



## Kelling Heath Holiday Park | Business Profile

### Kelling Heath - The Natural Escape

Most visitors book their holidays online these days and will research their choice of destination before they come. A strong sustainable message about the area will help sell your business and attract customers.

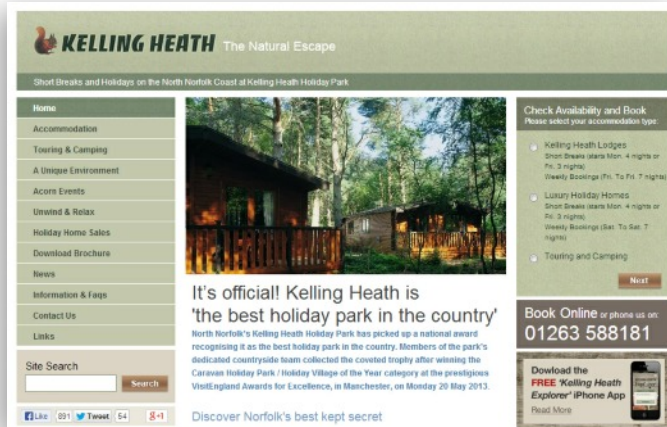
**Kelling Heath Holiday Park** is a business located in the very heart of some of the Norfolk Coast's most beautiful and fragile landscape - the open heathland that is dotted along the coastal ridge.

In this case study, we show how they embrace this as a very positive selling point for the Holiday Park and, importantly, how they get this message out to potential and visiting customers

“ Nature is an outstanding asset to this business ”

Wild Anglia Manifesto 2013

Getting the sustainable message to your visitors and potential visitors before they arrive on site is crucial. This ensures they buy into your ethos before they book and allows them to plan their activities before they arrive. Kelling Heath Holiday Park is a master at delivering this message, with the environment taking pride of place right from the start.



From the minute you go onto the home page of their web site - [www.kellingheath.co.uk](http://www.kellingheath.co.uk) - the message is loud and clear: '**Kelling Heath - The Natural Escape**' declares the headline.

The header pictures reinforce this message with images of pond dipping children, families walking and cycling and wildlife in abundance.

Titles in the main heading index such as '**A Unique Environment**' and their fantastic '**Acorn Events**' help to set the tone.

Once customers arrive at the Holiday Park they really don't need to leave the site if they don't want to. **34,000** of their guests spent a total of **12,000** hours enjoying Acorn Events, learning about the environment and wildlife and their in-house wildlife experts run lots of exciting activities such as bat walks.

The business displays its various awards with pride, again reinforcing the sustainable credentials.

In 2012, they won the **David Bellamy Gold Conservation Award** and a **Campaign for the Protection of Rural England (CPRE) Norfolk Award**, with the judges commenting that:



"Kelling Heath has a beautifully maintained natural landscape which provides a chance for people from urban areas to relate to nature on holiday"



As a tourism business, your link with the natural beauty of the Norfolk Coast is one of your greatest assets and you need to make sure you are using it to its full potential.