flexible accommodation a bad thing?

It does make development at your park a bit more difficult. You need larger sites and each cabin is a bigger investment. Looking at it another way, to me it seems that this shift is bringing guests into the industry that might otherwise have been using different accommodation such as motels, hotels, etc. I view this as a good thing for the industry. Tourist parks are attracting a wider market share than previous thereby expanding the client base and profitability.

Other interesting feedback is that many of my clients have mentioned that they achieve their highest occupancy rates in their largest cabins. This is always the 'litmus test' for any accommodation - what is its occupancy rate.

To assist our clients with this trend we have a number of plans which offer flexible accommodation with clever design. Recent designs have ranged from luxurious resort cabins through to the more modest yet practical. Ask us how to help you increase the flexibility of your accommodation while staying within in your budget.



Three bedroom plans



TimberlineCabins

great cabins **great service** happy customers *Guaranteed*

Do you want to avoid the mistake

of a disjointed accommodation lineup?

Picture this....

Reception: "Hello this is the World's Best Tourist Park how may I help"
 Customer: "Hello, What cabins do you have available for Easter?"
 Reception: "We have Deluxe Cabins, Family Cabins or Spa Cabins available"
 Customer: "Oh that's great - a Deluxe Family Spa cabin would suit us fine!"
 Reception: "No - I meant a Deluxe Cabin or a Family Cabin or a....."

Could this be your park? How did you go about choosing your latest cabin design? Did you give any thought to how they fit it into your existing accommodation lineup?

It is very important to have a range of various types and prices of accommodation. It appears that those with a comprehensive, and cohesive, range of accommodation are the winners in today's competitive market.

The word 'cohesive' in the last statement is the important one. Making sure that your line up of accommodation is not disjointed is important. You don't want fifteen different cabin types on site that make both your guests and your sales staff too confused as to which to choose.

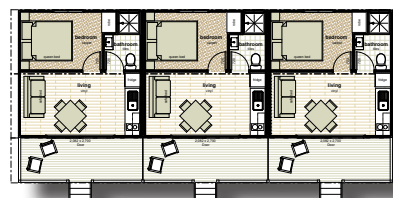
To avoid this costly mistake, ask us about our Park Accommodation Analysis which helps us get a thorough understanding of your existing cabins before we engage in the design process for your proposed new cabins. Don't skip this first and important step!

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This ensures that your new cabins will compliment your existing cabins by either including a new market you weren't servicing before or by seamlessly fitting in with your existing products.



Bunkhouse - backpacker accommodation



Motel Cabin



Duplex Cabin

Cabins in New Zealand!

Timberline Cabins goes multi-national!

Auckland.... here we come.

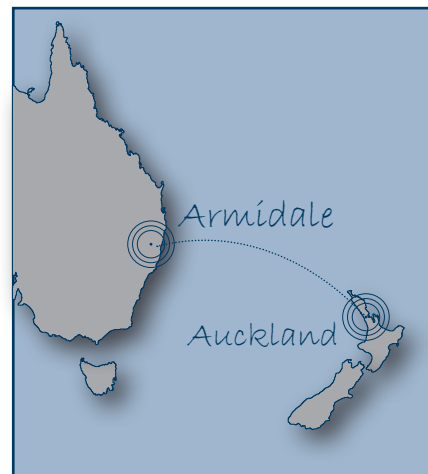
OK - so what's this all about? An opportunity has arisen for Timberline Cabins to take over a relocatable manufacturer in Auckland New Zealand. This expansion is going to be a great leap forward for our company.

The tourist park industry in New Zealand is a market where we foresee strong growth as their levels of accommodation improve to become more like our great parks here.

The advantage to our existing clients is that this expansion is going to see us introduce a wider range of products and designs. We have found New Zealand to be a very innovative country that is always trying new and flamboyant architectural ideas. We look forward to having a cross pollination of ideas for your benefit.

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Increased buying power and affiliations will also work for everyone's benefit. We will keep you all up to date with our progress.



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