

NOW IS THE TIME TO ENHANCE YOUR HOLIDAY PARK OFFERINGS WITH JACUZZI®

Now you have had the chance to read how we are repositioning the hot tub experience for Darwin, you now have the opportunity to give your holiday park a well-being boost to your bookings and profits as well. Please get in touch and we will be delighted to provide your park with our expert opinion and advice.



'A Darwin Holiday and Leisure Resort offers holidaymakers the perfect place to relax and unwind. Each newly developed resort features luxurious accommodation in a beautiful setting and Jacuzzi® Hot Tubs have become a key component of this.'

'Every element of our guest's stay has been considered and with the Jacuzzi® Hot Tubs that our Premier lodges offer, Darwin are able to provide a luxury and well-being experience that is unrivalled throughout the holiday park industry and leaves our guests re-booking time and again.'

'With the support and interaction from the team at Jacuzzi®, Darwin have combined our genuine understanding of our guests holiday expectations with the market leading expertise and products of Jacuzzi®. Partnering with Jacuzzi® has meant that the right Hot Tubs have been ordered, delivered and installed in one hassle free process across our resorts.'

'Jacuzzi® Hot Tubs have proved to be an integral part of our product offering, and the lodges that feature them are usually our most popular. The price differential that a Hot Tub unit can attract has made them a sound part of our business strategy and we will continue to work with Jacuzzi® Hot Tubs going forward as we deliver more high quality holiday resorts around the UK.'

'Darwin Holiday and Leisure Resorts, carving memories for life with a little help from our friends at Jacuzzi®.'

Mark Kennedy

Group Development & Procurement Manager

Let our team make a difference to your Holiday Park offering...

Marcus Hawtin is ready to chat now

Contact Marcus, Hospitality and Contract Director on:

07715 051 638

or email: marcus.hawtin@jacuzziemea.com



Jacuzzi® now proudly working in association with Hoseasons.



IN PARTNERSHIP WITH



Beach Cove Woodside Cheddar Woods Piran Meadows



FOR DARWIN, ONLY JACUZZI® COULD OFFER THE QUALITY AND AFTERSALES CARE NEEDED FOR THEIR HOLIDAY PARKS

DESIGN | PERFORMANCE | PLEASURE | HEALTH

4 DARWIN HOLIDAY PARKS, EACH BENEFITTING FROM OUR 4 BRAND PILLARS

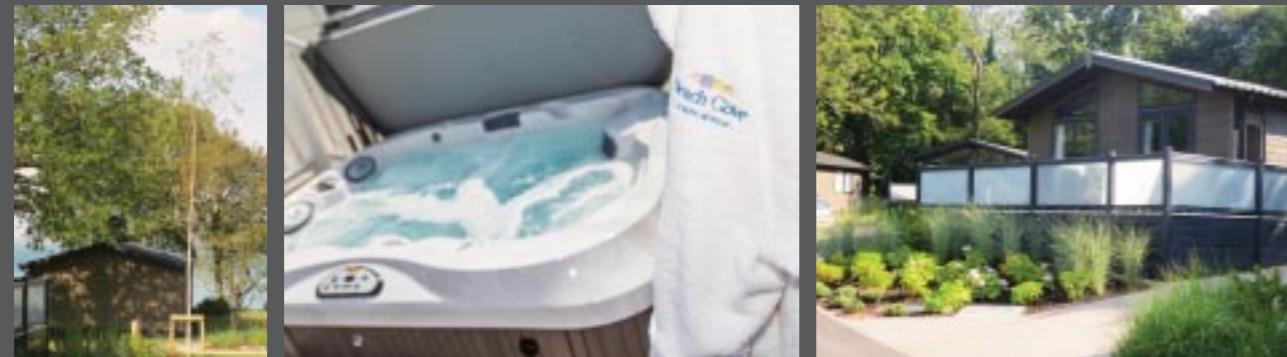
When it came to Darwin's plans for the upgrade and refurbishment of four of their key holiday parks...only one brand came front of mind for hot tubs. Jacuzzi's® pioneering reputation for quality, service and aftersales combined with experience and the capabilities to plan and roll out a multi park installation, whilst maintaining a minimum level of disruption was fundamental for the holiday park group throughout the project.

