

FIND YOUR VIEW

at Valley View



A warm, nature-led mini campaign celebrating the arrival of a brand-new Willerby holiday home. Designed to inspire families, couples and nature lovers to imagine their new Mid-Wales escape.

VALLEY VIEW
HOLIDAY PARK

How the Campaign Works & Why...

Fits the Park Perfectly

Valley View Holiday Park is all about rolling hills, the beautiful views, calming atmosphere, walking routes and escapism to the countryside.

“Find Your View” elevates this into a clear brand message.

Fits the Customer Segments

All of Valley View's customer segments can be covered by this campaign.

- **“Find Your Family View”** Inspires families, exploration and making memories.
- **“Find Your Tranquil View”**. Perfect for a couples peaceful weekend away.
- **“Find Your Wild View”** Great for nature lovers, and those who love to walk, cycle and capture memories!

Fits the Tone of Voice

The ‘Find Your View’ campaign fits Thornley leisure's tone of voice perfectly!

- **Friendly**
- **Reassuring**
- **Family-led**
- **Nature-focused**
- **Warm**

(and not overly salesy!)

Focused on making memories and discovering new experiences

Emphasises Ownership

The ‘Find Your View’ campaign is a great message for holiday home ownership!

Find “Your” View

- **Your Escape**
- **Your Second Home**
- **Your Place in the Countryside**

Perfect for selling a new holiday home!

Email Newsletter

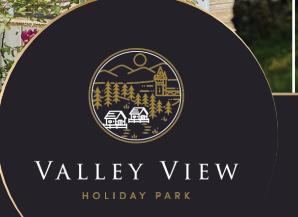
FIND YOUR VIEW

at Valley View

New
Holiday Home Available



A NEW WILLERBY HAS ARRIVED...
Come & see the View →



A New way to "View" your escape...

A brand-new Willerby Boston Lodge has just arrived at Valley View Holiday Park, and it's ready to become your countryside retreat. Set in the rolling hills near Welshpool, Valley View offers the perfect escape for families, couples and nature lovers.

2 Bedrooms | 40ft x 20ft | Sleeps 6 | Lodge



Exclusive
Low deposit offer

Key Features

- Beautiful Open-plan Space
- Modern Willerby Design
- Spacious Bedrooms for Family Stays
- Double-glazed Windows



- Modern Willerby Design
- Spacious Bedrooms for Family Stays
- Double-glazed Windows
- Central Heating
- Patio & pathway



No Site Fees for
2026

YOUR COUNTRYSIDE ESCAPE STARTS HERE...

Life at Valley View will help you unwind, explore and enjoy quality time in nature.

- Beautiful rural setting
- Peaceful & relaxing atmosphere
- Close to Powis Castle & Lake Vyrnwy
- Ideal base for exploring Mid-Wales!



THE ADVENTURE AWAITS... →

BOOK YOUR VIEWING

Facebook Posts



Post 1: Find Your View

A New way to “View” your escape...

A brand-new Willerby Boston Lodge has just arrived at Valley View Holiday Park, and it could be the countryside retreat you’re dreaming of. Set in the peaceful Mid-Wales hills near Welshpool, Valley View is the perfect spot for families, couples and anyone who loves the outdoors.

Why Valley View Feels like Home...

Beautiful rural setting | Peaceful, relaxing atmosphere | Close to Powis Castle & Lake Vyrnwy | Ideal base for exploring Mid-Wales.

Ready to see if for yourself?
Book your viewing today!



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at Valley View

New
Holiday Home Available

VALLEY VIEW
HOLIDAY PARK

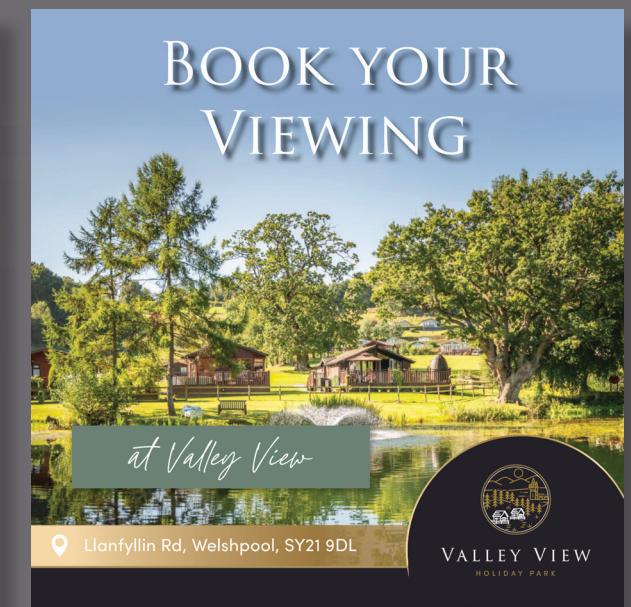


VALLEY VIEW
HOLIDAY PARK

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Llanfyllin Rd, Welshpool, SY21 9DL

