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9th November 2021

Dear Tom,

Re: Proposed Holiday Lodge Rental Development, Llangefni, Anglesey

Further to our conversations and my recent visit surrounding holiday lodge rental development near Llangefni, I wanted to write to you in support of the plans we have discussed and subsequently formalise the demand for such holidays in the area.

Sector Overview

The domestic holiday rental sector is extremely buoyant at present and has enjoyed sustained growth over the past ten-to-fifteen years. The demand for high specification accommodation in superb locations up and down the country has reached an all-time high and many existing operators are now seeing the benefits of expanding their luxury developments in terms of more units and higher quality standards resulting in better returns on investment, alongside the ability to attract a new, younger and more affluent audience to holidays right here in the UK. We have experienced an influx of new developers bringing fresher, more 'current' concepts to market with great success and it's clear that from the plans we have discussed you are very much on the right track with your development.

The traditional season of Easter to the end of October is rapidly becoming a thing of the past and it is evident that more quality accommodation is coming into the market suitable for all year round breaks and in particular a huge increase in "holiday snacking" of 2-, 3- and 4-night short breaks. This provides a superb boost for local tourism as visitors are now taking holidays at times of the year traditionally not as popular as the main summer school holiday weeks.

Regional Context

Wales has been a popular destination for Hoseasons customers for many years now. Year upon year we see thousands of searches on our website for the region from customers looking to enjoy the beauty of the surrounding area, but only having to travel 3-4hrs from their home. The geographical location means that any development within the region is ideally positioned in terms of access to good transport links, making weekend breaks easier for a large customer base to get to. It is fair to say that your region suffers from an underrepresentation of luxury holiday rental accommodation within the Hoseasons portfolio, and we see a case for higher demand than supply can keep up with.

Over the years we have worked with developers who wish to create a product in line with today's modern consumer demands. Our focus in this sense has shifted towards developments featuring aspirational and innovative product designs which attract a higher demographic of customer due to offering a personal experience in high quality accommodation. By attracting this profile of customer, the local area benefits from an influx of more affluent tourists who are inclined to spend more within the local economy during their stay, thus contributing not only to the holiday rental development but also to local businesses. Knowing the demand for city break accommodation on Anglesey, especially during the peak UK holiday periods, a development of the scale and nature currently proposed at Llangefni will be a welcome and successful addition to the existing supply on the island.

Based upon the reasons outlined above, I would not hesitate in suggesting that adding more high-quality accommodations will be a success. We do see that customers are more willing to stay in a high-end lodge rather than staying in a hotel or B&B for the two- or three-night breaks that have become so popular with Hoseasons.

I hope this outlines the fact that there certainly is an overriding demand for more top-quality accommodation in your area. This is most evident and proven in the exemplary trading figures we have enjoyed for Wales over the years and as such we have the utmost confidence that this location will continue to be a very popular choice with holidaymakers for years to come. We wholeheartedly support your application for the development and look forward to hearing a favorable outcome in the near future. If you would like to talk anything through in further detail, please do not hesitate to contact me directly.

Yours sincerely,

Paul Shoebridge

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