



Northern Powerhouse Developments books in Landal GreenParks at Afan Valley Adventure Resort

Northern Powerhouse Developments is to partner with self-catering holiday specialist Landal GreenParks at its new Afan Valley Adventure Resort in South Wales.

The luxury family brand will be responsible for all holiday marketing and distribution at the 500-acre active lifestyle resort, which will be the first of its kind in the UK and is part of Northern Powerhouse Developments' growing leisure portfolio of hotels and resorts in England, Wales and Scotland.

Peter Moore OBE, Chairman of NPD Leisure, one of the most experienced figures in the UK leisure industry, said: 'The appointment of Landal GreenParks adds critically-relevant experience, not only in generating vital income through holiday bookings, but also in working collaboratively with us across the multiple areas of the park. We could not have found a better-equipped organisation to partner with for our first Resort'.

Afan Valley Adventure Resort will offer guests the chance to test their nerve and skill in four adrenaline-surging activity zones - Alpine Snow Sports, Off Road Trails, Forest Thrills and Xtreme Adventures.

Facilities will also include a central plaza, with a selection of bars, restaurants, active lifestyle retail and indoor leisure activities providing the perfect opportunity for relaxation. A spa designed by one of the great names in Spa and Wellness – Austrian, Heinz Schletterer – will also feature, along with 400 luxury lodges and a 100-room hotel.

NPD Chairman, Gavin Woodhouse, who created the new concept with Peter Moore, said: "The appointment of Landal GreenParks ensures we are in the best possible hands to help us introduce our first Adventure Resort and we are delighted to be working with an organisation whose record and reputation within the industry speaks for itself."

[Landal GreenParks](#) originated in the Netherlands in 1954 and offers 85 locations across nine European countries, including the Netherlands, Germany and Austria. It provides 14 million overnight stays to 2.8 million guests every year and is recognised as the most customer friendly leisure company in The Netherlands.

The brand launched in the UK last spring at Landal Darwin Forest, on the edge of the Peak District National Park and Landal Kielder Waterside, in Northumberland's Kielder Water & Forest Park. Landal Gwel an Mor, in Cornwall, joins this month (February), with luxury lodge accommodation with hot tubs featuring at all three locations.

Robbie Davies, Landal GreenParks General Manager in the UK, said: 'Entering into this partnership further cements Landal GreenParks' position at the forefront of luxury self-catering holidays in the UK. Our brand is all about luxury accommodation, quality facilities, sustainable tourism and unique resorts in areas of outstanding natural beauty which Afan Valley Adventure Resort has in abundance. We are extremely excited and proud to be part of this incredible offering'.

Landal GreenParks joins names such as Bear Grylls Survival Academy; Snowflex and Snowsport Wales; and Newman Aqua, in bringing its extensive experience to the new Adventure Resort.

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