



Advertising your Gite

Without a doubt, the most important element of effective advertising is good photography. Why? Because it will encourage potential guests to look more closely at the advert for your property. People want to know that they will be staying in a good quality gite, and a picture, as they say, paints a thousand words. Quality pictures - even if there is only one of them - and catchy phrases, chosen and crafted carefully to emphasise the attractions of YOUR property, will reward you handsomely for the time and effort involved. Funnily enough, lots of owners love to show the "before" state of the property in their photographs - trust us, people choosing a holiday don't necessarily need to know that the wonderful gite you are now offering them was converted from a cowshed!



Clever photography is needed to show off some properties to their best advantage. "Set the stage" in the dining room with the table laid, with a bottle of wine and nice glasses, then add some flowers. Maybe stand on a chair to get a good shot of a particular corner - whip off that tablecloth to expose the lovely polished wooden table even if the cloth is always there really. A properly staged photograph can make a huge difference without being misleading.

To read the rest of this Fact Sheet, please download the whole document