

FROM SURVIVAL TO RECOVERY

Helping The Hotel & Visitor Accommodation Sector Through the COVID-19 Crisis



Andrew Keeling

Focusing on the Positives

- ◆ Roadmap to reopening now in place
- ◆ Consumer confidence improving due to vaccination programme
- ◆ An impending boom in staycations
- ◆ A chance to re-set and come back stronger



When Might Things Get Back to Normal?

- ◆ Set to be a strong bounce back for rural destinations from the summer
- ◆ Increased interest in cultural and historical sightseeing
- ◆ Urban destinations may continue to struggle



Which Markets Will Come Back First?

- ◆ Existing customers – Returners
- ◆ Close to home staycations
- ◆ Explorers
- ◆ The VFR market and family get together
- ◆ Walkers, cyclists and outdoor enthusiasts
- ◆ Dog owners
- ◆ Golfers
- ◆ Millennials
- ◆ Coach holidays
- ◆ Work + Leisure trips – Digital nomads



Which Markets Will Take More Time to Recover?

- ◆ Weddings
- ◆ Conferences
- ◆ International
- ◆ Corporate
- ◆ Major events

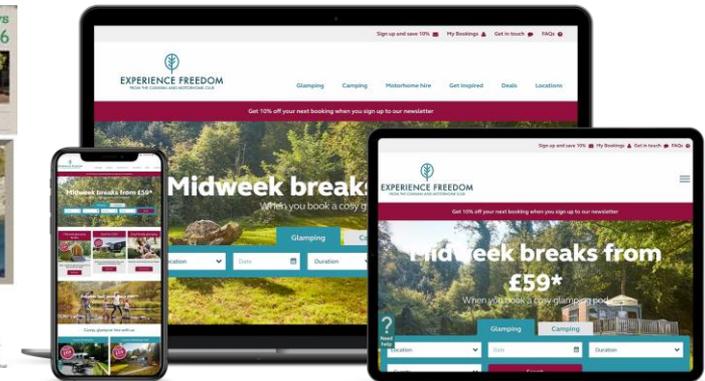


Which Types of Accommodation will Bounce Back Quickest?



Changes that are Here to Stay

◆ Online looking and booking



Changes that are Here to Stay

◆ Contactless technology



Changes that are Here to Stay

◆ Exercising and wellbeing



Changes that are Here to Stay

◆ Getting outdoors



Changes that are Here to Stay

◆ Getting outdoors



Changes that are Here to Stay

- ◆ **Concern for the environment**



Changes that are Here to Stay

- ◆ Spending time with family and friends



Changes that are Here to Stay

◆ Demand for experiences



Changes that are Here to Stay

- ◆ Value for Money



Reassuring Customers

◆ Reassurance about cleanliness



Our clean and safe charter

All of our owners will be taking extra measures in order to keep you safe and ensure you get to relax during your well-earned break.

[Find out more >](#)

Reassuring Customers

◆ Flexible booking terms



BOOK WITH CONFIDENCE
WITH OUR FREE CANCELLATION PROMISE

BOOK YOUR SUMMER HOLIDAYS FOR 2020 AND WE WILL GUARANTEE THAT IF OUR PARK IS UNABLE TO OPEN WE WILL MOVE YOUR BREAK TO ANOTHER DATE FREE OF CHARGE OR GIVE YOU A FULL CASH REFUND

Brodawel **TOGS**
Touring & Camping Park

A smaller version of the 'Book with Confidence' seal is overlaid on the bottom left of the banner.



We guarantee that if your holiday plans are interrupted by coronavirus you can:

- ✓ Move your holiday to a future date free of charge
- ✓ Receive a full no-quibble refund

Reassuring Locals

- ◆ Managing visitors
- ◆ Communicating with your local community



Light at the End of the Tunnel

