



Dunchurch Park Resort



- 8% net per annum return for 10 years with fixed annual increases
- Secured through a 250 year leasehold title registered at UK Land Registry
 - *TAX FREE returns for years through Government tax breaks
 - Mortgages available for UK and International investors
 - Developer buy back options at years 5, 7 & 10
- UK holiday sector is going through a period of sustained growth
- Resilient property investment against economic downturn

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OUR MISSION STATEMENT

*“Creating design led and
facility rich Boutique Lodge
Retreats, that prioritise rest
and relaxation over high
impact activities”*

Welcome

Dunchurch Resort have from day one been designed with the customer experience in mind. We are not trying to retro fit our retreats and lodges to make them relevant again. We have literally ripped up the rulebook, wiped the slate clean and reinvented the luxury lodge experience.

Join the staycation revolution by purchasing your very own income investment lodge



Executive Summary



The UK holiday and leisure sector is a fast-growing and established industry for investors. With low competition and high returns, you can gain access to a lucrative market that is experiencing sustained growth. Dunchurch simplifies the investment process by offering hands-free investment opportunities and competitive annual returns.

CabinBookers UK has stated that, “90% of UK holidaymakers are planning to take a domestic holiday once travel restrictions are lifted.”

With the current state of global markets such as the impact of COVID-19, Brexit, economic recession, and limitations on international travel the UK tourism industry expects a boom in domestic travel unlike any other in history.

Local holiday providers are recording as much as 1 booking every 11 seconds, as local travel restrictions are being lifted. With reduced holiday budgets and global uncertainty travellers are fuelling the demand for UK getaways.

An important note to mention is that UK holidaymakers account for 81% of all domestic travel (much higher than neighbouring countries).

UK booking statistics show that local travel sites are seeing as much as a 455% increase in bookings in comparison to 2019.

Adding to this, holidaymaker statistics tell us that 82% travel to escape the rush of commercial life, 80% of domestic travellers aim to spend more time with family or children, and 58% travel for business.

Dunchurh Resort has been designed specifically for families, couples, and even businesses to rest and relax during their stay. Our lodges are prepared to meet the need of staycations as each individual lodge is made to the highest residential standards.

As a brand, Dunchurh Resort has taken what is the bland, unbranded, and old-fashioned holiday park and created a unique exclusive high-end boutique hotel experience nestled in a peaceful countryside getaway.

Unlike other property investments such as off-plan apartments or student accommodation, the individual build of each lodge removes the development risk for investors. And rest assured, your deposit will be only be used to build your specific lodge.

As an investor, you can expect to see an assured 8% net per annum with fixed annual increases. This return is assumed to grow year on year, projected to reach 10.4% by the 10th year of investment.

Dunchurh Resort manages, maintains, and lets your lodge making sure occupancy is efficient all year round.

We offer round the clock service and management so that our investors are assured both revenue and occupancy are maximised all year round.

With finance available for both UK and International investors, our prices start at £119,990 for a 250-year leasehold title and full ownership of the lodge. With increasing demand, we envisage that investment opportunity in Dunchurh Resort – will not be available for long.



The ‘musts’

- ✓ Secure high yielding hands-free asset
- ✓ Industry leading AAA management company
- ✓ Fully furnished and ready let
- ✓ Security through a 250 year leasehold title
- ✓ Lodges built to residential standard BS3632
- ✓ Huge undersupplied demand of quality accommodation
- ✓ Simple and secure transaction overseen by UK lawyer
- ✓ Hand built in factory controlled conditions
- ✓ Comfort of buying into an exciting and dynamic brand
- ✓ Highly marketable and easily exited
- ✓ Large decking area and hot tub as standard
- ✓ UK holiday park industry is able to weather economic downturn and prosper



Assured rental returns

The table below shows for each lodge type available the assured 8% net per annum with a 3% fixed annual increase.

