JOIN OUR PORTFOLIO

SAND & STONE ESCAPES

“Sand & Stone is a top-drawer letting agent that specialises in desirable spots closer to home with a team that goes above and beyond to ensure the perfect holiday – whether for a weekend or two weeks.”

COUNTRY LIFE

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ABOUT US

Sand & Stone Escapes is a boutique holiday let agency that proudly represents a collection of beautiful homes, handpicked for their blend of charming personality, peerless quality and quintessentially British locations.

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WE KNOW TRAVEL

Sand & Stone is part of The Peligoni Group, a luxury travel collective run by the Shearer family. The group comprises three brands: Sand & Stone Escapes, The Peligoni Club, and Indigo Rock Villas.

OUR STORY

Sand & Stone Escapes began in 2012 as Beachspoke, launching with its standout property, Black Moon, to set a new standard for style and luxury in holiday lets. Over time, the brand grew into a curated portfolio of unique properties across the UK, rebranding in 2019 to better reflect its expanding collection.

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TODAY

Today we are widely considered one of the top boutique holiday let agencies in the UK.

We pride ourselves on a carefully curated, high-quality portfolio that has grown to include properties in a multitude of UK destinations, from Cornwall to the Isle of Skye, and including options for both a romantic hideaway or a group getaway.

WHAT MAKES US?

Hotel standards in a holiday let, exciting locations, and an effortless experience.

With a focus on quality and individuality, our mission is to lead the UK's luxury holiday let market while providing outstanding guest experiences and strong returns for owners.

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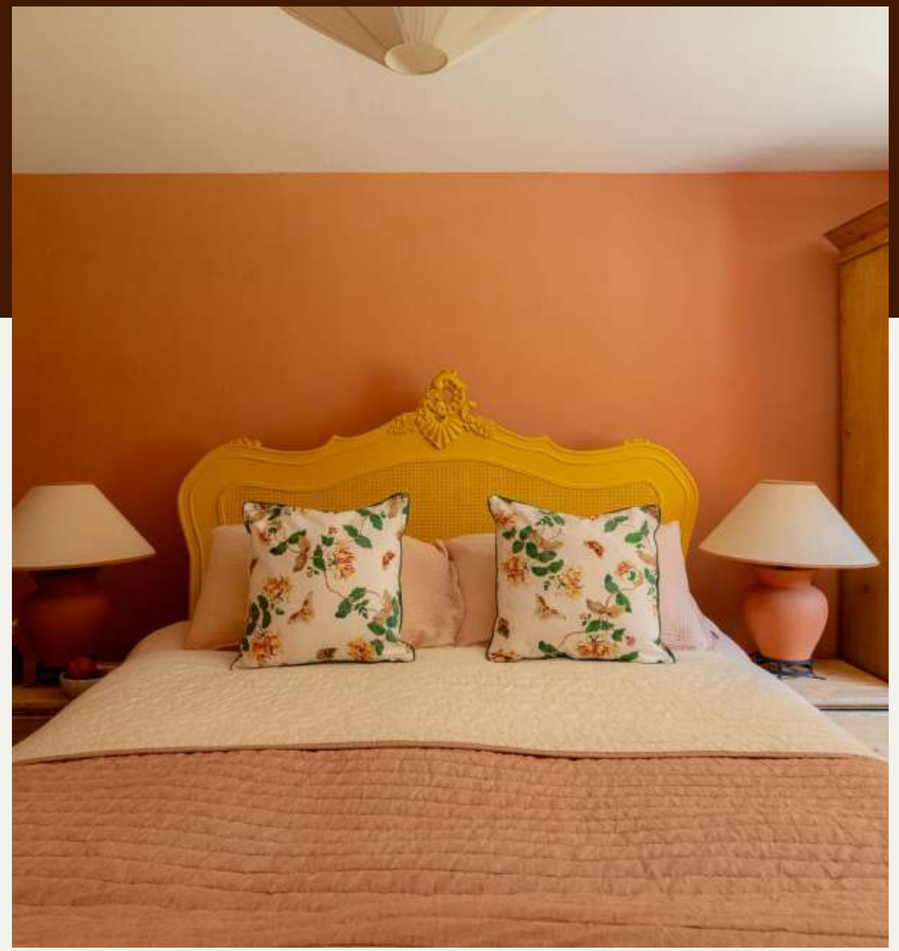

OUR PURPOSE

Our purpose is to consistently offer charm, quality and comfort, whether in the middle of nowhere or the heart of somewhere.