VALLEY VIEW
HOLIDAY PARK

Facebook Posts



Post 2: Your Countryside Retreat Awaits

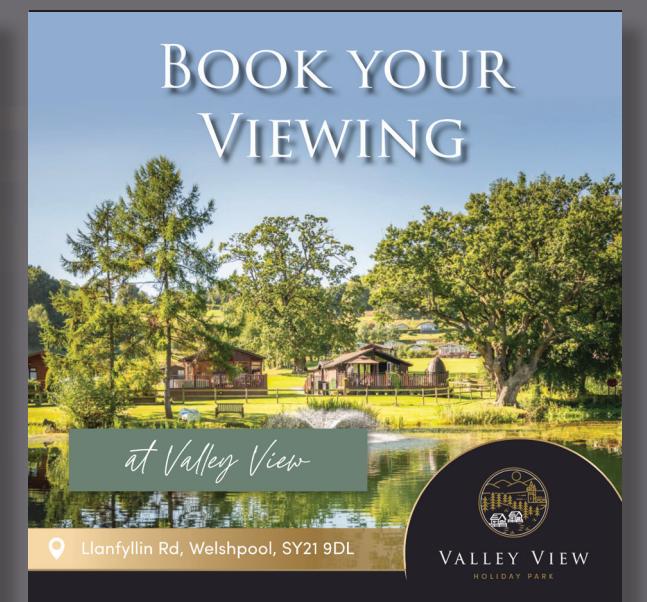
A New Willerby Has Arrived... Come & See the View

Step inside a brand-new Willerby Boston Lodge at Valley View Holiday Park and discover open-plan living, modern design and countryside views that frame every moment.

Surrounded by rolling hills, walking routes and some of Mid-Wales' most loved attractions, Valley View is a peaceful escape for families and couples alike.

Explore the features of our new Holiday Home.

See where your next escape could begin. CTA: Book your viewing



Instagram Posts



Post 1: Find Your View

A New Willerby Has Arrived... Come & See the View

The countryside is calling...

A brand-new Willerby Boston Lodge has just arrived at Valley View Holiday Park, and it could be the countryside retreat you're dreaming of. Set in the peaceful Mid-Wales hills near Welshpool, Valley View is the perfect spot for families, couples and anyone who loves the outdoors.

- Willerby Boston Exterior
- Living Space /Bedroom
- CTA: Book Your Viewing



FIND YOUR VIEW
at Valley View

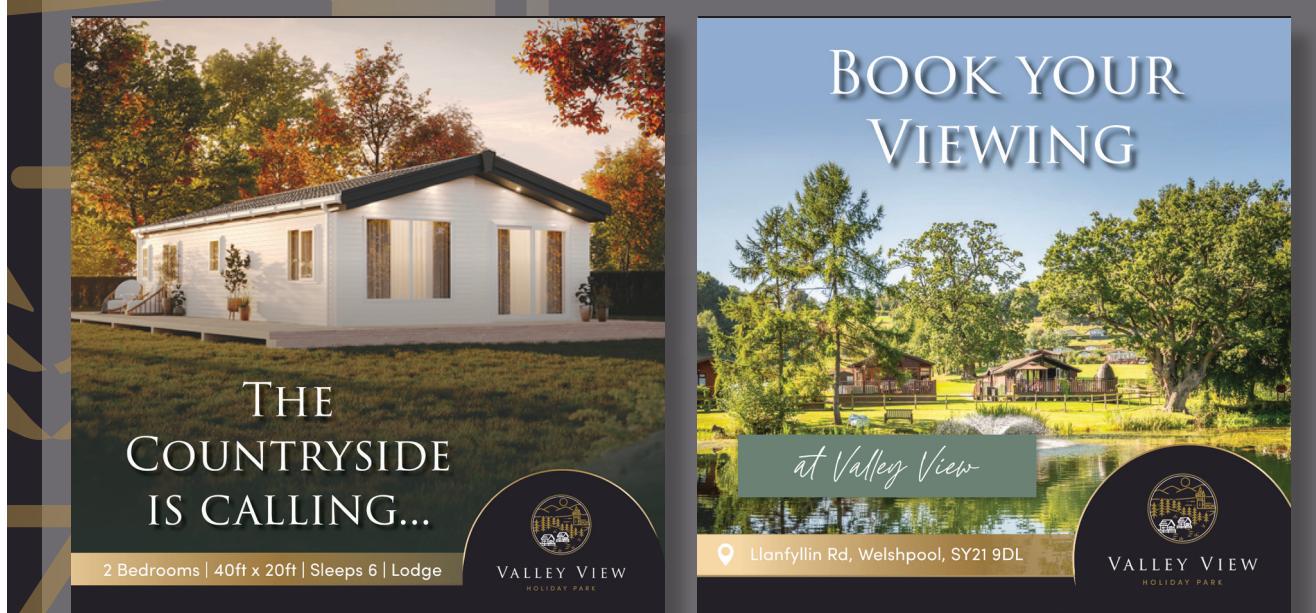
New Holiday Home Available

Willerby Boston Lodge

Come & See the View...

2 Bedrooms | 40ft x 20ft | Sleeps 6 | Lodge

VALLEY VIEW HOLIDAY PARK



THE COUNTRYSIDE IS CALLING...

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Llanfyllin Rd, Welshpool, SY21 9DL

VALLEY VIEW HOLIDAY PARK

Instagram Posts



Post 2: Nature & Lifestyle

Instagram Reel Concept

The countryside is calling...
find your view

Reel Concept:

Slow, calming clips of rolling hills,
walking trails, the new Willerby interior
and beautiful sunsets at the park.

The idea is to inspire people to
make memories and escape to the
countryside.

On screen text: Find Your View

Caption: Your peaceful countryside
escape awaits.

CTA - Book Your Viewing

