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AA Caravan & Camping Awards

The UK's Top Camping & Glamping Sites

Cabin Fever

Cabins and Lodges take centre stage

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INCLUDING LLT SHOW REVIEW, HOSEASONS OWNERS CONFERENCE & 2026 HARPA CONFERENCE

WINTER 2026

VOLUME 12 ISSUE 04

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ON LOCATION

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We are now working on the Spring edition of Holiday Park Scene. The deadline for the information and advertising requests for this issue is **April 1st**.

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WELCOME

Welcome to the **Winter 2026 edition of Holiday Park Scene** – the unmissable read for everyone working across the UK holiday park, caravan park, camping and glamping management sector.

As the industry reflects on a busy 2025 season and looks ahead to the year to come, this issue brings together insight, inspiration and practical thinking from across the sector. From park operators and suppliers to designers, manufacturers and advisors, Holiday Park Scene continues to showcase the people, places and ideas shaping the future of outdoor hospitality.

Our **On Location** visit takes us to **Silverdale Holiday Park**, exploring The Heart of Holgates and revealing how one of the North West's most respected operators continues to evolve while staying true to its roots. In Holiday Park Operators, we take a closer look at **Holgates Holiday Parks**, uncovering how quality, consistency and experience-led investment are driving five-star escapes across the region.

This issue's lead feature, **Cabin Fever**, puts cabins and lodges centre stage, examining how these units have moved from the margins to become a defining part of modern holiday parks – shaping brand identity, guest experience and long-term value. Elsewhere, **Cover That Really Counts** looks at the vital role of insurance and protection in safeguarding today's holiday and caravan sites.

We also celebrate excellence across the sector with highlights from the **AA Caravan & Camping Awards**, recognising the UK's top camping and glamping destinations.

Rounding off the issue, our **exclusive show reports** bring you key takeaways from the LLT Show, Hoseasons Owners Conference and HARPA 2026 Conference – keeping you fully up to speed with the conversations that matter.

Thank you for being part of the Holiday Park Scene community, we hope you enjoy your read.

Bethany

Bethany Connor | Editor





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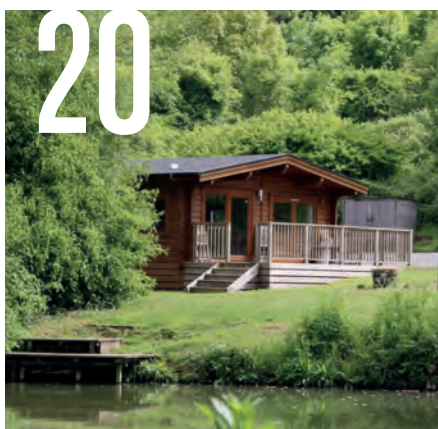
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HOLIDAY PARK SECTOR FACE BUDGET CHALLENGES

The UK Autumn Budget 2025 has delivered a mixed picture for the holiday park, caravan park, and hospitality sectors, offering targeted relief for smaller operators but leaving broader structural challenges unresolved.

From April 2026, more than 750,000 retail, leisure, and hospitality properties with a rateable value under £500,000 will benefit from permanently lower business rates multipliers, alongside a £4.3 billion transitional support package. For small holiday parks and caravan sites, this provides welcome certainty and could ease cashflow pressures, particularly for family-run and independent operations.

However, the picture is less rosy for larger operators. Properties with rateable values over £500,000 face a higher multiplier, increasing costs for major holiday parks, hotels, and leisure complexes. Coupled with rising wage pressures—the National Living Wage will rise to £12.71/hour for workers aged 21+ and £10.85/hour for 18–20-year-olds from April 2026—the budget may force larger businesses to make tough operational and investment decisions.



Hospitality alone is expected to face £1.4 billion in additional employment costs next year.

Tourist levies, potentially introduced by English mayors, also pose a risk to visitor numbers, with holiday parks and seaside resorts particularly exposed. On a positive note, the budget offers a 40% First Year Allowance for plant and machinery and full expensing

Properties with a rateable value under £500,000 will benefit from permanently lower business rates.

“The Budget offers short-term relief for smaller operators but leaves structural challenges unresolved.”

– Amanda French, Head of Retail & Leisure at Clarke Willmott LLP



for qualifying assets, supporting investment in lodges, leisure facilities, and retail improvements.

Amanda French, Head of Retail & Leisure at Clarke Willmott LLP, said: “The Budget offers short-term relief for smaller operators but leaves structural challenges unresolved. Wage pressures, fiscal drag, and tourist levies risk dampening demand and profitability across all sectors. However, certainty now may help restore consumer confidence and encourage spending over the Christmas period, providing resilience for holiday parks, caravan sites, and hospitality venues alike.”

While smaller parks may breathe a little easier, the Autumn Budget underscores the ongoing need for strategic planning and careful cost management across the wider sector. ■

PARKDEAN LAUNCHES ALL-INCLUSIVE BREAKS

Parkdean Resorts is making UK family holidays easier and more affordable than ever with the launch of its all-inclusive offer at 42 parks nationwide. Following a successful trial at ten parks in 2025, the holiday operator is now rolling out the upgrade across coastal and countryside destinations in England, Scotland, and Wales.

Available exclusively on four-night Monday-to-Friday breaks during select spring and early summer dates, the all-inclusive package covers three meals a day and unlimited soft drinks, including Costa Coffee. Prices start from just £25 per adult and £10 per child per day, offering families a simple, cost-effective way to enjoy a stress-free getaway. For example, a family of four can enjoy four nights of accommodation, meals, and drinks for under £93 per day—a saving of over £300 compared with standard bookings.

Guests can book the package in



↑ FAMILIES CAN NOW ENJOY hassle-free four-night getaways with meals and unlimited drinks included at 42 Parkdean Resorts across the UK.

advance or add it after arrival at parks such as Bideford Bay in Devon, Camber Sands in Sussex, or White Cross Bay in the Lake District. With over 65 parks, Parkdean Resorts provides activities for all ages, from swimming and mini golf to high ropes and arts and

crafts, making it one of the UK's largest and most family-friendly holiday operators.

The all-inclusive offer is designed to combine convenience, value, and the beauty of the UK's most scenic holiday destinations. ■

MEADOW BAY CELEBRATES DOUBLE WIN

Meadow Bay Villages is celebrating a double triumph at the British Travel Awards, taking home accolades as Best Small Company for UK Family Holidays and Best Small Company for UK Short Breaks.

The awards, voted for by nearly half a million consumers, are widely recognised as the most influential in the UK travel industry. Winners were announced at a ceremony at the Grosvenor House Hotel in Mayfair, attended by senior figures from across the tourism and travel sector.

Chief Executive Geoffrey Smith said the recognition was particularly special given the group has only been operating for 18 months. "To be recognised so early in our journey is incredible and reflects the commitment of our amazing team to providing outstanding holiday experiences,"

→ MEADOW BAY VILLAGES' team celebrates after winning two top awards at the British Travel Awards.

he said.

Meadow Bay Villages operates four parks, including Billing Aquadrome in Northamptonshire, a peaceful lakeside retreat, and Hayling Island Holiday Park in Hampshire, which now offers luxury platinum-grade caravans with private hot tubs, as well as dog-friendly

gold standard units. The group also runs Golden Leas and Hollybush Farm Holiday Parks on the Isle of Sheppey.

Over the past 18 months, Meadow Bay Villages has invested £17 million in regenerating its parks, enhancing leisure facilities and accommodation for guests and holiday homeowners. ■



EUROPE'S FAVOURITE CAMPING DESTINATION

Castlerigg Hall Holiday Park in Keswick has been voted the most popular camping destination in Great Britain by campers from 33 European countries. The accolade comes from the ACSI, Europe's largest publisher of camping information, which represents more than 9,400 campsites across the continent.

The family-run park, operated by the Jackson family since 1938, topped the poll for its combination of location, quality, and hospitality. David Jackson, who runs the park with his wife Jill and son Josh, said the award was "a fantastic feather in the park's cap" and praised his team for their contribution.

Castlerigg Hall offers a range of accommodation, from traditional camping pitches to luxury holiday caravans and touring pitches for motorhomes. The park also features

innovative Hex Pods, sustainable glamping units with underfloor heating powered by renewable energy, furnished living areas, and kitchen and bathroom facilities beneath hexagonal glass roofs.

Earlier this year, the park won the

2025 Cumbria Tourism Award for Regenerative Tourism, recognising its commitment to protecting and enhancing the natural environment. Castlerigg Hall is a longstanding member of the Holiday and Residential Parks Association (HARPA). ■



↑ VOLUNTEERS FROM CLEAN JURASSIC COAST receiving their cheque from holiday parks in West Dorset

BEST ADULT-ONLY DESTINATION IN SOUTH EAST

Two Hoots Glamping Site, near Winchester, has been named the Best Adult-Only Site in South East England at this year's Camping and Glamping Awards.

The accolade recognises parks that offer high-quality, peaceful experiences for adults seeking a tranquil escape. Judges praised owners Shaun and Michele Ascough for providing guests

with a "truly great experience" in stunning surroundings.

Set in Brighton, close to the South Downs National Park, Two Hoots occupies five acres of countryside rich in wildlife, from hares and red squirrels to deer, pheasants, red kites, glowworms, and pollinators in the park's wildlife meadow.

Shaun Ascough said the award was

a fitting end to a busy year welcoming guests from across the UK and Europe. "There are many superb parks catering to families, but our focus is on peaceful surroundings for adults," he said. "We attract visitors who want to relax, enjoy the countryside, and leave the stresses of everyday life behind."

The park has built a loyal following of teachers, childcare professionals, young professionals in campervans, and mature couples. Plans are underway to expand with new luxury safari-style holiday homes.

Two Hoots is the only South East England member of the Tranquil Parks consortium and is affiliated with the Holiday and Residential Parks Association. Shaun added: "Our aim has always been to create memorable experiences in an away-from-it-all setting, and this award shows we are on the right track." ■



← THE PARK PROVIDES A NUMBER OF GLAMPING options, hopefully soon to be joined by luxury safari tents

THE HEART OF HOLGATES

We visit Silverdale Holiday Park, just outside Carnforth, is Holgates' flagship, blending top facilities with a welcoming, family-friendly atmosphere...