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OUR VALUES

QUALITY

From the bed linen to the bath products, quality is essential.

EFFORTLESSNESS

To provide a smooth and straightforward experience for owners and guests.

PERSONALISED SERVICE

With a carefully considered portfolio, our friendly team is able to offer a tailored approach for each owner and every guest.

AUTHENTICITY

To be authentic in who we are, and true to our values.

TIME

We understand the importance of time and we work hard to ensure everything we do is efficient and done to the highest of standards.

CONSISTENCY

We offer consistency of service to both owners and guests, and within the quality of our curation.

OUR APPROACH

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HOW WE WORK

1 We charge 18% commission for exclusive properties, taken on each guest payment. Owner funds are distributed at the end of the month. We do not hold any owner funds. A monthly statement is produced to summarise these payments.

2 We manage all bookings, payments, and guests communications for your property. Our booking system offers an owner portal with live booking and payment information.

3 We offer unlimited owner bookings for all our escape owners, their families, and their friends – we work with our owners to agree realistic expectations and set sales targets accordingly.

4 We work hand in hand with the house manager, keeping them informed of all bookings, amendments and important housekeeping details.

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MARKETING

CONTENT CREATION

We commission and create top-quality photography, film, and mobile content to accurately capture the soul and character of each unique hideaway. We take extra care to style our properties for shoots so that we can showcase the lifestyle and experience to be had in and around them.

PR

Our brilliant PR agency works to secure coverage for Sand & Stone in a range of top publications, from *The Times* to *Condé Nast Traveller*. They also connect us with relevant influencers and content creators who are skilled at bringing a property to life with the aim of inspiring their likeminded followers.

DIGITAL ADVERTISING

We work with an external digital agency on our digital strategy and execution. From PPC to paid social we aim to target and reach thousands of new potential leads to join our growing online community.

NURTURING LEADS

Our organic social and content strategy aims to consistently showcase the value and experience of staying in your property, keeping our audience engaged and interested, so we are at the forefront of their minds when the intention to book a stay arises.

CASE STUDIES

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Case study 1

THE LONG-TERM INVESTMENT

This standout one-bed property was created as a long-term investment designed to generate income for life. Rather than simply owning a holiday let, the owner has built a retirement fund through the property, with its income forming a key part of her long-term financial plans. Since joining Sand & Stone in 2016, the property has generated an incredible **£912,000 in revenue**, with an average stay **value of £1,300** and **annual earnings of around £84,000**. It demonstrates how a thoughtfully designed investment property can deliver exceptional returns while continuing to appreciate as a long-term asset.

Case study 2

THE FAMILY HOME

This beautiful house is much more than a holiday home; it's a family property that has been passed down. By letting it through Sand & Stone, the owners have found a way to preserve the home and all the memories attached to it, while ensuring it continues to pay for itself. Rather than sitting empty for much of the year, the house welcomes guests who appreciate its character, allowing the family to keep enjoying it for years to come while creating a sustainable future for the property. Since launching in July 2025, the house has already secured **£202,477 in bookings** within its first year, with an impressive average stay **value of £2,109.** The property demonstrates how a much-loved second home can successfully balance emotional value with exceptional financial performance.

Case study 3

THE CITY INVESTMENT PROPERTY

Owned by clients who live overseas, this mews house was created as a high-performing investment property in the heart of the city. Beautifully designed with the feel of a boutique apartment, it reflects the growing demand for design-led urban stays. Unlike many rural holiday homes, the property benefits from far less seasonality, producing consistent bookings and a flatter revenue curve throughout the year. With an average stay **value of £1,600** and **average annual earnings in the region of £75,000**, performance continues to grow year after year, making it a standout example of how city-based holiday lets can deliver reliable returns.

