

DESIGN =

Staycation Sell-out

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Maximise Bookings by Investing in Interiors. Accessible and Affordable advice from industry professionals

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How can we help you?

Design Equals are experts in making staycation venues stylish with a focus on maximising bookings and transforming guest experience. Without the hefty price tag attached. Using unique suppliers we carefully curate a look that welcomes and wows your guests week after week. Focussing not only on design but on the experience you can create and the staycation success you can achieve by investing in interiors.

HOW CAN WE GET YOUR BOOKINGS TO CAPACITY?



MAXIMISE YOUR BOOKINGS

1. Interiors & Exteriors

2. Branding

3. Photography

1. INTERIORS

Simple Changes

By simply upgrading your curtains, bedding, lighting and introducing soft furnishings and a lick of paint, you are providing a fresh new look which enhances the guest's overall experience.



Simple Changes

- + Upgraded furniture
- + Lighting
- + Soft Furnishings
- + Accessories & Artwork
- + Fresh paint



From this...



To this...



What we can do:

- + Upgraded furniture
- + Lighting
- + Soft Furnishings
- + Accessories & Artwork
- + Fresh paint

Flexible & Affordable

1. EXTERIORS

Summer BBQs. Seeking serenity with a morning coffee. Toasted Marshmallows with the kids.

These moments have never been needed more – and they make a holiday memorable. By creating an outdoor haven for your guests you can transform their experience. Choose furniture with commercial durability to last or introduce a firepit to extend the time that can be spent in the space.



- + Upgraded furniture
- + Ready to use outdoor lighting
- + Outdoor Heating
- + Accessories
- + Curb appeal



From this...



To this...



Flexible & Affordable

What we can do:

- + Upgraded dining furniture
- + Tableware
- + Potted Plants

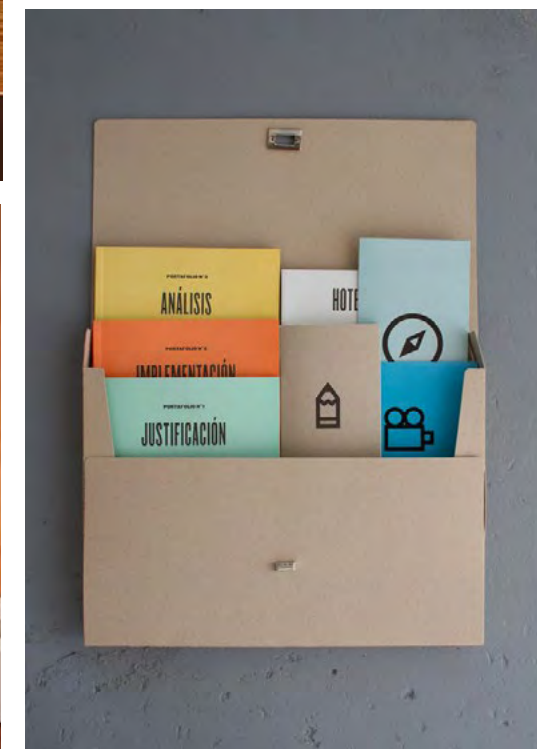


2. BRANDING

Crumpled dirty A4 paper with a list of recommended places to visit and info on the staycation? The thought haunts us.

