

Holiday Centres - UK - October 2011

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“Holiday centres’ family appeal ensures that people with children are particularly likely to consider them when choosing a holiday. However, opportunities exist in targeting demographic groups whose interest is less likely, particularly the growing singles and older populations of the UK.”

- Tom Rees, Senior Travel and Tourism Analyst

In this report we answer the key questions:

- How can operators capitalise on predicted growth in the number of children?
- Can holiday centres turn increased petrol costs to their advantage?
- Can holiday centres better engage with the growing – and under-served – single population in the UK?
- How best can holiday centres appeal to consumers who have not yet been but express an interest in doing so?

The report coverage extends across three types of site for holidays in the UK, although some sites may offer a range of accommodation:

- ‘Holiday centre’ is generally used for the traditional brands such as Butlins and Pontins, which were originally based on a 1950s ‘holiday camp’ formula but have developed over the years. They are characterised by permanent accommodation (rather than mobile homes), in blocks, detached buildings or (more recently) hotels; the holidays they sell may include meals or be self-catering, and they invariably include some entertainment and leisure facilities in the holiday price.

- Forest villages are also holiday centres, but they are very different from the Butlins/Pontins model; their siting is aimed at rural quiet, not seaside bustle. In practice, there are currently four in the UK, all owned and defined by their originator, Center Parcs.

- Holiday parks based on caravan or lodge accommodation are the most numerous overall, but Mintel is only counting those parks that can be described as ‘centres’ or ‘villages’ because they offer a full range of on-site facilities: swimming pools, foodservices, some indoor entertainment, children’s clubs etc. An adult, for the purposes of Mintel’s research, is anyone aged 16 or over.

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