

Looking for a way to improve your holiday rental business?

Joining our association can help

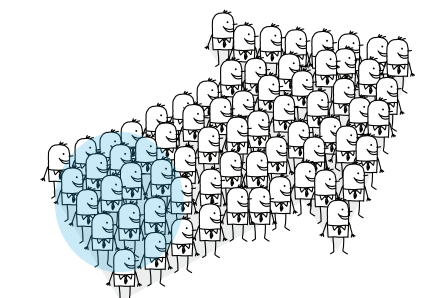
Irish Cottage Holiday Homes Association is a group of independently owned self-catering schemes in Ireland. Established in 1985, currently we represent 17 independently owned and operated self-catering schemes throughout the country representing over 300 holiday units.



What are the benefits of joining?

One of the main strengths of our association is that **profits are ploughed back into marketing**. It is a cooperative comprised of owner-managed cottages. The company is owned by the members with a professionally staffed central office to manage reservations and marketing.

Each individual owner has an equal say in the running of the Association. It is an opportunity to have the advantages of a strong Brand Image while remaining an independent operator.



Growing your business on-line

Our main marketing tool is our web site www.irishcottageholidays.com which receives **over 11,000 unique visitors per month** and generates a large volume of direct bookings (with no commission) for members. Plus you have a **great web presence** without needing to have your own site.

The site performs very well in search engines for its chosen key words "**Irish Cottages, Ireland Cottages**"; our site appears as the first entry on the first page of Google every time - go on, try it!

The professional site layout makes it **easy to find and book a property**, and knowing that they are dealing with a professional organisation **instills confidence** in your customers.

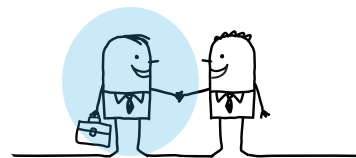


Irish Cottage Holiday Homes

Cottages and Self Catering Accommodation in Ireland

Looking after business for you

The Association also operates a **Central Reservation Office** in Dublin. Members can avail of this service for the cost of just 10% commission. While this is a great **added value service** for your business, it is also possible to take direct bookings without using the central reservation office and pay no commission.



The central office also looks after marketing, advertising, SEO marketing and web updates, and provides a central secretariat service to the Association.

Joining now

To qualify for membership you must be the owner or operator of at least **2 self catering units** approved by the Irish Tourist Board and located on one site. All applications will be reviewed and considered by a committee comprised of existing members.

Our fees

There are two parts to the Annual Fee - the first is based on the number of units managed in each location and the second is a **contribution** towards operational costs for our web site www.irishcottageholidays.com

Annual fee - part 1

No of Units	Annual Fee
1 - 4	€672
5 -10	€915
11 - 20	€1,285
21 - 40	€1,829
41+	€2,175

Annual fee - part 2

Web Site	€1,000
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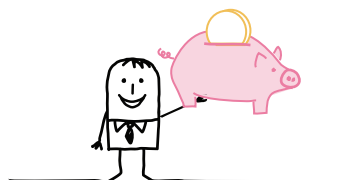
Example:

Membership with 8 units would cost:

Annual Fee	€915
Web	€1,000
Total	€1,915 plus vat

Get in touch

If you would like any further information, please feel free to contact any of our existing members whose names and phone numbers you can get on our website or contact our Central Office and speak to **John Waldron** on **01 293 3007** or you can email john.waldron@irishcottageholidays.com and see how **we can help your business grow.**



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