



Hit parade

Glynis Shaw suggests fail-safe ways to make sure that your holiday property stands out from the crowd

The last 18 months have been a challenging time for the travel industry and economic pressure has undoubtedly forced changes in the way that people plan and book a holiday. The market for holidays in France has not been immune to change and owners of self-catering properties and B&Bs had to feel their way through a season that started with a great deal of uncertainty.

The recent economic downturn may look dramatic but the last few years have also seen more gradual change in the market. Many younger people and families have bought property in France, settled in the country and set up their lettings business as their main source of income. This

is in contrast to those who initially saw lettings as a means of extra income from their second home – and it's led to greater professionalism and competitiveness. This change has also been driven by consumers, whose expectations of accommodation have undoubtedly risen.

By understanding how their customers think and taking a positive attitude and action, I believe that owners of holiday properties in France can embrace change and turn it to their advantage. So, if you're an owner, what are the main areas of change and response that you might need to consider?

Budget and pricing

A holiday is a big spend item in anyone's budget and little wonder that holidaymakers are now thinking and planning more carefully than ever. Tight budgeting leads holidaymakers to look for pricing certainty – they need to know that the price won't spiral before the time for final payment. Aware of the value of their booking in a competitive climate, ▶

Did you know?

If customers fail to get a response within 24 hours they are more likely to take their business elsewhere