



****Embargo – Thursday Business Alert – 26/10/17****

Gwel an Mor becomes third new Landal GreenParks location this year

Back-to-nature holiday brand Landal GreenParks has further grown its UK portfolio with the addition of Landal Gwel an Mor – its third new location in less than a year.

The park, set on Cornwall's stunning north coast, will offer customers the brand's trademark exceptional service and encouragement to explore the local area when it opens for 2018 travel agent bookings through sister brand Hoseasons later this year.

Simon Altham, from Hoseasons, says the park's long-standing reputation for quality and excellence makes it a perfect fit for the Landal GreenParks brand.

"Landal Gwel an Mor is a fantastic addition to the Landal GreenParks portfolio and we are delighted to have entered into this long-term partnership with the park," he said, adding: "The fact that it is the brand's first coastal location in the UK is great news for customers, but also gives agents another impressive option when looking to capitalise on increased demand for high quality UK breaks."

The park is an ideal base for friends, families and couples to get closer to nature with guests able to feed foxes, as well as try their hand at rock pooling, night fauna walks and falconry. It is also just 15 miles away from the newly transformed Tate St Ives, which recently re-opened following a four-year refurbishment.

Landal Gwel an Mor joins the brand's two current UK locations - Landal Darwin Forest situated on the edge of the Peak District National Park and Landal Kielder Waterside, set deep within Northumberland's Kielder Water & Forest Park.

The two parks have seen a combined growth in bookings of more than 25% year on year since joining the Landal GreenParks family earlier this year.

Landal GreenParks originated in Holland in 1954 and now offers 85 locations across nine European countries, including the Netherlands, Germany and Austria. It provides 13.2 million overnight stays to 3.1 million guests every year and is recognised as one of the most customer friendly companies in The Netherlands. Luxury lodge accommodation with hot tubs feature at all three UK locations.

For more information about Landal GreenParks UK, or to book go to the dedicated agent portal on the Hoseasons website or call Agency Sales on 01502 516900.

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Landal GreenParks

Landal GreenParks originated in Holland in 1954 and now offers 85 locations across nine European countries, including the Netherlands, Germany, Denmark and Austria and the UK is the 9th territory for Landal GreenParks to launch into. The company offers 14,000 accommodation units, has 3,000 employees and provides 13.2 million overnight stays to 3.1 million guests every year. Landal GreenParks is part of Wyndham Vacation Rentals - the world's largest professional manager of vacation rentals business, providing access to more than 117,000 vacation rental properties in approximately 650 unique destinations worldwide (NYSE:WYN). For additional information visit www.landal.co.uk.

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