# Pontins holiday park in Southport closes abruptly after Storm Henk flooding



# Abandoned Echoes: The Sudden Closure of Pontins Holiday Park

In early 2024, the once-bustling Pontins Holiday Park in Southport abruptly shut its doors, leaving both vacationers and the local community in shock. This closure, confirmed by Britannia Hotels, marked an end to an era for a resort that had long served as a cherished getaway for families. Now, the venue stands in eerie silence, its once-vibrant atmosphere replaced by the melancholy of abandonment.

The site, which opened in 1970, had been a popular destination for numerous events, including family celebrations and festivals. However, a recent assessment of its viability, exacerbated by damage from flooding during Storm Henk, prompted the decision to close. Staff were informed with little notice, and customers who had bookings were left to navigate last-minute cancellations and refunds.

Urban explorer Matt from Rochdale, who documents abandoned spaces on his social media platform, was one of the first to highlight the forlorn state of the Pontins site. Initially drawn by the intrigue of exploring derelict buildings, he captured the stark contrast of its preserved apartments and facilities, still fully furnished but now enshrined in dust and silence. “I just happened to be in the area, so I checked it out along with my best mate,” he said in a recent interview, emphasising the distinctive history those spaces once represented.

As Matt elaborated, “There are big misconceptions about what I do. I am not trying to encourage people to put themselves in danger or take any risks. I do this on behalf of people to give them an insight into the amazing history of some of these buildings.” Despite the thrill of exploration, he urges potential explorers to consider the legal and safety implications of entering abandoned properties.

The repercussions of the holiday park's closure extend beyond physical structures. Local businesses that relied on the foot traffic brought in by the resort face uncertainty in the wake of its shutdown. Catering and entertainment companies, which had anticipated patronage from planned events at Pontins, are now scrambling to make alternative arrangements. The holiday park’s abrupt cessation has sparked a broader conversation regarding the impact of such closures on regional economies, particularly in areas dependent on tourism.

Portions of the community are now left contemplating what the future holds for this once-lively site. The shuttering of Pontins in Southport follows similar closures at locations like Prestatyn and Camber Sands, signalling a challenging period ahead for holiday resorts, many of which are grappling with the effects of climate change and changing demographic trends.

The poignant images shared by Matt encapsulate a moment frozen in time — rooms brimming with nostalgic decor but devoid of life, presenting a haunting reminder of both the park's past glory and its unforeseen end. As the Southport site falls further into disrepair, questions remain about the ultimate fate of these once-popular holiday destinations and the communities they supported.

In reflecting on the demise of this cherished locale, it becomes evident that the impact stretches beyond just the walls of the resort. It serves as a stark reminder of the shifting tides in the tourism industry and raises critical discussions about sustainable hospitality practices moving forward.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/uk/2051752/pontins-holiday-park-abandoned-untouched), [[3]](https://www.bbc.co.uk/news/uk-england-merseyside-67874319), [[4]](https://standupforsouthport.com/pontins-holiday-park-in-southport-closed-with-immediate-effect/)
* Paragraph 2 – [[2]](https://www.otsnews.co.uk/ainsdale-pontins-staff-informed-of-permanent-closure/), [[5]](https://www.thebusinessdesk.com/northwest/news/2126332-pontins-southport-holiday-park-to-close-permanently)
* Paragraph 3 – [[6]](https://www.itv.com/news/granada/2024-01-03/third-pontins-closed-within-weeks-of-two-others)
* Paragraph 4 – [[4]](https://standupforsouthport.com/pontins-holiday-park-in-southport-closed-with-immediate-effect/), [[5]](https://www.thebusinessdesk.com/northwest/news/2126332-pontins-southport-holiday-park-to-close-permanently)
* Paragraph 5 – [[7]](https://www.manchestereveningnews.co.uk/news/greater-manchester-news/inside-abandoned-pontins-holiday-park-28834887)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.express.co.uk/news/uk/2051752/pontins-holiday-park-abandoned-untouched> - Please view link - unable to able to access data
2. <https://www.otsnews.co.uk/ainsdale-pontins-staff-informed-of-permanent-closure/> - In January 2024, staff at Pontins in Ainsdale were informed of the site's permanent closure. The owner, Britannia Hotels, announced the decision after assessing the park's future viability. The closure left staff without jobs and affected planned events, with organizers like RaveKidz being notified of the shutdown. The site had previously been evacuated due to flooding on New Year's Day. The holiday park, opened in 1970, had hosted various events and was a popular destination for families. The closure raised concerns about the future of the area and the impact on local businesses.
3. <https://www.bbc.co.uk/news/uk-england-merseyside-67874319> - In January 2024, Pontins Southport Holiday Park closed permanently after assessing the park's future viability. The decision followed flooding caused by Storm Henk, which made the site commercially unviable. Staff were informed of the closure shortly before lunchtime, and customers with bookings were contacted and refunded. The closure was part of a series of shutdowns, including those at Prestatyn and Camber Sands. The site had previously hosted events like a New Year's Eve party for families. The owner, Britannia Hotels, has been contacted for further information.
4. <https://standupforsouthport.com/pontins-holiday-park-in-southport-closed-with-immediate-effect/> - In January 2024, Pontins in Southport closed with immediate effect. Britannia Hotels, the owner, confirmed the closure after assessing the park's future viability. Staff were informed of the decision, and no bookings were being accepted on the site. The closure followed the shutdowns of Prestatyn and Camber Sands in November. The Southport site, located in Ainsdale, was known for its facilities, including indoor swimming pools and entertainment. The sudden closure left holidaymakers and staff without prior notice, raising concerns about the future of the area and the impact on local businesses.
5. <https://www.thebusinessdesk.com/northwest/news/2126332-pontins-southport-holiday-park-to-close-permanently> - In January 2024, Britannia Hotels announced the permanent closure of Pontins Southport Holiday Park after assessing the park's future viability. The decision followed the closures of parks at Prestatyn and Camber Sands in November. The sudden closure left event organizers, like Rave Kidz, scrambling to relocate planned events. The Southport site, located in Ainsdale, was known for its facilities, including indoor swimming pools and entertainment. The closure raised questions about the future of the site and its impact on the local community and economy.
6. <https://www.itv.com/news/granada/2024-01-03/third-pontins-closed-within-weeks-of-two-others> - In January 2024, Pontins in Southport closed with immediate effect, becoming the third site to shut within weeks of two others. The owner, Britannia Hotels, announced the closure after assessing the park's future viability. Staff were informed of the decision, and no bookings were being accepted on the site. The Southport site, located in Ainsdale, was known for its facilities, including indoor swimming pools and entertainment. The sudden closure left holidaymakers and staff without prior notice, raising concerns about the future of the area and the impact on local businesses.
7. <https://www.manchestereveningnews.co.uk/news/greater-manchester-news/inside-abandoned-pontins-holiday-park-28834887> - After the closure of Pontins Southport Holiday Park in January 2024, urban explorer Matt from Rochdale documented the abandoned site. The holiday apartments, complete with their furnishings and facilities, remained intact, casting a ghostly aura over the area. Matt, known for exploring derelict buildings, shared his findings on social media, providing an insight into the once-vibrant resort now left in silence. The images showcased the eerie stillness of the site, with rooms furnished as if time had stood still, highlighting the sudden and unexpected nature of the closure.