



Artist's impression of the Subtropical Swimming Paradise, viewed across the lake

Jul 27, 2016 12:25 BST

# Center Parcs gains planning permission for Irish village

**Wednesday 27th July 2016:** Center Parcs today welcomes the decision by the Irish planning authority, An Bord Pleanála, to grant planning consent for its first village outside of the UK.

The company plans to develop a 395 acre site near Ballymahon in County Longford, into what will be its sixth village. The village, to be called 'Center Parcs Longford Forest', will have capacity for up to 2,500 guests and is expected to open its doors in 2019.

Center Parcs Longford Forest will incorporate the high quality features for which Center Parcs is renowned including 470 Lodges and 30 apartments nestled in natural surroundings, more than 100 indoor and outdoor family activities, a spa, a range of restaurants, shops and cafés and the iconic Subtropical Swimming Paradise.

Center Parcs will have a significant economic impact on County Longford, the wider Midlands region of Ireland as well as on the national economy, and it is estimated it will add €1 billion to Ireland's GDP over a 20 year period. The project will see approximately 750 jobs generated during construction with a further 1,000 permanent roles created once operational.

Center Parcs CEO Martin Dalby said: *"Today's announcement marks another significant milestone in the history of Center Parcs. Since we announced our intention to bring the Center Parcs experience to Ireland last year, we have been overwhelmed by the support we have received, both at local and national level. We have experienced unrivalled success for almost 30 years in the UK, providing high quality family short breaks and I'm extremely excited by the prospect of taking our fantastic brand to Ireland"*.

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#### Notes to Editors

- Center Parcs is the UK's leading provider of high quality family short breaks, offering midweek or weekend breaks in a secluded and natural woodland setting.
- The company operates five Villages across the UK: Whinfell Forest, Cumbria; Sherwood Forest, Nottinghamshire; Elveden Forest, Suffolk; Woburn Forest, Bedfordshire and Longleat Forest, Wiltshire.
- Center Parcs regularly achieves average annual occupancy rates in excess of 97%.
- Over the past 29 years, Center Parcs has demonstrated a proven track record of taking commercial woodlands and, through careful forest management, transforming them into areas rich in biodiversity.
- The vast majority of the woodland on all Center Parcs sites remains untouched, with only 10% of the total area being built on. Retaining and encouraging a vibrant and thriving forest environment is central to Center Parcs' environmental ethos and is a core part of the offering at ever Center Parcs Village.

## Contacts



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