

Christchurch Top 10 Holiday Park



Christchurch Top 10 is the premium holiday park in Canterbury, and the largest within New Zealand, with a range of high quality accommodation options. Boasting the highest Qualmark rating of five stars, Christchurch Top 10 Holiday Park is one of New Zealand's busiest accommodation providers. Furthermore, the Top 10 group is committed to reducing environmental impact, being responsible tourism businesses working towards more sustainable practices, as well as supporting New Zealand's 100% Pure position.

The management team and their families have made Christchurch Top 10 Holiday their home for over 30 years, and through that time, have developed the park into a top-quality Christchurch camping and accommodation alternative. Boasting a large range of accommodation options from motel studios and units to deluxe chalets, lodges and powered and non-powered sites, travellers from all over the world enjoy staying here because of the excellent facilities and genuine hospitality.

An essential component of the services offered by the holiday park is the provision of internet facilities. Christchurch Top Ten currently provided broadband for its guests, with Wi-fi being available throughout the park, and possessing cabled broadband services through their onsite computers. However, there were concerns about the flexibility, performance, reliability and profitability of the current provider's solutions which prompted the management team to see if there was a better way. Enter Vistagate.

After an initial appraisal and site survey, we found that there were gaps in the broadband provision to guests at the holiday park, including wireless dead spots throughout the premises, no access to a computerised system that facilitated the downloading of photos and burning of cd's, inflexible payment methods for the use of the internet as well as a revenue structure which allowed Top 10 Christchurch to retain only a small percentage of the total revenue made from providing this valuable service.



Initially, Vistagate installed two Kiosks as an immediate solution to many of the identified issues. The Kiosks had recently been enhanced with Credit Card billing in New Zealand dollars, which was a vast improvement on the old system which could only operate in US dollars. The Kiosks not only provided extra benefits, such as the downloading of photos, burning of cd's, VoIP and Skype capabilities along with full speed broadband internet, but enabled the use of internet throughout the park out of office hours. Previously, pre-paid

cards must have been bought at the reception desk to access the internet, whether using the Wifi or on-site computers. If you had forgotten to purchase a pre-paid card before reception had closed, there was no way to access the holiday parks broadband network. This proved frustrating to some guests, as well as the management team, who were losing potential revenue.

However, Vistagate introduced flexibility in payment methods, whereby not only can guests pre-pay at reception, they can pay online with their credit cards. The convenience of payment, with the added ability to sell internet usage after the hours of reception, has created an increase in revenue generation. Many tourists and guests like to utilise the internet in the comfort of their own room, campervan and even tent. Previously, if the reception was closed, there was no way to pre-pay for the internet and thus, the guest could not access this facility. However, Vistagate implemented a safe and easy to use credit card payment option which allows guests to use the internet at anytime of the day or night, without taking note of the receptions hours. Furthermore, because many of the guests are international tourist, it has been found that internet usage was high in the evening as international guests were emailing and blogging friends from their home countries in accordance with the relative time differences.

Christchurch Top 10 Holiday Park already benefited from having a custom built joinery for their internet access equipment. To ensure cost effectiveness for the client, a decision was made to reuse existing equipment and sourced a cost effective machine to provide the same internet kiosk services for the whole of site.

After the success of the Kiosk and the impressive support that Vistagate provided, Top 10 Christchurch decided that it was a natural progression to utilise Vistagate as the total solution for their broadband requirements. Vistagate was able to provide services to enhance the laptop connection product which was provided using a wireless network by replacing the existing gateway with a new gateway to provide pre-pay billing and worked hard to diagnose grey spots in the wireless architecture by reconfiguring existing equipment. The commercial terms for the site incorporated an open book time and materials approach, which empowered the client to remain in complete control of billing and costs of the system.

One of the prominent concerns for Christchurch Top 10 Holiday Park was the percentage of revenue that they received under their existing structure. Vistagate's solution allows the business to keep 100% of all revenue created from the provision of broadband within their site. The management team recognised and were excited about the cost effectiveness of Vistagates solution and the extra income stream that it has created.

Vistagate promotes flexible payment options, being intent on not letting any issue becoming a barrier to businesses providing broadband services to its guests. Options include rental agreements, outright purchase and revenue share programs. Top 10 Christchurch decided to purchase the units outright and enjoy the knowledge that 100% of all revenue made from the broadband went to the business itself. However, we will tailor make a package and agreement for each of our clients that will ensure the best service and profitability for each