Silverdale isn't just a place to stay – it's a destination in its own right. At the heart of the park is the impressive leisure complex, where guests can enjoy two swimming pools, a fully equipped gym, steam room, sauna, and spa pool. Whether you're after a morning workout, a relaxing soak, or fun with the family, the complex caters to every need.

Beyond the pools, the park offers a large restaurant and bar, bowling alley, arcade, soft play area, and an ice cream parlour. Open seven days a week, these facilities make Silverdale an all-weather, all-ages destination where there's always something to do.

ACCOMMODATION FOR EVERYONE

Silverdale's accommodation options are designed to suit all types of guests. Luxury lodges, offer a home-from-home experience for holidaymakers or owners looking for a longer stay. Touring pitches provide spacious, well-maintained spots for caravans and motorhomes,



PERFECT FOR FOUR-LEGGED FRIENDS, with dog-friendly accommodation and plenty of nearby walking trails through stunning coastal and countryside scenery.



← PANORAMIC VIEWS of the surrounding Arnside & Silverdale National Landscape, accessible right from the park.

ACCOMMODATION

- Luxury Lodges
- Caravans
- Glamping Pods
- Touring Pitches
- Camping Pitches

→ GUESTS ENJOYING A SWIM in one of Silverdale's two indoor pools, perfect for fun and relaxation whatever the weather.

while still feeling part of the park's welcoming community.

This variety makes the park perfect for multi-generational families, couples, or groups of friends. By combining holiday and ownership options, Holgates ensures every visit is tailored to its guests' needs, providing comfort, convenience, and a touch of indulgence.

STUNNING NATURAL SURROUNDINGS

One of Silverdale's standout features is its location. Set within the Arnside & Silverdale National Landscape, the park is surrounded by natural beauty and offers guests easy access to scenic walking and cycling routes. From cliff-top strolls with sweeping views to gentle countryside trails, outdoor enthusiasts have plenty of ways to explore the area.

For those in lodges or touring pitches,



mornings can start with panoramic vistas across Morecambe Bay, while evenings provide the perfect backdrop for a sunset walk. The combination of top-notch facilities and natural scenery creates a holiday experience that's both relaxing and energising.

FUN FOR ALL THE FAMILY

Silverdale has something for everyone. Children can enjoy soft play, the arcade, and bowling, while adults can

unwind in the restaurant, gym, or spa. Communal spaces also encourage families and friends to spend time together, while the park maintains a peaceful, welcoming atmosphere for those who prefer a quieter break.

The team at Silverdale really brings the Holgates ethos to life. Friendly, approachable, and attentive, staff make guests feel genuinely welcome. With around 200 employees across the Holgates group, Silverdale benefits ▶

Holgates ensures every visit is tailored to its guests' needs, providing comfort, convenience, and a touch of indulgence.

↓ AERIAL VIEW OF SILVERDALE Holiday Park's central leisure facilities set within the beautiful Arnside & Silverdale National Landscape.



↑ FUN FOR ALL AGES at the on-site bowling alley and arcade, bringing friends and families together.



↑ TOURING & GLAMPING PITCHES surrounded by landscaped green spaces, combining privacy with easy access to park facilities.

ON LOCATION

→ WAKE UP TO BREATHTAKING VIEWS of Morecambe Bay from your lodge window, bringing the beauty of the North West coastline right into your holiday retreat.

↓ PANORAMIC VIEWS of the surrounding Arnside & Silverdale National Landscape, accessible right from the park.



- ▶ from a mix of experienced full-time and seasonal staff, all committed to delivering that personal, family-run service that Holgates is known for.

QUALITY AND SUSTAINABILITY

Silverdale's five-star AA and VisitEngland ratings are testament to the park's consistently high standards. Holgates also places a strong emphasis on sustainability, from energy-efficient measures to carefully considered landscaping, ensuring the park respects and enhances its beautiful surroundings.

Recent investments across the group, such as new lodges at Beetham Holiday Park, show Holgates' commitment to growth and improvement, and while Silverdale

already sets the benchmark, ongoing investment keeps the park modern, welcoming, and perfectly suited to today's holidaymakers.

A Holiday to Remember

After a full day exploring Silverdale, it's clear why it's Holgates' flagship park. Whether you're swimming in the pool, dining in the restaurant, or taking a walk along the cliffs, Silverdale offers a holiday experience that's fun, relaxing, and memorable.

For families, couples, or friends looking for a high-quality destination in the North West, Silverdale Holiday Park perfectly combines excellent facilities with stunning surroundings, making every stay a chance to create lasting memories. ■

Silverdale Holiday Park

T. 01524 701508

www.holgates.co.uk/our-parks/silverdale



↑ DINING AND SOCIALISING at Silverdale's restaurant and bar, a welcoming hub for meals and evening entertainment.

↓ ENJOY SCENIC WALKS with your dog around Silverdale Holiday Park, where landscaped paths and nearby trails offer the perfect mix of fresh air and beautiful surroundings.



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Nick Ridgment, Windmill Retreat

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LANDSCAPED PARK ENVIRONMENTS across the Holgates portfolio, demonstrating the company's commitment to quality, space and natural beauty.

OPERATOR FOCUS

HOLGATES HOLIDAY PARKS

A Family Legacy Shaping Five-Star Escapes in the North West...

With more than seven decades of heritage behind it, Holgates Holiday Parks stands as one of the North West's most established and respected holiday park operators. Still proudly family-owned, the business has grown steadily while remaining rooted in the values that first defined it in 1956: quality, care and a genuine passion for helping guests create lasting holiday memories.

Today, Holgates operates a portfolio of 10 parks, predominantly located across the stunning landscapes of Lancashire and Cumbria. Nine of these parks sit within 10 to 15 minutes of the Carnforth and Silverdale area – a location long admired for its proximity to the Arnside & Silverdale National Landscape, the Lake District and the Yorkshire Dales. The tenth park extends

the brand's reach into the Ribble Valley, offering a contrasting but equally compelling countryside setting.

A CAREFULLY BALANCED PORTFOLIO

Holgates' portfolio reflects a deliberate and considered approach to growth. None of the parks are residential, allowing the business to remain focused exclusively on holiday and holiday ownership experiences. Six parks

Quality, care and a genuine passion for helping guests create lasting holiday memories.



↑ SILVERDALE HOLIDAY PARK'S flagship leisure complex, featuring indoor swimming pools, spa facilities and a fully equipped gym, open seven days a week.



➤ SET IN THE HEART OF THE NORTH WEST, Holgates parks offer easy access to beautiful walking routes through coast, countryside, and the Arnside & Silverdale National Landscape.



welcome both holiday guests and holiday homeowners, while four parks are dedicated entirely to ownership, offering owners a peaceful, community-focused environment.

Across its six holiday parks, accommodation options are varied and tailored to different guest needs. Five parks offer a combination of holiday caravans, touring pitches and glamping



↑ GUESTS RELAX AND DINE at the park's vibrant restaurant and bar, a central hub for family-friendly entertainment.

Pods, while Hollins Farm stands out as a touring-only park enhanced by two thoughtfully positioned glamping pods. Complementing the parks is the Holgates Collection of 11 self-catering cottages, all located within easy reach of the core Carnforth and Silverdale area, further strengthening the brand's appeal to multi-generational families and longer-stay guests.

This diversity enables Holgates to attract a wide demographic – from touring enthusiasts and first-time holidaymakers to loyal owners who return year after year.

FLAGSHIP FACILITIES AT SILVERDALE

Silverdale Holiday Park is widely regarded as the flagship of the Holgates portfolio, setting the benchmark for facilities and guest experience across the group. At the

heart of the park is a comprehensive leisure complex that rivals many standalone attractions.

Open seven days a week, the complex features two swimming pools alongside a fully equipped gym, steam room, sauna and spa pool. Beyond leisure, guests and owners can enjoy a large restaurant and bar, a bowling alley, arcade, soft play area pitch & putt, ice cream parlour and on-site shop – creating a true all-weather destination.

Silverdale also serves as Holgates' head office, reinforcing its role as the operational and cultural hub of the business.

INVESTMENT WITH LONG-TERM VISION

Recent years have seen continued investment across the estate, with a strong focus on enhancing quality rather than expanding at pace. ▶



↑ HOLGATES HOLIDAY PARKS welcome four-legged friends, offering dog-friendly accommodation and plenty of space to explore.

← TOURING PITCHES AT HOLLINS FARM, offering spacious, well-maintained facilities in a peaceful countryside setting.

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SEVEN DECADES of family heritage at Holgates Holiday Parks, delivering five-star holidays across the North West.



FACT BOX

Number of parks: Ten

Locations: Lancashire, Cumbria and Ribble Valley

Accommodation: Holiday caravans, lodges, glamping pods, touring pitches, 11 cottages

Holiday parks: 6

Ownership-only parks: 4

Residential parks: None

Employees: Approx. 200

Flagship park: Silverdale Holiday Park

Ratings: All parks AA & VisitEngland 5-star

▶ A standout project has been the redevelopment at Beetham Holiday Park, where 20 new lodges and caravans have been added across a two-phase development. The first phase completed in 2023, with the final phase finished in 2025, reflecting Holgates' long-term commitment to careful, phased growth that respects both guests and surroundings.

This approach has allowed the business to future-proof its parks while maintaining the character and tranquillity that its owners and guests value.

PEOPLE AT THE HEART OF THE BUSINESS

Holgates employs approximately 200 staff across its parks, a mix of full-time and seasonal roles. As a family-run business, the emphasis on personal service and staff engagement is clear, with many team members developing

long-term careers within the group.

This stability not only supports consistent service delivery but also reinforces the welcoming atmosphere that has become synonymous with the Holgates name.

ETHOS, CHALLENGES AND SUSTAINABILITY

Holgates' ethos is rooted in its family heritage and trusted reputation. The business positions itself as a provider of exceptional coastal and countryside escapes, where quality facilities are matched by genuine personal care. This philosophy has proven particularly valuable during a period of wider industry challenges, including rising operational costs, changing guest expectations and increased focus on sustainability.

