



HOLIDAY PARK

MARKET SNAPSHOT H1 2025

BUSINESS. BUILT AROUND YOU.

christie.com

WHO WE ARE & WHAT WE DO

Christie & Co is the UK's leading specialist property advisor, offering leading valuation, consultancy and agency services across our specialist sectors, including the caravan and holiday park sector.



WHO ARE WE?

Christie & Co was founded in 1935, as part of the Christie Group and is publicly listed on the London Stock Exchange Alternative Investment Market (AIM).

We have over 50,000 buyers registered on our database. This provides clients with access to the largest business property market in the UK.

Christie & Co has won the Estates Gazette "Most Active Hotel and Leisure Agent" for eight consecutive years. Our clients range from individual owner operators to multi-site regionals, through to national and international corporate operators, as well as the financial markets that support these businesses.

We employ the largest team of sector specialists in the UK, providing professional brokerage and advisory services across Britain and Europe. We have been providing operational property services to businesses like yours for 90 years, and our agents have unrivalled local knowledge of markets they operate in. We are RICS regulated and in touch with operators of every size across the UK, and we can bring our tried and tested expertise to your advantage.

WE HAVE ADVISED ON C. £1BN OF LEISURE ASSETS IN THE LAST 12 MONTHS

WHY WORK WITH US?

We transact operational property day in day out, so we know how to maximise the value of your business property whilst navigating deal pitfalls. We are skilled negotiators who go beyond a mere introduction.

Anyone can introduce their business to the obvious buyers, but we leverage the market to ensure delivery of each deal.

We understand often complex buyer due diligence and will help you prepare for sale. There are frequently less obvious suitors who may have specific requirements who want to use our knowledge and contacts to make an 'off market' approach. Once a deal is agreed we professionally manage the transaction to ensure matters complete in a timely manner.

WHAT'S ON THE MARKET?



SOUTH VIEW LODGES

Devon

- Luxury holiday lodge business
- Six lodges set in c. six acres
- Rural location four miles from Exeter city centre

Ref: 3290010

GABRIELA WILLIAMS
07764 241 302



HOLIDAY AND RESIDENTIAL PARK

Fife

- Planning consent for 121 pitches
- Pitch fees £251,961 per annum
- Stunning location

Ref: 6890022

MARK LAVERY
07526 175 850



NORTH SHIRE

North Yorkshire

- Wedding venue / holiday complex
- By appointment of the receivers
- 4.89-acre site in a moorland setting

Ref: 6490022

JAMIE KEITH
07736 615 871



GOWER HOLIDAY VILLAGE

Swansea

- Located on the Gower Peninsular
- 56 private chalets & 6 holiday let chalets
- 7 acres currently used for the holiday park

Ref: 3490004

GABRIELA WILLIAMS
07764 241 302



LUXURY SELF-CATERING HOLIDAY VILLAGE

South of England

- Same ownership since 2008
- 17 vendor-owned holiday homes (41 homes total)
- c. £240,000 adjusted net profit

Ref: Project Turnkey

MARKUS GRUN
07561 115 174



NATIONAL PARK HOLIDAY PARK

Lake District

- Planning for 119 pitches
- Highly profitable business
- Prime Lake District location

Ref: 5690015

JAMIE KEITH
07736 615 871



Interested in buying a holiday park business?

Scan the QR code to register your details and one of our agents will be in touch.

WHAT'S HAPPENING IN THE HOLIDAY PARK MARKET?

SIGNS OF INCREASED CORPORATE AND MID-TIER MARKET ACTIVITY

The caravan sales market has proven unpredictable, with some operators reporting modest recovery in H2 of 2024. Operators have adapted to the cost-of-living crisis, by offering lower value caravans/ lodges or prioritising second-hand sales which encompasses a larger market, but results in lower sales margins. The value of undeveloped pitches (with planning permission) has remained static relative to 2023. Niche operators offering premium accommodation and facilities continue to do well.

OUR OUTLOOK

- More corporate M&A activity given subdued activity in 2024 and the natural ending of the private equity cycle.
- Cost of capital/borrowing is decreasing (slowly), resulting in more re-financing activity.
- More buoyant caravan and lodge sales market, given the above sentiment and the cost-of-living crisis subsiding.
- The current government has signalled significant planning reform, which would prioritise development over local objections. This in turn could lead to more planning applications being approved and a faster planning application process. In this respect, as the market recovers from the cost-of-living crisis, operators should be able to take advantage of increasing demand and adapt accordingly, with less red tape and barriers to development/investment.

THE FUNDING LANDSCAPE

Holiday parks have been a more favourable investment option for individuals over the past two years, for three key reasons:



Traditional lenders and alternative banks consider the sector more reliable in terms of cashflow performance, which is important, given the current base rate.



Scalability when buying a holiday park allows owners to build on underutilised acreage. This can result in immediate profit on selling accommodation, along with annual ground rent (like) pitch fees.



Holiday parks offer the potential for expansion, or diversification of the business with additional income streams, which is desirable for lenders.

CASE STUDY

Refinance of Portfolio of Four Holiday Parks

With nearly 20 years of experience, our client has a proven history of transforming underperforming holiday parks into profitable ventures. We successfully refinanced his existing portfolio of four North Wales holiday parks, enabling him to release capital for the purchase of a fifth park.





Christie & Co is part of Christie Group Plc, a group of companies which offer professional services at every stage of your business lifecycle.

BROKERAGE | VALUATION | ADVISORY | CONSULTANCY | INVESTMENT
RESEARCH | STOCKTAKING | FINANCE | INSURANCE

CHRISTIE FINANCE

Christie Finance has over 45 years' experience and is a market leader in the sector, supporting clients enter, expand, or develop their holiday park portfolio.

We can assist with the acquisition of a holiday park, refurbishment, expansion or development work or perhaps a loan to purchase a new item of specialist equipment.

We have developed our offering based around our clients' needs:

- Commercial Mortgages
- Unsecured Finance
- Real Estate Finance
- Corporate Debt Advisory



VENNERS

We are very happy with the service that Venners provides us. Our Area Manager is always on the end of the phone to assist us with any questions we have. The stocktaker is excellent and explains everything in detail that is understandable to all.

Heidi Lancaster - Director of Finance (Cosgrove Leisure Parks UK)

Venners provide business support services to holiday park operators. They offer nationwide audits and consultancy to help operators make more profit from their clubhouses, bars and restaurants.

Venners are dedicated to helping holiday park businesses run smoother and more effective operations. With over 125 years' worth of experience, they are the experts for everything related to stock control and operational excellence.

Venners offer:

- Clubhouse stocktaking
- Best practice training
- Compliance auditing
- Fraud investigation
- Profit improvement consultancy

CONTACT US



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If you'd like to discuss the holiday park market, scan the QR code to complete the form and one of our agents will be in touch.

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