



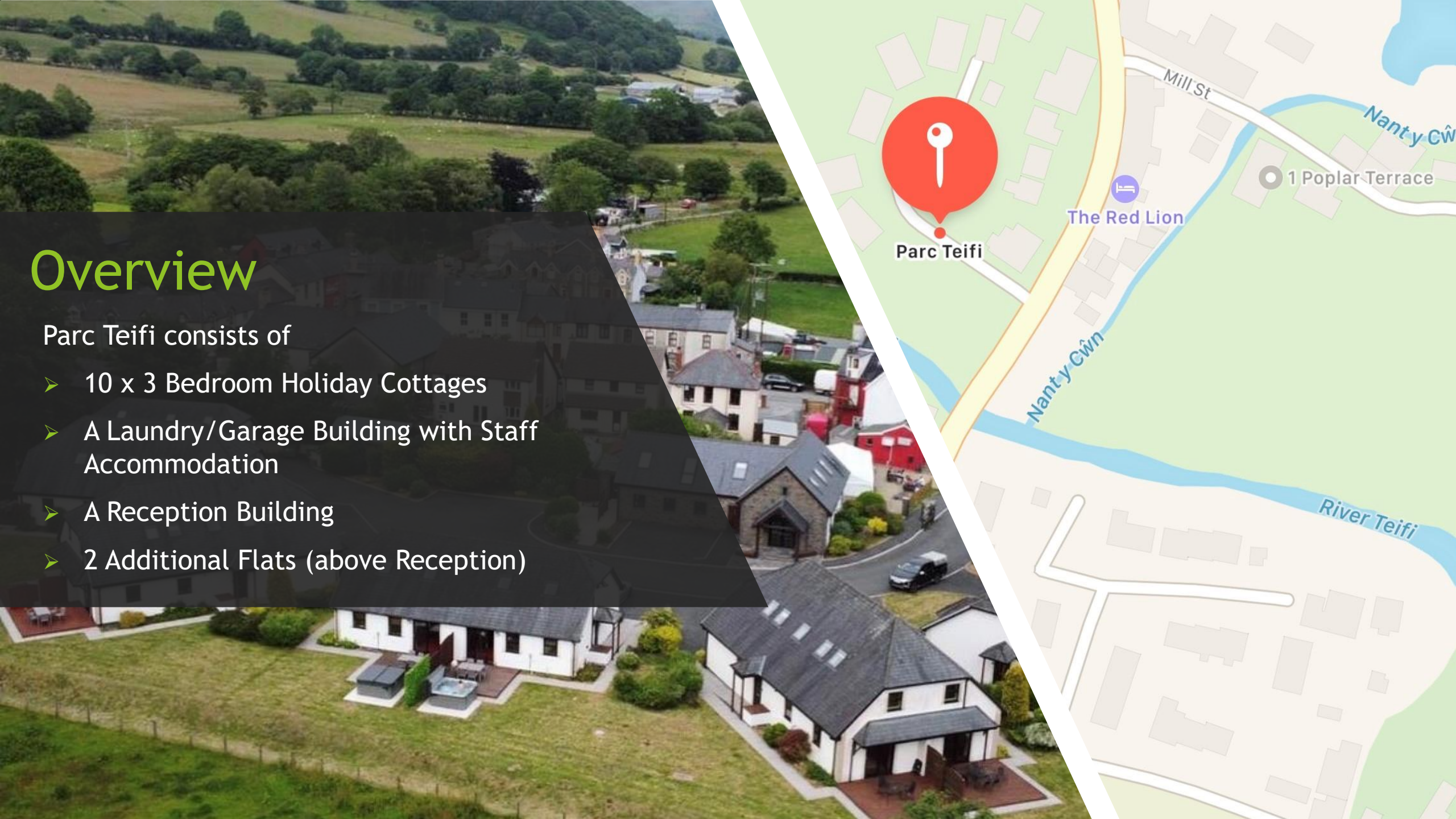
**Current Trading Information**

**2023/24**

# Overview

Parc Teifi consists of

- 10 x 3 Bedroom Holiday Cottages
- A Laundry/Garage Building with Staff Accommodation
- A Reception Building
- 2 Additional Flats (above Reception)



