

Are you ready for
SOMETHING NEW?

BIRCH STAYS 
DESIGNED HOLIDAYS

You've got our
full attention.

Consider this your invitation to join our hand-selected
collection of exceptional holiday homes.



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We'd love you to join our collection

We are confident that we can add value to your current set up, helping to both **optimise your rental income and remove management headaches.**

At Birch Stays we handpick all of the homes we partner with, and believe your home would complement our portfolio. To continue our tailored customer service, we are not looking to exceed 30 houses in your area and therefore each of our houses need to meet our guests' exacting standards.

We know our guests will fall in love with your home as quickly as we have, and we hope we can partner with you.





A bespoke service

We are super flexible with how we can work with you. **Our services range from:**

- ✓ A complete management service that removes yourselves from any daily involvement.
- ✓ Work alongside and integrate with your existing suppliers, cleaning team and professionals.
- ✓ Provide a marketing, booking generation and customer communication service.
- ✓ We can even work alongside existing agents (mainly to demonstrate our different approach!)



Every agreement and service is bespoke to you and your home.

Our guests and us

We are proud to have become the first-choice destination for our guests' holiday need, whether they are seeking a high-end UK staycation, a sun-drenched beach escape, or a luxurious ski chalet. They trust the quality of our collection, and exceptional customer service is always guaranteed.



Who they are

Our guests are looking for authentic holiday experiences in design-led homes. These range from romantic couples' getaways in remote eco-cabins, to multi-generational family celebrations in manor homes and even in private pubs.



What they like

Design, quality and fun. With the exception of the smaller shepherd huts, our stays are centred on family and group holidays. They love homes that allow great spaces to socialise and connect, and are full of amenities to enjoy.



Key features

Big kitchens, lush gardens and hot tubs are frequent requests. However the key to our guests and our brand is a design-focused home and a uniqueness to the property. The guests know when the level of detail and care has afforded to the home.



Types of bookings

Family and flexible holidays. We have found that post Covid-19 changing travel patterns are changing, guests of all sizes now want more flexibility in their arrival dates and are moving away from traditional week-long Friday/Saturday check-in dates.



Customer service

We know how important people's holidays are, and in particular family get-togethers. We are honoured to play a small part in hosting such important holidays and this understanding is central to our ethos of service.



Personalised holidays

No matter the occasion or group size, the team can cater for all our guests' needs. This level of hospitality is central to the Birch Stays brand; in being more than just accommodation. Our guests in particular love in-house spa days, private dining experiences and guided walks.



“The team put in such a personal commitment to our home, we have loved every minute of working with Birch Stays.”

— Rachel, The Old Tearooms



The Birch Stays way

As an agency founded by holiday homeowners, we understand first-hand how the service provided by existing agencies often falls short. Our approach is different: we only manage a limited number of homes in each location, allowing us to dedicate personal time and energy to each property and homeowner, maximising rental income while delivering exceptional service to both owners and guests.

To maintain this commitment to our homeowners and to ensure we are offering a unique portfolio of holidays to our guests, we have launched overseas Sun and Snow collections; so we can cater full for all our guests' holiday needs.

In the UK, we've curated a portfolio of standout homes across North Wales, the Cotswolds, Yorkshire Dales, The Lakes, and The West Country, and we are expanding into more destinations.

Unlike most agencies, we provide a complete, end-to-end solution for holiday rentals.

Our standard service can include booking generation, guest management, interior design, property maintenance, oversight of cleaners and turnarounds, laundry, integration with our property management platform, and online marketing. This all-in-one approach is far more cost-effective than hiring separate booking agents, property managers, and cleaning teams, while importantly freeing owners from day-to-day responsibilities.

We also recognise that some owners may already have arrangements in place, so we remain flexible with the level of service we provide and can work alongside existing agents.

Every service package is bespoke, tailored to the unique needs of each home and homeowner.