In response, Holgates has continued to invest in energy efficiency measures across its parks, alongside thoughtful ▶



↑ HOLGATES FAR ARNSIDE LODGES enjoy a rare seafront setting overlooking Morecambe Bay.

→ STROLLS ALONG CLIFF-TOP PATHS offer couples the perfect escape amid stunning coastal scenery.





GLAMPING PODS NESTLED IN NATURAL surroundings, providing a contemporary holiday option across selected Holgates parks.

- ▶ park layouts and landscaping that minimise environmental impact. Sustainability is approached as an ongoing commitment rather than a single initiative, aligned with the company's desire to preserve the landscapes that underpin its success.

RECOGNITION AND COMMUNITY COMMITMENT

Quality and consistency have been recognised through industry accolades, with all Holgates parks holding five-star ratings from both the AA and VisitEngland. Netherbeck Holiday Park has also received the prestigious VisitEngland Rose Award, while the Ribble Valley park was named a winner at the 2025 Stars in Tourism Awards.

Beyond tourism, Holgates places strong emphasis on community and charitable engagement. Each year, the business selects a charity to support across its parks. In 2025, Holgates chose Breast Cancer Now, setting an ambitious fundraising target of £10,000 – a figure the team exceeded, reaching £10,319!

LOOKING AHEAD TO A MILESTONE YEAR

As Holgates approaches its 70th anniversary in 2026, the focus remains firmly on the future while honouring the past. With a loyal customer base,

→ FAMILIES MAKING THE MOST OF ON-PARK setting, reflecting Holgates' focus on creating memorable, multi-generational holiday experiences.

Delivering high-quality coastal and countryside escapes across the North West of England.



a well-invested portfolio and a clear sense of purpose, the business is well positioned to continue delivering five-star holiday experiences for generations to come

Holgates Holiday Parks is a family-owned holiday park operator with over 70 years of experience in delivering high-quality coastal and countryside escapes across the North West of England. With a portfolio of 10 five-star parks and a collection of luxury holiday cottages, Holgates is known for its commitment to quality, personal service and long-term investment. ■

Holgates Holiday Parks
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← NEW LUXURY LODGES AT BEETHAM HOLIDAY PARK, part of Holgates' recently completed multi-phase redevelopment.





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NORWEGIAN LOG cabins at Viaduct Fishery blend Scandinavian craftsmanship with the tranquil lakeside setting of Somerset's Cary Valley.

CABINS & LODGES

CABIN FEVER

Cabins and lodges have moved firmly from the margins to the mainstream of the holiday park sector...

Once viewed primarily as functional accommodation, they are now central to how parks define their brand, attract new audiences and drive long-term value. Design, build quality and the experience created both inside and outside the unit increasingly shape how guests choose where to stay – and how they remember their break.

Today's holidaymakers are looking for more than a roof over their heads. They want space to relax, places to socialise, and accommodation that connects them to their surroundings. Timber cabins and lodges are particularly well placed to deliver this, offering warmth, character and a strong visual identity while sitting naturally within rural, woodland and waterside settings. For park operators, they also provide flexibility – supporting everything from



↑ THOUGHTFULLY POSITIONED AND SENSITIVELY DESIGNED, The log cabins from Norwegian Log have transformed Viaduct Fishery into a multifaceted holiday destination.



short breaks and off-season stays to premium upsells such as hot tubs, saunas and wellness features.

This growing emphasis on experience-led accommodation is reshaping investment decisions across the sector. Operators are placing greater value on durability, energy efficiency and year-round usability, alongside bespoke layouts that reflect the needs of families, couples, groups and multi-generational guests. External space has become just as important as internal design, with decks, covered terraces and outdoor living areas extending the usable footprint of each unit.

In this Cabins & Lodges focus, Holiday Park Scene explores how thoughtful design, quality construction and strategic placement are helping parks maximise returns while enhancing the guest experience. From innovative lodge concepts to real-world case studies, this section highlights why cabins and lodges have become one of the most powerful tools available to today's holiday park operators.

NORWEGIAN LOG CABINS EXPAND THE LAKESIDE EXPERIENCE

In the heart of Somerset's picturesque Cary Valley lies Viaduct Fishery, a gem among Britain's commercial fisheries. Established in the early 1980s and

lovingly managed by the Long family since 1999, this 23-acre haven boasts six mature, well-stocked lakes teeming with specimen carp, F1s, silvers, and mixed species. Open year-round with dawn-to-dusk day tickets, it has long drawn anglers seeking both challenge and serenity amid natural surroundings that feel far removed from the modern world.

Mist often rises gently from the water at dawn, creating scenes of almost painterly tranquillity...

Yet Viaduct is no longer solely a day-ticket destination for the dedicated rod. Over recent years, the site has evolved into a complete holiday experience, thanks in large part to the addition of luxurious Norwegian log cabins. These seven beautiful cabins, supplied by the renowned specialists at Norwegian Log, have transformed the lakeside offering, blending authentic Scandinavian craftsmanship with the tranquil beauty of the Somerset countryside.

What makes these cabins so special?

Norwegian Log has been a market leader in premium log construction for over four decades, delivering high-specification buildings that prioritise insulation, durability, and year-round comfort. Crafted from solid timber, the cabins provide that signature cosy warmth in winter while remaining pleasantly cool during summer months, an ideal match for Britain's changeable climate. At Viaduct, the range includes one-, two-, and three-bedroom options, catering perfectly to couples seeking a romantic escape, families wanting space to spread out, or groups of friends enjoying a shared angling adventure.

Several cabins sit lakeside, granting guests their own private fishing pegs right on the doorstep. Imagine waking at first light, brewing a cuppa, and casting a line without leaving your accommodation. Others offer stunning lakeview positions overlooking Middle Lake and the rolling Cary Valley, where mist often rises gently from the water at dawn, creating scenes of almost painterly tranquillity. Some lodges even feature private hot tubs on the decking, perfect for unwinding after a day's fishing, with the soft glow of sunset reflecting across the lake.

Inside, the cabins feel inviting and surprisingly spacious. The natural wood finishes create a warm, rustic ambience, ►

► complemented by modern essentials: fully equipped kitchens, comfortable bedrooms, gas central heating, double glazing, and free Wi-Fi. It is the best of both worlds, timeless log-cabin charm without sacrificing any creature comforts.

This expansion reflects a growing trend in the holiday park sector: the demand for stay-and-play destinations where non-anglers can relax while partners pursue their passion. At Viaduct, the cabins ensure everyone benefits. Families can enjoy peaceful walks around the lakes, children can spot wildlife, and partners can soak in the hot tub or explore nearby attractions like Glastonbury,



↑ NESTLED IN THE PICTURESQUE Cary Valley in Somerton, Somerset, Viaduct Fishery & Holidays Lodges is one of the most natural and scenic commercial fisheries in the country.

WHEN THE STAY BECOMES THE STORY

The increasing importance of experiential holiday park accommodation...

Holiday park accommodation is no longer a functional backdrop to a break away. It now shapes how guests relax, socialise and remember their stay. Comfort, design quality and usable space increasingly influence booking decisions and revenue.

The Orryn, the latest lodge design from Pinelog, has been developed in direct response to guest demand for memorable, experience-led accommodation. Rather than focusing solely on the internal layout, the design treats the lodge as a complete living environment, inside and out.

A defining feature is its projecting roofline. Architecturally, it creates a strong visual identity on park. Practically, it transforms external decking into a sheltered, year-round living and entertaining space. The

extended roof projection provides protection for hot tubs, seating and dining areas, and can even accommodate a sauna, allowing operators to add premium features that remain usable in all seasons.

Like all lodges in the Pinelog range, The Orryn benefits from a fully bespoke approach. Layouts can be adapted to suit different guest profiles and park strategies, with options including integrated saunas, games rooms, accessibility



features and pet-friendly additions. These reflect growing demand for wellness, entertainment and multi-generational stays, while helping parks differentiate their offer and increase per-stay revenue.

As experiential travel continues to shape the holiday park sector, Pinelog's bespoke offering continues to lead the way in helping park operators move their accommodation into a central part of the guest experience, delivering stronger appeal and long-term commercial value.

For luxury, memorable timber lodges, speak to Pinelog's expert design team. ■

Pinelog
01246 942842
www.pinelog.co.uk



■ THE ORRYN LODGE from Pinelog transforms the park landscape with a striking roofline and an inviting, experience-led design. With thoughtful design inside and out, The Orryn encourages guests to relax, socialise and create lasting memories in every season.

Yeovil, or the Somerset Levels. The on-site tackle shop stocks everything needed, making it effortless to focus on enjoyment rather than logistics.

From Norwegian Log's perspective, Viaduct represents an exemplary project. Their cabins are built to exacting standards, ensuring longevity and minimal maintenance, qualities that holiday park operators value highly. As demand for these Somerset retreats continues to rise, the partnership is poised for further growth,

In an era where holidaymakers seek authentic, nature-immersed escapes, Viaduct Fishery stands out.

with hints of additional cabins in the pipeline to meet enthusiastic bookings. In an era where holidaymakers seek authentic, nature-immersed escapes, Viaduct Fishery stands out. The Norwegian log cabins do far more than provide accommodation; they enhance the entire lakeside experience, turning a renowned fishery into a multifaceted destination for relaxation, recreation, and reconnection.

Whether you are a lifelong angler or simply someone who appreciates the restorative power of water and woodland, Viaduct offers something truly special. The marriage of world-class fishing with these exquisite Scandinavian-inspired cabins proves that thoughtful development can elevate a site without compromising its natural soul. As the Long family and Norwegian Log continue their collaboration, Viaduct is set to remain one of the Southwest's premier holiday and angling retreats for years to come. ■

Norwegian Log
0118 9669 236
www.norwegianlog.co.uk

← FROM EARLY-MORNING CASTS to sunset unwinding, the cabins support a seamless stay-and-play experience for anglers and non-anglers alike.





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COVER THAT REALLY COUNTS

Protecting Today's Parks in an Increasingly Complex Risk...

