

PERFECT HIDEAWAY



# Welcome!

This is an official invitation to be included in our Invite-only Collection of Design Properties.  
We think your property is somethin' special and would be honored to have you as a member!  
Read on for more information about how our innovative platform works.

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## 1 // Who are we?

Founded by a veteran traveler and professional photographer, Melissa Gidney Daly is passionate about design spaces and their ability to act as a portal for transformation. Sharing these spaces, inspiring people to travel beyond the typical, and encouraging travel with a light footprint is at the heart of Perfect Hideaway. Melissa's specific style caught the eye of notables such as Oprah Winfrey, who hand-selected Melissa to curate, photograph, and visually direct her latest best-selling book, *Wisdom of Sundays*. This noted aesthetic curation is the driving force behind the Perfect Hideaway, setting the collection apart with elevated imagery, attention to detail, and in-depth knowledge of the Modern Traveler. Together with her global connection of curated photographers and influencers, TPH has quickly become the platform of choice by property-owners, PR companies, and property management companies around the world.

## 2 // Our Audience - The Modern Traveler

The Modern Traveler spans generations, yet is comprised mainly of millennials. This influential traveler seeks spaces, places and experiences beyond the norm. They appreciate style and design, seek nature and adventure, travel for wellness and self-discovery, are tech-savvy and influenced by social media, and prioritize experiences over things.



### 3 // Our Collection

To be included in our collection, properties must satisfy the following criteria:

1 /

#### Design + Quality

AESTHETIC  
ATTENTION TO DETAIL  
DESIGN + ARCHITECTURE

2 /

#### Experience

PRIME LOCATIONS  
MORE THAN JUST 5 STARS  
SELF-DISCOVERY

3 /

#### Hideaway Factor

INSIDER SCOOP  
OFF THE BEATEN TRACK  
"ONE-OF-A-KIND"

### 4 // How We Work

We are a *promotional platform* (not a booking platform) that leverages our website, newsletter, social media channels, and industry relationships to promote your property to a highly engaged audience, driving bookings directly to you.

There are no commission fees,  
we only charge a minimal listing fee starting at \$99/year.





## 5 // Join the Collective

Our website will feature 2 types of properties:

- 1 / Approved properties that use their own imagery for their listing  
(\*photography must be approved by us)
  - 2 / "The Collective" Properties - those properties that are vouched for and photographed by someone from our team.
- Collective Properties are eligible for additional benefits such as promotion via instagram, our newsletter and editorials.

## 6 // Benefits of Our Platform

- 1 / Included in a trusted collection of properties.
- 2 / Low annual listing fees (**starting at \$99**) and **no booking commissions** - guests book directly through you  
\*first 3 months of listing is free\*
- 3 / Increased exposure via social media channels, influencers, design & travel partners
- 4 / Property is showcased via beautiful imagery + a custom listing that tells your story
- 5 / Increased SEO optimization
- 6 / Audience based largely out of North America and Europe with focus on the Chinese market (the largest growing travel sector in the world) starting May 2019

*It's not about luxury, it's about experience. To me, that's heavily influenced by the space itself and the people who created it, and ultimately, how it makes you feel.*

-founder, Melissa Gidney Daly



## 7 // What Makes Us Different?

### Promotion - Based Platform

- We leverage the Website, email list, social media channels, and global design relationships to promote your property
  - Drive bookings directly to you
- We partner with travel industry leaders around the world, creating an ever-growing and resilient infrastructure that supports independent businesses instead of large corporations.

### Our Audience

- Our audience is your perfect guest - ones that appreciate design and experience.
- Your property will receive organic exposure to a highly engaged and targeted audience, not the Airbnb guests just looking for a party pad that we hear endless complaints about.

### Elevated Imagery

- Our imagery goes beyond the typical travel and real estate photography.
  - Experience and lifestyle driven
- Showcases the architecture and design elements
  - Portrays *how the property feels*
- This type of imagery is timeless, evokes emotion, and sets a new standard for the industry.

