



Working with The Turquoise Collection

www.theturquoisecollection.com

Quite a lot has changed in the past few years both in terms of guest expectations and the routes to market for holiday home owners. Traditional lettings companies have become less effective, more expensive and like social networks have suffered some negative press on the back of significant fraud. There has been a shift, particularly for villas at higher price points in the way that guests like to book, and their service expectations both pre-departure and in their booked destination. 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. The market has also become more regulated, and given the potential fines to owners, professional management has become much more important. There are, we believe, 3 key elements that make working with the Turquoise Collection a strong proposition, please see more detail below...

Routes to market:

1. Google and other search engines: The Turquoise Collection website: No1 on Google for key search phrases, such as "Kalkan villa" "Kalkan holidays" "Kalkan apartments" and on page one for hundreds of other relevant search phrases. Over 40,000 visits and 1.1 million page views a month to the website.
2. Database marketing: Having operated for 16 years our opted in database comprises a wide cross section of those interested in Kalkan villa holidays, giving us highly effective access to market to that audience.
3. Social networking: Our social network profiles are effective at showcasing Kalkan holiday villas, creating interest and driving search traffic to our website. We generate 10's of thousands of social network views and interactions by our target audience each month.
4. National press coverage: We have featured in the Sunday Times, The Telegraph, 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.
5. High street and sales channel agents offer our collection to clients from their various locations around the world broadening our reach even further.



Service:

Service to guests

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

1. Extensive and detailed pre-departure information to inform and inspire guests.
2. Our dedicated concierge service available without charge for all our Premier Collection guests.
3. Two experienced and highly capable full time resort staff located in Kalkan, Turkey.
4. A culture of encouraging, and reacting to guest feedback.
5. A popular loyalty program.
6. Highly knowledgeable sales and booking administration teams who have first hand knowledge of Kalkan and many of our properties there.
7. Booking security. ATOL protected holidays with flights available to book for most properties.
8. Booking flexibility. Stay with the Turquoise Collection on a holiday let basis, or as part of an ATOL protected package, both choices available to book with a wide choice of carefully chosen additional services.
9. Complimentary post check out arrangements at a local hotel.

Service:

Service to property owners

1. The Turquoise Collection is compliant with the UK 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 and highly effective 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. Collaboration with property owners allows us to clearly understand objectives and achieve the best results.

Owner stays

Owner bookings can easily made by 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 checkout arrangements without charge at local hotels.



Meet the team

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



Next steps...

Send a link to your holiday home to admin@theturquoisecollection.com and include your name and contact details. We will take a look and get in touch.

Alternatively call Martin Bligh at our UK office on +44 (0) 1449 770811 or if you are calling from outside the UK, Martin is also available on WhatsApp +44 7423 267845

UK Office Opening Hours
09:00 - 18:00 Monday to Friday
09:00 - 17:00 Saturday
Closed on Sundays and bank holidays