Holiday parks and caravan sites have rarely operated in a more complex and fast-moving environment. Shifting guest expectations, digital booking journeys, extreme weather events, rising regulatory demands and increasing asset values are all reshaping how parks operate. Against this backdrop, insurance is no longer a background administrative task – it has become a central pillar of business resilience and long-term sustainability.

Today's holiday parks look very

different from those of a generation ago. Alongside traditional touring pitches and static caravans, many sites now feature luxury lodges, glamping pods, on-site leisure facilities, retail outlets, food and beverage operations, and increasingly sophisticated online booking and payment systems. While these additions enhance guest experience and revenue potential, they also create a broader and more interconnected risk profile.

Property damage, public liability, employer's liability, business interruption,

Insurance is no longer a background administrative task – it has become a central pillar of business resilience



AS PARKS CONTINUE to evolve and expand their offerings, insurance is becoming a core part of protecting people, property and operations.

➤ HOLIDAY PARKS are operating in an increasingly complex risk environment, where the right insurance cover plays a vital role in long-term resilience.

customer-owned assets and digital exposure all intersect on a modern holiday park. Ensuring that insurance cover evolves alongside the business – rather than lagging behind it – has never been more important.

Weather-related risks continue to be one of the sector's most pressing challenges. Storms, flooding and fire account for a significant proportion of claims, often with high severity and knock-on impacts. Climate volatility is placing greater strain on park infrastructure, drainage systems and siting decisions, while the density of caravans and lodges means that a single incident can escalate rapidly across multiple units.

At the same time, park operators are increasingly responsible for managing risk not only to their own assets, but also across hundreds – sometimes thousands – of customer-owned holiday homes on site. Damage to one unit can have consequences for neighbouring pitches, shared services and the wider reputation of the park, reinforcing the importance of coordinated, specialist insurance solutions.

Beyond physical risks, holiday parks are now firmly digital businesses. Online reservations, contactless payments, customer databases, Wi-Fi networks and automated systems bring efficiency and convenience for both guests and operators. However, they also introduce cyber risks that were barely on the radar a decade ago.

Cybercrime is no longer confined to large corporations. Small and medium-sized businesses are increasingly targeted, often because they are perceived as easier entry points with fewer safeguards in place. For holiday parks, a single cyber incident can disrupt bookings, compromise personal data, damage customer trust and lead to significant financial and regulatory consequences. As reliance on digital systems grows, cyber insurance is fast becoming an essential consideration rather than an optional extra.

This feature explores how specialist insurance solutions are responding to the evolving risk landscape faced by holiday parks. From protecting

Weather-related claims continue to challenge the sector, with storms, flooding and fire presenting both frequent and high-severity risks.

operators against emerging cyber threats, to safeguarding customer-owned caravans and lodges and managing complex site-wide liability, the focus is shifting from reactive cover to proactive protection.

Crucially, it highlights the importance of working with insurers who genuinely understand the realities of holiday park operations. Generic commercial policies may appear cost-effective on the surface, but they can leave dangerous gaps in cover when claims arise. Specialist providers bring sector-specific insight, tailored wordings and practical support that reflect how parks actually function day to day.

Later in this feature, Holiday Park Scene speaks directly to two leading insurance specialists who offer expert insight into different – but equally critical – areas of risk management.

In the first contribution, Kevin Minnear, Head of Underwriting at Compass Insurance, examines the growing threat of cybercrime and explains why holiday parks are increasingly exposed. He outlines common vulnerabilities, the potential impact of an attack, and why cyber insurance should now be viewed as a core component of a modern park's risk strategy.

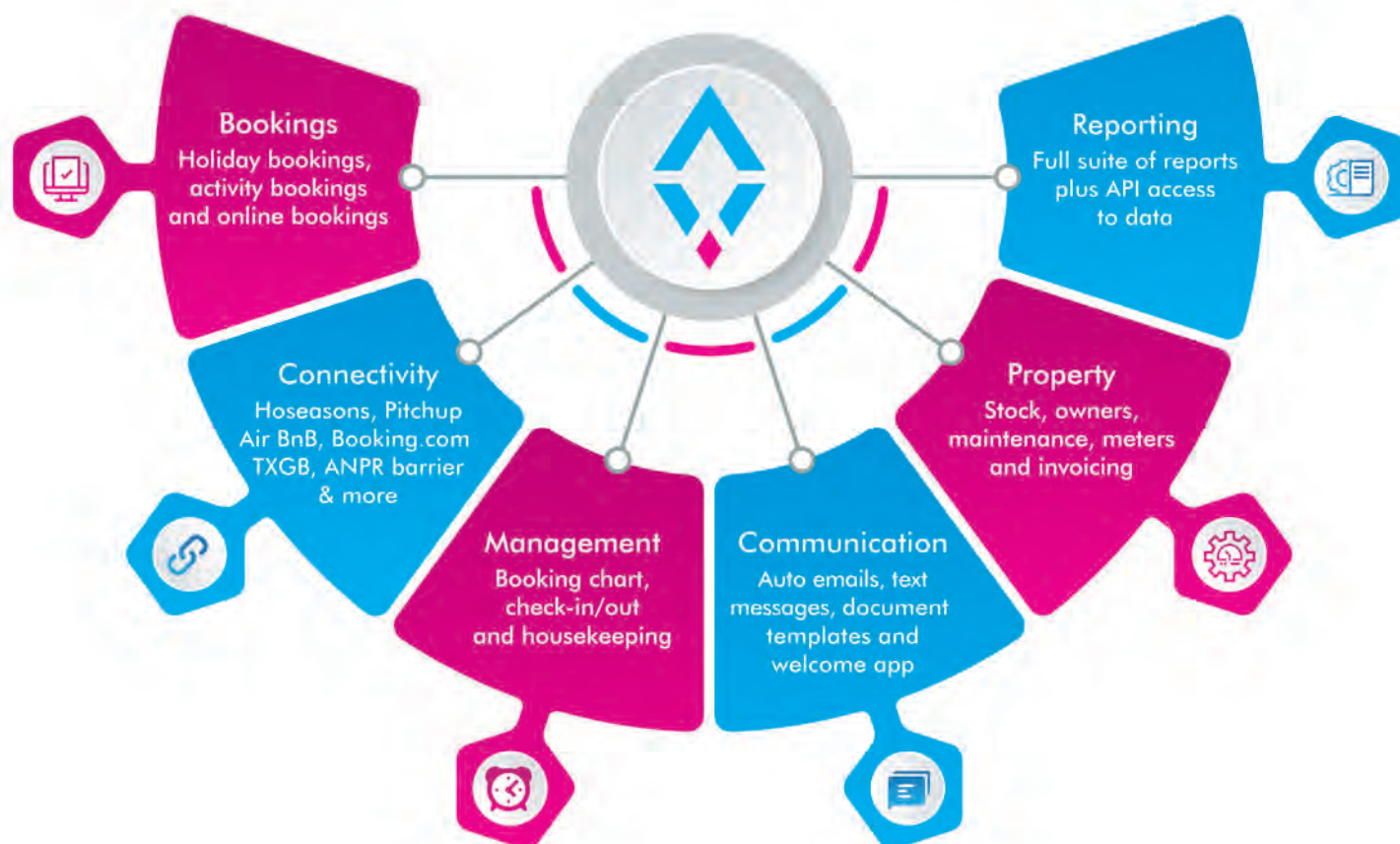
We also hear from Gareth Walker, Head of Leisuredays Development, who focuses on the insurance of customer-owned holiday caravans and lodges. His insight explores current claims trends, highlights the real-world impact of storms, floods and fire, and explains how proactive risk management and specialist partnerships can protect owners, operators and the wider site ecosystem.

Together, these expert perspectives reinforce a simple but powerful message: insurance today is about far more than recovery after loss. It is about preparedness, protection and peace of mind. For modern holiday parks operating in an increasingly complex risk environment, the right insurance strategy is not a cost to be minimised – it is an investment in stability, reputation and long-term success. ■





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LET'S NOT GO VIRAL!

One of the increasing risks facing all businesses is cyber-crime. Computers now sit at the centre of almost every commercial activity, enabling consumers to find what they want quickly, pay for it, and have it delivered next day or even same day.

The holiday industry is no different. Consumers search for destinations, read reviews, compare prices and then book and pay online. Computers and the internet are intrinsic to 21st century trading.

As an insurance professional, one of the most challenging products to sell to a customer has been Cyber Insurance. Ten years ago, when the cover was relatively inexpensive, we couldn't give it away – there was absolutely no interest.

Fast forward to today and the environment has changed dramatically. Cyber-crime frequently hit the headlines and claims are rising.

Major companies such as Marks & Spencer, the Co-op and Jaguar Land Rover have all been affected. Even government departments have suffered from cyber-attacks.

These attacks can lead to serious business interruption, significant costs in identifying and removing malware and further investment in security to prevent recurrence. On top of this, businesses may have to face ransom demands to regain control of their systems and, if found to have inadequate security, fines imposed by the Information Commissioner's Office (ICO).

WHAT HAS ALL THIS GOT TO DO WITH HOLIDAY PARKS?

Cyber-crime is on the rise, and in the online world no one is immune. It is easy to assume that only large companies are targeted because those incidents make the news – but they are just the tip of the iceberg.

Small businesses are frequently targeted due to;

Perceived Vulnerability: Attackers often see SMBs as easier targets with weaker security.

Data Value: Even small businesses hold valuable customer data useful for identity theft and fraud.



Supply Chain Access: Small businesses can be used as entry points into larger digital supply chains

Holiday parks typically operate websites, booking systems, computerised accounts and billing. It's surprising how much customer data is held, and if you hold customer data, you are responsible for protecting it.

SO, WHAT ARE THE MAIN RISKS?

