



NORWEGIAN LOG

SINCE 1984

Universal UK Project: A Commercial Opportunity for Bedford Landowners



A MESSAGE FROM OUR CEO, EDWARD TAYLOR

The Universal UK Project represents one of the most exciting commercial opportunities Bedfordshire has seen in decades.

For landowners, farmers, estates and rural businesses, the potential goes far beyond the theme park itself. Millions of visitors are expected to travel into the area each year, creating new demand for high-quality places to stay, explore and spend time.

This is a moment for local landowners to think differently about their land.

Whether you are considering holiday lettings, premium visitor accommodation, Airbnb-style stays or a wider diversification project, the opportunity is to create something that works commercially now and continues to deliver long into the future.



At Norwegian Log, we are here to help clients explore that potential properly. From early feasibility conversations and planning support through to design, specification and delivery, our role is to help you understand what is possible and how to move forward with confidence.

Aurora Commercial has been created with this type of opportunity in mind: premium, year-round accommodation designed for commercial use, guest appeal and long-term value.

Bedford's visitor economy is about to change. For the right landowners, now is the time to start planning.

EDWARD TAYLOR
CEO, NORWEGIAN LOG

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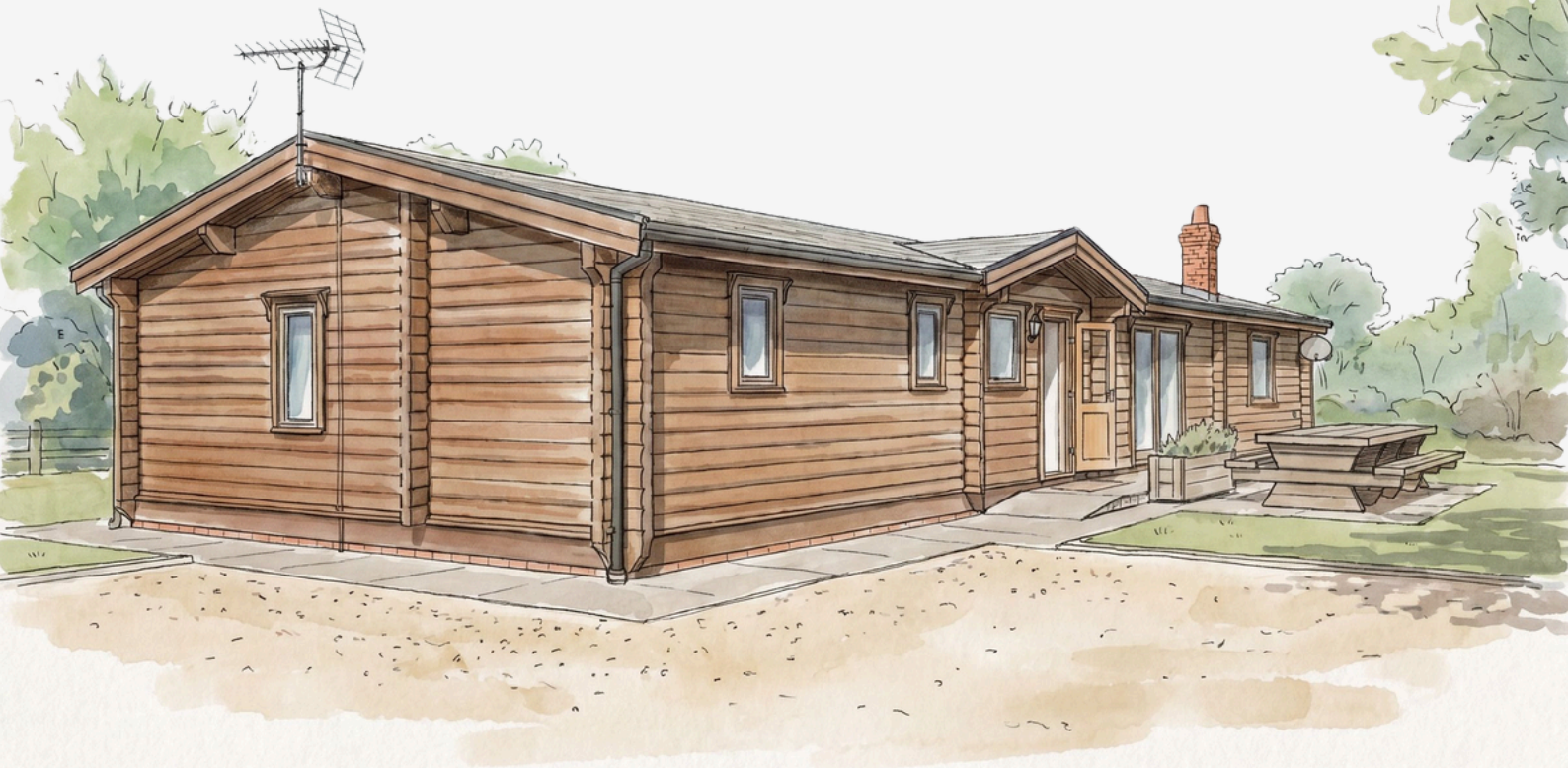
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Turning Bedford's Future Footfall into Long-Term Land Income

