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michaelpaulholidays.co.uk

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A LETTINGS PARTNER WITH A DIFFERENCE





LUXURY 4 AND 5 ★  
ACCOMMODATION



## WHO WE WORK WITH

Michael Paul Holidays is a British holiday lettings partner offering luxury 4 and 5\* self-catering accommodation in the UK and Ireland.

Self-catering is in our DNA. We have spent the last few years using our industry knowledge to develop technology that brings us in line with the rest of the travel sector. If you're familiar with websites such as Skyscanner and ebookers, you'll know this technology has revolutionised the way people book flights and hotels. Michael Paul Holidays can now offer this powerful booking capability to self-catering resorts.

This is the ultimate way to increase your channel marketing options. As at 2020, our website features more than 65 locations and every month this number grows, as resort operators realise the benefits of working alongside Michael Paul Holidays.

We often use the terms 'resort' or 'park' to describe our partners, but this doesn't tell the whole story. Our portfolio currently includes more than 2000 lodges, villas, cottages, glamping sites, luxury caravans and apartments. Some of these have on-site facilities; others are located in popular holiday spots, but they all embody the MPH ethos: hand-picked accommodation with an exemplary level of customer service.





## REASONS TO WORK WITH US

We don't compete with our partner resorts, we provide an additional channel to help fill your properties. You keep complete control of your own booking system; our website simply mirrors yours to increase visibility among your target market and provide guests more opportunities to book.

## INCREASE VISIBILITY

Automatically increase the number of prospective guests who can view and engage with your resort. By marketing your properties through an additional channel, there is a much higher chance of letting properties that would otherwise remain empty.

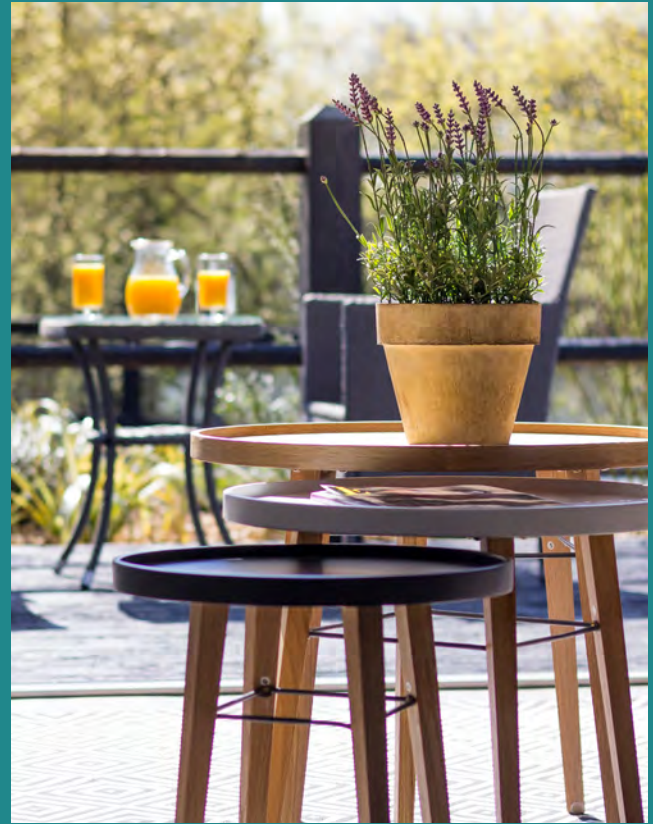
## SELL FOR 52 WEEKS

Our digital campaigns create interest and excitement among your target market all year round, so guests can take advantage of low season bookings and you don't need to rely solely on occupancy during busy periods.



## SET YOUR OWN TARIFFS & DISCOUNTS

Our booking system pulls real-time availability and pricing from your own website. You set the prices and decide the discounts, and the guest will receive the same quality information whether they book through our site or yours.



## GUARANTEE SUPERIOR CUSTOMER SERVICE







We only work with resorts who place the same emphasis on traditional customer service as we do. First impressions count. You can rest assured that when your guests book through Michael Paul Holidays, they will arrive at your site fully informed and looking forward to a wonderful holiday, in the knowledge that if the unexpected happens, we will sort it out.



# TARGETED MARKETING

We only earn commission when a guest books one of your properties through our website. In return, we work hard to increase the number and quality of guests we attract to your property, through a targeted and dynamic marketing strategy.