- **Financial Costs:** Direct losses from theft, ransom payments, recovery costs (IT forensics, data restoration), legal fees, and potential fines.
- **Operational Disruption:** Ransomware and other attacks can halt business operations for days, leading to lost income and productivity.
- **Reputational Damage:** A data breach can undermine years of trust and goodwill.
- **Data Loss:** Compromise of sensitive customer and business data, including intellectual property.
- **Business Failure:** A significant number of small businesses never recover from major cyber-attacks
- **What exactly are cyber-attacks or cyber-crime?**
- **Phishing:** Fake emails tricking employees into revealing credentials or installing malware.
- **SQL injection:** An SQL injection happens when a cyber-criminal embeds harmful code into a webpage or application to access data.
- **Malware/Ransomware:** Malicious software that encrypts files and demands payment for their release.
- **Denial-of-Service attacks (DoS):**

Flooding a system with traffic to make it unusable

- **Man-in-the-Middle attacks:** During a man-in-the-middle cyber-attack, a cyber-criminal will intercept conversations, transactions, and the transfer of data between the victim and a service they're trying to use.
- **Social Engineering:** Manipulating people through fake emails, calls, or messages to gain access.

WHAT COVER IS AVAILABLE?

There are many providers of Cyber Crime or Cyber Liability cover which keeps the market competitive. Most will offer a comprehensive cover including:

- Data breach
- Security failure
- Illegal threat
- Cyber attack

The precise scope of cover will depend on the insurer and the policy wording.

If a cyber-attack strikes, policies may also help with:

- Additional business expenses
- Data recovery costs
- Public relations costs

The consequences of cyber-crime are serious for both the business and their customers. The ICO can impose fines of up to £17.5 million or 4% of a firm's annual global turnover, whichever is higher. British Airways were fined £20M for a data breach and Marriott Hotels £18.4M. The ICO has teeth and isn't afraid to use them! ■

Compass Insurance
0344 274 0276
compassparks.co.uk

PEACE OF MIND FOR PARKS FROM LEISURE DAYS

Leisuredays specialises in working with UK holiday parks to insure customer-owned holiday caravans and lodges. Parks refer owners directly to Leisuredays, where a dedicated team of more than 60 advisers is available seven days a week to quote, arrange cover, issue documents and manage renewals. Or customers can self-serve online and arrange their insurance with Leisuredays. Parks benefit from a valuable, ongoing income stream on policies sold and renewed.

Gareth Walker, Head of Leisuredays Development, says:

"Parks appreciate how easy it is to refer owners to us and trust our specialist team to deliver great service. With increasing regulatory demands and pressure on staff time, many parks now prefer to direct customers to a specialist provider so park teams can focus on sales, customer experience and day-to-day operations and the continual development and improvement of their park/s."

Claims trends have remained broadly consistent. Storm damage was Leisuredays' most common claim in 2025, as well as escape of water and accidental damage. Flooding and fire losses continue to be the most severe in terms of overall cost, often leading to major repairs or full replacement of caravans and lodges.

"We've also seen cases where a fire in one caravan has spread to neighbouring units," Gareth explains. "That really highlights the importance of every owner on a park having insurance in place, not just for their own protection, but to help manage wider financial and liability risks across the park."

✉ GARETH WALKER, Head of Leisuredays Development



"Parks value how straightforward it is to refer owners to us and trust our specialist teams to handle everything from quotes, setting up cover, through to claims handling and support."



PROACTIVE FLOOD RISK management helps protect parks long term and plays a key role in keeping flood cover available at sensible premiums for owners."

Leisuredays continues to work proactively with parks at risk of flooding, alongside its underwriter Intact, and an independent flood consultant. Risk mitigation measures such as siting units above flood levels, flotation systems, earth bunds, drainage improvements, and flood walls help protect parks and support the continued availability of flood cover at sustainable premiums for owners.

Key policy benefits of Leisuredays' holiday caravan and lodge insurance include cover for storm, flood, fire, theft and accidental damage, with many policies arranged on a new-for-old basis. Where a unit is written off, cover includes costs for debris removal, plus re-siting and reconnection costs for replacement units. Emergency repairs cover also pays parks to carry out immediate works to make customer units safe and watertight following insured events.

"Our team of Business Development Managers carry out regular reviews of parks and their risk management measures to make sure we can provide competitive premiums to holiday

caravan and park home owners," added Gareth. ■

Leisuredays Insurance

01422 396 693

www.leisuredays.co.uk/park-insure

TOP TIPS

- **Encourage full insurance** take-up
- **Making sure all owners have suitable insurance** cover helps protect individual customers and reduces wider financial and liability risks for the park.
- **Review drainage** and water flow
- Well-maintained drainage and clear escape routes for floodwater can significantly reduce damage during extreme weather.
- **Plan for storms**, not just floods
- **High winds are also a common cause of claims** – regular checks on siting, skirting and surroundings can help limit damage, as well as tying down storage boxes and outdoor furniture, say Leisuredays.
- **Act quickly after incidents**
- **Emergency repairs** carried out quickly can prevent further loss and speed up recovery for both parks and owners.
- **Work with insurance** specialists
- **Partnering with insurance providers** experienced in the holiday park sector can support good outcomes for customers and smooth claims handling.

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THE UK'S TOP CAMPING AND GLAMPING SITES

The AA Caravan & Camping Awards 2025–26 have once again set the benchmark for excellence across the UK's camping, glamping and holiday park sector, recognising operators that are raising standards, innovating sustainably and delivering memorable guest experiences at a time when demand for high-quality outdoor stays shows no sign of slowing.

This year's awards celebrate 13 standout sites across the UK, from coastal touring parks and woodland retreats to luxury glamping destinations, all selected following rigorous inspections by the AA's expert team. Together, the winners reflect a sector that continues to evolve – balancing affordability with

Together, the winners reflect a sector that continues to evolve...



CAMP DE RÊVES, GUERNSEY, Channel Islands – winner of AA Glamping Site of the Year, recognised for its high-quality, design-led glamping experience

premium touches, and environmental responsibility with commercial success.

At the top of the honours list, St Helens in the Park, North Yorkshire, was named AA Campsite of the Year for England and crowned Overall Winner. The park impressed inspectors with its exceptional facilities, immaculate presentation and consistently high



↑ TRELOY TOURING PARK, Cornwall – awarded AA Campsite of the Year for South West England.



↑ ST HELENS IN THE PARK, North Yorkshire – crowned AA Campsite of the Year for England and Overall Winner at the 2025–26 AA Caravan & Camping Awards.

levels of customer satisfaction. Set within a mature, landscaped environment, St Helens in the Park exemplifies how traditional camping and touring can be elevated through thoughtful design, attentive management and a strong sense of place.

The accolade reinforces North Yorkshire's position as a powerhouse for domestic tourism and highlights how well-run parks can thrive by focusing on quality, community and repeat custom rather than scale alone.

Elsewhere, the AA Glamping Site of the Year title went to Camp de Rêves in Guernsey, Channel Islands. The award recognises the site's ability to deliver



→ EYE KETTLEBY LAKES, Leicestershire – winner of AA Most Improved Campsite of the Year, following significant investment and development.

a high-end glamping experience while remaining rooted in its natural surroundings. With demand for glamping continuing to grow among couples and families seeking comfort without compromising on the outdoors, Camp de Rêves stands as an example of how design-led accommodation and strong storytelling can differentiate a destination in a competitive market.

Sustainability also took centre stage, with The Quiet Site in Cumbria awarded AA Sustainable Park of the Year. Long regarded as a pioneer in environmentally responsible tourism, The Quiet Site continues to demonstrate that sustainability and commercial viability are not mutually exclusive. From renewable energy initiatives to waste reduction and nature-first planning, the park shows how long-term investment in green practices can enhance guest appeal while future-proofing the business.



Beyond the headline winners, the awards also recognised progress and adaptability within the industry.

← WHITEFIELD FOREST Touring Park, Isle of Wight – awarded AA Campsite of the Year for South East England

↓ ALDERS CARAVAN PARK, North Yorkshire – named AA Campsite of the Year for North East England.



The national campsite winners further highlight the geographic and operational diversity of the sector. Whitefield Forest Touring Park on the Isle of Wight and Old Hall Caravan Park in Lancashire were both recognised as National AA Campsites of the Year, reflecting excellence in customer experience, facilities and location. Whitefield Forest's woodland setting and strong connection to the island's tourism offer underline the value of destination-led marketing, while Old Hall Caravan Park demonstrates how well-established touring parks can continue to evolve and compete through ongoing investment and attention to detail.

Regional winners across England also showcased the strength of local operators. Parks such as Love2Stay Shrewsbury (Heart of England), Alders Caravan Park (North East England) and Treloy Touring Park (South West) ▶



↑ THE QUIET SITE, CUMBRIA – named AA Sustainable Park of the Year, celebrating leadership in environmentally responsible tourism.

← LOVE2STAY SHREWSBURY, Shropshire – recognised as AA Campsite of the Year for the Heart of England region.



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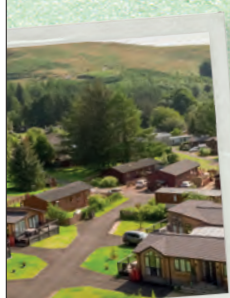
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➔ HOPTON HOLIDAY VILLAGE, Norfolk – awarded AA Holiday Park of the Year, highlighting excellence in large-scale holiday park operations.

⬇ HALLSDOWN FARM TOURING PARK, Devon – named AA Small Campsite of the Year, recognised for its high standards and personal approach.



- ▶ England) illustrate how tailored offerings – from activity-led stays to peaceful rural escapes – can meet the varied expectations of today's campers and tourers.

Beyond the headline winners, the awards also recognised progress and adaptability within the industry. Eye Kettleby Lakes in Leicestershire took home AA Most Improved Campsite of the Year, highlighting the impact of targeted upgrades and responsive management. Hallsdown Farm Touring Park in Devon was named AA Small Campsite of the Year, proving that smaller operations can compete at the highest level through personal service and a clear identity.

Meanwhile, Hopton Holiday Village in Norfolk received AA Holiday Park of the Year, underlining the

Investment in quality, people and purpose continues to pay dividends...

continued relevance of larger holiday villages within the wider outdoor accommodation landscape. With strong entertainment offerings, accommodation choice and coastal appeal, the park demonstrates how holiday parks can successfully cater to multi-generational audiences while maintaining quality standards.

