



## **MEDIA RELEASE**

### **Cancellations not Damage hurting Esperance Caravan Parks because people believe they can't get through by road**

Esperance Caravan Parks are receiving cancellations not just for this week, but into late January and February because people believe there is no access by road.

However the Manager for Tourism and Culture in Esperance, German Ugarte confirmed that if you are travelling from Perth you can go via Lake King and there is a 130 km gravel by - pass road that takes you to Cascade and onto the South Coast Highway. This brings you out just 50 kms west of Esperance.

Mr Ugarte said he spoke to contacts in Cascade who know the gravel road well.

“They advised that there would be no problem for a sedan towing a caravan to get through and certainly no problem for 4WD Drivers. People just need to drive carefully.”

Owner of the Esperance Seafront Holiday Park, John d’Emden, said that he had also been advised that the Ravensthorpe Shire was working on by passing the flooded Oldfield River crossing and hope to have a diversion road further along the river open in a couple of days.

For those travelling from Kalgoorlie, the road via Gibson can be used and if you’re travelling from Albany you can travel via Lake Grace and Lake King to Cascade.

Mr d’Emden said it was vital to get the word out to the travelling public.

“We are facing the loss of some 200 bookings at our park alone, which could all but sink our summer holiday season this year.

“We are normally 100 per cent full, but over the weekend we had 85 sites free on one night and 60 last night. When you add in the cancellations we have received to date, it is looking very gloomy,” he said.

Esperance Bay Caravan Park and other parks are also having similar experiences because of the public perception that the whole town is a disaster area.

“It’s a shame because the parks didn’t experience much damage and the weather is beautiful here, activities are back to normal and it is business as usual – except that we don’t have the guests,” said owners Dani and John Layman.

CEO of Caravan Industry Association WA, Pat Strahan, said that for most parks losing their summer holiday season would make it very difficult for the operators for the rest of the year.

“Everybody wants to travel at the same time – during the holiday periods - so caravan parks have to make the most of the busy times to sustain the costs of running the park during the quiet times, which is the majority of the year.

“We would therefore encourage everyone who cancelled their stay to re-book and those who were thinking of holidaying in Esperance to go and enjoy the superb experience of the fishing, swimming, the nature parks, as well as the fun and relaxation of staying on a caravan park,” said Ms Strahan.

Ends

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**Issue forwarded by the Caravan Industry Association of WA.**

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