



HOLIDAY PARK MARKET SNAPSHOT

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 85,000 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 nearly 90 years, and our agents have unrivalled local knowledge of markets they operate in. We are 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?



NATIONAL PARK HOLIDAY PARK

Lake District

- Once in a generation opportunity to acquire a highly profitable holiday park
- Planning for 119 holiday pitches
- Immediate opportunities to add value by increasing the modest pitch fees
- Average EBITDA of c. £590,000 per annum

Ref: 5690015

JAMIE KEITH

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THE RUBY COUNTRY LODGE PARK

Devon

- Planning consent for 110 static units
- Only 16 lodges developed
- 16 acre site with a semi-derelict manor house included
- Significant leisure development opportunity

Ref: 3290011

JAMIE KEITH

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MIXED HOLIDAY AND RESIDENTIAL PARK

Fife

- Residential park home and holiday caravan sales opportunities
- 10.4-acre freehold site with planning consent for 121 pitches
- 109 pitch fee payers currently
- In excess of £250,000 pitch fee income

Ref: 6890022

JAMIE KEITH

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HAWYOOD FARM CARAVAN AND CAMPING

Herefordshire

- Unique Lifestyle Leisure Business set in 6.92 acres
- Touring Caravan Park and Holiday Let
- 3 / 4 Bed Owner's Farmhouse & 4-Bed Detached Barn Conversion
- 33 Hardstanding Pitches & 43 Grass Pitches

Ref: 5890030

GABRIELA WILLIAMS

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OFFA'S PITCH GLAMPING

Shropshire

- Unique Lifestyle Business with scope to increase trade
- 4-bedroom cottage with 2 bathrooms
- 3 bespoke glamping cabins
- Stunning scenic escapism, set in c. 1.1 acres

Ref: 5842788

GABRIELA WILLIAMS

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CONFIDENTIAL MARINA OPERATION

West Coast of Scotland

- Profitable and well-established business
- Outstanding location
- 240 Berths with expansion available
- Hard standing for 300+ boats with additional space for growth

Ref: 6890024

MARK LAVERY

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CHRISTIE GROUP

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 | BUILDING SERVICES
CLOUD-BASED TICKETING SOLUTIONS



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

WHAT'S HAPPENING IN THE HOLIDAY PARK MARKET?

SIGNS OF INCREASED CORPORATE AND MID-TIER MARKET ACTIVITY

The market has adjusted to a higher interest rate environment, with more clarity around holiday park values. Yields have increased slightly to take into account the higher costs of capital and capital rates per pitch both on established parks and development sites have now stabilised. There is therefore more stability in the market relative to 2023, when the market was in transition.

Corporate activity has been relatively quiet during 2024. This is as anticipated both in terms of the general timing of private equity cyclic investment in the market and the macro-economic environment that became more challenging during the latter parts of 2022. However, with expectations that interest rates have now peaked, there does appear to be an increasing appetite for acquisitions again from the corporate end of the market, this in turn historically has meant that the middle and lower tiers of the market will follow suit. This sentiment is supported by the second half of 2024 seeing more market activity relative to the first half of the year. For example, OneIM has just announced (in October 2024) the acquisition of two sizeable holiday parks which are geographically far from one another. We anticipate more corporate M&A activity going into 2025.



JAMIE KEITH
Director – Holiday Parks



THE FUNDING LANDSAPE

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.

CONTACT US

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