Hosting the awards, Simon

Numphud, Managing Director at AA Media, noted that British camping and caravan parks are "more inspiring than ever," offering everything from peaceful rural retreats to dramatic coastal locations. His comments reflect a broader industry reality: guests increasingly expect more than just a pitch or pod – they are seeking experiences, authenticity and reassurance around quality.

All award winners are featured in the 58th edition of the AA Caravan & Camping Guide, reinforcing the continued importance of trusted third-party endorsements in influencing booking decisions. For park operators, recognition from the AA remains a valuable marketing asset, supporting both direct bookings and wider destination visibility.

As the sector looks ahead to the 2026 season, this year's winners provide a clear snapshot of where the industry is heading: towards higher standards, stronger sustainability credentials and guest experiences that turn first-time visitors into loyal advocates. For holiday park owners and operators, the message is clear – investment in quality, people and purpose continues to pay dividends. ■



⬅ OLD HALL CARAVAN PARK, Lancashire – winner of AA Campsite of the Year for North West England.

LAND LEISURE & TOURISM SHOW REVIEW

We Look Back at the Land Leisure & Tourism Show 2025..

The Land Leisure & Tourism Show returned in November 2025, welcoming thousands of visitors from across the holiday park, attraction, resort, farm business and wider hospitality and tourism sectors. Across two busy days, the show once again proved itself to be a key industry meeting point, bringing together forward-thinking operators keen to explore new ideas, discover practical solutions and gain insight from experts shaping the future of leisure.

With more than 250 exhibitors on the show floor, the event showcased a diverse mix of products and services. Global brands such as Mars Wrigley sat alongside established sector suppliers including Gemapark, leading online booking systems specialist, Outdoor Living Hot Tubs and PIB Insurance Brokers. Attendees were able to explore everything from interior furnishings and landscaping equipment to booking systems, guest experience technology and high-impact entertainment attractions.



↑ THE REESINK TEAM, were on parade with their Utility Vehicles designed for the hospitality sector.



THE SHOW PROVIDED VALUABLE opportunities for networking, collaboration and knowledge-sharing across the industry.



✦ OUR OWN BETH CONNOR was at the event distributing the latest issue of Holiday Park Scene Magazine.

encouraged operators to focus on the fundamentals: understanding who their customers are, creating a welcoming environment, serving great food and providing opportunities for people to spend time together. Efficiency, Smith stressed, should always be tied to guest value.

Wellness tourism was another recurring theme. Simon Wright, Managing Director of Walter Geering, reminded audiences that wellbeing begins the moment guests arrive. "True

Alongside the exhibition, a packed programme of seminars, workshops and panel discussions provided valuable insight into the trends, challenges and opportunities facing today's leisure and tourism operators.

The show was officially opened by Geoffrey Smith, CEO of Meadow Bay Villages, whose keynote set the tone for the event. Smith highlighted the importance of innovation rooted in a deep understanding of the guest. "If you can make the park compelling, an experience that feels like an escape, then why wouldn't people keep coming back?" he said. He

"An experience that feels like an escape, then why wouldn't people keep coming back?"

- Geoffrey Smith, CEO of Meadow Bay Villages



➤ OUTDOOR LIVING HOT TUBS had an impressive display of options available.



➤ THE EVENT WILL RETURN IN 2026, building on another successful year for the leisure and tourism industry.

➤ PIB INSURANCE BROKERS had a "Catch the Risk, before it Falls" game, with a Top Prize voucher on offer.

wellness starts with how you feel when you arrive at your destination. It's not an add-on – it sets the tone for the entire stay," he explained.

Branding and authenticity also took centre stage. Derry Green, Founder of Secret Garden Glamping, noted that guests remember experiences rather than aesthetics, while Natalie Green, Head of Performance Media at Sykes, emphasised the importance of trust and storytelling in building meaningful brand connections.



➤ LIVE DEMONSTRATIONS and hands-on experiences helped operators explore new ideas and innovations.

The 2026 LTT once again reinforced its status as a must-attend...

Operational resilience was explored by James Sinclair, Founder and CEO of Fabadousa, who spoke candidly about managing seasonality and cash flow. Event specialist Sam Beech of Laughing Bulldog Events closed with practical advice on creating standout experiences, from competitor research to influencer partnerships.

With its blend of innovation, insight and collaboration, the 2025 Land Leisure & Tourism Show once again reinforced its status as a must-attend



event. The show will return in 2026, promising even more exhibitors, expertise and opportunities for operators to thrive. ■

Please pre-register to join us again in 2026 to explore the future of land, leisure, and tourism.

Land Leisure & Tourism Show 2026
www.lttshow.com/pre-register-2026



➤ HOSEASONS had a busy stand with some of their top suppliers to assist with customer enquiries.

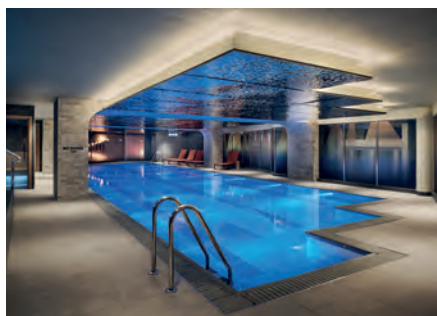
➤ GEOFFREY SMITH, CEO of Meadow Bay Villages, opening the event with a keynote focused on guest experience and innovation.



UK

COMMERCIAL POOL SERVICES GUIDE

An at a glance guide to specialist swimming pool suppliers across the UK...



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Aquality Leisure offers both pro-active

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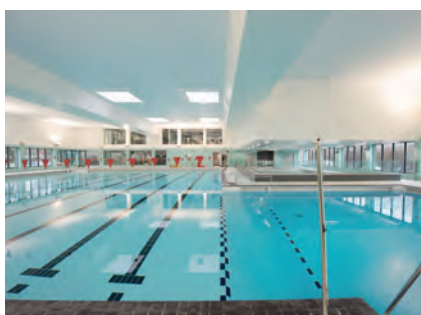
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2026 Competition Timeline

Entries Open	May 2026
Entries Close	First week in September
Voting opens	Third week in September
Voting closes	Third week in October
Awards Evening	Thursday Dec 10th

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If you have any questions about the competition please email: awards@ukpoolandspaawards.co.uk



↓ HOSEASONS SIMON ALTHAM
hosting in style and setting the tone
for an unforgettable evening.



HOSEASONS CONFERENCE

BEYOND BOOKINGS WITH HOSEASONS

How the UK's leading staycation event explored guest experience, innovation and long-term growth in Brighton...

The Hoseasons Conference continues to be one of the largest and most influential events in the UK holiday and Staycation industry, and the 2025 event truly lived up to that esteem. In vibrant, bracing Brighton, a jam-packed agenda was lined-up for attendees, with a variety of industry delegates leading the exhibition.

The theme of this year was "Beyond Bookings", chosen by panellists to highlight the opportunity in honing the guest experience to secure repeat bookings. Whether it's a memory making activity whilst on holiday, or a personalised email that speaks directly to the customer's reason to book, the opportunities to encourage guests back again and again, are endless.



↑ EXHIBITOR CLEAR SKY Safari Tents
inspiring accommodation ideas for
holiday parks.

← EXHIBITORS COMPASS INSURANCE
offering guidance and protection for
holiday park businesses.

→ TWO INSPIRING DAYS OF INSIGHT, innovation and collaboration at the Hoseasons Conference 2025.

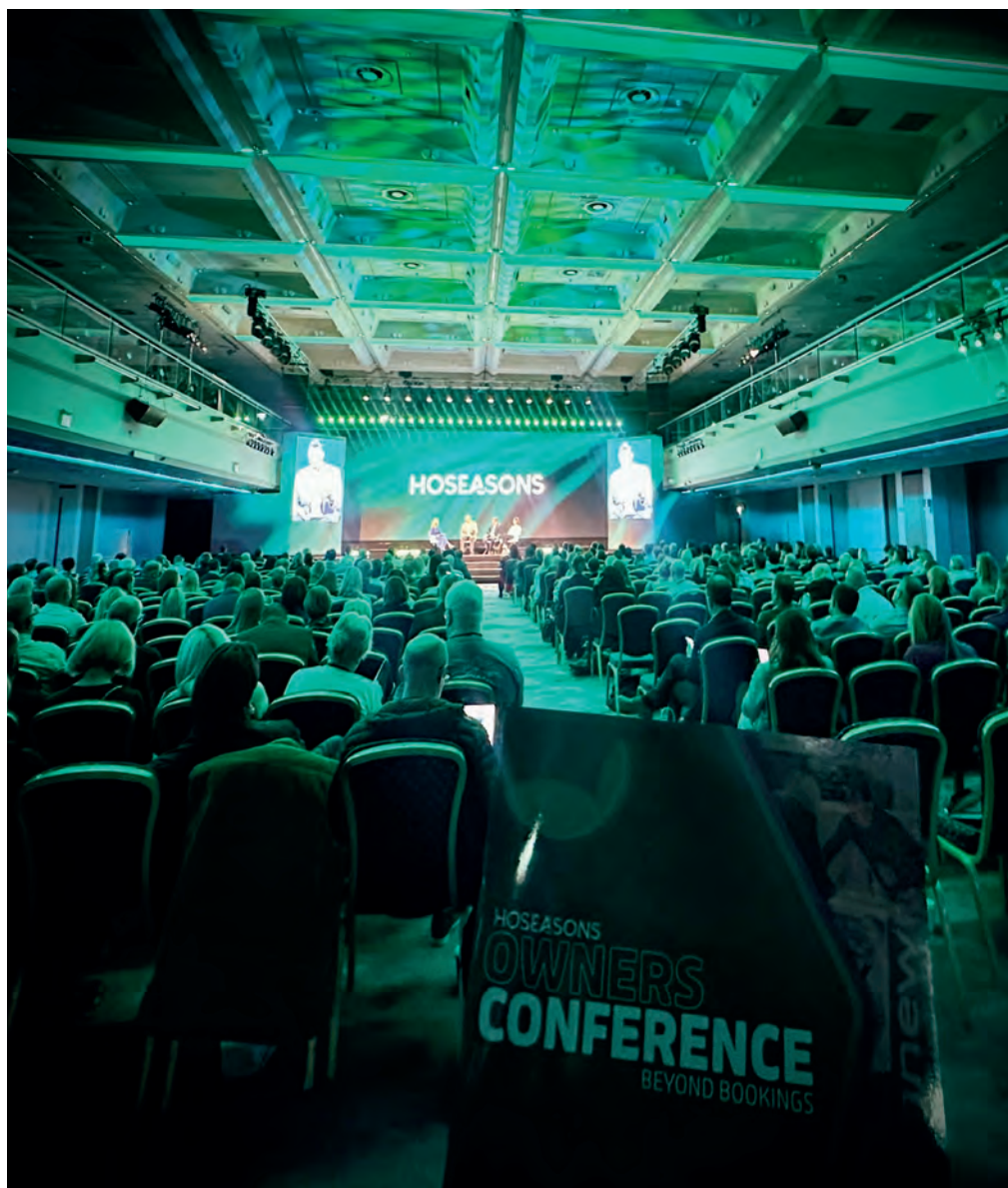
The two-day event featured insight from over 40 key industry suppliers, speakers and delegates, as well as insightful and informative presentations from the team at Hoseasons and its parent company, Awaze.