### Community + Change

- We are building a global community of like-minded citizens to create change.
  - Empowering independent properties
- Supporting eco-properties and sustainable brands.
  - Inspiring people to travel beyond the typical, enriching their lives and changing the way they connect with nature, themselves, and each other.

*“The great success we’ve experienced renting our property simply would not have happened without The Perfect Hideaway. The incredible imagery that we’ve used for our website & marketing as well as the exposure on TPH’s website & social media has dramatically improved our various marketing endeavors, attracting more visitors to the property and opening up a world of other opportunities such as hosting retreats and photoshoots. We are forever grateful to be a member of the Perfect Hideaway family.*

*-Aaron Kornfield, 436 Olancha, Palm Springs*





## 8 // What Are The Steps?

Simply reply to our Invitation Email saying, “Yes, I’d like to join!”. We will then send you a link to create an account, choose your membership package, and start uploading property information and photos. From there, we will determine if we can use your photos for the listing and go live right away, or if we need to first arrange to have a photographer visit (\*in order to maintain our brand identity, we require images to be in alignment with our aesthetic). By opting to become part of “The Collective”, or if you require new imagery for the listing, you agree to host a photographer and will be eligible for additional promotional add-ons such as instagram, newsletters and editorials. These Add-ons are only available for members of “the Collective”.

## 9 // Hosting a Photographer

The property will provide 2-3 nights accommodation (depends on the property type and size) + breakfast (where applicable) for the photographer who will photograph the room they stay in + the common areas.

We will use those photos for the custom listing + promotion. The property will receive instagram promotion by the visiting photographer and @thepfecthideaway and also have access to 20 photos for social media use.

*“After 2 years of restoration of our property we started looking for websites/booking sites we could work with. We were specifically looking for websites with “real” people behind it who appreciate the energy, effort and soul we had put into our renovation adventure. Renting out your holiday home is an emotional process and The Perfect Hideaway is by far the most human and professional website we know and we feel privileged we can work with them. They do not just promote holiday homes but more so share special places and create emotions. The photos we received from their photographer were much better than we could have hired locally, and they helped launch our new property into a completely different realm. In addition to the exposure from The Perfect Hideaway, we also received a ton of worldwide attention from their design and travel contacts, being featured on various blogs and instagram feeds. Since becoming a member of TPH Collective, we receive more bookings and more importantly, bookings from like-minded travelers that appreciate design and experience. We are so grateful to the owner, who personally visited our property, and genuinely wants to help independent properties like ourselves.”*

-Mathias Meert, Trullo M. Puglia

## Membership Packages

STANDARD

**\$99**

Annual Custom Listing

POPULAR\*

**\$169**

Annual Custom Listing

1 Instagram Post

1 Newsletter Feature

PREMIUM\*

**\$279**

Annual Custom Listing

1 Instagram Post

1 IG Stories Post

1 Newsletter Feature

Feature Property

\*The Popular Package, Premium Package and Instagram Post Add-ons are only available for those included in "The Collective"

## Add-ons

**\*Instagram Post \$79**

Using imagery from one of our photographers, we will post 1 photo of your property on our instagram feed.

**Instagram Stories Post \$49**

1 IG Stories post using approved imagery for things such as last minute deals, availability posts, etc.

**Newsletter Feature \$49**

Your property will be featured in a weekly newsletter (4 properties per newsletter) with a direct link to your custom listing.

**Editorial : Regional or Design Feature \$99**

Your property will be featured in a regional or design article alongside other properties (\*maximum 6 properties featured per article).

**Editorial : Exclusive Feature \$199**

Your property will be the only property featured in an article that includes at least 6 photos with a direct link to your custom listing.

**Feature Hideaway \$99**

Your property will be featured on the homepage for 1 week with a direct link to your custom listing (\*there are 4 rotating feature properties).



*We look forward to telling your story  
and sharing your special property!*

