Pikl

Introduction for Parks

Give guests confidence, unlock and protect revenue

Pikl offers products for holiday bookings, from flexible cancellation to damage deposits.



However your park runs, Pikl builds products for you

Most parks run a mix: some units owned, some rented from private owners, some let as an agent for privately owned units. Our products are open to it all.



Your stock

Owned, rented from owners or let as an agent. Most Parks run a mix, and one conversation can cover the whole site.



Your units

Categories of identical lodges, individual units, or both. We set the products up around how you sell them.



Flexible Cancellation

Most parks use cancellation terms on a sliding scale, with no full refund. Pikl offers hotel-style flexibility, increases conversion and protects your revenue when guest plans change.



Damage Deposit

Most parks collect damage deposit by hand at check-in. Pikl enables you to replace it with a small fee when the guest books, removing friction and improving the guest experience.

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Unlock new opportunities and protect revenue

1

Increased Conversion

A clear way to cancel by offering more flexibility, removes a real barrier at checkout. Guests who might otherwise hesitate, especially for higher-value or longer stays, have the opportunity to book with more confidence when they know they have the flexibility to cancel.

2

Confident guests

With Pikl's flexible cancellation built into your own booking journey, guests can get full peace of mind right up to a date of your choice, encouraging guests to book direct.

3

Create ancillary revenue

Solutions that create multiple ways to create ancillary revenue.
Whilst continuing to protect you and the people that make every stay possible.

Too often, park operators feel they must choose between offering better guest experiences and protecting their revenue. Pikl helps to manage both.

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Today's guests demand greater flexibility

24%

of guests booking holiday homes will pay for flexible cancellation[1]

Booking.com

25%

of guests who caused damage didn't admit this to the host[2]

Direct Line

"One of the biggest sources of friction for guests has been damage deposits, which creates hesitation for guests and significant administrative work for operators. Working with Pikl allowed us to introduce a simpler alternative that protects our owners while making the booking experience easier for guests. It's helped us streamline the process and deliver a more modern booking proposition"

Andrew Easton, Managing Director

BEACH RETREATS

"What sets Pikl apart is that they really understand our sector and think more holistically than insurance to enable growth. Pikl is a strategic partner in helping us unlock long-term growth and shared value for all participants."

James Fothergill, Director of Revenue Management

Forge Holiday Group

Parks need to protect and unlock revenue. With Pikl, you can deliver both.

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Sources: [1] Booking.com 2026; [2] Direct Line 2022

Creating value for the travel market



Flexible Cancellation

Guest cancels. You still get paid.

Guests pay a fee at booking for flexible terms. If they cancel within those terms, they get refunded and you still get paid. More guests book with confidence, and you can earn on every booking with flexible cancellation.



Damage Deposit

Remove the friction, keep the cover

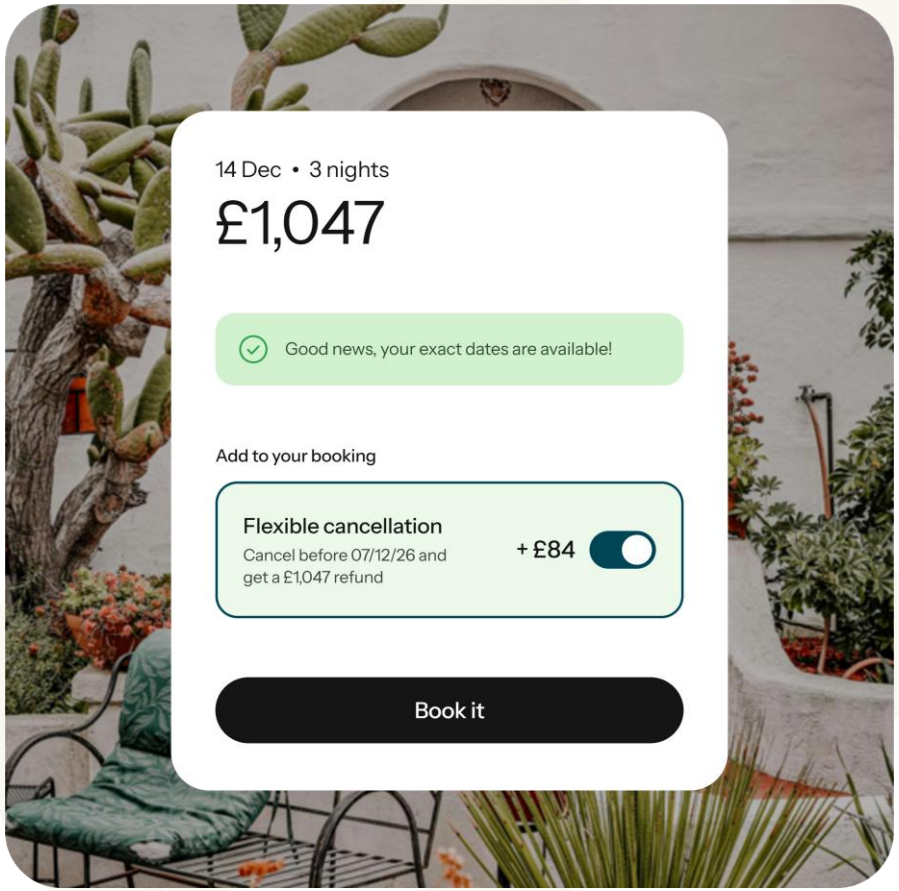
Give guests the option of a small fee instead of a damage deposit at check-in, subject to your terms. They know the amount up front, and your team spends less time managing deposits. You keep a share of the fee as ancillary revenue.

