


YOUR GUIDE TO ADVERTISING WITH GroupAccommodation.com[®]





**A full calendar of advance bookings,
increased revenue streams from your lets,
and working with an experienced team
who charge 0% commission.**

Sounds like a dream come true, doesn't it? Advertising with GroupAccommodation.com could make this a reality for you. It's already true for so many of our owners.

Stay in control of your property while maximising your bookings. This brochure will tell you exactly how we work and the high quality service you can expect from us.

Interested? Read on or get in touch on 01874 611851 or at info@groupaccommodation.com.



James Maughan, *CEO and Founder*



“

Excellent selection of large houses for fabulous holidays with friends and family. Attentive team, easy process, great communication with property owners, fabulous locations...

FEATURED IN



The Telegraph

Daily Mail

The Great
Outdoors



The
Guardian

CLIMBING



WHY CHOOSE US?

Many letting sites require exclusivity, include hidden fees and dictate the terms around cancellations and refunds. If you want all your choices made for you, then this type of agent could be exactly what you're after.

However, if you're looking for more control, more flexibility to do what you want, and a straightforward partner with no hidden fees, then GroupAccommodation could be just the thing for you.

We don't require an exclusive arrangement, but many of our property owners only use GroupAccommodation. There is no restrictive contract and all the bookings are yours.

No matter your budget, our experienced and friendly team will help find you the perfect package and features to suit your needs.





BENEFITS

LATE DEALS

Benefit from promoting Late Deals at no additional cost. Invaluable for filling empty or cancelled slots.

BE IN CONTROL

You'll always have complete control over your transactions and communications with guests.

BESPOKE PACKAGES

You'll get a personalised marketing plan tailored to your unique property and needs.

UNBEATABLE CUSTOMER SERVICE

We're proud to have an 'Excellent 5 Star' rating on TrustPilot and are always on hand to support our owners.

18+ YEARS OF EXPERIENCE

We've provided tens of thousands of profitable bookings for our owners for over 18 years.

