



Working with The Turquoise Collection Overview



Quite a lot has changed in the past few years both in terms of guest expectations and the routes to market for owners. Traditional lettings companies have become less effective, more expensive and have suffered some negative press on the back of significant fraud. There has been a shift, particularly for high end villas in the way that guests like to book, and their service expectations both pre-departure and in Kalkan. Since the downturn in 2020/2021 we have seen a significant move to ATOL protected bookings because guests want both high levels of service and booking security, particularly where the spend is several thousand pounds as it is with many of the villas in our collection.

The market has also become more regulated, and given the potential fines to owners, professional management has become much more important. There are, I believe 3 key elements that make working with the Turquoise Collection a strong proposition for you and I have talked about them in more detail below...



Routes to market:

1/ The Turquoise Collection website:

No1 on Google for key search phrases, such as "Kalkan villa" "Kalkan holidays" and on page one for many other relevant search phrases.

Over 110,000 visits a month to the website.

600-800 enquiries a month.

2/ High street travel agents:

The collection is offered through high street travel agents across the UK.

3/ Database marketing

Having operated in Kalkan for 15 years our opted in database comprises a wide cross section of those interested in a Kalkan holiday, giving us highly effective access to market to that audience.

Social network marketing

4/ Social networking

Our social network profiles are effective at showcasing holiday villas, creating interest and driving search traffic to our website.

5/ National press coverage

We regularly feature in the Sunday Times, The Telegraph, The Daily Mail, and others both digitally and in print, featuring in the Times annual award for Europe's best villas and in a recent editorial where the Times travel editor was our guest at one of our Kalkan Premier Collection villas. This press coverage is highly effective at generating interest and enquiries from our target demographic.

**Service:****Guests:**

Stephanie Stringer has headed up our team of 8 full time staff in the UK for 15 years and is responsible for delivering high service standards both pre-departure and in resort. She achieves this in a number of ways.

- 1/ Extensive and detailed pre-departure information for booked guests
- 2/ Our concierge service available without charge for all our Premier Collection guests
- 3/ Two experienced and highly capable resort staff in Kalkan
- 4/ Pre-season property checks carried out by our UK and resort staff
- 5/ A culture of encouraging and reacting to guest feedback
- 6/ A popular loyalty program

Owners:

- 1/ The Turquoise Collection is compliant with the GDPR legislation regarding the treatment of client data
- 2/ We collect guest passport copies and cross reference with booking data to ensure GIYKIMBIL data is accurate before sending to your nominated person for submission
- 3/ Our resort staff work closely with maintenance companies significantly reducing owner involvement in rectifying problems
- 4/ Detailed income and booking data on request
- 5/ Professional photography free of charge for Exclusive contracts
- 6/ No limit to owner requested occupancy for family/ friends
- 7/ A collaborative approach to working with owners
- 8/ Proactive marketing



Return on your investment:

Increasingly, we see a market that wants quality and booking security. The experience from an initial enquiry and qualification of the guest requirements through the booking process, pre-departure service/ information, property preparation and quality of guest services in resort are all key to creating a positive perception that builds a reputation that supports recommendations and repeat bookings. Success here will maximise charge rates and occupancy.

Owner stays:

Owner bookings can easily made be email without restriction. Just advise us when you want to travel, and if no current booking exists, we will add your dates to the property calendar and send you an owner booking confirmation by email.

Our Brand:

The Turquoise Collection tour operator is a trusted, recognised and aspirational brand having operated in Turkey to the highest standards for 15 years. Our portfolio we believe represents the finest holiday accommodation options in the resorts in which we operate, and our reputation and clientele reflect this. We provide detailed and insightful pre-departure information designed to help our guests have the very best experience in their chosen destination, a dedicated and complimentary concierge service for our Premier Collection guests and post check out arrangements without charge at local hotels.



ATOL Bonding:

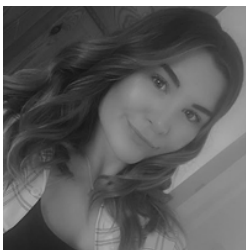
Enquirers can book Kalkan villas with us on a holiday let basis or as part of an ATOL protected package including flights. As well as our ATOL bonding providing a level of comfort to our guests, it makes your villa available to book both to an increasingly large group of people who wish to book with ATOL protection and also those who prefer a holiday let arrangement.

Sales team:

Our sales department of 3 full time staff is headed by Imogen Bowery. Our systems and approach are focused on building relationships with clients, and putting options in front of them that closely meet their needs and aspirations.

Meet the Turquoise Collection team at <https://www.theturquoisecollection.com/meet-the-team/> and do let me know if I can help with any further information, or if you would like to talk to me about including your villa in our collection.

Kind regards,
Imogen Bowery
Sales Manager



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UK Office Opening Hours

09:00 - 18:00 Monday to Friday

09:00 - 17:00 Saturday

Closed on Sundays and bank holidays

