Dynamic Pricing & Promos...

The travel & tourism market is constantly changing; with a need for regular research, economic consideration, and adjustments needed in order to keep demand flowing.

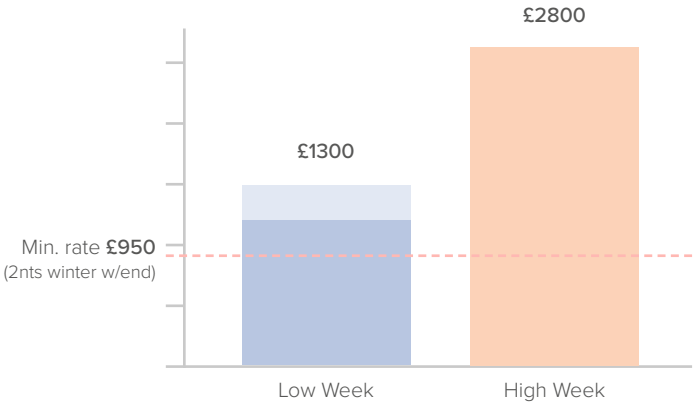
We operate a full optimisation strategy and use dynamic pricing; agreeing low & peak rates with owners, and working between the two to achieve the best annual returns on investment.

Here's how this might work:

Property Example: Cliff House

Location: Milford on Sea

Offering: 4 bedroom, 3 bathroom family house with contemporary styling, located by the sea

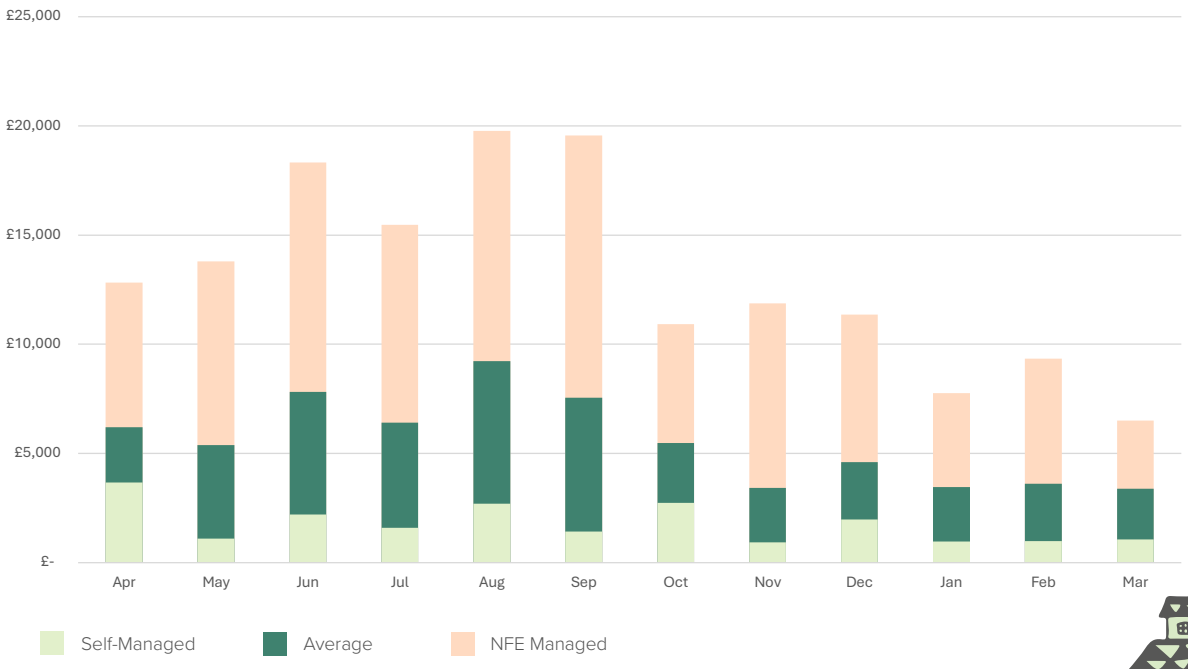


Annual Revenue Potential: £70,000+

Depending on the volume of sales for the house, we tweak pricing up or down to keep everything moving and in-line with our portfolio, and market supply & demand.

We also adjust pricing according to season and stay duration, for example the peak rate tends to be the summer school holiday, half terms are set at 90% of the peak rate and Easter at 85%. Weekends and mid-week stays are percentages of the seasonal weekly rate.

When pricing is managed by us you will find your property's revenue potential is maximised:



(Comparison of 4 bed homes in the 2023/2024 season)



If a peak slot hasn't been sold, or we have had a last minute cancellation (which we try to market to fill wherever possible), we will use judgment to reduce rates on a structured scale that reflects the current market, to secure a booking.

We will, of course, do everything in our power to secure the best possible rates for each house, but from time to time, outside influences do make it necessary to fill the gaps and add a contribution to the annual revenues.

Throughout the the year we will run various promotions, for example:

- 'Sunday Snooze' in the winter period, where we offer guests a later checkout time on a Sunday.
- Discounting last minute availability to fill any gaps, this is then featured in the search results and on the individual property page.
- We also have a dedicated offers page that will feature any properties with promotions currently running.

Our overall objective is to produce a good annual income for you, so if we feel that there is an occasion when baseline figures may be negatively affecting this, we will always liaise with you to offer our recommendations.

Ultimately we understand that you are placing great trust in us to look after your asset, and we do not take that lightly.

