



UK. INVESTMENT IN HOLIDAY LODGES WITH 8% P.A.

Market review | Investment | Business model | How to buy



PROPERTY INVESTMENT WORLD

Comparison of types of real estate investments



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Types of investments	Residential real estate	Lodges in holiday parks
Investment threshold	from 200,000 GBP	from 145,000 GBP
Yield in pounds	3-5 % P.A.	8 % P.A. for 10 years
Frequency of payments	Monthly	Quarterly
Who bears the costs of maintenance, repairs and insurance	Owner	Management company
Delivery of objects	Under construction 2023 - 2025	Completed
Fixed yield	Sometimes	Yes
Buy back option	No	Yes
Potential for growth of the object's value	2-7% per year	5-10% per year





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Investment



8% p.a. for 10 years

Fixed income, indexed by RPI capped at 3%



145,000 GBP

Starting price for 1-3 BR lodges



2 buy back options

For 105%, 107% or 110% in 5, 7 or 10 years - investor's initiative

For 110%, 112% or 115% in 3, 4 or 5 years - developer's initiative

- **A fully managed investment**
- **Income immediately**, quarterly payments
- **2 weeks of personal stay** at any lodge of the chain





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Market overview

Leisure, Holiday parks in the UK

Barclays Bank 2019. Where do the British spend their holidays?



