

BUSINESS STRATEGY



Lodge Accommodation
Proposal

Talk to us



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01.

BUSINESS OVERVIEW





WHAT DO WE DO?

'Through creating opportunities for **friends & families** to share amazing experiences in the great outdoors, we make people **SMILE!**

OUR COMPANY



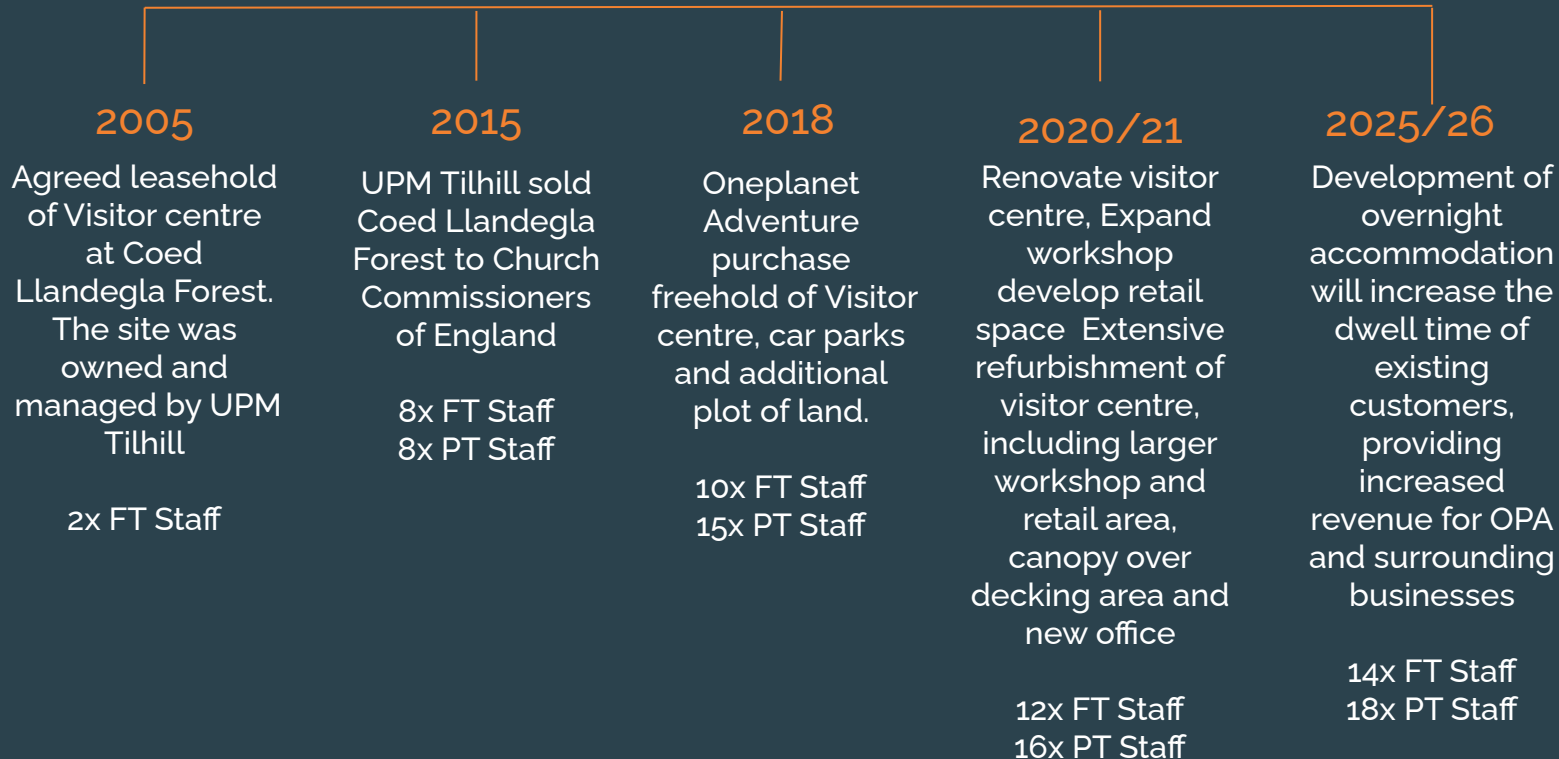
Founded in 2005, Oneplanet Adventure is fueled by a deep appreciation for the breathtaking landscape of Northeast Wales and the abundant recreational opportunities it offers.

At Oneplanet Adventure, visitors find a sanctuary where they can escape their worries, enjoy quality time with friends and family, stay active, and soak in the fresh air during their precious leisure moments.