GREAT VALUE

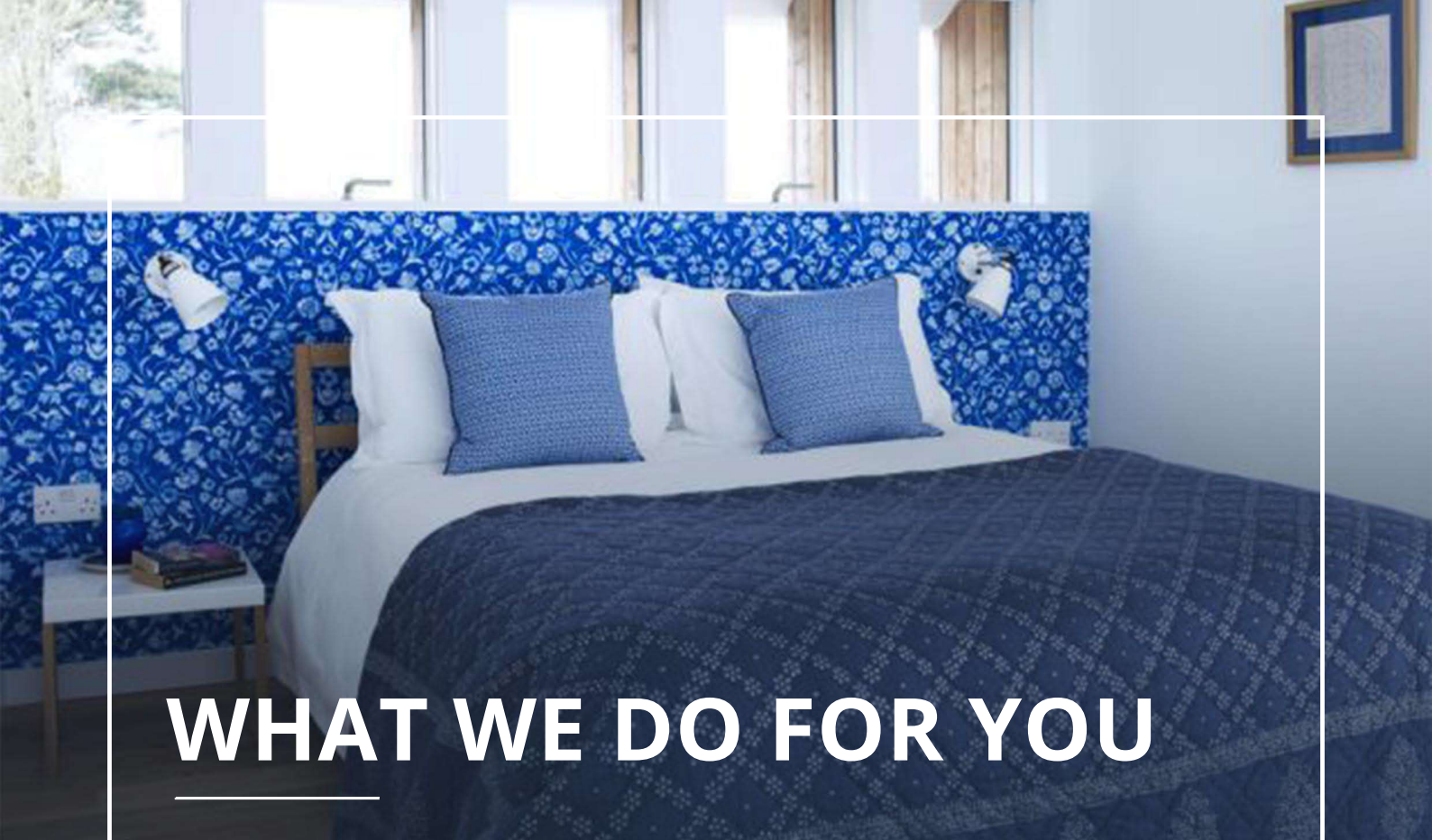
We don't charge commission, just a one off annual fee that we can tailor to suit you over the year.

A photograph of a traditional stone house with a tiled roof, built on a grassy cliff edge overlooking a body of water. The house has a central entrance with a small porch and two windows on either side. The water is calm, reflecting the house and the surrounding greenery. Large trees are visible on the left side of the image.

“

A great company to work with. Set up the profile really quickly and to a high quality - the whole process could really not be easier. Within 24 hours we were getting enquiries leading to bookings, paying back the annual subscription immediately.

Graeme McFall



WHAT WE DO FOR YOU

UNIQUE PROPERTY LISTING PAGE

You have full control over your own property listing page. Add photos, descriptions and have a link to your website.

OWNER'S DASHBOARD

You'll have a personalised dashboard, where you can view your stats and manage enquiries.

FREE USE OF LATE AVAILABILITY

Fill up your hard-to-book slots by populating late availability entries. As premium slots, Christmas and New Year are always here as they're important to fill as early as possible.

SUPPORT FROM PRODUCTION MANAGER

Our production manager will be on hand to help you build your listing and drive visitors to your page, drawing from our suite of marketing options.

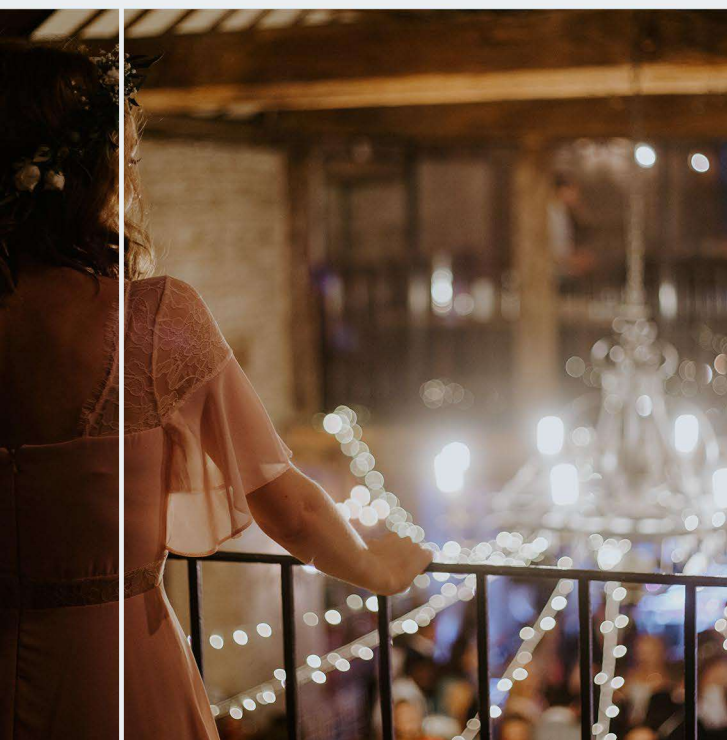
NO TIME FOR MARKETING?

