

From under utilised holiday home to €150K of revenue

Summary

Chalet Petille in Combloux was being used less and less by the owners and they had decided to sell.

After unsuccessfully marketing the chalet through an estate agent, a decision was made to explore letting the property; the owners then approached OVO Network.

The OVO Network team helped the owners make the most of this opportunity, enabling this attractive holiday home to generate over €150k of revenue in the first 18 months. This was despite the severe challenges of the COVID pandemic.

Start Point

Helen and Tom purchased their newly built holiday chalet in the early 2000s. It is situated on the outskirts of Combloux, a beautiful village with easy access to the Porte du Mont Blanc ski area. The spacious, well-designed chalet offers plenty of room for eight guests and features stunning views across the Mont Blanc Massif.



2020

After a disappointing experience trying to sell the chalet, the family approached OVO Network at the start of 2020 in order to assess the property's rental potential.

What we did

Our sales team visited Chalet Petille in February 2020 and produced a Visit Report detailing the appeal from a guest perspective, suggestions for improvements to maximise revenue and initial indications of revenue potential.

A few changes were made to the chalet based on our recommendations and we then supported the owners as they set up their new business. With this done we set about marketing the chalet. The property went live with its own website, as well as being featured on multiple third party sites, in October 2020.



What happened next...

During the following eighteen months the OVO Network team implemented all of the promotion of the property, supported the owners with setting prices, managed enquiries and facilitated all guest payments.



Results

The property was launched in October 2020, a very challenging time for the French Alpine travel industry.

Despite the backdrop of COVID, OVO Network effectively promoted the chalet to successfully secure more than 45 bookings. This generated a gross revenue of over €150,000*.

Got a similar project? Contact a member of our sales team today at owner.sales@ovo.net or by calling +33 4 56 67 42 13.

** Gross booking revenue by booking date.*



Testimonial

"What a refreshing experience to find a business that works hard to achieve amazing results. I never thought during a global pandemic we would see such positive revenues. They know their business sector and were able to secure high quality bookings from the French market during a time when UK guests were unable to travel."

— Helen and Tom, London, UK