



July 2011

Dear Exmoor Beast Friend

**REF: ACCOMMODATION FOR EXMOOR BEAST AT BUTLINS MINEHEAD**

You are probably wondering why I'm writing to you. Following the success that was the Beast at Butlins 2009 and 2010, we are working together again for 2011, providing a family orientated Sportive with lots to do for everyone. With this in mind I thought you might have some questions about booking accommodation here at Butlins Minehead for the Exmoor Beast Weekend 2011. Below I have endeavoured to answer those questions for you, hopefully giving you all the information that you need to enable you to comfortably make your booking with us.

**When is the weekend?**

This year the Exmoor Beast Sportive is taking place on Sunday 30<sup>th</sup> October 2011. The break at Butlins starts on Friday 28<sup>th</sup> October and run to Monday 31<sup>st</sup> October. But with a full week of fantastic entertainment for the half term holidays there is the opportunity to extend your break.

**What will be happening during the weekend?**

As well as the usual fabulous Butlins experience, that weekend here at Butlins we are hosting our annual Halloween and Fireworks celebration - so there will be lots going on for those members of your family who aren't taking part in the Sportive... and of course, the Exmoor Beast Cycle Event itself.

**How do I book my accommodation?**

We have set up a dedicated Booking System for all Exmoor Beast Friends, all you need to do is call 0845 070 4760, to speak to one of our expert Holiday Advisors and quote 'Exmoor Beast 845' to ensure that you are booked with the Beast.

**How much will the accommodation cost?**

This will vary, as with booking any holiday. You can get some great offers by booking early and also you'll get the choice of all available accommodation. Our Holiday Advisors are on hand from 9am to 9pm 7 days a week to get you the very best deal.

**What if I book via the internet?**

If you book via the internet, you will be booking as a usual Butlins Holidaying Guest, and not as part of the Exmoor Beast.

**But I have seen the accommodation for a different price on the internet...**

If you do, please give our Holiday Advisors a call on 0845 070 4762, they will be able to offer you the very best rates available at the time of booking.

**Where can I find out more about Butlins Minehead?**

Please feel free to call our Holiday Advisors on 0845 070 4762, as I mentioned earlier, they are the Holiday Experts and as they are all based in Minehead, they know plenty about the Resort and the area. Alternatively, you could check out our website at [www.butlins.com/minehead](http://www.butlins.com/minehead)

We're looking forward to seeing you all here for the Exmoor Beast Weekend 2011 at Butlins Minehead.

Yours sincerely,

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