

YOUR NEXT ESCAPE



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Putting The Best British Hotels On-The-Air

The challenge that is facing so many hotel venues is the impact of the financial climate and it's effect on visitors. Match that with the effect of the Autumn 2024 budget now promising to provide a punch to the hospitality sector. Increasing operational costs at a time when cashflow is critical and the increased costs of utilities and increased price of supplies necessary to offer mainstream services to guests.

Occupancy rates while often stable, are absolutely critical. With a recent Price Waterhouse Coopers report predicting a slow down on occupancy rates, average revenue booking per room / visitor married to a slight drop in average daily rate attainable.

Having spent two decades travelling in the UK almost every week and further afield in the US and across the globe, hotels have become part of our actual DNA. From mainstream chains to boutique hotels. From country retreats to houseboats in Boston Harbour, we've stayed in over twelve hundred locations. Which gives us a massive amount of experience in understanding the offerings, the ambitions and the drive behind where we stay, and the experience of the individual visitor to the hotel.

Relying on Trip Advisor is a double edged sword as so many of us have discovered. Google reviews equally unreliable in their candor and their transparency. Visitors often only push video to YouTube when they have a bad experience, poor room quality or a bathroom issue, maybe a problem with hotel guest communications. Every visitor always potentially a keyboard warrior able to take public ownership of an issue or problem without affording the hotel management the opportunity to rectify.

We have a platform that we have built to provide the hotels a voice, for the first time. It's called "Your Next Escape" and it's long overdue someone launched it.



WE TAKE HOTELS AND VENUES AND PIPE THEM INTO THE EARS OF CUSTOMERS YOU'VE NOT YET MET, BUT WHO CHOOSE TO VISIT YOU

Founded in 2024, Voxiferi was created to allow businesses to grow, aided by exposure to wider audiences. Since 2012 we have worked diligently, and with purpose to record and broadcast top quality podcast content with market leading companies and their best people. We have spent more than a decade travelling the world with a mobile recording rig earning our chops. Now we are building a brand and a company that delivers a service. Based in Kent and Bath in the UK we have earned a solid reputation for creating and broadcasting stories and content to a global listening audience of over 68m listeners, and growing.

AN END TO END BROADCAST SERVICE THAT IS NOT MATCHED BY ANY BROADCASTING COMPANY IN THE UNITED KINGDOM - CREATING HIGH FIDELITY PODCAST AUDIO TO DRIVE NEW CUSTOMER REVENUE

Who We Are

Voxiferi was born from a concept that we originally had in summer 2008. In 2012 we then started podcasting globally from locations around the world talking to the great and the good and building a reputation as reliable and articulate broadcasters. In 2024 we decided to form Voxiferi and on the website you will find a ton of resources to tell you everything you need to know. Basic facts: we have broadcast to 68m listeners since 2012 and from 33 locations worldwide. We are recognised for our work.

Why Voxiferi ??



Broadcasting since 2012

We have recorded everywhere from live in Time Square in NYC to The White House in DC, from The Arctic Circle to BBC Broadcasting House



Working globally

With over 480 shows broadcast we have a track record of getting our audio into target markets.



Globally syndicated and heard

We are syndicated by Apple, Spotify, Audible, Amazon Music, Google Podcasts, Podbean etc



We drink tea, and the odd vat of coffee

There is literally nothing a cup of tea won't fix



HMRC TAX EFFICIENT

What we do

Podcasting Solutions

- Work with hotels and venues
- To record staff and customers
- To get your story and message out
- To broadcast it to a global audience

An End to End Service

- We provide on-site training
- We provided storyboard assets
- We build hugely immersive audio
- We provide full hand holding !!

We build your show by:

- Recording with hotel leadership
- Catering and kitchen staff
- Front of house personnel
- Recording the customer experience

Post recording

- We record ample audio assets
- We mix them into a broadcast
- That show is released on the podcast
- We provide you social media hooks



Voxiferi

IT'S A BRIZZLE THING *The Podcast*



Spotify®



TURNING AUDIO INTO REVENUE

USING THE REACH AND ENGAGEMENT OF PODCAST AUDIO TO GENERATE NEW BUSINESS

Everyday, around the world, hundreds, if not thousands, of podcasts get launched by amateur podcasters and content providers alike. Using a tried and trust methodology of recording content and releasing it to the internet, in the hope of attracting two things, listeners, and now in 2025, a share of advertising revenue as dynamic advert insertion and sponsor ads become the norm.

