



HOLIDAY PARK | **FOCUS**

WHO WE ARE AND WHAT WE DO

Christie & Co undertook £325million of holiday and residential park advisory assignments and c. £1billion of leisure advisory assignments in 2022.



WHO ARE WE?

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

We are the UK's leading valuers, consultants and brokers across our specialist sectors with 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" in 2021 and again in 2022.

Our clients range from individual owner operators, to multi-site regions, 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 over 85 years, and our agents have unrivalled local knowledge of markets they operate in. We are talking to operators of every size across the UK, and we can bring our tried and tested expertise to your advantage.

WHY USE 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 often 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.

MARKET ACTIVITY

VALUED



CARAVAN PARK PORTFOLIO NORTH WEST ENGLAND

Valuation of a 700-pitch holiday and residential park portfolio, in support of the acquisition of a c. £10 million holiday park business.

FOR SALE



TORVEAN CARAVAN PARK INVERNESS, SCOTLAND

A tourist-driven company located in the Scottish Highlands, comprising of a caravan park, luxury chalet style accommodation and a lucrative motorhome hire service.

STRATEGICALLY ADVISED



YORKSHIRE SPA RETREAT YORK, NORTH YORKSHIRE

Christie & Co provided strategic development advice and provided the Bank with forecast values based on various phases of development.

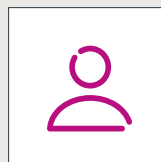
SITES WANTED ON BEHALF OF OUR RETAINED CLIENT:

PROPERTY REQUIREMENTS



- Individual or group transactions considered
- 10-acre minimum plot size
- Opportunities to extend and/or invest of particular interest
- Locations across the UK
- Holiday and/or Residential permission

ABOUT OUR CLIENT...



- Established multi-site operator
- Sustainable & environmentally focussed
- Immediate funds to purchase available
- Discreet & Confidential approach

THE HOLIDAY PARK MARKET



POST PANDEMIC MARKET

Following the disruption caused by Covid-19, the holiday and caravan park markets have continued to perform particularly well from both an operational and transactional perspective.

Bank funding, whilst increasing in cost following several interest rate hikes has remained available from both traditional high street and challenger banks alike, which has helped fuel the market.

The sector is still relatively insular, with established group operators often transacting between themselves off market.

Parks with development potential that may have older stock and a certain lack of investment can often be highly sought after so long as they are in a fundamentally good location.

This often translates to value, with the opportunity to churn new sales through re-developing a better park product becoming a pertinent factor in the markets' perception of value.



THE CURRENT MARKET

We expect the buoyant market conditions to continue despite the macro-economic environment. The overall upward trend for domestic holidays should continue, given the ongoing cost-of living crisis and weak position of the pound sterling at present. However, the high demand experienced during the pandemic is not comparable to the current market, as international travel has returned to normality.

VisitBritain anticipates spending by inbound visitors will grow faster than visitor volume, resulting in higher spending per trip. They also expect the number of overseas visits to the UK to increase from 29.7m in 2022 to 35.1m (from a peak of 40.9m in 2019 to a low of 6.3m in 2021). Spending troughed at £5.4bn in 2021 and should rise from £25.9bn in 2022 to £29.5bn in 2023. This year should also exceed the historic peak of £28.4bn achieved in 2019. Whilst inbound tourism does not directly correlate with the UK holiday park market, the inbound demand on hospitality businesses such as hotels generally should in turn drive demand in rates/ tariffs for the wider domestic market.

Operators remain acquisitive and want to expand their portfolios. Buyers will reference pre-pandemic levels of trade as a guide to sustainable income, sometimes paying a premium for good development opportunities. The recent increase in interest rates has not materially affected the sector to date, given the return on investment is still good enough to offset any erosion of return as a result of the increasing interest rates over recent times.

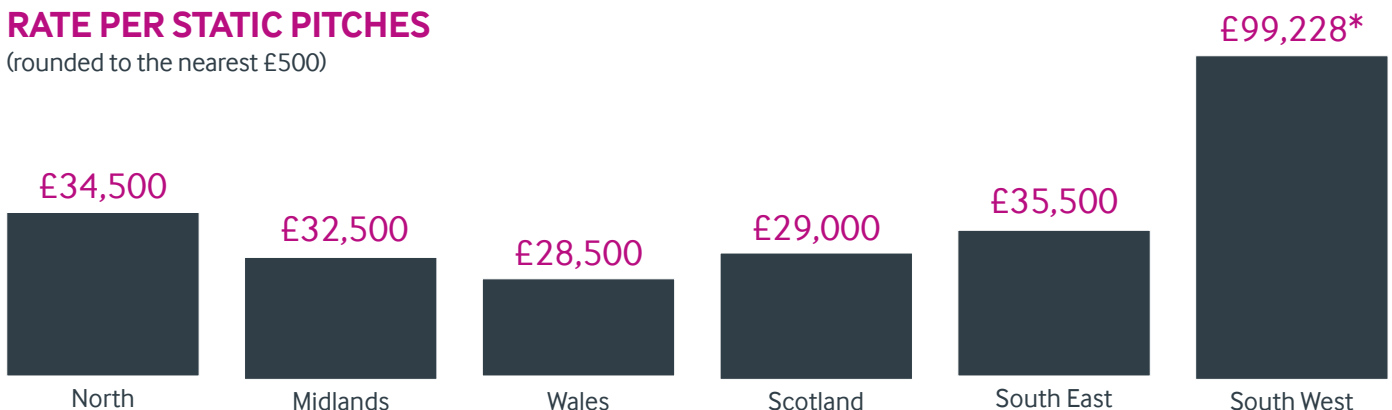
Operations with a mixture of both hire fleet stock and third-party stock will be well placed to adapt to future changes in market conditions. With a growing emphasis on digital marketing and online sales, those with a strong online presence and sales platform will be better placed than their competition to target an evolving customer base.

We would be delighted to provide you with a FREE marketing appraisal.



RATE PER STATIC PITCHES

(rounded to the nearest £500)



*Inflated by our high levels of involvement with holiday fleet hire parks in 2022, relative to the other regions which are more reflective of the third party owner business model

GROUP SERVICES

Our group services can also help you maximise value:

Brokerage | Valuation | Advisory
Consultancy | Investment | Research
Stocktaking | Finance & Insurance
Building Services | Cloud-based
Ticketing Solutions

CHRISTIE FINANCE

Christie Finance has over 45 years' experience specialising in sourcing commercial finance, equipment finance and alternative-use finance. We have a dedicated Holiday Parks Finance team operating out of five regional hubs across the UK, enabling us to deliver specialist expertise at a local level to every one of our valued clients.

CONTACTS

To discuss your requirements, scan here:



OR GET IN TOUCH:



JAMIE KEITH

Director
UK Holiday and Residential Parks

T: +44 (0) 7736 615 871

E: jamie.keith@christie.com



STEVE RODELL

Managing Director
Retail & Leisure

T: +44 (0) 7738 182 407

E: steve.rodell@christie.com



JON PATRICK

Director
Head of Leisure and Development

T: +44 (0) 7831 263 529

E: jon.patrick@christie.com



NEIL COLLINS

Senior Finance Consultant - Christie Finance

T: +44 (0) 7548 705 370

E: neil.collins@christiefinance.com