



HIGHCLIFFE
HOUSE

Multi Award-winning,
AA 5-Star Gold B&B

Overlooking
Lynton & Lynmouth

6 Beautiful Bedrooms

Stunning Sea Views
from every room



“Aren't you too young to retire?”

What prompted our “retirement”?

- Career change
- City to Country
- Outdoor lifestyle
- New challenge
- Unique selling points
- Lots of scope

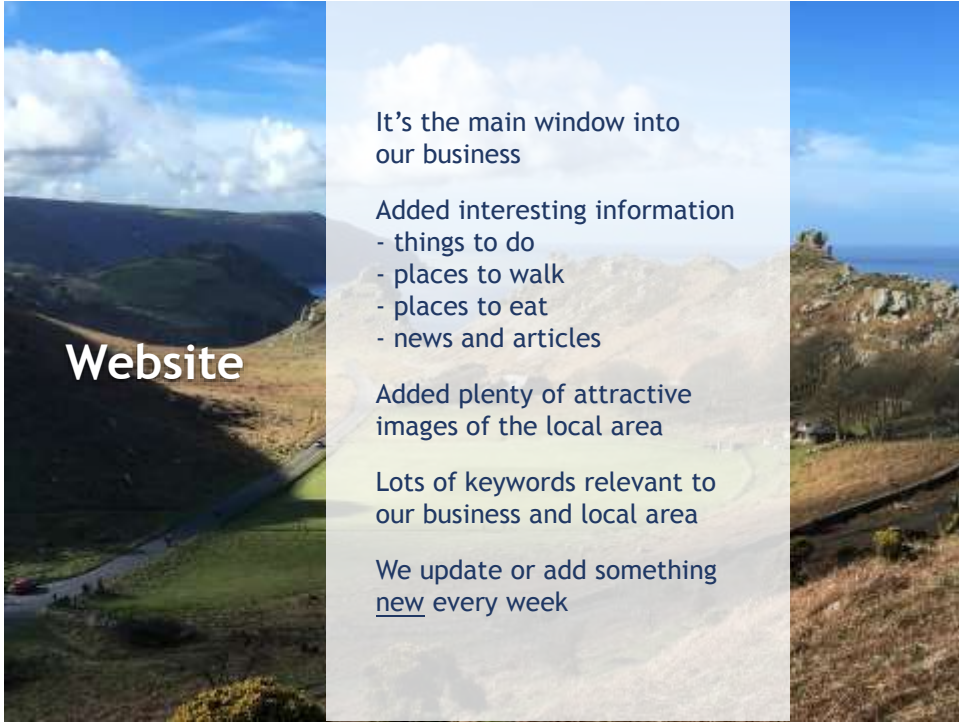


*Multiple awards and recognition for
Customer Service and Guest Experience*



The 4 'Pillows' of Highcliffe House





Website

It's the main window into our business

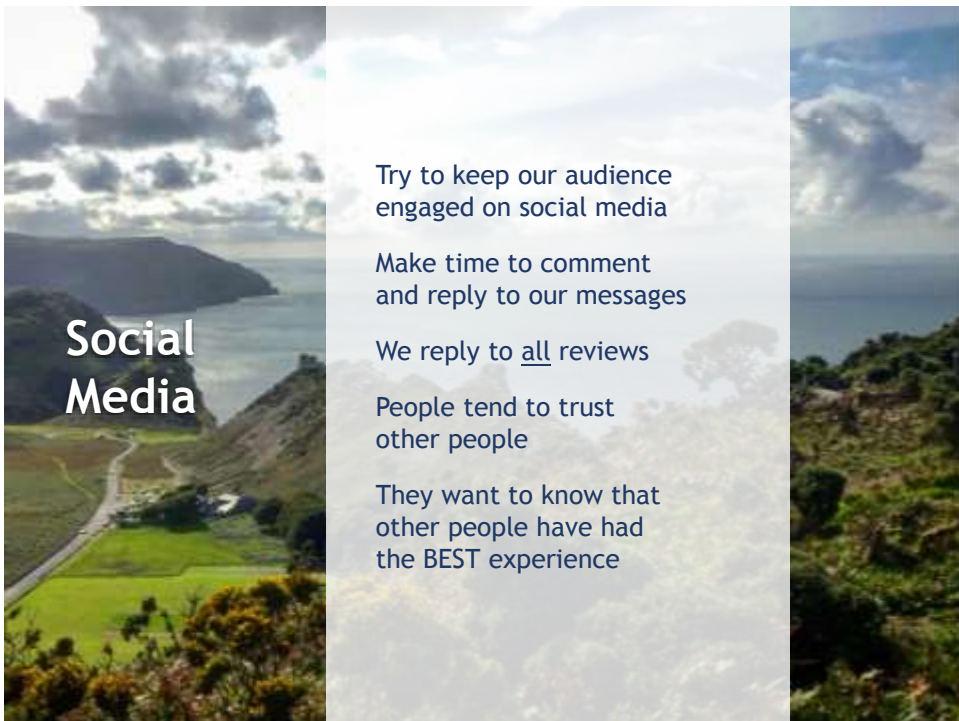
Added interesting information

- things to do
- places to walk
- places to eat
- news and articles

Added plenty of attractive images of the local area

Lots of keywords relevant to our business and local area

We update or add something new every week



Social Media

Try to keep our audience engaged on social media

Make time to comment and reply to our messages

We reply to all reviews

People tend to trust other people