Lodge Type	Purchase Price	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Black 28	£124 990	£9 999,20	£10 299	£10 608	£10 926	£11 254	£11 592	£11 940	£12 298	£12 667	£13 047
Black 36	£134 990	£10 799,20	£11 123	£11 457	£11 801	£12 155	£12 519	£12 895	£13 282	£13 680	£14 091
Black 38	£139 990	£11 199,20	£11 535	£11 881	£12 238	£12 605	£12 983	£13 372	£13 774	£14 187	£14 612
	Annual Yield	8,00%	8,24%	8,49%	8,74%	9,00%	9,27%	9,55%	9,84%	10,13%	10,44%

Achievable rental returns

The figures below are based on the documented Hoseasons 2018/19 occupancy data for the rental lodges at Little Eden Country Park that we have acquired for redevelopment into Dunchurh Resort - Bridlington. With tired lodges and zero marketing this park achieved an occupancy level of 54%. Modern parks around Bridlington are regularly achieving occupancy levels in excess of 80% per annum.

To show how achievable your 8% return is we have analysed the per night rack rates for our 10 main competitors over 3, 4, and 7 night stay durations for 2019/20 (as advertised on Hoseasons) and positioned our rates directly in the middle. Therefore we are confident the figures used in the calculations are competitive. The prices range from £262 pn for a 3-night stay in August (peak season) to as low as £77 pn for a 7-night stay in January (low season).

The following table shows that at the documented low occupancy figure of 54% the returns generated more than cover the 8% per annum net return for our investors. In fact it also generates a gross operating profit for Dunchurh Resort of up to £3,150 pa per lodge.

Based on 54% Occupancy	Black 28	Black 36	Black 38
Investment	£124 990	£134 990	£139 990
Projected Gross Rent	£28 572	£31 429	£32 858
Operating Costs Per Annum	£16 769	£17 226	£18 509
Gross Net Rent	£11 803	£14 203	£14 349
Net Yield	9,44%	10,52%	10,25%
Investor Annual Rental Payment	£9 999	£10 799	£11 199
Liv Lodges Gross Operating Profit	£1 804	£3 404	£3 150

At the more realistic occupancy level of 80% per annum your lodge is creating substantially higher returns than the assured 8% pa net and generates a gross operating profit of up to £12,017 pa per lodge.

Based on 80% Occupancy	Black 28	Black 36	Black 38
Investment	£124 990	£134 990	£139 990
Projected Gross Rent	£40 060	£44 066	£46 069
Operating Costs Per Annum	£20 331	£20 972	£22 853
Gross Net Rent	£19 729	£23 094	£23 216
Net Yield	15,78%	17,11%	16,58%
Investor Annual Rental Payment	£9 999	£10 799	£11 199
Liv Lodges Gross Operating Profit	£9 730	£12 295	£12 017

The direct correlation between high occupancy levels and increased operating profits continually drives us to make sure the retreat and your lodge are managed, maintained and let as efficiently as possible all year round.

(All matters referred to in this brochure are for illustration purposes only and all prospective purchasers of lodges should make their own enquiries and the contents of this brochure will not form part of any sales contract)

“Furnished holiday let” tax breaks

Utilize Government tax breaks for Furnished Holiday Lets (FHL) allowing you to:

- Claim back FHL Capital Allowances for up to 100% of the price of your lodge
- Pay no council tax
- Split profits with your spouse for flexible tax planning
- Claim back allowable deductions against income including: management and lettings fees, advertising costs, maintenance and cleaning, insurance, accountants fees

We highly recommend consulting with a tax specialist on how to fully benefit from the above.



Structured exit strategy

THERE ARE 2 MAIN OPTIONS:

1

You are free to sell your lodge to anyone at anytime for any price.

2

You the investor have a “Put Option” (sell back clause) at years 5, 7 & 10 where by Dunchurh Resort are obliged to repurchase your lodge at 105%, 107% & 110% of the original purchase price.

Capital appreciation

As you are buying your lodge on a yield return basis capital appreciation is determined by the increase in the net rental return your property generates. As your rental income is RPI linked the net yield you receive every year increases and therefore so does the commercial value of your lodge.

