



FACT SHEET

Butlin's, the Home of Entertainment, is a market leader in family holidays, promising endless fun for all age groups with so much included in the price of a break.

It welcomes around 1.5 million guests per year across its three Resorts.

As of September 2022, Butlin's is owned by a company backed by the Harris family.

HEMEL HEMPSTEAD
300 team members

SKEGNESS
1200 team members

MINEHEAD
1000 team members

BOGNOR REGIS
1200 team members



BUTLIN'S IN 2023

GUESTS	1.5M
TURNOVER	£205.8M
EBITDA	£54.5M
Retail spend per guest week	£170

BUSINESS MODEL



Butlin's



Butlin's
BIG WEEKENDERS
EXCLUSIVELY FOR ADULTS



Butlin's
ENTERTAINING
CONFERENCES & EVENTS

INVESTMENT CASE



Best in-class
Entertainment teams,
lead by iconic Redcoats



Value for money, with
non-stop activity and action
for near all-inclusive price



Proven resilience through
economic downturns and
growth of budget flights



Five Year Plan:
Investment and
modernisation underway

FIVE YEAR PLAN

Butlin's Five-Year Plan is its growth strategy aimed at both welcoming more guests to Butlin's year-round and attracting a greater cross-section of the UK to both family and adult-only breaks.

Butlin's has always had a core of loyal guests – c.1.2 million for many years – which is the foundation of the business. The Five-Year Plan builds on this, governed by the following three pillars.

INVESTING IN OUR RESORTS

£150 million capital investment programme upgrading accommodation, activities, dining options and key entertainment venues – broadening and optimising the guest experience.

EXPANDING OUR BREAKS

Diversifying its guest proposition - through Big Weekenders and Corporate Events - helps manage seasonality, expanding Butlin's future growth potential.

UPSKILLING OUR TEAM

Multiskilling team members through 'Team Member Plus', increasing overall productivity and flexibility.

OUR LEADERSHIP TEAM

Jon Hendry-Pickup	CEO
David Carter	CFO
Simon Cope	CCO
Belinda Schofield	Central Operations Support Director
Mike Godolphin	Entertainments and Leisure Director
Liz Lloyd	People Director
Shirley Lancashire	IT Director
Craig Goodwin	Resort Director (Minehead)
Matt Rake	Resort Director (Bognor Regis)
Andrew Leivers	Resort Director (Skegness)

CONTACT DETAILS

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