

## SALOP LEISURE

### CARAVAN PARKS' IMPORTANT ROLE IN MID WALES ECONOMY

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The important contribution that caravan parks make to tourism and the Mid Wales economy has been emphasised as businesses across the region celebrate Wales Tourism Week (March 23-29).

Caravan holiday home parks in Mid Wales generate an average of around £700,000 each for the local economy annually, supporting hundreds of jobs, says an organisation representing holiday home park operators.

Julia Warren-Kyle, chair of the British Holiday and Home Parks Association's Mid Wales branch, said the region was proud to have some of the finest caravan parks in the UK thanks to the ongoing investment by owners.

"The important contribution that holiday home parks make to the economy of Mid Wales is often overlooked," she added. "Mid Wales is popular with caravan owners because the region offers such a good package and people here are so friendly.

"With all the doom and gloom about the economy, people are looking to escape to the countryside from the stress of busy lives for some well earned relaxation time. It's a much more relaxing option than the trials of busy airports and rising foreign exchange costs."

The Warren-Kyle family run Warren Parc Holiday Park at Penegoes, near Machynlleth, which has recently been awarded a prestigious David Bellamy Gold Award for Conservation for the second year running.

The park, which has 100 holiday homes and chalet lodges, combines quality facilities, including an outdoor swimming pool and tennis court, with carefully set aside conservation areas that encourage wildlife, a nature walk and recycling banks.

Dylan Roberts, BH and HPA Mid Wales branch secretary, emphasised the investment by holiday home park owners in the region.

Mr Roberts is managing director of Salop Leisure, which has a sales centre in Machynlleth and owns the five-star Morben Isaf Holiday Home and Touring Park at Derwenlas, near the town. Despite winning a brace of Loo of the Year Awards for Wales last year for its family friendly and age friendly toilets, the park has further improved and upgraded the facilities over the winter.

"Salop Leisure is proud to be associated with some the country's finest holiday home parks, which are located in Mid Wales, said Mr Roberts. "Holiday home park owners don't rest on their laurels because we are all determined to continue to achieve the highest standards in the industry."

Overnight visitors to Wales spend around £1.7 billion a year while tourism trips amount to around £1.5 billion. Around 104,000 people are employed in the Welsh tourism industry in full and part time jobs.

Wales Tourism Week runs alongside British Tourism Week, which has the Prince of Wales as patron. A series of inter-related events during the week aims to raise national and international awareness of the size, value and importance of Britain's £86 billion visitor economy.

Ends

For more information, please contact Dylan Roberts, Salop Leisure's managing director, on 01654 705900 or Duncan Foulkes, public relations consultant, on 01686 650818.