Nestled in the heart of Coed Llandegla Forest, Oneplanet Adventure proudly owns and operates a comprehensive visitor center and its associated facilities. These include an award-winning café that serves a variety of locally sourced hot and cold dishes, a bicycle retail shop, specialist mountain bike hire services, and a fully equipped workshop.

Moreover, Oneplanet Adventure is responsible for managing an extensive network of mountain biking, running, and walking trails that span across the 650-hectare forest, providing endless opportunities for adventure and exploration.

Our Journey



The Team



With a combined experience of over 30 years, company directors Jim Gaffney and Ian Owen are among the UK's most seasoned mountain bike center operators. Since founding Oneplanet Adventure in 2005 as a two-person startup, they have grown the team to include 12 full-time and 16 part-time employees.

Oneplanet Adventure takes pride in being a significant employer of local youth, with an average age of just 28 among our full-time staff. We boast a low staff turnover rate, exemplified by our current center manager, who began their journey with us at age 15 as a part-time café assistant and now leads our team at 25.

OPPORTUNITY

The 'Cost of living crisis' and rising business costs in general mean there is a real need for the business to continue to cease new opportunities and to diversify into new areas where possible.

The acquisition of the visitor centre and car parks from the CCE enabled us to also secure the freehold of approximately 2 acres of commercial woodland at the site's entrance, earmarked for future development.

Drawing inspiration from other successful adventure tourism destinations such as Glentress Forest, Delamere Forest, and ZipWorld, we see a significant opportunity to utilize this currently underdeveloped area of low-grade commercial forest for overnight accommodation at Oneplanet Adventure.

By introducing onsite accommodation, we anticipate a substantial increase in both dwell time and revenue per visitor, all without necessitating a significant rise in visitor numbers. This development will also encourage visitors to extend their stay, allowing them to explore more of the local area, thereby benefiting the wider community.

02.

PRODUCT



THE PRODUCT



The onsite accommodation will be located at the entrance to the site, within easy access to the visitor centre. The area is currently low value commercial Sitka Spruce forest, which would be sympathetically felled to make way for the accommodation. Once completed the area will be allowed to naturally regenerate with native broadleaf trees to enhance the biodiversity.

It is envisaged that the site will ultimately hold 14 self contained units. The project will be carefully phased to allow for adjustments in overall numbers as the project develops and actual demand can be fully assessed.

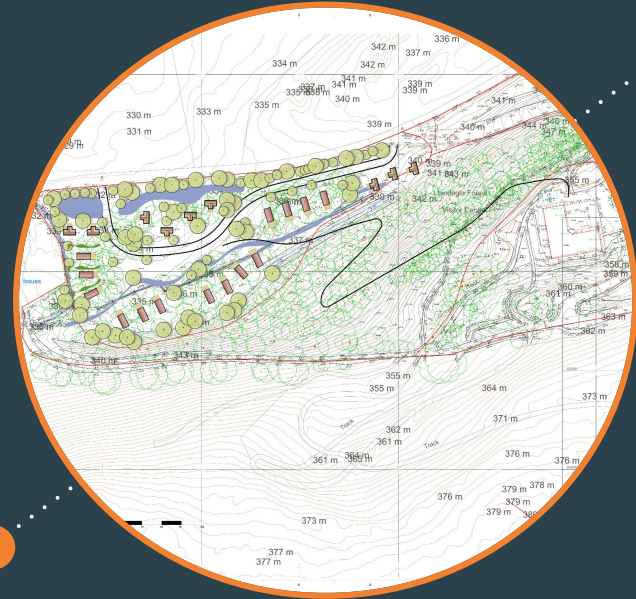
THE PROJECT

A key aim of the project is to have a positive impact on both the local and global environment.

Net reduction of phosphate output by the installation of new waste management system for the whole site

Wherever possible we will source materials and services locally.

The project will aim to improve the biodiversity of the area.