Based on our data gathered over twelve years on our servers, we think that's a really silly model that in years to come will be seen as a mistake for both content creators and the studios involved.

It's not a market we have ever played in and it's not a market we have any interest in being involved with. Since 2012 we have lovingly hand crafted audio that we know, from actual audited data, produced for some of the world's biggest brands, attracts listeners.

We do not place adverts in the streams of our podcast broadcasts, interrupting the listener experience, and adverts whose genre or cadence would be beyond our control. Equally we do not believe in, or contemplate the use of Patreon to support the aims and goals of podcasting. Patreon being a popular donation based service that provides a basic income stream to content creators. In fact we don't aim to copy, emulate or play nicely with any of the established norms of the podcasting world. We never have.

What actually is Voxiferi ?

We are a studio company specialising in the creation of polished and engaging audio recorded with customers. A studio that has travelled the world since 2012 (unlike all the other podcasts) recording in the US, EMEA, APAC and wherever we could take our microphones. Recording outside broadcasts and remote studio shows (for instance breakfast shows in San Francisco and live outside broadcast from the heart of New York City) with engaged guests talking to a listening audience.

We also differ hugely from "podcasts" as we don't hide behind one show. We have a long list of shows we have presented since 2012, from shows at conference venues such as London Excel, Olympia and the NEC in Birmingham. Through to the Moscone in San Francisco, the Hyatt in Boston and conference centres in twelve other cities across North America and Canada. Recording at BBC Broadcasting House and in The White House in Washington DC.

We are about as far removed from two men sitting across a table discussing Star Wars or a football season as it comes.

Whilst we harness the broadcast medium that is known as podcasting, we are a centre of excellence for commercial story telling and message crafting working with companies and businesses to put them and their ambitions on the air to a listening engaged audience.

And to do it in a way that promotes their services, their goods and offerings, their venues, their food, their lovingly prepared bedrooms, their floral displays, artisan gins or their amazing cheese to an audience who are able to engage with them directly.

Breaking away from print advertorial and putting them into the ears of listeners on demand. Not pulped or recycled, not subject to rates cards in print advertorial. But alive. And available twenty four hours a day, seven days a week.

And we then further supplement our customer partners attractiveness to customers by providing access to our online advertising portals and our content delivery network which we own and operate.

Having worked very hard to build the unique service delivery architecture, we then built a layered approach with customers to take advantage of UK HMRC Canadian taxation and US IRS permitted expenditure deduction to build a company, that at it's heart, is funded by the taxman.

But to do so, uniquely in the UK, we had to build a five tiered approach. Deliberately.

The nature of HMRC requiring us to be not just a content creator but an end to end platform. That platform built to generate value for customers to generate growth. With:

- 1) a content creation arm to educate, train and record with customer partners their audio to be broadcast to customers they had not yet met.
- 2) a content delivery network unique to Voxiferi that had absolutely no reliance on any third party such as Apple, Spotify, YouTube or Deezer. But that served our content to not just the five or six household name podcast sources, but to over eighty worldwide, instantly, every time we release a show. That makes us unique not just in the UK but worldwide.
- 3) We needed to also build an online advertising portal to support our broadcast customer partners which we have now achieved, allowing customers to supplement recordings with their own hand crafted adverts and up to ten images and backed by our data services.
- 4) The need for us to build a data analytics backend to support our content creation and also our operations management affords us also the ability to show to customers data that they can then model to increase their business efficiency.
- 5) We needed to build a model that allowed us to be able to automate all of the things, for social media engagement, reporting and also for technical efficiency.

Once we had jumped through those hoops we could say, in all honesty that we are a boutique broadcast partner providing digital advertising and marketing services and allow a huge benefit to our customers.

