

Making holiday letting a more rewarding experience



holidaycottages
.co.uk

Your guide to letting with us



A more rewarding experience

Hello and welcome to holidaycottages.co.uk, part of Travel Chapter.

As one of the UK's leading holiday letting agencies with over 35 years' experience, we know what it takes to make your holiday home a success.

We partner with homeowners of quality accommodation and have built a curated selection of properties that we know appeals to our guests. Our approach of carefully choosing our properties means we are confident that we have the largest collection of quality properties across the UK. This way, we can attract the guests you want, and our team would be proud to stay in any of the properties we work with.

We will never sacrifice quality for quantity.

Working with us is different. You have a named homeowner account manager and a team who work and live in your local area. They will be your primary point of contact throughout your relationship with us; something you won't find from any other national agency. We're always on the end of the phone if and when you need us, and we'll visit you regularly; that's our promise to you.

Your homeowner account manager will work with our team of industry experts to maximise your bookings and revenue. From the latest digital marketing techniques to data scientists who work to optimise your pricing, we combine the very best of technology with a dedicated, knowledgeable team.

We focus on putting people first. By making Travel Chapter a place where our team can thrive and love to work, we can deliver more for our homeowners and guests. Our responsibility to people in local communities where our guests holiday is also extremely close to our hearts. It's with these communities in which our incredible team and homeowners live that we can make holiday letting a success.

In this guide, we explain how we can work together to make your property a success. Through years of working with homeowners, I know that you'll measure the success of your relationship with your chosen agent, not just by the number of bookings generated, but by the whole experience.

We're personally committed to delivering you strong booking performance and revenue as well as first-class service. We want to build a relationship together that makes your property ownership a truly more rewarding experience.



Jayne McClure | CEO

 Part of travelchapter

NOTE: Some of the information provided does not apply to all areas of NI/IRE. If you would like further details, please contact our new owner team at: joinus@holidaycottages.co.uk, who will be happy to assist you.

Why we're different



A business built on service

We proudly hold a 4.7/5 rating on both Trustpilot and Feefo, which is the leading score out of national agencies on these review platforms. Over 94% of our homeowners trust our quality of service to improve their property's performance, with some partnering with us continuously for more than 25 years.



Local to you

We're never far away from you and your property when you need us. Our team live and work in towns and villages all over the UK, and they're supported by a network of more than 40 regional offices. Having such local teams with specialist knowledge helps get the most out of your property.



People at the heart of what we do

Our amazing team drives our excellence in service and our focus on them means we know we're able to deliver for you. We're extremely proud to be a Sunday Times Best Places to Work 2024 employer, which shows just how much our team loves working with our homeowners.



Quality, not quantity

A holiday should be a special memory. That's why we're on a mission to build the UK and Ireland's largest network of quality properties. Our focus on quality means your property can be found amongst peers that attract the holidaymakers you want.



