



WELCOME TO BUTLIN'S  
**CELEBRATING 75 YEARS**  
1936-2011

It's been 75 years since the first holidaymakers arrived at Billy Butlin's brand new holiday camp in Skegness. Imagine how excited they would have felt as they were handed the keys to very own holiday home: a passport to fun and freedom; an escape from the everyday into a carefree holiday world. Of course, lots has changed since 1936. Our stylish hotels, our spas, our exciting activities and West End-style shows would be unrecognisable to those early campers. But we like to think the important things have stayed the same. "Our true intent is all for your delight" reads the sign at Skegness, and it's still true today. We believe there's no better job than making people smile; that's why we're still finding new ways to delight and entertain our guest. Join us as we look back at 75 years of holiday magic. If you'd like to share your own Butlins memories, we'd love to hear from you. Find out how to contact us on page 35.