

# Butlins Experiences Shock Waves of Sales



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## **British holiday firm forecasts a record £200 million in sales for 2012 - Butlins biggest ever hotel investment pays off with record bookings**

LONDON, August 16, 2012, 5:44 am -- [/EPR NETWORK/](#) -- British holiday firm Butlins has today forecasted record sales worth £200 million – up by 10% on 2011 with a predicted increase of £18 million.

[Butlins](#) £250 million investment plan spanning ten years\* is already paying off, with the company's latest hotel contributing to record results for 2012. Wave Hotel & Apartments, the company's state-of-the-art 'tween' development which opened last month in Bognor Regis, has already delivered sales in excess of £3 million, with maximum occupancy already achieved for many breaks.

Butlins attributes its record sales to meeting the needs of UK families by providing high quality, value for money holidays.

Mike Crowther, Butlins Operations Director, said: "Butlins has benefited from a surge in families looking for flexible, quality breaks at sensible prices. With so many families opting to holiday in the UK this year, we've invested heavily in every aspect of our offering to give families full control of their

holiday – from a wide range of accommodation choices, through to first class entertainment and activities for everyone.

“Our £25 million Wave hotel in Bognor Regis is a prime example of how we are continuing to future-proof our resorts. The hotel offers a mix of spacious self-catering apartments and stylish hotel rooms, as well as lots of fun hi-tech features. And despite being open for less than two months, our booking figures show it’s a winning formula for families.”

The West Sussex resort also offers a brand new premium restaurant, The Deck, and toddlers play area. Minehead and Skegness are also experiencing significant investment into dining facilities, waterparks and play areas to offer the ultimate UK holiday experience.

A limited number of late summer breaks are still available at the three seaside resorts, Bognor Regis, Minehead and Skegness. To book a break, visit [www.butlins.com](http://www.butlins.com) or call 0845 070 4730.

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For more information contact Sarah Smith or Danielle Wright at Consolidated PR on 020 7781 2300/ [butlins@consolidatedpr.com](mailto:butlins@consolidatedpr.com)

Notes to Editors

\* From 2005 to 2015 Butlins will have invested £250 million in new property and facilities across all three resorts – Bognor Regis, Minehead and Skegness.

### **About Butlins**

Butlins has three beachside resorts, Bognor Regis (West Sussex), Minehead (Somerset) and Skegness (Lincolnshire) and welcomes around 1.5m guests per year. All of these resorts are perfect for [weekend breaks away](#) as well as [midweek breaks](#).

Butlins won the Tourism and Leisure Training Team Award as well as the Overall Winner Award in the Training Team categories at the Customer Service Training Awards 2011.

It was named as the Best UK/Domestic Tour Operator 2010 in the British Travel Awards as well as 2010 UK Customer Experience Award in Travel, Leisure and Tourism. It is part of Bourne Leisure Ltd which also owns Warner Leisure Hotels and Haven Holidays.

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