Money matters

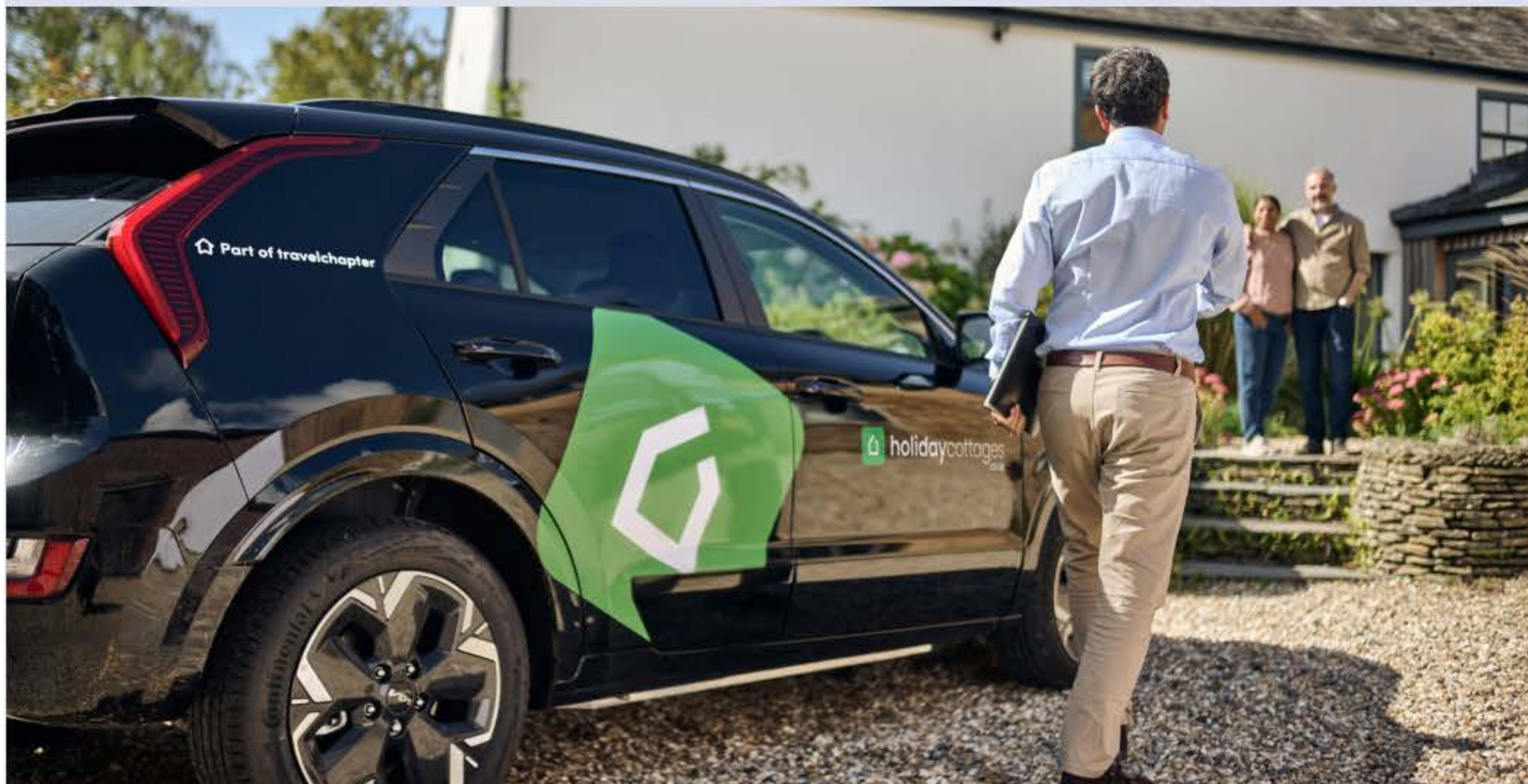
Your property's performance and achieving the maximum possible revenue is central to what we do. Our blend of digital marketing, data-science-optimised pricing, and our own brands, as well as working with the world's biggest travel brands such as Airbnb and Booking.com, means your property can achieve its full potential.



Trust, as standard

When working with a holiday letting agency, you need someone you can trust. We pay our homeowners three weeks in advance of the holiday date, and any money paid to us from your guests is held in a trust account until we transfer it to you. This isn't done by many holiday letting agencies, but we do it as standard to give you, and your guests, extra peace of mind.

We make it personal: your named, local contact



One of our unique strengths is our team of dedicated homeowner account managers, who play a pivotal role in making sure you have a smooth, successful letting experience.

Unlike other providers, we take a truly personal and local approach to your success. You'll have a dedicated account manager as a consistent point of contact. They aren't just a voice on the phone or a name in an email; they're someone you'll meet face-to-face, someone who really understands your property, your goals, and your local community.

**Over 100
regional
experts**



Claire | Dorset

Emma | North Wales

Lee | Norfolk

Rebecca | Scottish Borders

Rupert | Yorkshire

Truly local

Our homeowner account managers are local to you. They have in-depth knowledge of your area which allows them to provide tailored and timely insights to give your property a competitive edge.

They'll regularly visit your property, understand its individual character first-hand, and set it up for ongoing success. Having a local presence and relationship continuity make a significant difference; it means you have a partner who is always on hand, available for questions and feedback, or simply to provide reassurance.

Unique service

We're the only national agent offering a local homeowner account manager service like this. While others may have a local team who help you through the sign-up process, our team are with you for the long term. We believe that this local, hands-on support is essential to maximising your property's potential and delivering peace of mind.



Local expert support

More than 95% of our homeowners trust that they're in expert hands, confident their account manager has the knowledge to unlock the full potential of their property.



"From the beginning, the team has been outstanding. They are swift in their responses to questions, delightful and easy to deal with, achieving a nearly 100% booking rate for us. The website and owner dashboard are very user friendly, easy to access and the quality of the communications from them is second to none."