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52%

Only in the UK



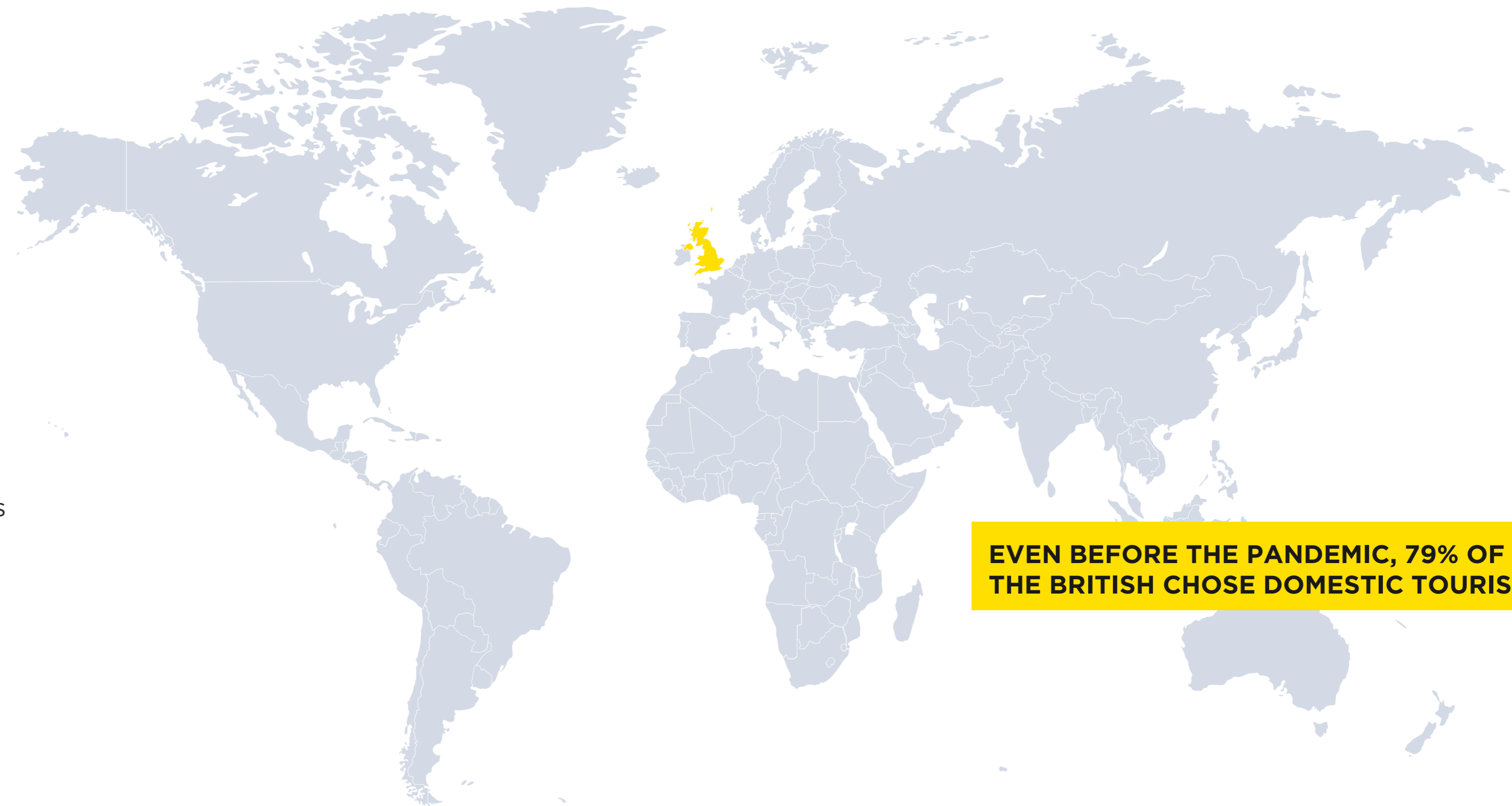
27%

Combine UK and foreign trips



21%

Only foreign trips



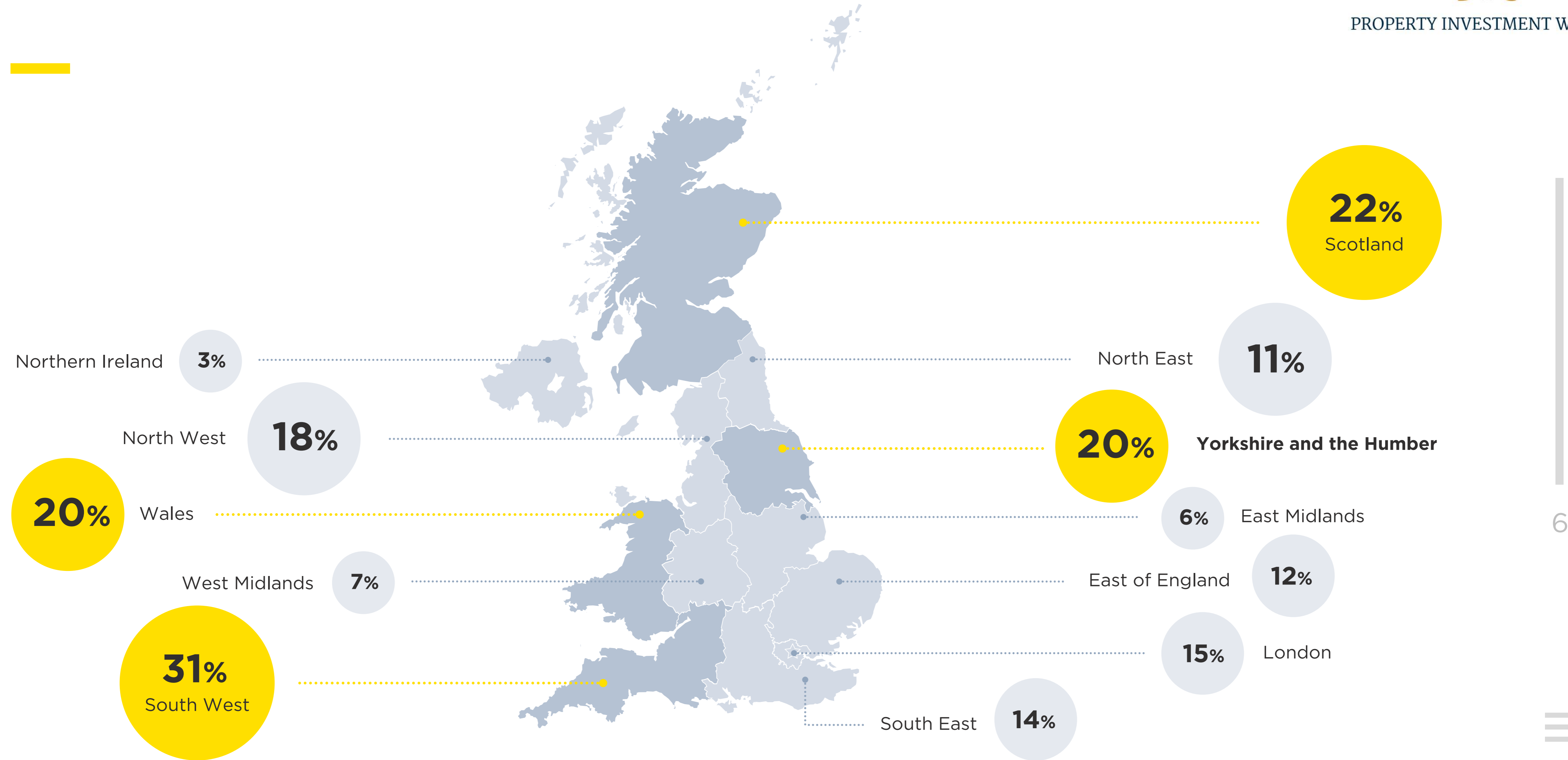
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Barclays Bank 2019. Popular locations