The Universal UK Project has the potential to change the commercial landscape of Bedfordshire. With Universal United Kingdom Resort expected to open in 2031, Bedford is set to become home to one of the UK's most significant new visitor destinations.

For local landowners, farmers, estates, rural businesses and hospitality operators, this is not just a tourism story. It is a land diversification opportunity.

Millions of visitors are expected to travel to Bedford each year. They will need places to stay, places to base themselves, and accommodation that feels more memorable, flexible and experience-led than a standard hotel room.

This creates a powerful opportunity for landowners to turn underused or low-yield land into premium holiday accommodation, short-stay rentals, Airbnb-style stays and year-round visitor lets.

Norwegian Log can help landowners move early, plan properly and create high-quality accommodation that is built for long-term commercial return.

The Bedford Opportunity

Universal United Kingdom Resort is expected to become one of the UK's biggest visitor attractions, bringing national and international tourism into Bedfordshire at a scale the area has never seen before.

The resort is expected to include a world-class theme park, visitor accommodation, retail, dining and entertainment. While Universal's own hotel provision will serve part of the market, a destination of this scale is likely to create demand far beyond the resort itself.

Not every visitor will want to stay on-site. Many families, couples, groups and international guests will look for alternative accommodation nearby, particularly if they want more space, privacy, self-catering facilities or a quieter rural setting after a busy day at the park.

This is where Bedford landowners can benefit.

Well-positioned land within reach of the resort could become commercially valuable for:

- Premium holiday cabins
- Airbnb-style short stays
- Family-friendly rental accommodation
- Rural retreats for theme park visitors
- Contractor accommodation during the construction phase
- Longer-stay accommodation for staff, suppliers and project workers
- Additional visitor accommodation linked to pubs, wedding venues, farms and estates

The opportunity is not only about opening year. It is about preparing for a long-term change in Bedford's visitor economy.



Why Landowners Should Act Early

The strongest commercial sites are rarely created at the last minute. Landowners who begin exploring feasibility, planning, access, utilities, layout and guest experience now will be better placed to launch ahead of peak demand.

Early planning allows landowners to understand:

- Whether their land is suitable for holiday accommodation
- What level of development may be commercially viable
- How many units could realistically be placed on site
- What permissions may be required
- What infrastructure is needed
- How to phase investment
- How to create a premium guest experience
- How to build a commercially credible business case

As Bedford's profile grows, competition for visitor spend will increase. Landowners who move first can establish their site, build reviews, create repeat bookings and become part of the local accommodation ecosystem before the market becomes crowded.

The Commercial Case for Premium Accommodation

The Universal UK Project is expected to attract families, domestic tourists, international visitors, contractors, operators and hospitality workers into the area. This creates several layers of demand.

A family visiting the resort may want a two-night or three-night stay with enough space for children, luggage, food preparation and downtime.

A couple may want a premium cabin experience that turns a theme park visit into a countryside break.

A group may want multiple units on the same site so they can stay together while still having privacy.

A contractor or project worker may need comfortable, self-contained accommodation during the construction and operational ramp-up period.

This range of demand makes well-designed, year-round accommodation particularly attractive. Landowners should not be thinking only about basic overnight stays. The stronger opportunity is to create a high-quality accommodation offer that can command value, support repeat bookings and remain useful outside peak theme park seasons.

Where Norwegian Log Fits In...

Norwegian Log works with clients who want to create high-quality, long-lasting log buildings for residential, leisure and commercial use. For Bedford landowners, the opportunity is to use Norwegian Log's experience to turn land into a premium accommodation asset. This is not about placing temporary, low-value units on a field. It is about creating a robust, attractive and commercially considered accommodation offer that supports long-term return.

