

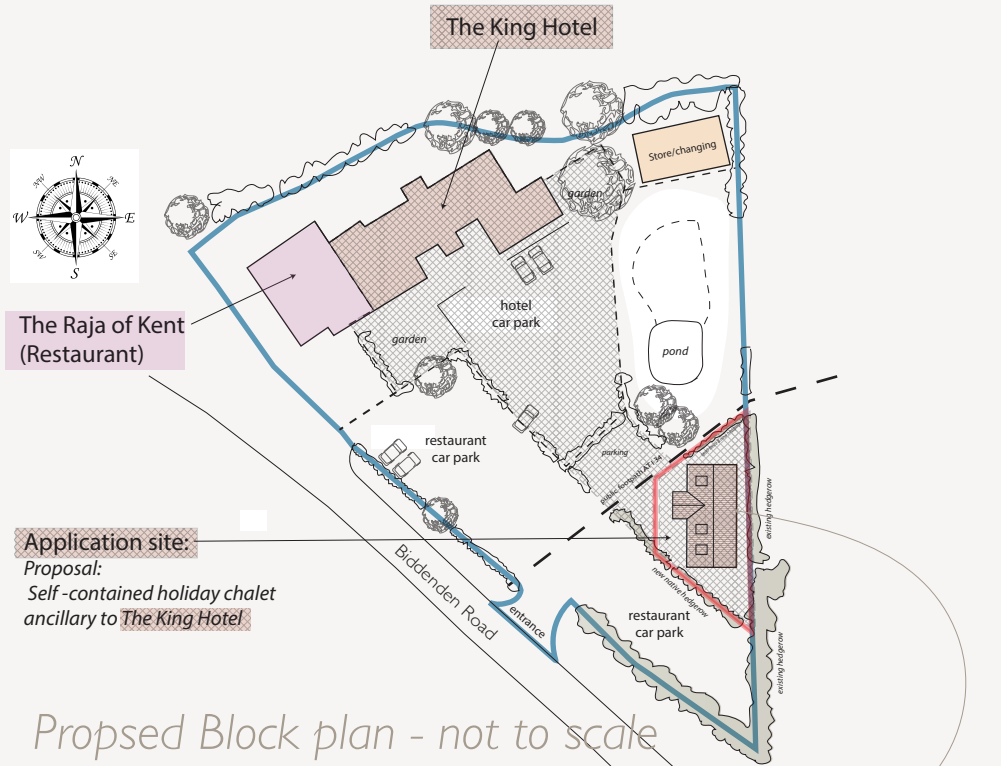


# Business Plan

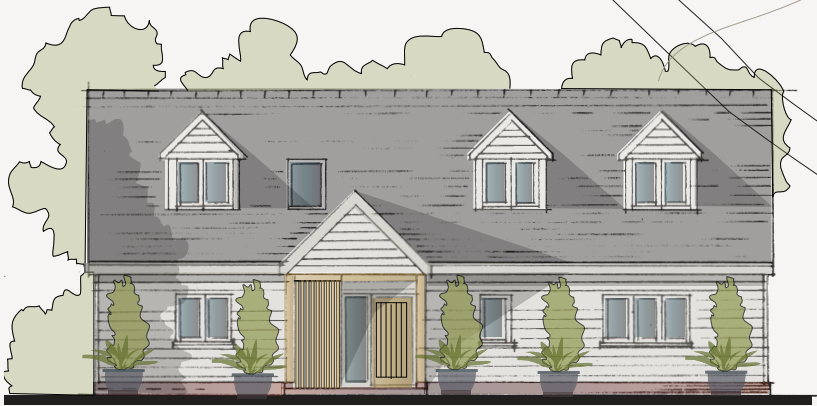
to support planning application

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel  
At:  
Land to the South East of Forge House(The Raja of Kent) , Biddenden Road, Tenterden TN30 6SX

## The Business



Proposed Block plan - not to scale



Proposed 'King Hotel' holiday chalet



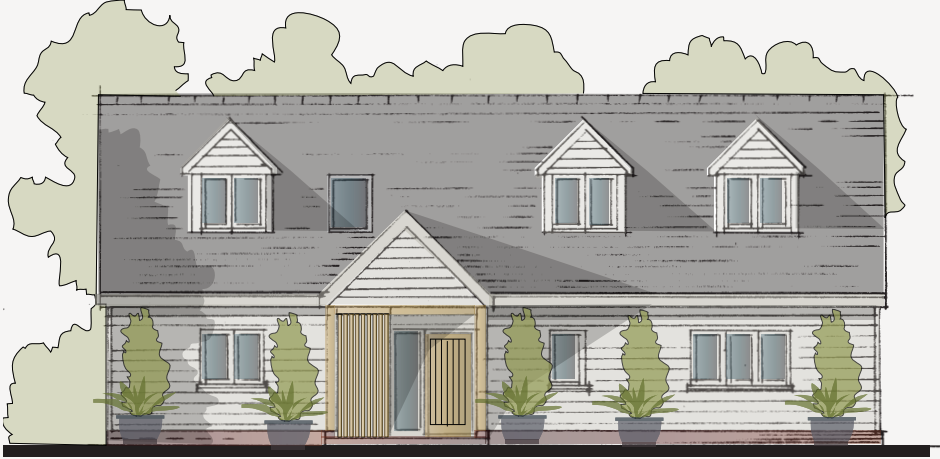
# Business Plan

*to support planning application*

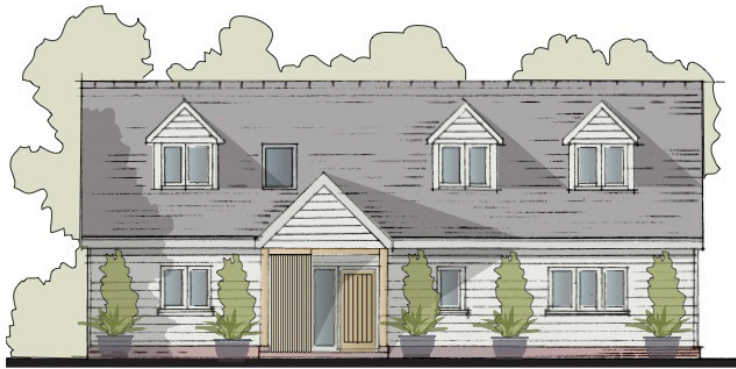
Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel  
At:  
Land to the South East of Forge House (The Raja of Kent), Biddenden Road, Tenterden TN30 6SX

## Local community reseach

*A selection of customers views & comments  
on the proposals*



*Proposed 'King Hotel' holiday chalet*



Proposed 'King Hotel' holiday chalet

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel

Market research:	YES	NO	DON'T KNOW
Do you think a self-contained 'holiday chalet' would work well in this location?.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think there is a demand for this type of holiday accommodation?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think the proposed building fits in with the surroundings? .	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you support a planning application of this nature?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

