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Boost for holiday lets firm

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AN investment in new online search technology has helped an East Anglia-based holiday lets firm take advantage of the growth in domestic tourism.

Suffolk Cottage Holidays Ltd, which pressed ahead with an upgrade of its search facilities despite the overall state of the economy, has reported a 10% increase in bookings so far this year.

Having seen 15% growth last year, the firm - which has more than 120 properties across Suffolk and Norfolk on its books - is now handling 25% more business compared with two years ago when the international holiday market was booming.

The website www.suffolkcottageholidays.com is owned by Suffolk Cottage Holidays, incorporating Big House Holidays, but the biggest growth has been at the smaller end of the market.

The new search engine allows visitors find exactly the property they require right down to specifying a downstairs bedroom and bathroom for an elderly relative, a child-friendly garden or a sea view.

Lizzie Hammond, director for Suffolk Cottage Holidays, which is based at Alderton, near Woodbridge, said: "When booking a holiday for your family and friends, you don't want to leave anything to chance.

"We look after over 120 properties in Suffolk and Norfolk and over the years have really listened to what guests have

requested. By offering such a bespoke holiday booking service, which is easy to use and offers luxurious holiday accommodation with a very reasonable price tag we find our guests return year after year.”