Norwegian Log can support commercial clients with:

Feasibility support

Before investing heavily, landowners need to understand what is possible. Norwegian Log can help clients explore whether their site is suitable, how the land could be used, and what type of accommodation may work best commercially.

Planning support

Planning can be one of the biggest barriers to land diversification. Norwegian Log can help landowners understand the key considerations and prepare for the right route forward, whether the project is for holiday accommodation, commercial lettings or wider rural diversification.

Turnkey service

Commercial clients need a delivery partner who can help reduce complexity. Norwegian Log can support the process from early conversations through design, specification and build, helping landowners move from idea to income-generating asset with greater confidence.

Premium quality

The visitor accommodation market is increasingly experience-led. Guests expect warmth, comfort, design and durability. Norwegian Log buildings offer a distinctive Scandinavian-inspired feel, helping landowners create accommodation that stands apart from basic cabins, pods or temporary structures.

Financing conversations

For many landowners, the opportunity is clear but the investment needs to be carefully planned. Norwegian Log can support early commercial conversations around phased development, return on investment and finance options, helping clients build a realistic business case.





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Introducing Norwegian Log Commercial

Norwegian Log Commercial brings together our Aurora pod and premium holiday cabins for landowners and operators looking to create high-quality visitor accommodation with strong commercial potential.

Designed for year-round use, Aurora Commercial offers a flexible route into the growing demand for premium, experience-led stays. Whether you are considering a small-scale diversification project or a wider holiday accommodation development, our pods and cabins are built to deliver comfort, quality and long-term guest appeal.

For Bedford-based clients, Aurora Commercial could support:

- A collection of premium holiday cabins
- A rural Airbnb or short-stay destination
- Accommodation for families visiting Universal
- Add-on guest accommodation for pubs, wedding venues or estates
- A phased holiday cabin development
- A premium staycation offer linked to Bedford's growing visitor economy

The Aurora pod provides a compact, commercially focused option with a high-quality finish and efficient use of space, while our holiday cabins offer larger, more flexible accommodation for families, groups and longer stays.

Together, they give landowners a scalable way to diversify, attract visitors and create a guest-ready destination without compromising on quality, durability or year-round appeal.

Potential Audiences for Bedford Landowners

The Universal UK Project could create demand from several visitor groups.

Families visiting Universal

Families often need more than a hotel room. They want space, parking, cooking facilities, privacy and somewhere calm to return to after a busy day. Self-contained log accommodation can meet this need.

Domestic staycation visitors

Universal may become the reason for the trip, but visitors may extend their stay to explore Bedfordshire, Milton Keynes, Woburn, Cambridge, Oxford or the wider countryside.

International tourists

With Universal expected to attract overseas visitors, there may be demand for distinctive accommodation that feels more memorable than a chain hotel.

Contractors and project teams

Before opening, the construction and development period may create demand for high-quality temporary and medium-term accommodation for contractors, consultants and project workers.

Wedding and event guests

Existing wedding venues and event spaces near Bedford could use premium accommodation to increase guest capacity, improve experience and unlock additional revenue.

Pub and hospitality operators

Pubs with land may be able to create stay-over accommodation, turning food and drink destinations into short-break destinations.

Why This Matters for Land Diversification

Many landowners are already looking for ways to make land work harder. Traditional income streams can be unpredictable, and underused land often carries potential that is not being fully realised.

The Universal UK Project gives Bedford landowners a clear commercial catalyst.

Instead of waiting for demand to arrive, landowners can begin shaping their offer now.

A well-planned holiday accommodation site could create:

- New recurring income
- Stronger land value
- A diversified business model
- A more resilient rural enterprise
- Additional employment or family business opportunities
- A long-term asset linked to Bedford's growing visitor economy

The key is to build something with staying power. A premium, well-positioned site can attract visitors during school holidays, weekends, events, off-peak breaks, contractor periods and local tourism seasons.



