



tregenna

OWNER GUIDE

We want your holiday home to get the bookings it deserves

Tregenna has a proven track record of selling properties just like yours on our Resort.

This guide will take you through letting your property with Tregenna Castle Resort.



WELCOME

- Tregenna Castle sits in a stunning 72 acre resort and overlooks the beautiful fishing town of St Ives
- 18 hole golf course
- Family rooms available
- 99 bedrooms and 55 self catering properties
- A perfect location for weddings
- An ideal venue for corporate events
- Indoor pool
- Outdoor pool (seasonal)
- Fitness suite
- Castle Beauty facilities

We know how important your holiday home is to you and we will ensure it is profitable for you by maximising potential bookings. We work hard for every owner and our Tregenna reservations team are efficient and dedicated. You can rely on them to provide a friendly and professional service to all of your guests.

Why let your property with us?

- We have decades of experience in successfully letting self catering properties on the Resort
- We provide a 24/7 booking service
- Our website attracts nearly 350,000 hits a year; www.tregenna-castle.co.uk
- We take care of everything so you can just sit back, relax and enjoy your profits

When you're letting a property we know location is important and luckily for you St Ives is a beautiful coastal destination. Traditionally a fishing town, St Ives centres around the harbour, its stunning white sandy beaches, and cobbled streets. Often referred to as the jewel of Cornwall, with the St Ives Museum and the Tate St Ives, it is a hub for arts and heritage in West Cornwall.

Overlooking the picturesque St Ives bay, Tregenna Castle is a stunning resort just a short walk from the beautiful harbour town. Our location, coupled with all that Tregenna has to offer, makes us an ideal Cornish holiday destination. We also pride ourselves on being family friendly, so generations can gather together and create memories that will last a lifetime.

Our guests

We have over 90,000 guests staying with us annually and many share their stories on social media platforms including Instagram and Facebook. Families, couples and friends gather together to create memories in our beautiful location.

Our team are available 24 hours a day to liaise with your guests and ensure that they are enjoying their stay.

This results in happy customers, so you can relax in the knowledge that our team are ensuring your property and its guests are being looked after, exactly as you'd expect.



Testimonials

We know we offer a fantastic experience for our customers, but here are some testimonials that prove it.

"Lovely resort, clean and friendly, lovely view over the golf course, superb location and grounds. An outstanding walk to the beach through Tregenna pathway surrounded by woodlands and waterfall. Exceptional and consistent service from the wonderful and friendly team who all had excellent customer service skills. Thank you."

"We have just returned from a weekend at Tregenna. A wonderful old building, full of character and set in magical, sub-tropical gardens. Our room was beautiful, clean and overlooked St Ives Bay (a short walk away through enchanting woodland). All the staff that we met were really lovely - friendly and helpful."

I would definitely recommend Tregenna Castle Resort as a 'must go to' place."



Marketing your property

- Our websites are regularly updated and we have a dedicated luxury property website with its own brand identity - www.signaturecollectionstives.co.uk that our high-end properties feature on. This is linked directly from the main Tregenna Castle website.
- We have a committed marketing team who ensure we get the best and most appropriate type of coverage across print and online platforms
- We use email marketing to promote the properties
- We work to a social media strategy that assures we are getting the most out of our social platforms
- We run brand appropriate marketing campaigns



The best of Cornwall on our doorstep



Our brand

We have worked alongside our marketing agency to ensure that we have a detailed understanding of our brand and our values. Our brand focuses on providing our guests with the perfect traditional British holiday

We are an experienced and friendly team and are engaged with facilitating the needs of our guests with a wide range of facilities and activities catering for different ages and interests.

This brand identity enables us to successfully engage with our target audience and provide an excellent experience and fantastic service to our guests. Our commitment to curating this traditional British family holiday results in repeat guests and word of mouth advertising.

Strategic marketing

We understand the vitality of strategic marketing. This year we are running our 'Meet you in St. Ives' campaign with our tagline 'See you at Tregenna'. This campaign has been created to really showcase what we have to offer and showcase our location and surrounding area as a 'must visit' destination.

Our website philosophy

We understand that holidays are purchases that have high levels of emotional value for our customers. Due to this, our website vision has been to provide consumers with all the information they need to book their holiday.

Our website has been designed to help guests make the most of their time at Tregenna and in the surrounding areas. It features plenty of information about the accommodation, activities, and facilities that Tregenna has to offer and enables guests to plan their perfect Cornish getaway.

We regularly update our website to ensure that it is as user friendly and relevant as possible.

Online marketing

Our Online Marketing team works hard to ensure we are doing the most to engage and attract customers to our website. We utilise google ads, retargeting and various and applicable referral sites to ensure we appear in front of the right audiences. We have a strong social presence and engage regularly on Instagram and Facebook.