Phillida and Nick

Swallows Gladices | Isle of Wight

This is Amy | Account manager for Swallows Gladices



"We'd just like to thank you and your team for the amazing results we have achieved with the cottage to date. It has far exceeded our expectations, and this success is no doubt due to the strong marketing and hard work that you put in behind the scenes, and we can't thank you enough for this."

Ryan and Kim

Drws Y Coed | North Wales

This is Jacky | Account manager for Drws Y Coed





A homeowner-centred approach

We understand that every homeowner has individual needs, so we design an approach around you. We're committed to building a relationship that respects your goals and preferences and gives you the flexibility and control to make the most of your property on your terms.

If you want us to handle every detail, such as cleaning, maintenance, and guest management, we're here to take care of it all, allowing you to relax while we manage the day-to-day. Alternatively, if you prefer a lighter touch and only need support

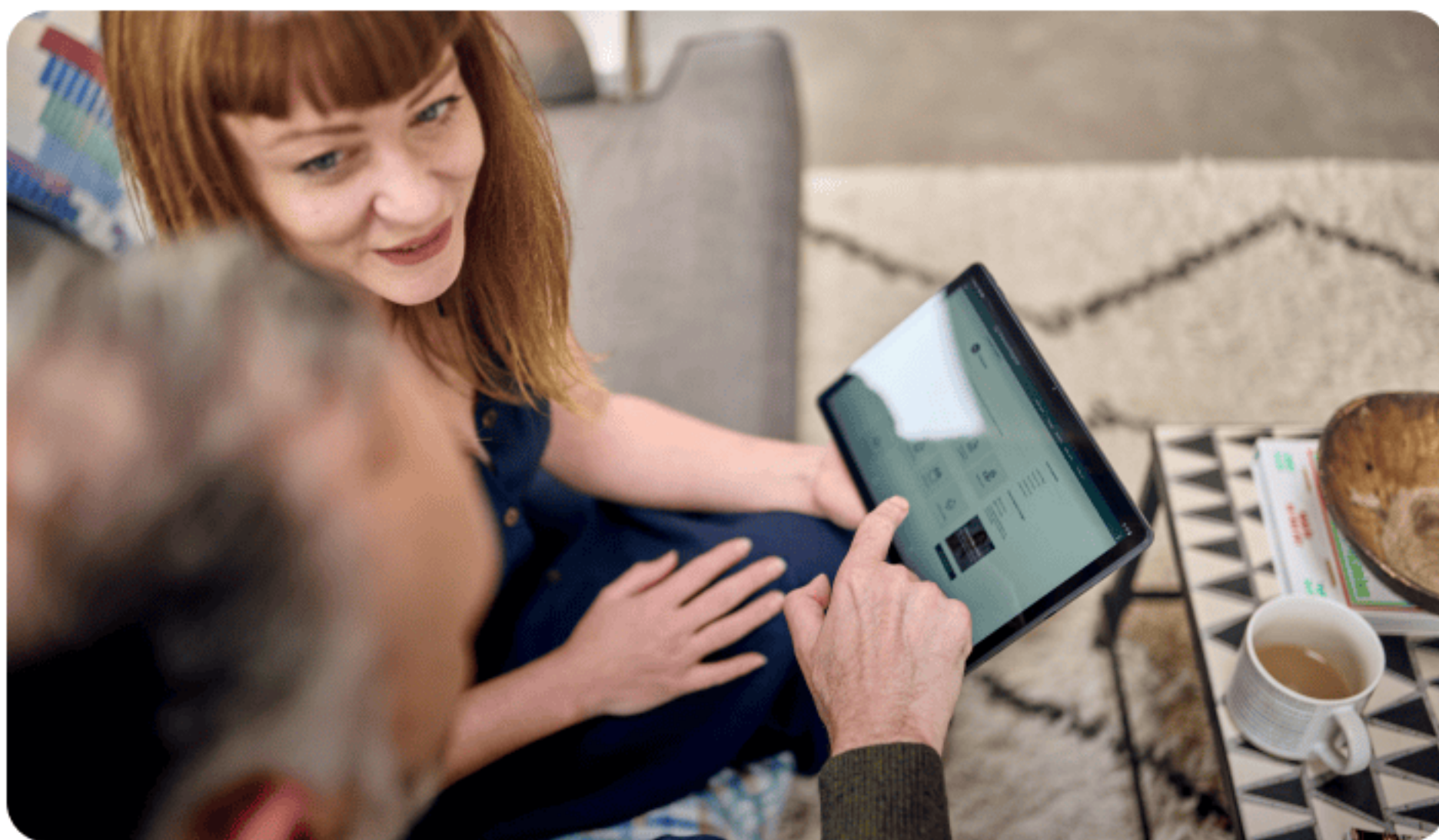
with marketing, pricing, and customer service, we're happy to tailor our services to meet those needs. Our expert team brings a wealth of knowledge and experience in the sector, so whatever level of support you require, we'll provide it with the utmost professionalism and care.

