

# UNIQUE HOMESTAYS

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**With increasing discussion regarding how brands will operate and expand come 31<sup>st</sup> January 2020, luxury holiday home agency Unique Homestays review and share their continued growth and support within the local tourism industry.**

There is growing fear about what impact 31<sup>st</sup> January will have on tourism in the UK and whether it will impede the flow of people spending on luxury items and experiences. Despite the uncertainty, Walpole published figures in their June 2019 economic report that states a growth of the high-end creative and cultural industries of 40% over the past four years, worth £48 billion, outpacing national economic increase. The contribution that the high-end creative sector makes in terms of creating jobs across the UK is paramount in sustaining the travel and tourism industries.

Cornish based company Unique Homestays is among those in the high-end, luxury sector fighting back against Brexit. The expansion the brand has shown in the past three years alone has been parallel to the prosperity of the sector. The consistent levels of success that have been achieved by Unique Homestays has been portrayed through its investment in people, with 15 new employees taking the total from 20 to 35 since 2016. The growth of the portfolio has also reflected this with an array of new properties and an increasing standard of quality to exceed the needs of discerning guests. A priority has been to operate alongside stylists, designers, photographers, housekeepers and many other skilled individuals to help to provide regular work.

Unique Homestays celebrated 2019 with further successes, seen in a variety of key areas. Bookings with pets were up by 8% as were bookings with children in comparison to 2018; two of their most notable shifts within booking trends. This depicts where the focus has been and reflects that following the trend of pet-friendly properties has proven imperative.

The investment in a multi-channel advertising campaign has placed the brand at the forefront of the industry as they go forward in 2020, and with new opportunities to generate a high level of PR, the year ahead will certainly prove to be another full of accomplishment.

**Sarah Turney, General Manager at Unique Homestays:**

*“With the standard of quality rising, the demand to work with the very best local creative talent has never been greater. Over the years we’ve worked with specialists in the fields of photography, digital marketing and design to create a bespoke style and strive to continue to do this as we invest further into the people that make our brand a success. With the portfolio comprising properties across the UK and Ireland, it provides opportunities for many regions.*”

*Following the successful launch of our Simple Luxury marketing campaign we strive to continue to innovate in an increasingly noisy marketplace. By championing the British tourism market, our focus remains to prove that luxury can be found throughout our British Isles with sustainable travel at the forefront of our minds.”*

For more information, visit [www.uniquehomestays.com](http://www.uniquehomestays.com)  
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