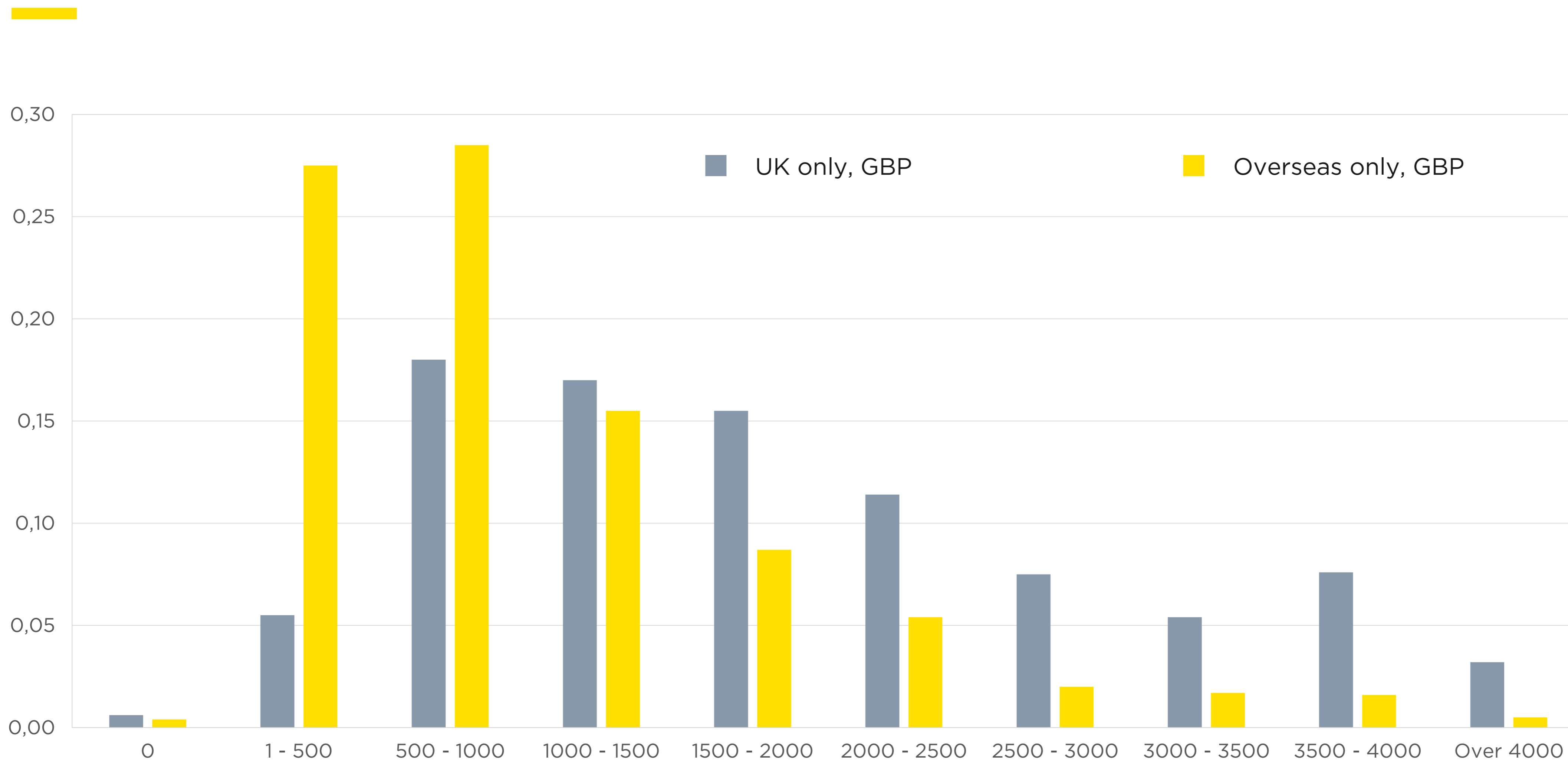


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Average spending on holidays



