

# TIGHTENING THE NICHE

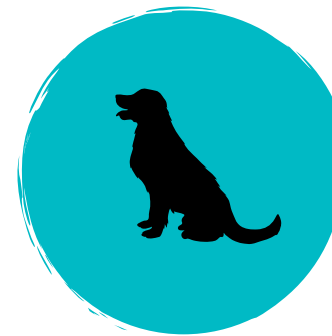
A JOURNEY IN FOCUSED  
MARKETING

HEATHER BAYER  
CO/FOUNDER  
VACATION RENTAL FORMULA BUSINESS SCHOOL





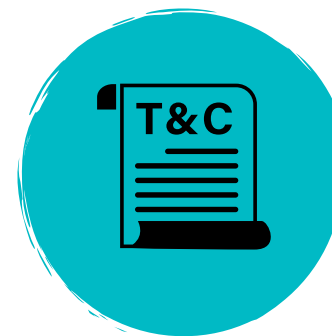
# ARE YOU PET FRIENDLY AND...



**ACCEPT ONE WELL BEHAVED PET?**



**CHARGE A SEPARATE CLEANING FEE?**

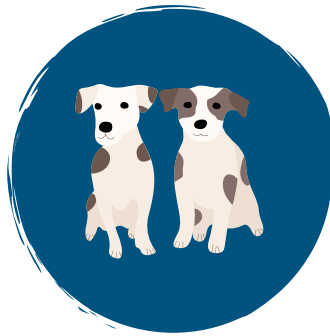


**HAVE CONDITIONS?**

No climbing on beds or furniture  
Must not be left alone



# ARE YOU PET FRIENDLY AND...



## WELCOME MULTIPLE PETS

And have minimal conditions



## DO NOT CHARGE A PET FEE

And make no mention of additional cleaning fees



## PROVIDE PET FRIENDLY CONTENT

Lists of dog parks & places that accept pets  
Plenty of dog photos  
Discounts & offers for pet owners





HOME

OUR PROPERTIES

OFFERS/EXTRAS ▾

LOCAL ▾

LATE AVAILABILITY

CONTACT





# WHAT CAN WE OFFER YOU?

## DOG FRIENDLY SELF CATERING HOLIDAY COTTAGES IN NORFOLK!

Looking for a genuinely **dog friendly holiday cottage** in Norfolk?

Where you and all your dogs are warmly welcomed?! Where all breeds are welcome? Where there are no silly doggy 'rules'? And where they can come for FREE too!?

If so, you are in the right place! So sit down and paw through our fabulous selection of cottages for canines in this super dog friendly part of Norfolk. We specialise in helping owners of reactive dogs too.

Heather Bayer

Dogs welcome in our self catering cottages - Norfolk

 PAW THROUGH OUR PROPERTIES!





**SEAHORSE**

Diamond Beach

Luxury Beach Accommodation  
Dog Friendly, Horse Friendly and Accessible

0467 489 975

holiday@seahorsediamondbeach.com.au

[CHECK DATES](#)

[HOME](#)

[PROPERTIES](#) ▾

[ABOUT](#) ▾

[THINGS TO DO](#) ▾

[BLOG](#)

[CONTACT](#)

## Horse Friendly Beach Holidays

An easy float drive, 3.5 hours north of Sydney.



**Its a Dream Holiday for Horse Owners!**

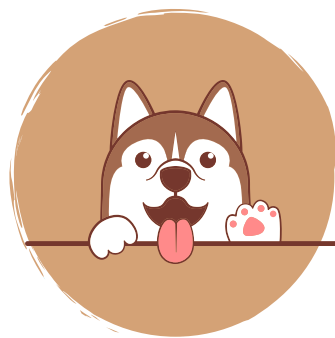
We live, breathe and love horses too.

Come and experience a very special horse friendly holiday  
and enjoy some unforgettable time with your horse at the beach.





# TOP PET TRAVEL TRENDS



## DON'T LEAVE WITHOUT ME

64% of millennial dog owners choose not to travel due to their pet



## THE HOTELS HAVE IT

75% of American hotels ranging from luxury, midscale, and economy, allow pets



## MORE PETS THAN CHILDREN

in European households



## THEY ARE FAMILY

63% consider pets as beloved family members



## ON THE ROAD

Over 50% of travellers take holidays with their pets



# ARE YOU USING THE SAAW STRATEGY?





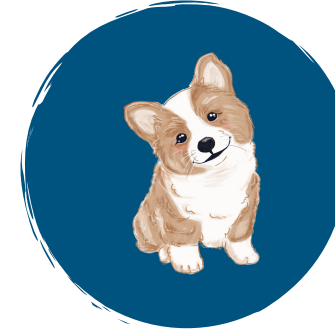
# MACRO VS MICRO NICHE



**LOCATION**



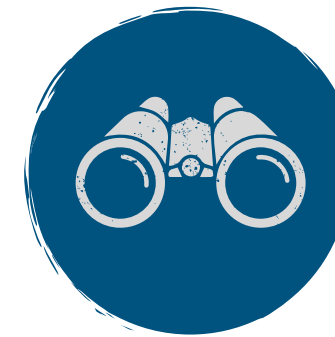
**LIFESTYLE**



**PET FRIENDLY**



**ACCESSIBLE**



**ADVENTURE & ACTIVITY**



**SUSTAINABILITY**



1

### LESS COMPETITION

Focusing on smaller market reduces number of competitors you face

2

### BETTER CUSTOMER RELATIONSHIPS

Easier to build relationships in a specific market as you focus on their needs and expectations

