



NEWS RELEASE

UK CATERED CHALET OPERATORS OFFERED LIFELINE WITH ACCESS TO FRENCH SELF-CATERED MARKET

Struggling UK chalet operators can now run self-catering alongside catered operations thanks to the launch of a new marketing solution from OVO Network

ANNECY, HAUTE SAVOIE (24 September 2020) - A new marketing solution from French chalet specialist OVO Network (ovonetwork.com) has been launched to help struggling UK catered chalet operators access the booming French self-catered market.

The solution offers the flexibility to run self-catered weeks alongside existing catered operations, providing an additional income stream for the coming winter season.

Tim Andrews, founder of OVO Network, says: "Catered chalet operators in the UK are facing an incredibly difficult time. Uncertainties over COVID-19 and travel restrictions are understandably making their core market nervous about booking.

"To help, we've created a new solution specifically for this market. Since the end of lockdown we've experienced incredible demand for high quality rental properties from French holidaymakers and we're expecting this to grow further for the ski season. Our solution enables UK operators to benefit from this and potentially survive the current crisis."

With 130 properties across the French Alps, over 70% of OVO Network's client database are French speaking. Summer 2020 saw French demand increase by over 40%, with over 90% of August bookings coming from French guests.

The new solution, which is based on OVO Network's 'Complete' marketing and booking solution for independent chalet owners, enables operators to receive instant bookings and direct payments, with no intermediary. All guest communication is maintained directly by the chalet operator, with OVO Network providing multilingual enquiry management if required.

"We know our market and can provide UK operators with a range of advice and support to help them add self-catering business," continues Andrews. "We write the property



descriptions, translate them and advise on photography to help generate bookings. Behind the scenes operators get an advanced back office system to manage guest enquiries, and we can sync our calendars with others.

“The aim is to make it as easy and effective as possible for catered chalet operators to start generating business from the French self-catered market. It’s in everyone’s interest at the moment to support each other and develop new, innovative ways to operate.”

Catered chalet operators can also choose to provide a range of additional services to their self-catering guests, for example catering options and transfers, without paying commission to OVO Network.

For more information visit - www.ovonetwork.com/en/catered

/ends.

About OVO Network

OVO Network is a specialist in high-end self-catered chalets in the French Alps. Launched in 2010 with just one property, the company now has over 130 properties in resorts including La Clusaz, Le Grand Bornand, Morzine, Manigod, Valmorel and Les Giettaz, as well as in Annecy and around Lake Annecy.

With an office in Annecy in the Haute Savoie, the company offers a choice of management, marketing and booking solutions for chalet owners - ‘Complete’ and ‘Lite’. Properties range from five-star luxury chalets to beautifully converted farmhouses and exclusive villas, but only properties that meet the high standards of OVO Network are invited to join.

www.ovonetwork.com

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