

*Butlin's*

Information

For

Students

## **Introduction**

Thank you for your interest in Butlins, we hope that this document will be of help to you in your studies.

### **Our Beliefs**

A lot of things have changed since Sir Billy Butlin opened our first resort in Skegness, Lincolnshire, in 1936 (he wouldn't even recognise the resorts these days!), but the reason that we're here remains the same.

During the 1930s and the post-war years, Billy could see that Britain had become a stressful place and that families were weighed down with the burden of rebuilding a country. Life had become routine and mundane, words that Billy didn't like very much at all. He knew that families needed a place where they could get away from it all and just spend some time together – having a laugh and rediscovering those little things that make their family special. He imagined a place of sparkling fun and relaxation that would delight families. That place was our first Butlins resort. Today we know that families work harder and for longer hours than ever. The time we put aside for each other often gets lost in the daily grind – it's easily done. Butlins offers the perfect place for families to unwind, have a great time together and leave chock full of happy memories. Yes, a lot has changed over the years, but our purpose remains the same.

### **Mission Statement**

To provide at our holiday resorts services and products which enable the maximum number of families happily to enjoy a holiday in a safe, secure and appealing environment.

To identify and develop new services, facilities and locations to maintain and improve the attraction of our holiday resorts.

To lead our team members towards excellence, recognise achievement and provide opportunities to develop their careers.

To maintain the integrity of the Company and its brands.

Thus:

Growing profit of the Company year by year to benefit:

- Our customers with an experience they value
- The environment, by using only those resources appropriate to our task
- Each team member with a fulfilling job
- Our shareholders and bankers with a sustainable and secure return, commensurate with the risk on their investment.

Butlins has three beachside resorts, Bognor Regis (West Sussex), Minehead (Somerset) and Skegness (Lincolnshire) and welcomes around 1.5m guests per year.

Butlins won the Tourism and Leisure Training Team Award as well as the Overall Winner Award in the Training Team categories at the Customer Service Training Awards 2011.

It was named as the Best UK/Domestic Tour Operator 2010 in the British Travel Awards as well as 2010 UK Customer Experience Award in Travel, Leisure and Tourism. It is part of Bourne Leisure Ltd which also owns Warner Leisure Hotels and Haven Holidays.

**Website - [www.butlins.com](http://www.butlins.com)**

## **History**

### **The Bourne Leisure Years – 2000 onwards**

#### 2012

From 2005 to 2015 Butlins anticipates to have invested around £250m in the three resorts.

Wave Hotel and Apartments is expected to open at Bognor Regis in May 2012.

There will be lots of new developments throughout the year at the resorts:

**BOGNOR REGIS:** New Premium Dining restaurant, **The Deck**; **Beachcomber Inn**, replacing Sun & Moon, and new sandpit and water play area at Shoreline Hotel

**MINEHEAD:** New Premium Dining restaurant, **Quayside Restaurant**; new archery range; new family restaurant, **Firehouse Grill**; brand new family friendly pub lounge, **Inn on the Green**, replacing Swinging Shillelagh and two new stores, **Butlins The Store**, branded merchandise and **Little Something**, nautical gift shop

**SKEGNESS:** new look Bar Rosso, **Jellyfish Lounge**, new outdoor Splash pool opening June 2012 and new resort entrance

#### 2011

Butlins celebrated its 75<sup>th</sup> Birthday and welcomed Lady Sheila Butlins, wife of our founder, Sir Billy Butlin, with her daughter and grandchildren to the Bognor Regis resort. It was the first time that Lady Butlin had visited a resort in 15 years and the very first time her grandchildren had seen their grandfather's legacy.

2011 was Butlins biggest capital investment year ever, £34m, with planning permission being awarded for a third hotel at Bognor Regis and Turner's family restaurant opening on the same resort. From 2003 to the end of 2011 Butlins will have invested around £150million in the three beachside resorts.

Construction began on the Wave Hotel and Apartments, the third hotel, at the Bognor Regis Resort. Booking were taken from November 2011 with the hotel anticipated to open in May 2012.

Turner's family restaurant opened in Bognor Regis. Butlins teamed up with one of Britain's best-loved chefs, Brian Turner, to create a brand new dining experience for families. The restaurant showcases classic British cooking with a generous sprinkling of Butlins-style fun twists.

Planning permission obtained for the construction of a third hotel at the resort in Bognor Regis.

