

Holiday Parks Summer Checklist



Internal		Status
Equipment/Facilities	Check park electrical certificate of fitness and Electrical WOF for onsite vans and guests vans	
	Prepare handout for private vans with no RCD – (example to come from HAPNZ)	
	Update WOF for all park vehicles	
	Ensure all hire out leads tag and tested. Visual check (and test RCD if fitted) each time they are hired out	
	Comprehensive Stock take – rubbish bags, soap, cleaning products, toilet paper.	
	Check operating status including safety audit – playgrounds/hire equipment/ swimming pool/ gas/ boiler etc	
	Ensure routine maintenance is completed e.g. mowers, tractors, washing machines etc	
	Talk with all staff about expectations, both yours and your customers	
	Get new staff to stay in your park & get feedback on the good the bad and the ugly	
	Check all signage – Ensure that it is clean & refreshed. Do not underestimate the importance of this on your brand.	
	Update compendiums – restaurants, services activities etc	
	Check sites are clearly marked and numbered. Use cones for occupied sites	
	List details of afterhours contacts for plumber, electrician, glass supplier and builders.	
	Check for a full range of spare keys for all locks.	
	Padlock coin box on washing machines and dryers	
	Obtain supply of road metal in case of rain – pray for sun!	
	Health & Safety	Ensure that you and your staff are clear about what constitutes an incident what is dealt with internally vs. a crisis which requires external support
With your staff - review your emergency plan		
Carry out pre summer training that ensures all your staff understand their role should an incident occur		
Consider how many staff require first aid training. Check first aid kit and ensure it is up to date. Purchase epi pen (\$120 approx). Consider purchasing a defibrillator kit		
Ensure you and your team are aware of key actions in the event of a tsunami – if relevant		
Contact emergency services preseason and consider inviting them to your park to familiarise themselves with the park and incidents that may occur. Give local police a swipe card/access		
Ensure that emergency phone list is comprehensive and up to date – get a staff member to check the phone numbers		
Ensure incident report book is known to your staff and used.		
Ensure that who responds to media is in your plan		
Get trees trimmed and or checked by an arborist with health & safety in mind		
Ensure guest data collected at check in will provide sufficient information in the case of an emergency		
Check all plastic chairs for deterioration		
Evacuation “Clear” stickers for using on units and other building to show they are empty in the case of emergency		
Clear rules re fires – including restricting the use of candles and charcoal barbecues.		
Team/Crew	Ensure roster system is setup for summer including security staff	
	Complete any preseason staff induction & training e.g. pricing policies, selling expectations, famils	

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	With all of your staff discuss “what is the experience that you will be giving to your customers this summer”. It is important that everyone on your team contribute and agree to what is a world class visitor experience for your park	
	Make sure uniforms represent you park well – not old and faded	
	Check that you have the right staff in the right places	
	Ensure individual employment agreements are up-to-date and signed	
	Discuss your drug and alcohol policy and expectations with your team	
	Consider a preseason holiday/break for you and your key staff – get your batteries charged	
	Ensure you and your staff have a process to manage customer requests when you are full – e.g. i-Site, neighbouring holiday park, duty motel or adjacent accommodation	
	Ensure kids/summer programme preparations are complete – entertainers booked and vetted	
External		
Community & Key relationships	Ensure that i-Site and RTO are up to date with your product and you have made personal contact.	
	Arrange open day for the community and key relationships, e.g. businesses, council, DOC	
	Consider meeting with activity operators and discuss how you can each push each other’s product	
	Ensure duty doctor details and church service information is available to relevant staff	
Marketing	Preseason newsletter and handouts – Develop a welcoming personalised pre-arrival email – Prepare list of local events over summer	
	Check pricing & systems for the following year to ensure that you are ready for taking bookings for next year.	
	Check your channel management that cancellation conditions and group and other booking conditions are correct Ensure that you have a good range of OTA channels – special offers etc	
	Check reception brochure supply – regional info and other holiday park info – HAPNZ Maps	
	Check your website and rates are up to date – new pictures	
	Update booking channels e.g. fill gaps with high yield business	
	Develop your social media plan in advance e.g. has a story prepared for every day or week- schedule Facebook posts	
	Ensure that you have taken up the free listing on www.newzealand.com both holiday park and motel if you hold a separate Qualmark license	
	Invite local media to your park pre or during the season. Local radio stations especially are interested in local community events and activities.	
	Develop relationships with likeminded businesses to drive business to each other. E.g. supermarkets, petrol station, museums, restaurants, cafes etc.	
	With your team, come up with a range of “delighters” or the little touches which add value to the visitor experience e.g. handmade soap, McDonald’s vouchers, welcome gift of local product, kids colouring in sheet	
	Check your guest feedback from last year	
	Prepare a list of future events to encourage your summer visitors to return off season	