That benefit being that because of our classification all customer spend with Voxiferi Studios therefore becomes a permitted marketing and advertising deduction against profits on a UK HMRC or a US IRS tax return. And in Canada via the T777 (line 8520).

In plain English what that means is that whatever you spend with Voxiferi in the UK, US or Canada you can claim back the invoice value for getting on-the-air. Which is no different to getting a Government grant to grow your company. At a time when there is almost no grant application to facilitate that growth.

This is NOT an accident. This is our fourth commercial venture having exited three startups all of which were acquired. Voxiferi was founded as a model to grow off the back of our twelve years of experience broadcasting via podcasts. But to do so by building a unique organisation that could remove the friction from customers and invoices by making the taxman our actual last source of attainable revenue.

Read on as to why we think you should be working with us.



Dick Morrell (Founder)



HMRC TAX EFFICIENT



<https://voxiferi.com>

YOUR NEXT ESCAPE

Putting The Best British Hotels On-The-Air



The dilemma facing businesses across the UK has been the post pandemic recovery and then the increase in the cost of living and inflation. Talking to many hotels since the Autumn budget with the increases in pressure caused by NI increases and a rise in the minimum wage we decided that change was needed, and that we had a platform to do it.

The common issues that seem to be facing the hospitality industry, based on our discussions has been the issues around attraction and retention of staff, especially in the Bristol, Bath, Canterbury, Southampton and Winchester areas which seem most impacted. The budget now impacts even more.

We also spoke at length to hotels about the challenges faced by nineteen hotels in Kent impacted by the exclusive use of their facilities by the Home Office. And that number expected to drop to six by the end of 2024 meaning that their 2025 planning exercises now accelerated and afforded them new opportunities. As we sat down in August to build out what our audio offering would like like we took all of that combined data, that intelligence, and researched what we could bring to the table harnessing over a decade of commercially driven podcasting.

What became very clear, doing our homework, was that if you could build a series of shows, segmented by location and venue, or a venue taking an entire show, you could creatively use audio to create a massively valuable piece of marketing collateral that was extremely cost effective to order. But whose reach and whose reuse and syndication across so many sources online (and across platforms) would see it very quickly become a new and powerful way of engaging with prospective customers.

And so the hard work started to make this.



What does working with us look like ?

The Simple Primer that tells you everything you can expect from us



The Voxiferi Process - Stages



01 - You place your order to work with us

Simply select your required item or recording session from our online store or by speaking to our staff who can arrange you to be sent a QR code or electronic order confirmation allowing you to checkout. Once the order is received the magic starts to happen.



02- You receive order confirmation from us by email / SMS

We will confirm your order within one working day and provide you a slot of diary choices to record your content, if we have not already agreed that with you ahead of time. You confirm time / date with us by return. Resources are allocated, segments are planned and the recording starts to take shape on paper. Check the pre-recording guide in our Downloads section.



03- We talk to you about initial ideas and a potential audio layout

Since 2012 we have worked hard to understand how to paint a picture to listeners of the ambient environments and businesses and locations we record in. Getting it right is an exacting science but we ask you to work with us, our job is to get you on-air and to make people want to listen and want to engage with you.



04 - Teams as an essential tool !!

We use Microsoft Teams to engage with customers remotely prior to meeting to record. This allows you to ask any questions you want and also for us to ensure we understand your business, your people and to plan what the recording will look like on paper. We can also "scout" locations to record to achieve the best possible audio for listeners.



05 - We record the broadcast

We arrive as per the recording schedule and we spend time on-site working out / isolating ambient noise, working out what equipment will work in which room / location, and we brief those involved and relax everyone ready to record. We record the content and before you know it we are pressing stop and it's in the can. You're broadcast soon after, in a scheduled cadence, it's that organised, and it has to be, we know the process works really well.



LEARN MORE AT [VOXIFERI.ONLINE](https://voxiferi.online)



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So what is “Your Next Escape” ?