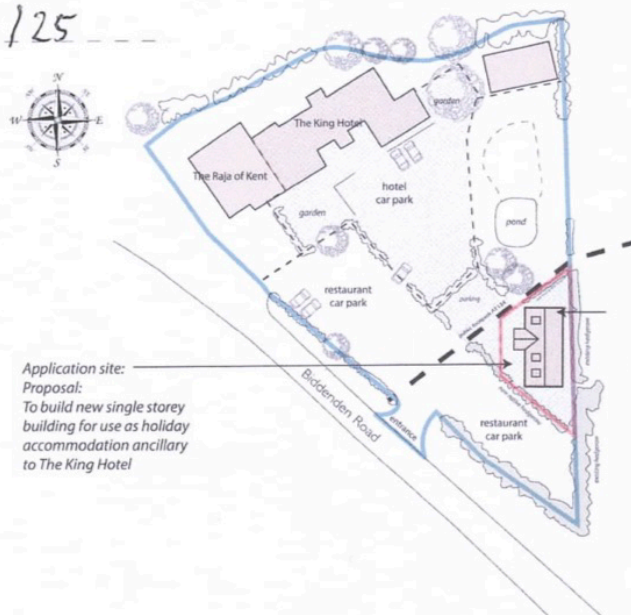
Additional comments:

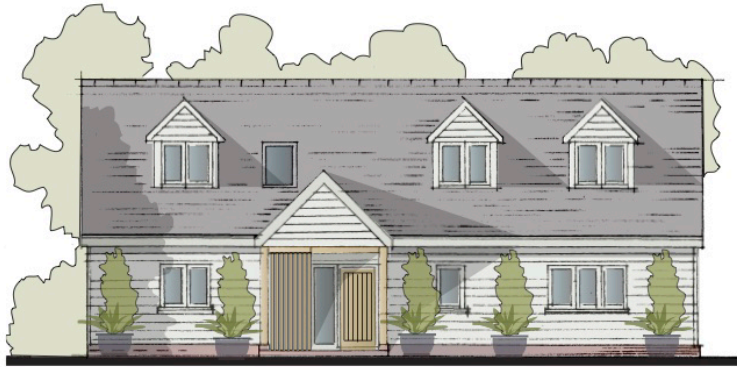
This ideal for people who require more independence and privacy. As well as families with small children and may require a kitchen facility.

Name: [REDACTED]

Address: Flat 17, 65 Courtfield Gardens, SW5 ONQ

Date: 9/10/25





Proposed 'King Hotel' holiday chalet

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel

Market research:

YES NO DON'T KNOW

Do you think a self-contained 'holiday chalet' would work well in this location?.

YES  NO  DON'T KNOW

Do you think there is a demand for this type of holiday accommodation?

YES  NO  DON'T KNOW

Do you think the proposed building fits in with the surroundings? .

YES  NO  DON'T KNOW

Would you support a planning application of this nature?

YES  NO  DON'T KNOW

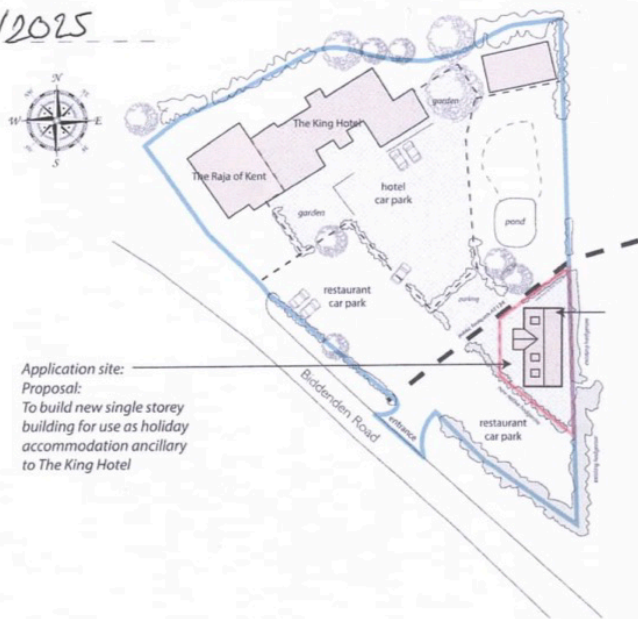
Additional comments:

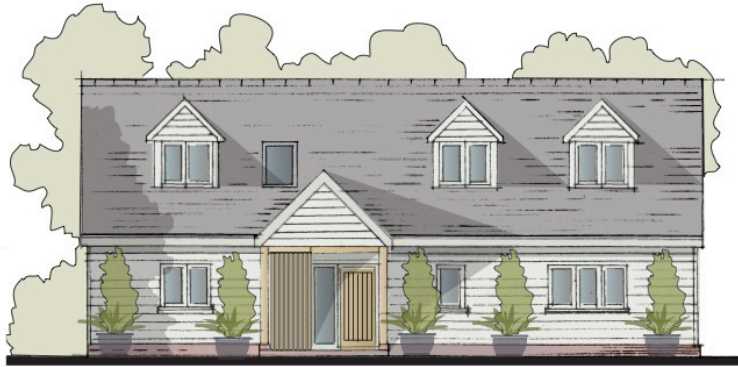
It would be great in terms of privacy & for those with more needs e.g. specific cooking requirements in a kitchen. Perhaps would be good for those with pets as it is self-contained.

Name: [REDACTED]

Address: 361a Madder Road, KT4 7NS

Date: 09/10/2025





Proposed 'King Hotel' holiday chalet

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel

Market research:

YES NO DON'T KNOW

Do you think a self-contained 'holiday chalet' would work well in this location?.

YES  NO  DON'T KNOW

Do you think there is a demand for this type of holiday accommodation?

YES  NO  DON'T KNOW

Do you think the proposed building fits in with the surroundings? .

YES  NO  DON'T KNOW

Would you support a planning application of this nature?

