

EASTER COTTAGE OLD DAIRY LANE NORTON PO20 3AF

MARKETING REPORT

April 2016 - August 2017

Property Purchased by Simon Chapman and Janet Phillips in October 2015

Following a couple of months of decoration and fitting out, it was ready for holiday rentals

The property was reassessed for Business rates as it had previously been liable incorrectly for council tax.

The initial advertising was undertaken with Airbnb, and a Facebook page. In June of 2016 the cottage had it's first and only booking, achieved through Facebook. An old business colleague.

In May 2017 the cottage was additionally advertised with Homeaway.co.uk and Tripadvisor. hoping to attract Summer bookings in 2017 using a much wider advertising medium.

Homeaway is the UK's largest Holiday rental web site and has in excess of 350 properties to rent in the Chichester area. Founded in 1996, now with over 1 million property listings in 190 countries. Visit homeaway.co.uk and search for chichester.

Tripadvisor is the World's largest holiday rental site.

Whilst all these sites have attracted potential guests to view the adverts for Easter Cottage, they have not generated many actual enquiries and no actual bookings. Enquirier's tend to be looking for long term lets, and for significantly cheaper accommodation. Clearly the current Planning permissions prevent such lets.

Typical enquiries are as follows:

- I am a local female in her 30's who has recently sold a property. I am looking for accommodation for up to 6-8 weeks anytime from beginning of April. I do have a 10 year old Labrador who never barks and just sleeps all day but I do work a lot from home and I have a dog walker for days when I am out.
- were between moves right now- having left a house and new one not ready so looking for a place for a week or two- is it self contained? and do you accept small dogs?
- Looking for accommodation on one level as husband has mobility problems. Also walk in shower preferable. 6 - 8 weeks from this weekend
- I play for Portsmouth football club and I am struggling to find a place to live for the season.....I would need it from 1st of July until the end of the season
- Require a short let between contracts

- I'm moving to Chichester for a new job in around 1 month. Just wondering if you would rent your place out for around 6-8 weeks, whilst I look for somewhere permanent to live? Could you do a discount for the longer period?

In summary the property is well viewed but with few actual enquiries. Those who do, do not fall into the tourist category and may have booked had lets in excess of 28 days been allowed. I also have never had good experiences renting properties to dog owners so have to date not allowed these.

AIRBNB VIEWS & ENQUIRIES 2016-7

Nov	30	
Oct	15	
Sept	18	
Aug 17	11	
July 17	20	ONE ENQUIRY
June 17	24	ONE ENQUIRY
May 17	26	ONE ENQUIRY
April 17	13	ONE ENQUIRY
March 17	11	
Feb 17	6	
Jan 17	5	
Dec 16	4	
Nov 16	2	
Oct 16	6	

Sept 16	25	ONE ENQUIRY
Aug 16	41	
July 16	38	ONE ENEQIRY
June 16	24	TWO ENQUIRIES
May 16	29	
April 16	19	
March 16	4	

Unfortunately Airbnb does not provide a statement of monthly viewings , like the other Holiday rental web sites