WE'VE GOT YOU COVERED

We know how difficult it can be to find the time to not only look after your guests, but do the legwork to make sure your property is being seen by potential guests. That's why we've created a number of packages to suit your needs.

If you need a little extra help getting your property featured, we're on hand to take away the stress of social media and give you a little extra time back.





FEATURES

HERO BANNERS

The hero banners are the large photos that run across the top of our home page. Each time the home page refreshes the photo changes. By clicking on the hero banner the user will go directly to your property page.

FEATURED PROPERTIES

You will appear on the home-page as one of only 9 featured properties for 7 days. These slots are booked on a first come first served basis and are in high demand.

SPECIALIST PAGES

If you are trying to attract business, wedding or youth and school groups, use these dedicated pages on the site to boost your midweek or weekend income.

VIDEOS

We can feature a video of your property to help increase engagement with your page.



HOLIDAY FOCUS

If you are targeting particular markets, we can help through our feature pages. For example, you may be after Three Generation Family Gatherings, Walking Groups or Mountain Bikers. You may be targeting the Toddler market when schools have gone back, or are looking to fill your property with Stags and Hens. We can help you target these and many other sectors.

NEWSLETTERS AND HOME PAGE LINKS

Every month we email our newsletter to over 300,000 previous site users, editors and journalists. This creates a big spike in our site traffic. You can benefit from this by being included in our themed newsletters or homepage links.

AVAILABILITY CALENDARS

If you use an ical feed you can link with us on your property listing page.

“

Just joined Group Accommodation having been with other sites for several years. Its a breath of fresh air to now be back in control and have direct customer contact without layers of secrecy and dubious service fees. Already getting a steady stream of enquiries, and converting to bookings.

Also thanks to your team for making the page set up so easy, and always being on the end of the phone if I had an issue.

Natsley Farm





MEET THE TEAM

The GroupAccommodation team is a small and experienced team dedicated to helping owners like you market your property and make your listings as effective as possible.



"We launched the site in 2003 as we couldn't find an advertising vehicle for our large holiday property. Many owners have been with us since we started!"

James Maughan



"I work closely with owners helping them to target the markets they are after through effective use of the site and social media. We are great fans of working on the phone!"

Denice Hill



"Denice and I work with owners across the spectrum exposing them to the groups they like to host, from families and friends, to couples, hens and stags, school, wedding or business groups. The reward comes in getting to know an owner and generating a high level of enquiries."

Richard Parry



"My role is to keep the structure of the business and accounting systems maintained. The team love the contact with owners and seeing the success we can bring by increasing enquiries and bookings to properties."

Esther Neye



"Talking to owners, helping them improve their presence on the site and seeing the resultant enquiries is what we are after."

Naomi Lane



"When I'm not snoozing in my bed I am around the office making sure everybody is calm and has a fair share of 'patting therapy'. With two walks a day, and a regular food supply what's not to like about going to work?"

Oko



“

I have been an owner with Group Accommodation for 5 years now and can only say that the service and results have been truly exceptional - by far the best value for money of all the "agency providers". Not only that but GA obviously have their finger on the market pulse. This year, I used the "late deals" offer as we had a couple of spaces in Jan thru March - all were subsequently filled and all by GA clients. A big thank you to GA from the owners and staff at Penbridge Court.