Case study 4

THE STANDOUT LOCATION

Perched in a spectacular location, this house offers guests the feeling of escaping to the edge of the world. The striking, design-led home proves that an extraordinary location combined with exceptional accommodation creates a truly unforgettable stay. Since launching with Sand & Stone in 2021, it has generated over **£500,000** in revenue, averaging around **£90,000 per year,** with guests spending an **average of £1,200 per stay.** It's a dream home in the middle of nowhere that has become one of the most desirable escapes in the portfolio.

Case study 5

THE SECOND-HOME PROJECT

Launched in February 2026, this historic cottage has enjoyed an impressive start, already demonstrating the earning potential of a well-designed holiday let. Owned by an architect and an interior designer as a second home close to their own property, it was created to provide passive income after relocating from London. The project reflects a growing trend of investing available capital into high-quality holiday accommodation rather than more traditional investments. With an **average stay value of £1,100**, the cottage has already generated around **£40,000 year to date** and is on track to achieve an estimated **£85,000 in its first year,** highlighting just how quickly a thoughtfully executed project can become a profitable asset.

“I've been working with Sand & Stone for 2 years and they now manage two properties for me. My experience has been overwhelmingly positive. They are very proactive and addressed any issues very quickly and effectively. I have regular contact with them to discuss occupancy levels and pricing, making sure any adjustments needed due to market circumstances are met. It is worth noting that Sand & Stone is extremely good at marketing, using a mix of influencers, editorial articles with reputable outlets, and social media. They helped me set clear targets for occupancy levels and revenue at the outset, and have worked hand in hand with me to achieve these targets - which we have. Not only are they very successful at helping me achieve these targets - but they are all genuinely nice people to work with. I can highly recommend them for short term property let owners.”

—- Michelle McGowan, Owner of School House

“Sand & Stone offers owners the ideal combination of a carefully curated portfolio, strong brand reputation and competitive structure, while punching above its weight in terms of market reach. During three years of working with Sand & Stone, I've been very happy with the excellent level of occupancy and yield from my holiday let and find the team to be collaborative, helpful and flexible.”

—- Annabel Tremaine, Owner of The Coach House

OUR ESCAPEES

Sand & Stone Escapes guests come to our properties for so many reasons. These vary from big milestone celebrations such as anniversaries, weddings, birthdays and proposals, to family holidays, short breaks with friends or just to escape for some rest.

Each of our guests have one thing in common: high standards of quality, comfort and charm in the places they book. They choose Sand & Stone knowing they will get these elements no matter where they roam.

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OUR ESCAPEES

FAMILIES

Who are they: New families with babes in arms, the nuclear family, multi-generational families

What do they want: Size-relevant and stylish spaces with communal rooms for adults and breakaway rooms for kids, travel cots, high-chairs and thoughtful touches that make travelling with kids easier.

DOG OWNERS

Who are they: Proud owners of small, well-behaved pooches

What do they want: Pet-friendly places that don't compromise on style, within close distance of beautiful walks, and dog-friendly touches such as biscuits, dog-bowls, and beds.

ROMANTICS

Who are they: Young couples, retired couples, babymooners, honeymooners

What do they want: One-of-a-kind spots in spectacular locations with plenty to see, do, and eat nearby for a memorable escape.

OUR ESCAPEES

GROUPS OF FRIENDS

Who are they: Groups of couples or friends without kids

What do they want: Large, stylish, sociable spaces, bedrooms for everyone, private chef, close to pubs and places of interest.

SOLO TRAVELLERS

Who are they: Writers, independent workers, solo travellers seeking a secluded spot for an inspirational and peaceful retreat

What do they want: Cosy properties with modern amenities to easily hunker down in with surrounding natural beauty for inspiration and exploration.

GUEST FEEDBACK

"Properties you can only dream of"

"It was a total wow experience"

"The standards are just so exceptionally high"

"It's a luxury brand where you know you get what you pay for, I can't recommend highly enough to other people"

"Attention to detail and high-quality properties"

"The team are excellent and accommodate all needs. We now want to visit more Sand & Stone sites with our dog and maybe the rest of our family too!"