Savills Leisure Holiday & Home update 2022. Institutional deals



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Blackstone

Bourne Leisure Ltd
purchased by Blackstone for
£2.7 billion



Bregal backed Away Resorts
acquires Aria Resorts Ltd for
£25 million

KKR

Landal Green Parks
acquired by KKR



Sun Communities purchase
Park Holidays UK Ltd for
£950 million



Park Holidays UK Ltd backed
by ICG acquire Bridge Leisure

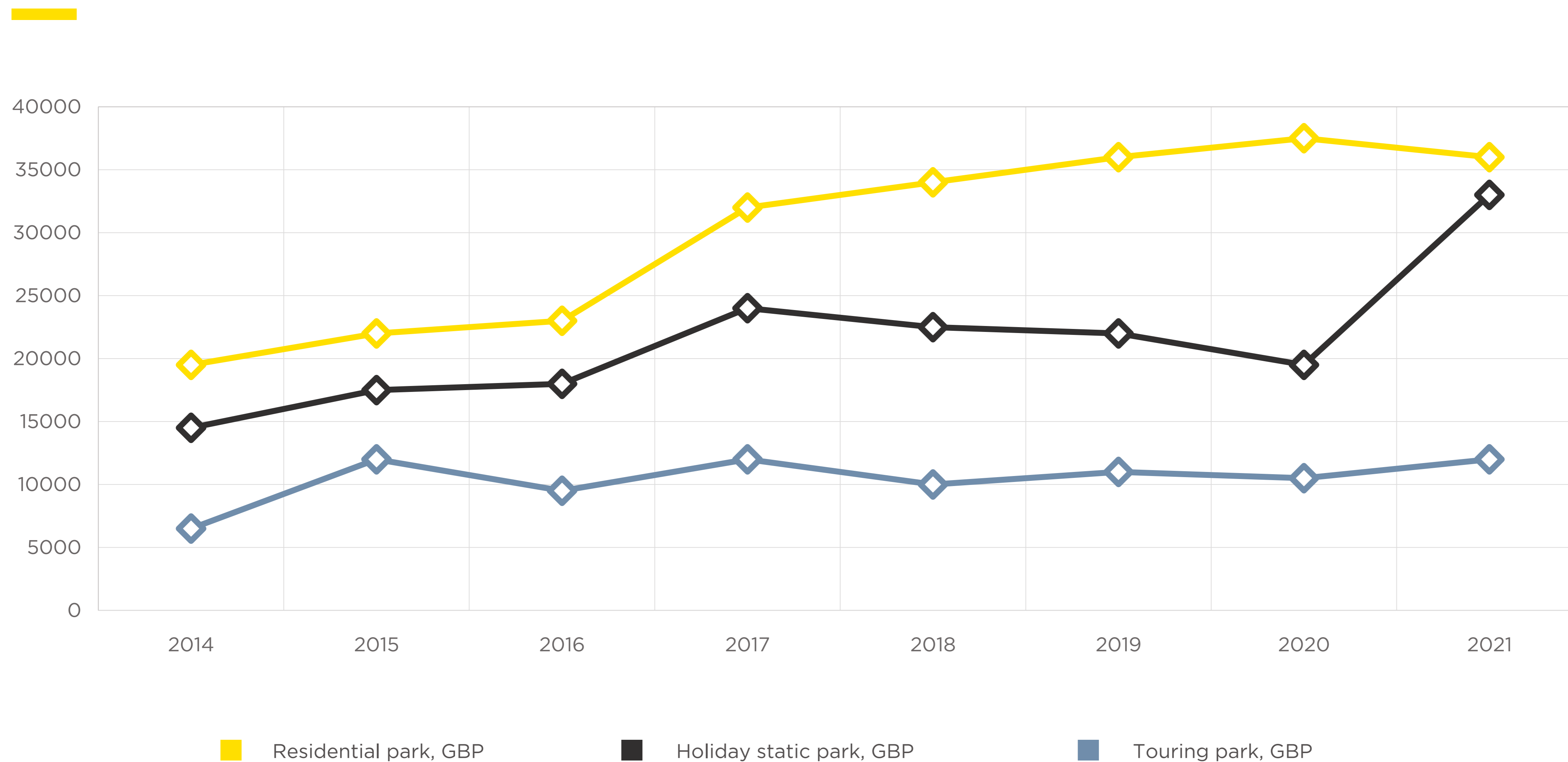


Pears Capital purchase
Verdant Leisure Ltd





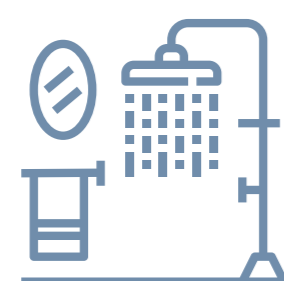
Savills Leisure Holiday & Home update 2022. Average pitch values





Sykes Cottages Holiday Letting Report 2022.

Amenities increasing rental profit



Jacuzzi



▲ **49 %**

Increase in rental
income

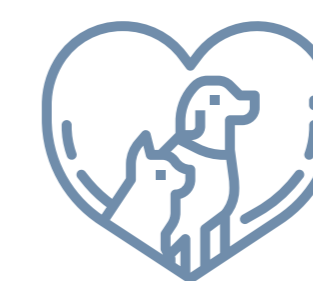


**Fireplace or other luxury
amenities**



▲ **19 %**

Increase in rental
income



Pets allowed



▲ **9 %**

Increase in rental
income



10





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Product

Developer's model. Holiday parks and lodges on offer



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About the developer

The developer is a member of one of the oldest families in the holiday parks industry in the UK. The family, already in the third generation, jointly manages more than 10,000 lodges.

The developer's personal portfolio includes 1100+ lodges. The developer acquires underperforming assets with potential development value. Parks are purchased using own funds and bank financing. The lodges - both renovated and newly sited - are then sold to private investors and family offices.



60 years

Of experience in holiday parks market



10000 lodges

Total portfolio



16 holiday parks

Are purchased according to new business model





Business model



The developer - the owner of holiday parks - creates a single brand to manage its facilities - like Marriott and Hilton in the hotel industry - according to the following program:



In already functioning holiday parks, **old lodges are replaced with new ones** and sold to private and institutional investors



Lodges are rented out, investors immediately begin to receive fixed income, and the developer has an influx of capital to **renovate the amenities and add new ones** - gym, cinema, etc.



