



## McNicholl Caravans



### Business in Numbers

Year established: 1980

Number of businesses: 6 caravan parks

Locations: 2 in Northern Ireland, 2 in Scotland, and 2 in the Republic of Ireland

Employees: 16

Energy as a % of costs: 5%

Digital Channel Presence: TikTok, Instagram, Facebook and website.



### Business Overview

McNicholl Caravans is a family-owned business based in Mid Ulster. Since 1980, the company has grown steadily and become a recognised name in the caravan industry. Today, the group operates six caravan parks across Northern Ireland, Scotland, and the Republic of Ireland.

### How is sustainability visible in daily operations?

The company uses LED lighting in its business offices and across the individual caravan parks. Each caravan park also has a recycling point, with clearly marked bins and opportunities for users to recycle appropriately.

### How is food waste monitored or reduced?

Food waste is not monitored centrally. This remains at the discretion of each individual caravan owner.

### What is the role of local sourcing?

Local sourcing plays an important role because the company operates caravan sites throughout Ireland. Where possible, McNicholl Caravans uses local suppliers and providers, including decking suppliers and tradespeople such as plumbers.

## How is digital used to grow and promote the business?

The company previously relied on postage to communicate with its client base. It now conducts most communication with staff, suppliers, and clients by email, and 90% of banking is carried out online. In marketing and sales, McNicholl Caravans uses social media extensively to promote its services. It creates walk-through videos of caravans to give potential buyers a virtual experience, and it also uses podcasts as part of its promotional activity.

## What data is informing key decisions?

The management team receives regular financial updates from the company accountant. These updates include sales figures, margins, costs, and occupancy rates. The team uses this information to support decision-making, while also keeping track of industry trends, customer demands, and customer feedback.

## What tools support energy or waste tracking?

Energy and waste tracking inside individual caravans is left to the discretion of each caravan owner. The case study does not describe a central company-wide tracking tool for this area.

## How is social media shaping customer relationships?

Social media has changed how the company sells and markets its services to current and prospective clients. McNicholl Caravans uses TikTok, Instagram, Facebook, and its website to communicate with potential customers. By using smartphones to produce polished walk-through videos, the company gives prospective buyers a stronger virtual experience than pictures and text alone.

## How will you connect with the next generation of customers?

The next generation is already involved in developing the family-owned business. The company has adopted up-to-date communication tools to stay in contact with current and prospective clients and plans to continue keeping pace with new opportunities. It received positive feedback on a recent podcasting experience and is considering developing that further. In relation to sustainability, the company is exploring an EV charging point in one caravan park in Scotland and solar installation across four caravan parks, with one already underway. It is also exploring the option of adding camping and touring pitches in future.

## Describe your leadership style. What principles guide your daily decisions?

McNicholl Caravans describes itself as a family-run business founded by the parents 45 years ago, with the next generation and their partners now involved as well. The company values an inclusive management style in which all opinions are heard and key decisions are discussed in detail before a final course of action is agreed.

## An example of how you have led through adversity

The company points to the COVID crisis as the clearest example of adversity. During the prolonged closure of all sites, the family continued to work in the business, followed government directives in both Northern Ireland and the Republic of Ireland, and communicated relevant information to customers immediately. Communication channels stayed open throughout the period, customer concerns were addressed promptly, and maintenance work on parks continued.

## How is purpose embedded in branding and storytelling?

The company connects its business identity with family values such as openness, trust, and attention to detail. It also links its commitment to staff and customers with a wider commitment to excellence, aiming to provide an outstanding service and make every client feel valued and appreciated.

## How is sustainability communicated to customers?

McNicholl Caravans communicates sustainability on site through clearly marked recycling points and instructions that explain how to recycle appropriately.

