


michaelpaulholidays.co.uk



Your Online
Holiday Lettings
Channel – be a part
of our innovative
booking solution.

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Who are Michael Paul Holidays?

Michael Paul Holidays is an innovative holiday letting channel who let exclusive self-catering accommodation throughout the UK and Ireland. Our focus is on curating high quality accommodation which exemplifies the MPH brand and on delivering an excellent experience to all of our guests.

Michael Paul, Director of Michael Paul Holidays founded the company in 2010 when he saw a gap in the market for 'best in class' self-catering accommodation in Britain. His professional experience working for many years as a consultant to the holiday park sector has given Michael an unrivalled insight into all aspects of customer service and a full appreciation of the need to maintain the highest standards of accommodation.

“ Our combination of experience, skill and technology put us at the forefront of the current holiday letting market. ”



Michael Paul



Customer Service Excellence

Michael Paul Holidays are committed to providing customer service excellence. We go the extra mile to offer a personal and bespoke service to all our guests. We deal with every aspect of the booking process including enquires, questions and any difficulties on behalf of our partners. Michael Paul Holidays can be relied upon to make a positive impression before, during and after the booking, therefore increasing the likelihood of a re-booking.

We pre-vet all our accommodation

All of the accommodation has been pre-vetted before appearing on our website. The fact that all of our accommodation has been handpicked and given the MPH stamp of approval helps us build

a strong bond of trust with guests. By listing your property on our website, that trust extends to your business.

We provide a relationship driven service

Unlike some travel agencies, we do not try to compete with resort or property owners for bookings but develop our own pool of loyal MPH guests. Our aim is always to foster a positive and mutually beneficial relationship with all our partners. We believe in open lines of communication and with our extensive experience in the leisure industry we can offer honest advice and knowledge on tricks of the trade and wider market trends.



“ Aside from the high level of customer service we provide and the level of industry knowledge and know-how we bring to the table, there are plenty of other advantages to letting with us. ”

Why Choose Us?

We are Flexible

You can choose what properties you want Michael Paul Holidays to let and when you want to let them. Few other agencies can offer this type of flexibility to their letting partners.

We are 100% British!

It can be frustrating working with overseas partners for a variety of reasons but our partners can rest assured that we are a British company selling British holidays and our offices are based in the UK.

No Allocation

This is the number one reason which sets us apart. Many of our competitors will require you to allocate them a portion of your accommodation for them to let. This means that if the agency cannot get bookings for their allocated portion, your accommodation will remain unsold, despite the fact that you could have filled some or all of the quota yourself.

With Michael Paul Holidays it doesn't work that way. We use API integrations between your booking platform and ours which allows us to receive your availability data in real time and only sell what is available. This method ensures we are working in tandem with our partners to get as much property sold as possible. See our [API Integration & Booking Processes](#) page for more information.

What our Resort Operators Say



“ We are pleased to work with Michael Paul Holidays. Their API technology means customers can book with us quickly, easily and reliably leading to a fruitful partnership for both of us. With no need to provide an allocation of accommodation, this partnership makes perfect sense for us. ”

John Danton-Rees
Oakwood Lodge Park



“ We have had a positive and long standing relationship with Michael Paul Holidays and we share an affinity with helping people to find high quality destinations for memorable breaks. We like working with partners who truly understand the nature of our business and we certainly get this through Michael Paul’s professional experience in the leisure industry and his desire to blend the best of technology with outstanding customer service. ”

Joe Benson
Natural Retreats



Revenue

Competitive Commission Rates:

We offer competitive commission rates to all of our letting partners. Commission is negotiated on a case by case basis, there is no 'one size fits all'.

Upselling:

On the Michael Paul Holidays website we have the facility to upsell your holiday extras. This means that things like pet friendly fees, pamper packages, champagne or resort activities can all be added to your listing as an optional extra. By promoting upsells, Michael Paul Holidays effectively increases the amount of revenue you receive from agency bookings.

We Target the Tricky Months:

We like to target some of the trickier months such as June which can be harder to sell. Although, with our API integration which gives us access to our letting partners live availability data, we can target any period of time which is unsold including last minute availability.



Added Value

The guests which come to stay in your accommodation, courtesy of Michael Paul Holidays, have huge potential for your business. If, like many resorts, you have an ownership scheme and perhaps a subletting scheme in operation, then every visitor has the potential to generate much more revenue than just one booking. Your guests are a captive and engaged audience and by capitalising on that you can turn one booking into a lodge or caravan sale which then generates annual pitch fee revenue. Finally, if the lodge

owner wants to sublet their unit, you could also potentially earn a subletting service fee. It is essential to recognise that each guest can be worth significant added value.





Marketing

Marketing is a key aspect in generating bookings and channelling traffic to the MPH website. Our marketing efforts are focused on giving our listed accommodation the highest visibility possible and therefore securing bookings for our letting partners.