3

### HIGHER PROFITS

More specialised services can yield higher prices & increase profit margins

4

### COST EFFECTIVE MARKETING

By targeting a smaller audience you will spend less on advertising & marketing

# BENEFITS OF MICRO NICHE





# VILLA CARPE DIEM

ACCESSIBLE ACCOMMODATION







Care Free Lifting  
Tel: 01942 256219

Oxford

MIDI 170

SUNRISE

WARNING  
Do not apply  
excessive force to the  
valve knob  
LOWER

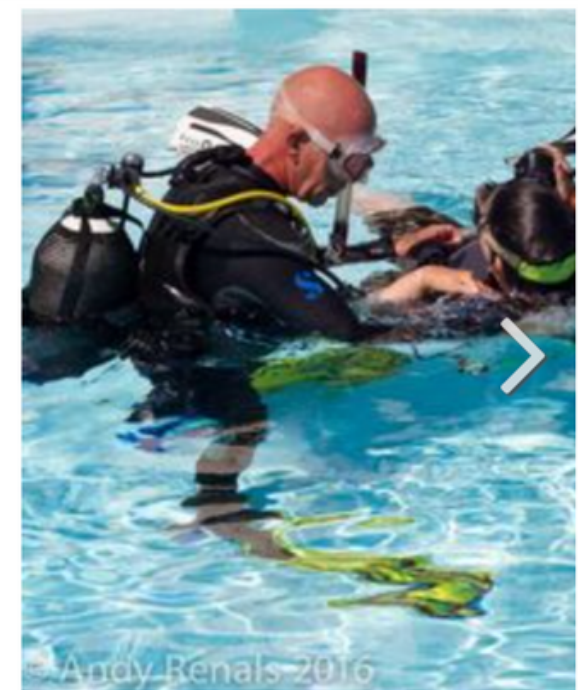
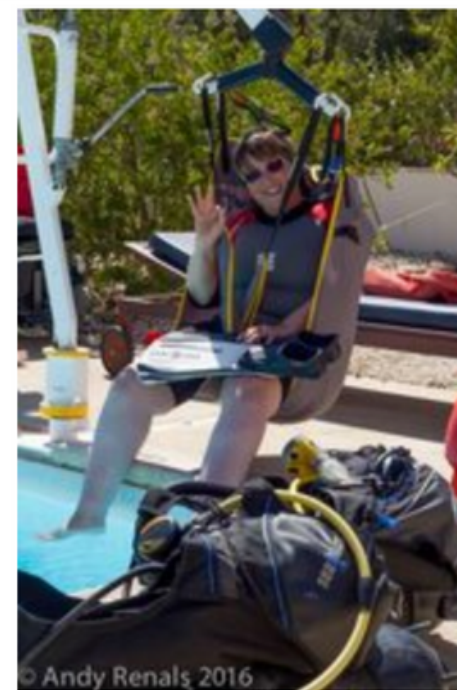
SUNRISE

FACEVIEW









Select Language ▾

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## DDI (DISABLED DIVERS INTERNATIONAL) COURSES



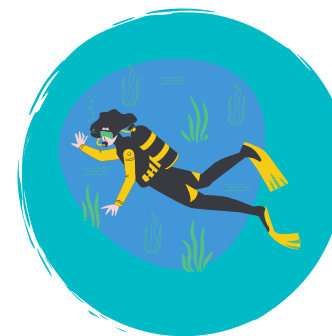
# ADVENTURE & ACTIVITY TOURISM



**HIKING**



**BIKING**



**SCUBA DIVING**







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Business School

# PICKLEBALL STATS

**FASTEST GROWING SPORT IN THE US**

**36.5 MILLION PLAYERS**

**PLAYERS 18 - 35 ARE BIGGEST AGE BRACKET**

**AVERAGE AGE OF PICKLEBALL PLAYERS IS 34**





A scenic view of a beach with turquoise water and a sea turtle resting on the sand in the foreground. The text is overlaid on the image.

# *Pau Hana Vacations:*

The place to stay for your Maui Pickleball Vacation!



A photograph of an outdoor pickleball court. The court surface is primarily purple with green sections. A white net is stretched across the court. In the background, there are other courts and a fence. The text is overlaid on the image in a white, cursive font.

*Maui Pickleball Paradise:  
Pau Hana Vacations*





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# BIRDWATCHING - AN UNTAPPED MARKET?



**18% OF ALL AMERICANS ARE BIRDWATCHERS**



**30 MILLION WILDLIFE PHOTOGRAPHERS**



**MILLENNIALS OVERTAKING BOOMERS**



**ORNITHOLOGY TOURISM MARKET \$57.9 BILLION**







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Business School

# KNOW YOUR BIRDERS



## CASUAL BIRDERS

The largest specialised niche in birdwatching. Birding not primary goal of travel. Also interested in other wildlife watching & cultural activities



## ENTHUSIASTIC BIRDERS

Interested in conservation & sustainability. Average age 55 but growing Gen Y & Gen Z market



## HARDCORE BIRDERS

Usually male baby boomers who often travel alone. Not interested in spending much on accommodation





# HOW TO DO THIS

**1**

CHOOSE YOUR NICHE

**2**

DO THE RESEARCH

**3**

IDENTIFY YOUR TARGET MARKET

**4**

CREATE CONTENT THAT RESONATES

**5**

GO WHERE THEY GO





FACEBOOK GROUPS

SOCIAL MEDIA OUTREACH

WOM & REFERRAL MARKETING

EVENTS & PARTNERSHIPS

CONTENT MARKETING

# HOW TO REACH YOUR AUDIENCE





# HOW TO CONNECT

CURATED EDUCATION RESOURCES FOR SHORT-TERM RENTAL HOSTS AND MANAGERS

[WWW.VACATIONRENTALFORMULA.COM](http://WWW.VACATIONRENTALFORMULA.COM)

