



The Subtropical Swimming Paradise at Center Parcs Longford Forest

Jul 30, 2019 14:21 BST

Center Parcs Longford Forest officially launches

After months of anticipation, Center Parcs Longford Forest officially launched yesterday (Monday 29 July 2019), offering a glimpse of what families can expect to enjoy and experience at the village, including the

Subtropical Swimming Paradise, Ireland's largest waterpark that is heated to 29.5C all year round, over 100 indoor and outdoor activities, stunning lodge accommodation and lots more.

The short break destination will welcome guests for many years to come, as the resort is set to become Ireland's leading short break destination, offering families quality time whatever the weather.

To celebrate the launch of the long-awaited village, 2,000 special guests were invited to an exclusive weekend and treated to a spectacular family event on Friday evening (26 July 2019). During the weekend, guests sampled a wide range of the activities on offer at Center Parcs Longford Forest. With indoor and outdoor sports, creative pursuits, nature activities, water sports and so much more, there is something for all ages of the family to enjoy, whatever the weather.

The €233 million development has been delivered on time and within budget. The construction phase alone saw over 750 jobs created and a further 1,000 permanent positions now the village is operational, with most of the team coming from the local area. Center Parcs Longford Forest is expected to inject €32 million to the Irish economy each year.

Set amongst 400 acres of beautiful woodland, Center Parcs Longford Forest will accommodate up to 2,500 guests during each short break. The village is home to 466 high quality self-catering lodges and 30 apartments, offers more than 100 indoor and outdoor activities to suit all ages, abilities and interests, and boasts the Subtropical Swimming Paradise. Center Parcs Longford Forest features a wide range of delicious dining options and shops, not to mention the innovative Aqua Sana Spa for those in need of some 'me' time.

With a car-free environment and bicycles welcome, the weather-proof forest destination has been designed specifically with Irish families (and the Irish weather!) in mind. Open 365 days a year, Center Parcs Longford Forest adds an entirely new offering to Ireland's domestic tourism market.

Commenting on the launch weekend, Martin Dalby, CEO of Center Parcs UK and Ireland, said: *"We are thrilled to launch Center Parcs Longford Forest and declare the resort officially open. It is almost exactly four years since we announced plans to open Center Parcs in Ireland and we are filled with an enormous sense of pride at what has been achieved in such an incredibly short period of time. We are sure that the village will be a huge success and that it will provide an amazing space for families to enjoy quality time together and create memories that will last a lifetime."*

[Center Parcs Longford Forest](#) opened on Monday 29 July, offering a new, premium short break destination for families to spend quality time together. For more information, visit www.centerparcs.ie.

Notes to Editors

- Center Parcs UK has been a separate company to Center Parcs Europe since 2001; the two organisations only share a brand name and the core concept of family short breaks in the forest.
- Center Parcs has six villages: Sherwood Forest in Nottinghamshire, Elveden Forest in Suffolk, Longleat Forest in Wiltshire, Whinfell Forest in Cumbria, Woburn Forest in Bedfordshire and Longford Forest in Ireland. Each village is nestled within 350-400 acres of woodland with a variety of activities to choose from, as well as restaurants and cafes. There is also a Subtropical Swimming Paradise and award-winning Aqua Sana Spa.
- Center Parcs offers weekend, (Friday to Monday) or midweek (Monday to Friday) breaks and welcomes more than 2.1 million guests each year, with 96% of guests expressing an intention to return. Visit England recently awarded the company five stars for the UK sites (scoring each village between 90% and 98%), making comments about the friendly nature and efficiency of the staff and the quality and cleanliness of the facilities.
- As the leader in the UK short break holiday market, Center Parcs achieves average annual occupancy in excess of 97%.

Contacts



Simon Kay

Press Contact

Head of PR

press.office@centerparcs.co.uk

01623 821600



Emily Beaumont

Press Contact

PR Executive

press.office@centerparcs.co.uk

01623 821600