Butlins put out a national wide request to find a home video of the opening day of Butlins Skegness as part of the birthday celebrations. The videos received, from the public and former Redcoats, were included in the ITV1 programme, The Butlins Story, broadcast on 22<sup>nd</sup> December 2011

1936 Redcoat uniform re-introduced at Butlins for one year only

#### 2010

A 220 seat Dress Circle is being constructed in Centre Stage at Skegness

New sports area, Activity Gardens, to augment sports' offering and landscaped gardens open at all three resorts

Submitted planning permission for third hotel and new concept family restaurant at Bognor Regis

#### 2009

£28m is invested in the three Resorts including the building of Ocean Hotel and upgrading accommodation and facilities at the Resorts.

Shoreline Hotel, Bognor Regis, becomes the home of Billy Bear, the brand's mascot, on the resort and the hotel itself is refocused for families with younger children

Ocean Hotel and Spa, the new £20m hotel, opens at the Bognor Regis Resort. It has 200 rooms and a Spa that boasts one of only two snow caves in the UK

Coast Restaurant opens on all the Resorts to extend the popular premium dining offer

#### 2008

Butlins announces partnership with Princess Royal Trust for Carers as their designated charity

Butlins signs new 125 year lease for the Resort at Bognor Regis

#### 2007

Due to popularity the Skegness Resort doubles the number of treatment rooms at the Spa to 14

BlueSkies, Butlins' first timeshare development, featuring the most luxurious accommodation Butlins has ever offered, opens at Minehead at a cost £4.5m

#### 2006

Butlins launches Wedding Service at all Resorts making it the first UK holiday centres to offer weddings

Angelina Ballerina is introduced to the Resorts and opens her own Angelina Ballerina Dance Academy

#### 2005

High Ropes course, the largest of its kind in Europe and unique in the UK, is introduced at the Minehead Resort.

Shoreline Hotel, the first Butlins Resort hotel, opens in Bognor Regis

#### 2004

Minehead Resort introduces the Ex-more Experience with a wide range of experiences including horse riding, coasteering, scuba diving and mountain bike rides.

Skegness Resort introduces an adult only spa facility offering sauna, steam room, gym and beauty treatments.

Butlins announces 3 year partnership with Hit Entertainment to introduce Bob the Builder to its three Resorts in February 2005

#### 2003

Capital investment between 2003 and the end of 2010 has been approximately £116m of which £66m has been spent on upgrading all accommodation including the construction of hotels.

The remaining £50m has been invested in restaurants and facilities. All three parks now offer premier guest dining in the form of The Yacht Club and Coast Restaurants with traditional British dishes as well as fayre from around the world in a smaller, more personal environment.

The Resort in Skegness introduces the first ever holiday-based education centre to promote the benefits of further education

#### 2001 – 2003

Little investment made due to Board pondering whether to sell the brand. By 2003 the Bourne Leisure Board had fallen in love with Butlins – and has continued to love the brand ever since.

#### 2000

Bourne Leisure acquires Butlins

Butlins introduces the annual Arena Concerts at the Minehead Resort. Such stars as Ronan Keating, Blue, Busted, Atomic Kitten and Sugababes have all performed to audiences in excess of 7,000

## **The Rank Organisation Years – 1972 - 2000**

#### 1998/9

The Skyline Pavilion is constructed in the heart of each resort. Housing the entrances to all the entertainment venues, restaurants, coffee bars and shops its purpose was to weatherproof the resorts. The outer skin was produced by the same company as constructed the Millennium Dome.

#### 1972

Butlins merges with the Rank Organisation

Between 1972 and 2000 approximately £250m is invested in the resorts at Bognor Regis, Minehead and Skegness, while the remaining resorts were sold

## **The Billy Butlin Years - 1936 - 1972**

### 1937 - 1972

8 further Butlins camps open across the UK; Ayr, Barry, Bognor Regis, Clacton, Filey, Minehead, Mosney and Pwllheli

During the Second World War Butlins Skegness became a recruitment and training base for the Royal Navy known as HMS Royal Arthur. Lard Haw-Haw famously broadcast that the Royal Navy had lost the battleship HMS Royal Arthur with all hands. Everyone knew it was a lie as all the Royal Navy knew that HMS Royal Arthur was Butlins Skegness. There is an obelisk at the resort which is the focus every 11<sup>th</sup> November for Remembrance Day.