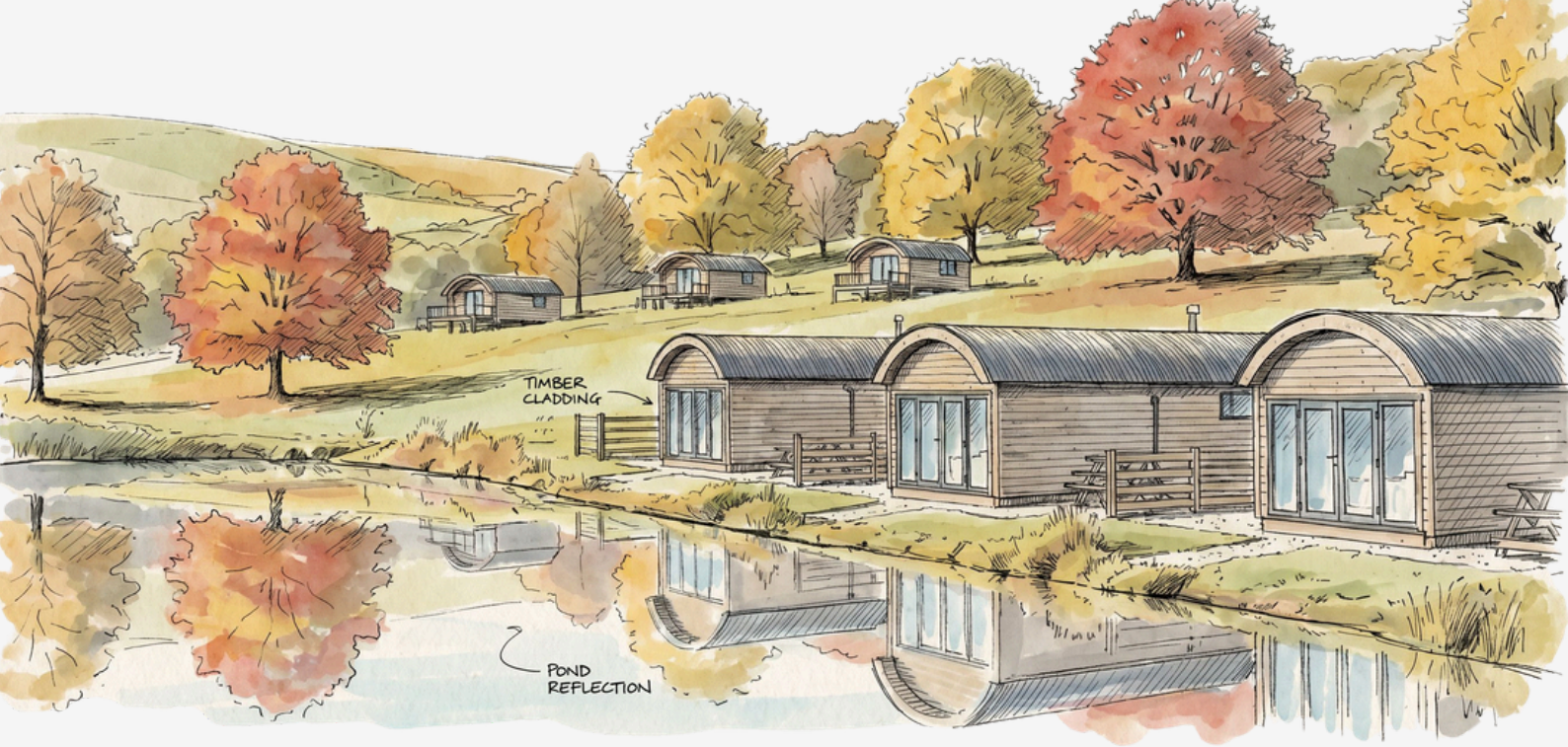
Commercial Positioning: Buy Once, Buy Correctly

or landowners, the cheapest option is rarely the strongest long-term commercial decision.

Visitor accommodation needs to perform. It must be comfortable in winter, attractive in summer, easy to maintain, robust enough for regular guest use and strong enough visually to support premium pricing.

A higher-quality building can help protect the guest experience, reduce concerns around longevity and support stronger perceived value. This matters when guests are choosing between a standard hotel room, a budget lodge, a basic pod or a premium countryside stay.

Norwegian Log's position is simple: buy once, buy correctly, and create an asset that is built to work commercially over the long term.

