



# Leslie wants to buy a Holiday Home

## Leslie is 61 years old.

Leslie is in the early stages of retirement. It might be that Leslie has earned well and is half retired, half working or it might be that he was has just retired but his life has changed to finding more about a time post-work and what he wants to do with himself and his family.

Lives	Suburban lifestyle
Married	Yes, to Kim.
Family	Has grown up children and grandchildren.
Life stage	Early stages of retirement.
Financial situation	Cash rich, low outgoings, passive income.

"We've worked hard all our lives, it is time to kick back and relax a little."

"I've never been to a Golf Club where someone doesn't look down their nose at me because I have paint on my fingers."

"I'd never give my kids money - I want them to stand on their own two feet - but it is good to be able to give them and the grandkids a week away on us."



## Kim

Leslie is married to Kim. They are happy together and want to share that happiness with the extended family they have around them.

A lot of Kim's role in Leslie's life is to provide a kind of executive function to his ideas. Leslie says he wants a new coat, Kim organises a trip to Next.

If Leslie wants to go to see a band from their youth, Kim is the one who gets online to get tickets.

## The Family

Leslie & Kim come with Two Daughters and a Son who come with other partners who come with Grandchildren.

Kim keeps track of what everyone is into at any moment — "Kevin has become a Vegan Leslie, he won't want a Steak" — and Leslie smiles along.

Leslie does not keep up with the fads, but he knows that providing his family with good times is not something that will go out of fashion.



## Wow Me

Leslie wants to feel special, but not too special. He has done well enough in life that a few doors have opened to him, but he knows the feeling of a door being slammed in his face. Leslie want the roped off area on the bar at Cayton Bay for sure, but it would feel unfair if he got to queue jump at the bar.

## Vex Me

Leslie has a cynicism which has served him well throughout the years. Anything that feels inauthentic becomes a kind of annoying white noise when he encounters it and too much of that turns him off.

### FAMILY FUN



### ACTION PACKED



### RETIRED COUPLES



### LOCAL EXPLORERS



Mostly Leslie & Kim are our Retired Couple slice but sometimes, when the Grand Children come they can be a Family Fun. Very occasionally they will join with other people are use their Holiday Home as a base to go around the local area.

## Holiday Timeline

### Booking

Leslie is an experienced Parkdean Resorts customer. He has his favourite part of his favourite park and knows the best times to arrive.

### Anticipating

Leslie and Kim have a lot of holidays every year and, because it does not involve airports or COVID tests, a trip to Parkdean Resorts is relaxing because it requires less preparations.

### Managing

Leslie looks after the financials, Kim looks after the practicals.

### Preparing

Kim takes care of a lot of the preparation but most of the time that is putting enough food in a bag to get through a few days and making sure that they bring a few bottles of wine.

### Experiencing

When it is just Kim and Leslie on park then they enjoy a kind of relaxed version of their at home lifestyle. Dinner is later, and on the decking, but washing up still needs doing.

With The Family they are an odd mix of holiday makers and people showing off their investment, proud of the place they have bought into.

### Reflecting

Leslie knows that becoming an owner is not making a Holiday that last forever but he feels that he can create a space for his family to enjoy in their own ways while finding

## Triggers

Leslie has got to a point in life where he wants to make good on the things he has worked for.

His kids have left University and have houses and so the Bank of Mum & Dad is more or less taking more in than it is giving out and that feels strange. A man should not take from his kids, he should give to them.

What can you give your kids when you've spent the last twenty-five years making sure they know how to look after themselves? What can you give back to the family that have given so much to you?

Good times perhaps?

Given that Leslie has the capital to spend on a Holiday Home and nothing drawing down on his finances he is in a position where he has decided to look at buying somewhere he can gather the family, offer breaks for his children and their families, and where he can look forward to going to on a Friday.

## Holiday Expectations

Leslie wants to create a family feeling when he is on Park. When that is Kim and himself that is about being able to walk with a little pride at what they have achieved perhaps have a little boast about what they have achieved.

When the family are on Park Leslie wants to feel like he is authoring the good times. He wants the person behind the bar to recognise him when he comes in with his Son, and he wants his grandchildren to feel like they are never bored.

## Holiday Behaviours

Should they be on site at a weekend Leslie imagines that they will stop off at the Co-op on the way out of town and get some ingredients which Kim will make into something as he opens a beer and sits out on the decking.

Saturdays are sleeping in, they are wandering down to get a paper and then spending the morning doing nothing until afternoon where he and Kim wander the park before resting down to watch the football scores come in over a few pints of Lager.

Then it is a meal at the boathouse and perhaps a trip to the Entertainments or just a say in the bar chatting to other owners. Leslie made a few friends on park, but they are Park Friends, not real friends, and he is happy with that.

## Technology Expectations

Leslie wants to be able to monitor all the costs and bills that he has to pay using an either an app or a part of the Parkdean Resorts website.

He knows that there is an idea that people his age like to see everything on paper, but he always thinks that describes the generation before him.

## Technology Behaviours

Leslie will use his mobile phone, peering over the top of his glasses, to check news & sport and has gotten used to being able to navigate various applications although he leans on Kim for a lot of the planning the family are doing.

## Tasks

Leslie would like to...

What are the barriers to achieving that?

What behaviour patterns are relevant

...find out if the lifestyle of a Holiday Home Owner.