# Marketing Parc Teifi

Parc Teifi is currently marketed through

- Direct Channels - Own Website, Social Media and inhouse companies (Travel House, Swansea.com)
- Online Travel Sites i.e. Airbnb & Cottages.com

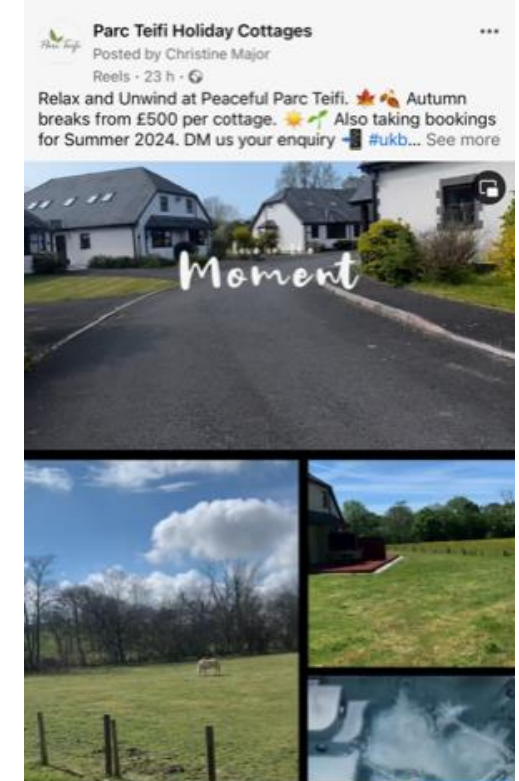
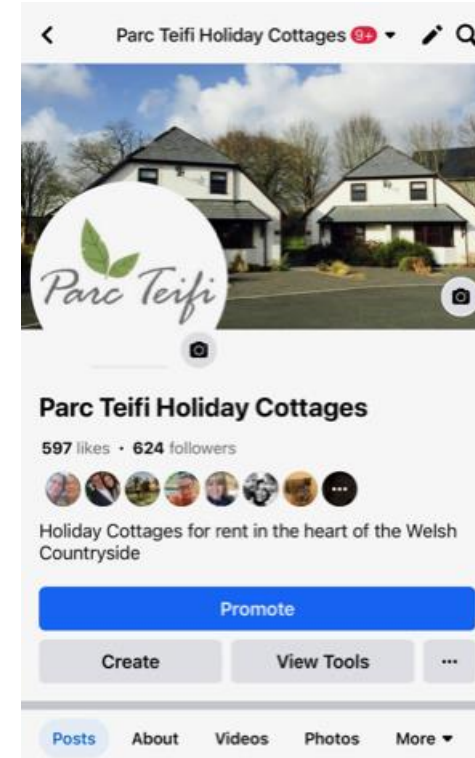
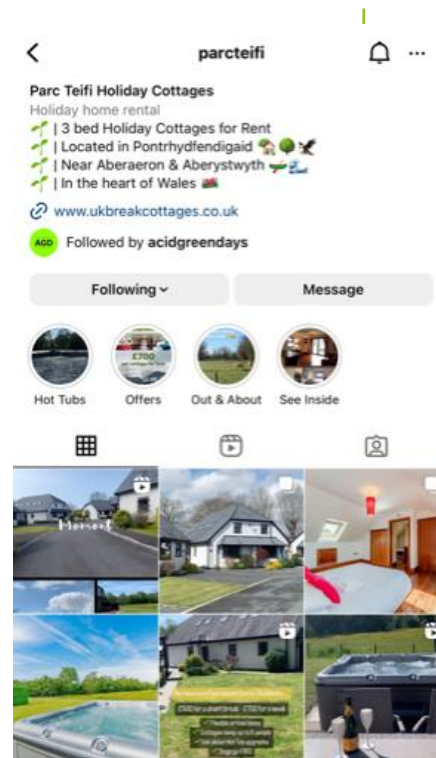
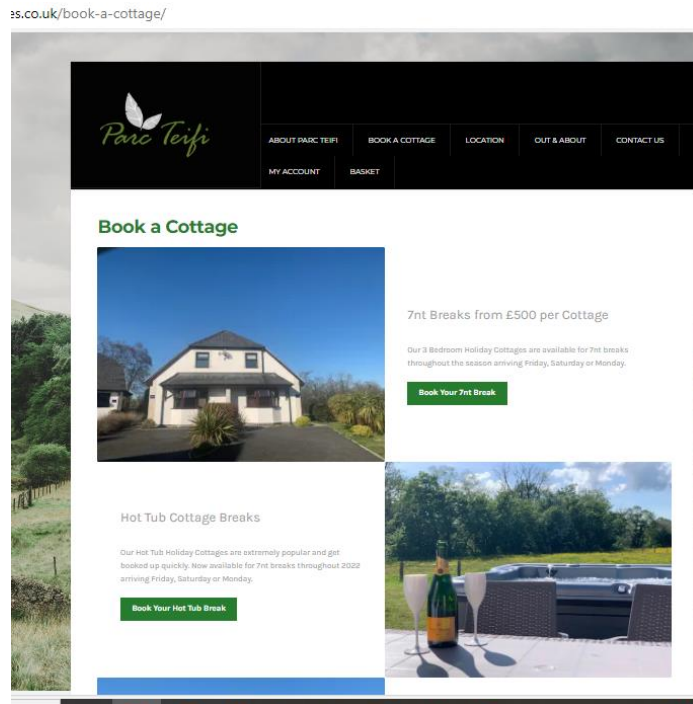
Despite this occupancy remains low and Parc Teifi has never been profitable.