### 1936

The first ever Butlins opens in Skegness Lincolnshire with capacity to accommodate 1,000 British holidaymakers – leading the way in UK domestic holiday package. In 1936 a week's holiday, July to September, cost £2.12s.6d per person

## **Facts and Figures**

Size	3 seafront resorts in Bognor Regis, Minehead and Skegness
Catchment Area	UK
Total Guests	Approx 1.5m including residential, caravan owners and day visitors
Total maximum team members	Approx 5,000 (120 being the famous Redcoats)
Total Accommodation space	Approx 19,000 beds

## **Fun Facts**

Every year at Butlins Resort guests and team members consume:

- 86,000 litres of Orange Juice
- 160,900 dozen eggs
- 13,300 Kilos of Oranges, 6,500 kilos of bananas and 21,100 kilos of apples

Many famous names have progressed their careers from the Butlins stage - Ringo Starr was working in a resort band when he got the telephone call to join the Beatles, the first song Paul McCartney performed live in public was Long Tall Sally in a Butlins Talent Competition and Francis Rossi met Rick Parfitt whilst working at the Minehead resort from where they formed Status Quo. Catherine Zeta-Jones won a talent contest at Butlins, Pwllheli. Annie Lennox won a Butlins singing competition

## **The Rank Organisation Years – 1972 - 2000**

## Awards

### Our awards

We're proud of all the awards we've won – here are



## Culture and Team Development

Q & As with Drew Stevens-King, Head of Culture and Development at Butlins

### **Do Butlins consider customer service skills as an essential quality to have?**

At Butlins we believe that all of our team members have Customer Service as part of their role. Our guests are at the heart of everything we do, all the decisions we make are by putting ourselves in our guests' shoes and seeing it from their point of view.

### **Are the team at Butlins provided with any customer service training?**

Every team member, we don't refer to our team as staff, at Butlins is provided with bespoke training which focuses on Customer Service and just how critical this is to their role, our guests and the continued success of our business.

### **How often is this training provided?**

All team members sit 'Roadmap...Your Journey Begins' when they start work. They learn about the Culture, the history of the brand and how we differentiate ourselves from our competitors. Six weeks into their career they come back and attend 'Roadmap...Your Journey Continues'. This goes to a deeper level and they relate real life stories and how they've made a difference so far.

### **Is the training compulsory?**

Absolutely! All team members, whatever their role, attend Roadmap – including all senior management!

### **What does the training consist of?**

Roadmap is a fast paced, informative day where everyone gets their sleeves rolled up and has fun whilst they learn

### **Who is responsible for the customer service in Butlins?**

Instead of having a bespoke 'Training Team', Butlins Roadmap is coached by like minded team members who live and breathe Butlins unique culture. We call these

team members 'Navigators' as they basically help point other team members in the right direction and mentor them throughout their career with us

**Does head office control the training throughout the company?**

We don't use the term Head Office as we are a non-hierarchical organisation, we have no private offices but totally open plan environment, so we have the resorts, Bognor Regis, Minehead and Skegness and just refer to the administrative centre as Hemel Hempstead.

Although a Central Support function facilitates the ongoing training, the resorts are responsible for delivering their own training and we have a 'quality controller' on each resort to ensure that a certain standard is met.

**Does each branch feedback to head office when training has taken place to improve staff development?**

Each resort feeds back every month as to how many team members have sat a Roadmap course, opportunities for improvement and what worked especially well.

**Does Butlins have a high staff turnover?**

Since the introduction of Roadmap, team retention has improved enormously. Team feel fulfilled and understand the purpose of their role.

**What were the main reasons for Butlins winning the customer service award in 2009 and 2010?**

We were extremely proud of this achievement and believe that it was due to all our team believing in our wonderful brand and wanting our guests to have a great holiday more than anything else

**Do you think customer service at Butlins is unique? If so, why?**

It's definitely unique to have team members coaching each other instead of a 'bespoke' training team.

**Have you made any improvements to your customer service development recently? If so, what?**

We constantly monitor how well we're doing and evolve accordingly. We introduce new sections of Roadmap each year to keep it fresh and exciting!

**What is the budget for your customer service training?**

We currently budget centrally for workbooks, printing and materials. The resorts then supply catering, training space, toys, sweets and a nice lunch

**Can you give us an example of a customer complaint?**

Customer issues come in all shapes and sizes and Roadmap skills help the team by providing the best solution possible. By treating every guest as an individual, by thanking them for giving us a chance to resolve the issue and by using empathy in every interaction means that any issue can be quickly resolved.

## **Why do you think customer service is so important to Butlins in the tourism industry?**

Our culture differentiates us from our competition and we truly believe that our big hearted team makes the difference to our guests' experience.

