

Butlin's to revamp Minehead site

UK holiday park chain Butlin's has announced it will be opening three new additions, one at each resort, as part of its biggest ever investment year.

The chain of seaside resorts will open a new Butlin's SKYPARK playground at its Minehead site in Somerset for summer 2024. The opening will be alongside the introduction of 128 premium lodges in Skegness in time for May Half Term and a new activity centre PLAYXPERIENCE at its Bognor Regis site in September.

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In Somerset, Butlin's is investing £2.5m to build SKYPARK, which has been designed for inclusivity, interactivity and illumination. Six zones based on positive play emotions will include brand-new features such as the UK's longest swingline at 42 meters, a wheelchair accessible seesaw and trampolines and two light-up intertwining slides.

Minehead will also benefit from an accommodation refurbishment project that will be complete by April. The Somerset resort will see a total of 400 units of accommodation completely renovated later this year.

As well as the accommodation project in Minehead, the resort's newest venue, Studio 36, will be made permanent. Originally installed during Covid as a solution to social distancing, Studio 36 is now home to all headline acts and the same venue in Bognor Regis will also be made permanent this year. By completing these works the venue can be used on Big Weekenders, so big named acts will perform to over 3,000 guests.

Jon Hendry Pickup, Butlin's chief executive said: "2024 is going to be an incredible year at Butlin's. We are the Home of Entertainment, so these amazing new openings are going to significantly enhance our guests' experience. This significant investment will bring even more entertainment and activities to our three resorts for both family and Big Weekender breaks.

"Nowhere else does fun and entertainment like Butlin's so the announcement of our incredible, inclusive playground Butlin's SKYPARK coming to Minehead, our new Premium Lodges in Skegness and PLAYXPERIENCE opening its doors in Bognor will take already jam-packed holidays to a new level. This year really is going to be our biggest and best year yet."