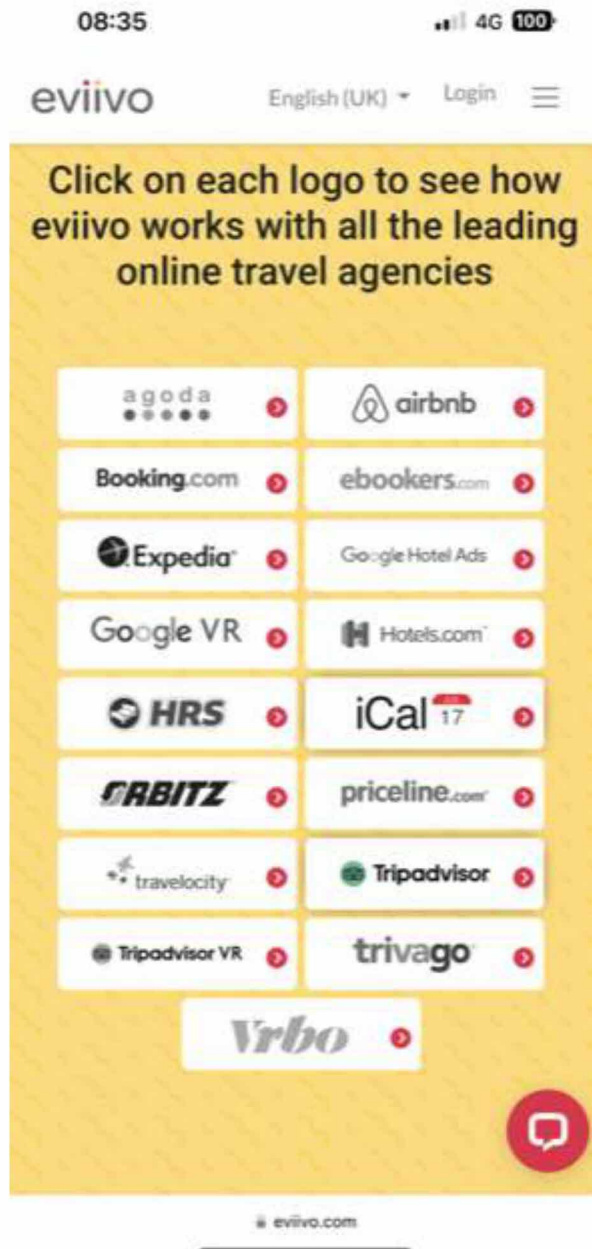


EVIDENCE OF LACK OF VIABILITY FOR HOLIDAY ACCOMODATION

1. LOW OCCUPANCY DESPITE WIDE MARKETING

The property has been marketed with a software company called Eviivo at a cost of [REDACTED] month – [REDACTED]. Their software pushes the property out to all holiday sites such as Vrbo, Booking.com, Airbnb and more.



Despite being widely available, the main sites people used to book my property were Airbnb and booking.com. We only had two bookings from booking.com, all others came from Airbnb. (see table below)

Demand was found to be only during holiday peak times and even then, it wasn't full 100% of the time. This is not financially viable and neither is it meeting the needs of the local community.

Our overall occupancy is 19% during 12 months of 1st July 2022- 30th June 2023 which reflects the interest only at peak times. For the other 40 weeks of the year, the property

remains empty. We opened for holiday lets on July 1st 2022 and below is the table of bookings:

DATE	NUMBER OF NIGHTS	WEBSITE
July 1-2 2022	2	Airbnb
July 3-5	2	Airbnb
July 5-16	11	Airbnb
July 23	1	Airbnb
July 25-29	4	Airbnb
July 29-31	2	Airbnb
Aug 2-4	2	Airbnb
Aug 4-6	2	Airbnb
Aug 11-14	3	Airbnb
Aug 14-22	8	Airbnb
Aug 26-31	5	Airbnb
Sept 2-4	2	Airbnb
Feb 16-19 2023	3	Airbnb
April 7-10	3	Airbnb
April 29-May 2	4	Airbnb
May 6-9	3	Booking.com
May 17-20	3	Airbnb
May 22-26	4	Booking.com
May 29-June 2	3	Airbnb
June 18-23	5	Airbnb
TOTAL in 12 MONTHS	72 (19.7%)	
2023 season		
July 3-8 2023	5	Airbnb
July 23-Aug 4	12	Booking.com
Aug 4-8	4	Airbnb

