



Case Study

Teversal - Camping & Caravanning Club Site

Teversal, set in six acres of glorious countryside, is located on the Nottinghamshire/Derbyshire borders; the site provides 120 touring pitches for tents, caravans and motorhomes as well as a luxury 6 berth holiday home.

Park and Marine Wireless Networks installed a system on the site in January 2007 and on the strength of the installation and recommendation from Chris Woods, Franchisee at Teversal, Park and Marine have now been contracted to install WiFi networks on Camping and Caravanning Club Sites across the UK.

Chris Woods comments "The level of service we have had from Park & Marine has been fantastic, we cannot fault it. We were the first Camping & Caravanning Club site to offer WiFi and our customers and we absolutely love the service"

"On a typical weekend, around 25% of customers will buy a ticket for at least 1 day – it is brilliant it couldn't work better – the ticketing/voucher system is great and I find the front end so easy to use. We've had the system for about 18 months and it's already paid for itself. We have had a support query and Park & Marine were out on site within 2 hours, we simply cannot criticise the service"

When asked what prompted him to install WiFi at Teversal, Chris said "At the time we decided to look into it, no Camping & Caravanning Club site had WiFi and we could only find three or four parks around the UK with it. We decided that WiFi was the future, so I picked up the phone and decided to investigate this further by calling the different parks and asking if they had WiFi and how much they charged for it? I was met with a lot of indecision and unreasonable pricing which all seemed very disorganized, so I decided to get some companies in to quote"

"The first company came and did a survey but they lacked any enthusiasm and were in and out quickly. The second company to visit us didn't even feature in our decision. Then Peter Mroch of Park & Marine came along, he spent a long time

looking at the site, discussed everything with me thoroughly and I really got a feeling he knew what he was talking about, he was enthusiastic about his product and filled me with a lot of confidence that this was the future and it could be cost effective, the price was also very competitive"

"The main reason for deciding on WiFi was that we are a family run site and families come to us to spend their time, so why not encourage those families to come for a 3 day weekend, because while the kids play, parents can catch up with work emails in the caravan, meaning they'll stop for longer. The marketing benefits also sold it to us, as we have a couple of other unique products on the site which through marketing and word of mouth sell the site over and over again. For example we have a car hire service available for people bringing large motor homes to the site, its invaluable to them to have the freedom this gives, so why not WiFi. And it really has worked."

Was the price competitive? "We've had the system for around 18 months and it's almost paid for and certainly will be by the end of the summer, in my opinion I paid exactly the right price for it. We've got great plans for developing the service over the summer with special offers"

When asked if there were any concerns that were raised with Park and Marine prior to installation, Chris explained "We have essentially two offices, one at the main reception and the other is my own office in the house. I needed the management system for the WiFi to be in the house. We also required an option for when other people came in to cover the reception that was simple to understand. Park & Marine made it all very easy with a little bit of cable and a second keypad installed in the reception office, connected to the management system so they can just sell tickets, the whole thing was easy to manage and has stayed easy to manage"

Would you recommend Park and Marine to other sites? "I fully intend to own more than one site in the future and all will have WiFi. I have absolute 100% faith in Park and Marine, the level of service is excellent, the ease of dealing with the staff is great. I point blank won't deal with anyone who isn't confident with their product, and the fact that Peter Mroch had complete confidence in his product, the systems and the job at hand made me very happy, the way he conducted his business gave me confidence and the system and service are absolutely perfect"



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