



## HomeExchange opens to bed and breakfasts, guesthouses, inns, and boutique hotels.

*Small-accommodation owners can now stay for free in 150 countries in exchange for their unoccupied rooms.*

The worldwide leader of home exchange announced today the launch of a programme dedicated to small-accommodation professionals, such as bed and breakfasts, guesthouses, inns and boutique hotels. The program is deployed in UK, Ireland, France, Spain, Italy and Netherlands to start with.

It allows small-accommodation providers to optimise their empty rooms by offering them for exchange on HomeExchange.com. This unique initiative makes it possible for owners themselves to stay for free in 65,000 properties listed on the website.

The screenshot shows the HomeExchange.com website interface. At the top, there is a navigation bar with links for 'How it Works', 'Search Homes', 'Browse Collections', and a 'Like' button with '182k' likes. A search bar asks 'Where do you want to go?' and a 'Your Account' dropdown menu is visible. Below the navigation bar is a large banner image of a garden with pink flowers. The banner text reads 'B&B Owners and Innkeepers - Transform Your Empty Rooms into Free Holidays'. Underneath the banner, there is a section titled 'Stay in these homes and B&Bs for FREE' with a subtext: 'These are exchange offers from our 65,000 members. Some of them run B&Bs too.' Below this text are four property cards, each with a photo and location information: 1. A blue house in 'gnatius, Mt 59865, USA'. 2. A house with a fountain in 'Kurrajong NSW 2758, Australia'. 3. A snowy scene in 'Val-d'Isère, France'. 4. A stone building in 'Bruges, Belgium'. A blue button with the text 'Need help? ASK ME' is located at the bottom right of the property cards.

HomeExchange's approach to this is the same as the one it has employed since the company's founding in 1992. Just as private homeowners do, accommodation professionals are invited to register on the site for an annual fee. By joining, they commit to the concept of exchange: trading empty rooms for simultaneous and non simultaneous stays in exchange partner homes and properties. Professionals have the same opportunities as homeowners to accept and refuse exchange proposals, and suggest dates.

In contrast to private homeowner listings, professional members may choose to include property website addresses in their listings. This allows HomeExchange members to find and reserve as paying guests as well – in high season, for example. In these cases, all financial transactions take place directly with the accommodation provider, as HomeExchange never gets involved in paid bookings.

The opportunity for industry professionals is two-fold: free accommodation in 150 countries in exchange for their empty rooms; and the chance to promote their properties to a targeted audience of enthusiastic travellers seeking authentic and “off the beaten path” getaways.

Sylvie and Didier, members of HomeExchange since 2008, who run a bed and breakfast in Southern France report that “with the 13 rooms we exchange during slow periods, we have the possibility to travel the world.”

“We started talking to B&B and boutique hotel owners who had spontaneously registered on HomeExchange.com and realised there was a strong demand. Unoccupied rooms are great opportunities to exchange with both private homeowners and professional peers,” explains William Heinzer, European Director at HomeExchange. “Our mission remains to facilitate exchanges. In no way are we moving towards rentals. We're simply bringing our community quality exchange offers where they will be warmly welcomed and providing professionals with a unique tool to utilize unsold inventory. Everyone wins.”

Dedicated homepage reserved for accommodation professionals:

<https://www.HomeExchange.com/en/bnb>

Membership price for 12 months: £100 or 130 €, for unlimited exchanges with no additional charges.

## **About HomeExchange**

Founded in 1992 by Ed Kushins, HomeExchange.com was a pioneer of the “collaborative consumption” movement. This year, their 65,000 members will make over 130,000 home swaps across more than 150 countries. HomeExchange.com makes it easy to plan and enjoy a home exchange vacation and offers travellers a memorable, authentic experience. HomeExchange.com was voted in November 2015 “Best Site for Booking Your Stay” by readers of USA TODAY and 10Best.

**For more information, testimonials and pictures, please feel free to contact:**

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