YES  NO  DON'T KNOW

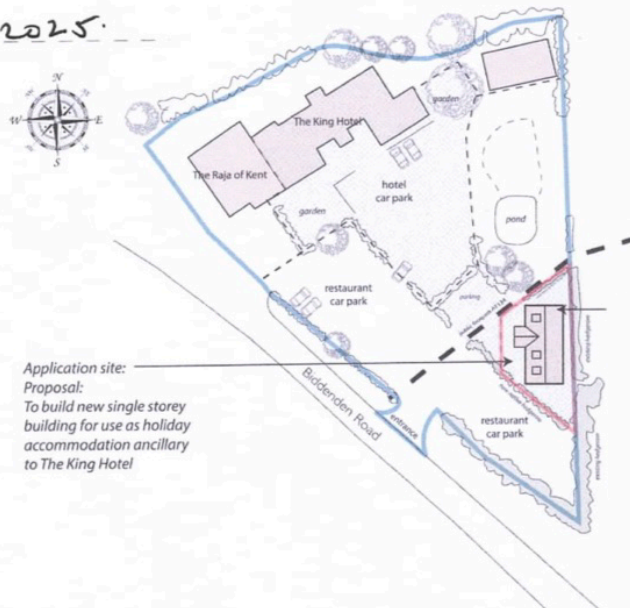
Additional comments:

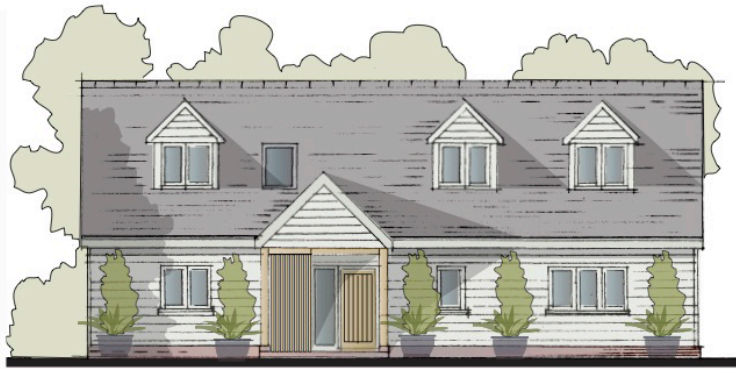
ANYTHING THAT HELPS BRING PEOPLE INTO THE AREA IS GOOD FOR ALL CONCERNED, ESPECIALLY BUSINESSES THAT NEED TRADE TO SURVIVE!

Name: [REDACTED]

Address: LOWER HENLADE, TAVANTON TA3 5NA

Date: 9/10/2025





Proposed 'King Hotel' holiday chalet

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel

Market research:	YES	NO	DON'T KNOW
Do you think a self-contained 'holiday chalet' would work well in this location?.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think there is a demand for this type of holiday accommodation?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think the proposed building fits in with the surroundings? .	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you support a planning application of this nature?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional comments:

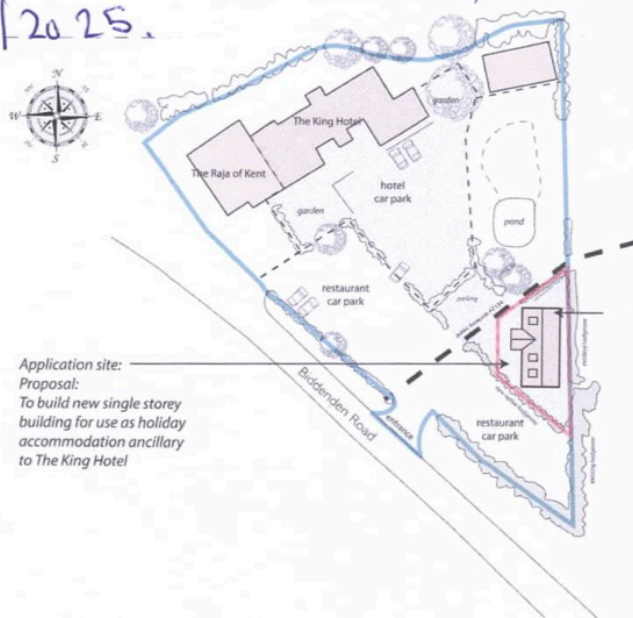
THE KING HOTEL HAS BEEN AN ASSET TO THE AREA. IT COMBINES GOOD SERVICE WITH ATTRACTIVE ACCOMODATION. FURTHER FLEXIBLE HOLIDAY ACCOMODATION WILL ONLY FURTHER ITS ABILITY TO LOOK AFTER AND PROMOTE MORE VISITORS TO

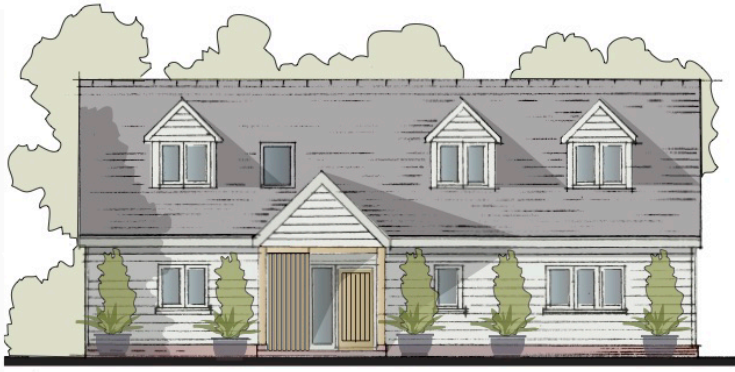
Name: [REDACTED]

THE AREA

Address: HOPE HOUSE, HILTHAMDEN, TN26 3NA

Date: 9/10/2025.





Proposed 'King Hotel' holiday chalet

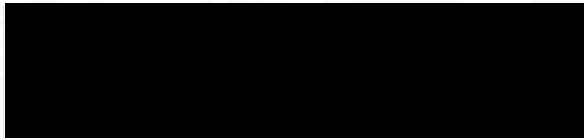
Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel

Market research:

	YES	NO	DON'T KNOW
Do you think a self-contained 'holiday chalet' would work well in this location?.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think there is a demand for this type of holiday accommodation?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you think the proposed building fits in with the surroundings? .	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Would you support a planning application of this nature?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional comments:

Name:

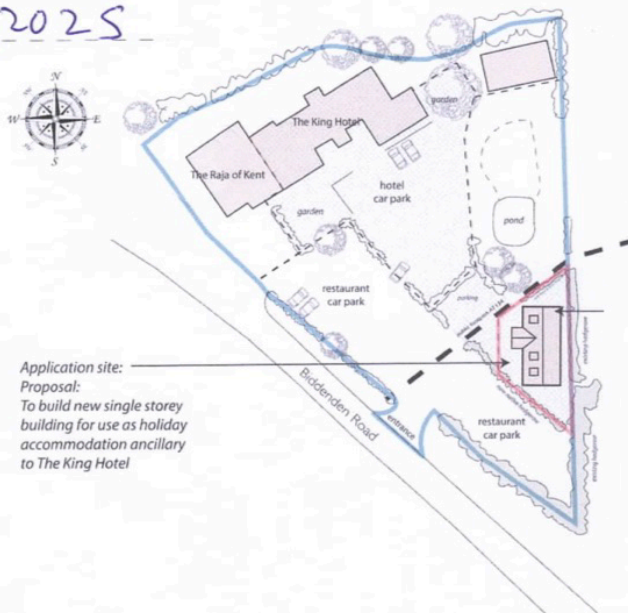


Address:

78 COLONEL STEPHENS WAY, TENTERDEN KENT

Date:

9/10/2025





Proposed 'King Hotel' holiday chalet

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel

Market research:

YES NO DON'T KNOW

Do you think a self-contained 'holiday chalet' would work well in this location?.

