



BLUEEYS
BEACH



Hola
P A L M S

PROPERTY MANAGEMENT

A contemporary approach to holiday home
and private estate management in Blueeys Beach



Introducing Hola Palms



Hola Palms is a Blueys Beach based holiday property host, estate manager to exclusive, privately occupied holiday homes and concierge service partnering with holiday home owners to strategically manage their short-term rental and to deliver the highest standard of quality service to their guests.

Through a boutique and carefully selected portfolio of Pacific Palms favourite holiday homes, we create luxurious experiences that contribute to memorable stays.

We offer a bespoke service to maximise occupancy, visibility and profit whilst managing the day to day running of the home and its guests.

We understand that your investment takes time to care for and maintain, and we do so with the utmost attention to detail, hosting in an area we love, in homes that resonate with us, and by delivering a luxurious level of service where you can truly escape and enjoy every moment of your holiday home.

Meet Angelique, your Host

Angelique Thomas is local to the Palms and well known amongst the community and with her local knowledge, love of her home town, well established connections, great reputation and work and life experience, bringing you a unique and perfect connection to Pacific Palms, your home away from home.



Our specialised services

Market

- Collaboration with brand consultants to create an identity for the home authentic to its style
- Professional photoshoots to create a listing that showcases the property to its full potential
- Content creation to increase visibility

Style

- Position the holiday home as a destination in itself
- Holiday home set-up advice and guidance
- Offering a service to assist in the sourcing, purchasing and styling of the home

Strategy

- Long-term pricing strategies to ride the seasonality wave
- Targeting to your audience and individual offering ahead of the market
- Regulatory compliance, scheduled maintenance and amenities to maintain the integrity of your asset to the best possible condition

Concierge

- Administration support
- Corporate events, retreats, lifestyle and branding shoots
- Grocery orders, catering requests, special occasions



Barrington Coast is the number 1 within the number 1

Destination NSW | Destination North Coast 2023 Annual Value of Tourism report:

- Love a double number one? Barrington Coast is the number one destination within the number one regional destination in NSW.
- Thrilled by multi-millions? Tourism in Barrington Coast contributes \$2.6 million per day to the local economy, more than it does for Byron Bay.
- Following the media stars? The top three NSW destinations ranked by social media audiences are Sydney, Byron Bay and Barrington Coast.

Here are the staggering numbers to mention at your next barbecue chat:

NSW North Coast:

- 11.6million visitors, 21.2million nights
- \$5.5 billion expenditure annually
= \$15 million per day
= \$10,423 per minute

Supporting our local economy, tourism supplies 10.8% of the region's employment including 27,933 persons who are directly employed and a further 7,674 who are indirectly employed. There are 8,457 tourism related businesses in the North Coast, around 22% of all regional NSW tourism businesses.



The local holiday home story

September school holidays - late April is our consistent season, with December /Jan + Easter and Anzac long weekends considered peak.

Seasonal nightly rate scale (Predicted and estimated):

Beachfront: \$1,000 - \$2,600

Short walk to the beach: \$700 - \$1,200

Townhouses: \$500 - \$850

Yearly occupancy (Predicated and estimated):

Successful: 10 to 12 weeks

Invested in minimal owner use during peak holiday periods, invested in creating a point of difference, attractive booking facilities, location)

Emerging: 4 to 6 weeks

Owner use during at least one peak period, working towards upgrading attractive booking facilities

Low: 3 to 4 weeks

High owner use / block out calendars during all peak holiday periods

Talk to Angelique

Contact Angelique from Hola Palms to start a conversation on your future Blueys property management and concierge service needs.

0422 019 555

angelique@holapalms.com.au

Hola
PALMS



HOLAPALMS.COM.AU

BLUEYS.COM.AU