

— FREE GUIDE FOR JERSEY BUSINESSES

Website design for Jersey holiday lets and tourism

Win direct bookings and keep more of what your guests pay.

Listing on the big booking platforms gets you seen, but it also takes a hefty commission on every stay and keeps your guests as theirs, not yours. A website of your own lets guests book direct, and come back to you next time.

HOLIDAY LETS & TOURISM

Website design for Jersey holiday lets and tourism

Win direct bookings and keep more of what your guests pay.

Read it online: jerseyweb.je/services/holiday-let-website-design/

Listing on the big booking platforms gets you seen, but it also takes a hefty commission on every stay and keeps your guests as theirs, not yours. A website of your own lets guests book direct, and come back to you next time.

We build a warm, inviting site that shows off your property, answers the questions guests ask, and makes enquiring or booking direct simple, so more of what guests pay stays with you.

WHO IT'S FOR

Holiday lets, self-catering owners, B&Bs and tourism businesses in Jersey.

Why it matters

Direct bookings

Give guests a way to book with you directly and keep the commission the platforms would take.

Show off the property

A gallery and a warm description that make a guest picture their stay, and hit enquire.

Answer questions upfront

Location, amenities, house rules and local tips, so guests arrive confident and you field fewer emails.

WHAT'S INCLUDED

- ☐ Property gallery and description
- ☐ Availability or enquiry request
- ☐ Local area and things-to-do guide
- ☐ Amenities and house information
- ☐ Guest reviews section
- ☐ Mobile-friendly layout
- ☐ Secure hosting and SSL
- ☐ Ongoing content updates

How it works

1 Tell us about your property

We look at your let, your ideal guests and how you like to take bookings, so the site is built around the stay you offer.

2 We design to tempt and reassure

A warm, photo-led layout with everything a guest needs to choose you and book or enquire direct.

3 We launch and keep it seasonal

Update photos, rates and availability with us whenever you need, and lean less on the commission platforms over time.

What a Jersey holiday let's website has to say

Jersey has its own rules for holiday accommodation, and they reach your website. Under the [Tourism \(Jersey\) Law 1948](#), premises that lodge guests for reward must be [registered with the Government of Jersey](#), unless they lodge five people or fewer at a time. The property is inspected first, registration is renewed every year, and in 2026 the Self-Catering Accommodation Register costs £7.86 for each person the property can sleep.

The part that affects your marketing: every advert for registered premises must say which register the property is on, and unregistered premises must not be described as registered. Any extra charges must be fully and accurately described when you offer the accommodation. Your website is advertising, so we treat it the same way: the register line goes in the footer, and cleaning fees, deposits and other extras sit next to the price rather than appearing at the end.

Two more rules to know before you market a property. Using a home as a holiday let needs no planning permission if the stays add up to 12 weeks or less a year; beyond that, the [planning guidance](#) applies. And a short let that is not tourism-registered but is occupied for more than 30 days a year needs a

[rented dwelling licence](#), £61.50 for two years. If you are registered for GST, holiday lets are charged at 5% and your prices must make clear whether GST is included.

Once you are set up, list the property free on [Visit Jersey's jersey.com](#), which links to your own site, and use the site to take the direct bookings the big platforms charge commission on.

Common questions

Can guests book directly on the site?

Yes. We include a direct enquiry or booking request, and can connect to a booking or availability tool so you take reservations without platform commission.

Can I still use Airbnb and Booking.com?

Absolutely. Your own site works alongside them: it just gives returning and word-of-mouth guests a commission-free way to book with you.

Can I add a local area guide?

Yes. A things-to-do and local tips section makes your listing more helpful, ranks for tourism searches, and gives guests a better stay.

Can I show availability?

Yes. We can show availability or take dated enquiries, and connect to a calendar or booking system where one is in place.

Does my holiday let need to be registered in Jersey?

If it lodges more than five guests at a time, yes. Premises must be registered under the Tourism (Jersey) Law and the registration is renewed each year after an inspection. A let that is not tourism-registered but is occupied for more than 30 days a year needs a rented dwelling licence instead. The Government of Jersey's hospitality team can confirm which applies to you.

What does the website have to say about registration?

Adverts for registered premises must say which register the property is on, such as the Self-Catering Accommodation Register, and any extra charges must be fully described. We put the register line in the footer of every page and list cleaning fees, deposits and other extras next to the price.

Talk to us about your website

Buils start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

hello@jerseyweb.je · WhatsApp +44 7797 729651 · jerseyweb.je/services/holiday-let-website-design/