Mortgages

Mortgages are available to both UK and international buyers through an independent mortgage provider.

Please note that all mortgages will be subject to status and you will be bound by the lenders own terms and conditions.

If this is of interest to you we will be happy to put you in contact with them.

Industry analysis



UK tourism is booming due to numerous factors that have created a sustained surge in Staycations:

COVID-19 PANDEMIC
BREXIT
WEAKENING POUND - SIGNIFICANT DROP IN THE VALUE OF STERLING
OVERALL COST COMPARED TO FOREIGN HOLIDAYS
CONVENIENCE OF TAKING A UK HOLIDAY ESPECIALLY FOR FAMILIES WITH YOUNG CHILDREN
IMPROVED TRANSPORT LINKS
IMPROVING STANDARDS OF ACCOMMODATION
IMPROVING STANDARDS OF ACTIVITIES, ENTERTAINMENT AND FACILITIES
INCREASED RECOGNITION THAT THE UK IS HOME TO NUMEROUS AREAS OF OUTSTANDING NATURAL BEAUTY
THE ABILITY TO BRING BELOVED PETS ON HOLIDAY INCREASING ENJOYMENT, REDUCING STRESS AND SAVING KENNEL COSTS

UK tourism industry facts and figures:

Britain will have a tourism industry worth over

£257BN

by 2025
VisitBritain

In 2018 alone

74%

of all UK adults planned to Staycation
Sykes Staycation Index 2018

38.8 MILLION

overseas visitors to the UK projected for 2019
Sykes Staycation Index 2018

UK tourism generates nearly

10%

of the nations GDP
VisitBritain

Tourism generates

3.8 MILLION

jobs, 11% of all UK employment
VisitBritain

Average annual occupancy level for a UK hotel in 2018

77%

VisitBritain



Sector analysis

There are two main areas within the industry the first is Holiday Parks where we have a large pipeline of Dunchurch Resort sites ready to bring to market. The second is Residential Parks populated by owner-occupiers. Through associated companies we are already successfully operating multiple parks in numerous locations in both industry areas throughout England and Ireland.

Current UK holiday parks

FAMILY RUN BUSINESSES

- Small / mid sized parks usually between 10 to 100 units
- Well established locations
- Poorly managed
- Dated lodges with tired facilities
- Cash flow issues mean parks are in need of refurbishment
- User demographic is low income guests due to poor standard of accommodation
- Struggling to survive
- Succession issues as new generations do not want pressure of running the parks
- Perfectly suited to be redeveloped into a boutique lodge retreat

LARGE OPERATORS

- Large parks usually between 100 to 1000 units
- Focus on family holidays
- High impact activities
- Noisy chaotic environment
- Large facilities hub with swimming, pools, restaurants, arcades and more
- High running costs especially in low season
- Staffing issues often transient or low skilled workers
- Large institutional investment companies moving into the market place
- Operator / owners often run multiple parks

RESIDENTIAL PARKS

- Owner occupiers
- Predominantly retirement communities and over 45's
- Located on the outskirts of towns and cities or coastal locations
- Owners purchase a license to occupy the park with rights to locate a park home on site
- Owners charged yearly a ground rent and site fees over and above the cost of the license

UK holiday park sector facts and figures:

All information below is taken from the recently publish independent report 'Pitching the Value'. It is the first time that holiday parks and campsites across the UK have been analysed to show the enormous value of the sector to the nations economy.

