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VisitEngland gives Center Parcs UK five stars

All five Center Parcs UK villages have retained their Five Star status from VisitEngland, following the recent annual assessments.

The five UK sites achieved scores between 90% and 98% in the latest assessment, rating them as 'Excellent' under the VisitEngland criteria.

Within the assessment, each part of the village is thoroughly inspected, from the quality of accommodation, food and activities to the ease of booking and level of service provided.

Center Parcs UK prides itself on its high quality accommodation, activities and restaurants, with a significant investment on new build accommodation, refurbishments and upgrades across the five sites in the last year.

Operations Director Alan Park said;

“We’re delighted that all five of our villages have yet again been awarded Five Stars from VisitEngland. Our teams work so hard to ensure that our villages are maintained to a high standard and we are also always reinvesting to keep everything looking great. We like to add fresh new activities, features and accommodation concepts each year, ensuring there is something new for returning guests. Getting this recognition from VisitEngland is a testament to the teams on villages and the excellent service they deliver to our guests every day.”

The VisitEngland assessors commented on the continued high quality maintenance and development of all Center Parcs villages, staff being very friendly and helpful and high levels of cleanliness across all areas.

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 UK has five villages across the UK; Sherwood Forest in Nottinghamshire, Elveden Forest in Suffolk, Longleat Forest in Wiltshire, Whinell Forest in Cumbria and Woburn Forest in Bedfordshire. Each village is nestled within 350-400 acres of woodland with a variety of activities to choose from, restaurants and cafes. There is also a Subtropical Swimming Paradise and award-winning spa called Aqua Sana.
- Center Parcs UK 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 all 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 UK achieves average annual occupancy in excess of 97%.

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