One of the largest operators on the market - **Hoseasons (operating since 1978)** manages the parks



As part of the brand identity, the developer begins **to organize events to increase occupancy rates during low season** - corporate events, no wi-fi & wellness weeks, etc., which directly affects the rental revenue



Management - Hoseasons



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25.000+

Units under management



since 1978

Operating on staycation market

Hoseasons

Hoseasons already manage some of the holiday parks from the developer's portfolio. Recently they offered a reduced management fee across the whole portfolio which is unheard of on the market

The screenshot shows the Hoseasons website interface. At the top, the logo 'HOSEASONS' is on the left, and navigation links 'Market through us', 'Lodges', 'Holiday Parks', 'Cottages', 'Boats', 'Help', and 'Login' are on the right. Below the navigation is a search bar with a dropdown menu for 'Lodges', a location field with 'eg. Cumbria or Dorset', a date field 'Enter dates', and a guest/pet field '2 guests · 0 pets'. A green 'Search' button is on the right. The main content area features a large image of a lodge with a family on the balcony. A pink circular callout over the image says 'Book 2023 from just £25!*' with a link '*T&Cs here'. Below the image are three promotional banners for 'BLACK FRIDAY FLASH SALE'. Each banner says 'Now up to 30% off* selected UK stays'. The first banner says 'Grab a last minute deal!', the second says 'Black Friday deals on 2023!', and the third says 'Set sail with great savings!'.



Exclusive with YourGolfTravel



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100 ML GBP

Total value of bookings of the platform in 2021



1 place

Largest portal for golfers in the world

YourGolfTravel

Due to proximity of some holiday parks to world renowned golf clubs, the association with YourGolfTravel may generate over 1000 additional bookings annually

yourgolftravel.com

ABTA

UK GOLF BREAKS - GOLF HOLIDAYS ABROAD - GOLF TOURS HOLIDAY TYPES - TOURNAMENTS - LAST MINUTE DEALS GROUP DEALS

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Golf Holidays & Breaks

Book with confidence knowing your trip is ABTA and ATOL protected

Search for golf courses, hotels, destinations...

LOW DEPOSIT + Flexibility Guarantee

RACE TO DUBAI

Race to Dubai Champion 2020
Lee Westwood, Chief Holiday Officer

Yas Links - Abu Dhabi

We're always going the extra yard for golfers.

We do everything we can to make your holiday better and more memorable. Before you travel, while you are on holiday and after you get back.

- Dedicated Golf Experts**
Unvalued golf travel expertise on over 5500 destinations in 24 countries.
- Value You Can Trust**
Guaranteed best booking prices and flexible payment terms.
- Personalised Service**
Support and advice on your booking with our full tailor-made service.
- Best in Industry Protection**
ABTA / ATOL protected bookings and flexibility guarantee if things change.





Fishing lake



Golf course



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Clubhouse

TYPICAL AMENITIES



Tennis courts



16





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Open terrace



Restaurant booth



Restaraunt

TYPICAL AMENITIES



Bar



Cinema



Business lounge



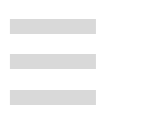
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Gym



TYPICAL AMENITIES

Game room & X-BOX



RICS valuation. Woodlakes Park, Norfolk



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13.3 In our opinion, the Market Value of the Cedar subject to vacant possession as at the valuation date is:

£190,000
(One hundred and ninety Thousand Pounds).

13.8 In our opinion, the Market Value of the Ash subject to vacant possession as at the valuation date is:

£220,000
(Two hundred and twenty Thousand Pounds).

13.10 In our opinion, the Market Value of the Lux Sky subject to vacant possession as at the valuation date is:

£195,000
(One hundred and ninety-five Thousand Pounds).

13.13 In our opinion, the Market Value of the Lux Barns subject to vacant possession as at the valuation date is:

£165,000
(One hundred and sixty-five Thousand Pounds).

13.13a In our opinion, the Market Value of the Lux Oasis subject to vacant possession as at the valuation date is:

£195,000
(One hundred and ninety-five Thousand Pounds).



190,000 GBP

Current price from the developer



160,000 GBP

Current price from the developer

The Royal Institution of Chartered Surveyors (RICS) is a global professional body for surveyors, founded in London in 1868. With a London HQ and regional offices across the United Kingdom, plus international offices, it serves a 134,000-strong membership distributed over nearly 150 countries.

To avoid any doubt, there are RICS valuations on each park to verify that the developer's prices are on par or lower than market prices.





📍 UK, NORFOLK



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Woodlakes Park

£150.000

Minimum price per lodge



138

Lodges



8.6 Booking.com

Rating

Acquired by the developer at the end of 2021 and is in the active phase of renovation.