Adding value to your home

Compressive support and first class hospitality

- ✓ Taking the time to understand and prioritise your short and long term objectives.
- ✓ Only offering a service that you need. This can range from a complete management solution to generating bookings only and managing clients.
- ✓ Effective marketing campaigns and strategic branding work.
- ✓ Introduction of leading imagery, drone work, videography and social media promotion.
- ✓ Improving occupancy rates through flexible booking arrangements and dynamic pricing.
- ✓ Undertaking a full review of existing costings and suppliers to advise on savings.
- ✓ An honest approach recommendations for interiors, amenities and suppliers, led by our in-house interior design team.
- ✓ Integrating our technology, systems and processes to your existing arrangements.
- ✓ The ability to work with your existing cleaners and suppliers, or introduce our supply chain.

WHY JOIN US?

We champion uniqueness.

As such each agreement and level of service is tailored entirely to you and your home's needs. No two agreements are the same.

Marketing *your* home

Our strategies

✓ Customised brand identity and marketing material:

We can work with you to shape a clear, considered brand for your home. From beautiful photography and stylised short-form video content, to floor plans and logos, every asset is created to highlight what makes your property special. The aim is simple: to ensure your home stands out instantly and attracts the right guests from the very first impression.

✓ Launch campaigns and positioning:

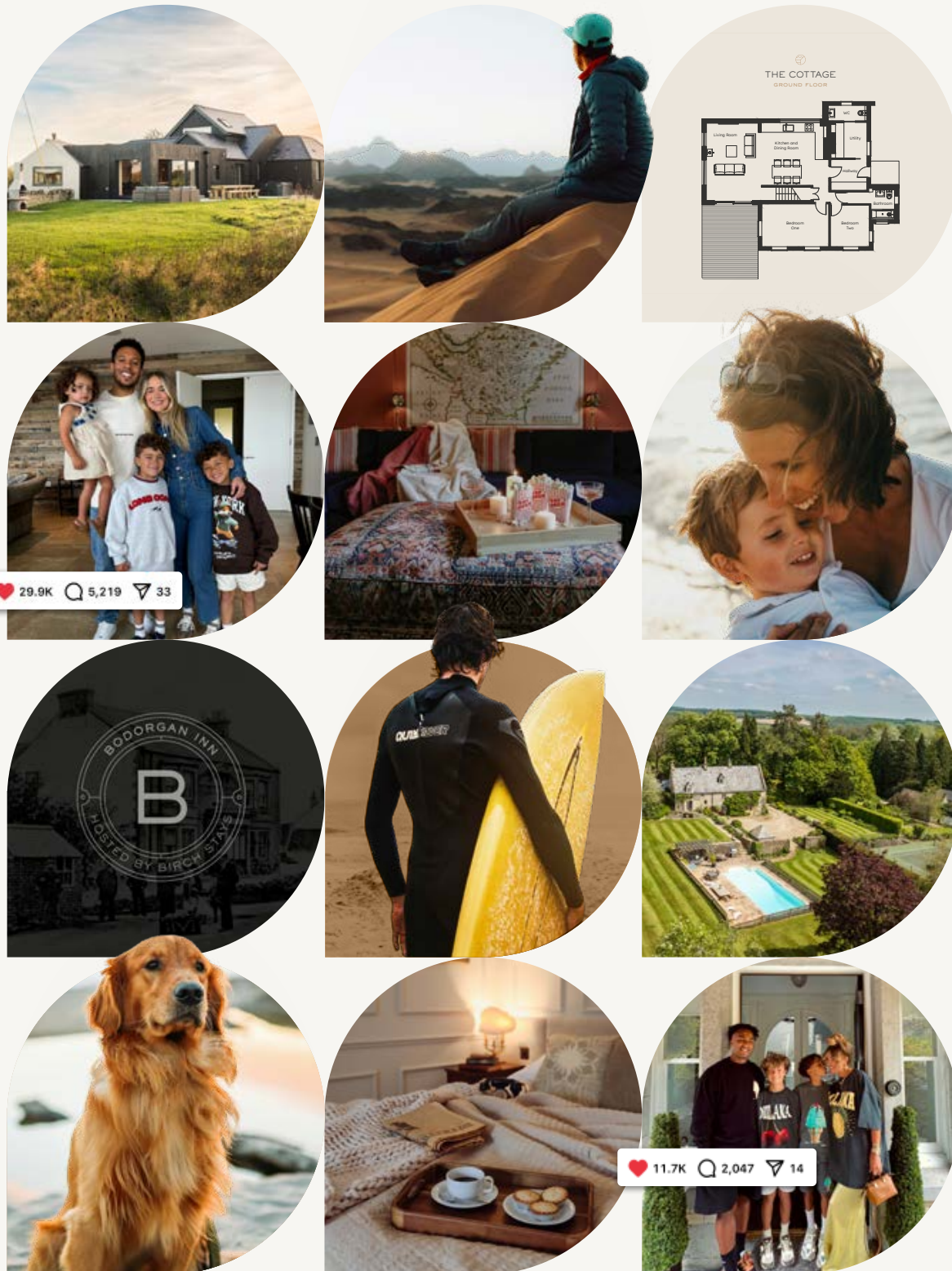
Every new home is launched with intent. We carefully review how and where your property should be introduced across our website, social channels, email marketing and paid advertising, ensuring it's positioned for the right audience from day one. From timing and messaging to imagery and pricing, we build a launch plan designed to create momentum, visibility and early bookings.

