



## “Not just a Holiday Park” “A Passport to Holidays”

Time for Change

“Passport to Holidays” is a new concept being introduced to the developers and their owners, within the Holiday Park Home industry, “we all realise there needs to be change”

- **What is “Passport to Holidays”**

“Passport to Holidays” gives access to park home owners to have accommodation in a different location around the World for £74 Europe and £89 rest of the World.

“Passport to Holiday” as a database of private holiday home owners with 250,000 member families worldwide and 40,000 here in Europe. 26,000 of this number are from the UK. 1500 of this number are private holiday property owners. The remainder are owners of private timeshare apartments. These Members are like minded and would love to go somewhere different from time to time

- **What’s in it for the Park Developers?**

“Passport to Holidays” first of all gives you a excellent selling tool to add to your existing product. Great concept to upgrade existing owners out of old into new units

It allows you to gain more revenue on the sale of your units, Park owners will spend money going to other holidays besides their park home, with this system their accommodation will now cost £74 per week per family, “so adds value to your product”

We found most people do not use their park home all year, so this system allows you to sell them the time a client requires IE” full ownership, ½ ownership and ¼ ownership and allows them to use the “Passport to Holidays” all year round.

As a developer selling this way fits every clients budget and doubles the prophet on the sale of a unit and the yearly site fees go up by 35%

Developers also gets 10% yearly of revenue of all transactions done with their owners from “Passport to Holidays” IE: exchange fees, bonus week’s enrolment fees.

Also you will get a VIP card to use the system yourself, a full page feature on your Parks and complimentary space in the quarterly magazine that goes to holiday home owners and developers, receptions, trade shows ECT Worldwide. Full back up, training and marketing material

- **Park Developer requirements**

“Passport to Holidays” as a commitment to their members and one of them is quality accommodation even though we know the majority of the Parks in the UK are to a high standard, but there are sum substandard Parks, so each Park as to comply with a criteria before the Park is accepted.

We will require around 20 weeks of accommodation (depending on size of the Park) to be given to the system over the year, these will be used by other members (giving you a potential client staying on your site)

At least 4 avenues of owner awareness about “Passport to Holidays” IE website, magazine, letters, ETC

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- **Sounds like timeshare?**

Even though the timeshare business boasts 146 billion dollar industry they must be doing something right, from my experience being in that industry the most complaints from clients was the way they aggressively marketed and not being able to exchange to different places, apart from that they never complained about the apartment and the resort. The problem with the exchange, was all rules and the “like for like” regulations that determined your exchange, size of apartment, amount of time you own, length of time deposited, time of year and quality, branded by the exchange network and the developers.

Imagine a system that is made up of private Holiday owners only, and no regulations and rules like the above, you take out of the system what you require, any size, any time any place as many weeks as you and your family can use.

- **Passport to holidays at a glance for the end user**

- £30 yearly family membership.
- No guest certificate fees or upgrade fees.
- A low cost exchange fee.
- 3 full years in which to use your credit.
- World Wide Exchange Destinations including the USA and the UK.
- Pay only when your exchange is confirmed.
- A transparent system. Exchange availability is published live on line.
- Cancellation Protection Scheme restores your credit if you cancel.
- Bonus Weeks at very low prices.
- Help Line. Call us with questions. We are here to help.
- Friendly personal service to help you get the exchange holiday you need.
- We do not try to sell you anything. We simply provide a simple holiday property exchange service.

- **Summary**

I believe the park home industry needs a little face lift as the industry has been a little “static” since I was a boy, but my children’s needs are different to what mine are, so I believe this concept being introduced to the park home industry will give a new exciting future for whole business and opens the door to a whole new clientele