Our goal is to provide you with the insights and expertise needed to make your property a success, while respecting your ownership and tailoring our approach to suit your individual requirements. It's about making sure our partnership works for you.



Your property is yours to enjoy

We respect that your property is yours to enjoy, and we don't place restrictions on your personal use of it, as long as our relationship continues to work for both of us commercially.



A more financially rewarding experience

We're committed to making your journey as a property owner a truly rewarding experience, both financially and personally. Our revenue optimisation strategy maximises your income while offering peace of mind, knowing your property is in expert hands. Through a blend of powerful digital and offline marketing, strategic partnerships with major online travel agencies, and data-driven pricing insights, all guided by your dedicated homeowner account manager, we help your property to not only thrive but reach its full earning potential.



Strategic digital marketing

Our award-winning team creates tailored digital marketing campaigns to showcase your property to the right customer at the right time. We partner with Google and Bing to help make sure your property is easy to find when customers are searching. We also run engaging social media campaigns on Instagram, Facebook and TikTok, and have a fully automated email marketing programme which recommends your property to customers most likely to book.



Offline marketing: always where guests are looking

While most bookings are online, we recognise that offline marketing is still important. We use TV, PR, printed brochures, travel publications, and holiday magazines to reach a wider audience. By combining digital and offline strategies, your property stays visible to potential guests, wherever they prefer to search and book.



Data-driven pricing optimisation

Revenue optimisation is an ongoing process, and our team of skilled data scientists analyse market trends, seasonal demand, and competitive pricing. Your homeowner account manager collaborates closely with the Data Science team to make pricing adjustments that are strategic and responsive to market changes. Together, they review and refine these pricing strategies with your input, allowing you to stay informed and confident in the approach. This hands-on, data-driven method helps you achieve optimal year-round revenue, even during quieter periods.



Expanding reach through strategic partnerships

Beyond our in-house marketing, we partner with leading online travel agencies including Airbnb and Booking.com, giving your property access to millions of potential guests worldwide. By distributing your listing across these major platforms, you benefit from maximum exposure and have a steady flow of bookings from diverse sources.





A network of brands you won't find anywhere else

Unique brands that are part of Travel Chapter

We're proud to offer a portfolio of distinctive brands, each catering to a specific audience and designed to enhance the guest experience. Our brands meet diverse guest needs to help us reach a broader market and attract the ideal guests for your property.



holidaycottages.co.uk is one of the UK's most trusted holiday brands. With a focus on quality, comfort, and exceptional service, it attracts a loyal following of guests who return year after year.

Having your property showcased on holidaycottages.co.uk connects you to one of the largest and most engaged audiences for holidays in the UK, providing high visibility and consistent bookings throughout the year.



As the UK's leading dog-friendly holiday rental site, Canine Cottages specialises in properties that welcome four-legged family members and caters for the rapidly growing demand of pet-inclusive travel.

You'll reach a passionate and loyal community of dog owners through our award-winning brand's reputation and popularity, helping to give you high occupancy rates.

ABERSOCH
HOLIDAY HOMES

bath
holiday
rentals

big
domain



BRAMLEY & TEAL
HOLIDAY COTTAGES



Canine
COTTAGES

COQUET
COTTAGES

CORNISH
HORIZONS

COTTAGES
& CASTLES



COTTAGES IN
NORTHUMBERLAND

Part of travelchapter

Dorset
Coastal Cottages

farm
holidays

fbm
holidays

GORGEOUS
COTTAGES

Holidays in the
Cotswolds

Ingrid
Flute's
YORKSHIRE HOLIDAY COTTAGES

Island Cottage
Holidays

LATITUDE
50



To view all our
brands, [click here](#)

Other specialist brands

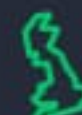
We've built a diverse network of specialist brands that appeal to particular guests. Each of our brands is carefully crafted to connect with specific audiences, so your property is promoted to guests who are actively seeking the kind of experience your home offers. This brand variety not only amplifies visibility, but also strengthens your property's appeal to diverse audiences, leading to a broader booking base and more consistent revenue.