## **Customer Service**

### **Customer Service Charter**

At Butlins our customers are important to us and we encourage them to talk to us if they experience an issue.

Our Philosophy for issues is as follows:

#### *SOLVE IT ON SITE PHILOSOPHY*

*'Complaints are a good thing that should be encouraged, they are one of the most effective ways in which we can learn where our operation is under performing. They are in effect a free survey of customer satisfaction and whilst most customers will generally accept mistakes occurring, they will not forgive us if we fail to put things right. Customers must be turned from dissatisfied to satisfied as quickly as possible, if possible over satisfied. The quicker you get the issue, the quicker and, in most cases, the easier it is to resolve. The "Solve It On Site" philosophy and catalogue is a valuable tool that will enable you to do this'.*

#### *CUSTOMER SERVICE CHARTER*

- We actively encourage guests to tell us during their holiday if they experience an issue
- We endeavour to solve any issue as soon as possible so that guests can continue an enjoyable break
- If the problem is still not resolved to guests' satisfaction the resort Duty Manager will be pleased to meet with you
- If the issue is still not resolved to guests' satisfaction after this meeting, upon returning home we welcome their written comments:

The Guest Liaison Manager of the Resort within 28 days and promise the following:

- We will acknowledge your letter within five days of receipt
- We will conduct a full investigation and reply within 28 days of receipt

Around four years ago we introduced a new texting service for guests to raise issues more easily and swiftly.

Previously guests would register issues by physically going to a specific location, when a member of the customer service team would create a paper or telephone trail. . Naturally, this labour-intensive and lengthy process often put guests off contacting the service teams at all – instead they may have harboured negative feelings with the risk of word of mouth increasing the damage.

A company called Fizzback helped us create a customer-centric system which, today, allows guests to flag issues the moment they occur. In all accommodation an SMS text number is provided, enabling guests to text any issues such as reporting a broken shower or needing an extra towel. These texts are automatically processed and analysed to determine the type of issue, then fed to the relevant department to resolve. Each issue creates a 'blue email alert' where the relevant department has two hours to resolve it. If an issue takes longer than two hours a 'red alert' is created.

Every month each resort receives league tables showing the numbers of red alerts. This creates a friendly but competitive culture between teams and resorts, which also helps improve service levels. Red alerts also link to a customer post vacation survey, where guests are asked to rate Butlins 'Response to Problem' rating. This score contributes to team bonuses.

Since introducing the service in 2007, Butlins has seen a significant increase in operational efficiency, a 4% increase in willingness to recommend and a 40% increase in customer loyalty. By facilitating communications, it has succeeded in making positive use of guest feedback. Importantly, the system has not replaced team members, but simply enabled them to offer the best service possible.

## Press Releases informing of development at Butlins

# FROM CHALET TO SHORELINE

### - BUTLINS UNVEILS FIRST EVER RESORT HOTEL -

**16<sup>th</sup> August 2005:** Today sees the launch of Butlins' first ever Resort hotel, the Shoreline Hotel. Combining style with all the fun of Butlins, Shoreline Hotel heralds a new era of contemporary and sophisticated accommodation at the famous holiday Resort. Reminiscent of a cruise liner in shape, the multi-million pound hotel is designed to deliver unparalleled levels of service, style and quality to existing, as well as new holidaymakers.

The new hotel, which opens today, boasts a range of impressive facilities including all-day check-in, room service, an English bistro restaurant, a stylish cocktail bar, landscaped gardens, leisure space and greater privacy, bedrooms with wide screen TV screens and integrated kids accommodation, as well as sea views in most rooms.

With 160 non-smoking rooms, Shoreline Hotel offers three grades of bedrooms to suit all the family. All include the following features:

- floor to ceiling windows with central window opening and balcony rail
- a lounge area with leather chairs
- wide screen TV and DVD
- luxury king-size or twin beds
- separate children's area with funky bunk beds – 175cm (5'8") long, an additional TV and games console
- ensuite bathroom with shower, bath and heated towel rail
- tea and coffee making facilities, hairdryer and safe
- heating and comfort cooling
- travel cot available (free of charge if requested at time of booking)
- internal phone
- rooms are cleaned and beds made daily

For those wanting to immerse themselves in total luxury, opt for a sumptuous Nelson's Stateroom. In addition, the south facing staterooms provide direct sea views with a private balcony or patio. They also have reserved parking facilities, a flat-screen TV, king-size bed, leather sofa and armchair, fluffy bathrobes and slippers. The staterooms even include a telescope to enable guests to see far out to sea.

