

# Butlins Booming For February Half Term Breaks



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Announcing a 15% increase in year on year sales for February half term!

Butlins attributes its great start to 2010 - 15% increase in year on year sales for February half term - to its continuous investment and delivery of excellent service.



The company believes that its constant and ongoing investment, equating to £300,000pw since 2003 giving a total of around £110m, is having a huge positive effect on British holiday-makers' perceptions of [Butlins Family Holidays](#). Indeed availability for the forthcoming half term breaks across the three beachside Resorts is disappearing fast with Bognor Regis virtually sold out, Minehead 88% and Skegness 90% sold out.

The Butlins' Board recognises that capital investment alone is not enough and invests just as heavily into its people development and

hence the delivery of a fantastic holiday experience for its guests. This investment continues to reap rewards with Butlins being awarded the Customer Service Employer of the Year Award, ahead of mega-corporations including American Express, British Gas, Kwik Fit Financial Services and Sky. The award was introduced to the National Customer Service Awards scheme in 2009, making Butlins the first ever company to take home the coveted prize. This follows Butlins success when, in 2008, it won Customer Service Training Team of the Year.

Richard Bates, Managing Director of Butlins commented; "We are committed to an ongoing capital investment programme and our guest feedback directs us to the areas this investment is focused on. But investment on its own will not do the job and so we will continue to put time and money into developing our team and supporting them in making our guests' holidays as memorable as possible."

In 2010 Butlins is investing a further £10m, on top of £100m already spent, into the continuous refurbishment and improvement of accommodation and facilities across all three Resorts, Bognor Regis, Minehead and Skegness. The huge capital expenditure has already resulted in two ultra-modern hotels, one with a £2m Spa, being built at [Bognor Regis Hotels](#), a Spa at Skegness and BlueSkies Vacation Club at Minehead.

At Butlins Minehead twelve new specially designed gold apartments with four bedrooms have been introduced. Perfect for extended families and larger groups of holidaymakers who want to stay together, the apartments are set within a three storey apartment block. Comfortably sleeping eight they consist of two double bedrooms – one of which has its own large ensuite – and two twins. There are a further two fully refurbished shower rooms to cater for the apartment. All apartments feature new lighting and furniture and combined kitchen and dining areas containing a refurbished modern kitchen with large fridge freezer, new large dining table and chairs catering for eight and new leatherette sofas, tub chairs and bean bags in the living area along with 32" colour TV with DVD for entertainment.

New Coast Self Service Dining Rooms are being introduced into both the Minehead and Skegness Resorts. The new premium dining restaurants – already in situ in Bognor Regis – are colourful and modern and feature an interactive and fun children's area designed to keep little ones amused. The improved Food Court dining rooms are

being refurbished to position them in line with the existing Yacht Club dining experience available at each Resort.

Following the success of the sports and leisure area that was launched in Bognor Regis in 2009, two further Activity Gardens are being created in the Minehead and Skegness Resorts. The areas will feature a wide range of activities to keep the whole family entertained and active including high ropes, beach courts, sport arenas and go karts and junior driving tracks – a true hive of activity and excitement and a place for everyone to try their hand at something new and discover new skills.

Skegness' entertainment venue, Centre Stage, is receiving a cash injection and its refurbishment will increase its existing capacity of 1700 by 220 meaning nearly 2,000 guests will be able to comfortably enjoy the first class entertainment on offer at the Resort each night.

[UK Breaks](#) for 2010 are priced from \*£199 for a family of four sharing a Silver self-catering apartment and includes half price discount on breaks booked before 28th February 2010. Call 0845 070 4730 or visit [www.butlins.com](http://www.butlins.com) to make a reservation.

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\* Price is subject to selected dates and promotional availability.

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