YES  NO  DON'T KNOW

Do you think there is a demand for this type of holiday accommodation?

YES  NO  DON'T KNOW

Do you think the proposed building fits in with the surroundings? .

YES  NO  DON'T KNOW

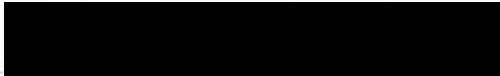
Would you support a planning application of this nature?

YES  NO  DON'T KNOW

Additional comments:

THE HOTEL GROUNDS HAS SUFFICIENT SPACE TO HOUSE THIS NEW BUILDING

Name:

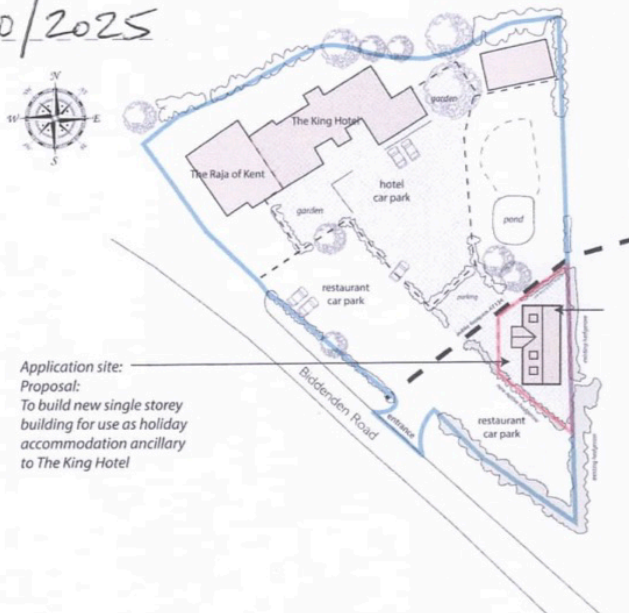


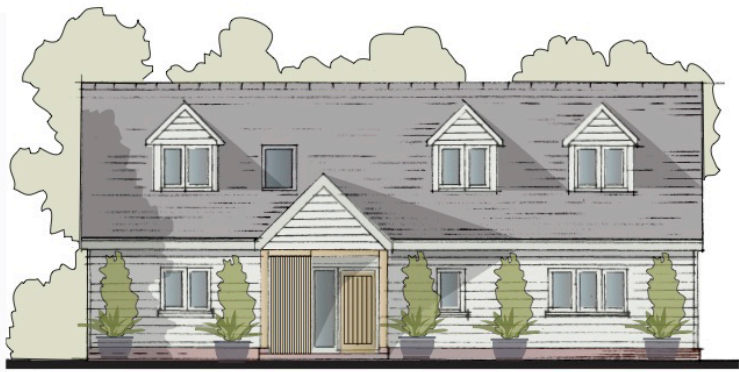
Address:

THE KING HOTEL

Date:

10/10/2025





Proposed 'King Hotel' holiday chalet

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel

Market research:

YES NO DON'T KNOW

Do you think a self-contained 'holiday chalet' would work well in this location?.

YES  NO  DON'T KNOW

Do you think there is a demand for this type of holiday accommodation?

YES  NO  DON'T KNOW

Do you think the proposed building fits in with the surroundings? .

YES  NO  DON'T KNOW

Would you support a planning application of this nature?

YES  NO  DON'T KNOW

Additional comments:

I COME HERE OFTEN, THERE WILL BE MORE PRIVACY WHICH WILL BE GOOD TO ME AND OTHERS

Name:

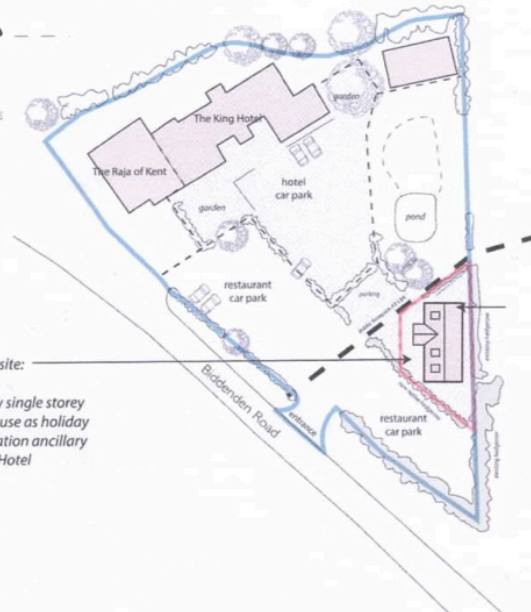


Address:

20 LINTON DRIVE, SP10 3TT

Date:

9-10-25



Application site:  
Proposal:  
To build new single storey building for use as holiday accommodation ancillary to The King Hotel



# Business Plan

*to support planning application*

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel at: Land to the South East of Forge House, Biddenden Road, Tenterden TN30 6SX

## Introduction

### INTRODUCTION

It is widely recognised that the leisure industry, especially the restaurant sector, is facing significant challenges due to the rising costs of food and a shortage of staff necessary to operate restaurants. The Raja of Kent has successfully navigated the challenges that have led many restaurants to close their doors. This resilience is largely due to his establishment of The King Hotel, which he operates in close conjunction with the restaurant business.

The King Hotel is opening its doors on 22 September 2022. Its success has been very good with increased bookings and good customer reviews. (see attached screenshots). One of the questions customers who tend to stay for 3 nights or more ask is, 'Will The King Hotel be able to provide self-contained holiday lets for 1-2 weeks in the future?'