Commenting on the launch, Richard Bates, Operations Director, Butlins, says:

"£10million has been invested in Shoreline to create a unique balance of contemporary style to Butlins. The hotel will be a real perception changer for Butlins, enabling people to move on from any outdated images of the brand. Butlins is the best family holiday venue in the UK and with the addition of the Shoreline Hotel we are enhancing a wider accommodation offering to current and new guests. The accommodation is breathtaking and of course, there are few hotels that can boast a 100-strong entertainment team for guests' enjoyment a stone's throw away!"

Guests staying at the Shoreline Hotel can stay for three, four, or seven night breaks. Rates start at around £79 per night for a family of four, on a room only basis, based on a minimum stay of three nights.

Call 0870 241 1000, visit [www.butlins.com/hotel](http://www.butlins.com/hotel) or visit your local travel agent to make your reservation.

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## **BRITISH HOLIDAY FANS CAN NOW OWN A BIT OF BUTLINS**

- Rush is on to buy 30 years of annual holidays at Resort

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**31 July 2006:** The chance to own a bit of Butlins and enjoy an annual holiday there for the next 30 years has been announced by the famous holiday company.

Work on the development of Butlins' first-ever timeshare apartments starts this month (August) at the Resort in Minehead, Somerset.

Owners will be able to enjoy an annual break at Butlins for the next 30 years and benefit from savings of up to 50 per cent. The move represents another bold step forward for the UK's most famous holiday Resort, following the introduction of Butlins first boutique hotel the 'Shoreline' in Bognor Regis last year.

The new timeshare style scheme, called BlueSkies by Butlins is expected to result in a stampede from the company's loyal guests, anxious to be amongst the first to 'own a piece of Butlins' for themselves.

Owners will get the most stylish accommodation ever offered at Butlins - a spacious, modern holiday apartment set slightly apart from the main Resort, full of contemporary design features, positioned right on the edge of the sea and close to the stunning scenery of Exmoor.

In addition to access to Butlins' renowned range of live entertainment and fun-packed facilities, BlueSkies guests will enjoy a full VIP treatment with their own concierge service and dedicated support team. In boutique hotel fashion, there's free wireless internet access, free dvd rental and even the opportunity for staff to

fill owners' fridges with all their favourite treats, thanks to three different pre-arrival 'fridge menu' options.

Owners will have access to all of Butlins' complimentary facilities and entertainments, including Splash Waterworld, live stage shows, extreme sports stars, performances from top pop acts, appearances from TV characters such as Bob the Builder, Angellina Ballerina and Pingu, a variety of kids clubs and sports activities, non-stop street-theatre and of course the famous Butlins Redcoats to help entertain the children.

Unlike many vacation ownership developments, BlueSkies highlights flexibility and freedom. Owners don't have to holiday at Butlins every year; the company has teamed up with RCI, the world's largest timeshare exchange organisation, enabling guests to choose from thousands of other luxury timeshare developments all over the world – so it's easy to swap Minehead for Miami.

The Butlins scheme works through a simple points system. Owners purchase a number of points which they trade each year against breaks at the Butlins apartments or can use to book similarly stylish accommodation in other countries. As little as £6,000 will purchase 30 years of holidays based on taking a family away for around a week in May annually. A range of finance options will be available to make BlueSkies even more affordable.

Said Mike Crowther from Butlins, who is leading the BlueSkies development: "BlueSkies is holiday heaven for the growing number of people who enjoy the fun and convenience of a UK family break. Second homes and holiday apartments are an unattainable dream for many people as they can be expensive to buy, maintain and manage. Butlins is one of the UK's most popular and best-trusted holiday brands, BlueSkies seems a natural progression for us and our guests. By introducing BlueSkies in our 70th anniversary year, we're aiming to create a development that is luxurious, flexible, great value and guarantees a first rate family holiday."

The build starts this month with completion set for March 2007. Phase two of the development planned for 2007, includes the addition of a BlueSkies health and fitness suite. The website [www.blueskiesbybutlins.com](http://www.blueskiesbybutlins.com) has been designed for people keen to learn more about the new development.