To be entirely accurate, Your Next Escape is a time length specific audio capsule containing interviews and audio snapshots of hotels and venues across the UK. Captured in broadcast quality audio and planned with each customer to make maximum use of the timeslot purchased, to effect a very clear piece of powerful marketing for that customer.

We researched the time it takes to review a hotel properly, talking to management, front of house, GMs, kitchen staff and customers and determined that to properly create that review in a broadcast ready state would require around seventy minutes of recorded audio across all those featured. But aware that a really good podcast with fantastic audio quality and good flow has a twenty five minute opportunity with the listener, our skills in editing would be required to reduce the captured audio into an edited professional show of almost thirty minutes.

Where venues want smaller slots to fit smaller budgets we respect that procurement option, and provide an entry point for that budget. The task becomes slightly harder if there is only five minutes to get a message out or even a ten minute slot. However that is not an insurmountable challenge and even those shorter window show segments offer a hotel the opportunity to get to air and to feature their venue. It just needs a really joined up pre recording plan to ensure you are creating something that will resound with listeners to hopefully create new revenue by attracting new customers. Obviously the longer the recorded output, the more success you have in engaging with a listener.

In our Download section is an engagement guide that provides you much more information about how we work when faced with editorial decisions to afford you the best on-air opportunity.



Also from Voxiferi Studios

Voxiferi

**“IF YOU GO
DOWN TO THE
FARM TODAY....”**

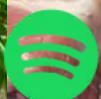
FRESHLY PICKED FOR YOU, FIGHTING BACK AGAINST THE BUDGET

**THE ONLY UK WIDE
FARM SHOP
PODCAST**



Listen on
Apple Podcasts

Listen on
amazon music



Spotify



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So what is involved in being on the show ?

All the editorial staff at Voxiferi are experienced audio engineers as well as journalists. However we have discovered, over the last decade, that we also had to add media training to our skillsets. Our approach is entirely different to almost every other podcaster we have ever met on our travels (and we've met a lot).

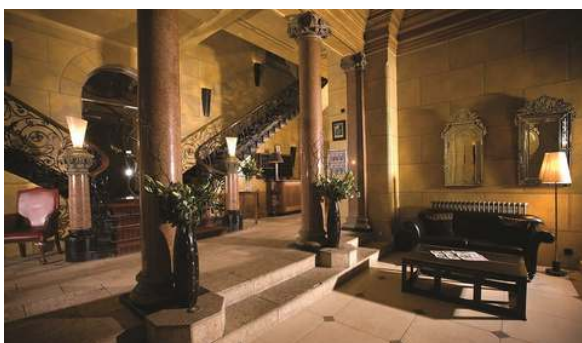
We want three things

- 1) to create immersive connecting audio listeners want to listen to entirely, and to react and engage with.
- 2) To prepare and plan with you who the people are that will appear on the show or show segment and to understand their roles, personality type, to make them feel supremely comfortable during recording and to represent them really well on-air.
- 3) We want you to have a really fantastic show, created from the multiple recorded interviews and ambient noise,. A show that sits up and encourages a listener to keep listening and then feel the need to engage with you to understand more and to book or take up a special offer you may offer within the podcast for listeners.

To achieve that is a lot of hard work on our part prior to recording and then post recording in the edit pre broadcast. We have pegged our prices at a level where there is the opportunity to cover our costs and to make an entry into the marketplace that is loud and disruptive.

And we want you on board as a customer.

Grab our preparation decks from the Download section now.



PODCASTING IS HUGE TAX EFFICIENT MARKETING

We know that small to medium-sized enterprises (SMEs), brands, hotels, and customers of all sizes are constantly seeking innovative ways to reach new customers, grow brand awareness, and drive sales—all while being mindful of budgets and tax efficiency. Podcasting with us is a solution that ticks every box, combining targeted exposure with sensible tax advantages in the UK.

Financially, recording with Voxiferi isn't just effective—it's tax-efficient. HMRC allows businesses to deduct advertising costs from their taxable profits, provided the expenses are incurred wholly and exclusively for business purposes. When you work with Voxiferi, the costs associated with appearing on a show or advertising with us reduce your overall tax burden. Compared to other forms of advertising, such as local radio or traditional print advertising, working with Voxiferi is far more cost effective. This makes our shows particularly appealing for smaller companies with tighter marketing budgets, or even no traditional marketing spend. Making every penny count, while also being able to make deductions against your taxable profits.