✓ Data-led optimisation and property performance:

We continuously analyse how each home is performing. If a property needs extra attention, we can create bespoke campaigns around it – from paid ads and email features to social pushes, website placement or special offers. We'll also review listings in detail, looking at imagery, copy, pricing and competitor positioning, and can arrange fresh imagery/video or influencer campaigns if needed to give the home renewed impact.

✓ Seasonal campaigns and long-term growth:

We run regular seasonal campaigns and offers that homeowners can opt into, aligned with real booking behaviour. As our brand grows, we continually review our campaigns, tone of voice, visual identity and guest journey to ensure everything feels joined-up, current and true to the Birch Stays experience.



Marketing *your* home

Our strategies

✓ Website, SEO and AI-led discovery:

Our website is at the heart of our marketing strategy, and we're constantly refining it. We invest heavily in SEO, content and technical improvements to ensure strong search visibility, while also restructuring the site to perform well in AI-led travel planning – an increasingly important way guests are discovering holidays. We regularly review analytics, user behaviour, heatmaps and mobile performance to remove friction and improve conversions.

✓ Email marketing and direct demand:

We send targeted marketing emails to past guests and engaged leads, showcasing homes, collections, launches and seasonal offers. This allows us to drive repeat bookings, give specific properties an extra push, and run segmented campaigns tailored to particular seasons, locations, homes or guest types. Alongside this, we publish regular blog content to further engage our audience, support our email activity, and strengthen our ongoing SEO efforts.

✓ Online Partners & Airbnb Lux:

Despite over 80% of our bookings coming from our website or Instagram, we maintain a strong presence and bespoke agreements with carefully selected third-party platforms including Airbnb, Booking.com, VRBO, Oliver's Travels and Marriott Homes & Villas. We are proud to be Airbnb Superhosts and have been awarded Airbnb Luxe Host status, meaning we are approved to recommend homes for Airbnb Luxe – a classification currently held by fewer than 150 homes across the UK. Any additional platform fees are added to the guest booking price and never affect your agreed net returns.

✓ Social media, content and community:

Our social channels are a powerful driver of awareness and bookings, and an inherent part of how we market every home. We create tailored content across Instagram, Facebook (and increasingly TikTok and LinkedIn), allowing us to reach different demographics on each platform. In 2025 alone, our content generated 90,500 visits, 54,000 link clicks and over 3.1 million views (from Jul - Dec 2025), – all feeding demand back to our homes.

✓ Influencer collaborations and brand partnerships:

We have successfully worked with carefully selected influencers, creators and brand partners to generate authentic, high-performing content and boost bookings. We manage the full process and have a trusted network of creators ranging from 300,000 to 1.5m followers.

✓ Paid advertising and performance marketing:

We run highly targeted paid campaigns across Meta and Google, constantly testing and refining our ads to ensure strong performance. Our social media ads alone generate over 700,000 monthly impressions and 73,000 clicks, with an average click-through rate of 10%, and top-performing creatives reaching 20%. Paid media allows us to quickly increase visibility for specific homes, launches or periods that need a boost.