- Ends -

#### **BLUESKIES AT BUTLINS FACT SHEET**

- 'BlueSkies at Butlins' is a new timeshare development at the Butlins Resort in Minehead, Somerset.
- The development has cost Butlins more than £4.5 million.
- Further BlueSkies developments are planned at Minehead and also in the other Resorts at Bognor Regis and Skegness.
- BlueSkies is expected to be popular initially with existing guests who are familiar with Butlins and all it has on offer. Interest is then expected to spread to others interested in a modern yet affordable holiday home.

- The repeat booking rate at Butlins is currently 65% and many families enjoy more than one break at the Resorts a year. Butlins attracts 1.3 million guests annually.
- BlueSkies is flexible, unlike most traditional vacation ownership properties where you buy a fixed period of time in a fixed apartment.
- BlueSkies members purchase a number of points which can be used each year to buy either one holiday or a number of breaks. They can also choose the size of accommodation they need and vary the length of stays which can range from 3-nights upwards. So for example, owners might choose to take advantage of both family and adult-only breaks in the Resort. Bookings can be made twelve months in advance.
- Because not everyone will want to have a holiday at Butlins every year, the company has joined forces with RCI, the largest timeshare exchange network with almost 4,000 resorts in 100 countries. BlueSkies members will be able to exchange their points with other timeshare owners around the world.
- The entry cost will be from around £6,000 for 30 years of holidays, based on staying for a week in May annually. Optional finance packages will be available.
- BlueSkies members will share the cost of maintaining the accommodation, but only based on the time when they actually stay there.
- After just nine years, the owner will reach break-even point on the investment and will then make savings year after year. Over the life of the vacation club, owners should expect to save around 50% on the cost of their holidays.
- There is a mix of one and two bedroom apartments, each with its own spacious balcony with sea views, ensuite bathroom, fully-fitted kitchen and stylish open-plan dining and sitting room. Two additional guests can be accommodated on a sofa-bed.
- Due to the close proximity of the Resort and Exmoor National Park, members are offered the chance to go on an Ex More Adventure to experience a variety of activities; a two hour horse trek, Coasteering, or even canoe across beautiful Wimbleball Lake in Exmoor.

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## **BUTLINS GOES SPA**

### **- BUTLINS LAUNCHES NEW OCEAN HOTEL WITH SPA -**

**August 2009:** Butlins puts its money where its mouth is and continues to show confidence in the UK holiday market with the launch of the new £20m Ocean Hotel with spa at the beachside Bognor Regis Resort in West Sussex. Whilst most companies are cutting back on staff and spending, Butlins is forging ahead creating around 100 new positions at the hotel and with investment standing at around £28m this year alone.

Ocean Hotel, named after the iconic Butlins hotel in Saltdean, Brighton, has seven storeys and features disco lifts, singing showers and even a **snow cave** – one of only two in the UK.

The 200 rooms boast colour change lighting, rainfall showers, and a world first 'no-monsters-under-the-bed' guarantee with specially designed under-bed lighting in the kids' den. 75% have private balconies and all rooms have views of either the sea or South Downs.

Richard Bates, Managing Director of Butlins says: "The new Ocean Hotel with spa has already proved to be hugely popular, attracting both new and existing customers to the Butlins Resort in Bognor Regis and we open with more than £1 million sales achieved to date. It's already been an exciting and successful year for Butlins which we anticipate will continue now that the new Ocean Hotel is officially open. It's definitely the year to be here!"

### **The Ocean Spa**

The 670 square metre spa is accessible to all guests on Resort offering an unforgettable experience including a bracing snow cave, interactive 'disco' singing showers, and relaxation pods for guests to unwind in. The vibrant décor features hues of purple, pink, orange, yellow and lime green - all chosen for the part they play in the overall spa experience. The 10 private treatment rooms include laserpods which project slow-moving galaxies onto the ceiling for an ultra-relaxing experience or alternatively guests can unwind in the external hot tub underneath the sunsail canopy overlooking stunning landscaped gardens.

Fun facilities at the Ocean Spa include:

- Snow Cave
- Relaxation Pods
- Disco experience 'Singing Showers'
- Crystal Steam Room
- Hydrospa
- Heated Loungers
- Foot Spa
- Traditional Sauna
- Relaxation Lounge
- Outside Terrace Area
- Outdoor Hot Tub

### **Treatments with a Difference**

A total of 70 treatments from facials to more intensive body treatments and including more regular salon treatments such as waxing, pedicure, manicure are on offer ranging from £20 to over £100 and lasting from 20 minutes to 120 minutes.

The Ocean Spa will also offer a range of specialist treatments developed exclusively for Butlins by experts at Spa Find and designed to add an element of fun to the traditional spa experience.

