

Beat: Travel

## **THE COLLECTIONIST WAS AT THE FOREFRONT OF COMPANIES IMPACTED BY THE OVER COVID-19**

### **THE LIGHT IS GREEN IN SPRING-SUMMER 2020**

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**USPA NEWS** - A benchmark brand in the seasonal rental sector of luxury properties with services and experiences, The Collectionist was at the forefront of companies impacted by the crisis linked to the Covid-19 epidemic. Today, following the deconfinement and the will and / or obligation of the French to stay on the territory this summer, the start-up may well be doing well.

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#### **JANUARY TO MARCH : THE STATE OF PLAY**

Starting in January, a normal period conducive to the first summer bookings, Collectionist customers preferred to wait to book their holidays. The drop in demand accelerated in the last week of February until a sudden and complete cessation of activity in mid-March. The first reflexes consisted in adapting demand to meet new customer needs: review of the cancellation policy for new rentals, delay of certain planned rentals, support for their partners. The second was to protect society, treasury and jobs with the implementation of government measures: shifting of different deadlines, partial unemployment, bank loans - The classic route for all companies impacted by this health crisis in particular in the sector travel.

#### **APRIL : ENCOURAGING INDICATORS RENEWED DEAMND**

The good surprise came at the beginning of April with, in particular, a resumption of our requests for French destinations. Indeed, this French clientele accustomed to seasonal rentals abroad prefer not to take any risk this year by booking their next vacation in France - good news for supporting the ecosystem of our brand's destinations.

The other changes Le Collectionist observed on their market during the month: the arrival of hotel customers who are not used to renting private properties, the importance of offering flexible cancellation conditions and the new experiences to be created. linked to new consumption habits.

#### **GREEN LIGHTS**

Today, The Collectionist notes a demand four times greater than usual in the South West and South East of France.

40% of their French customers have already asked them to organize their summer holidays. The average baskets are more important and the durations of the stays longer in particular thanks to the new experiences imagined by the concierge team of the Collectionist following the new consumption patterns linked to the Covid-19 epidemic. Source: The Collectionist

#### **Article online:**

<https://www.uspa24.com/bericht-17070/the-collectionist-was-at-the-forefront-of-companies-impacted-bythe-over-covid-19.html>

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