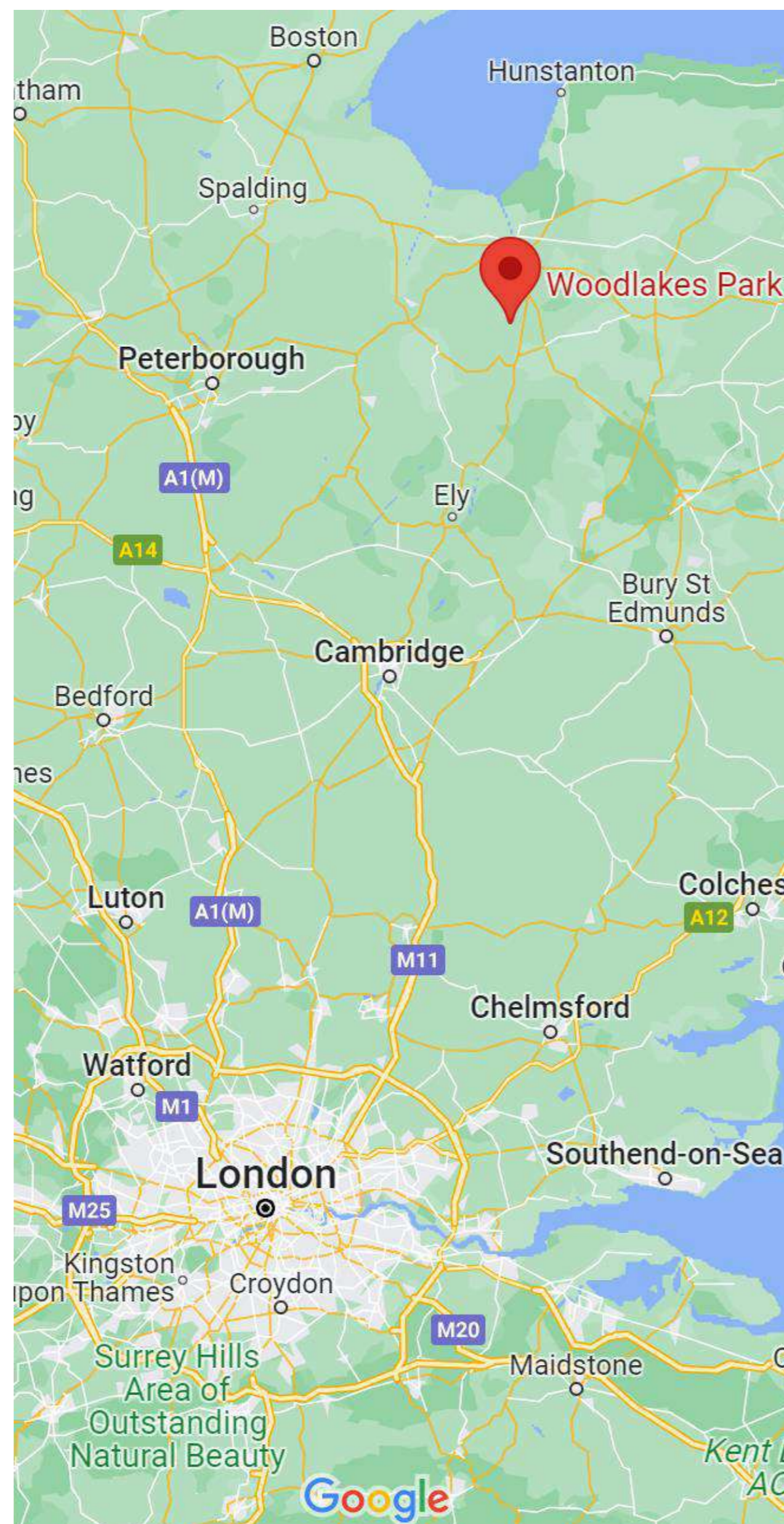
Existing lodges have been fully renovated. New models are factory produced and sited throughout 2023.

A restaurant, bar are already operating, further amenities are being added.





Location - Norfolk



2 hours

Woodlakes Park - the closest to London among available country parks

Top-100

Royal West Norfolk Golf Club is located nearby. Top 100 golf clubs in the world

Norfolk is rich in historic sites

- Sandringham Royal Estate and Park
- Ely Medieval town
- Downham Market, Hustanton
- Ely Cathedral

All attractions are ranked 4.5 and higher on TripAdvisor

Other attractions nearby: several beaches, an animal farm, the Sea Life Hunstanton aquarium, beautiful lavender fields, a walking park and a historic windmill



Royal West Norfolk Golf Club



Norfolk Lavender



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Ely Cathedral



SURROUNDINGS

Sandringham Estate





Woodlakes Park development plan

- Country park area is 2.5 ha, there are 5 lakes, all are suitable for fishing
- Swimming pool, tennis court, water golf, children's playground
- "Enchanted Forest" - walking paths in the forest park area on the territory of the country park (ready)
- There are plans to add a building with a gym, cinema and games rooms