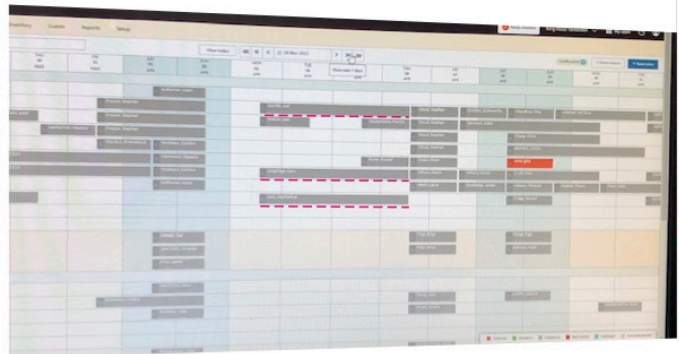
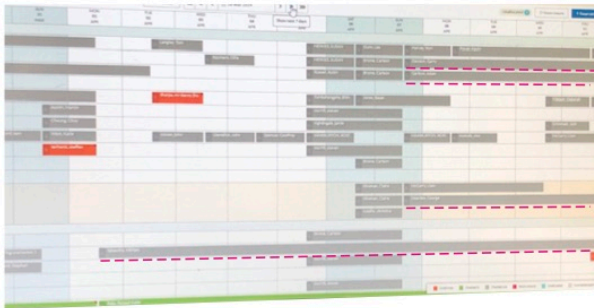
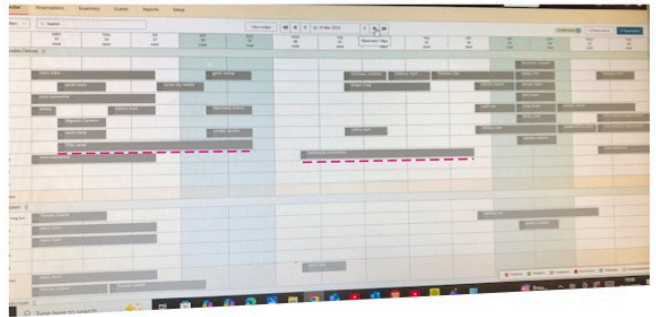
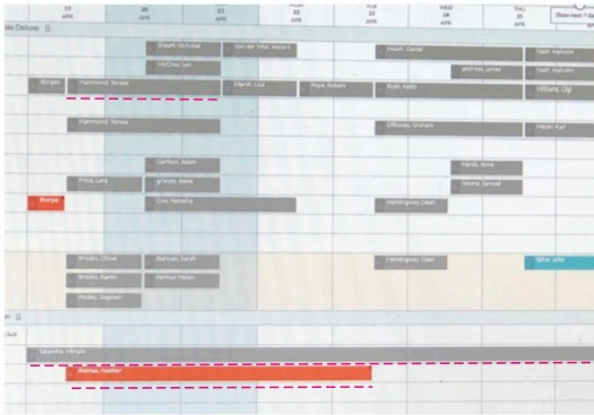
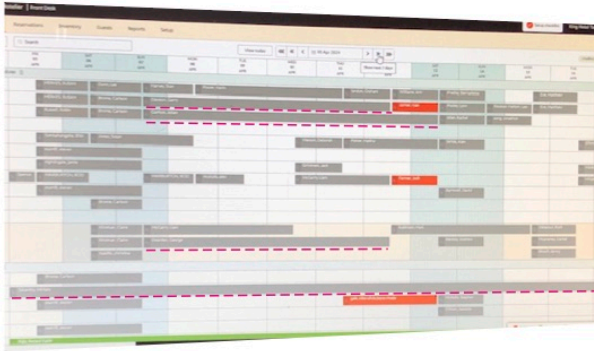
This application is for a new chalet-style building that will have 2 self-contained units for holiday lets. The ground floor will have 3 beds, and the first floor 2 beds.

Typical customers will be.

- Families
- Couples & friends
- Wedding parties
- Business
- Long-term lets

# ROOMS BOOKINGS FOR THE KING HOTEL

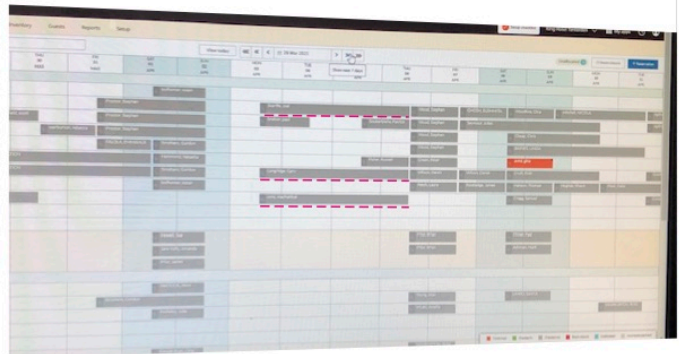
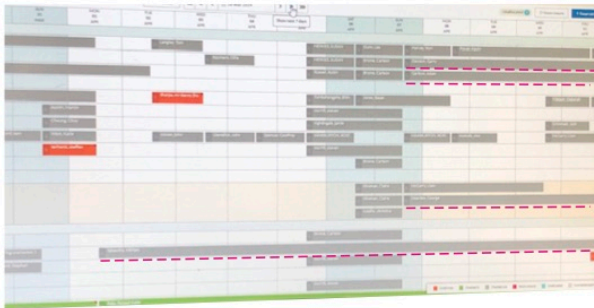
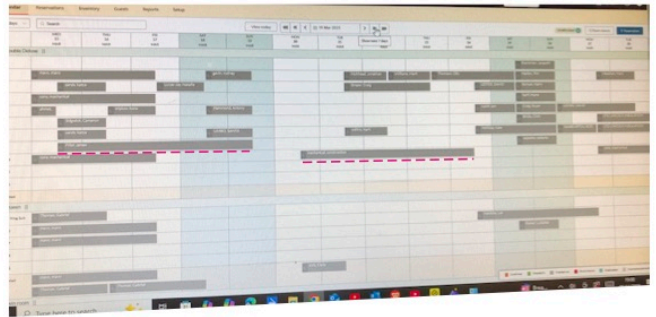
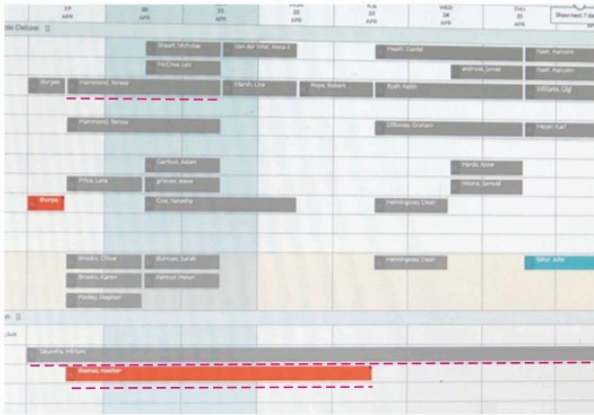
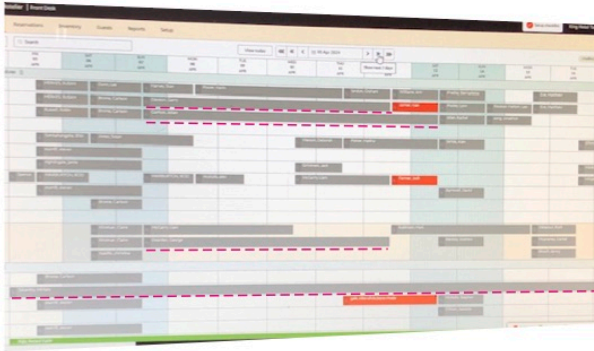
random screen shots 2024 - 2025



Red dotted line indicates 'The King Hotel' customers who have enquired about 7 days plus self-contained accommodation

# ROOMS BOOKINGS FOR THE KING HOTEL

random screen shots 2024 - 2025



Red dotted line indicates 'The King Hotel' customers who have enquired about 7 days plus self-contained accommodation

## Guest reviews for King Hotel Tenterden



### Guest reviews

Sort reviews by: Most relevant

**D** David  
United Kingdom

Deluxe Queen Room

2 nights · August 2025

Couple

Reviewed: 7 October 2025

### Perfect for our needs

9.0

Perfect for the location we desired and ideal for our needs. Staff were very good with our requests and the facilities were great. Breakfast was great and we enjoyed our stay.

