



# The Great British staycation: past, present & future

*With the UK staycation more popular than ever before, Willerby looks back over its 75-year history and forward to what the next 75 years may look like, to celebrate its contribution to the Great British getaway.*

More and more people have had their eyes opened to the health and wellbeing benefits of owning and regularly visiting their own holiday home.

New types of customers, including younger consumers, are embracing the lifestyle and all the indications point to the current spike continuing for many years to come.

Holiday homes market leader Willerby is confidently declaring the staycation is here to stay. Here's a closer look at its history, enduring appeal, and what the future may hold.







# Past



The British holiday can be dated back to the 19th century, when trains first allowed people to travel for leisure.



## 1930's

It wasn't until the 1930s though, when statutory paid holiday entitlement was introduced in the UK, that it began to become commonplace.

This gave families the opportunity to enjoy more leisure time together, but any immediate spike in the market was halted by the onset of the Second World War.

Instead, traditional caravan holidays started to become popular after the war and the industry began to take off.

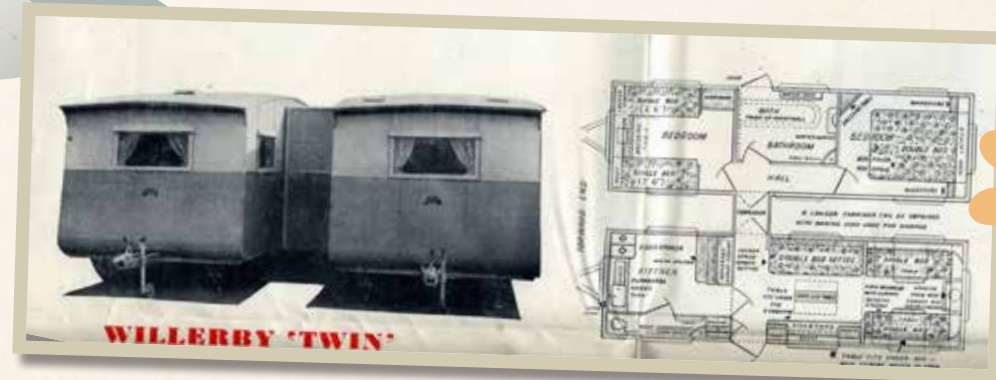


Willerby Founder, Walter Allen

## 1940's

Although still in its infancy, entrepreneurs Walter Allen and John Richardson spotted the industry's potential and started making touring caravans in a small factory in the village of Willerby, west of Hull, in East Yorkshire. Willerby was born!

Willerby's first touring model was called the York and was just 11 ft long. It proved very popular with early consumers, selling more than 1,000 models in 1949.



## 1950's

Larger and more sophisticated models followed in the coming years and Willerby moved into the manufacture of permanently sited holiday caravans, with other companies also joining the growing market.

Demand from families to hire caravans on the coast or in the countryside was increasing. Another market was also emerging – slightly more luxurious holiday caravans that families could buy on a site of their choice to visit on weekends.

By the 1950s Willerby began to produce larger and more impressive models, complete with central heating, that owners could stay in all year round.



## 1970's

With the quality and choice of caravans and parks improving, the popularity of domestic holidays peaked in the mid-1970s. It was a golden time for the staycation.

However, affordable flights to exciting European destinations with reliable warm weather made the foreign package holiday a highly attractive option and the caravan industry suffered as a result.



## 1990's

Parks and manufacturers had to modernise, and they did. Double glazing and full combination boiler central heating systems were introduced to holiday homes in the late 1990s and companies produced increasingly luxurious holiday homes to the market.

As a result, the staycation maintained its appeal, albeit for many families as a second holiday after a longer trip abroad, or as an option for older consumers not wanting to travel very far. Its popularity has spiked over the years at times of financial crash and austerity, when more expensive holidays abroad have not been as attainable.







HEAD OFFICE, 2021

# TODAY'S NEWS

A lodge with a **BIG** difference. **THE MAPLETON.**

NEXT PAGE.



"Willerby hires their biggest ever intake of apprentices."

NEXT PAGE.

New and younger customers have discovered high-quality holiday homes. **READ MORE.**



## AN UNPRECEDENTED PERIOD OF BUOYANCY.

COVID-19 has unquestionably had a huge impact on the rise of the staycation, with many people turning to holidaying in the UK when foreign travel wasn't an option but, crucially, they've loved what they've experienced.

Outdated preconceptions about caravan holidays have been replaced with the realisation that the staycation is more than just a few days away. It's now seen as a highly appealing lifestyle choice.

New and younger customers have discovered high-quality holiday homes offer all the comforts of home, away from the hassle and stress of everyday life.

Shared ownership with family or friends has made it a more affordable lifestyle and there's also been an influx of traditional cruise ship holidaymakers and people selling their foreign holiday homes following Brexit.

As GP and television personality Dr Hilary Jones has pointed out,

staycations are more convenient and less stressful than holidaying abroad, with significant mental health and wellbeing benefits.

At a time when there's never been a greater awareness of the importance of mental health, this has been another important factor in the current boom.

