



# TRANQUIL PARKS

## *Quality Adult Only Parks*



## Your invitation to join the UK's only network of exclusively adult touring parks

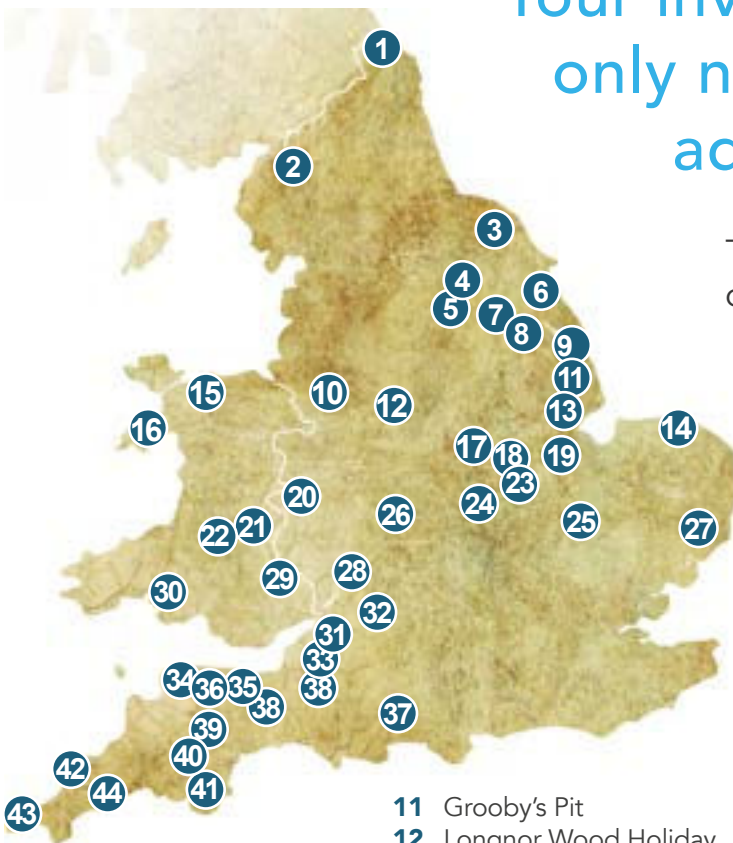
Tranquil Parks are a unique group of high quality adult only touring, camping and glamping parks.

Our parks are all independently owned and carefully selected.

Over the past 20 years, Tranquil Parks members have worked together to develop a well respected nationwide brand

We currently have over 40 member parks.

[www.tranquilparks.co.uk](http://www.tranquilparks.co.uk)



**1** Chainbridge Touring Caravan Site

**2** Green Acres Caravan Park

**3** Overbrook Caravan Park

**4** York Caravan Park

**5** York Naburn Lock Caravan Park

**6** Blue Rose Country Park

**7** Brookside Country Park

**8** Wolds View Touring Park

**9** Cherry Tree Springs Touring Park

**10** Lamb Cottage Caravan Park

**11** Grooby's Pit

**12** Longnor Wood Holiday Park

**13** Long Acres Touring Park

**14** Two Mills Touring Park

**15** Tyddn Du Touring Park

**16** Yr Helig / The Willows Caravan & Camping Park

**17** Eye Kettleby Lakes

**18** Stretton Lakes Touring Park

**19** Delph Bank Touring Park

**20** Cartref Caravan & Camping Site

**21** Daisy Bank Caravan Park

**22** Red Kite Touring Park

**23** Keal Lodge Caravan Park

**24** New Lodge Farm

**25** Fields End Water Caravan Park, Lodges & Fishery

**26** Somers Wood Caravan Park

**27** Run Cottage Touring Park

**28** Briarfields Motel and Touring Park

**29** Three Castles Country Caravan Park

**30** South Wales Touring Park

**31** Wells Touring Park

**32** Bath Chew Valley Caravan Park

**33** Old Oaks Touring & Glamping Park

**34** Hallsdown Farm Touring Park

**35** Waterrow Touring Park

**36** Exe Valley Caravan Site

**37** Back of Beyond Touring Camping & Glamping Park

**38** Greenacres Touring Park

**39** Woodland Springs Touring Park

**40** Moor View Touring Park

**41** Parkland Caravan Camping & Glamping Site

**42** Killiwerris Touring Park

**43** Cardinney Camping Park

**44** Trethem Mill Touring Park

# Run *by* Members *for* Members

Tranquil Parks is run by the parks that belong to the group. Membership provides parks with **great value** in three key areas:

- 1. Marketing across the UK and beyond** – pooled resources for cost-effective promotion at major shows, in print and online (see next page)
- 2. Support and advice** – helpful, like minded park owners and managers, providing ideas on issues ranging from finding wardens to online booking systems, metered electric, etc.
- 3. Access to a receptive audience** – people looking for adult only parks



Above: Michele and Andy, Owners of Run Cottage Touring Park with Louise from the Somers Wood Caravan Park family on the Tranquil Parks stand at the NEC Caravan Camping and Motorhome Show 2023

Members can choose a level of involvement in the running of Tranquil Parks that suits them. Operating decisions are made by a board of volunteer directors. Strategic decisions are taken at the AGM, to which all members are invited and where all members have a vote.

## Over 20 years of growth

The idea for Tranquil Parks started in 1999, when child-free touring parks were relatively unknown. Bath Chew Valley Caravan Park suggested that exclusively adult parks providing high quality facilities could work together on marketing. This not only benefited the parks, but also helped people looking for peaceful, adult only havens.