Award-winning
national brands



Over 30 trusted
regional brands



Covering the UK
and Ireland

A more responsible experience

We're mindful of our role in supporting responsible tourism and giving back to the communities and environments that make our business possible. Here are some of the ways we're working to make a positive impact.



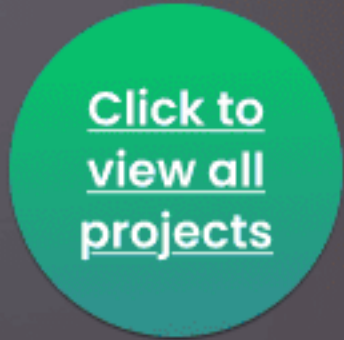
B Corp Certification

As a Certified B Corporation, we aim to balance profit with purpose, meeting high standards of social and environmental responsibility. This certification reflects our commitment to running a business that's beneficial not only to our homeowners and guests but to the communities and environments we serve.



Supporting regional communities

We believe in giving back. Through funds and partnerships, we support local projects across the UK and Ireland, helping strengthen the regional communities where our properties are located. Our goal is to contribute to local growth and preserve the special character of these places.



Restoring UK woodlands with the RSPB

Since 2020, we've partnered with the RSPB to help the recovery of natural habitats across four of its key woodland reserves. For every booking made with us, we pledge to restore 1 square metre of British woodland.* By spring 2025, we'll have restored over one million square metres.



Marine Conservation Society support

Many of our properties are in coastal areas, so we're pleased to contribute to several collaborative UK-wide climate and ocean resilience projects. The focus of these projects is to recover both species and habitats that can deliver the fastest solutions to the climate and nature emergency.



A recognised employer

We're incredibly proud to be recognised as a Sunday Times Best Places to Work 2024 employer, and it reflects our commitment to creating a supportive workplace. We also choose to be a real Living Wage Employer so that our team feel valued, as they deserve to be. It's their dedication that makes our service what it is.