The site is set to lose even more money this year as all costs such as Cleaning, Laundry, Utilities etc rise due to the current economic situation.



# Direct Advertising

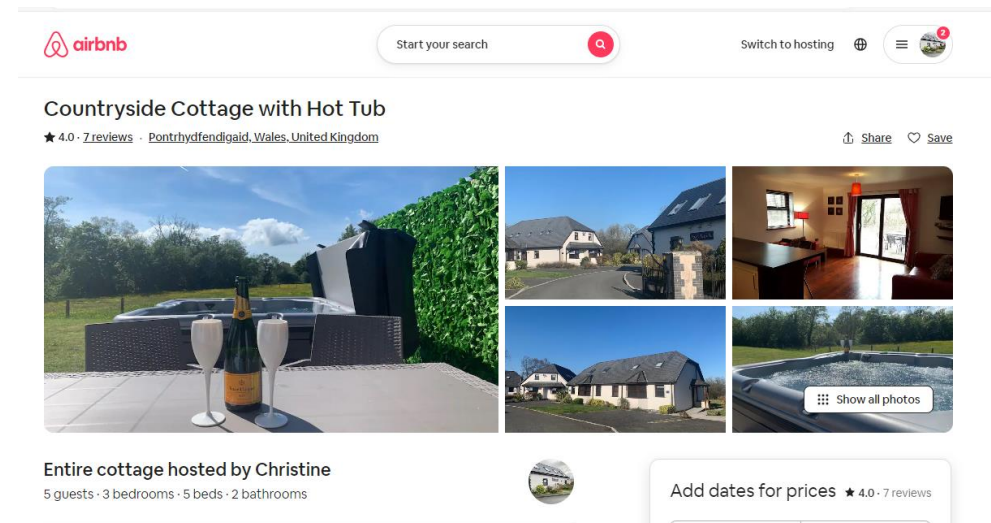
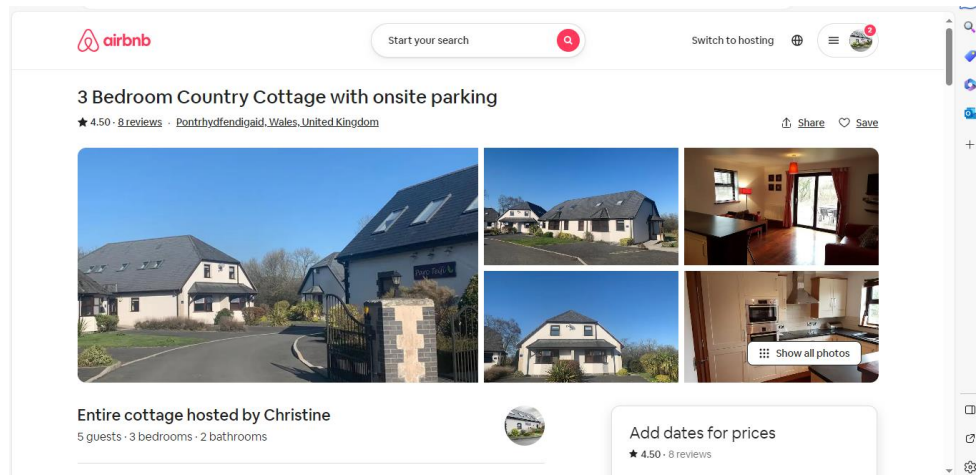