Confusion at the check in with our dates etc. which seemed to take ages to resolve and had to make a number of phone calls even after presenting our booking.com documentation. It was resolved but not convinced the staff at check in were convinced.

Helpful Not helpful

**A** Ann  
United Kingdom

Deluxe Double Room

2 nights · September 2025

Solo traveller

Reviewed: 27 September 2025

### Perfect.

9.0

Friendliness and helpfulness of all the staff. I was staying on my own to visit my husband who was in the nearby hospital and I was made to feel very welcome. The staff were very accommodating and made my stay a comfortable one for an elderly lady staying on her own.

Helpful Not helpful

**R** Ron  
United Kingdom

Deluxe Double Room

1 night · September 2025

Solo traveller

Reviewed: 14 September 2025

### Very good

8.0

Nice clean room. Good location for Benenden Hospital

Helpful Not helpful

## Guest reviews for King Hotel Tenterden



**Paul**

Australia

Reviewed: 2 September 2025

### Big comfortable hotel in a good location.

9.0

Deluxe Double Room

1 night · August 2025

Couple

We had a comfortable room with a great bed. We paid extra for the breakfast, which was fantastic. There was a lot of choice of hot and cold items. Staff were friendly and helpful. Plenty of parking outside.

The shower was initially hard to work, but then it was great.

Helpful Not helpful



**Vikki**

United Kingdom

Reviewed: 29 August 2025

### Stay at King Hotel

8.0

Deluxe Double Room

2 nights · August 2025

Solo traveller

Rooms were small but modern and comfortable, very nice and clean nice decor. Had food from the restaurant which was great quality and fresh ingredients really fantastic.

The only thing that let this hotel down, was the alarms that went off early hours of the morning, I was hoping it was a one off but I stayed 2 nights and I was woken early hours both mornings by a loud alarm (possibly smoke alarm) if its someone smoking in their room or steam from the shower, why is this disturbing all the other guests. That really made me unhappy. Working hard and getting disturbed sleep due to hotel alarm, this would put me off staying again.

Helpful Not helpful



**Raymond**

United Kingdom

Reviewed: 22 August 2025

### It provided the amenities for our stay in Tenterden

7.0

Deluxe Queen Room

3 nights · August 2025

Clean,comfortable



**Paul**

United Kingdom



Deluxe Double Room



2 nights · July 2025



Couple

Reviewed: 19 August 2025

### Nice room, good price. Would definitely use again

9.0



Modern rooms, everything we needed in the room. Clean and tidy. Air conditioning was a treat



Rooms lead straight out onto the reception/ entrance lobby which meant you could hear conversations at reception etc.



Helpful



Not helpful



**Joanne**

United Kingdom



Deluxe Double Room



1 night · August 2025



Group

Reviewed: 9 August 2025

### Very nice one night stay

9.0



We stayed on a room only basis as we were visiting Chapel Down vineyard nearby. Room was very clean and tidy. Friendly staff very accommodating. Would also recommend eating in their Indian restaurant on site. Very good evening meal.

Would recommend pre booking taxis if planning to visit the vineyard.



Helpful



Not helpful



**Ian**

United Kingdom



Deluxe Double Room



2 nights · July 2025



Couple

Reviewed: 22 July 2025

### Would stay there again.

9.0



Good breakfast.



Helpful



Not helpful

## Guest reviews for King Hotel Tenterden



**Glenda**  
Australia

Reviewed: 18 July 2025

### Perfect place to stay

9.0

Deluxe Double Room

1 night · July 2025

Couple

That there is a restaurant attached making a long day of travel worth it. Everything we needed in one place.

n/a

Helpful Not helpful



**Robert**  
United Kingdom

Reviewed: 6 July 2025

### With plenty of parking space, friendly staff and excellent food we would be happy to visit again.

9.0

Deluxe Double Room

5 nights · July 2025

Couple

Breakfast superb. Staff exceptionally helpful. Food at the evening meal in Raja of Kent attached to the hotel not to be missed.

Room comfortable but toilet and shower room a bit too snug and would be difficult for a larger guest.

Helpful Not helpful



**Mark**  
United Kingdom

Reviewed: 29 June 2025

### Perfect overnight stay for our tour of Kent

9.0

Deluxe Queen Room

1 night · June 2025

Couple

Lovely spacious room and great air con! Staff very friendly and attentive. Restaurant was superb with great food. Plenty of onsite parking and easy check in.

Nothing

Helpful Not helpful



**Chris**  
United Kingdom

Reviewed: 4 June 2025

### Good

7.0

Deluxe Double Room

2 nights · March 2025

Solo traveller

Staff were great

Helpful Not helpful

## Guest reviews for King Hotel Tenterden



**L** Linda  
United Kingdom

Deluxe Double Room

2 nights · August 2024

Couple

Reviewed: 22 August 2024

**This is a nice hotel fir business travel or a couple of days for meeting up with family .**

8.0

Breakfast was very nice. Plentiful. Nothing seemed too much trouble.

We were upstairs so my husband had the side of the bed that was a sloping ceiling and had to duck when he went to bed!

Helpful Not helpful

**S** Sarah  
United Kingdom

Deluxe Double Room

3 nights · June 2024

Couple

Reviewed: 13 June 2024

**Very good**

8.0

Just as described,, very clean and helpful staff. Will definitely stay again.

**Hotel response:**

Thank you for taking the time to leave an excellent...

[Continue reading](#)

Helpful Not helpful

**J** Julie  
United Kingdom

Deluxe Queen Room

1 night · June 2024

Solo traveller

Reviewed: 10 June 2024

**Good access for Tenterden, Sissinghurst Castle, Rye and Camber.**

9.0

I was welcomed on arrival promptly. The room was exceptionally clean. It was good for access to lots of local attractions.

My room overlooked a road but I'm sure I could have asked to change rooms if I felt that strong about it. The road quietened down at night so all good.

