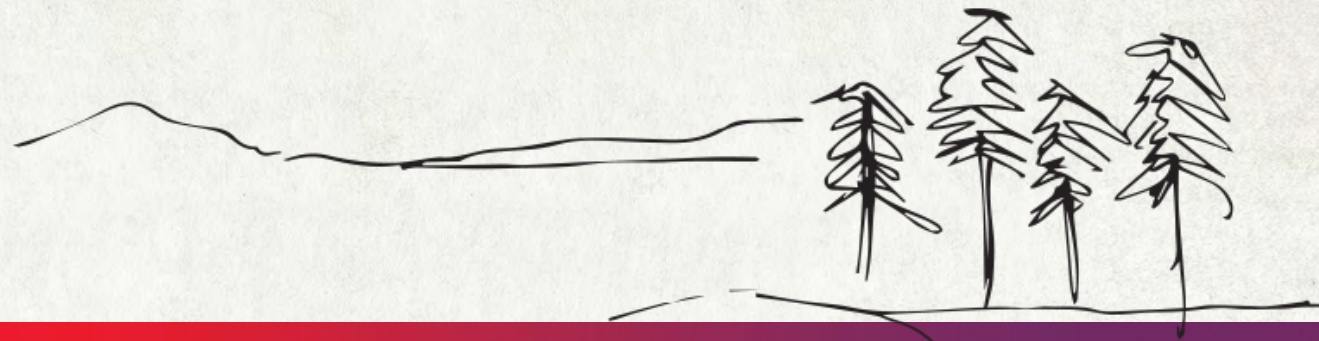


Managing Your Farmstay Accommodation

Ian Bishop
Marketing Manager
Bachcare Holiday Homes
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About Bachcare Holiday Homes

- Founded 2004
- Nearly 2,000 holiday homes
- 70 homes in Rotorua
- 90 homes in Tauranga
- 230 homes in Lake Taupo
- 165 locations
- 140,000 guests hosted every year
- 2 million website visits every year



Yurts | Castles | Tiny Houses | Vineyards | Farmstays



3 Questions About Bachcare...

- How are you different to Bookabach?
- What impact is Airbnb having on your business?
- Are you 100% kiwi owned?



Why Consider Short Term/Farm Stay?

- Flexibility
- Higher earning potential
- Diversity
- Demand for unique experiences
- Share your piece of paradise
- Opportunity



Done Right - Here's Some Indicators

Lake Rotorua | \$5,000 - \$60,000

Queenstown | \$5,000 - \$65,000

Taupo | \$4,000 - \$53,000



Tourism Indicators

4 million current international visitors to NZ
Forecast 5 million by 2024.

Domestic tourism expenditure higher in 18 of 21
regions across New Zealand

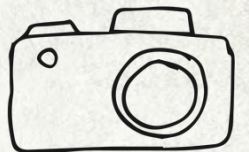
Mix is changing but no sign of slowing up

Connectivity - Unique Experiences



How Can Bachcare Help?

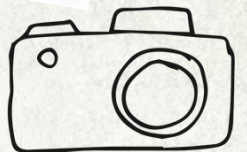
- From idea to reality
- Advised 1000's of holiday home owners in the buy/build stages of holiday home ownership
- Bedding configurations
- Rates indications
- Styling advice



Advocating for holiday home owners



We need a national solution to stop all this ad hoc approach with every council doing something different.