Marketing case study



Reaching a wider audience and securing bookings through influencer collaborations:

We created an Instagram campaign with a family influencer (625,000+ followers on Instagram) that generated **over £60,000 of bookings across 10 days** for the featured property.



**£60,000 +
IN 10 DAYS**

Unlocking your full potential

Mid-week revenue & retreats

Unlike most agencies, we actively specialise in hosting and facilitating event-style bookings. Many of the homes in our collection naturally lend themselves to gatherings, and we've found that retreats, workshops and hosted stays play a key role in driving strong midweek and off-peak revenue – often during periods that would otherwise sit empty.

✓ Events, retreats and experiences:

We work across a wide range of hosted stays, from wellness retreats, yoga and fitness sessions, to art, culinary and creative workshops. We also support corporate stays, brand-led events and product launches. Alongside this, we facilitate longer-term bookings, media stays and TV productions, introducing homes to new audiences while generating valuable midweek and off-peak revenue.

✓ A trusted network of partners:

Over time, we've built a strong and trusted network of specialists to support these stays. This includes Michelin-starred and social-media-led chefs, wellness practitioners, retreat hosts and experts in areas such as cold-water therapy.

✓ High-profile stays:

Increasingly, we also work with concierge agencies and trusted contacts to organise private stays for high-profile clients, always with discretion and care.

Hosted event case study



Driving midweek revenue through brand-led hosted stays and shoots:

We partnered with a leading brand and a specialist events company to host a high-profile, multi-night midweek stay at one of our homes. The experience brought together well-known influencers for a curated programme of private dining and activities. The stay generated widespread social coverage, introducing the home to a new audience and unlocking valuable off-peak bookings.

We have also worked with a TV production company who secured a 2 month-long rental at one of our houses for a programme shoot, delivering significant revenue during an otherwise quiet season.

Revenue and pricing

Maximising profits – our recommendations

✓ Target driven objectives on revenue and occupancy levels:

Our recommended approach is to agree an annual revenue target with the homeowners based on:

- 1) A full year's availability, and/ or
- 2) The current levels of availability with existing bookings.

This allows for clear objectives to be set, and provides a baseline to monitor performance.

✓ Dynamic pricing models customised to your home:

Once set, we create a dynamic pricing strategy based on individual nightly rates, reacts to seasonal demands and occupancy rates. There would be agreed booking values based on seasonality and minimum night stay rules.

✓ Flexible check in and check-out days:

Our booking approach is to provide the guests with maximum booking flexibility and to push annual revenues. We don't work to fixed check in and check out days. We will set minimum rental requirements to allow 2-night stays.

We find the 2-night stay option is important for the home to show in online searches for weekend bookings. We can set longer stay requirements for peak seasons such as week-long stays. We have found this the best model to push overall revenue levels as we feel guests' travel patterns have moved away from the traditional fixed check-in dates.

✓ Or a fine tune to your current model:

However, we know this solution isn't right for every homeowner. Our software allows us to mirror your current pricing strategies, so if you prefer to continue with what's already working, whether that means occasional suggestions or none at all, we can follow your existing pricing and booking rules.

Technology driven hospitality

Guest and homeowner portals

Our recently introduced guest portal is designed to simplify the guest journey, improve compliance, and give homeowners confidence that everything is managed professionally and securely – while also creating opportunities to increase revenue per stay.

- ✓ **Streamlined check-in:** Guests can view their reservation, complete digital check-in, verify ID, confirm contact details and share estimated arrival times in advance.
- ✓ **House rules and compliance:** Before access details are released, guests must acknowledge and agree to each home's specific rules, helping protect the property and reduce issues on arrival. Where homeowners have existing booking policies or rules, these can be fully integrated into the system.
- ✓ **Clear arrival information:** Once verified, guests receive key codes, access instructions, arrival guides and property information all in one place.
- ✓ **Revenue-generating add-ons:** The portal allows for easy upselling of extras such as hot tub access, bed setups, early check-in, late checkout and experience packages.

We are currently developing a dedicated homeowner portal to complement the guest experience. This will provide owners with clear visibility of bookings, performance and key information in one place.



