



Hoseasons turns up the 'wow' with launch of new Magnificent Collection

Hoseasons has underlined its credentials as a provider of wow-factor UK holidays with the launch of its new Magnificent Collection.

Four stunning locations are included in the collection, which the self-catering specialist has introduced to recognise exceptional levels of quality and innovation across high-end accommodation design, premium on-park facilities, customer services and environmental considerations.

Each location has been handpicked by the business for offering carefully curated, exemplary stays in stunning locations and meeting growing customer demand for aspirational staycation experiences.

Cutting-edge design in the shape of floating lodges, lakeside cocoons and treehouses feature along with premium accommodation offerings, such as personal fitness equipment and smart technology. EV chargers and the use of sustainable energy are also hallmarks of the new collection which aims to offer the ultimate in UK holiday experiences.

Additional on-park facilities that go above and beyond to surprise and delight guest include luxurious spa and leisure offerings, exclusive bar and restaurant venues and personalised concierge options.

Exemplary hospitality and customer service also underpin the Magnificent Collection, meaning guests will benefit from features such as welcome drinks, early check-ins, late check-outs and personalised service throughout the duration of their stay.

Luke Hansford, Vice President of Business Development, at Awaze – the parent company of Hoseasons, says Magnificent is the natural next step in the evolution of UK holiday standards.

“The innovation and diversification we’ve seen in our industry over the last 18 months has been remarkable, with those used to holidaying abroad pre-pandemic now looking for the same level of aspirational quality in their UK staycation. The data clearly shows people want more from their UK break and that’s exactly what we’re able to give them through this stunning collection – the highest level of quality and an exquisite escape.”

Showcased on a dedicated landing page on the Hoseasons website, the four Magnificent Collection locations include:

- Clawford Lakes, in Clawton, Nr Holsworth, North Devon – a unique range of luxury lakeside cocoons, pods, floating lodges and apartments, set in an 80-acre wildlife haven less than half an hour from Bude. An on-site lakeside spa also features.

- Swanborough Lake Lodges, in Lewes, East Sussex – a collection of bespoke lodges nestled in folds of the South Downs National Park and offering stunning countryside views towards the south coast
- Windmill Retreat and Spa, in Glastonbury, Somerset – a triumph of cutting-edge design and contemporary cottage luxury complemented with a state-of-the-art Elements Boutique Spa
- Henlle Hall Woodland lodges, Nr Oswestry, in Shropshire – a small collection of superior lodges, pods and breath-taking treehouses set in 17 acres of glorious parkland surrounding historic Henlle Hall

Magnificent is being introduced at a time when demand for luxury UK getaways is at an all-time high, and the number of high-end accommodations joining the Hoseasons portfolio continues to grow.

Bookings for luxury properties this year are up 27% compared to the same point in 2019, while the size and scale of parent group Awaze's luxury portfolio through brands including Hoseasons and sister company cottages.com has grown 45% over the last three years.

Stephen Twiss, CEO at Lakeshore Leisure Group, which owns Clawford Lakes, says: "Our vision for Clawford Lakes is to provide a leisure experience that is difficult to find in the UK, and the Magnificent Collection is a perfect fit for us to help share this vision with a wider audience.

"The intent of the Magnificent Collection is to provide a considered and personable service, wonderful facilities and special accommodation, whilst acknowledging that this can come in multiple forms, shapes and sizes. It is an experience that can't necessarily be found everywhere and therefore always feels that bit more special, and that's definitely what we want to deliver at Clawford Lakes."

Magnificent will sit alongside Hoseasons' other specialist collections, including Evermore, Autograph, Wanderwood, Go Active and Bouja. There are plans to expand the number of locations in the portfolio over the next 12 months – initially with two new greenfield developments - but Hansford intends to keep numbers down to protect its exclusive appeal.

"We have a long track record of working with our owners to develop collections that suit the relevant market conditions at the time," he said, adding: "The data is telling us now is the right time for Magnificent and that's why we're so sure it will be a hit with our guests and owners alike."

For more information about Hoseasons' Magnificent Collection go here <https://www.hoseasons.co.uk/magnificent>

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Images

- Magnificent 1 - Clawford Lakes, Clawton, Nr Holsworth, North Devon
- Magnificent 2 - Swanborough Lake Lodges, Lewes, East Sussex
- Magnificent 3 - Windmill Retreat and Spa, Glastonbury, Somerset
- Magnificent 4 – Henlle Hall Woodland lodges, Nr Oswestry, Shropshire

Video

<https://fast.wistia.com/embed/medias/2rs8wvo27k>

#Notes to editors:

Hoseasons is one of the UK's leading self-catering accommodation specialists, with more than 40,000 places to stay in coastal and countryside settings throughout Britain. From lodges and parks, to boats, cottages and apartments, the brand offers the widest available range of self-catering holidays in the UK. Hoseasons accommodates more than two million holidaymakers and more than 100,000 pets every year and is part of Awaze - Europe's leading managed vacation rentals and holiday resorts business. For additional information visit www.hoseasons.co.uk

For further media information please contact Mark Sowersby at the Hoseasons Press Office on 07879 623 654, or marks@thissrl.co.uk