**Beauty and the Beach** uses seaweed, mud and sand to cleanse, exfoliate and purify the skin, and the specially created treatment room features infrared lighting, 25 degree heating and seagull calls to help relax the mind as well as the body (£125 for 105 mins).

The **Premier League Male Massage** incorporates a deep-tissue massage to invigorate the body whilst projections of winning football goals and classic rugby moments will help raise the natural endorphins of the mind (£29 for 25 minutes).

Pregnant ladies can treat themselves with a **Beautiful Beginnings** ritual which includes the Butlins 'tummypod'\* – a special soft belt that plays classical music to the unborn baby - believed to aid development (£60 for 75 minutes).

And for the ultimate indulgence, for £75, guests are greeted with a glass of chilled champagne containing edible gold flakes before enjoying a **Touch of Gold Magnificent Mineral Facial** incorporating a pampering face mask encrusted with flakes of real gold to illuminate the skin and leave a beautiful radiant glow. To celebrate the launch of the Ocean Spa, the first three guests to book a Touch of Gold Magnificent Mineral Facial will receive a nine carat gold starfish charm necklace at the end of their experience.

### **The Ocean Hotel**

Upon arrival guests are welcomed into the double-height lobby by an interactive reception floor where children can watch fish swim away as they walk towards them. 'Disco lifts', complete with music and special effect lighting transport guests upstairs where each level has colour-coded bedroom corridors to give every floor a unique feel.

The vibrantly coloured Ocean Hotel boasts innovative, funky design elements throughout – where else would you find disco mirror balls adorning the lobby over a bespoke sweeping spiral staircase?

### **Accommodation at Ocean**

Accommodation choices include **Neptune Family Rooms** which all feature a balcony with a seaview and sleep five people with the addition of a sofa bed; **Atlantis Rooms** feature a balcony with sea views, a double bed and an additional two full size single beds in the kids' den; **Mariner Rooms**, like the Atlantis Rooms, feature a balcony but with South Downs views; and **Compass Rooms** which sleep two people with South Downs views.

Extended check-in times make for added convenience and all rooms have spectacular sea or South Down views from **every** floor with some including south-facing sun terraces. All rooms feature a separate children's den, with full size single beds designed with special blue glow under-lighting – which means Butlins can offer the world's first 'no-monsters-under-the-bed guarantee'!

Guests have access to all entertainment on Resort and with more free activities and shows than any other UK holiday resort there's sure to be something for everyone. What's more, all guests holidaying at the Bognor Regis Resort can enjoy the first-class facilities of the hotel.

### **Kaleidoscope Bar & Restaurant**

Butlins has also created the new Kaleidoscope Bar & Restaurant - open to all Resort guests - seating 246 guests in one sitting. Offering dining experiences to suit all occasions, the restaurant has a choice of seating including comfortable club chairs, an express dining area featuring high poser tables and stools, and leather booths for group dining.

The menus offer a choice of delicious meals including pizzas from the clay oven, a wok burner for noodles and stir-fries, and a fresh salad bar. Guests can choose from one of two menus; either the Buffet Selection which changes daily or, for a small supplement, the Signature Selection including dishes such as

Chateaubriand, confit of lamb, and fillet of sea bass. The restaurant seating opens directly onto the terrace overlooking the beautiful landscaped gardens, allowing guests to enjoy al fresco dining or a sunset cocktail before their meal. The bar area offers the perfect meeting point for Resort guests to catch up before heading over to the Skyline Pavilion to enjoy the evening's entertainment. A dedicated children's area means that little ones are entertained, allowing adults to sit back and relax over a cocktail or glass of wine from the new menu, and the stunning outside terrace, seating a further 80 people, offers unbeatable views over the whole Resort.

### **Prices**

The Ocean Hotel is the crowning achievement of just under £100 million investment in six years across accommodation and facilities at Butlins' Resorts\*\*.

Holidays cost from just £366 for a four night mid-week off-peak break for a family of four in a four berth Mariner room including breakfast.

The Ocean Hotel is available to book now. Call 0845 070 4730 or visit [www.butlins.com](http://www.butlins.com) to make your reservation.

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## **Butlins Turns on the style with new Brian Turner family restaurant in Bognor Regis**

**16<sup>th</sup> March 2011** Butlins has teamed up with one of Britain's best-loved chefs, Brian Turner, to create a brand new dining experience for families at its resort in Bognor Regis.