Homeowner case study



Two Private Homes, North Wales

Two homes were underperforming under a previous agency, taking gross revenues of £60,000 in the 12 months prior to Birch Stays taking over. **We secured over £300,000 of gross bookings for 2024 and targeting £330,000 for 2025.** In 2024 we hosted a media company who produced a documentary TV series for a health and wellbeing show for 7-week rental period.

£300,000 FOR 2024



“Using Birch Stay’s portal has been brilliant, we are able to view each booking and even the review the cleaning reports from each turnover.”

Beth, The Pines

Technology driven hospitality

Efficient systems and operations

The homeowners benefit from: 24/7 access to real time booking data and notifications, cleaning reports & checklists from each turnaround, the ability to block own usage directly into the calendars, for our system to control heating devices & hot tubs based on guest arrivals & departures, and use of dynamic pricing tools to maximise occupancies and revenue levels.

- ✓ Synchronisation of calendars.
- ✓ Digitalised welcome packs, alongside in-house high quality printed versions and QR codes.
- ✓ Automation of the admin involved in turnarounds, cleaning, linen & maintenance.
- ✓ Technology improvements such as heating systems and noise monitoring.
- ✓ Cleaning checklists and reports are established which are bespoke to each home and homeowner.

Being holiday home owners ourselves we know the importance of cost mitigation. We can review your current expenditure levels to identify cost savings and cost-effective suppliers.

Technology driven hospitality

Hands-on management for peace of mind

For fully managed homes, we take care of the labour-intensive and operational tasks that ensure your property is always guest-ready, while maintaining the high-touch hospitality we are known for.

- ✓ Maintenance & upkeep: Hot tubs, gardens, window cleaning, repairs, painting and seasonal checks.
- ✓ Smart systems: Automated remote heating, smart locks and security, hot tub automation, and inventory management.
- ✓ Cleaning & turnarounds: GPS-tracked checklists, photo-verified reports, and coordinated teams.
- ✓ Compliance & security: Digital compliance portal, fire & health and safety monitoring, damage deposits, dispute management, and guest rule acknowledgements.

With Birch Stays, every operational detail is managed efficiently and transparently, giving you peace of mind while maximising your home's value and guest experience.





Fees

Transparent, fair and affordable

- ✓ No long term contracts:
Our agreements are based on a monthly rolling contract, but we do ask for an initial 6 months to allow our marketing and branding work to take effect. Should the agreement be terminated, we ask that the owner honour the secured future bookings.
- ✓ No platform fees or hidden costs.
- ✓ Full transparency on booking revenue and expenses.
- ✓ Each agreement is bespoke to the owner's and homes needs but commission rates usually start at 15% + VAT.
- ✓ No upfront onboarding fees or annual charges.

Use your own home absolutely whenever you like. We will always work around you and any bookings for your family and friends.

Homeowner case study



A Private Residence, Cotswolds

In the previous 12 months, this property achieved gross rents of £52,000 under a previous agency. We took over the home in February 2024 and **have achieved £200,000 of rent for the home's first year under Birch Stays full management.**

£200,000 IN 8 MONTHS



❤️ 29.9K 🔍 5,219 📍 33



Birch Builds

Birch Builds offers expert holiday home renovations tailored specifically for the short-term rental market, combining design expertise, trusted local tradespeople, and flexible build contracts. **From optimising layouts to crafting unique interiors, we ensure your property stands out, delights guests, and maximises your investment.**

Renovating a holiday home is vastly different from a standard residential project. Our team has deep knowledge of what works for holiday lets, from optimising space for guest comfort to choosing designs that make your property stand out in a competitive market. We design with guest experiences in mind, ensuring your holiday home becomes a sought-after destination.

Few companies focus solely on renovations for holiday let properties, and even fewer offer the comprehensive service Birch Stays provides. We bridge the gap between traditional renovation services and holiday rental management, making us a one-of-a-kind partner for homeowners.