They want to know that other people have had the BEST experience



Our Experience

We network with local businesses and community

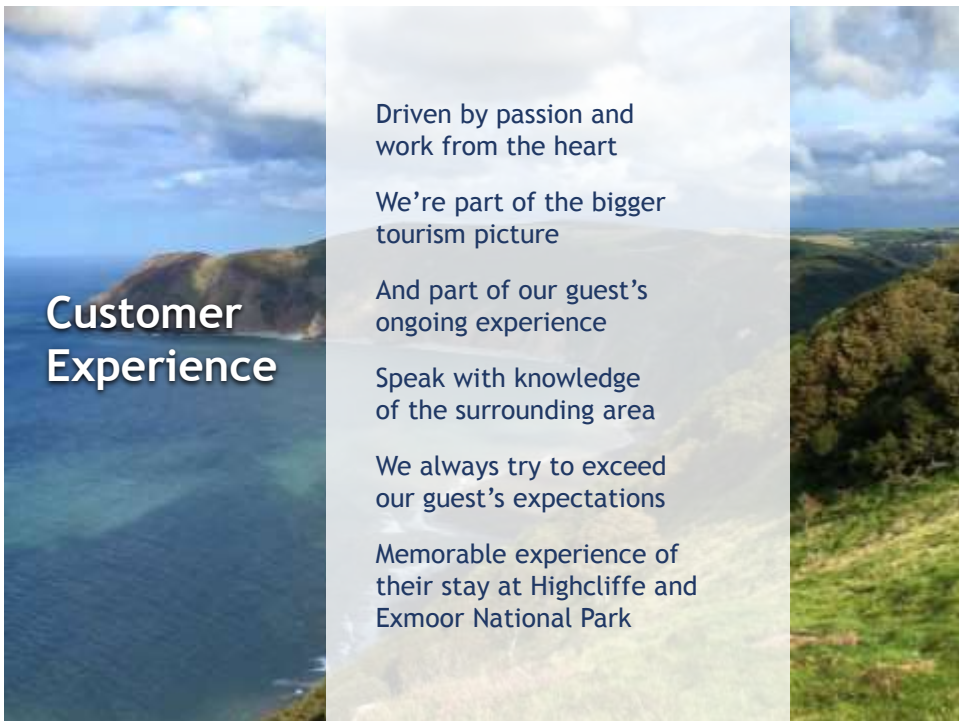
Walk the walks

Visit local attractions

Eat in local restaurants

Buy from local shops

Support local tourism and businesses



Customer Experience

Driven by passion and work from the heart

We're part of the bigger tourism picture

And part of our guest's ongoing experience

Speak with knowledge of the surrounding area

We always try to exceed our guest's expectations

Memorable experience of their stay at Highcliffe and Exmoor National Park



Food for thought

- ✓ Drive your business, don't wait to be driven
- ✓ Don't starve your website keep feeding it
- ✓ Support your community and local tourism
- ✓ Experience Exmoor through the eyes of your guests
- ✓ Help guests feel at home before they even arrive
- ✓ Give them a reason to come back



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