

27th June 2024

Re: Charlesworth Lodges, full year application

Dear Sir/Madam,

Further to my ongoing consultation with the owner of the above location, I wanted to place on record my support for the application to extend the operating season to include January.

Sector Overview

Despite the economic difficulties across the UK domestic holiday rental sector is extremely robust and has enjoyed sustained growth over the past ten-to-fifteen years through Hoseasons even during the last few years. The demand for high specification accommodation in superb locations up and down the country has reached an all-time high and many existing operators are now seeing the benefits of expanding their luxury developments in terms of more units and higher quality standards plus a full year letting season resulting in better returns on investment, alongside the ability to attract a new, younger, and more affluent audience to holidays right here in the UK. We have experienced an influx of new developers bringing fresher, more 'current' concepts to market with considerable success. It is abundantly clear from our various data that 'Charlesworth Lodges' is in significant demand at 88% occupancy year to date and plays an important role in the overall heightened quality of domestic holiday provision within the UK.

The traditional season of Easter to the end of October has all but become a thing of the past and it is evident that more quality accommodation is coming into the market suitable for all year-round breaks and in particular a huge increase in "holiday snacking" of 2-, 3- and 4-night short breaks, along with flexible start dates and off peak bookings. This provides a superb boost for local tourism as visitors are now taking holidays at times of the year traditionally not as popular as the main summer school holiday weeks. This year alone Hoseasons generated 10,000 arrival weeks in January, a piece of the pie Charlesworth Lodges could benefit from should they be able to trade all year.

Regional Context

The Heart of England has been a popular destination for Hoseasons customers for many years now. Year upon year we see thousands of searches on our website for the region from customers looking to enjoy the beauty of the surrounding area, but only having to travel 2-3 hours from their home. The



geographical location means that any development within the region is ideally positioned in terms of access to good transport links, making weekend breaks easier for a large customer base to get to.

Our data for the Heart of England region show that demand regularly outstrips supply for high quality, aspirational accommodation, a trend exemplified within our specialist collections such as Autograph. In terms of guests last year, we sent over 200,000 guests specifically on holiday to our Autograph collections and over 250,000 guests to central England as a whole. The revenue levels driven by this collection exceeds our core portfolio and currently sits at over 70% occupancy year to date.

Over the years we have worked with developers who wish to create a product in line with today's modern consumer demands. Our focus in this sense has shifted towards developments featuring aspirational and innovative product designs which attract a higher demographic of customer due to offering a personal experience in high quality accommodation but also offering the flexibility to book holidays outside of the predictable peak seasons. By attracting this profile of customer, the local area benefits from an influx of more affluent tourists who are inclined to spend more within the local economy during their stay, thus contributing not only to the holiday rental development but also to local businesses. Guests who have stayed in our Autograph collection have spoken to their experience being the best they've ever had, how beautiful the accommodation was and of the superb experience they had, they just wish there was more of them, many have booked in January and enjoyed the same experience as those booking in peak summer! It would be most beneficial for Charlesworth to extend their letting season to include January.

Knowing the demand for high quality aspirational accommodation and the increased clamour to book non traditional dates, Charlesworth Lodges would be a vital addition to the January letting supply of UK holiday accommodation. As such I wholeheartedly support the application for the extension and look forward to hearing of a favourable outcome in the near future.

Yours sincerely,

Craig Loxton

Business Development Director

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