

HOLIDAY LETS

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Think Ahead to 2002

Dear Reader,

So far, 2001 hasn't been easy for anyone in the self-catering industry. Heavy rainfall caused flooding. Foot & Mouth closed large chunks of the countryside. Cheap flight and a strong pound have sent holidaymakers abroad. It's no surprise if your booking for the spring and summer are down. We share your concern.

Our attitude, though, is to hang tight. Property rental is **not** a one-off business. It's a medium-term to long-term investment. The success of your operation depends on next year's business and business in the years that follow. We've seen it before. Bad weather and this year's crises fade from memory, the sun comes out and the booking return. Usually sooner than later.

The thing to do is to remain positive and concentrate on attracting new customers for 2002. The question, of course, is how. The large agencies have glossy brochures, sophisticated websites and nationwide media campaigns. But if you're an 'independent' owner with a limited budget, advertising probably means local tourism brochures, classified lineage in newspapers and magazines or a bit of direct mail. This is where **Stilwell's** comes in.

Stilwell's Holiday Lets 2002, now in its second edition, is a full colour, nationally distributed directory expressly designed for readers looking for great value holiday rentals. It targets renters - young and old, couples, families and groups - who choose flats, chalets, cottages, lodges, annexes, static caravans and units in holiday parks and holiday villages for their holidays or 'short breaks'. In a word, people who rent holiday properties like yours.

In 2002, we'll distribute 200,000 copies of the brochure like this:

- Through circulation at one-third of the Tourist Information Centre network
- Through the free pick-up racks in the aisles of major supermarkets

And when you advertise in the brochure, you automatically get a listing on our website - www.stilwell.co.uk - **at no extra charge**. This makes your property details available to everyone with Internet access in Britain - and the world.

That's what we're all about – publishing a comprehensive, easy-to-use brochure with nationwide content and nationwide distribution for 'independent' owners, at prices to suit every pocket. We currently list over 2,000 holiday lets in England, Ireland, Scotland and Wales.

However, where we *really* come into our own is when readers see your low prices. Stilwell's is not an agency so we don't charge a commission. Holidaymakers choose a property then **book direct with the owner**, thus cutting out the middle man and saving money. The prices we list are up to 25% less than comparable, agency-managed properties. And our readers know this. In fact, the reason someone picks up a copy of **Holiday Lets** or logs on to www.stilwell.co.uk is to find a great value self-catering accommodation. That's the only thing they'll find. Your property won't be competing for space with hotels, B&Bs or guesthouses as it would in many local tourism brochures or websites.

For owners on the Internet, we're a perfect match. Your website entry enables readers to email you or to link direct to your own website from Stilwell's. You'll also be eligible for all our website and email promotions, featuring late availability information.

The open secret is this. At Stilwell's, we want to give the advertiser more than just a listing in a book or on a website. Our goal is to provide a complete marketing service using print, technology and hard work to generate the right enquiries for our owners. Getting them to book, of course, is up to you.

Stilwell's Holiday Lets 2002 – the best value brochure for the best value holiday rentals. For people thinking ahead to 2002.

I look forward to seeing you in the brochure.

Yours sincerely,

A handwritten signature in dark ink, appearing to read 'T. Stilwell', written in a cursive, flowing style.

Tim Stilwell
Publisher

PS: Remember, that old saying is really true – a picture is worth a thousand words. It attracts the eye and makes your entry stand out. If you have a good picture, make it work for you.