

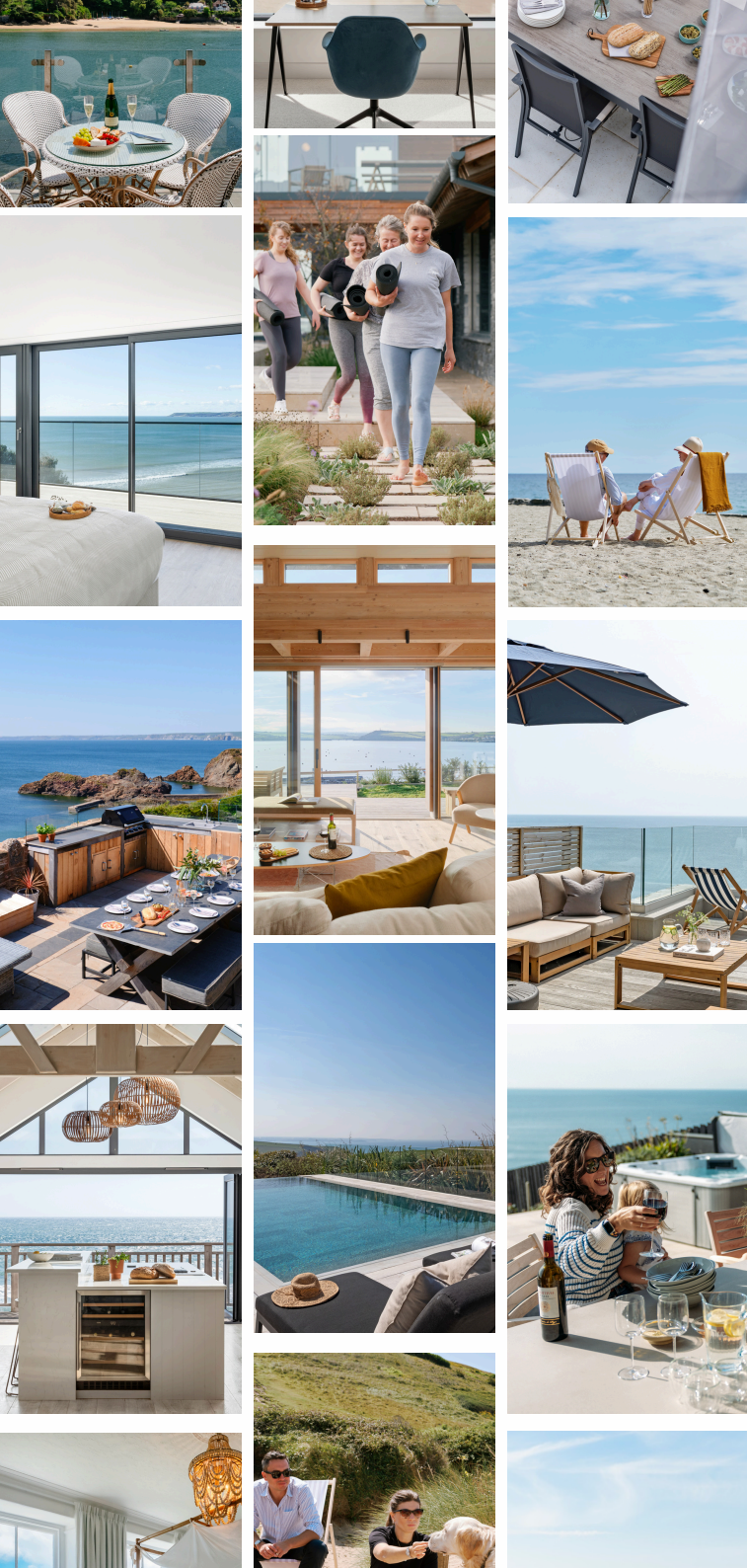


Perfect Stays

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Impact Report

Financial year 2024/25



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Our Impact Report

We're proud of our roots in the South West and passionate about supporting local communities, minimising our environmental impact and promoting responsible tourism. All while we provide truly exceptional holiday experiences for our guests.