The modernisation of holiday homes and lodges in recent years means staycations are no longer seen as a compromise, as they may have been in the past.

These upgrades have undoubtedly been the result of a more professionalised industry, which responded positively to the challenges it faced.

It has learned from the automobile and aerospace industries to become more efficient, while customers still benefit from the care and attention of skilled craftspeople.

The global climate crisis has led to a concerted drive across the sector for greater sustainability.

Major companies like Willerby are researching and investing in greener products, using recycled materials and moving from gas-powered to electric holiday homes.



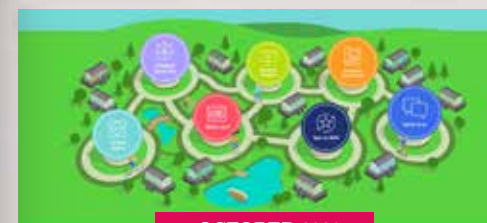
## THE MAPLETON IN A LODGE WITH A **BIG** DIFFERENCE



The Mapleton's biggest WOW factor is it's 75-inch TV.

The Mapleton's biggest WOW factor is it's 75-inch TV. Coupled with surround sound system and mood lighting, it is the perfect setting for family movie nights.

## THE VIRTUAL GLASTONBURY OF THE CARAVAN INDUSTRY!



OCTOBER 2020

PETER'S PICK

JUNE 2021

WILLERBY LAUNCHES RECRUITMENT DRIVE AMID SURGING DEMAND



The company is hiring over 100 staff to work on a new production line at its Hull headquarters as the industry benefits from a staycation boom.

Willerby Live - the UK's first online holiday home and lodge show - offered the public a chance to explore the Willerby range in the form of a fully online digital event.



FEBRUARY 2021

SATURDAY NIGHT TAKEAWAY AND WILLERBY MAKE A DREAM COME TRUE

A much-loved teacher is to enjoy her retirement in a brand-new Willerby holiday home as Willerby teams up with Ant & Dec's Saturday Night Takeaway to deliver this extra special surprise.

WILLERBY HIRES THEIR BIGGEST EVER INTAKE OF APPRENTICES!



SEPTEMBER 2021

More than 30 young people are beginning exciting careers with holiday homes market leader Willerby following the biggest recruitment of apprentices in the company's 75-year history.

WILLERBY INVESTS IN NEW HOLIDAY HOME SHOWGROUND TO SUPPORT UK STAYCATION BOOM

APRIL 2021

The latest showground in Southport, builds on the success of their other two showgrounds in Hull, and Livingston, and marks a new milestone in the company's growth.

LAUNCHING THE LATEST PREMIUM HOLIDAY HOME - THE ASTORIA



APRIL 2021

The two or three-bedroom Astoria is the first new model launch of the company's anniversary year and has been designed to maximise living space and create the ideal place to relax and unwind.

A SUSTAINABLE FUTURE!

DECEMBER 2020

Willerby adapts eco-friendly innovations as it installs not one but two biomass boilers to its factory site in Hull.





## LIFESTYLE

**The pandemic has accelerated changes to how we live, work and spend our leisure time.**

For example, the move to more flexible and hybrid working between the home and the office means people are no longer bound by traditional practices and work patterns. By working more flexibly, people will also be able to live more flexibly, decamping to a holiday home for weeks or even months at a time, safe in the knowledge they can still work remotely.

Holiday home breaks are therefore likely to become both longer and more frequent. The climate crisis is the biggest single issue facing the world and will undoubtedly have a huge impact on all our lives and those of future generations, including how we spent our holiday time.



# FUTURE

# VILLERBY

## SUSTAINABILITY

**Global warming will mean some countries become unbearably hot, meaning holidaying in the UK will be even more appealing than it is currently.**

Developers, manufacturers and consumers all want to play their part in helping save the planet and a carbon neutral holiday home, built completely from recycled materials, is a target for the industry.

**BUT IT WILL UNDOUBTEDLY GO MUCH, MUCH FURTHER THAN THIS.**

## INNOVATION

**Forward-thinking accommodation concepts are being developed to meet the changing demands of the consumer and there will be greater digitisation of holiday homes. Smart tech will become standard.**

Dr Hilary has also pointed to the benefits of being closer to nature that commonly come with a staycation, something people are increasingly aware of and desire.

The market will need to diversify as a result and it's certainly not inconceivable that, in the future, we could have holiday homes with 360-degree visibility mounted in trees or even underwater! That would surely satisfy the demand to get closer to nature!

Applied Futurist Tom Cheesewright works with global brands and governments to help them see the future more clearly and respond with agility and innovation.

He sums up the future of the holiday as this: "Tomorrow's holiday is likely to be closer to home, and may even be your home for a few weeks or months, depending on which life stage you're at. It will be a very clear break from your normal environment with a high focus on nature."

The staycation is here to stay, but expect it to continue to change. One thing won't change... the Great British public love to make the most of their holiday time on their own home shores!



Don't forget to sign up to our newsletter to receive the latest willerby news and offers direct to your inbox