Trust account for bookings

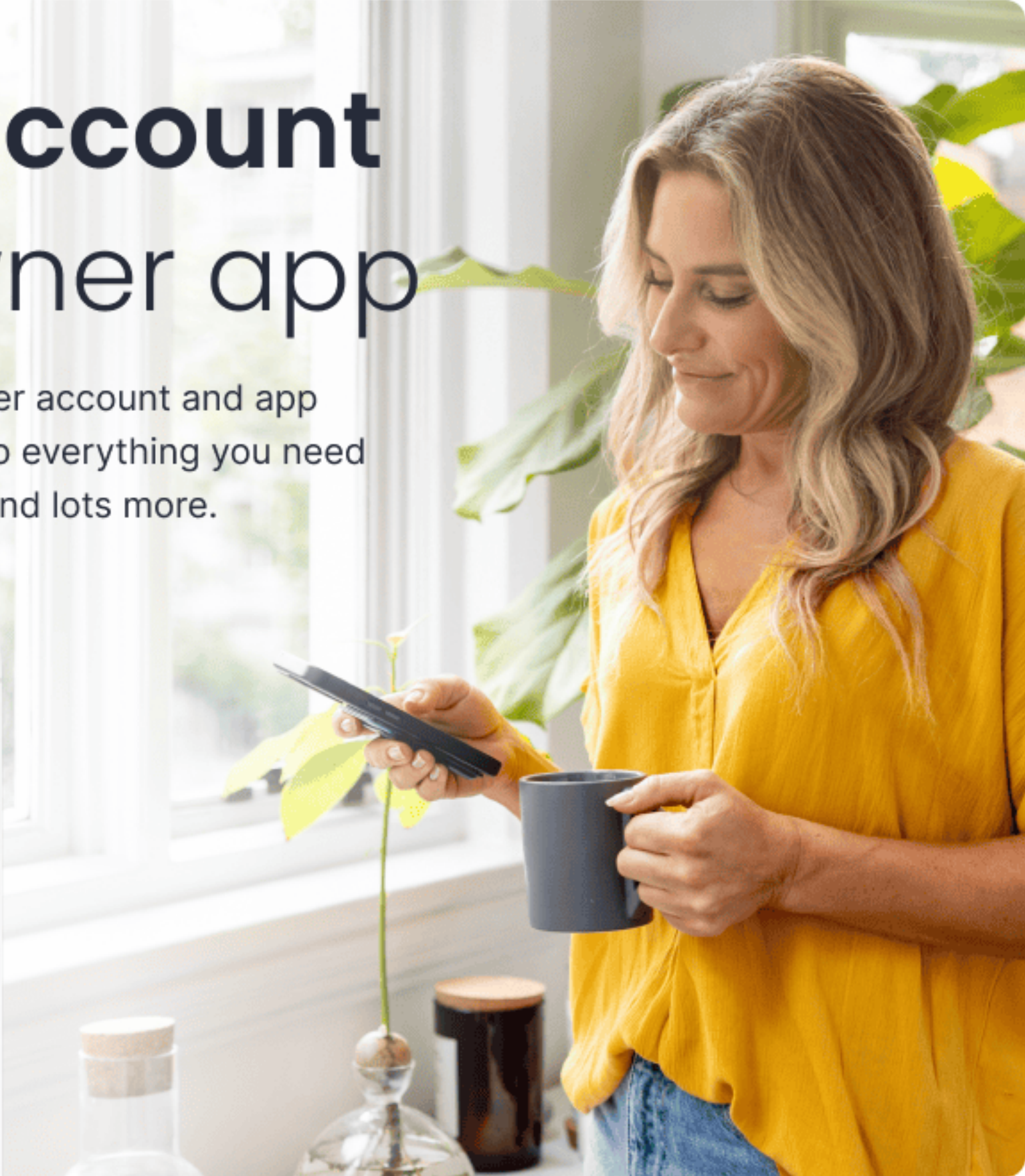
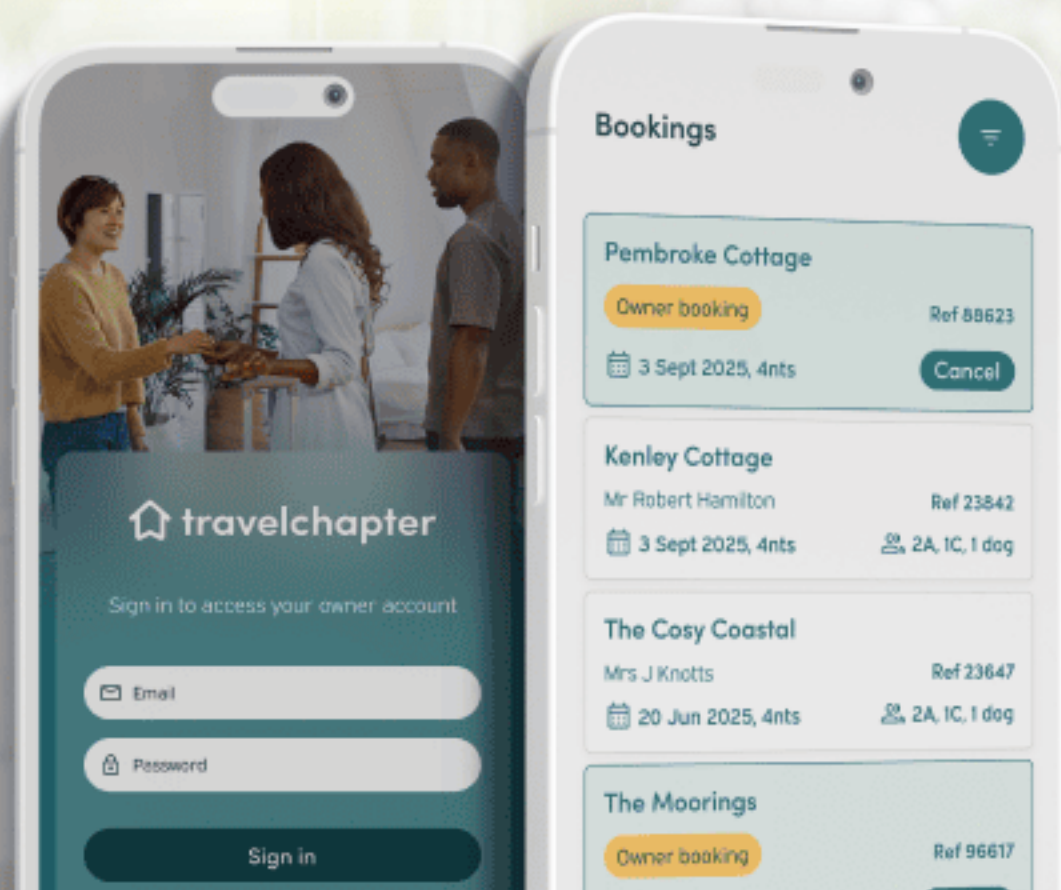
For financial security and transparency, we hold booking funds in a secure trust account until transferred to you. This safeguards homeowners and guests alike, giving everyone peace of mind.