"Absolutely first-class, high-specification properties, I have stayed four times now through Sand & Stone and it never disappoints"

"Pretty and stylish cottages and quality service"

WHY CHOOSE US?

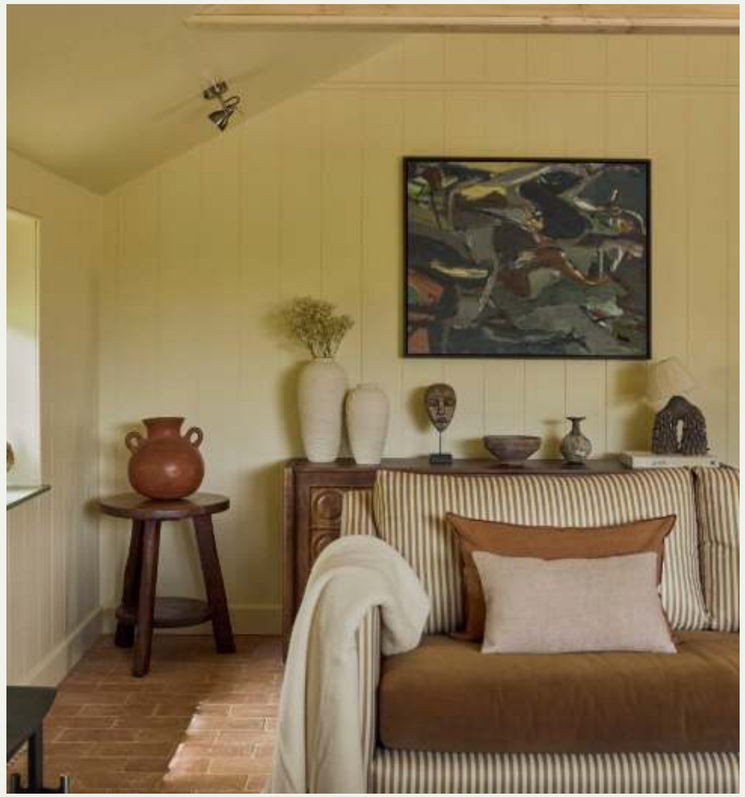
1 Flexible owner booking policy allowing you to use your property whenever you wish.

2 Competitive commission rates.

3 A tailored marketing strategy for each property.

4 We are experienced travel experts with offices in The Cotswolds and London.

5 A dedicated portfolio manager, always at the end of the phone or an email.



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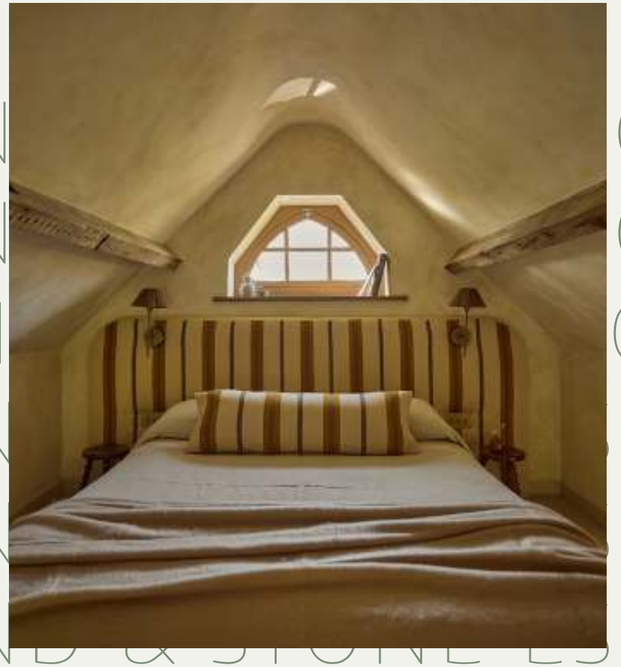
"...An unbeatable selection of luxurious self-catering holiday homes to book."

COUNTRY & TOWN HOUSE



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