

If you get a booking enquiry react quickly! James says: 'It gives people confidence they are dealing with someone reliable and the sooner you respond the better. Rentalsystems software allows for instant confirmation – showing live availability and confirmation to the holiday maker and in our experience, it can dramatically increase booking volumes.'

Owners Direct adds that you should always maintain good communication with holidaymakers once they have booked. And they say: 'Go that extra mile for holidaymakers as it will encourage repeat bookings or recommendations.'

Of course, the marketing and selling process doesn't end when holidaymakers have made a booking. Glynis Shaw of www.frenchconnections.co.uk suggests: 'Create a guest book and display named and verified testimonials in your online listing. Holidaymakers trust the reviews of fellow travellers.'

Glynis also recommends that you create your own newsletter about your property and email it to friends, family, work contacts and previous guests, offering a discount for return customers or people they recommend.

And, last but not least, she says: 'Always send an email to guests after their stay and ask them to provide feedback on the property, their holiday experience and your advertising information.'



Luxury manor house near Agen, Aquitaine
(www.ownersdirect.co.uk, ref fr3208)



Le Mas de Louis B, Sarlat, Dordogne
(www.villarenters.com, ref 73469)

HOLIDAY HOME WEBSITES

www.frenchconnections.co.uk
www.french-country-cottages.co.uk
www.ownersdirect.co.uk
www.villarenters.com
www.welcomecottages.com