Generates
£9.3BN
in visitor expenditure

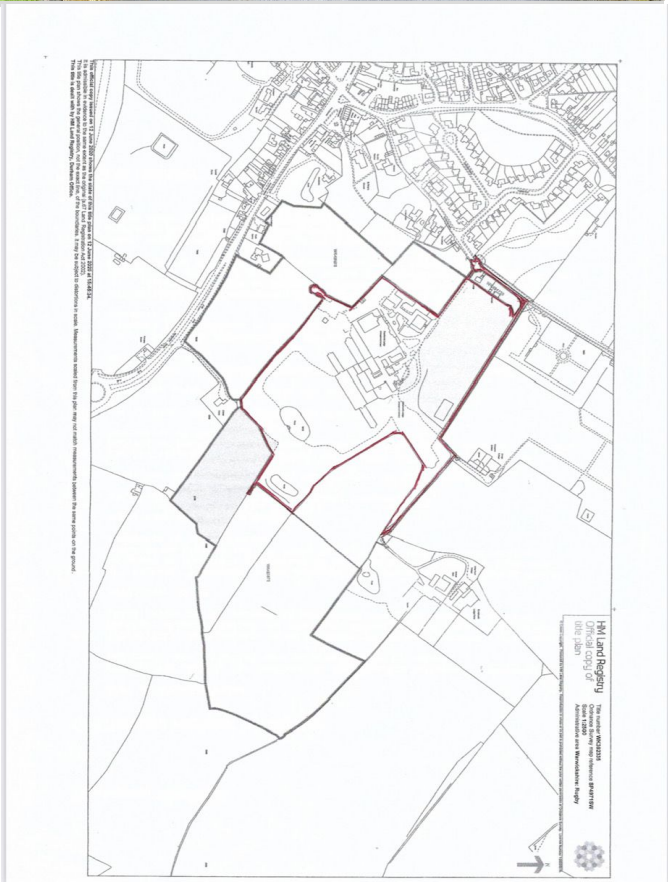
Supports
171,448
fulltime employees

6,243
holiday parks and campsites
throughout the UK

With a total combined
438,076
pitches

Diverse range of accommodation including lodges, chalets, motor homes, caravan and glamping

Helps to promote healthy active outdoor lifestyles



Institutional investment funds



Institutional investment funds and high net worth family offices have known about the high yields, stable market conditions and strong profits available in the UK holiday park industry for many years.

Since before Brexit was announced these institutions have carried out thorough due diligence into the consequences of a potential global economic downturn and searched high and low for where their money will not only be safe from harm but also generate great returns.

The destination they have unanimously set their well researched sights on is the UK Holiday Park Sector.

Unsurprisingly the 'Financial Times' one of the worlds most respected financial publications has been singing the praises of UK Holiday Park investments since 2015 and reporting on the large fund acquisitions in the sector:

FINANCIAL TIMES



- Blackstone the worlds largest property investor bought Centre Parcs for £434m (2006)
- Brookfield Capital bought Centre Parcs from Blackstone for £2.4bn (2015)
- Centre Parcs Europe to get a £200m upgrade (2019)
- Parkdean Resorts sold for £1.35bn to Canadian company Onex Private Equity (2016)
- Park Holidays sold for £362m to Intermediate Capital (2017)
- Large US Hedge Funds enter the market place (2017 & 2018)
- Traditional market investor Phoenix Equity increased investment (2018 onwards)
- Butlins owners are investing £40m into new facilities (2019)

We are offering investors direct access into the same stable, high yielding sector that the world's most successful institutional funds are piling their money into."



Our Offering



A premium range of 2 & 3 bedroom luxury holiday lodges

The DPR is located in the heart of Warwickshire, with up to 200 next generation lodges making up this luxurious resort.

As you take the drive towards our peacefully nestled location, you will pass through beautiful agriculture on either side of you. These one-of-a-kind luscious green landscapes lead you towards Dunchurch Park.

The DPR houses bespoke designed lodges which have both the look and feel of a high-end hotel. Once inside you'll have full access to a modern 2 or 3 bedroom lodge, minimalist yet stylish furnishing, and an outdoor hot tub perfect for rest and relaxation.

Visitors to The Dunchurch will be spoilt for choice with a clubhouse filled with facilities, an on-site restaurant and pub, and stunning views across the local countryside.

Visitors can visit the city of Rugby only six miles away.

Dunchurch Park Resort – is the highest-rated local retreat in terms of the sheer number of on-site facilities and activities surrounding the location. Dunchurch Park Resort is both the perfect getaway and a highly-sought-after investment opportunity.

