

Marketing your Gite

More people come on holiday to France than to any other country in the world. However, we know that anyone looking to holiday in France has a huge choice. Consequently, the standard of both the property and its marketing and advertising has needed to take a step up in recent times. We have a definite objective with our marketing advice to you - we are trying to raise the profile of YOUR gite and make it easy for people to choose it as their holiday destination.

Once upon a time an owner could pass off poorly equipped properties as “typical French rural accommodation” but present day holidaymakers demand a certain level of sophistication, even whilst imagining they are roughing it! They are equally sophisticated about how they choose their property, and marketing the property well is crucial to its success with gaining a slice of that holiday market. Your gite has been lovingly renovated and equipped – now people need to be able to find it when they are looking to book their French holiday.



Evidence shows that really good marketing and advertising can make a huge difference to the number of bookings, even though the property itself is still the same – it is how it is presented, and where that makes the difference. Find its unique selling point and make sure you emphasize that in an appropriate way, and in the right place – a politician would call this “spin” we call it matching the marketing to the gite!

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