



*...delivering exceptional events*



### The Challenge

Haven needed a national business partner capable of delivering an annual programme of Summer activities for their 14,400 Owners' Exclusive members across all 35 national parks.

### Solution

Haven's Owners' Exclusive club members are their most precious customers.

These are the people who have purchased a holiday home from the company and who deserve special attention to ensure they get the highest value from their investments and during their stays at Haven's 35 national parks.

During an economic recession, it is common for people to choose domestic rather than foreign holidays. Haven recognised this trend and, to ensure their customers got the best from their holiday-experiences, invested £175m in their parks.

Part of this investment included a focus on their leisure activities.

Events Incorporated began working with Haven in 2009. The aim: to devise a world class programme of activities for the 6-month Summer season, beginning in April.

It was important that the range of activities selected reflected the diverse demographic of Haven's owners and contained "something for everybody". For 2010, the programme includes:

- Segway riding
- London bus treasure hunts
- Falconry
- Hovercraft driving
- Ice skating
- Helicopter flights.

Our staff work with Haven's park employees to manage these 6 activities across all 35 sites. All of our activities are run under the strictest safety conditions.

---

#### Events Incorporated Ltd

Stanbridge Office Buildings | Stanbridge Road | Leighton Buzzard | Bedfordshire | LU7 4QQ

T 01525 374 572 | F 01525 373 423 | W [eventsinc.co.uk](http://eventsinc.co.uk)

*when's your next event?*



*...delivering exceptional events*

## The Future

Events Incorporated is extremely proud and privileged to have been chosen to work with Haven for a third year running.

We will be providing in 2011, across all 35 parks:

- Falconry
- Helicopter Flights
- Psychic Medium with Tony Stockwell and Friends
- Out in the Wild Bushcraft Skills
- Fire Drill
- Chocolate Making

*"Sonia and her team at Events Incorporated have become extremely valued partners for Bourne Leisure/Haven Holidays. They have worked with us to make our Owners' Exclusive Events offering an exciting reality."*

*For Sonia and her team nothing is too much trouble. Our owners are a very special group of people and we trust Events Incorporated 100% to provide them with the most exciting activities that set Haven owners apart from the rest.*

*Events Incorporated has put together a programme of activities that includes helicopter flights, Segway riding, hovercraft driving and even falconry. We will be offering these free of charge to all of our owners throughout the Summer season.*

*Events Incorporated and Bourne Leisure/Haven Holidays – true partnership making a difference."*

**Head of Owners Services, Bourne Leisure**

---

### Events Incorporated Ltd

Stanbridge Office Buildings | Stanbridge Road | Leighton Buzzard | Bedfordshire | LU7 4QQ

T 01525 374 572 | F 01525 373 423 | W [eventsinc.co.uk](http://eventsinc.co.uk)

**when's your next event?**