Events

Sustaining Year Round Occupancy

Events is our latest and most revolutionary approach to increasing bookings all year round.

This unique business model is another layer to easily being able to sustain the rental returns for our investors while maximising business opportunities in each retreat.

Research suggests that near 62% of UK adults have taken a holiday specifically for hobby or interest purposes.

Adding to this, we know that over 58% of UK adults have travelled solely for the purpose of business.

Events is a research-based model that will increase occupancy, attract quality visitors, and improve repeat business. With the Events strategy, we aim to reduce any off-season slumps that would have previously impacted bookings.

Despite the UK tourism industry currently being fueled by local holidaymakers adapting to changes such as COVID-19, Brexit, and global travel restrictions, Events is our road map to increasing occupancy for years to come.

Our leisure strategy uses holiday packages that target special interest holidays such as personal getaways, annual holiday period, and national recurring events.

Leisure holiday packages will provide expert tuition, presentations, and group activities that meet today's demand for fitness, stress relief, and self-improvement workshops. We will also offer packages linked to events

and local festivals based on each site.

Our business strategy targets specific businesses with industry specific workshops, staged events, and business partnership meetings.

The Events business model will support companies to meet collectively or to host larger conferencing events on Lodge sites.

Our team will provide essential services directly or through partners in order to provide the 5-star service required to form lasting business partnerships

The excellent packages, facilities, and accommodation that Dunchurch Resort provides as part of our offering will allow investors a competitive advantage not yet seen in the industry.



Membership

Our Simple But Effective Way to Making Your Investment Predictable Year on Year

Membership is our innovative approach to securing bookings in your lodge.

In a market that relies on seasonal consistency, it is only natural that investors want a proven strategy to secure return on investment. Our Membership plan makes your investment a safe choice.

Our offer enables both individuals and corporates to buy accommodation at a reduced fixed-rate well in advance. This membership offer helps visitors to avoid seasonal price hikes while also avoiding inflation over the long-term.

Guests buy a minimum of thirty-five nights holiday to use over a 5-year period to join Membership. These nights can be used at any point over the term of the membership. As an investor, the five-year duration gives you peace of mind that Dunchurch Resort has secured bookings for this usage many years in advance.

Instead of relying solely on marketing and holiday traffic, Membership makes your investment as safe, secure, and predictable as possible.

This simple yet revolutionary approach to increasing occupancy enables us to give investors a reliable forecast of their annual rental return. Membership runs alongside our proven methods of revenue generation through booking portals, and our structured mid week breaks through Events



www.webbaviation.co.uk

Location, Location, Location



We are a design-led company, so how our retreats look and feel is of paramount importance to us. We truly believe people deserve to holiday in superior accommodation set in beautiful surroundings.

That’s why we source and secure sites that our retreat clientele want to visit and reside in. These locations are rich in the most important experiences, such as scenic views, multiple attractions, nearby local towns and cities and good transport links with easy access.

All our sites and holiday lodges are located in areas of natural beauty and offer an experience unrivalled by our competition.



Warwickshire Tourism Stats 2018

Rugby Tourism Statistics 2018:
(up 0.95% on 2017)
Number of visits: 4.26 million
Total expenditure: £216.6 million
(up 6.33% on 2017)

Total days spent: 4.7 million
(up 1.08% on 2017)



Low maintenance facilities

Once installed our facilities have been designed to be:

- Used in all seasons
- Create community
- Fun and family orientated
- Low cost
- Low maintenance
- Require minimal staffing

Dunchurch Park Resort

Our retreat is located just five minutes (six miles) from the City of Rugby which is well known for its school and the birth place of the sport.

Clubhouse and on site facilities

- Reception and On-site Shop
- Restaurant, Coffee Bar, and Bar/Pub
- On-site Gym X-box & PlayStation Room
- Table Tennis and Pool Table
- Children’s Play Area
- Local Trails and Walks for Visitors
- Golf Driving Nets
- Boat & Bike hire
- River Fishing
- Management Office
- Gated Entrance
- CCTV and 24 hr security





Dunchurch

All our next generation holiday lodges are designed in-house specifically to cater for the luxury lodge holiday rental market. Each of our luxury lodges is built to the highest residential standard and comes with a 10 year comprehensive warranty. We firmly believe that luxury lodges should be designed with form, function and purpose in mind.



