

## **PARKDEAN RESORTS ANNOUNCES MAJOR INVESTMENT FOR WELSH HOLIDAY PARKS**

The UK's largest holiday park operator, Parkdean Resorts, has given a significant boost for tourism in [Wales](#) with the announcement of a substantial investment for [Trecco Bay Holiday Park](#) and its other parks across the country ahead of the 2021 season.

Trecco Bay, one of Europe's largest holiday parks, has received a £3.6m cash injection, and will be given a major makeover as one of Parkdean's seven 'Parks of the Future', while a further £2.9m has been invested in four more Welsh parks. The investment is part of [an overall spend of £70 million](#) across Parkdean's entire UK business, and the award-winning company [is now hiring for seasonal and full-time roles](#) in Wales.

For the 2021 season, the new revamped Trecco Bay will feature everything from new [accommodation options](#) to [exciting activities](#) for the whole family. New for 2021 at Trecco Bay are a Sports Dome, a high ropes course, an outdoor climbing wall, and a virtual reality gaming area. The park also boasts a new Arts & Crafts Den, running creative activities throughout the day, while the Next Level Gaming Arena features family favourite consoles like PS4 and Xbox, plus gaming PCs.

Trecco Bay is also home to the Bear Grylls Survival Academy, as well as Outdoor 'n' Explore – hosted at the new base camp – plus new activities including hover boards, Laser Quest and bungee trampolines. Guests can also enjoy al fresco dining from new pop-up food stands, under a new covered canopy area.

Parkdean's other Welsh parks will also benefit from investment in 2021, with four new caravans introduced at [Bryn Owen](#), in Borth, and two new caravans each at [Carmarthen Bay](#) and [Pendine Sands](#). More than £1.8m has been invested at [Ty Mawr](#), near Abergele, which became a 'Park of the Future' last year. This year, plots have been improved on park, with new tarmacked driveways, pathways, and the creation of extra green spaces, while the park has also received one new [extra-wide caravan](#) with a veranda, a refurbished bar, a new food court, and a new outdoor seating area. In addition, 80 replacement caravans are being introduced across the country to upgrade accommodation.

Parkdean Resorts employs almost 800 people in season across Wales, and the five Welsh parks welcomed almost 110,000 holidaymakers in 2020. The company is currently hiring for a number of seasonal roles across sales, food and beverage, and housekeeping, and anybody interested in applying for a job should visit [Parkdean's jobs website](#) to view all vacancies.

Parkdean Resorts is the UK's largest operator of caravan, lodge, cabin, glamping and camping holiday resorts, and was named [Best UK Family Holiday Company, and Best UK Holiday Parks and Lodges Company at the British Travel Awards 2020](#), the UK's biggest opinion poll for travel and tourism in the country.

During a challenging 2020 – particularly for a country like Wales, whose local economy is heavily reliant on tourism – Parkdean topped all furlough payments up to 100% during lockdowns, donated tens of thousands of pounds worth of provisions to local food banks, and provided free accommodation for more than 100 NHS key workers at four holiday parks. In response to increased demand for staycations last summer, once lockdown lifted, the company hired record numbers of seasonal staff, and will recruit more seasonal workers this year as it prepares to bounce back again for the holiday season.

**Steve Richards, Chief Executive of Parkdean Resorts, said:**

*“Despite the most challenging of years, we’re continuing to invest in our parks, creating an even better experience for holidaymakers and holiday home owners in 2021. With industry-leading COVID-safe standards, we’re looking forward to welcoming people back safely, to enjoy everything our parks, and the surrounding areas, have to offer. We know how reliant the local economy is on tourism, and we’re confident that we can help the region recover by welcoming holidaymakers to enjoy a well-deserved staycation in Wales.”*

Nationwide, the £70m investment for 2021 includes £22.5m spent on introducing more than 700 new caravans and lodges, £13m on maintenance, more than £12m on technology projects, and £12m on three ‘Parks of the Future’, at [Sandford](#) in Dorset, and [Cayton Bay](#), Yorkshire, as well as Trecco Bay. In addition, two parks – Cayton Bay and Cherry Tree, in Great Yarmouth – will be home to a number of new Connected Caravans, as Parkdean tests out new smart accommodation, with improved sustainability credentials, as part of a trial to improve energy efficiency within the holiday park sector.

Parkdean Resorts has also further cemented its partnership with the Bear Grylls Survival Academy following a successful launch in 2020. The agreement sees a new and exciting Shipwrecked themed concept brought to seven parks across the UK. There are four missions available to children aged eight and above, plus a family session where children of all ages can get involved, with all missions delivering great entertainment, theatre and a grasp of Bear Grylls’ key survival skills and priorities.

**Ends**

For further information, please contact the Parkdean Resorts press office at Fleet Street  
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**Notes to Editors:**

Parkdean Resorts is the leading operator of holiday parks in the UK, with approximately 2.5 million holidaymakers staying with us each year. We own and operate 67 award winning holiday parks nationwide in coastal locations and areas of natural beauty across the UK with a wide range of accommodation options including static caravans, lodges and glamping as well as touring and camping pitches. Our team’s commitment to ensure we offer the best possible experience for our holidaymakers has earned us at least one British Travel Award every year since 2010, most recently winning two gold awards for Best UK Family Holiday Company, and Best UK Holiday Parks and Lodges Company at the 2020 Awards.

Parkdean Resorts provide a wide range of accommodation, together with on-park facilities including bars, restaurants, amusement arcades and indoor and outdoor swimming pools for use by both holiday guests and holiday homeowners.

The Group sold over 600,000 holiday packages in 2019 to mainly families with 75% being for 5 or less days.

The Group has over 31,000 pitches across its parks with a mix of Parkdean-owned hire fleet, touring and camping pitches and owner-occupied pitches. Of the 31,000 pitches, 21,000 have been leased out to 'owners' to place their own holiday home upon.

The groups owns 3500 acres of freehold land in the UK and owns forests, areas of natural beauty and well known beaches such as Croyde beach in North Devon. The property footprint is diverse; our average park is 44 acres in size and our largest over 300 acres