You don't pay any additional marketing costs but benefit from a blend of traditional and digital marketing, such as:

-  **Expert search engine optimisation through microsites and blogs**
-  **Social media campaigns**
-  **Pay-per-click and email marketing**
-  **Interactive customer dialogues to improve buying experience and conversion rates**
-  **Print-based advertising to increase reach**
-  **Revenue management is an extra cost unless you are paying the highest rate of commission**





## DATA PROFILING

Segmenting your prospective guests by customer type can transform your marketing efforts and the number of guests you attract. We can undertake a thorough data profiling exercise to determine where and when your audience is receptive and create the most effective marketing campaigns.

## CLEAR LISTINGS

Portraying your property in the best light is extremely important to us. We personally visit every property to understand your key attributes and what makes it a special place. We then use professional photographers and copywriters to create clear and accurate listings and depict the perfect holiday for your guests.



# A LETTINGS PARTNER WITH A DIFFERENCE







## A TRUE PARTNERSHIP

Michael Paul Holidays is a lettings channel and we work with resort owners and operators as partners. There is no competition. We share the same desire to fill luxury UK resorts with happy guests, and it makes financial sense to share marketing costs and expand visibility for each property. We will understand your business goals and advise, but will not dictate tariffs or occupancy.

## FLEXIBILITY

We've shaped our business around catering to property owners and resort operators, so all agreements we create are bespoke to your circumstances. We charge commission on a successful letting and you don't pay any fees for marketing or for integrating your software. When we've discussed commission rates, channels and seasonal adjustments, we base your contract around what is affordable and make sure we're both happy before proceeding. If the commission rate is at the lower end, i.e. 15%, and you wish us to provide revenue management advice, we will charge an additional sum monthly.

## INDUSTRY KNOWLEDGE

With many years' experience in the leisure industry, we understand first-hand the nature of what you do and your passion for creating a memorable holiday experience. We work closely with our partners, sharing knowledge and advice where requested, to help grow a successful business.



## HOW THE SOFTWARE WORKS

In basic terms, API technology allows booking systems to communicate price and availability information between each other. In this case, it lets our system talk to yours. It's the same software that helps companies like Skyscanner and ebookers provide a smooth booking experience while linking to many different sources.

By using an API integration, we can deliver a fast, secure booking portal that syncs seamlessly with your own system. This means the Michael Paul Holidays website mirrors your website. We can present guests with real-time pricing and availability without the need for manual input.



## MAKING A BOOKING

Guests find it very simple to book a holiday through our website, and experience a similarly high level of customer service that you would offer. They can also be assured that we store all personal data and payment information securely, in accordance with data protection laws.

All bookings are reflected instantly and automatically on both systems. By sidestepping any middle man and manual data entry, we can eliminate the chance of miscommunication and duplicate bookings. We will also email you out of courtesy when a new booking is made on our site.





## A COLLABORATIVE PROCESS

There is no cost to establish a link between our two systems, because we have already invested in the software. If you use a third-party booking system (such as RMS, ParcVu, SuperControl, Prophet, Booking Factory, Anytime Booking, Rezlynx or Elite), we may already have a connection in place so set-up will be quick and simple.

If you have a custom booking platform, we can arrange to set up an API on your side that our system can integrate with. This is a straightforward process and one that we will help you through. If you have created your own booking system, we are happy to collaborate with your developer and build an API together. If you don't use a booking system currently, you will be welcome to use ours.

# SOME OF OUR INTEGRATIONS





# SOME OF OUR PARTNERS



ARIA RESORTS



PLUMLOCATIONS  
CONTEMPORARY COASTAL APARTMENTS



bridge leisure parks



THE HIGHLAND CLUB  
FORT AUGUSTUS \* LOCH NESS





**MICHAEL PAUL  
HOLIDAYS**





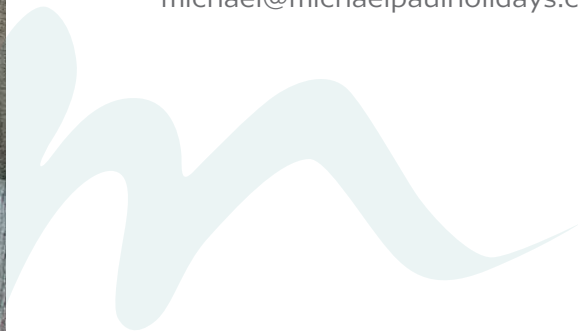
## TALK TO US

To learn how your resort can benefit from a partnership with Michael Paul Holidays

Contact Michael

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