

● FOR HOLIDAY-LET OWNERS — ONE COTTAGE OR THIRTY

More direct bookings. Less commission. Less time *answering the same questions.*

We help UK holiday-let owners take bookings through their own website, while continuing to use Airbnb and Booking.com.

We also use AI to answer the everyday questions guests ask over and over again. Simple technology that saves owners time — and helps them keep more of what they earn.

Fusion *Host*

BY FUSION TECHNOLOGIES

fusion-uk.com/holiday-lets

Airbnb and Booking.com are brilliant at bringing guests. You just don't need to rely on them for *every booking*.

For many holiday-let owners, Airbnb and Booking.com are an important part of the business. **We don't want to change that.**

The problem is when every booking has to come through them. The owner pays commission each time — even when a previous guest already knows and loves the property.

And if the owner's own website can't take a booking, guests have little choice but to go back to the booking sites.

We give them another option.

15–18%

commission on every single stay

£6,000+

handed over yearly on a £40k property

0%

commission on bookings through your own site

THE IDEA

Keep using Airbnb and Booking.com to find new guests. But give people the option to *book with you directly* too.

What do we *actually build*?

01 • YOUR OWN WEBSITE

A proper home for the business

Where guests can see the properties, check availability and book — your brand, your guest data, your repeat bookings.

02 • YOUR OWN BOOKING SYSTEM

Guests book and pay directly

Guests choose their dates, book and pay through your website.

- No enquiry forms
- No waiting for you to reply
- No sending them to Airbnb to finish the booking

03 • CALENDARS THAT UPDATE THEMSELVES

Every calendar stays in sync

Keep listing on Airbnb and Booking.com. When somebody books dates on your website, those dates are automatically blocked on the booking sites too — and when somebody books through a booking site, your website updates as well.

04 • AN AI GUEST ASSISTANT

Immediate answers, day or night

Guests ask questions at any time and get an immediate answer based on information about your properties — the questions you currently answer again and again.

Parking

Check-in

Pets

Wi-Fi

Local restaurants

Directions

Things to do nearby



The booking sites bring you the first guest. Your own website can *bring them back*.



- 1** Someone discovers your property on Airbnb
They stay with you. They have a brilliant time.
- 2** Six months later, they want to come back
Where do they book?
- 3** If the only easy option is Airbnb, they go back to Airbnb
And you pay commission again.
-  **Your own booking system changes that**
It gives returning guests somewhere to book directly with you instead.

IT ALSO GIVES YOU SOMEWHERE TO SEND PEOPLE WHO FIND YOU THROUGH:

Google

Facebook

Instagram

Recommendations

Previous guests

Your own marketing

Not every booking needs *a middleman*.

Stop answering the same questions *over and over again.*

What time is check-in?

AI ASSISTANT • REPLIED INSTANTLY

Check-in is from 3pm — the key safe code is in your arrival email. Early arrival? Just ask and we'll see what we can do.

Can I bring my dog?

AI ASSISTANT • REPLIED INSTANTLY

Yes — dogs are very welcome in the cabin. There's an enclosed garden, and the beach below is dog-friendly all year.

Can you recommend somewhere for dinner?

AI ASSISTANT • REPLIED INSTANTLY

The Beach House does brilliant seafood ten minutes' walk away — booking ahead is a good idea in summer.



Running a holiday let means answering questions. Lots of them. And most guests ask perfectly reasonable things — where do I park, is there a supermarket nearby, what's the Wi-Fi password. The problem is that **you've probably answered them hundreds of times before.**

Our AI guest assistant learns everything it needs to know about your properties. Guests ask it a question. It answers immediately — **24 hours a day.** And when something needs a human answer, it comes back to you. You still look after your guests. You just don't have to personally answer every question.

And every direct booking is *commission-free*.

A lot of holiday-let technology takes a percentage of every booking and squeezes your business into somebody else's mould. We do things differently. We build the website and booking system around your properties — and bookings through your own site come to you **commission-free**.

01 **Your brand.**

02 **Your bookings.**

03 **Your guests.**

04 *Your business.*

The honest small print: there is a small monthly cost for us to host it, maintain it, keep the calendars working and provide support. But no percentage of your bookings — ever.



• WE'RE ALREADY DOING IT

Gower Coast Cabins — five luxury cabins on the *South Wales coast.*

Like many holiday-let businesses, they wanted to make it easier for guests to book directly while continuing to use the major booking sites. They were also dealing with **more than 200 guest messages every week.** So we're building them:

01 • DIRECT BOOKING

WEBSITE

Book & pay directly

Guests can check availability, book and pay directly.

02 • CALENDAR SYNCING

Up to date everywhere

Their website works alongside the booking sites, so booked dates stay up to date everywhere.

03 • AI GUEST

ASSISTANT

Immediate answers

Guests get immediate answers to everyday questions, without the owner replying personally every time.

More direct bookings. Less repetitive admin. *More control for the owner.*

Sometimes you don't need *all of it*.

Every holiday-let business is different. Some owners already have a great website but can't take bookings through it. Some can already take direct bookings but spend hours dealing with guest questions. Others rely almost completely on Airbnb and Booking.com.

So we don't start by selling everyone the same thing. **We start with a conversation.**

We look at —

What you already have.

We look at —

How your guests currently book.

We look at —

Where you're spending unnecessary time or money.

And then we tell you what we think would actually help. That might be a booking system. It might be an AI guest assistant. It might be a new website. **Or it might be all three.**

If what you already have works, *we won't try to replace it.*

The idea is *really simple*.

1

Keep Airbnb & Booking.com

They're brilliant at helping people find you.

2

Give guests the option to book directly

So you don't have to pay commission on every booking.

3

Let technology answer the repetitive questions

So you get some of your time back.

4

Technology built around your business

Your brand, your guests, your bookings — a system shaped around how you work, because it's your holiday-let business.