Last year, we formalised our commitment to championing thoughtful travel in the beautiful locations we call home – Cornwall, Devon and Somerset. To remain accountable, we set ourselves several goals between April 2024 and March 2025 (our financial year).

We're dedicated to clear communication about our initiatives, and despite our company name, we don't claim to be perfect in this area. We've learnt a lot over the past year, and we'll continue to adapt and develop our plans as we strive to enhance our positive impact.

We're delighted to have achieved so many of the goals we set ourselves back in April 2024. Our genuine hope is that every step forward we take makes a meaningful difference to the communities we work with, the landscapes we cherish and the local team we employ.

This impact report summarises everything we've achieved so far, alongside our future plans. Thank you for taking the time to support us on this journey.

The Perfect Stays team

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About Perfect Stays

Perfect Stays offers a hand-picked portfolio of high-end, exclusive properties that can't be found elsewhere. With a team of local experts who live and work in the South West, we're intimately familiar with every holiday home and destination.

It's the warmth of our welcome, the depth of our local knowledge, the added value of our concierge service and our unwavering commitment to a bespoke, personal approach that sets Perfect Stays apart.

Our company purpose is born from a deep love of our region and local communities, alongside our commitment to providing an outstanding service to our guests and homeowners. The whole team embody this purpose every day and it's the driving force behind our company goals of working towards reducing our environmental footprint, prioritising thoughtful growth and community impact, showcasing local businesses through our concierge service and enhancing our inclusive, people-centred approach.



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Our Purpose

To enrich communities by championing our region as a high-end destination and world-class experience.

Our region's beautiful landscapes, excellent eateries and diverse activities are the lifeblood of our business. And, to a great extent, businesses like ours are theirs.

Working hand-in-hand with local communities, we thrive together and make the South West even more inviting, driving sustainable growth and a better life for all in the places we're lucky enough to call home.



Our Goals

At the beginning of the last financial year, we formalised our commitment to making a positive impact through our work. As such, we decided to focus on the following key areas:

1. Work to reduce our environmental footprint	2. Prioritise thoughtful growth and community impact	3. Showcase local businesses through our concierge service	4. Enhance our inclusive, people-centred approach
We're dedicated to promoting sustainable practices throughout our operations. This includes measuring our carbon footprint, advising property owners on eco-friendly upgrades and implementing a comprehensive sustainability strategy.	We're committed to supporting communities and businesses and encouraging sustainable tourism so that local economies thrive year-round.	We provide non-commission based, unbiased recommendations for activities that showcase the region's natural beauty and local specialties.	Team is at the heart of everything we do. We believe in treating everyone fairly and providing a positive and nurturing work environment where our staff feel valued and supported.

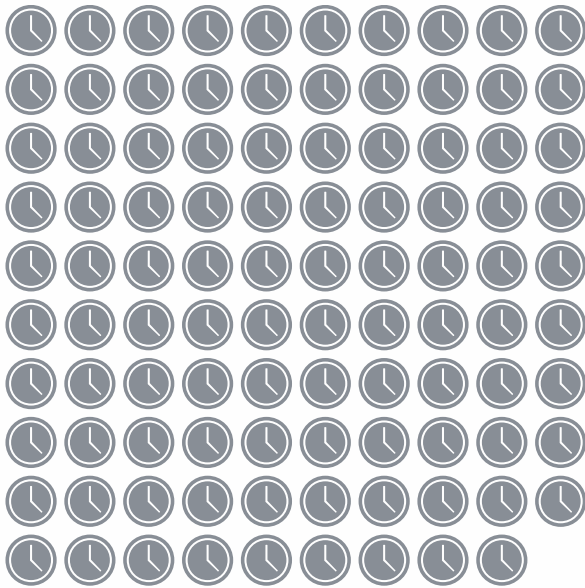
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Our Year: A Snapshot



Voluntary commitment to
pay the Real Living Wage



99 hours spent supporting
local youth employment

200+ local, independent
businesses promoted



Company carbon
footprint measured



80+ hours spent volunteering
or working on charity and
wellbeing initiatives

£1,500

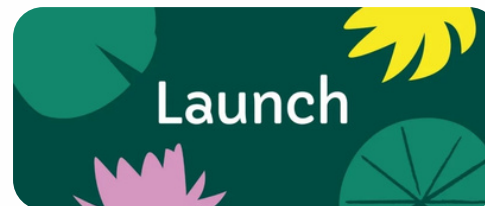
raised for charity

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Who We Worked With



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Goal 1: Work to reduce our
environmental footprint



What did we achieve and what impact did this have?