BEACH COVE | WOODSIDE | CHEDDAR WOODS | PIRAN MEADOWS

Over 100x hot tubs all supplied, installed and cared for by Jacuzzi®

A DESIGN to match coastal and inland holiday parks

One of the key elements the Jacuzzi® brand brought to Darwin was variety and flexibility. Location, demands and expectations differ completely between a family resort and a couple's retreat, so the product had to be the right, be it suitable for a 2 or 6 person experience, as well as taking into consideration the need to fit the aesthetic look and feel of the park. Jacuzzi® has over 50 years' experience in designing wellness concepts with the number one objective to create a user experience never to be surpassed.



Hot tubs judged by their PERFORMANCE

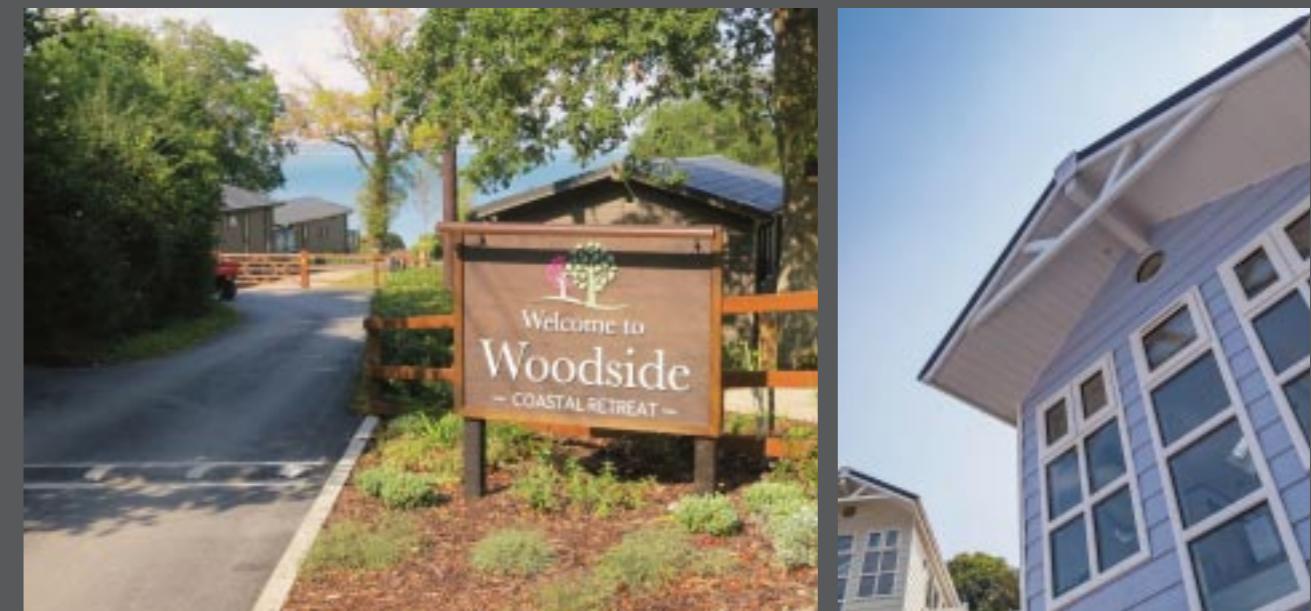
Looking good and providing a reason for guests to book is one thing but it was paramount that our units perform time after time versus the rigorous demands in differing environments. With the full management and planning of the project done by our own specialists, we were able to foresee and prepare for all eventualities.

This involvement led to us installing "quick drainage" systems as standard to ensure that guest changeovers could be done with speed. This consideration had to be taken to ensure that the care and cleaning procedures are as robust as possible to guarantee the lifespan of the hot tubs as well as support Darwin to maintain their high standards.



It was our **PLEASURE** to provide advice and suggestions

As each project had its own objectives, Jacuzzi® had to create and implement tailored approaches. From the early planning stages, Jacuzzi® provided insight into previous fits and gave professional recommendations to ensure the very best outcomes. A great example of this was the advice to Beach Cove to take freestanding tubs, which would maximise the space available on the decking surrounding the lodge, versus the decision to have sunken tubs at the other 3 parks.



Living up to your guests needs are in good **HEALTH**

On top of the design, planning, installation and aftercare, our goal was to understand what Darwin guests were looking for in a hot tub. Jacuzzi® have a great understanding of the holiday park market, and the appreciation for the types of holidays on offer and the guests who would be booking them. All this in turn led to Jacuzzi® securing over 100x hot tubs, of which in the first season have seen an incremental rise in Darwin bookings.