From the expert guidance of the Account Director teams, Jennifer Day shared Hoseasons' exciting marketing plans for the year, Martin Rovsing and James Baird offered an insight into the world of data and tech, and our event sponsors, One Stop Spas & Leisure, detailed the benefits of longer seasons and the opportunity to achieve higher AWR by installing hot tubs.

In an ever-shifting political landscape, Penny Mordaunt provided her insights and thoughts. A special thank you to Penny for signing over 200 books in record time! ▶



↑ UNLOCKING THE POWER of data and tech with Martin Rovsing.



A jam-packed agenda was lined-up for attendees, with a variety of industry delegates leading the exhibition.



↑ EXHIBITORS 1 STOP SPAS showcasing their products and revenue opportunities for parks.

← ALAN CARR celebrating with Diamond Award winners

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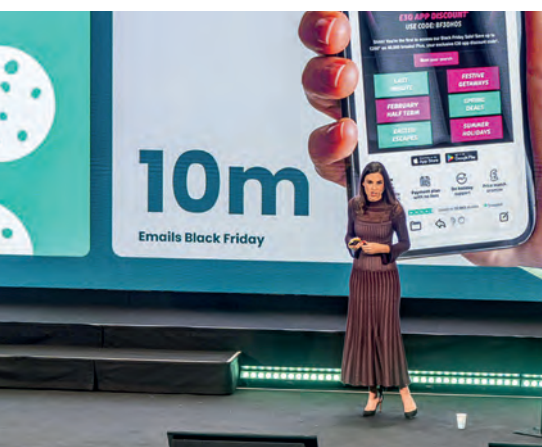
← BETH CONNOR with Sue from the Swift Agency, showcasing marketing expertise and solutions for holiday parks.

↓ JEN DAY inspiring the audience with a forward-looking vision for Hoseasons growth and marketing.



→ A DRAMATIC ENTRANCE from Alan Carr set the stage for an unforgettable awards ceremony.

↓ JEN DAY inspiring the audience with a forward-looking vision for Hoseasons growth and marketing.



▶ With the day-time event over, glad rags and dancing shoes were donned for the much-anticipated awards evening. All award winners on the prestigious roll of honour have worked tirelessly throughout the year to achieve excellent customer experiences and are well-deserving of the recognition. To give the awards the gravitas required, Alan Carr, recent champion of Celebrity Traitors presented the winners with their prize plaques. Making a dramatic entrance with his cloak and lantern, the audience were transported to the drama of the Scottish Castle.

The winner of the Best in Britain award for the Best Overall Holiday Park was Wild Acre Village at Sundown Adventureland. With Folly Farm Holiday Park winning the Best in Britain for Small Parks and Willow Pastures winning the Best in Britain for Large Parks. A very special mention must be made to Greg Munford, who we were incredibly proud to present with the Outstanding Achievement award – a recognition that could not be more deserved. ■

Hoseasons
0345 268 1500
joinus@hoseasons.co.uk



← EXHIBITORS GemaPark presenting creative park solutions designed to enhance guest experiences. Lovibond Water Testing demonstrating quality solutions for safer leisure facilities.

HARPA GOES TO WESTMINSTER

HARPA Conference 2026 underlines industry's role in housing and communities...

The newly branded Holiday and Residential Parks Association (HARPA) last week brought the UK parks industry to the heart of Westminster as it hosted its 2026 Conference, marking a high-profile debut for the association's new identity.

Formerly known as the British Holiday and Home Parks Association, HARPA officially adopted its new name and branding in January 2026 following a member-led rebrand launched at the close of its 75th anniversary year. The Westminster conference provided the first major opportunity to present the new identity, vision and strategic direction to policymakers, partners and the media.



A central feature of the event was a full-scale demonstration of the sector's contribution to the UK's housing needs. A brand-new, British-manufactured residential park home was installed at the entrance to the conference centre, offering parliamentarians a tangible example of how modern park homes and responsibly run residential

→ A BUSY EXHIBITION AREA buzzed with activity as delegates networked between seminar sessions



Designed to challenge outdated perceptions of park living, highlighting quality design, modern construction...

→ ENTREPRENEUR AND DRAGON'S DEN STAR Sara Davies delivered practical insights on resilience and opportunity.

parks could help deliver some of the 30,000–50,000 new later-living homes the country needs to build each year, as identified by the Government's Older People's Housing Task Force.

HARPA said the installation was designed to challenge outdated perceptions of park living, highlighting quality design, modern construction and the role of professionally managed parks in creating sustainable communities.

Political engagement was a key focus of the two-day conference, with 22 MPs and peers attending across the programme. Some of the MPs and peers in attendance were Nigel Huddleston, Dame Harriet Baldwin, Lord Mark Harper, Sir Julian Smith, Sir Christopher Chope, Caroline Voaden and Lord Attlee. Parliamentarians joined delegates for lunches on both days, enabling direct discussions on planning reform, housing supply, later-living provision and the economic contribution of park businesses to rural and coastal communities.

The conference also marked a leadership moment for the association, with Devon park owner Claire Flower, a director of Beverley Holidays, formally taking on the role of National Chair. Flower, who served on the working group that guided the rebrand, said HARPA represented more than



→ CLAIRE FLOWER, DIRECTOR OF BEVERLEY HOLIDAYS, took on the role of National Chair of HARPA at the 2026 Conference

Political engagement was a key focus of the two-day conference, with 22 MPs and peers attending across the programme.

a change of name, positioning the organisation as a modern, inclusive and proactive voice for the sector.

HARPA's new vision focuses on building a strong, sustainable and well-respected parks industry, with connected and engaged members at its heart. Its mission commits the association to specialist advice, raising standards and delivering effective advocacy, underpinned by values of collaboration, transparency and ambition.

With a new identity, a clear policy message and Parliament firmly in its sights, HARPA's 2026 Conference is designed to position the parks sector as both economically significant and socially relevant – and ready to be heard. ■

Holiday and Residential Parks Association
01452 526911
www.harpa.org.uk



→ THE HARPA ENGAGEMENT AWARDS brought energy and celebration to the 2026 Conference, honouring standout contributions from parks across the UK.



→ A BUSY EXHIBITION AREA buzzed with activity as delegates networked between seminar sessions

KUBOTA ZERO-TURN TICKS EVERY BOX FOR WINDSOR HOLIDAY PARK

Gareth Hagan, Owner of Windsor Holiday Park, knows the importance of creating a strong first impression for his guests. That's why, when it comes to the maintenance of the lawned areas of the site – nestled just outside of Newcastle, County Down – nothing less than a 'bowling green' finish is acceptable. Delivering that, alongside significant efficiency and safety benefits and so much more is a ZD1211 from Kubota.

Windsor Holiday Park is proudly a five-star, AA Gold-rated resort, family owned and operated by Gareth, his wife and two children. The commitment to quality extends well beyond hospitality – it's evident in every blade of grass across their 7-acre site. "The presentation of the grounds is what creates either the right or wrong first impression of someone's holiday which is why we put so much emphasis on this being perfect" he explains.

"I've grown up in the industry and was familiar with Kubota, so turned to Laird Grass Machinery when we needed to replace our previous mower. The team at Laird are absolutely first-class. They knew exactly what we needed and, while we knew the specification of the ZD1211 was going to be spot on, its performance has truly exceeded all expectations."

"We've cut our mowing time by 50%."



WITH THE KUBOTA ZD1211 Zero-Turn mower, Windsor Holiday Park has halved mowing time and improved safety across the 7-acre site.

Gareth expands, "The productivity of this machine is outstanding, and we can navigate between the statics and glamping pods with such ease that the whole job can be done in just half a day in good weather." The manoeuvrability of the ZD1211 has also made the day-to-day work much safer and simpler. "Before, we had to reverse in and out of pitches, which isn't ideal with guests and children moving around. Now, we can turn on the spot, so we're always forward facing with full line of sight."

From Kubota's recently expanded Zero-Turn mower range, the ZD1211 prioritises efficiency with a 60" cutting width and hydraulic-lift deck. Its suspension seat means greater comfort and less operator fatigue – something Gareth and his team of wardens appreciate. "Gone are the days of sore backs... The seat is like nothing else on the market, you could literally have it in your living room!"

To reduce the transportation of clippings around the site, Gareth opted to equip the ZD1211 with Kubota's mulching kit. "We don't have capacity to lift grass so this keeps both the site clean and the guests happy."

He concludes, "We've now used the ZD1211 for two seasons and the machine continues to impress. The presentation is consistently where we need it to be, the comments we've had from guests are incredibly positive and the back up support we've had from Laird is second to none – it just ticks every box." ■

Find your nearest dealer at
www.kubota.co.uk

← THE ZD1211'S MANOEUVRABILITY and mulching kit ensure Windsor Holiday Park's lawns stay immaculate, creating the perfect first impression for guests.



TURN YOUR WIFI AND BROADBAND SERVICES INTO PROFIT AND ENGAGEMENT

We hear from Kendal Stacey, Holiday Parks & Leisure Lead, Wifinity



work with 4/5 of the UK's largest holiday park operators, including Parkdean Resorts, Butlins and Haven. One topic keeps coming up. With tax, business rates, utilities, staffing and supplier fees rising, parks want to make every asset work harder.