- We measured and produced our first **carbon footprint report** for the 2023/24 financial year
- We hosted a full team training session on global warming and the impact of carbon. We then presented our results from the 2023/24 carbon report, alongside the Green Future Solutions team at the University of Exeter.
- Our team members spent **100 hours on sustainability training**, carbon reporting and environmental projects. This included two members of our Marketing team completing the Sustainable Marketer Challenge.
- We tracked our monthly Environmental, Social and Governance (ESG) reporting, alongside our usual financial reporting
- We switched our office energy provider and tariff to use **100% renewable energy**

We broadened our communication:

- For our guests, we produced a series of blog posts with tips for making sustainable choices and reducing your carbon footprint on holiday
- For our owners, we provided information on how to maximise sustainability initiatives, linking with local trades, materials and suppliers
- For our owners' housekeeping and property management teams, we increased uptake in using eco-friendly cleaning products

We prioritised working with businesses whose values align with ours:

- Lemongrass Travel PR (B-Corp)
- Launch Online (B-Corp)
- SEO Travel (100% of their profit goes to good causes)



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"At Lemongrass, we're passionate about working with businesses that share our values and take their environmental and social responsibilities seriously. That's why partnering with Perfect Stays has felt like such a natural fit – their commitment to doing better and making a positive impact aligns closely with our own priorities."

We're always keen to support clients at any stage of their sustainability journey, and from the very beginning, the team at Perfect Stays showed real enthusiasm for meaningful change. They welcomed our guidance, implemented feedback, and it's been brilliant to see the progress they've made since we began working together in 2023 - from measuring their carbon footprint to undertaking carbon literacy training.

This impact report is a great reflection of the steps they've taken – and the ambition that continues to drive them forward."

Abigail Best

Managing Director at Lemongrass Travel PR



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What's next?



We're creating a sustainability grading system for our properties to actively educate guests on reducing their environmental impact during their stay



We're developing a new page on our website that's dedicated to championing our eco-minded properties



We'll measure and report on our carbon footprint (2024/2025) to gather a further year's data. Using this data, we'll set specific, measurable and achievable reduction goals that support the environment as best we can.



We plan to continue to report on our contribution to ESG initiatives

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Goal 2: Prioritise thoughtful
growth and community impact



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What did we achieve and what impact did this have?

We're proud of our roots in the South West and passionate about supporting the communities that make our region so special. This is why we...

- Carefully limit our portfolio growth to maintain quality and avoid oversaturation in popular areas
- Promote off-peak visits through dedicated marketing campaigns and showcase lesser-known local attractions
- Work with our owners on an "open calendar" approach that contributes to a more balanced, year-round tourism economy
- Build relationships across different industries to promote local businesses to our network of property owners. Think architects, interior designers, housekeepers and property managers.



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This year's highlights...

With a dedicated team of Charity Ambassadors, we aim to support a different local charity each year. This year, **we raised £1,500** for the Ocean Conservation Trust.

99 hours were spent supporting youth employment and career progression, through:

- A work experience placement for a local student in North Cornwall
- A career mentoring scheme via the University of Exeter
- An internship via the University of Exeter

Our team members are entitled to an annual **paid volunteering day** (after one year of service) to contribute to causes they're passionate about. This year there have been volunteering days spent with Guide Dogs for the Blind, Prickles & Paws Hedgehog Rescue, and the Ocean Conservation Trust.



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Next year...

We're proud to be supporting FareShare South West. They're the region's biggest food and environment charity. With warehouses located in Plymouth and Bristol, they rescue surplus nutritious food from local suppliers. Here's how we plan to support them:

- We've targeted to raise **£2,000**, with Perfect Stays donating as part of every booking
- We aim to increase the uptake of paid volunteering days within our team by **50%**
- We commit to continuing to provide opportunities to supporting youth employment through a work experience placement and career mentoring scheme





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"We're delighted that Perfect Stays have chosen us as their charity of the year.

