



Optimising listings at Ballylinny Holiday Cottages

Ballylinny Holiday Cottages comprises 10 properties near the Giant's Causeway in Northern Ireland.

Discover how TravelNest has helped Ballylinny expand thanks to better visibility, improved listing performance and streamlined day-to-day management.



About Ballylinny

- [Ballylinny Holiday Cottages](#) are situated a stone's throw from the Giant's Causeway, a UNESCO World Heritage site on the north coast of Northern Ireland.
- Established in the 1990s with just a few properties, Ballylinny has grown to comprise eight traditional whitewashed cottages and two modern barn loft apartments.
- Owner Alan is supported in the day-to-day running of Ballylinny by Claire and Rachel.

The challenges

All of Ballylinny's bookings were previously managed via two channels, their Booking.com listing and the Ballylinny Cottages website. As the business grew, this was becoming an increasingly time-consuming and manual process. The team spent a lot of time going through bookings, correcting errors and updating multiple calendars. This was reducing the time they were able to spend with guests.

The Ballylinny team were keen to expand the reach of the business to increase revenue. They wanted Ballylinny to be visible to a much wider audience, and attract more international bookings. However, they were unsure of the best way to achieve this.



TravelNest's knowledge and expertise helped us create better profiles for our properties to make them more appealing, and improve our occupancy rates.

Our occupancy has increased since using TravelNest, they've given us exposure to more guests and more sites. We are getting more bookings through different sites that we weren't using before.



Claire
Ballylinny Holiday Cottages



How TravelNest helped

Since joining TravelNest in 2018, Ballylinny has seen a number of improvements across the business:

Easier day-to-day management

The day-to-day running of the business has become much quicker and smoother. TravelNest eliminates much of the previous manual effort, so Alan and the team can focus on what's most important - the guest experience at Ballylinny.

Streamlined calendars

The calendar synchronisation and automatic updates across all of Ballylinny's properties provide a clear overview of booking status in real time. It also reduces anxiety about potential double bookings and saves time.

Find out more

[Book a demo](#) for a time that suits you

Phone : 0333 666 6111 (option 1)
Email : sales@travelnest.com
Web : www.travelnest.com



Properties now listed on



Listings fully optimised:



Property titles amended and descriptions re-written



Calendar flexibility review – booking flexibility score increased from

0.38 → 0.64



Pricing review (added future pricing)



Professional photography – image score increase from

15% → 100%

