



# Caravan Industry Association of Australia

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BEGINS—

## **Caravan Industry's Favourite Son Named QLD Tourism Young Achiever of the Year**

Brad Illich has been named the Queensland Tourism Industry's Young Achiever of the Year. A lifelong participant of the Australian tourism industry, the 31 year old was honoured to win the award.

"I am so appreciative of the caravan and camping industry and everything I have gained from being a part of it from a young age. I especially owe thanks to our early park customers who took a chance on a young guy with a new product and worked with us to create what our customers are saying is the best PMS they have ever used," Illich told Caravan Industry Association of Australia.

Illich grew up in the caravanning and camping industry, the Illich family owning and operating Ashmore Palms Holiday Village and Brisbane Holiday Village his whole life.

In 2000 after graduating high school, Illich took his understanding of the tourism industry and created Xtreme, an IT company specialising in holiday parks and the tourism and hospitality business.

By 2010, Illich and a small team of skilled young IT techs, programmers and web designers created NewBook, a property management and online booking system designed from scratch.

Illich's NewBook system is now competing head-on with large, long-established companies. Illich has been able to convert hundreds of properties to his modern system, including not just holiday parks, but also hotels, apartments, backpackers, and even luxury island resorts across Australia.

Illich was a finalist this year for the inaugural Bauer Future Leaders Award for the caravan industry.

This is only the beginning for Illich who has plans to further expand Newbook.

"We are now signing up other accommodation types such as resorts and hotels and they are often shocked to see how professionally caravan parks are run and how they using NewBook to maximize sales and run more efficiently," he said.

This year Illich also created a new online booking website tailored specifically to Holiday Parks, [HolidayParks.travel](http://HolidayParks.travel).

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**ENDS: Please use the full name when referring to Caravan Industry Association of Australia, not the acronym CIAA, as several unconnected organisations use this acronym. For further information please contact Callie Henderson, Ph 07 3262 6566, email [callie@caravanindustry.com.au](mailto:callie@caravanindustry.com.au)**

*Caravan Industry Association of Australia is the national peak body for the Australian caravanning and holiday parks sector (caravan holiday parks, caravans, motorhomes, camper trailers, tent trailers, camping, cabins, plus other RVs and industry suppliers). Caravan Industry Association of Australia is a member of the National Tourism Alliance, a category sponsor in the National Tourism Awards, runs an industry accreditation program, and coordinates committees in areas of marketing, research, and industry training. Caravan Industry Association of Australia is a membership based organisation with the individual State Caravanning (Parks and Trade) Associations as members, has over 1,200 industry businesses which make a financial contribution towards industry promotion and development through a cooperative Fund, and communicates to over 213,000 caravanning and camping consumers through a consumer VIP Club.*