In Cornwall, Devon and Somerset we find beautiful landscapes and close-knit communities, but also people at risk of isolation, food insecurity and pockets of real deprivation.

As a small local charity, your support helps us meet the growing need for healthy, nutritious food and the wraparound services our member charities provide. Thank you."

Lucy Bearn

CEO at FareShare South West

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Goal 3: Showcase local
businesses through our
concierge service



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Championing & showcasing local businesses

Our extensive local knowledge allows guests to immerse themselves in the South West's unique offering from the moment they book until the day they depart.

Our non-commission based, unbiased recommendations include spa days, golf at world-class courses, paddleboarding in secluded coves, sailing along picturesque coastline, wine tasting at local vineyards, and walking excursions led by expert guides.

"The concierge service provided by Perfect Stays was exceptional. They were incredibly helpful and had fantastic recommendations for local activities, making our trip even more enjoyable."

The Garcia Party

Stayed at Laflouder Thatch | February 2025

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What did we achieve and what impact did this have?

26 

formal collaborations formed with
local businesses in the South West

260 

local businesses recommended
through our blog content

Local Area Guides updated to
promote small businesses within

10 miles
of each property

1,500

concierge enquiries generated



3

concierge “case study”
videos created, resulting in

160,000

impressions in our outreach campaigns



visibility of our concierge
hub increased by over

100%



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Next year...



We'll maintain our existing collaborations, and develop new ones, to continue championing small local businesses



We'll showcase our concierge service by producing a video that captures family-friendly holidays and showcases another South West concierge provider



We plan to drive enquiries for our concierge service and increase the uptake of experiences being booked by 20%



We'll work with our homeowners and their housekeeping and property management teams to champion local producers and farm shops. Specifically, we'll ensure that the welcome hampers provided in our properties include a minimum of 80% local produce.

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Goal 4: Enhance our inclusive,
people-centred approach

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What did we achieve and what impact did this have?

As a **Real Living Wage employer**, we're dedicated to providing a voluntary higher rate of pay that meets or exceeds the basic cost of living in the UK, ensuring our team can thrive both professionally and in their personal lives. We also offer our team members a range of **enhanced employee benefits**.



100% of our staff rated our office environment "excellent" or "good"



93% said they felt proud to work at Perfect Stays



189 hours were invested in specialist team training



80% of our team participated in our healthy workplace initiatives



40% of our team participated in our additional flexible unpaid leave scheme



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Inclusivity and accessibility are core to our values, and we're always striving to improve. This is an ongoing journey for us, and we're passionate about doing better every day.

100% of our guest-facing teams have committed time to complete training programmes via **Travel Proud** and **Tourism for All**

We've championed our **Properties with Accessible Features** through a curated inspiration page on our website

In our blog content, we included 34 accessibility recommendations over the course of the year

We worked with a property owner, alongside **AccessAble**, to create our first property-specific accessibility guide

We advised owners of new builds how to maximise accessibility opportunities, and recommended accessible features for existing properties on our portfolio



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Enhancing our efforts in 2025/26



We'll continue investing in specialist team training



All of our new guest-facing team members will complete **Travel Proud** and **Tourism for All** training, as both form a fundamental part of our approach



We'll continue to pay the **Real Living Wage**



We'll increase our healthy workplace initiatives to boost team wellbeing



A minimum of one new property will be added to our **Properties with Accessible Features** collection



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Looking ahead...

We're dedicated to clear communication about our initiatives in sustainability, community support, and responsible tourism.

Through ongoing assessment and reporting, we strive to continually enhance our positive impact on local people and the environment while delivering exceptional experiences to our guests.

We remain committed to reducing our environmental footprint by collating and reporting on our carbon footprint for FY24/25, so that tangible and advantageous targets can be set in creating a positive change in the years ahead.

We'll continue to build and strengthen our connections with likeminded businesses, both small and large, where we can actively see positive benefits for both.

Thank you for being part of the journey so far

The Perfect Stays team

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