2. FAILURE OF HOTEL PREVIOUSLY

Prior to our purchase of the hotel, the previous owners had bought the hotel in 2017 and closed it in 2019 (see previous planning application).

They had found that there was not enough demand for the hotel in the local area.

When we got permission from Devon Council to change the hotel to a house but keep the annexe as a smaller holiday unit, we assumed the demand would match the smaller 4 bed property, but even still the demand is not there.

There are a number of reasons, but feedback suggests our location is not attractive to people looking for holidays as we are neither coastal nor in a town, plus we are on a busy main road.

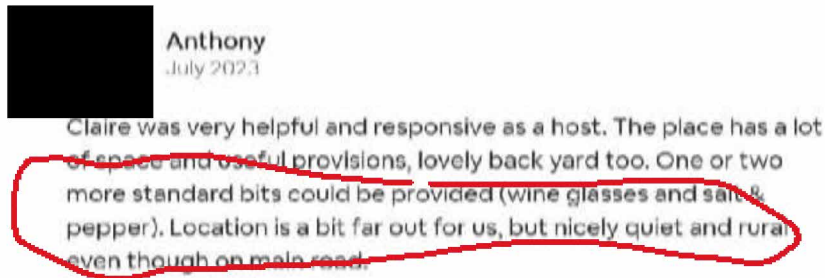
3. LOCATION NOT SUITABLE

We do not have ANY repeat bookings and feedback from Airbnb customers was “great house, bad location” (see email screenshots).

We are not suitable for holiday accommodation for the following reasons (based on customer feedback):

- On a busy main road
- Not close to any shops or amenities
- Not close to a town
- Not coastal
- Not much to do in the area

The house itself was always loved and we had 5* rating from all our Airbnb feedback, only time we got 4* was for location. Screenshot of typical feedback:



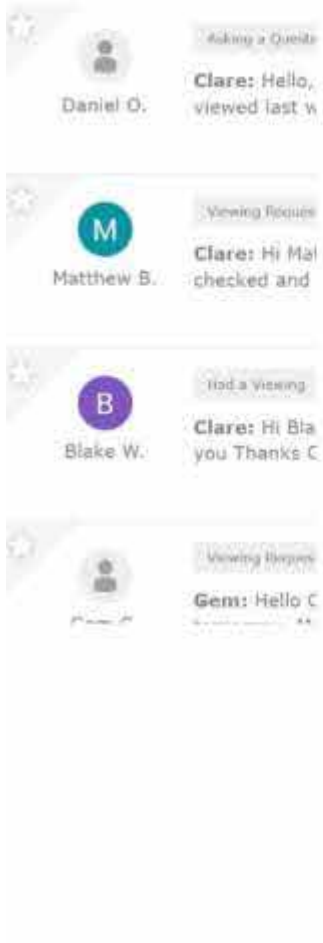
Location on front of road:



4. DEMAND FOR LOCAL HOUSING INSTEAD

In the process of marketing the holiday property, I have had a large number of messages through the Airbnb app asking if I would consider long term renting. There is clearly a much greater need for housing in the area and I want to go down this route instead of holiday letting.


Example of typical Emails asking for long term let (received on weekly basis):



Hannah



21 Jun 2022

 Expiry date: 3 weeks, 4 Sept 2022 - 21 Jun 2022

Hannah

Hi, we are looking at booking from early September to late January, we are students who are on a 5 month placement block mostly hospital. We were wondering about availability and payment options. Many thanks