



# TRANQUIL PARKS

## Quality Adult Only Parks



## Would you like to join the UK's only network of exclusively adult touring parks?

Tranquil Parks is 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 25 years, Tranquil Parks members have worked together to develop a well respected nationwide brand.

We currently have over 40 member parks.

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

- 1 Chain Bridge 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 Country Park
- 9 Cherry Tree Springs Touring Park
- 10 Long Acres Touring Park
- 11 Grooby's Pit
- 12 Tyddyn Du Touring Park
- 13 Yr Helyg/The Willows Caravan & Camping Park

- 14 Sunnyside Farm Caravan Park & Fishery
- 15 Cartref Caravan & Camping Site
- 16 Eye Kettleby Lakes
- 17 Delph Bank Touring & Glamping Park
- 18 Two Mills Touring Park
- 19 Stretton Lakes Touring Park
- 20 Keal Lodge Caravan Park
- 21 New Lodge Farm
- 22 Daisy Bank Caravan Park
- 23 Red Kite Touring & Lodge Park
- 24 Fields End Water Caravan Park, Lodges & Fishery
- 25 Somers Wood Caravan Park
- 26 Run Cottage Touring Park
- 27 Briarfields Touring Park
- 28 Three Castles Caravan Park

- 29 South Wales Touring Park
- 30 Bath Chew Valley Caravan Park
- 31 Old Oaks Touring Camping & Glamping Park
- 32 Wells Touring Park
- 33 Hallsdown Farm Touring Park
- 34 Exe Valley Caravan Site
- 35 Waterrow Touring Park
- 36 Hampshire Hills formerly known as Two Hoots
- 37 Back of Beyond Touring, Camping & Glamping Park
- 38 Woodland Springs Touring Park
- 39 Moor View Touring Park
- 40 Parkland Caravan, Camping & Glamping Site
- 41 Killiwerris Touring Park
- 42 Cardinney Camping Park
- 43 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, etc.
- 3. Access to a receptive audience** – people looking for adult only parks



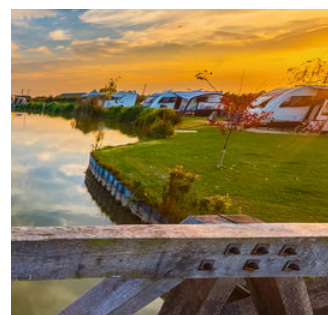
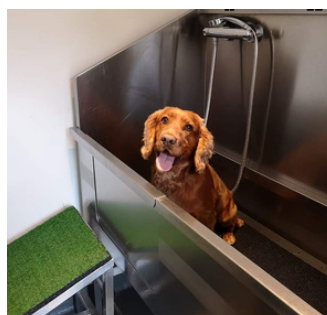
Above: Hywel, owner of South Wales Touring Park, with Tracy and Neil, owners of Grooby's Pit, volunteering on our stand at the Caravan Camping & Motorhome Show, Birmingham NEC

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 25 years of growth

The idea for Tranquil Parks started in 1999, when child-free touring parks were relatively new. 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 Davies, Proprietor,  
South Wales Touring Park, Carmarthenshire**

### Clientele endeavour to visit all parks in the 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

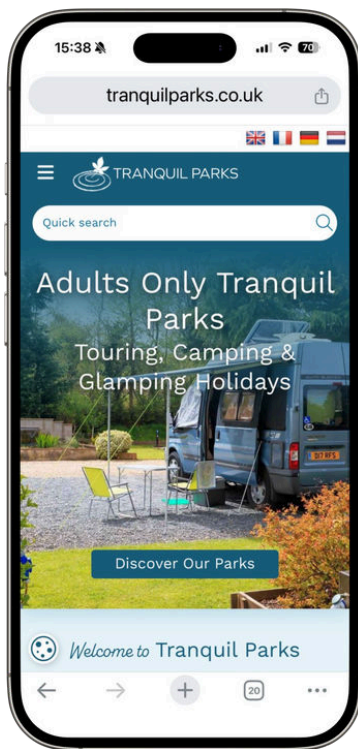
Tranquil Parks aims to deliver great value in terms of business generated. Marketing strategy is decided at the AGM and carried out by marketing professionals. The group now has a highly engaged audience, many of whom are extremely loyal to the brand.

## Brochure

- Published each year as a high quality booklet
- Half a page is dedicated to each park (full pages for an additional cost)
- Print run 40,000 and all copies distributed



Every year Tranquil Parks organises a stand in a prime location at the Caravan Camping & Motorhome Show at the Birmingham NEC. Member parks send representatives to the show, where they can promote their own parks, meet touring enthusiasts and hand out Tranquil Parks brochures.

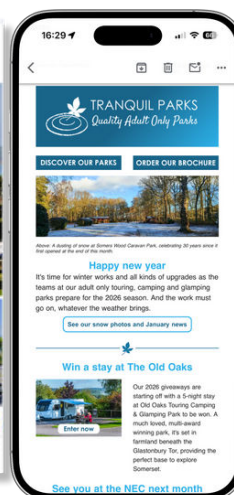
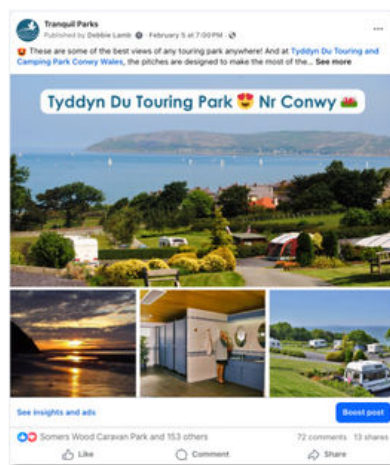


## Website

- Mobile-friendly website with cutting edge design and functionality – see [www.tranquilparks.co.uk](http://www.tranquilparks.co.uk)
- Over 115,000 visitors per year (Nov 2024 - Oct 2025)
- Each member 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 throughout the year
- Visitors can send enquiries directly to parks via the website.

## Social media

- Regular posts, giveaways and videos on Facebook, Instagram, YouTube and X spread evenly between parks.
- Followers: Facebook 43,000+ Instagram 2,700+ engagement levels are high (Feb 2026)



## Monthly newsletter

- All Tranquil Parks are invited to contribute
- Receptive audience – open rates usually around 50%
- Subscribers currently 18,500 and growing (Feb 2026)

# 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!

## How much does it cost to be a member?

For 2026, full membership costs £677.34 + £7.03 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@tranquillparks.co.uk](mailto:tara@tranquillparks.co.uk)  
Tel: 07906 820828

### 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, Somerset*

### Part of something special

"As newcomers to the industry, it was 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 Camping & Glamping 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 up-to-date website, social media activity and regular newsletters, we are receiving more bookings from Tranquil Parks than ever before."

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