

Park Holidays UK Ltd

Gender Pay Gap Report, Snapshot Date 5th April 2024

Introduction

At Park Holidays we are committed to fostering a diverse and inclusive environment, both for our team members and our guests. We strive to ensure that each one of our holiday guests and owners has an outstanding experience when visiting our Parks, and our team members are a vital and valued part in enabling us to achieve this objective. Only through our continued commitment to providing a fair and equitable work environment can we hope to achieve the highest standards across our business. We support and value all our employees equally, regardless of their gender, age, ethnicity and seniority.

Gender Pay Gap

We are delighted to report a decrease in our gender pay gap in 2024 at both the mean and median.

As of the 5th April 2024 snapshot date, our mean gender pay gap stood at 25.7%, down from 35.7% in 2023 and 47.1% in 2022. Our median gender pay gap stands at 1.3% (compared to a national median of 13.1%), both of which are favouring males. In 2023 this stood at 1.7%. We continue to be encouraged by our progress and favourable position compared to the national average.

The improvement in our mean and median gender pay gap is a result of our continued focus on the development of our female colleagues into management and leadership roles. Since our last report we have appointed senior female leaders including our 'Head of Learning and Development', 'Head of People Operations', 'Head of Brand and Content' and 'Service Assurance & Project Delivery Manager'. In addition, just under half of our Exec roles have female successors.

Our Park General Manager role continues to have strong female representation with around 40% of General Managers being female.

We continue to focus on developing existing female talent with a wide range of development programmes and courses with a strong female presence. 62% of our employees on Apprenticeship programmes are female. We have 3 of our senior female employees on the WiHTL (Women in Hospitality, Travel and Leisure) & DiR (Diversity in Retail) UK and Ireland programme, and a further 1 female employee on the WiHTL Ethnic Future Leaders programme.

Pay Quartiles

The proportion of men and women in each quartile of our payroll has changed since 2023, with 44% of colleagues in the Top Quartile being female, compared to 42% last year and 29.2% in 2022. This represents a significant change in our senior population since 2022.

The Upper Middle Quartile has also changed year on year with 55% being female compared to 45% last year and 47.7% in 2022. The increase in female colleagues in the top two quartiles is an encouraging trend towards improved female representation in more senior roles.

Top Quartile		
	% Male	56%
	% Female	44%
Upper Middle Quartile		
	% Male	45%
	% Female	55%
Lower Middle Quartile		
	% Male	45%
	% Female	55%
Lower Quartile		
	% Male	44%
	% Female	56%

Bonus Payments and Participation

Around 34% of female colleagues were eligible for a bonus during the year, compared to 31% of males. Our median bonus gap has reduced from 82.8% in 2022 and 63.4% in 2023 to 52% in 2024, whilst the mean stands at 80%. We are encouraged by this trend in our median bonus gap, noting that the median is a better measure of central tendency than the mean, and less skewed by significantly high or low figures.

We recognise that the higher proportion and number of males in the most senior, higher paid roles resulted in the bonus gap favouring males both at the mean and median, however we continue to actively address this with the ongoing appointment of females to senior positions (as noted in the quartile analysis), and a continued consistent and fair approach to bonus eligibility and calculation.

People Strategy, Policies and Practices

In order to continue to deliver the best service to our customers, we recognise that we need to recruit, retain and develop a diverse workforce. We are in the final year of our 3-year People Plan which we set in 2023. This sets out our priorities for key people policies and practices, with a strong focus on talent management, leadership development, reward and recognition.

We continue to offer a range of work schedules which provide flexibility not just to our female colleagues, but across the organisation.

During the last year we have implemented a Compensation Module for managing our annual pay review and bonus award process to support fair and equitable compensation. We expect the imminent release of an Application Tracking and Recruitment module to underpin our recruitment and onboarding process to ensure it supports the development of a diverse workforce.

In 2025 we are delighted to have been awarded Investors in People Gold Accreditation status which reflects our commitment through our 3-year People Plan to develop our people, foster a culture of

continuous improvement, and create an environment where everyone can thrive, regardless of gender, age, ethnicity and seniority.

A handwritten signature in black ink, appearing to read 'CL' followed by a stylized flourish.

Chris Ling
Chief Financial Officer
Park Holidays UK Ltd