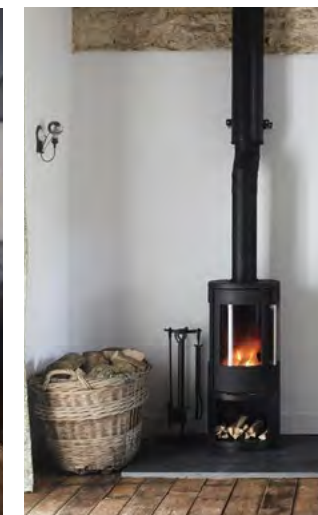
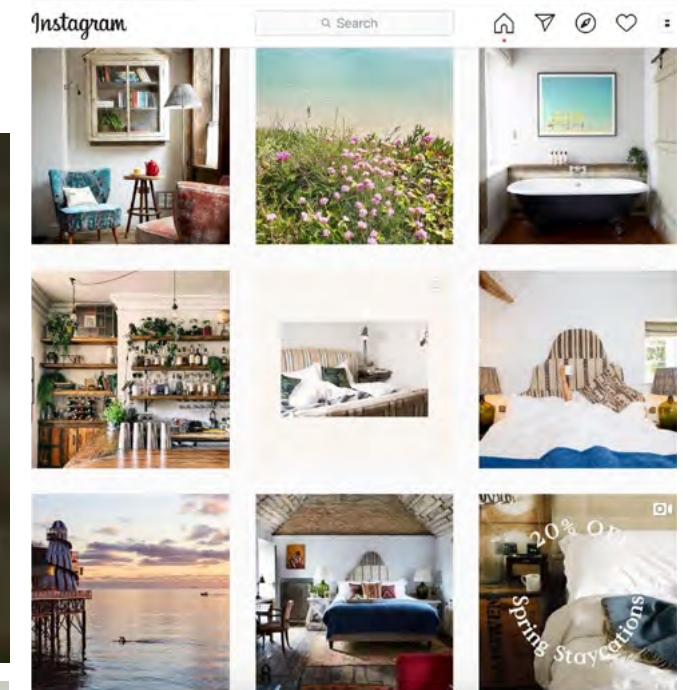
In a competitive world of staycations it is time to get considered and creative. We specialise in slick information packs, welcome hampers, guest books and we also maximise how you can use your feedback to promote your business. We work with you to create a lasting portfolio of material that elevates your customers experience and has them talking about your attention to detail.

- + Information Packs
- + Covid-19 Checklist
- + Welcome Packs
- + Business Cards/ Coupons



3. PHOTOGRAPHY

In a world gripped by social media photography has NEVER been more important. It is also nearly always overlooked. We are living in a visual world and customers are making choices over the internet based on what they can see. Make your venue stand out by investing in professional pictures. We style for shoots and ensure all the details that make your staycation special stand out.



- + Personality Shots
- + Details
- + Features

YOUR GUEST'S EXPERIENCE... the ingredients for success.



1. That sense of arrival

It's true what they say about first impressions, so we make sure to get them right. We start with a warm welcome and a swift and simple check-in. We suggest giving every guest a welcome treat inspired by the venue and its location.



2. Safety? Check.

With all your Covid-19 instructions and checklists combined in a styled presentation, suiting your brand guidelines, ensures your guests feel safe and relaxed upon their arrival.



3. Upscaled quality

Any room size, and space, can be upscaled by replacing items as simple as a light, or new headboard and bedding. We'll show you the small changes that make a big impact whilst using what you've got.



4. Holiday from home

Staycations are becoming ever more popular since the pandemic. Give your guests the experience of an abroad holiday whilst having a UK holiday. Offer them two holidays for the price of 1.



5. Picture perfect

With an interior that will make people want to snap away, we also know the importance of getting professional shots taken that capture your venues personality for you to use. So we throw in a photographer as part of the package.



6. Creating an experience

People want experiences. It's experiences that make your guests keep returning and spread the word. We can transform your interior experience, and suggest a few things you can do with local business to create all round amazing experiences.



INVESTMENTS DON'T HAVE TO BE LARGE but the return should be.

With every venue that invests in developing their interior space, there is an average of 42% increase in revenue.

We can help with your investment - however small. With finance available over 2 or 3 years our minimum spend is £1000. You don't need to tie up your precious cash on screens or re-configuring your space.



EMPTY BOOKINGS? BOOK US IN...



MAXIMISE YOUR BOOKINGS

If your venue is within a 60 mile radius of our studio in the heart of Knutsford, Cheshire we can utilise your empty booking slots to come and stylise your rooms the Design = way.

DESIGN =

Let's Talk

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