Our latest project was the renovation of the spectacular Grade 2 Listed Manor of Craig Y Don in Anglesey. Acting as principal contractor, we managed every stage of the transformation, from structural works to interior detailing, sourcing trusted local trades and suppliers across North Wales to bring this historic home back to life. Over 16 months we restored the 44-room manor, which is now being booked for incredible family holidays.

But do not fear, our team will work on all sizes of projects, and not just waterside castles!

Birch Interiors

Interior design & furniture packages

A standout holiday home requires a distinctive touch. Whether you're transforming a family residence into a luxury retreat or revitalising an existing property, our Interior Design Team brings creativity and expertise to the table. We craft bespoke designs that highlight your property's unique character and appeal, ensuring it captures the hearts of guests and shines within any portfolio.

✓ Interior design consultancy:

Our expert team offers tailored design consultancy for both new and existing holiday homes. Whether you're starting with a blank slate or looking to refresh your space, we'll guide you every step of the way, from initial concept to the final reveal.

✓ Furnishing and styling:

Simplify your setup with our holiday let furniture packages. We provide everything you need to create a fully dressed home that's ready to welcome guests. From comfortable interiors to carefully curated high-end decors, we ensure your property has the wow factor.

✓ Getting let ready:

Preparing your home for holiday rentals involves more than just good design. We provide practical advice on stock levels, bedding, and other essentials to ensure your home meets the highest standards of guest satisfaction.





The Birch Clubhouse

Introducing The Birch Clubhouse.

An exclusive new benefit for our valued homeowners. As a member of our growing community, you can now enjoy handpicked Birch Stays homes across the UK at special discounted rates.

By joining The Birch Clubhouse, you'll receive up to **20% off** other properties in our collection as a thank-you for being part of Birch. Whether you're planning a coastal escape, a countryside retreat, a big celebration, or now an overseas holiday, stay at a fellow club member's home for an unrivaled price and experience.

Throughout the year we will be evolving The Birch Clubhouse to be much more than discounted stays; it will be a real community with membership rewards, a referral programme, exclusive experiences to partner products and even a free gifting exchange of stays between community members.

eleventh hour

Our sister brand for smarter last-minute bookings

Eleventh Hour helps fill awkward midweek gaps and last-minute availability, turning empty nights into revenue, with no extra effort from you. Designed to work quietly alongside Birch Stays, it protects your brand while improving overall occupancy.



The platform syncs directly with your existing systems, automatically identifying short-notice availability and applying intelligent, controlled discounts within the next 11 weeks. You stay fully in control of pricing rules, while guests book and pay in full upfront, with no cancellations.



There are no setup costs or long-term contracts, and any commission is taken solely from Birch Stays' commission, never your earnings. An easy, low-risk way to make your calendar work harder.





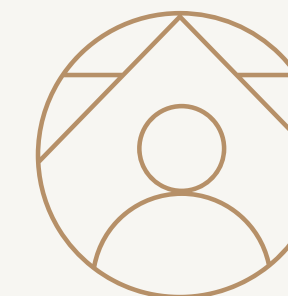
A REFRESHING APPROACH

As a family business founded by holiday home owners, we understand the love and care that goes into creating and managing a holiday home. This is why each home has a dedicated relationship manager. There are no call centres, just direct lines.

Join the fun

What you can expect from Birch Stays

- ✓ An initial friendly chat about how we could work together.
- ✓ A visit to your property to undertake a detailed inspection.
- ✓ Review of your current suppliers performance and suggest recommendations where possible.
- ✓ Complete a cost review of your current operation and introduce improvements.
- ✓ Agree annual rental targets and understand your key targets.
- ✓ Collaboration of ideas to promote optimum occupancies and customer reviews.
- ✓ Agreement on Birch Stays service levels and role.



Joining the fun

When you're ready to join the collection



1. IMAGERY

We'll undertake photography, videos and drone work.



2. LISTING

Your holiday home listing will be created and agreed with you.



3. CLEANING

We'll produce the cleaning checklist and areas of focus.



4. DEMONSTRATION

Quick demonstration of the Birch Stays booking platform.



5. MARKETING LAUNCH

We'll launch your holiday home across our relevant channels.



5. WELCOME GUESTS!

Set the house ready to open guests!



We look forward
to working with you



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