Simon, Penbridge Court Estate



PERSONALISED PACKAGES

We work closely with our owners to learn more about their needs and identify which of our marketing tools would be best for them.

This has allowed us to craft a number of packages that provide the right level of support.

If you're not sure what you need or want to start with, begin slowly and change packages at a later date. Get in touch and we'll guide you through the process and find the right package for you.



PERSONALISED PACKAGES

Booking Packs	Bronze	Silver	Gold
Annual subscription. No commission or other fees	✓	✓	✓
All enquiries direct to you	✓	✓	✓
Own Website Link	✓	✓	✓
Social Media postings for cancellations	✓	✓	✓
3rd Party availability iCal Link	✓	✓	✓
Your video link	✓	✓	✓
Page Build Included		✓	✓
Mailing to 300k enquirers		✓	✓
Home page link		✓	✓
Home page small image		✓	✓
Listing in Targeted Holiday Focus			✓
Additional page to attract Wedding, Business or Youth & School Groups			✓

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We thought we'd try advertising our outdoor centre on Group Accommodation last year, but were a little sceptical. Now I wish we had done it sooner! We have had loads of enquiries and lots of new bookings, so it has definitely been worthwhile for us.

It has been very easy working with them and when I call Denice it's like talking to a friend. She really seems to care about our business and they have helped us along the way.

I would highly recommend listing your venue with them, and for the cost you can't really lose.

Tom, Charterhouse Outdoor Centre





FAQS

How do we know that GroupAccommodation.com will work for us?

We have over 1500 property owners on the site, many of whom have been with us since we started nearly 19 years ago. See what our owners say on the 'Excellent 5 Star' Trust-Pilot entry for GroupAccommodation.com. Do feel free to contact other owners advertising on the site to ask their views.

Can we have a link to our own website on the page?

Yes. We are one of very few sites that still allows this. We understand the importance of pushing your own website. The only constraint is that it must be dedicated to your property and any enquiries generated from it go to you.

Do you charge commission?

We charge an annual flat fee which depends on the level of exposure you want on the site. One weekend booking will easily take care of that!

Do you take the bookings?

All enquiries from the GroupAccommodation.com site go direct to you. We don't get involved in the bookings or the payments. Our job is to make sure we are at the top of Google searches for your search terms and drive enquiries direct to you.

Can I make edits to my page once live?