**Hotel response:**

Thank you for taking the time to leave an excellent rating and for your kind words. We are glad to hear that you enjoyed our service and apology for the negative experience that you had for the noise on road. We hope to see you again soon.

Helpful Not helpful



# Business Plan

*to support planning application*

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel at: Land to the South East of Forge House, Biddenden Road, Tenterden TN30 6SX

## The Appeal

### REASONS FOR CHOOSING SELF-CONTAINED CHALETS

- Privacy:

Chalets are often located in more secluded spots within the countryside, providing a sense of exclusivity away from main areas.

- Flexibility:

Guests have control over when and what they eat, which is ideal for those with specific dietary needs or those who enjoy cooking and local food experiences.

- Comfort and space:

Chalets provide a home-away-from-home feel with amenities like full kitchens, separate living areas, and private gardens/decks.

- Value:

Self-catering can be a cost-effective option, particularly for larger groups or longer holidays, by avoiding extra costs for on-site dining services.

- Pet-friendly options:

Some chalets are specifically advertised as being dog-friendly, catering to customers who want to bring their pets along.



# Business Plan

*to support planning application*

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## Target Customers

### WHO WILL USE SELF-CONTAINED HOLIDAY ACCOMMODATION

Customers who use self-contained holiday chalets include families, couples, groups of friends, and individuals who want a private, flexible, and often budget-friendly holiday with the option to cook their own meals. These customers often value privacy, comfort, and the ability to set their own schedule for meals and activities, making it a popular choice for multi-generational holidays or longer stays.

#### Types of customers

- **Families:** Chalets are a popular choice for families, including those with young children or multi-generational groups, due to the extra space and relaxed environment. Couples and friends: The privacy offered by a chalet is attractive for romantic getaways or group holidays, especially for those looking for a more exclusive experience. Options include countryside location, local walks & local attractions for example Tenterden steam railway, Leeds castle.
- **Business:** as an example, nearby Benenden Hospital requires accommodation for locum doctors; in the past they have stayed at The King Hotel, and requests for longer-term self-catering accommodation have been made. Plus, with lots of local developments, construction companies more often are based outside Kent; companies require accommodation for professional builders and site managers.
- **Wedding parties:** There are a handful of local wedding venues; these often become fully booked, and The King Hotel has frequently accommodated wedding guests. Requests have been made for larger self-catering accommodation for larger groups of friends & family. As part of The King Hotel business expansion, in the near future the owner, Raja, may get his own licence to hold weddings at his site. This will be subject to a future application.
- **Individuals and budget-conscious travellers:** Self-catering provides flexibility to save money on food, especially for longer stays or during the off-season. The ability to cook allows for cost savings compared to eating out for every meal.



# Business Plan

*to support planning application*

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel at: Land to the South East of Forge House, Biddenden Road, Tenterden TN30 6SX

## Attracting Customers

### ATTRACTING FAMILIES

Families want a holiday let where there's plenty of space to spread out with multiple bathrooms, en-suite bedrooms, a large kitchen diner for everybody to come together and spaces such as a snug where multi-generation families can relax separately.

- Very often, travellers choose holiday cottages instead of hotels so they can cook and enjoy meals together, a fully stocked kitchen will be provided.
- A ground-floor bedroom & bathroom is ideal for elderly family members who prefer to avoid climbing stairs.
- Zip and link beds offer flexible sleeping arrangements, and bunk beds are ideal for young children.
- When advertising, plans of the holiday rental so guests know the proximity of rooms from each other and can plan who's staying where will be available.
- Super-fast Wi-Fi and smart TVs so guests can stream their own Netflix or Amazon Prime shows are essential.
- Travellers book holiday homes seeking amenities and unique features they don't have at home. Tenterden town, is a 5-minute car journey, offers a variety of desirable shops, cafes & restaurants as well as the famous Kent Steam Railway for those enthusiasts. For the ramblers, there are lots of countryside walks available from this location.
- Accommodation will be childproofed, such as baby gates for the stairs and child locks for cabinets.
- Essential equipment will be provided so parents don't have to find space in the boot of their car, e.g., a highchair and travel cot.
- A selection of items that will keep everyone entertained and make their stay memorable will be provided.
- When it comes to catering to families, you'll want to ensure you recommend a variety of family-friendly restaurants; the award-winning The Raja of Kent is on site. Fun activities they can participate in together will be available. Not forgetting a list of ideas and equipment to keep them entertained when they're stuck inside on a rainy day.

*cont...*



# Business Plan

*to support planning application*

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel at: Land to the South East of Forge House, Biddenden Road, Tenterden TN30 6SX

## Attracting Customers

### BUSINESS TRAVELLERS

There is a growing proportion of the working population who can perform their work from anywhere. “Workationers” are likely to book holiday lets for several weeks, as they can unwind during their non-work time and not be confined to a cramped hotel room.

How to attract business travellers and ‘workationers’

For digital nomads, a quiet, private space in your holiday home where guests can comfortably work with super-fast Wi-Fi is essential. You could even create an outdoor living area so guests have the option to work in the fresh air.

Amenities that give your property an edge over what hotels offer will be provided. For example, a desk with a comfortable chair, good lighting, stationery (pens, paper, post-it notes & a stapler), a wireless printer/scanner, extension leads and universal chargers.

Remote workers will want to ensure they look smart for remote meetings, so a suit press and suit hanger will be provided. Extras, such as luxury toiletries, an espresso machine, a juicer/blender to make a quick healthy smoothie, a set of kettlebells and a yoga mat for work outs will also be provided.

A list of the best places to grab a quick breakfast, happy hour drink or solo dining. takeout menus for the on-site restaurant, as well as local ones will be provided those who would rather stay in.

Finally, and most importantly, a good quality mattress, blackout blinds, eye masks and earplugs so that your guests can enjoy a comfortable and restful sleep and be as productive as possible each day.

*cont...*



# Business Plan

*to support planning application*

Proposal: To build new single storey building for use as self-contained holiday accommodation ancillary to The King Hotel at: Land to the South East of Forge House, Biddenden Road, Tenterden TN30 6SX

## Attracting Customers

### LARGE GROUPS

The accommodation will have various sleeping arrangements, i.e., double beds, single beds, twin rooms, cots, and bunk beds. To accommodate all types of groups.

Alongside this, there will be:

- A large kitchen with enough seating for everyone.
- Multiple bathrooms so there isn't a queue for the shower in the morning.
- Enough parking spaces for several cars.
- Multi-socket chargers in each bedroom for multiple gadgets.

There is a selection of local activities such as paintball, spa days or private dining by building relationships with local business owners. Typically, businesses are willing to give discounts for large groups. These discounts could be a huge incentive for groups to stay at this property.