Seven parks attended the first Tranquil Parks meeting in 2000 and 'Tranquil Touring Parks' was launched that year with the production of the first brochure.



### Access to a large group of potential guests looking for what we offer

"As a small park, becoming adults only, and joining Tranquil Parks, was a big step. It was, however, one of the best decisions we ever made. Not only did becoming adults only extend our season, but joining Tranquil Parks also helps us by giving us access to a large group of potential guests who are looking for exactly what we offer – a tranquil, adults only park."

*Hywel Davis, Proprietor, South Wales Touring Park, Carmarthenshire*

### Clientele endeavour to visit all parks in network

"Our Park has been involved with Tranquil Parks for many years and can easily stipulate that it's the best form of outsourced marketing for our touring park business. In addition, the clientele are very committed to the Tranquil Parks brand with the majority endeavouring to visit all the parks within the Tranquil Parks network."

*Jamie Cook, Proprietor, Waterrow Touring Park, Somerset*

# High value Marketing

Tranquil Parks started out as a marketing group and now delivers a high ROI in terms of business generated. Marketing strategy is decided at the AGM and is executed by marketing professionals. Tranquil Parks now has a highly engaged audience, many of whom are extremely loyal to the brand.



## Brochure

- Published each year as a high quality, glossy A5 booklet
- Half a page for each park (option for paid full page)
- Print run 50,000+ and all copies distributed.

Every year Tranquil Parks organises a stand in a prime location at the **NEC Caravan Camping & Motorhome Show**. Member parks are invited to send representatives to the show, where they can promote their own parks while also meeting touring enthusiasts, handing out Tranquil Parks brochures and helping people enter our prize draw..

## Website



- The mobile-friendly website has cutting edge design and functionality – see [www.tranquilparks.co.uk](http://www.tranquilparks.co.uk).
- Over 21,000 people visited the site at least once every month (Jan-Aug 2023).
- Each park has its own section consisting of 5 pages (Overview, Facilities, What's Nearby, Special Offers and Map & Directions)
- Parks can log in to the content management system to update their own information.
- All parks are given an equal opportunity to feature on the homepage
- Sophisticated search functions help users find the most suitable parks
- Relevant blogs and news with parks invited to contribute are published several times a year
- Visitors can send enquiries directly to parks via the website.

## Social media

- Regular posts and videos on Facebook, Twitter, Instagram and YouTube are evenly spread between parks.
- Regular competitions and prize draws provide additional promotion. All member parks are invited to provide prizes.
- Followers: Facebook 26,831; Twitter 6,760; Instagram 2,450+. Engagement levels are high. (January 2024).
- Additional opportunities with a large, active independent Facebook group.

## Email marketing

- Monthly newsletter for subscribers, currently 11,000 and growing. Receptive audience with consistently high open rates around 50%
- Several newsletters to large audiences that are well known in the industry at key times of year.



# Join our community

## Could you join us?

If you can answer yes to the following questions, we hope you'll take the next step to joining.

- Is your park independently owned?
- Do you have an 18+ admission policy for all guests and visitors throughout the whole park?
- Do you have at least 10 touring pitches, lodges or glamping accommodation?
- Do you maintain a high quality grading from either the AA or VisitBritain?
- Is your park in an excellent location?
- Do you provide guests with a tranquil and relaxing environment?

## How it works

If you apply to join, your park will be reviewed by the Tranquil Parks Directors.

The full membership fee is due in September for inclusion in the following year's brochure.

To try out membership you can become an Affiliate Member for a reduced fee and benefit from our online marketing. (The fee depends on the time at which you join.)

You will receive social media, website and newsletter coverage upon joining.

## Locations in demand

All new parks are given a warm welcome by our guests. There is now a high level of demand for parks in **London and the South East, the North West** and **Scotland**. We therefore expect guests to welcome parks in these regions with even more enthusiasm.

## What does it cost?

For 2023, full membership costs £641 +£6.41 per pitch.

Being established as a limited company with volunteer directors, our not-for-profit ethos means we maximise resources for the benefit of members.

Our aim is to deliver an unbeatable return on investment compared to other marketing groups.

## Take the next step

If you're interested in becoming a Tranquil Parks member or if you'd like more information, please contact **Tara White**.

[tara@tranquilparks.co.uk](mailto:tara@tranquilparks.co.uk)

Tel: 07906 820828

[www.tranquilparks.co.uk](http://www.tranquilparks.co.uk)

*Figures and members shown in this document are correct as of August 2023.*

### Professional, knowledgeable team

"Tranquil Parks have enhanced market presence for us and have provided a growing list of satisfied customers. We can truly say it's a pleasure to be part of a professional, knowledgeable team"

*Debbie Wilton, Proprietor, Wells Touring Park,*

### Part of something special

"As total newcomers to the industry, it has been a delight to become part of the Tranquil Parks team. Not only have we had heaps of bookings, but we've met like minded business owners that we've been able to ask for support. It really feels like we are part of something special and something that is exciting and evolving all the time."

*Victoria Bowrey, Proprietor, Back of Beyond Touring Park, Dorset*

### Bookings and revenue from Tranquil Parks have grown steadily

"The volume of bookings and revenue generated from Tranquil Parks membership, have grown steadily year on year. And with the responsive website launched in 2019, social media activity and regular newsletters, we are receiving more bookings from Tranquil Parks than ever before."

*Tara White, Manager, Old Oaks Touring Park, Somerset*