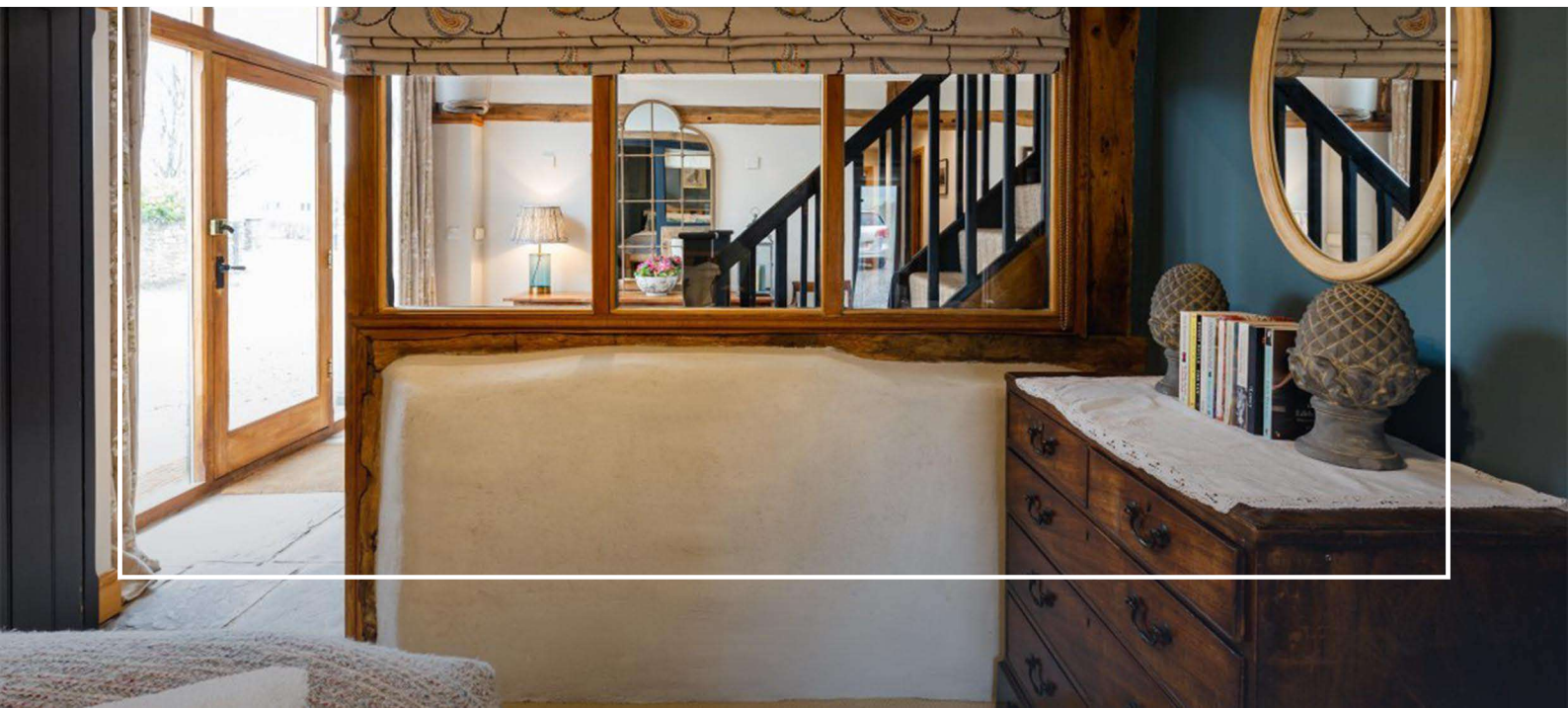
You have access to your owner's area where you can make changes to your content and photos. You can also see your stats for page views, clicks to your website link and enquiries that have been sent to you by email.

Will I be able to talk to someone about my advertising and other promotions once live on the site?

Yes! Just pick up the phone to 01874 611851 to discuss your entry, the market and any other needs. We have nearly 19 years of experience in the group holiday house market. Our days are spent working on the phone with owners to help them in any way we can. No need to book Zoom meetings or work your way through a call centre here! Just pick up the phone.

Can I include sofa beds and put up beds in my sleeps occupancy?

Beds that are not permanent eg. sofa beds, futons, daybeds, foldouts, z-beds and trundle beds can be included in your page content but aren't included in your headline sleeps number. Have a look at a property page on the site to see how this is handled.





How many photos can I include on my page?

You can have as many as you like, but we suggest limiting it to about 20. This is ample to give a flavour of what you have on offer. Good quality photos are critical for a high level of enquiries.

What types of properties do you promote on GroupAccommodation.com?

We promote everything from camping barns to castles to luxury villas. Our only stipulation is that it must be possible to accommodate 10 or more in proper, permanent beds as a minimum, with some exceptions such as glamping.

Can we integrate our calendar from another website?

Yes we can take an ical link.

Do you use social media for extra promotions?

We have a very active and successful social media presence on Facebook, Twitter and Instagram. If you have an entry in the Late Availability section of the site, we can give your property an extra push. Just email or call us on 01874 611851.



GETTING STARTED

If you'd like more information or help to decide which package is right for you, contact our team today. You can register and get started now, or we can help guide you through the process.

Get in touch by calling us on 01874 611851 or drop us a quick hello at info@groupaccommodation.com.

If you're ready to register, go to www.groupaccommodation.com/owner/registration to begin creating your profile!