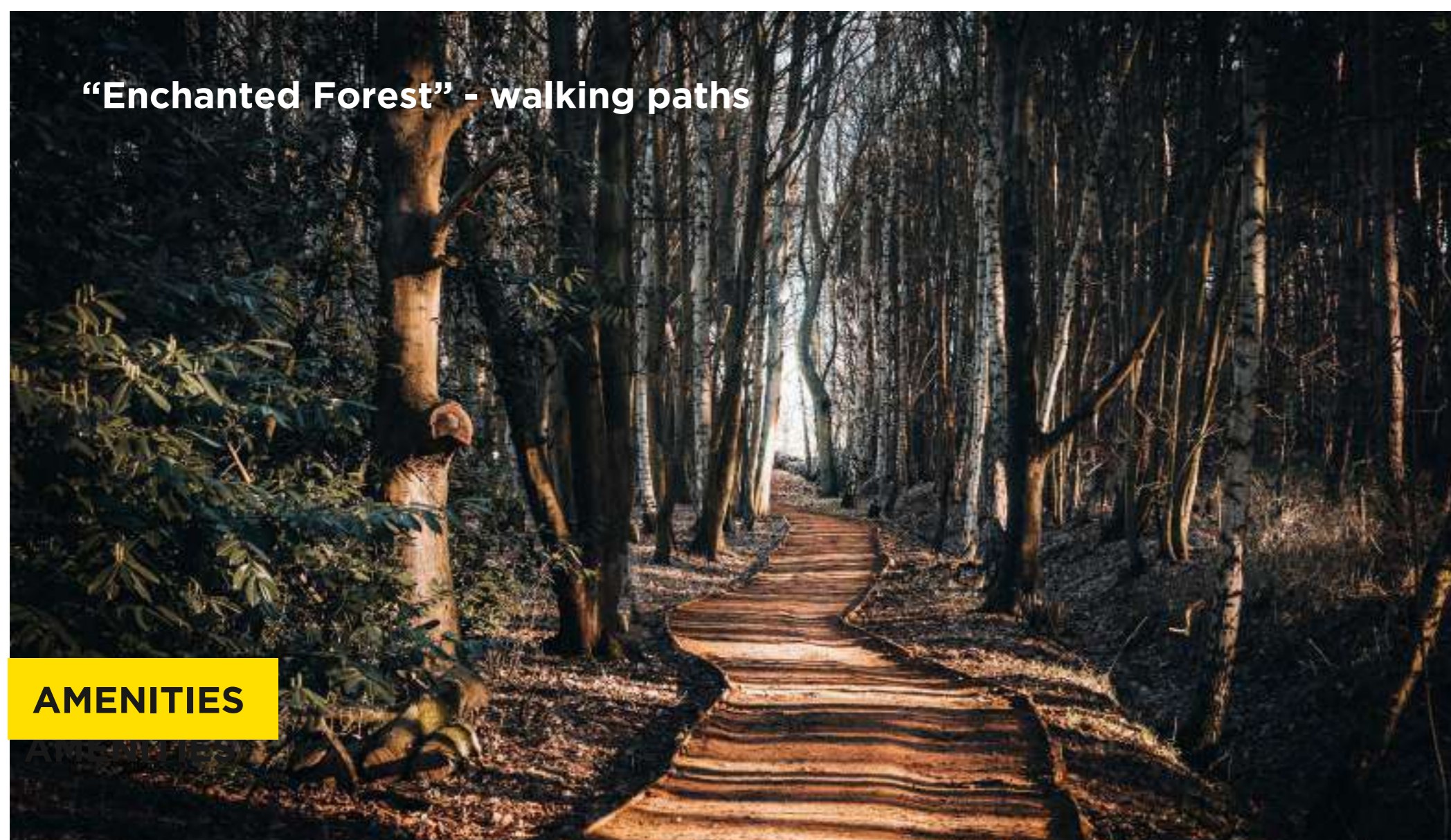




Street food



“Enchanted Forest” – picnic areas



“Enchanted Forest” - walking paths

AMENITIES



Fishing lake



Lux Oasis model



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160-165,000 GBP
Price

38
Sqm

2
Bedrooms

1st
line from the lake



25





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Floorplan - Lux Oasis model



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Ash model



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190,000 GBP

Price

220,000 GBP

RICS valuation 06.10.2022

55

Sqm

98 - 141

Plot, sqm

Price includes
a terrace, sauna and a hot tube

29

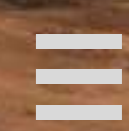




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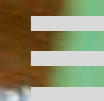


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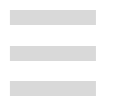
Floorplan - Ash model



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32



There is a hot tub on the terrace that is not reflected on the floorplan

Lux Sky model



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180,000 GBP
Price

44
Sqm

Price includes
a terrace, sauna and a hot tube

33





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Floorplan - Lux Sky model



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36



Exit on secondary market - OnTheMarket, Rightmove, Zoopla



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1,000+ results | Lodges and mobile / park homes for sale in UK

List view | Map view | Sort: Wish List match

Spotlight Property
£170,000
2 bedroom park home for sale
East Hill Road, Knatts Valley, Sevenoaks, Kent

2 | 1

£199,999 Fixed price
2 bedroom lodge for sale
The Retreat, Sanctuary Loch Ness, FORT AUGUS...

2 | 2



★ PREMIUM

£265,000
2 bed mobile/park home for sale
Bay Willow Road, Burton Waters, Lincoln LN1

2.4 miles Saxilby
3.5 miles Lincoln

Listed on 29th Nov 2021

Call | Email | Save





Cost and revenue breakdown



Purchase costs

130.000 GBP

Minimum investment amount

0 %

SDLT

Fixed income, indexed by RPI

10.400 GBP

Income for the first year

55.215 GBP

Rental income in 5 years

Exit through buy back option after 5 years

61.715 GBP

Total income after 5 years

9.49 %

Yield p.a.

Exit through sale on the secondary market

120.215 GBP

Total income after 5 years

18.49 %

Yield p.a.