THE PRODUCT

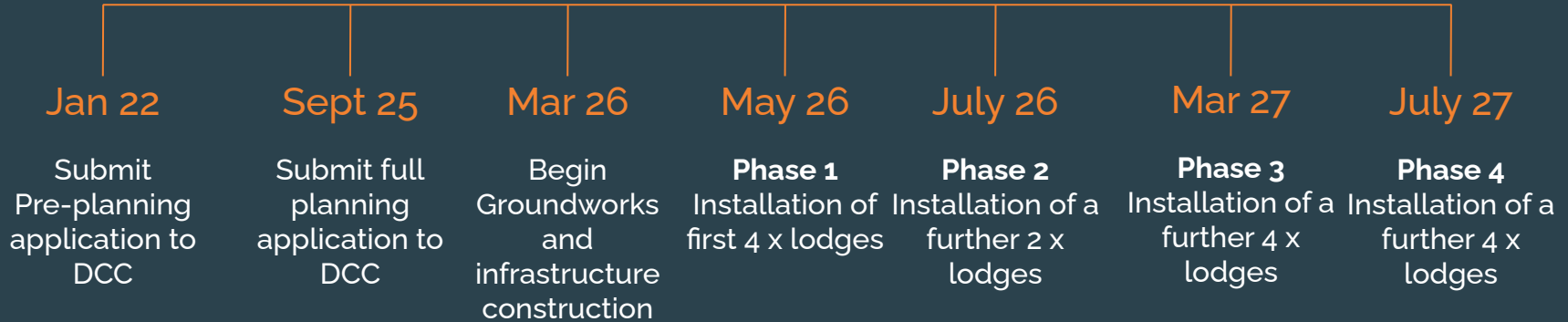


The self contained lodges will sleep upto 6 people and have kitchen, toilet and shower facilities. The lodge spec has yet to be finalised but will be similar to those supplied by [Quality Pods](#) a company based in Pembrokeshire.

Key factors for consideration of the final supplier will be ensuring a good fit within the habitat, utilising local suppliers and a natural feel to the lodges. The use of sustainable materials will be a high priority. The supply chain will be kept as local as possible.

A 'turn key' service will be chosen, meaning that onsite construction is minimised, with the pods being delivered to site fully constructed, requiring to only be craned into place and utilities connected.

INDICATIVE PROJECT TIMELINE



03.

MARKET



MARKET TRENDS

Staycations



Health & Wellbeing

A desire to reconnect with nature during downtime

Activity breaks

Activity holidays are no longer just for young adrenaline junkies, but are becoming more 'mainstream', attracting more women, more over-50s and more families.

THE LOCAL MARKET



Llandegla Fisheries

Close proximity to centre, offering camping, shepherds hut and B&B
£100pn (Shepherds Hut)

<http://www.llandeglafishery.com>



Coed Y Glyn

Luxury Self catering log cabins in the Dee Valley
£315 pn (Aug 26)

<https://www.coedyglyn-logcabins.co.uk/>



Abbey Farm

Glamping pods on the outskirts of Llangollen
£140 pn (Aug 26)

<https://theabbeyfarm.campmanager.com>



Cae Main

Shepherds huts located on a farm just outside Ruthin
£120 pn (Aug 26)

<https://www.caemainshepherdshuts.co.uk>

COMPETITION ANALYSIS

	Llandegla Fisheries	Coed Y Glyn	Abbey Farm	Cae Main	Oneplanet Adventure
Within 5km	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Self contained facilities	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Adjoining, safe bike storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Bike wash facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Yes No