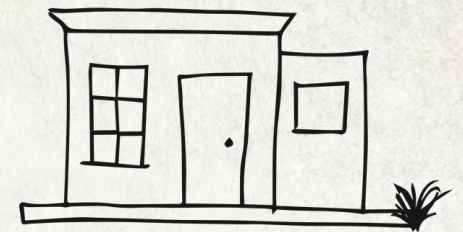
Full Service Management

Your local dedicated holiday manager

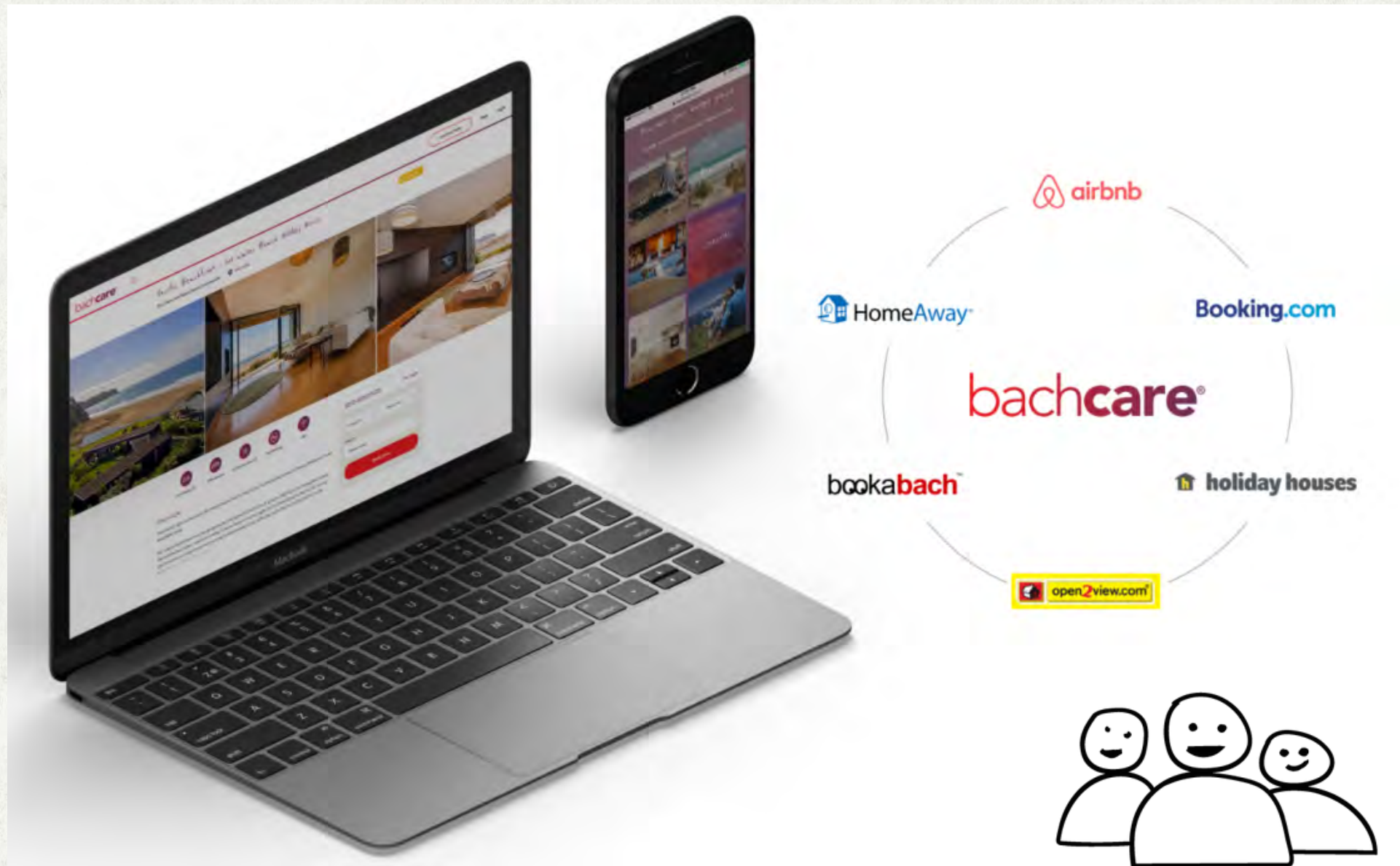
- 10 across Bay of Plenty
- 95 nationwide

Take care of all the on-the-ground details.

Maintenance | Linen | Cleaning | Meet & Greet



Listing Channels - At Your Fingertips



24/7 Support Office

- Take care of all pre-stay and during stay issues
- 12 fully trained guest sales professionals
- Strict guest vetting policy
- Centralised support for holiday managers



Your Owner Account

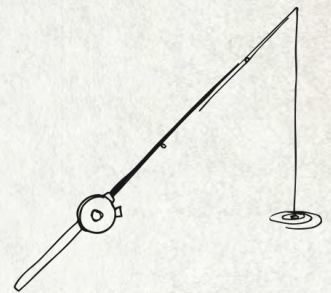
- View bookings and payment
- Block for personal/friends use
- Request services
- IRD ready tax statements



20% Commission

- Preferential rates on all listing channels
- Dedicated portfolio managers
- Owner benefits e.g. Skinny Wifi deal
- Dedicated local holiday manager
- Full time ops and resolution team
- Guest survey/review collection

Hands off | Everything Take Care Of!



Let's Chat - Next Steps

Visit www.newowners.bachcare.co.nz

Request a Free Info Pack

Mention Rotorua Land Use Innovation Series

Free Appraisal, advice plus FREE first year membership (RRP \$549)





Find your happy place®