Connectivity is one of those assets, delivering commercial returns when set up in the right way. Look beyond basic guest WiFi and towards the potential of your network as an income generator, an operational tool and a differentiator. This article shows how it can support your commercial goals.

Your connectivity affects booking decisions, guest satisfaction, spend on site and the workload for your reception team. Some parks create direct revenue through tiered or upgraded packages. Others drive indirect returns like better loyalty, increased venue footfall, longer dwell times, smoother digital journeys or reduced strain on reception teams.

CONNECTIVITY OPTIONS:

1 Basic or traditional WiFi
A small number of outdoor access points create a simple mesh. It's easy to install and is enough for very small parks with low demand. Performance drops at peak times, indoor coverage is patchy and it's unreliable for streaming or remote work.

2 Park-wide professionally managed network

A purpose-designed network with consistent coverage across the park and units. Handles many devices, supports streaming and work use, cuts your support burden using central management. Larger operators choose this.

3 In-unit broadband

Each unit gets its own router or customer premises equipment for a private, home-style connection. Works well where predictable performance matters – lodge owners or long-stay guests. Supports tiered or premium packages.



Backhaul is critical in every case. You'll have several options like private 5G, fibre or fixed wireless access.

COMMERCIAL OPTIONS:

- Free access for all: Simple to communicate. Removes barriers for guests.
- Freemium. Basic free access with optional paid upgrades.
- Paid only. Be mindful that most visitors expect basic free access.
- Revenue share. A supplier like Wifinity, owns and manages the network. Income from paid passes is shared.

Your connectivity affects booking decisions, guest satisfaction, spend on site

Different parks choose differently based on layout, guest type and commercial priorities. We consider things like terrain, accommodation mix, guest behaviour and operational goals. That context usually points to the right model.

At Parkdean Resorts, for example, we moved from a mix of legacy systems to a consistent managed network with in-van routers and structured backhaul. The focus wasn't on headline speeds but on stable coverage and reducing support issues, which also enabled digital services.

If you're reviewing connectivity ahead of the season, start with what you want the network to deliver for users and the right model becomes easier to choose. ■



Read the full report here: [Click here](#)

Contact holidayparks@wifinity.co.uk for more information.

■ **STABLE, FAST, AND PROFITABLE:** the right network can transform your park's guest experience and commercial returns.

HOLIDAY PARKS URGED TO ENTER 2026 UK POOL & SPA AWARDS



KELLING HEALTH HOLIDAY PARK in Norfolk, designed by Newson Pools, crowned Holiday Park Pool of the Year at the 2025 UK Pool & Spa Awards for its innovative design and guest-focused features.

Holiday Parks, Caravan Parks & Hospitality Sites with swimming pools, spas, or wellness facilities are being encouraged to enter the 2026 UK Pool & Spa Awards, following a spectacular showcase of innovation at this year's event.

The 15th edition of the awards, hosted by water leisure specialists Waterland Media, saw 250 entries from 75 companies, celebrating excellence in pool, spa, hot tub, and wellness design. Categories ranged from One-Piece Pool Project of the Year to Swim Spa Project of the Year, Energy Efficient/Eco Award, and Health & Wellness

Project of the Year.

"The industry continues to raise the bar every year, with customer experience and wellbeing at the heart of design and innovation," said Christina Connor, Managing Director of Waterland Media, publishers of Pool & Spa SCENE magazine. "We champion the companies, individuals, and products that are shaping the sector and inspiring a new era of home and commercial leisure facilities."

This year's awards highlighted the growing demand for wellness features that combine fitness, leisure, and family enjoyment. Popular trends include

compact swim spas, quick-build one-piece pools, smart swim jet technology, and eco-efficient installations, alongside saunas and fire-and-ice wellness experiences.

Among the winners, Kelling Health Holiday Park in Norfolk, designed by Newson Pools, took home the prestigious Holiday Park Pool of the Year award, showcasing a combination of innovative design, energy efficiency, and guest-focused features. Other top performers included Buckingham Pools, Essex's Aquascapes, Surrey's Tanby Swimming Pools, and Northern Ireland's Starview Hot Tubs & Outdoor Living.

For holiday parks, an award-winning pool or spa is more than a facility – it's a key differentiator, enhancing guest satisfaction, increasing bookings, and supporting premium rates. Parks with pools, spas, or wellness suites are encouraged to enter the 2026 UK Pool & Spa Awards to gain recognition for high standards, design excellence, and operational innovation. ■

Full details and entry information are available at www.ukpoolandspaawards.co.uk

← FROM SWIM SPAS TO LUXURY POOLS, recognition at the UK Pool & Spa Awards highlights the facilities that elevate guest experiences and boost bookings.



MARKETPLACE

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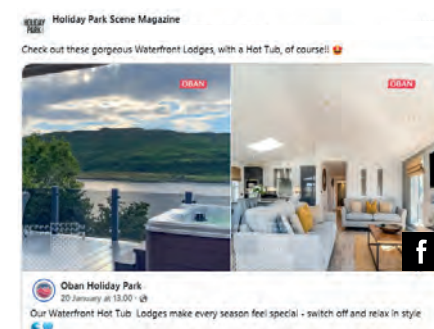
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The 2025 [VisitEngland](#) Awards for Excellence celebrated the very best in UK ...more

HPS NEWS

POLMANTER TOURING PARK TAKES GOLD AT VISITENGLAND AWARDS 2025




in

Holiday Park Scene Magazine is at QE2 Centre.

Holiday Park Scene Magazine have had a fantastic few days at the 2026 HARPA Conference in Westminster.... See more

PARKS MAKE PLACES



f

Holiday Park Scene Magazine

Some of the UK were lucky enough to see the Northern lights last night 🌈

T... See more



Leonards Cove Holiday Village
20 January at 12:35 · 🌐

Northern lights from Leonards Cove last night! What an amazing sight! 🌈

f

Campers Cove @CampersCoveWH ·

Make 2026 the year of "little moments" #memories #moments

LITTLE MOMENTS = BIG MEMORIES



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A HOLIDAY PARK AND VISITOR ATTRACTION SINCE 1976

WISH YOU WERE HERE

River Dart Country Park...

River Dart Country Park has been welcoming guests as a holiday park and visitor attraction since 1976. Set within 90 acres of beautiful Devon countryside on the edge of Dartmoor, it blends outdoor adventure with relaxed, family-friendly camping. The park is run with a strong sense of heritage, sustainability and community, and remains one of Devon's best-loved destinations for active families.

The campsite offers a wide choice of accommodation, with **243 grass pitches and 38 hardstanding touring pitches** suitable for tents, caravans and motorhomes. Guests can choose between non-electric pitches, electric hook-up options, hardstanding, or "super-pitches", which combine hard base with grass. Each pitch is generously sized at approximately **11m x 11m**, giving families plenty of space. Facilities include modern amenity blocks with hot showers and free hot water, washing-up areas, laundry rooms, Wi-Fi zones, a well-stocked onsite shop and the popular **Old**



Sawmill café-restaurant. Secure barrier entry, disabled and family-friendly amenities and a dedicated dog-walking area add to the convenience.

Adventure is at the heart of River Dart Country Park. From extensive outdoor playgrounds and a lakeside **pirate ship** to climbing pods, a tree-top tower, canoeing, kayaking, high-ropes courses, zip wires and an impressive Bike Park, the park offers activities for all ages. Younger visitors love the mini-beach and gentle water play areas, while the surrounding woodland and riverside trails provide a peaceful contrast. Being just a mile from the A38 and sitting at the gateway to **Dartmoor National Park**, the location is both accessible and scenic.

The park has received multiple accolades, including success at the **Visit Devon Tourism Awards** and, most recently, a **Bronze** for "Touring Camping & Caravanning Park of the Year" (2025).

Sustainability is a defining part of its identity. River Dart Country Park uses a hydro-dynamic screw turbine to generate electricity, biomass heating



for its facilities, solar PV, electric site vehicles and an extensive recycling policy. Its family-friendly **Eco Trail** helps visitors discover these initiatives first-hand.

What truly sets the park apart is its blend of nature, adventure and atmosphere. As many families say, the pirate-ship lake alone makes it "their favourite place ever."

River Dart Country Park

Ashburton, Devon, postcode TQ13 7NP

T. 01364 652511

E. info@riverdart.co.uk

www.riverdart.co.uk



↑ GENERAL MANAGER IS ROGER SELL



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Location: Colliford Lake, Bodmin Moor, Cornwall, UK

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An opportunity to acquire a well-established hospitality and leisure business situated in the stunning landscape of Bodmin Moor, Cornwall. Features a rustic tavern, cozy lounge area, and restaurant with lake views.



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Asking price: £850,000

Location: Barnstaple, Devon

Listing ID: 3738615

This site features 2.9 acres of level land with excellent main road access, and a prime site with permission to develop 32 twin holiday lodges on an 11 month holiday season. Image shows a potential layout of the completed development.



ESTABLISHED CARAVAN PARK

Asking price: £1,750,000

Location: Machynlleth, Powys

Listing ID: 3734034

A mixed static & touring park in the heart of Wales, including a newly refurbished 2-bedroom owner's bungalow, set within 20 acres with expansion potential, subject to planning.



SUPERBLY LOCATED & PROFITABLE

Asking price: £1-5m

Location: Lochearnhead, Perth and Kinross

Listing ID: 3708394

This site extends to 12.1 acres with 16 twin lodges, including further scope for development subject to planning. Licence for 50 tourers and 14 static caravans, and includes a spacious four bedroom detached owner's residence.



PICTURESQUE HOLIDAY PARK

Asking price: £1,700,000

Location: Norfolk

Listing ID: 3683749

Picturesque Holiday Park on the south Norfolk/Suffolk border set in open Norfolk countryside in a small village community. Includes 7 acres of land, 46 static holiday caravans, 10 tourers and 15 tents.



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Asking price: £995,000

Location: Saundersfoot, Pembrokeshire

Listing ID: 3654178

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