Direct Website and Social Media Listings on Instagram and Facebook



Revenue generated 2023 £30,624 (23 bookings) 2024 £19,895 (15 bookings)

Gross figures inclusive of VAT

# Airbnb

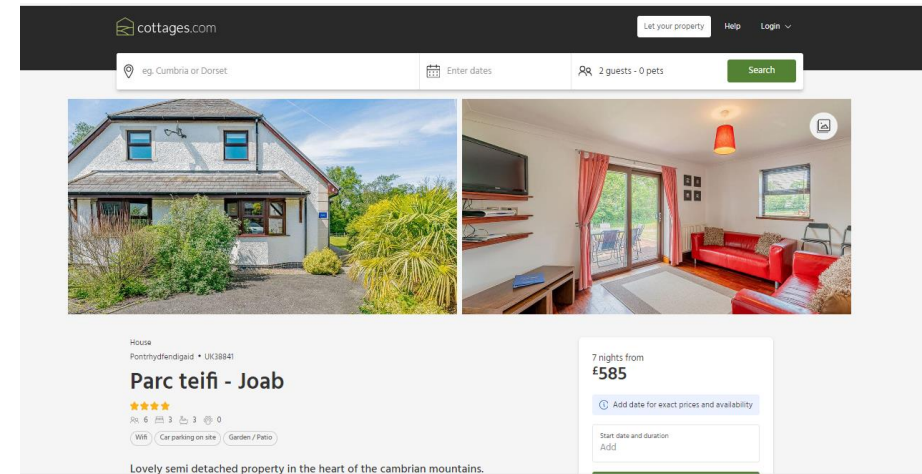
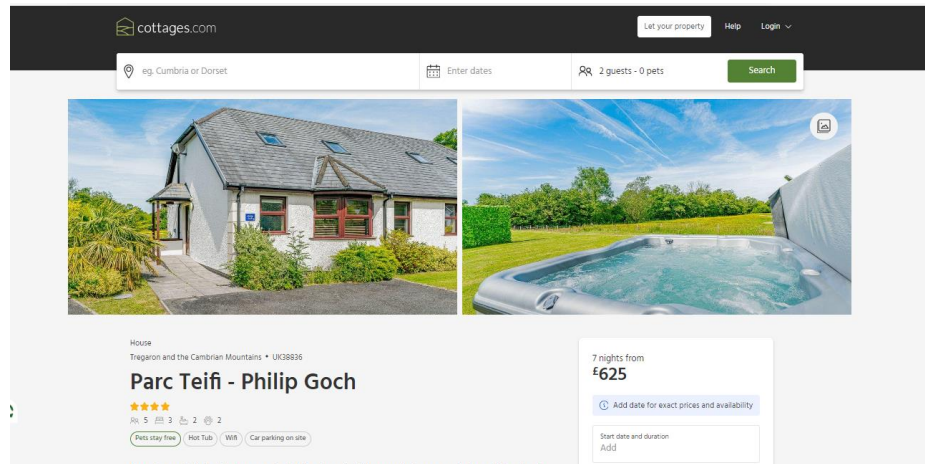