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ASSUMPTIONS

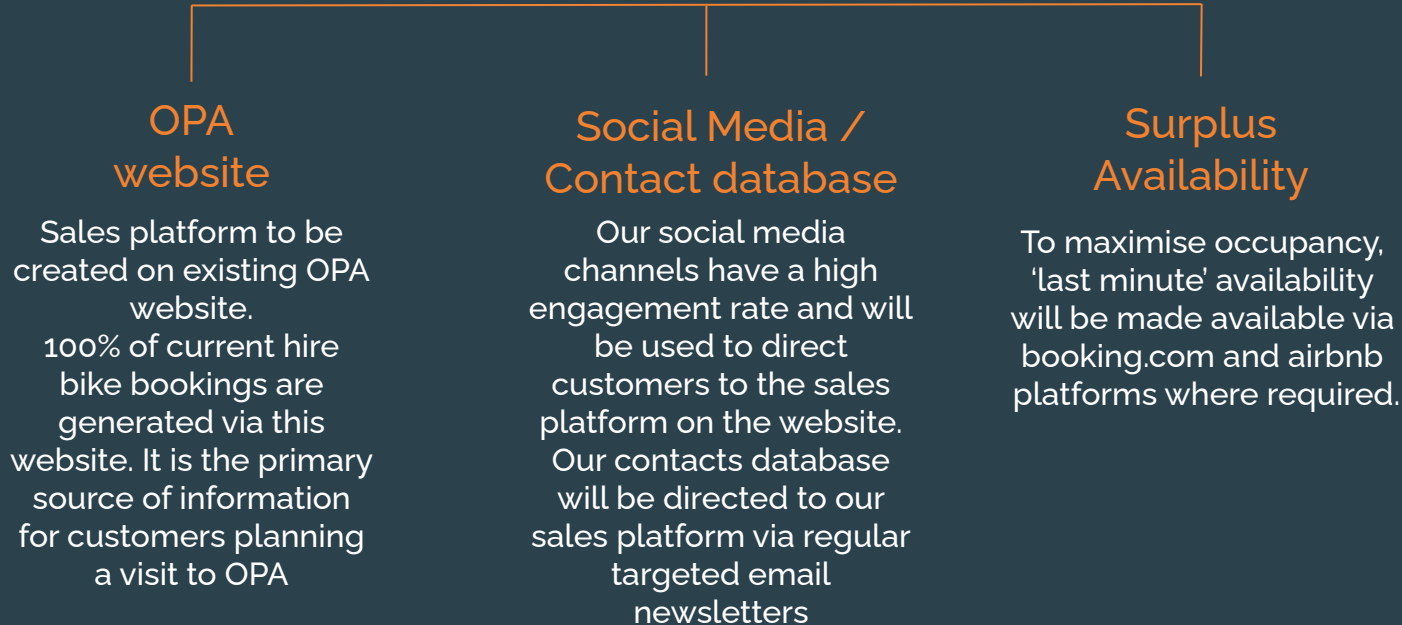
Occupancy Levels

Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Av.
55%	61%	64%	71%	85%	90%	79%	71%	47%	50%	41%	54%	64%

Occupancy rates based on - Wales tourism accommodation occupancy survey, 2023
<https://www.gov.wales/sites/default/files/statistics-and-research/2024-06/wales-tourism-accommodation-occupancy-surveys-2023-941.pdf>

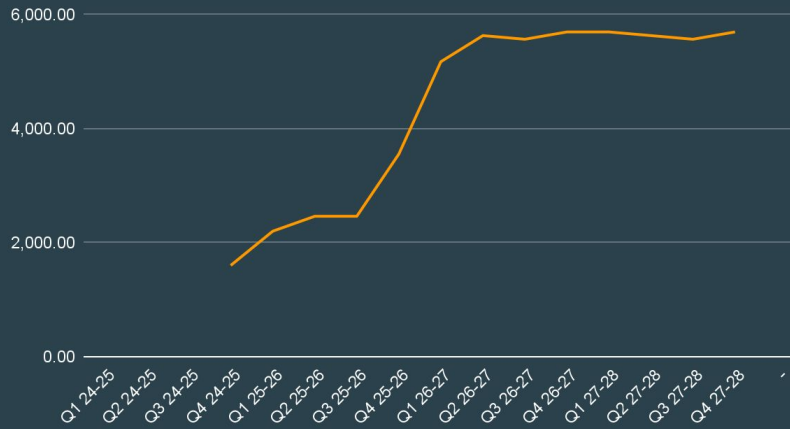
Sales Strategy

The lodges will be targeted primarily to people aiming to visit the forest to use the existing facilities. This means the most appropriate platform to generate sales of the lodges is the same as those used to promote the existing facilities.

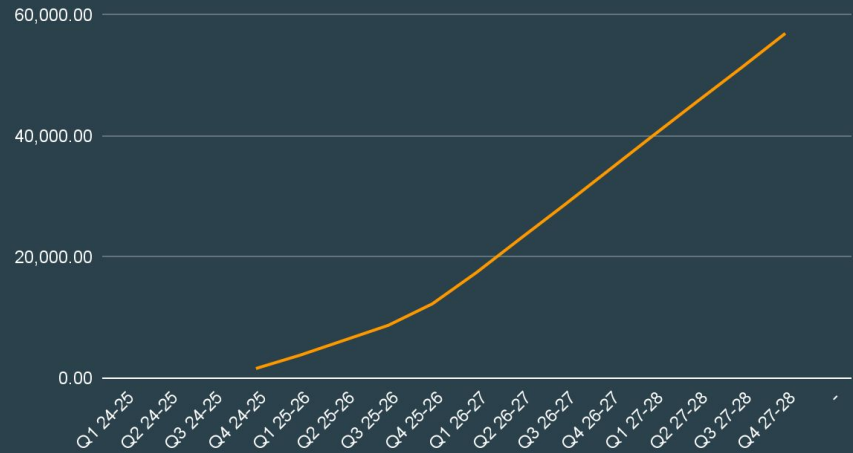


GUEST NIGHTS

Guest Nights



Cumulative Guest Nights



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**“What’s life without
ADVENTURE ?”**

