

Nov 2011

Parkdean scoops top holiday park accolade

Parkdean is the toast of the travel industry after scooping a major UK tourism award, beating off other operators to be crowned, for the second year running, the 2011 Best UK Holiday Park Operator at this year's British Travel Awards.

The awards ceremony was held in front of more than 1,000 key industry managers at Battersea Evolution in Battersea Park, London. In all a staggering 700,000 votes were cast by holiday makers and industry experts to help the British Travel Awards arrive at their decisions for the gongs.

Chief executive, John Waterworth, said: "We are thrilled to bits with the award and to be the winners of the Best UK Holiday Park Operator for the second consecutive year makes me feel proud of our whole team. We operate in a fiercely competitive sector of the holiday market, so it is especially pleasing to know that this award is won with thousands of votes from people who have holidayed with us over the last 12 months."

"The credit has to go to our team who work tirelessly to ensure those families and individuals visiting our parks have a wonderful experience in enjoyable surroundings and can take advantage of the great facilities we have at all of our parks."

British Travel Awards' chief executive Lorraine Barnes Burton said: "The British Travel Awards is the largest awards programme in the UK, created to reward travel companies, with the winning accolade being the benchmark for excellence when it comes to finding out who really is the best in the business of travel for the UK consumer. This year the competition was fierce and Parkdean is to be congratulated on their achievement."

We've recently launched our new 2012 holiday and short breaks brochures, offering discounts to holiday makers booking before 18 December 2011. Parkdean specialises in caravan and lodge holiday homes, plus touring and camping, in some of the most stunning settings anywhere in the UK.

John Waterworth added: "Those choosing to stay at home rather than travel abroad are definitely on the increase, but that means we have an even greater duty to provide an enjoyable experience at our parks and to invest in improving our product and service."

For further information contact:

Alison Cairns, Marketing Manager on 0191 256 0709

Email: alisoncairns@parkdeanholidays.com