Turner's restaurant, opening this April, will be a showcase for classic British cooking with a generous sprinkling of Butlins-style fun twists.

Said Brian: "Brian Turner and Butlins go together like the very best sausage and mash.

"Butlins is all about families enjoying special times together and we look forward to a meal at Turner's being one of the highlights of their stay.

"I love British food and I'm passionate about making sure it's well sourced and beautifully cooked."

Well known for his TV appearances on *Ready Steady Cook* and *Saturday Kitchen*, Brian Turner is at heart a restaurateur, with a Michelin star to his name.

Turner's at Butlins is designed to be lively and informal – perfect for a special family meal.

The menu features dishes like shepherd's pie with a Wensleydale cheese topping, Norfolk chicken, avocado and cherry tomato salad and marmalade bread and butter pudding.

Half-portions of the most child-friendly dishes will be available, so all the family can tuck-in together.

Said Brian: "One of the great things about a Butlins break is that families have time to sit down for proper family meals together. So we wanted to make sure that both children and adults can enjoy the same food."

Personally selected by Brian, Turner's head chef Nigel Davis comes with a glittering CV. His experience includes being head chef at the famous Ivy restaurant and roles at The Greenhouse restaurant and the St Quentin Brassiere.

Nigel remembers visiting Butlins as a six-year-old child and has more recently been visiting for breaks with his own young family.

Nigel said: "You often find that restaurants cater for either kids or adults but not both. We're very much in both camps! We've worked hard to create great British meals with a Butlins twist that the whole family will love."

After Bognor Regis, Brian and Butlins are hoping to bring Turner's to the other two resorts in Minehead and Skegness.

For more information or to book visit [www.butlins.com](http://www.butlins.com) or call 0845 070 4730.

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## **A BRAND NEW WAVE OF BUTLINS HOTEL**

**21<sup>st</sup> September 2011.** Butlins continues its investment programme with the construction of the £25million Wave Hotel at the Bognor Regis Resort. Due to open in spring 2012, Wave will be the resort's third hotel, joining Shoreline and Ocean Hotel & Spa. Each has its own identity: Shoreline for younger families; Ocean with its Spa and quirky features; and Wave embracing innovative technology as well as offering a combination of hotel rooms and apartments.

Wave will consist of 215 bedrooms and 29 apartments spread over eight storeys and most will have balconies and sea views.

### **Butlins hotel firsts**

Butlins has listened to the feedback from its guests and as a result, Wave has been specially designed with the following features:

- The hotel apartments will each have their own lounge and kitchen area
- Bedrooms with separate sleeping areas for parents and kids – giving each generation their own space and privacy
- Inter-connecting rooms available for the first time for families looking for more options

Wave will have a modern and innovative theme throughout designed to appeal to families – particularly those with children aged 8 – 14. Some of the exciting features will include:

- An Amazon Kindle library – so no one will be short of a holiday read or access to the daily news
- An underwater-themed gaming room, housing the latest 3D video games and experiences
- iPod docking stations in all the rooms
- Unique and contemporary design concepts throughout the hotel, bedrooms and apartments

Mike Crowther, Butlins Operations Director says: 'We're very excited to announce the launch of Wave Hotel and reveal its fresh and unique design concept. Facilities like the new gaming room and Kindle library are good examples of how Butlins is continually investing and updating its family offering.'

'Customer feedback is so important to us and we have used it to guide us with the development of all aspects of Wave. We firmly believe that the modern, funky design of Wave mixed with the brand new hotel features will further heighten the Butlins family experience for 2012.'

Wave's wide choice of accommodation will be attractive for families of all shapes and sizes as well as multi-generation families who enjoy holidaying together. The inter-connecting rooms and apartments offer flexibility for families allowing parents and kids their own space while also providing the perfect place to relax together after a busy day.

The other bedrooms provide full size beds in the children's sleeping area which is closed off by a door with a porthole in it. As a result, the separate sleeping areas are cozy while offering some privacy. Each child's bunk also has a TV built into it so they can watch different programmes if they wish.

As well as the new and innovative features, Wave will have the familiar special touches that make a Butlins hotel stay so ideal for families. Wave, like the Shoreline and Ocean Hotels, will be centrally located on the Bognor Regis Resort so guests are close to all the action and attractions that bring to life the sparkle of a Butlins stay.

Further details of Wave Hotel and its unique selling points will be released between now and the opening. All information can be found at: [www.butlins.com/wave](http://www.butlins.com/wave).

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