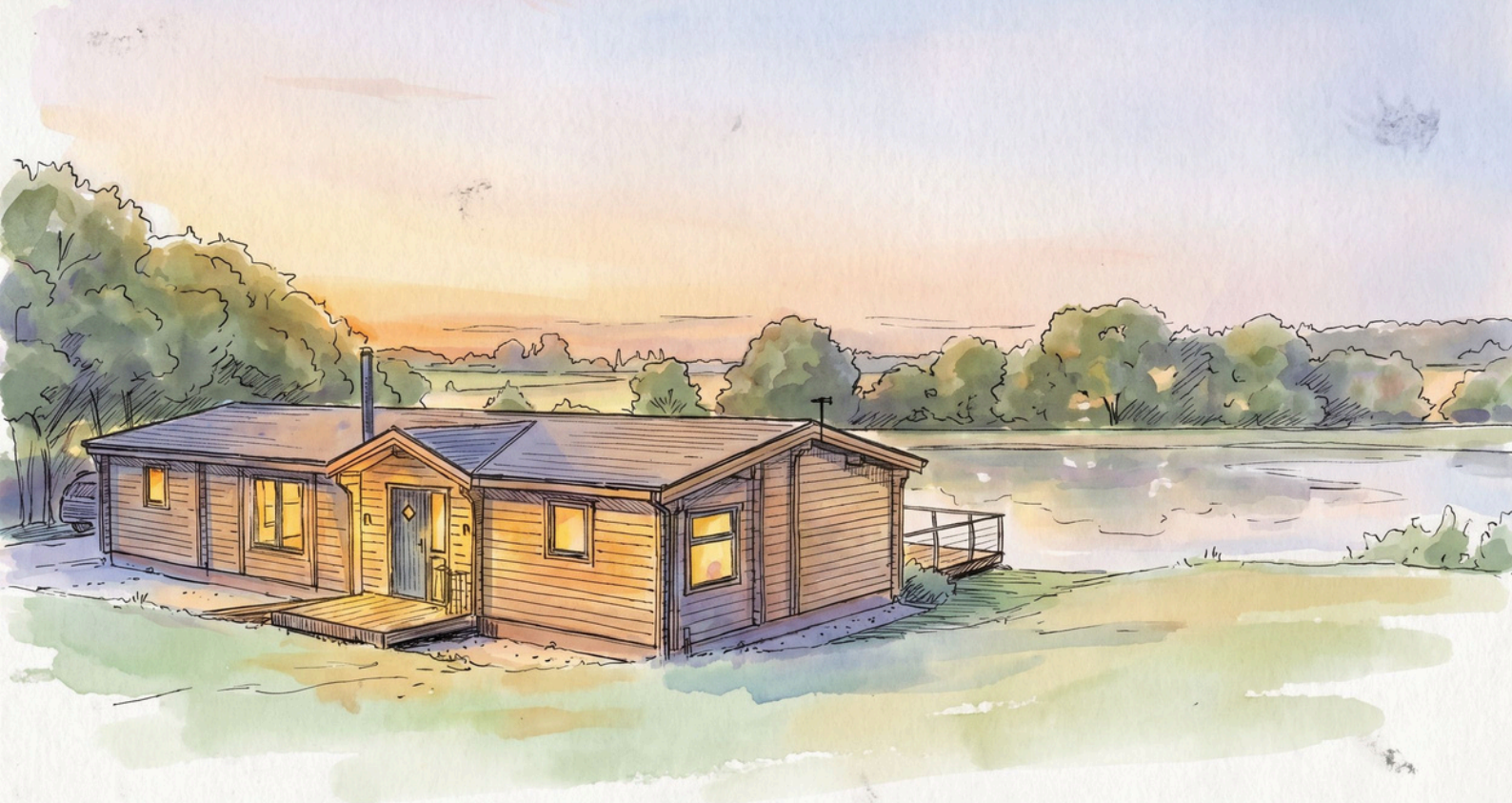


Suggested Next Steps for Bedford Landowners

Landowners who want to explore the Universal opportunity should begin with a practical commercial review.

Recommended next steps include:

1. Identify suitable land or underused space
2. Review access, parking, utilities and guest flow
3. Consider the ideal target market: families, couples, groups, contractors or event guests
4. Explore planning requirements and commercial feasibility
5. Assess the number and type of units that could work on site
6. Build an initial revenue and return-on-investment model
7. Consider a phased approach to reduce upfront risk
8. Speak to Norwegian Log about design, specification, delivery and next steps



Are **YOU** Ready?

Universal United Kingdom Resort has the potential to reshape Bedford's visitor economy.

For landowners, this is a rare moment: a major international attraction is coming to the region, visitor numbers are expected to rise significantly, and demand for quality accommodation is likely to grow before, during and after opening.

The opportunity is not simply to provide somewhere to sleep. It is to create a premium visitor experience that turns land into a long-term commercial asset.

With feasibility support, planning guidance, turnkey delivery, premium build quality and commercially focused accommodation options such as Aurora, Norwegian Log is well placed to help Bedford landowners take advantage of the opportunity ahead.

The question for landowners is not whether Bedford's visitor economy is changing. It is whether they are ready to be part of it.

NEW
Aurora Pool



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