Revenue generated 2023 £6,181 (10 bookings) 2024 to date £500 (1 booking)

Gross figures inclusive of VAT

# Cottages.com

Cottages.com (Awaze group) includes other online booking portals such as Hoseasons



Revenue generated 2023 £3,188 (4 bookings) 2024 to date £321 (1 booking)

Gross figures inclusive of VAT

# Turnaround Costs



As costs increase, we find that not only our own utilities costs etc are increasing but that of our suppliers too, so they in turn are increasing their costs to us.



To clean a cottage in preparation for a guests arrival (irrespective of length of stay) now costs us:



Cleaning Company £114



Laundry £40



Hot Tub £25 (2 cottages only)



This is without general running costs (heating, lighting etc) and maintenance (window cleaning, gardening etc).

This means there are fixed costs per stay, which we have to pass on to the customer regardless of their duration meaning shorter (cheaper) stays which may be more desirable for the customer are not really viable to cover our costs

# P&L Info

	2024 To Date	2023	2022 <sup>^</sup>	2021
Number of Nights Sold	169	421	854	435
Occupancy Level		13%	27%	14%
Gross Nightly Rate	£102	£100	£109	£93
<b>TOTAL INCOME (Net of VAT)</b>	<b>£17,251</b>	<b>£34,333</b>	<b>£73,430</b>	<b>£40,462</b>
Cleaning & Laundry	£5,776	£15,286	£22,702	£14,473
Repairs & Renewals	£2,719	£14,657	£9,881	£12,610
Wages	£23,905	£41,504	£37,489	£35,985
Utilities	£13,662	£38,210	£29,605	£25,753
Advertising	£1,125	£3,649	£2,985	£3,514
Other Expenses	£1,474	£4,265	£10,644	£9,864
<b>TOTAL COSTS</b>	<b>£52,926</b>	<b>£117,571</b>	<b>£113,306</b>	<b>£102,199</b>
<b>PROFIT/(LOSS)</b>	<b>(£35,675)</b>	<b>(£83,238)</b>	<b>(£39,876)</b>	<b>(£61,737)</b>

<sup>^</sup>Eisteddfod Year



# Additional Notes

- ▶ 2022 was somewhat improved due to the Eisteddfod held in Tregaron. We managed to get the organisers to book the entire site for several weeks so was unfortunately one off demand. 2023 returned to 2021 levels and so far 2024 is on an even worse downward trend (across the UK staycation market not just Parc Teifi).
- ▶ Parc Teifi is also losing a substantial amount of money without continued rising costs such as utilities, rates, wages etc so this is only set to worsen.
- ▶ The holiday let market has become very saturated, a search for Pontrhydfendigaid area for a Mon-Fri break in November returned 486 results (see screenshot next slide).
- ▶ Parc Teifi has been For Sale in its current form for the past 4 years through Christie & Co (on Rightmove etc) with very little serious interest. We have had around 6-8 viewings in that time frame and have previously accepted an offer lower than the asking price but the deal fell through.