The depth of information on Parks on Parkdean Resorts is often about the Parks as a holiday maker and not as a Holiday Home Owner.

Leslie is looking for authenticity.

...do quick research into the costs of a holiday home to broadly decide if it was an aim he should pursue.

Leslie is cautious about corporate messaging. During his lifetime the world has gone from telling you a product exists to telling you it will solve all your problems. He has found his cynical edge has served him well and he feels he is able to see through insincere messaging.

First and foremost Leslie is altruistic. He has a memory of endless summer holidays and wants to give them to his grandchildren, he knows how hard it is to get the money for holidays for his kids and he wants to be able to offer them a week away to help out, he has an idea of the best times he and Kim have had and wants to find a place where those good times happen more.

...investigate the Park he has in mind and wants to find out about the lifestyle of a Holiday Home Owner.

Leslie has, to some degree, fallen in love with the idea of being on holiday forever and so what he is looking for in a Holiday Home Owners Park is the same as he has looked for in a Holidaymaker's Park.

Leslie's decision making is filtered through Kim, who is more level headed in these matters.

...do in-depth research about what he will be getting for his money should he become a Holiday Home Owner.

Leslie needs to find appropriate information before he feels he has a view of costs and often Parkdean Resorts can only offer broad examples.

In the second instance Leslie is financially practical having had experience managing his money and his business he feels like he knows a good deal, a bad deal, and he knows that to get what you want sometimes you have to pay a bit more.

...find social proof that the lifestyle on offer for Holiday Home Owners is something which he, and his family, will enjoy.

The Parkdean Resorts website is very good at talking about product, less good at talking about lifestyle, and as with most corporate communication, when it does try talk about intangibles it comes over as a little false.

Leslie wants to discover about the lifestyle because he wants to start excited about a purchase, but also to ward off worries that he will be joining a club that would exclude him in some way.

...make an appointment to talk to someone in some way about Holiday Home Ownership.

Leslie needs to be assured that when he gets an appointment on park he will maintain some control over the purchase encounter.

Leslie likes to feel that people are interested in him, and feels that it is not unreasonable when spending six figures on something to be given a little of special treatment.

## Website

"If you want to do anything these days you have to use the Internet. Its just how it is."

## WhatsApp

Uses it and is in a few groups  
"Super Text Messaging"

## Facebook

Uses it but often fails to see the point  
"It is where blokes talk nonsense isn't it?"

## Instagram

"The kids look at it too much, but I've never bothered."

## Tik Toks

"Tiki Tok is nothing to do with me, and I'm nothing to do with it."

## What / Has / Need

Wants To Do	Has To Do	Needs To Do
Find out if he would like to become a Holiday Home Owner.	Ensure that he understands what he can expect the experience of Holiday Home Owner to be and how that experience relates to his family.	Create a broader narrative around ownership that he and his extended fit into.
Find out if he can afford to become a Holiday Home Owner.	Ensure that he understands all the costs, both fixed and flexible, around Holiday Home Ownership.	Create a financial model to underpin his understanding of Holiday Home Ownership.

### Leslie would like to...

...investigate the Park he has in mind and wants to find out about the lifestyle of a Holiday Home Owner.	Arrive at the website and looks to get a confirmation that he is dealing with the same people that he deals with when he is on Holiday. (This is largely a subconscious judgement.)	Looks for information about the lifestyle of an owner	Looks for restrictions which might be placed on him as an owner	Looks for an indicative cost of how much being an owner will cost.	Moves onto a either a fuller research of financials (preferred) or to set an appointment.
...find out if the lifestyle of a Holiday Home Owner is for him and that we have a park he will feel comfortable on.	Arrives at website, looks for positive reinforcement that they are at a friendly place	Look for options around Parks and tries to find out what a standard offering on a park.	Discovers the difference in Parks, and looks for an idea that there will be a Park which suits their needs.	Discovers a Park which offers the lifestyle they want.	If they are spending the money - or involved in spending the money - they will move to the next row
...do quick research into the costs of a holiday home to broadly decide if it was an aim he should pursue.	Looks for an understanding of the shape of costs. How much is upfront, how much is on-going?	Looks for a place where indicative costs can be found. This includes a broad price banding of Holiday Homes.	Looks to make indicative costs into firmer costs including selecting probable holiday homes.	Looks to record/share those firmer costs.	Looks to make an appointment.
...do in-depth research about what he will be getting for his money should he become a Holiday Home Owner.	Needs to understand the indicative costs and lifestyle	Finds the Park he is interested in, but looks for alternatives if they have a better value/return.	Looks for Holiday Homes available and selects a range	Goes down a list of possible costs to create a line item for each, possible export to Excel or Similar.	Looks over data offline, and then Looks to make an appointment.
...find social proof that the lifestyle on offer for Holiday Home Owners is something which he, and his family, will enjoy.	Come to the website either informed about Parks and Costs or not.	Looks for the life on park trying to find like people, and an authenticity in those people.	Is prepared to go off site for Social Proof.	Mostly mental, but could be a final check before making an appointment.	
...make an appointment to talk to someone in some way about Holiday Home Ownership.	Understands costs and has a firm idea of which park they want	Looks for a way to create an appointment.	Fills in a level of detail he is comfortable with and gets options as to when he could set an appointment.	Physical appointment added to Calendars	Afterwards he expects a follow up from the appointment delivered online.