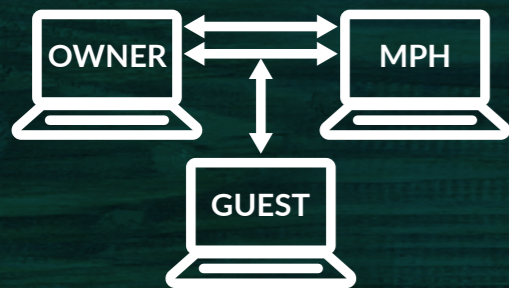
Michael Paul Holidays makes sure your property is visible to potential customers by marketing your property across a variety of media. We use search engine optimisation (SEO) to get the Michael Paul Holidays website to the front page of Google and use PPC, social media, content strategy and email marketing to reach our target demographic. We

ensure these different channels are used as part of a larger marketing strategy. All of our marketing is designed to funnel traffic back to the Michael Paul Holidays website which then helps generate bookings on behalf of our letting partners.

API Integration

Integration

Michael Paul Holidays work a little differently from other holiday booking agencies. We use API integration between your booking platform and ours to pull real time availability and tariff information to our website. When you, the owner, make a booking for your property this is instantly reflected on our systems and similarly, when Michael Paul Holidays secures a booking on our website, the booking will instantly appear in your booking system. This automated approach to guest bookings not only saves valuable time but minimises the risk of miscommunication or human error. Most importantly there is no need to provide us with an allocation of your property stock.



API Set Up

If you use a third party booking system (for example Supercontrol) then there is a chance that we already have an API integration established with them. In this circumstance set up is minimal and integration is easy to accomplish. However, if you use your own custom booking platform, you will require an API for us to integrate with and this may necessitate some development work on your side. Finally, if you do not have a booking system you can either arrange to use a third party platform which MPH already integrate with or use our own platform from which to manage your accommodation.



Booking Processes

Secure Bookings

The booking process on the MPH website is safe, fast and easy. Guests will find booking a holiday a very simple process and behind the scenes sensitive data such as payment information, names, addresses etc. are all dealt with securely and in accordance with data protection laws.

Booking Communication

Communication with our letting partners is extremely important to us. Regular contact minimises miscommunication and the risk of human error. MPH bookings will appear on your system automatically however we will always email you to inform you that a new booking has been made. We do this to ensure that you are aware of the booking and to make sure that if there are any issues, they are flagged up immediately.



Our Team



Michael Paul

Michael Paul is the executive director and founder of Michael Paul Holidays. Michael brings a wealth of expertise to the

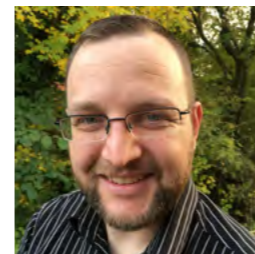
company with 40 years' experience in the leisure industry.



Simon Lexton

Simon Lexton is Michael Paul Holidays' Digital Manager who brings over 10 years of digital marketing experience.

He specialises in growing organic website traffic alongside designing paid digital campaigns.



Mike Oberholster

Mike Oberholster is a Non-Executive Director of Michael Paul Holidays and periodically oversees

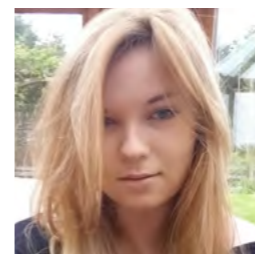
the finance department. Mike is a highly accomplished senior finance expert with a breadth of experience working across a wide range of industries.



Ben Cook

Ben Cook is Michael Paul Holidays' sales director who brings over 15 years of leisure specific experience to the business. Ben

specialises in the implementation and delivery of robust sales and marketing plans.



Jess Davies

Jess Davies is our digital content executive and has responsibility for all the content on our website.

Jess creates engaging property descriptions, blog posts and marketing content that successfully draws visitors to our site.

Clients



www.naturalretreats.com/uk



www.portnellan.com



www.prestigeparkandleisurehomes.co.uk



www.loch-lomond-waterfront.co.uk



www.hoegrangeholidays.co.uk



www.omar.co.uk/luxury-lodges



www.supercontrol.co.uk

EliteParks

Control | Efficient | Mobile

www.eliteparks.co.uk

PROPHET

BOOKING SYSTEM

www.prophetbookings.co.uk/backcourt/

Associations



www.bhhpa.org.uk



www.rics.org/uk



Talk to us

Take the first step and call Michael on
01275 371133
to discuss letting with Michael Paul Holidays.

Signing Up to Michael Paul Holidays

The first step to signing up with Michael Paul Holidays is to call us. From there we can negotiate a commission rate for your business, agree an API integration plan and set a 'live' date for your property. Please note, Michael Paul Holidays pre-vet all accommodation before it appears on our website, not all accommodation may be accepted.

Call Michael today

to start a discussion on joining our letting revolution.



m
michaelpaulholidays.co.uk



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Lodway
Pill
Bristol
BS20 0DH