



HOLIDAY HOME WEBSITE CREATION



**South
Devonshire**
HOLIDAYS



@SouthDevonshireHoliday
Owners



@DevonOwners



@SouthDevonshireHolidaysLtd

WWW.SOUTHDEVONSHIREHOLIDAYS.CO.UK



PROFILE

Here at South Devonshire Holidays, we strive to provide holiday homeowners with peace of mind by delivering flexible and high-quality holiday property management services. Our primary goal is to render exceptional customer service at all times when realising your property's full potential.

We offer flexible, delivery-focused and cost-effective service solutions designed specifically with holiday homeowners and guests in mind. In addition, our friendly team offers a wealth of experience within holiday property, customer and supplier management.

Formed in 2018, we have effectively assisted holiday property owners in subletting their properties and maximising profits.

Our experience and expertise can help you reach the full potential of your holiday let. Our success is your success!

BUSINESS REVIEW

OUR MISSION STATEMENT

At South Devonshire Holidays, we strive to provide homeowner partners with peace of mind through high standards of service and home care and provide guests with exceptional customer service and enjoyable vacation experiences that help create lifelong memories with family and friends.

Our friendly staff and innovative management are efficient and cost-effective, providing value to homeowners, customers, and guests.

CORE VALUES

The core values from which we define our company culture and brand are:

Integrity: honest and trustworthy

Professionalism: knowledgeable and respectful

Enthusiasm: passionate, caring, and dedicated to helping others

Exceptionalism: provide exceptional service and tirelessly strive to exceed expectations of homeowners and guests

Innovation: entrepreneurial; seeking new ways to improve operational efficiency, owner benefits and the guest experience

Community: serve and support our community and those that are less fortunate than ourselves



REASONS YOU NEED TO CREATE A HOLIDAY RENTAL WEBSITE

Having your own website helps establish trust, credibility and shows a much higher degree of professionalism. This reassures guests that you are serious about your rental, and their travel experience with you will be first-class. A well designed and informative site makes a great first impression, and guests will be more inclined to book with you.

Let's face it, the most popular rental listings sites are crowded and competitive. A website allows you to showcase the unique features and benefits of your holiday home as well as what the local area has to offer. Plus, most travellers who contact you via a booking portal will now expect to see a personal website. So a listing on Facebook will no longer surface as the only place to showcase your property.

One day you might even be able to transition away from paid listing sites such as Airbnb if your own website generates the bulk of your bookings.

If you're wholly reliant upon adverts, then you'll be far more likely to be forced into competing on price. Yes, you may have the best property for miles around, but can you convey that in an advert? When presented with similar properties on a holiday rental listing site, a guest is potentially going to choose the cheapest one. Competing on price does not maximise your profit. If you are the only one who replies to the enquiry with a link to your own website, you can show your rental offers the best value for money.

Without a website for your holiday rental, you will miss out on the opportunity to streamline your business by taking online bookings 24/7. More and more guests are booking online, and those owners who adapt will ultimately convert enquiries better.

In today's competitive holiday rental marketplace, a personal website is no longer a luxury but necessary. Having your own online presence allows you to showcase your home, stand out from competitors and reduce the reliance on 3rd party listing websites.



WHAT EVERY HOLIDAY RENTAL SITE SHOULD HAVE

South Devonshire Holidays can offer you a dynamic website with the ability to easily update your own content at any time without the need for any technical programming skills or the need to hire a developer.

Users viewing travel websites on mobile devices and tablets are set to overtake desktop computers. Our holiday rental websites are responsive and provide an optimal viewing experience across multiple devices. If your site is mobile-friendly, it will rank in mobile search results - a growing segment you can't ignore.

We offer a professional template designed for holiday rentals that prominently displays your beautiful screen-filling images, supported with copy that converts visitors into bookings. A picture's worth a thousand words - especially in travel.

- An all-in-one solution with:

Simple to understand and easy to update the calendar. The ability to input flexible rates and instantly adjust them.*

Reviews from your past guests, a trusted source to drive bookings.

SEO features that allow you to write meta titles /descriptions, headers and focus on keywords.

Carefully crafted descriptions, maps, a list of amenities, about us section and contact details.

A blog so you can be the definitive, authoritative resource about your local area.

*South Devonshire Holidays can offer an integrated software package to manage bookings, a channel manager that synchronises with listing websites where you advertise and the option to accept credit cards. These tools are designed to save you time and be more efficient and give your website that professional feel. This software can also call to action, whether an 'enquire now' button that links to your enquiry form or a 'book now' button that allows users to book and pay securely online.

CREDIT / DEBIT CARDS

South Devonshire Holidays is an established holiday rental property management company. As such, we have negotiated very low fees with online payment merchants for taking online credit and debit card payments. If you take out our fully managed or hosted booking system service, and your guests chose to pay via credit/debit card, you will be charged only 1% of the transaction fee (pass-through cost), which is highly competitive.

Credit Cards Offer Increased Security

We all know that credit and debit card payments are much more secure than bank transfers. In addition, guests paying by card receive additional protection from their banks and/or card providers.

Following the recent pandemic, holidaymakers have become more aware of the risks associated with booking holidays privately. Some holiday homeowners refused refunds for holidays cancelled due to the government lockdown, which was widely published in the press. As a result, many holidaymakers now look for accommodation accepting debit or credit card payments.

Since the #Staycation boom, also many scammers have been posing as holiday homeowners taking bookings and payments for fictitious properties. As a result, people lost thousands of pounds, and it has been widely publicised in the media. The main word of advice to holidaymakers is always paying by credit or debit card via the property's website. However, scammers are unable to offer this payment method due to the checks completed by card merchants.

From our perspective, accepting card payments is the quickest way to secure a booking, as the payment is made instantly upon placing a booking. Booking is confirmed and paid at the same time. No chasing, no follow-up hassle.

An added benefit is that many credit/debit card providers offer zero per cent interest on spendings over a period of time, allowing the holiday owner to afford a breakaway. In addition, it improves the chances of your property remaining occupied throughout the year.

* 1% is charged by WorldPay per credit card transaction, this is cross-charged to property owners as a pass-through cost (South Devonshire Holidays Ltd do not charge for this service), we simply pass on our corporate savings from our merchant to the owners.





IN A NUTSHELL

A few years ago, having a website to showcase your holiday home was a luxury. Now it is a must-have to distinguish your rental in a crowded market and reach today's travellers.

How much time and effort do you want to invest in a website? If there is a limit to how fancy a website you can create on your own, then look no further; our expert designers are here to help.

Although a website that generates bookings can cut down on commissions and subscription expenses, it's unlikely to replace your reliance on alternative listing sites. However, referring prospective guests to your personal website and away from listing sites and your competition gives you a competitive advantage to convert booking.

Also, without a website for your holiday property, you miss out on online bookings. More and more guests are booking online, and unless you adapt to market changes, you will be left behind.

Getting a personal website opens the floodgates to be creative and showcase the splendour of your rental. What are you waiting for? Contact South Devonshire Holidays Ltd to see how we can assist you and your holiday rental.

South Devonshire Holidays

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