Top 3 reasons to invest in holiday lodges



Rental valuations show 12-15% rental yield

According to an independent valuation of one of the largest operators in the domestic tourism market, UK Hoseasons (32,000 units under management), the rental yield of each lodge is around 12-15%, out of which the developer pays 8% to the investor, and earns everything above 8%



5-20% discount from market price

RICS accredited valuations showed the market price should be 5-20% higher the asking price



Capital appreciation is projected at 10% p.a.

According to the valuation done by Savills UK Leisure, the value of holiday lodges will increase by 50% after 3 years of operatios of the holiday park





Holiday lodges

How to buy?

SCHEME 1

The transaction is accompanied by local British solicitors who have a license and professional liability insurance, which can be checked on the state website of the Solicitors Regulation Authority



What documents are needed for the deal?

Passport, proof of address, proof of funds



Where do I transfer funds?

The first £5,000 per booking is transferred to the developer's bank account according to the signed booking form and invoice. After the contracts are prepared by the solicitors, the remaining amount is paid to the client account of the firm doing conveyancing on the deal



The term of the transaction

On average 30-45 days from booking to completion





Holiday lodges

How to buy?

SCHEME 2



What documents are needed for the deal?

Passport, proof of address, basic proof of funds



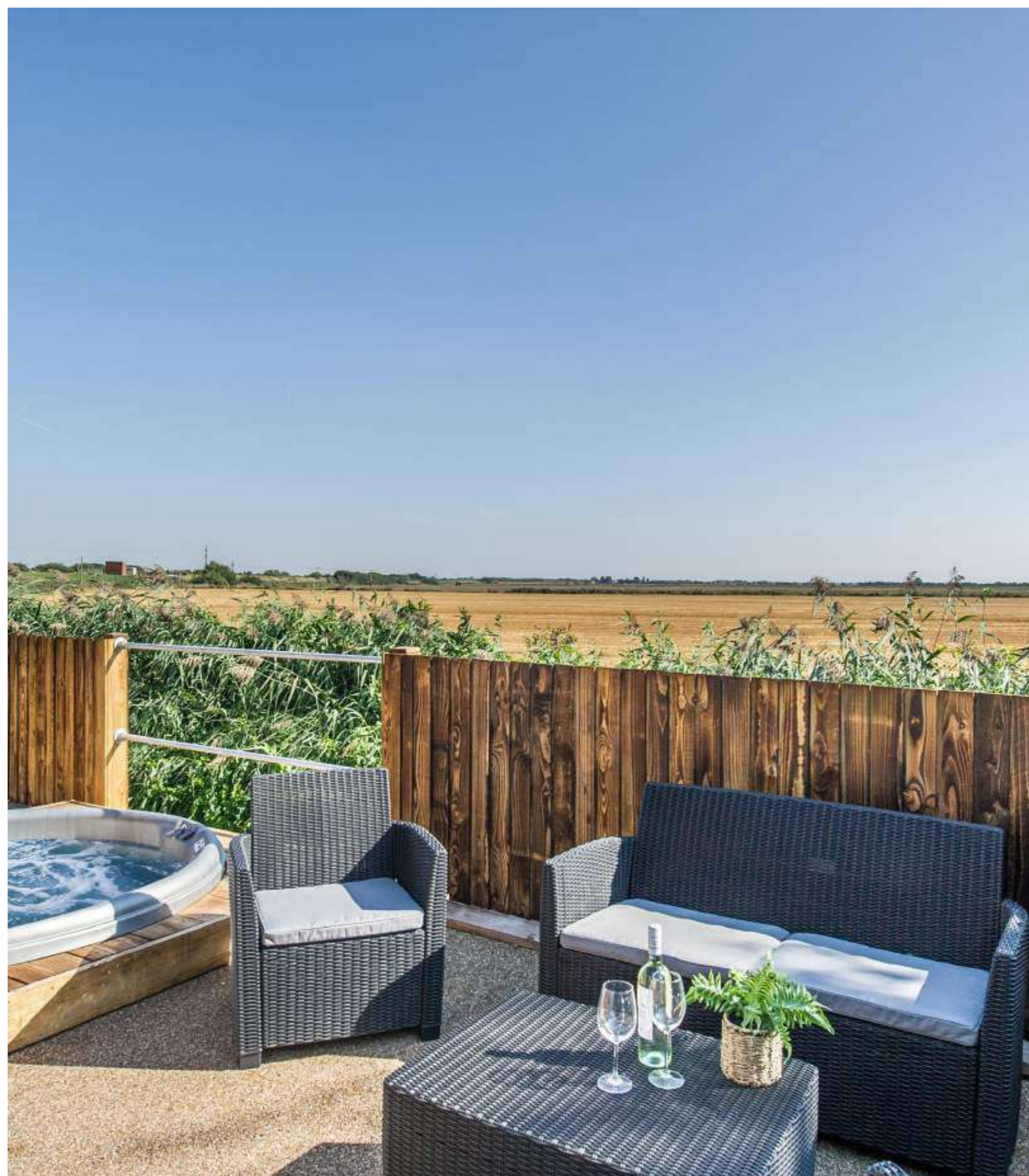
Where do I transfer funds?

Funds are transferred to a Dubai company instead of the solicitors escrow account.



The term of the transaction

On average 1-2 weeks from booking to completion





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