

ADVANTAGE
INVESTMENT LTD

Your Guide To Investing In
**UK SHORT-TERM LET
PROPERTIES**



WHY IS THE UK AN ATTRACTIVE PROPERTY INVESTMENT MARKET?



The COVID-19 pandemic reshaped how we travel, sparking a surge in UK staycations. Despite predictions, this trend not only persists but grows annually.

Many people now opt to stay and holiday in the UK as opposed to flying abroad, hotels and lodges in rural areas such as Cornwall, the Lake District and the Scottish Highlands continue to be in high demand. While city breaks in places such as Manchester, Birmingham and Liverpool also continue to be in significant demand driving short-term rental prices up year-on-year.

The UK holiday market is set to be worth a high of £275 billion by 2025, showing just how much money there is in this sector.

While there is a surge in demand in summer months there is a high demand all year round for staycations in the UK highlighting the value of an investment in the UK.



IS A HOLIDAY LET A GOOD WAY TO DIVERSIFY PROPERTY PORTFOLIO?



Diversifying your property portfolio is a great way to increase your profits, instead of relying on one property investment that might not perform as well as you would expect. A holiday let is currently one of the best ways to achieve high rental income in the UK, so this could work well alongside a long-term buy-to-let, for example.

With UK staycations in such high demand, there are investment opportunities where investors are offered guaranteed ROI. This means there is no risk of not achieving a projected profit as you have with other types of investments. Even the properties that do not have a guaranteed ROI are still going to be profitable, as long as you buy the right type of property in the right place.

Given the consistent year-on-year increase in house prices in the UK, purchasing a holiday cottage or similar property presents a promising opportunity for potential appreciation in value. This likelihood becomes even more significant when holding the property over an extended period.



Buying a luxury holiday lodge in a scenic area, such as the ones on our resorts in Landal Barnsoul and Landal Belvedere is ideal for generating a high ROI over five years. As well as guaranteed ROI, there is also a clear exit strategy, as the developers buy the lodges back after five years. This is the right time to invest in UK staycation properties if you want to start making high profits.

WHAT DOES 2024 HOLD FOR THE UK STL MARKET?



Research by American Express found that in 2023 approximately more than half of Brits (56%) chose to holiday in the UK, spending an average of £875 on their trip.

2024 is projected to see a further increase in people choosing to stay in the UK for vacations as prices abroad soar. This is good news for investors in various types of short-term lets as many people opt for city breaks and others opt for more rural locations.

With the market showing no sign of slowing down as demand continuously increases it's crucial to invest early in 2024 to reap the benefits of capital appreciation and high returns with an investment in the UK staycation market.

Last year, UK adults took just one domestic holiday, on average, but this year, of those who are holidaying in the UK, the average number of trips is predicted to be two, according to the survey of 2,000 people carried out by Opinium.

Average daily rates for all holiday accommodations such as hotels, apartments and lodges are at a high and forecast to continue increasing.



WHERE SHOULD I INVEST TO MAXIMISE MY INCOME?



Last year Wales topped the list of most popular staycation destinations in the UK as many people are opting for rural holidays. 2023 was a great year for Scotland, with demand at an all-time high according to travel company Verdant Leisure, with two in five (40%) of their respondents choosing the country as their most desired UK holiday destination.

With Wales continuously being a highly sought-after location an investment in Wales is sure to yield high returns.

This year it is estimated that Scotland will be among the most sought-after locations to travel to and once again Wales will be up their with one of the most popular locations.

An investment in Scotland early this year will aid you in capitalising on the



2024 staycation market and also bring you capital appreciation in years to come as the Scottish holiday market becomes more popular.

Alternatively, city destinations such as Manchester, Birmingham and Liverpool are all great investment prospects, the short-term let industry in all of these cities is on the rise.

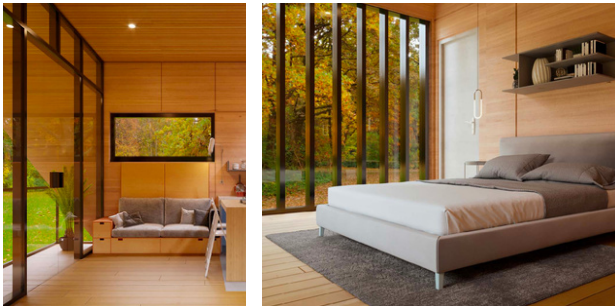
Last year saw Liverpool's tourism numbers skyrocket as the city became more globally visible thanks to the Eurovision Song Contest. Several Liverpool postcodes saw some of the highest yields in the UK last year and the mass investment the city is experiencing will ensure Liverpool is a great futureproof investment.

RURAL INVESTMENTS



Landal Barnsoul

- Luxury Lodges
- Located in Dumfries and Galloway, Scotland
- 2, 3 and 4-bedroom lodges
- Prices from £75,000
- Fixed 8% NET yield
- Completed investment
- Fully managed hands-off investment
- No stamp duty
- Buyback at year 5 for 110%- no capital gains tax



Upgrading the traditional lodge holiday, these lodges represent a new era of luxury, style and comfort in one of Scotland's prime locations.

The Barns

- Luxury Lodges
- Located in Ellesmere, Shropshire
- 2 and 3-bedroom lodges
- Prices from £195,000
- Projected yield of 10%
- Completed investment

Being on the cusp of the Welsh border this development provides a rural investment with the opportunity to capitalise on the Welsh staycation market with a lower entry cost, as popular Welsh tourist destinations are only a short drive away.



CITY INVESTMENTS



Gladstone Mews

- Located in a prime regeneration zone
- 3-bedroom freehold houses and 1- and 2-bedroom leasehold apartments
- Prices from £135,000
- Projected yield of 8%
- Completion due Q3 2024

In a strategic location that is great for both short-term and long-term income. With completion due this year this is a great opportunity to invest in Liverpool at a low price point and benefit from capital appreciation within months of investing.



Manchester Off-Market

- Luxury apartments
- Located in Trafford, Manchester
- 1-, 2- and 3-bedroom apartments
- Prices from £189,000
- Projected yield of 6%
- Completion due Q3 2025

Situated in the Manchester Trafford area, this development will be in high demand for short-term lets due to its close proximity to Manchester United's Old Trafford Stadium and the Old Trafford Cricket Ground both of which hold events all year round.



Invest In A Thriving Economy Today!

We can help you make profitable purchases in the short-term let market

We specialise in sourcing the very best properties, specifically to meet our client's needs. Every client is unique and has different goals and we firmly believe a tailored approach on an individual basis works best over a 'one-size fits all' consultancy service.



Off-Plan
Specialists



Pay Returns All
Over The World



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Management

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