

## Park Resorts becomes first holiday park company to launch dedicated sales App

Friday 13 June, 2014

Park Resorts has become the first UK holiday park operator to launch an App showcasing all of the current caravans, lodges and chalets for sale on its parks.

The App, which is free to download on the Travel and Lifestyle category of the App Store, and on Google Play for Android, is a one-stop shop to people thinking of buying into the lifestyle of becoming a holiday home owner.

People can search for properties by location using a UK map, find parks closest to their current location, and by model or price range. With caravans starting from £6995 up to luxury lodges from £100000, there is something available to cater for every budget.

Features include round ups of the facilities on offer on all of Park Resorts 38 parks' as well as photo galleries of all of the caravans, lodges and chalets for sale and the parks. The App has a range of special offers and help and advice pieces such as 5 Steps to Ownership, explaining how simple it actually is to own a holiday home. A useful finance calculator also helps prospective buyers work out what is affordable.

Martin Abrams, Head of Digital at Park Resorts, said: "We know that around a third of visits to the Park Resorts website are now made from tablets or mobile phones and we expect this number to further increase over the coming 12 months.

"Nowadays people want to easily access information when and where it suits them and often on the move. This new user friendly App is designed to meet the growing demand for people browsing on these devices. This is just the first part of some big changes to our web and mobile offer this year and we're excited at what lies ahead."

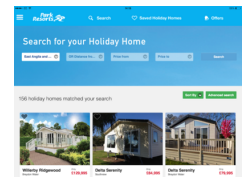
The App was produced, built and tested by Park Resorts in house web team based at its Hemel Hempstead HQ. Initial design and creative was by London mobile marketing specialists, Hi Mum! Said Dad.

To download the free App, visit the App Store or Google Play and search for Park Resorts.

<http://www.park-resorts.com/caravan-sales>

For more information, images and interviews, please contact Julie Darroch at Lakes PR Ltd on 078909 11722 or email [julie.darroch@lakespr.co.uk](mailto:julie.darroch@lakespr.co.uk)

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