486 Properties available in the area

Pontrhydfendigaid

13-17 Nov

2 guests

Switch to hosting



Your search



National parks



Countryside



Farms



Amazing views



Rooms



Cabins



Historical homes



Beachfront



Tiny homes



Amazing pools



Barns



Lake



Shepherd's huts

Filters

486 places in Pontrhydfendigaid



Cottage in Ceredigion  
Swn Y Nant (uk34891)  
4 beds  
Professional Host  
£78 night · £309 total

★ 5.0 (5)



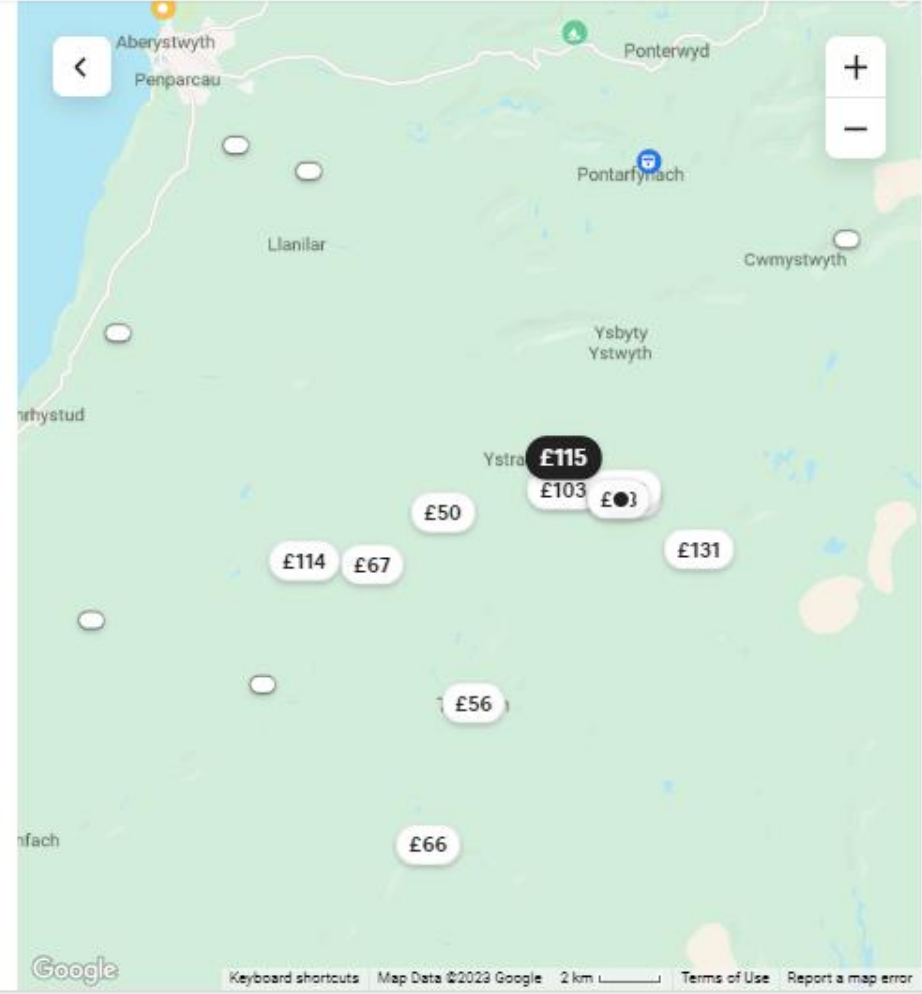
Home in Ceredigion  
Cosy, Refurbished Rural Cottage  
4 beds  
Individual Host  
£137 £115 night · £459 total

★ New



Home in Tregaron  
Gerlan (no. 4, Station Rd)  
2 beds  
Professional Host  
£56 night · £221 total

★ 4.63 (203)



https://www.airbnb.co.uk/rooms/805533822394935085?adults=2&check\_in=2...

Google

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