

INVESTOR IN PEOPLE



# Tourism – Seizing the moment in adversity

June Donnery  
General Manager

Perran & Riviere Sands Holiday Parks





# Perran Sands

- Largest caravan park in Cornwall
- SSSI and GTBS
- 1,200 pitches over 550 acres

430 Private Caravans	210 Hire Caravans	30 Private Chalets	72 Hire Chalets	19 Team Units	53 Tents & Yurts	386 Touring Pitches
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<b>20,051 Holiday Arrivals Holiday Homes</b>	<b>5,671 Caravan and Camping Arrivals</b>
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# Economic development through employment



**‘Our team are our biggest asset’**

	Retail/ Arcade	Food & Beverage	House Keeping	Admin/ Reception	Site	Sports & Leisure	Sales
<b>Permanent 39</b>	4	5	4	5	12	1	8
<b>Seasonal 232</b>	30	80	60	15	25	20	2



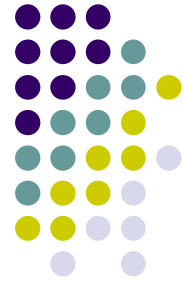
50% of the permanent team make up the Park Management team.

50% of these are from the local area, and the other 50% have been promoted from within the business.

95% seasonal team locally sourced

# Investment in Personal Development

## Simon Andrews



23 years Old

Raised in Goonhavern since 7 years old

Started 2008 – Seasonal Reception Team Member at 20 years old

- A Levels in Business Studies and ICT

Back to University Studying Computing

Returned in 2009 – Seasonal Team Leader

Simon asked about career progression

End of 2009 permanent position – Trainee Assistant Holiday Sales Manager

April 2010 – promoted to Assistant Holiday Sales Manager

@ Perran & Riviere Sands 2<sup>nd</sup> largest Holiday Business in group

Future Progression –

2 years HSM at another Park – On Development Programme Now

5 years GM Development Programme

# Value to Local Economy



## Perran Sands Expenditure in Local Economy for 2010

- Wage Costs - £1.9 million
- Holiday Sales - £225k
- Complex – £235k
- Sports & Leisure - £45k
- Shop - £30k
- Caravan Sales - £180k
- Site - £275k
- Total - £2.9 million

Work with over 100 Local Companies

# Value to Local Economy



- Jackson Research Associates – April 2010
- A total of 400 interviews was conducted.
- The sample was structured to reflect the proportion of total 2009 visits made by each visitor type, as below:

	<b>2009 Visits</b>	<b>2009 Visits</b>	<b>Interviews.</b>
	<b>No.</b>	<b>%</b>	<b>No.</b>
Direct	9,722	37	148
Press	7,907	30	120
Tourers	5,103	19	78
Owners	3,567	14	54
<b>Total</b>	<b>26,299</b>	<b>100</b>	<b>400</b>

A sample of 400 is subject to sampling error of around +/- 4.2 percentage points at 95% confidence levels, meaning that we can be 95 per cent confident that the actual figures are within +/- 4.2 percentage points of the figures generated by the research.



# Value to Local Economy

	<b>Avg</b>	<b>Direct</b>	<b>Press</b>	<b>Tourers</b>	<b>Owners</b>
<b>Base: All Using</b>	<b>Var.</b>	<b>148</b>	<b>120</b>	<b>78</b>	<b>54</b>
<b>Mean:</b>	<b>£/Visit</b>	<b>£/Visit</b>	<b>£/Visit</b>	<b>£/Visit</b>	<b>£/Visit</b>
Local Pubs/Bars	42.9	42.9	39.8	<b>49.9</b>	40.4
Local Cafes /Restaurants	49.8	38.8	<b>65.1</b>	52.6	48.9
Local Shops	29.9	23.9	28.3	<b>44.7</b>	30.2
Local Tourist Attractions	44.2	<b>47.7</b>	39.9	46.6	40.8



# Value to Local Economy



	<b>Total Spend '09</b>		<b>Total Spend</b>
Direct	<b>£5,930,169</b>	Local Pubs/Bars	<b>£2,007,502</b>
Press	<b>£3,186,545</b>	Local Cafes /Restaurants	<b>£3,149,650</b>
Sub-Let	<b>£481,234</b>	Local Shops	<b>£2,676,140</b>
Tourers	<b>£2,613,298</b>	Local Tourist Attractions	<b>£2,100,949</b>
Owners	<b>£1,704,621</b>	Other Spend On Break	<b>£3,981,623</b>
<b>Total</b>	<b>£13,915,866</b>	<b>Total</b>	<b>£13,915,865</b>





# Summary

- Employ over 250 people
- Total External Value - £17 million
- Local Attractions and enhancements only add value to our guest experience
- Higher local spend in Cornwall
- Sustainability and Local Environment
  
- Any Questions?