

News release

5 October 2021

STAA welcomes Host & Stay as a new member

Following the highly successful Short Stay Summit it co-hosted recently, the UK Short Term Accommodation Association (STAA), the trade body representing the short-term rental sector, is delighted to announce a significant new member – Host & Stay.

Host & Stay, which manages over 500 properties, has adopted a fresh approach to the holiday let industry, having two sides to its business.

On the 'Host' side, it provides an end-to-end service for holiday home owners, offering customers a full package of services including finding the right properties to buy, providing interior design packages, professional photography, marketing, booking generation, maintenance, housekeeping and a full laundry and linen service. These services lessen the load and hassle for property owners enabling them to do less but earn more.

On the 'Stay' side of the business, it offers a portfolio of over 5* holiday homes across North Yorkshire, the Yorkshire Dales, Northumberland, the North East and South Wales. It delivers 24/7 guest communications and amenities to guests looking for premium quality properties to rent.

Director, Dale Smith, explains why Host & Stay has decided to join the STAA, "We believe the short-let industry needs better standards and quality controls. We want to be part of those improvements and feel that the STAA is well positioned to support the growth of the sector in a responsible manner and is the association that really understands how the industry is changing and is best aligned to where the industry is actually heading. It's no longer just holiday lets; there are so many variations now in short-term travel. We want to work with an association that truly understands that. It certainly feels like the other members are a good fit for us and how we see ourselves in the industry."

Merilee Karr, Chair of the STAA and CEO of UnderTheDoormat, said, "It's fantastic to welcome such a great player in the short-term rentals market to our association. Over the last 18 months we have grown our membership considerably and are in a very strong position to work with our members to initiate change in the industry and to drive responsible growth as the industry recovers. Our reputation for collaboration with local authorities, government and other associations is well known. The recent Short Stay Summit really did underline the growth, ambition and attractiveness of our industry. Host & Stay will add a great deal of value to the association and we are pleased to welcome them."

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Notes to editors

More information about membership can be found at <https://www.ukstaa.org/#our-impact>.

STAA membership is open to all short-term rental businesses and companies who offer ancillary services. Hosts may also become members of the association. Both hosts and operators can pay an additional fee to become third-party accredited.

The STAA offers host membership for £10 per month which includes information about hosts' legal responsibilities, best practice and a code of conduct.