

2 *Locating Land*

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2.1 OVERVIEW

Note: This Chapter may be irrelevant if you are already a landowner, therefore, please proceed to Chapter 3.

There are many different reasons why landowners develop their land into their own lodge park, whether it is for extra income, the pleasure of meeting new people, making friends, or sharing the beautiful surroundings with others.

In the development of a lodge park, it is essential that very careful planning is undertaken. This section outlines the steps, recommended by Omar Park Development Services (OPDS), that should be taken in marketing for development opportunities.

CREATING AN ATTRACTIVE PROPOSITION

The creation of a lodge park can be an effective way of raising revenue from a particular piece of land. Individuals and businesses owning such land should be encouraged to look at developing this into something more profitable, such as a thriving and popular lodge park. This can, therefore, significantly increase the value of the land.

For example, the average farmland in the UK is worth circa £10,000 per acre. One acre of land with planning permission for lodges can be worth £100,000.

Developing a piece of land to this extent can require large investment, planning permission and suitable land in the first place. The first task for a developer is to, therefore, locate land where the lodge park will be situated.

FACTORS AFFECTING LOCATION

A successful lodge park is dependant upon a number of factors. As part of your market research and marketing activity, you will need to consider the following:

- Proximity to local amenities
- Availability of mains water and services
- Closeness to resort areas or recreational facilities, i.e. hobbies, coastal areas
- Undulation, woodland and lakes (more ornamental and fishing)
- Possibility of drawing on permanent residents looking for a second home
- Land within two to three hours drive of major conurbations
- Strategic location in terms of traffic from all directions, however, it would not be advisable to locate near heavy industry or railway lines, where noise or objectionable odours prevail
- Topography and high level of land
- The size and shape of the site
- The original cost and additional costs of clearing, grading and landscaping.

2.2 MARKETING FOR LAND

The creation of a lodge park enables high-income accommodation to be easily created. Lodges can be made available for rent, or made available to purchase on a leasehold agreement.

In order to locate the ideal piece of land for your development, you will need to employ a range of marketing strategies.

The majority of your time, in the early stages, will be spent visiting locations and approaching landowners, gathering as much information as possible.

Landowners will include farmers, golf courses, fishing lakes, areas where people enjoy a range of hobbies and popular holiday destinations.

Marketing for land will include the following range of strategies, which are covered in this chapter:

- Advertising in print media
- Omar website
- Online advertising
- Social marketing
- Direct marketing
- Trade shows.

2.3 MARKETING MESSAGE

In order to build a lodge park business, it is important to understand the competition and be fully versed in the benefits of the outstanding services offered by Omar Group Ltd. Finally, you need to communicate these benefits to your target audience in the form of a clear and concise message.

Hoseasons, for example, is a leading holiday company, specialising in short breaks and self-catering holidays in the UK and abroad. Omar Group Ltd has received an endorsement for the OPDS concept. This is a very powerful statement and OPDS recommends that you use this in your marketing activities.

"The UK holiday industry has enjoyed something of a resurgence over the past decade, especially within the past four years. An important driving factor in this has been the influx of a new, more discerning customer coming in to the market looking for top quality accommodation for a break away, and as a consequence, the high-end lodge market has seen rapid growth which continues to increase year upon year.

Being the UK's leading provider of lodge accommodation, we at Hoseasons can see this trend going from strength to strength with top quality lodges commanding high rental tariff and generating superb occupancy levels across the whole of the year, not just confined to the traditional UK holiday periods of March to October.

Having spent years in the industry and brought many locations to market, I can see that an important factor is fit, type and style of lodge, so as long as the quality of product coming in to the market continues to be driven forward, there is no reason as to why this upward trend shouldn't continue to increase for years to come."

*Robbie Davies – Head of Business Development,
Hoseasons*