Email marketing

Each month we send an email to our guest database using the Email Departure platform. Email content will vary but will usually include any specific local events information, any changes or new facilities to the Resort and any last minute availability or special offers.

Journey to Tregenna

Quality marketing is essential to success. That is why we work with Journey, the hotel marketing agency. As specialists in the hospitality sector they have a deep understanding of exactly what a hotel needs from their marketing.

Journey has taken the time to get to know us and understand our brand. They provide support across strategy, design, content, search, and analysis as well as creating brand appropriate campaigns. They ensure that our tone of voice matches our brand and business goals across all platforms. They also provide a detailed insight into the effectiveness of our campaigns and digital advertising.



Sales and customer service

The Reservations team:

Our Reservations Team is at the heart of the hotel. They are committed to providing a consistently high level of personal customer service. The Reservations team are available 9am - 9pm, 365 days a year. Our reception is staffed 24 hours a day so there is always someone ready and available to assist our guests.

Bookings:

Guests can book their holidays online. While this works for some, others prefer to have someone to talk to during the booking process. Our experienced Reservations Team are always happy to help. They provide a fantastic knowledge of all the properties on the resort, so they can match customers to the most suitable property for their needs.

Customer service:

At Tregenna we understand that customer service is the crux of success in hospitality. We have a friendly and engaging team and regularly receive complimentary reviews on TripAdvisor, Instagram and Facebook. We are there to support our guests and help to create perfect holiday memories.

Administration:

All the administration relating to bookings is handled by our Sales and Customer Service team. They take care of everything from taking the booking, sending confirmation, collecting deposits and payments. So all you have to do is sit back and relax, in the knowledge that your property is in excellent hands.

FAQs

1. Security deposit; do we take one and what happens when damages occur?

We require the tenant to provide a £250 pre-authorisation which we will hold. The deposit will be presented to the bank only if there are any losses or damages. If the total cost is less than the value of the pre-authorisation we will of course refund the difference to the customer.

2. Owner usage - how many weeks can we book?

Unlike most agents we do not limit the numbers of weeks owners can use their accommodation but remember, to maximise your potential bookings. June to September is peak season.

3. How do we book owner weeks?

Via the Signature Collection office. Please note that a minimum of 7 days notice is required but we would advise booking at least 6 months ahead to ensure you get the dates you want.

4. Do you charge for owner lets?

Yes, when an owner occupies the property we will charge for cleaning. Price for cleaning varies depending on property size. The property will be serviced after each departure. If the owner is using between the last departure and the next arrival, a cleaning charge will be applicable.

5. Do you accept dogs on the resort?

No, with the exception of service dogs.

6. How do you gauge guest satisfaction?

We speak to guests prior to arrival and at least once during their stay to make sure everything is perfect for them. This gives guests the opportunity to flag up any problems and allows us to solve any issues immediately.

7. What happens if a guest makes a complaint?

Luckily complaints are a rarity. We advise guests to raise issues during their stay, giving the owner or Tregenna an opportunity to rectify things as quickly as possible. If a complaint is received, we'll act as arbitrators between you and the guests to reach an amicable solution.

8. What if there are maintenance issues?

If a maintenance issue should arise, the first visit to the property for diagnosis will be free of charge.

Any subsequent visits will incur labour charges of £60 inclusive of VAT for the first hour and £40 inclusive of VAT per hour thereafter.

We will replace light bulbs to the nearest match that we have in stock. Alternatively you may prefer to supply us with a backup stock that is stored in a locked cupboard in the property.

From time to time the internal walls may need paint 'touch ups' to maintain the high standard of decoration. We therefore require a supply of paint to be kept in a locked store cupboard in the property.

9. What is your commission?

It is 30% plus VAT per booking.

10. Are there additional costs?

Handling Charge: £40.00 inclusive of VAT for the administration of any services provided by the agent to the owner over and above the House Keeping Service.

Friends and Family Rate: The greater of the Cleaning Charge or 30% plus VAT of the Rate that would have been paid by a Tenant occupying the Holiday Home for the same period occupied by the Friends and Family.

11. In brief, what's included in the rental commission?

- Advertising
- Booking service
- Check-in service
- Housekeeping
- Laundry
- Basic itinerary checks
- Monthly statements
- Guest directory

Your guests have access to the following leisure facilities free of charge for the duration of their stay (with the exception of golf):

- Heated Indoor pool
- Croquet
- Seasonal heated outdoor pool
- Fitness Suite
- Tennis

11. When are reservations open?

The Reservations team is available to take bookings daily from 9am to 9pm. 365 days per year.

12. Can you guarantee the bookings?

We cannot guarantee bookings; we can give you an indicative idea of the tariff we suggest and number of potential occupancy weeks but this is for information only.

Golf course



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