Small gesture such as a photo booth for added entertainment. And classic board games like Monopoly, Jenga and Twister. These are huge crowd pleasers that provide great entertainment.

Finally, there aren't many places locally that are big enough to host large groups, this accommodation will provide this.

### Wedding parties:

There are a handful of local wedding venues; these often become fully booked, and The King Hotel has frequently accommodated wedding guests. Requests have been made for larger self-catering accommodation for larger groups of friends & family. As part of The King Hotel business expansion, in the near future the owner, Raja, may get his own licence to hold weddings at his site. This will be subject to a future application.

*cont...*



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## Attracting Customers

### ATTRACTING PEOPLE WITH PETS

How to attract people travelling with their dog.

Guests' lives will be made easier by providing useful items, for example:

- A warm outside tap, hosepipe and towels to rinse down and dry muddy dogs.
- Food and water bowls
- Crate/basket/bed
- Toys/ball
- Poo bags
- Spare lead
- An enclosed outdoor space

Provide useful information such as local dog-friendly visitor attractions, pubs, walks, parks, beaches, pet shops, taxis that accept pets and details of local vets in case of an emergency.



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## Attracting Customers

### PEOPLE WITH DISABILITIES

Many travellers with a disability struggle to find suitable holiday accommodation that caters to their needs. Creating a holiday rental that is adapted for people with a disability could solve this.

How to attract people with disabilities

Essentially, you want to ensure that everything that guests need is accessible and on the ground level so that there isn't any need to climb stairs.

- Provide a wheelchair ramp.
- Make your bathroom accessible by adding a wet room, a sit-down shower and rails.
- Widen doorcases and put light switches lower down.
- Install smart devices that can be controlled from the comfort of a chair.

A series of guidebooks for those with mobility issues will be available, listing attractions that cater to those with disabilities.

Local charities will be approached to create a partnership to promote your accessible holiday rental that caters for those with mobility issues.



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## Attracting Customers

### LONGER-TERM LETS

Typically, when owning a holiday home, you let your property for one to two weeks at a time. However, some guests are looking to stay longer, which can last from several weeks up to a month. For holiday homes, avoid anything longer, as you'll have to look into a tenancy agreement and the taxation implications.

A longer let has many benefits, especially in the quieter months. You have peace of mind with a steady income, plus you don't have the hassle of changeovers, worrying about where the next booking will come from or your property being unoccupied.

#### How to attract longer-term lets

If people are staying longer, they'll want to feel comfortable and are likely to be more interested in the amenities than short-term holidaymakers.

For instance, the accommodation will:

- Provide cleaning products and a washing machine/dryer so guests can manage their own cleaning.
- Include plenty of storage space, as guests will be bringing more if they're staying longer, plus somewhere to secure their valuables.
- Provide safe parking.
- Offer a discount of 10-15% including all utilities included.

Finally, long-term lets can be a brilliant way to ensure that the accommodation is occupied for a set number of weeks.



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## Spreading The Word

### MARKETING

It doesn't have to be difficult or expensive to market the self-contained holiday chalet to different groups. If you understand the specific needs of a target audience, one can easily adapt your property and marketing to attract them.

Ideally, listing site ads, social media marketing and website should focus on the key selling points that address the needs and travel goals of a target guest.

Families won't want to see photos of couples with prosecco in the hot tub, nor would seniors want to see photos of digital nomads on their laptops at your workstation. Marketing should enable each type of guest to imagine themselves staying at your holiday home.

The self-contained holiday chalet is unlikely to appeal to everyone, but the more people the holiday let appeals to, the more bookings one can secure to boost your bookings and income.



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## Spreading The Word

### MARKETING

- Initial Grand Opening & PR Circulation Social Media
- Local & National Newspapers
- Local Magazines
- Travel Magazines
- Euro Tunnel & Shuttle Ferries
- Tourist Board Information Site Web Site
- Goggle

### FINDING US

- [www.booking.com/](http://www.booking.com/)
- [www.tripadvisor.co.uk](http://www.tripadvisor.co.uk)
- [www.tenterdentown.co.uk/index.php/business/local](http://www.tenterdentown.co.uk/index.php/business/local)
- [www.facebook.com/ROK-Motel](http://www.facebook.com/ROK-Motel)
- [www.laterooms.com](http://www.laterooms.com)
- [www.travelrepublic.co.uk/Tenterden](http://www.travelrepublic.co.uk/Tenterden)
- [www.theaa.com/hotels/tenterden-ROK-Motel](http://www.theaa.com/hotels/tenterden-ROK-Motel)
- [www.trivago.co.uk](http://www.trivago.co.uk) › Hotels in Tenterden
- [www.visitkent.co.uk/accommodation](http://www.visitkent.co.uk/accommodation)
- [www.travelrepublic.co.uk/Tenterden](http://www.travelrepublic.co.uk/Tenterden)

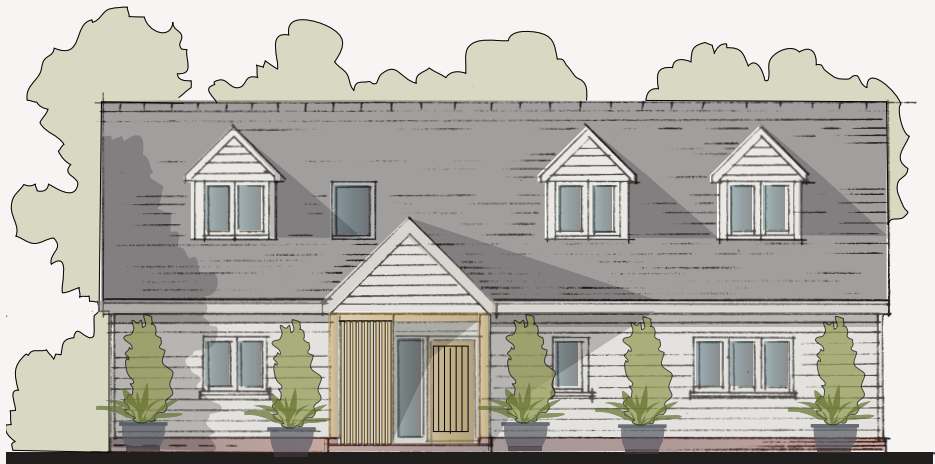


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## Costs & Financials



*Proposed 'King Hotel' holiday chalet*

# THE KING HOTEL - self contained holiday chalet - 2025

Ground floor - 3 bedroom - 6 persons

First floor - 2 Beds - 5 person family

## Costs & Financials

Year 1

Occupancy Rate

Income exc VAT

Food provisions

Rates

Water Rates

Electricity

Wages

Laundry

Repairs

Insurance

Loan Repayment

TOTAL EXPENDITURE

SURPLUS

