



Media Release

Tuesday 3 November 2015

RAC invests in WA's Coral Coast tourism

RAC's three properties in our State's iconic Coral Coast are now open for business – RAC Monkey Mia Dolphin Resort in Shark Bay, RAC Exmouth Cape Holiday Park and Ningaloo Reef Resort in Coral Bay.

RAC Executive General Manager Brand and Tourism Tony Pickworth said RAC's mission is to provide quality, value for money accommodation for members in great locations within Western Australia.

"RAC is excited to provide three holidaying locations in the Coral Coast region with the aim of boosting local tourism and encouraging more Western Australians to holiday at home," Mr Pickworth said.

"Our members tell us that it's getting more expensive to holiday overseas so we are encouraging Western Australians to look in their own backyard."

Last year, RAC purchased its first tourism property, Pinnacles Holiday Park in Cervantes.

2016 will be a great time to plan a trip to the Coral Coast, with the 400th anniversary of the first known European landing in Australia when Dutch explorer Dirk Hartog landed his ship *Eendracht* at Dirk Hartog Island in the Shark Bay area.

"RAC is a uniquely owned and operated Western Australian organisation with a proud history of promoting touring and holidaying in Western Australia," Mr Pickworth said.

"As a member organisation, RAC continues to evolve both its member benefits and services to meet the needs of more than 820,000 members across the State."

Over time RAC plans to redevelop the properties to improve the quality of accommodation and visitor experience.

RAC members will receive a minimum 10% discount and other benefits when they book using their membership card.

For more information, visit racparksandresorts.com.au

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