

## Glamping Resort Expands with Innovative and Experiential Custom-Built Luxury Lodges.

Thursday 31 March, 2022

**Shropshire 31st March 2022 Love2Stay**, the award-winning glamping site, has announced the launch of a unique new multi-million-pound development in Shrewsbury, designed and created for the next generation of UK holiday accommodation and revolutionise the Glamping sector.

The rise in popularity of UK staycations has inspired the impressive Love2Stay resort on the outskirts of Shrewsbury to invest further and offer a collection of luxury bespoke holiday lodges to complement their existing Glamping portfolio

The popular Glamping site bookings were up 60 percent in 2020, the 5th straight year of growth. *“Glamping was already on the upswing throughout the UK before the COVID-19 pandemic started,” said Chris Skitt Love2Stay, General Manager. “Last year, Love2Stay saw bookings explode, with families experiencing and enjoying glamping for the first time. All signs point to continued growth in the coming years. We believe that luxury and comfort should not be sacrificed while enjoying the great outdoors. So, we decided to expand further with our new Black Barn Lodges. Glamping with us is simple. We combine the need for modern comfort with a desire to be as close to nature as possible.”*

A total of 12 custom-built single lodges and two twin lodges have been purchased by the resort's owner, Salop Leisure, to be used in the new Black Barn Lodges development.

After a £1 million investment in the resort last year, the Love2Stay glamping village now boasts 36 deluxe lodges, including the original 11 Safari Lodges and 11 Woodland Lodges, which were added last year as part of the planned phase of development.

Lowfield Leisure, based in Marton, near Shrewsbury, designed and created the new Black Lodges for Salop Leisure, Love2Stay's parent company.

The new lodges can accommodate from four to six guests. Each of the three bedrooms, which include a king-sized main bedroom, a twin mezza room, and a sofa bed in the living area, is equipped with high-quality appliances and a log burner. Every lodge has its own private hot tub as well as an outside fire pit for guests to enjoy.

In addition to the luxury glamping experience offered by the custom-built Black Lodges, guests can enjoy a range of amenities, including a natural bio swimming pool, splash pool, and beach, as well as an on-site cinema. There are also wellness services, and a huge variety of outdoor activities for the whole family to enjoy.

High season rates for these unique glamping lodges are £963 for three nights, while the low season rates are £558, with a minimum stay of three nights.

The Love2Stay resort celebrates its fifth birthday in May and now comprises a glamping village, a touring caravan park with 118 pitches, and an exciting adventure centre.

The resort is set in 22 acres of beautifully landscaped grounds and enjoys magnificent views over Wales on one side and the Shropshire Hills on the other.

### About Love2Stay

Love2Stay is located in Shrewsbury, Shropshire and is owned and operated by Salop Leisure. The caravan site offer 118 hardstanding touring pitches, 11 Safari Glamping Lodges with private hot tubs and 11 Luxury Glamping Lodges, also with private hot tubs. The site itself was purpose-built a few years ago. The touring pitches all offer fantastic views of the Shrewsbury countryside.

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## Company Contact:

### [Love2Stay](#)

T. 07887556692

E. [nick@builtfornow.co.uk](mailto:nick@builtfornow.co.uk)

W. <https://www.love2stay.co.uk/>

### **Additional Contact(s):**

Chris Skitt, General Manager at Love2Stay.

Phone: 07790 351687

email: [chris.skitt@love2stay.co.uk](mailto:chris.skitt@love2stay.co.uk)

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