Visually striking

Dramatic lodge exteriors and stylish interiors create a stunning visual experience

All lodges come fully furnished and ready to let

All lodges come with a large hot tub and decking as standard

All fixtures and fittings are selected to be hard wearing and durable

Specific lodges are disabled access friendly

The comprehensive warranty is backed up by our Dunchurch Resort maintenance program

We take care of your lodges exterior and interior as part of the assured rental management agreement

Lodge type - Black 36



2 BEDROOMS • SLEEPS 6

- LARGE OPEN PLAN LOUNGE KITCHEN DINING AREA
- LARGE DECKING AREA & HOT TUB

Lodge type - Black 28



2 BEDROOMS • SLEEPS 6

- LARGE HOT TUB & DECKING AREA
- LOUNGE & FULLY INTEGRATED KITCHEN

Lodge type - Black 38



3 BEDROOMS • SLEEPS 8

- LARGE OPEN PLAN LOUNGE KITCHEN DINING AREA
- LARGE DECKING & HOT TUB

Buyer security

Purchase process overseen by a full independent UK commercial solicitor

Leasehold titles for each plot and lodge purchase will be officially registered in the investor’s name with the UK Land Registry

8% net rental return for 10 years with annual rental increases contractually agreed by the developer and supported by a rental reserve fund

During the short period between exchange (deposit payment) and completion (legal ownership) your deposit funds will be fully secured

Contract in place to fully manage and maintain your investment for 10 years

After the 10 years and if mutually agreed we will be happy to roll over the management agreement

Insurance, ground rent, service charge and maintenance fully covered during the 10 year management and rental contract

Contractual developer buy back options

Experienced holiday park developer and AAA industry leading management and lettings company.

The UK Holiday Park industry is the safe haven for large institutional investment funds due to its ability to generate high returns and weather economic downturn.

With over 41,000,000 UK adults to market to of which 73% confirm they would be holidaying in the UK in 2019, an average UK hotel occupancy rate of 77% and an under supply of luxury accommodation high occupancy levels at top market rates is virtually assured.



Purchase process



Social Responsibility



At Dunchurch Resort we believe in being **‘part of it’**; part of the global conversation and movement towards responsible business practices that create positive change in the world. Through our own Social Responsibility agenda, we can be part of the solution to help relieve the stressful challenges of daily life for those who are in need of time away from their current situation.

As a company we give to receive and so every year we will be selecting a number of local charities to give back to. Working with our guests, staff and owners to raise donations to help within the local communities where our retreats are located.

We are also partnering with two national charities that are very close to our hearts and allowing our lodge owners the opportunity to donate any of the personal usage per year they receive to these charities. This generous gift will enable a number of the charity’s members to receive a much needed holiday in the owners lodge, helping to relieve the stress of their daily lives if only for a short period of time.

***The charities we will be working with:
are Macmillan Cancer Support and Mind.***



Whatever cancer throws your way, we’re right there with you. We provide physical, financial and emotional support to help you live life as fully as you can. We take the time to understand you as a person, so that we can provide the support, tools and inspiration you need to find your best way through. We do it like this because we understand everyone’s cancer journey is unique.

www.macmillan.org.uk



We provide advice and support to empower anyone experiencing a mental health problem. We campaign to improve services, raise awareness and promote understanding. We won’t give up until everyone experiencing a mental health problem gets support and respect.

www.mind.org.uk





Contact us today about purchasing
one of our income investment lodges!

For sales & enquiries call: +44 (0) 207 193 1166

or email: info@dunchurchmarketingltd.co.uk

UK SUPPORT OFFICE

Dunchurch Park Hotel, Rugby Road, Dunchurch, Warwickshire

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