*From 1 Jan 2025 until 31 Dec 2025, The Travel Chapter Ltd. will donate a minimum of £100,000 to RSPB Sales Ltd.

Your online account and homeowner app

You'll have your own bespoke, online owner account and app which gives you 24/7, on-the-go access to everything you need to know about your bookings, payments and lots more.



Loaded with helpful features

- ✓ View bookings as soon as they are confirmed
- ✓ Access our regulatory pack and advice including ready-to-use templates
- ✓ Make your own bookings for when you want to use your property
- ✓ Access to our financial and professional services partners
- ✓ Review your payments, including breakdowns of bookings
- ✓ Keep up to date with guest feedback and property reviews
- ✓ Read helpful advice, FAQs, monthly updates and blogs
- ✓ Find exclusive offers and rewards from well-known high-street brand partners



Retail discounts

We offer exclusive access to a range of retail discounts to support your guests' experience. Whether it's flowers upon arrival, fragrant soaps in the bathroom, fresh coffee beans in the kitchen or eye-catching artwork on the walls, there's something for everyone.



Refer a friend

If you know someone who has a holiday home in the UK or Ireland and you refer them to us, you'll both receive retail vouchers to the value of £200 once your friend's property goes live.



Holiday discount

After helping to make so many holiday dreams come true, you may feel the need to get away yourself. For that very reason, we offer you 10% off holidays with us across any of our brands.



Hot tub voucher

Having a hot tub can drive an additional five bookings per year on average. When you join, you'll receive £500 towards the installation.



Managed property services: hand us the keys

Your holiday home is valuable, so we want to help look after it as if it were our own. If you're looking for a little bit of extra help, our optional property management services might be just what you need.

We can tailor a package to your specific needs, being as hands on as you need us to be. From holiday changeovers to maintenance, repairs and beyond, our Managed Services teams, with their local expertise, are there for your guests when you can't be to offer a first-class experience.



Local, and here for you

With a network of offices across the UK, we're here when you need us throughout the year, not just when you have guests. Our team combines skill, experience, and local connections to deliver a trusted and reliable service.



Changeovers

We can coordinate changeovers on any day of the week and we're happy to arrange services such as housekeeping, linen hire, welcome packs and more.



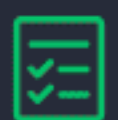
Guest support

With an on-call service that operates beyond our local office opening hours, our teams are at the end of a dedicated phone line ensuring that we are the first point of contact for guests should any problems arise during their stay.



Maintenance

We carry out a minimum of two detailed property checks a year to assess the condition of your property and to identify any issues or improvements. We'll also arrange maintenance services if a problem arises.



Compliance

Adhering to regulations and safety requirements can take time you may not have. We can help with a cost-effective compliance package to manage these on your behalf.



Invoicing

With us, invoicing is simple too. We'll manage all third-party invoices on your behalf, so you only ever need to deal with us.



Getting started is easy



Contact us to get underway

We're available seven days a week, until late, to guide you every step of the way.



Arrange a no-obligation visit

One of our local experts will guide you through all aspects of your holiday letting journey.



Enjoy receiving your bookings

Once you're all set up, you can start taking bookings and maximising your return.



01237 459991



joinus@holidaycottages.co.uk

holiday cottages.co.uk



Part of  **travelchapter** a certified B Corp™

Certified



Corporation

The Travel Chapter Limited. Registered in England & Wales, Company registration No: 02431506.
Registered office: Travel Chapter House, Gammaton Road, Bideford EX39 4DF

Information in this guide is correct as of 31 January 2025

RSPB Sales Ltd is a company incorporated and registered in England and Wales with CRN 02693778. RSPB Sales Ltd gift aids all of its distributable profits to the RSPB. The RSPB is a charity registered in England and Wales, number 207076, and in Scotland, SC037654. The registered office for both entities is The Lodge, Sandy, Beds, SG19 2DL