

WELCOME

Design the Ultimate Getaway

Thursday, July 8, 2021

NOELLE MCGOUGH

- Noelle McGough is the Co-Owner of Monk & Nun Interiors with her husband, Micah.
- Monk & Nun Interiors is a unique fusion of design, renovation, and short-term rental management.
- Noelle, Micah & their team help accommodation owners transform their properties into their greatest potential and provide management assistance where needed.
- Their goal is to increase the booking rates for property owners while providing an excellent guest experience for those visiting the Annapolis Valley.



Design the Ultimate Getaway

With Noelle from Monk & Nun Interiors



WELCOME!

Introduction

A little about us

Why is this important??

- To Us, To The Guests, To You

Q&A



Let's Dive In!

There are a number of things to consider when designing a space for guests to stay in:

- Comfort
- Practicality - Do they have what they need?
- Customer Service
- The Wow Factor You Provide
- Their Review



Let's Dive a Little Deeper

My Goal is to help you with:

- Designing on a Shoestring
- The Customer having the best EXPERIENCE, not just Customer Service
- The Best ROI



So how are we going to do this?

How will we make the guests over-the-top happy without breaking the bank?

I don't have a budget for this house, how do I do this on a shoestring?

I don't have the slightest idea about design. I'm not creative.

I don't know what guests are looking for.



So how are we going to do this?

How can I make my place stand out from others?

How can this be easy?

I'd like to suggest that if we put a little bit of effort into the design and thoughtfulness at the beginning, then the rest will be smooth sailing!



Time to Start Sailing ...

Today we'll talk about small items that you can begin to change right now and how you can stand out in a noisy market.

Get your pens and paper ready!



Less is More!!!

You may have heard this old adage it is true!

Declutter: Only have what people need.

Example of Grandad's Cottage

What do people need?





Less is More: Bedrooms & Bathrooms

Think of a hotel when it comes to bedrooms, and bathrooms.

I suggest white linens- easy to clean and replace

Extra Throws

Fans, if place gets stuffy from time to time

4 pillows/ bed (min.)

You do not need to supply products aside from hand soap, toilet paper, paper towel, a couple of cleaning products

Toiletries would be an added value item & need to be done well.



Less is More: Kitchen

Minimal spices

Cooking utensils, a set of cutlery, cutting boards, glasses, mugs, dinnerware (how much?)

A SET of pots and pans, Coffee Pot, Kettle

Leave fridge bare

Nice to have a few added value pieces in the kitchen (coffee can be instant, teas, sugar packs, creamer)

A table that fits the space, the amount of chairs of max. occupancy

If this does not apply to you- where can they eat locally? What is your menu? The menu of nearby restaurants? Healthy options, Dietary restrictions



Less is more: Living Area

Comfortable Seating , not too much. Consider the amount of people staying. Do not clutter like Grandad's cottage.

Optional Pull Out Sofa, can increase your nightly rate

Throw Blankets

Cushions

In the pandemic, Highspeed Wifi and a Desk area has become more important (if possible)

Added Value: booklets on table, info centre



It's time to freshen up!

After you've decluttered, it's time to freshen up...And you can do it on a shoestring!

Paint goes a LOOOOONG way!

Artwork

Update Hardware

Furniture - does anything need replacing? I.e. mattresses vs whole bed or maybe just bedding!

Duvets and Covers, Cushion Covers (\$5 at Ikea!!)











Added Value : The Wow Factor

We've paired down, freshened it up and now it's time to add a little extra treat!

Examples:

Welcome booklets, welcome notes, information about the local attractions

Discount Vouchers from Local Businesses

Candy Dish

Wine & Local Chips

Local Goods are always appreciated!



Listing Your Place

Listing and advertising your Short Term Accommodation is just as important as listing a house.

- Staging
- Professional Photography

This is how your guests will book, just as important if not more important than location

Investment



This is just skimming the surface

If you'd like some coaching or to talk and learn about this more there are a few different ways we can help out!

The tourism and demand is back and we want to see you succeed by standing out from the other listings!



Airbnb 101: Kickstart & Run Course

6+ Hours of Training- Do at Your Own Pace

- Foundations on Listing Your Property
- Airbnb Platform
- Design
- Photography
- Pricing
- Added Value
- Branding
- Promotion
- Covid & Resources



Consulting & Services

Staging Consultations- 3 hours + ToDo List	\$295
Design Consultation - 1 hr + Mood Board	\$295
Phone Consultation with Noelle	\$125/hr
Full Service Design & Staging	

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You've Got This!

1. Attract the guests by photos (Declutter, Stage and Shoot)
1. Lend some WOW factor upon arrival (Added Value)
1. Provide Comfort and Great Guest Experience

If you do these three things, you will be able to increase your nightly rate, have rave reviews, referrals and repeat customers!

UPCOMING WEBINARS

Videography: Bringing New Life to Your Social Media Presence

- Date: Thursday, August 5, 2021
- Time: 10 am – 11 am
- Delivered by: Rove Productions
- Free to join

<https://tourismns.ca/webinar-series>

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