Our solutions are designed to improve the booking experience, unlock new revenue opportunities and protect the people that make every stay possible.

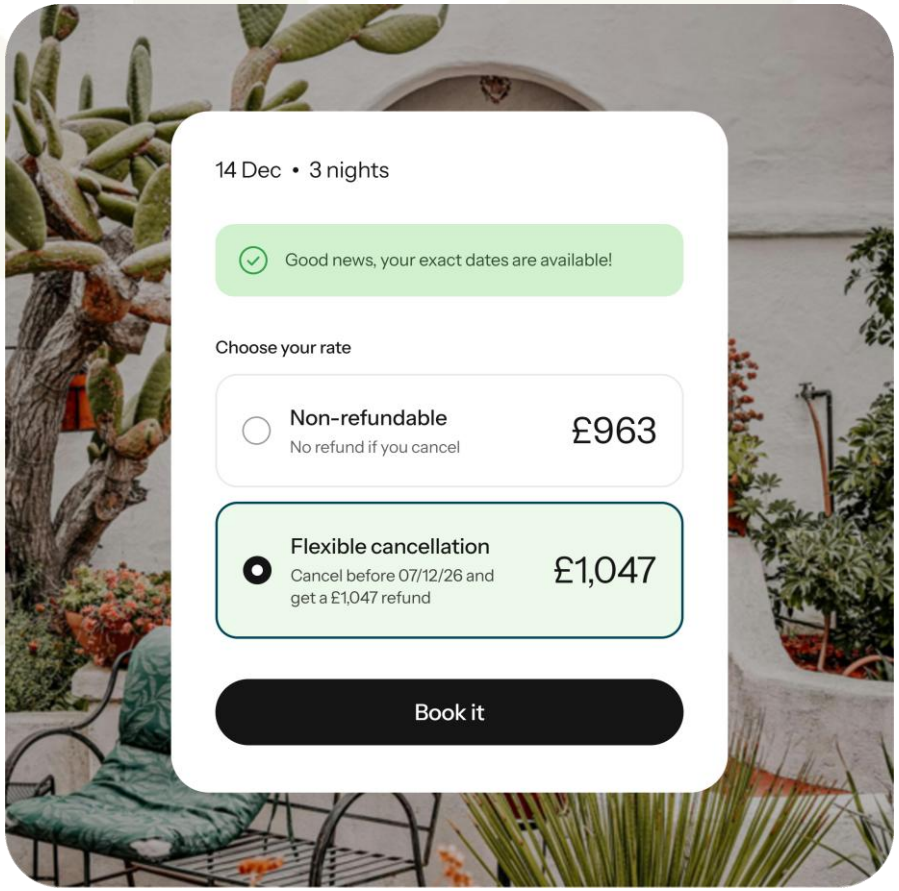
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Ways to offer flexible cancellation

Add-on



All inclusive



Illustrative checkout. The guest chooses a flexible rateas an add on or all inclusive

Potential to earn more on a flexible booking

GUESTS ALREADY EXPECT FLEXIBILITY. THIS IS HOW YOU EARN FROM OFFERING IT.

REVENUE OPPORTUNITY 1

1

More guests book

Guests who know they can change their mind are more willing to commit.[1]

REVENUE OPPORTUNITY 2

2

Ancillary revenue on every flexible booking

You set the guest fee. It covers the cost of the insurance premium, and you keep the rest.

3

If a guest cancels, you still get paid

If a guest cancels, you can refund them the cost of their stay and you still get paid, regardless of whether it's relet.

REVENUE OPPORTUNITY 3

4

Re-let and earn again

If guests cancel, and you re-let, you keep a share of the revenue.

Cover is subject to policy terms, limits and exclusions. Actual terms are built together once we understand your operations and model.

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[1] Phocuswright 2026

Potential to earn more on a damage deposit booking

Guests know where they stand

Guests often don’t know what might be deducted from a deposit. A smaller fee gives them a clear amount, agreed before they arrive.

Fewer reasons to hesitate

No deposit to pay up front and no card hold. Guests get a simpler checkout, with nothing held back.

Less admin for your on-site team

No more collecting, holding or returning deposits. You still assess any damage, but there are fewer deductions to negotiate.

You keep a share

When guests pay the fee, you pay Pikl a premium and keep the rest as additional ancillary revenue.

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Tailored for your business

Pikl combines travel, insurance, risk intelligence and commercial expertise to build products that optimise revenue and build confidence across the entire customer journey.

Built for operators

Designed around how your business actually operates: distribution, bookings, cancellations, re-lets and guest economics.

Your brand, your journey

Guests book with you. The terms, the price and the experience stay yours, and Pikl works in the background.

Built on your booking data

We look at your own booking and cancellation data alongside our data intelligence, to help you decide which terms suit how your guests actually book and cancel.

Our products are backed by insurers with an A- (Excellent) for financial strength by AM Best.

Pikl is supported by investors and advisors with vast experience in insurance, travel, technology, and marketplaces.





Next Steps

1

Sign an NDA

We both sign a confidentiality agreement, so that we can share detail openly.

2

Analyse your Data

We send you a form about your bookings and cancellations. We use your answers to work out which of our products suit your park.

3

Present Model

We show you our recommendation, built on your own figures: which products fit, and how much ancillary revenue they could add.

CONTACT US

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SEE MORE

www.pikl.com

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