Sarah Riley, Industry Consultant
And Visibility Specialist

Unique Holiday Rental And Glamping Business Set-Up And Development

Services…

For unique accommodation and glamping owners to grow their business and become more profitable.

Business consultation, coaching, mentoring, research and support

High-quality, certified business courses covering initial set-up and marketing

Business planning and financial analysis.

Site visits, inspection, design and location specific advice

For more information visit Inspired Courses, email hello@inspiredcourses.com or call 07815 680567

What customers are saying:

“There is no other resource out there of this quality in the glamping sector - other than Sarah Riley herself! After purchasing the e-learning course, it was an easy decision to retain the services of Sarah as a consultant. Via computer conferencing, we have had several sessions which were part structured -with focus on our business plan etc., and part unstructured -which was invaluable time we had to pick Sarah’s brains and ask questions that we were unable to find answers to ourselves - or indeed just a bit of sanity checking.”

Mark Kirby

“You don't meet GLAMPING Experts everyday - but I did. Sarah Riley's knowledge and contact base was GOLDEN.

Setting up a campsite is no mean feat believe me. I had this amazing route in with Sarah. There's a soft level of support too, she can download your needs and desires and turn them into a possibility. Timing can be KEY, having top level support like this was worth its weight. I could ask direct question and get direct answers. Sarah is still on board with my project KUDHVA. She's a regular go to for us. Having been in the industry since its inception she can quickly drill down your needs. I feel that I got seriously lucky... without her KUDHVA would not have been born.”

Louise Middleton, Owner, KUDHVA

“Sarah overdelivers! I feel much more confident to launch our new glamping business after following Sarah's class. We especially appreciated how she always found time to answer all of our questions, leaving us with multiple solutions to consider. Sarah's class makes you rethink your marketing strategies in a new way you never thought of.”

Emilie LeBlanc

Sarah Riley specialises in consulting, training, coaching and business management support. After jointly running a 5-star boutique hospitality business for over a decade she now works as a consultant, coach, trainer and inspirational speaker in the hospitality sector.

SERVICE DETAILS

Resort Visibility Strategy - Publicity and promotion strategies to maximise visibility and guest attraction. Advising on maximum impact campaigns through accommodation directories, media, social media assets and working with influencers.

Reputation Management - Advising on systems to manage resort reputation and recommending guest retainment strategies.

Website Audit And Advice - Website development with the close cooperation of programmers for the design of content, structure, copy, images, graphics and implementing a search engine optimisation strategy.

Staff Training - Offering support and one-to-one training programs for management staff to ensure the reputation of the resort is protected and its visibility maintained. This is achieved with staff coaching Masterclass programs, which are offered in an online classroom setting with additional coaching.

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Launch Advice - Coordinating a highly effective approach for launch impact.

On-Site And Off-Site Inspections - Recommending action to enhance and maintain the high-quality standards of the resort's services on-site and those online. These can be open or covert inspections.

Resort Representation - Due to my connections within the industry I am able to showcase the resort at events across the world, such as the UK Glamping Show and the USA Glamping Summit. I can also coordinate representation on various websites, podcasts and magazine throughout Europe.