Why is appearing on a podcast with Voxiferi HMRC deductible?

The cost is fully accepted as a cost of running a business. The spend is designed to increase revenue by increasing awareness.

Social media costs relating to online marketing and advertising are HMRC deductible. Recording with Voxiferi or for example, using ad services from Google is treated in the same way as printed media when it comes to marketing expenses by HMRC.

It is no different to paying for advertising in local or national newspapers, publications, and directories, advertising on radio and TV also being tax deductible.

Therefore the advantage of working with Voxiferi is the extreme tax efficiency available.



HM Revenue
& Customs





WHERE DID THAT COME FROM ???

Voxiferi

**RECORDING NEW
PODCAST SHOWS**

BOOK NOW!!

Presented and broadcast by Dick Morrell talking to small businesses, pop ups and innovative brands across the UK. Being a powerful alternative to print adverts, putting you on-air, on-demand, 24/7

FOR MORE INFO

07578 254593

dick@voxiferi.com

YOUR NEXT ESCAPE

Putting The Best British Hotels On-The-Air



So why is “Your Next Escape” powerful ?

The ability for a hotel to reach beyond a printed advert, be it in a news paper or a periodical or trade press, to feature in an on demand audio journey consumable by anyone anywhere is enormous. Especially a show that has true production qualities at the heart of it's ethos. We truly want you to shine to appeal to listeners and also for that audio to reach out locally and across the globe, searchable via metadata expected by search engines and podcast clients that listeners use to find and consume shows.

It's a lot of work for us to engage, train, record, mix and broadcast. The profit margins in year one of operation are extremely gossamer thin when you deduct the costs of editorial time and engagement. And remembering our costs include VAT which are unavoidable, we are producing a service of value no different to any other professional activity.

Why are the costs of show creation so cheap ?

We don't have expensive offices to service. Business rates to pay (at this time) and we all work remotely. After more than a decade recording in conference centres across the globe, live from Time Square in NYC and from The White House in DC we've learnt to build remote recording rigs. We know where we are going, and we know to get the volume of recordings we want to broadcast that we have to peg our pricings at a level that affords engagement.

And we deliver value at an honest and ethical price that puts you on-air at a price that is a fraction of any other marketing activity with a much lower reach.

Come record with us, we want your story to be heard.



Also from Voxiferi Studios



SOUNDS DELICIOUS

AMAZING FOOD DELIVERED BY PODCAST, NOT BY MOPED....

Sounds Delicious is a global podcast talking with and celebrating the best British food experiences, restaurants, eateries, diners and food establishments that we have, available in three length formats (5,10 and 30 minute shows) to suit the marketing budget of every restaurant or eatery and to match your ambition

THE MOST TAX EFFICIENT WAY TO GET ON AIR – EFFECTIVE AND POLISHED AUDIO



To appear on a show call Dick or Dan now, or visit the website at www.voxiferi.com for our four page infopack in DOWNLOADS from the top navigation menu

 07578 254593

GET ON AIR NOW !!!





We made decisions when we set out on this journey to do some things differently. It is no secret that the companies I created from scratch since 1997 were acquired, and that could not taint or colour or influence what this would become, That the lessons learned on those commercial journeys had to count for something, and that this time, again, founding a company on purely revenue, we would harness our more than a decade recording across the world as the cornerstone of making an ethical and engaging company that put people and values first. To get companies on the air to be heard.

We are Voxiferi, at our very core is our ability to listen and to engage, openly.

OUR ETHICAL BILLING AND PRICING POLICY - FAIR PRICING AT OUR CORE

We believe in total transparency - at all times - our clear pricing and billing policy is our commitment to be honest, open and fair. We want you to succeed, by being fair and totally clear we fulfill what to us is a deeply ethical and moral way to form trading relationships to build our brand upon. Open - It's a better way of working. Quite frankly, some of the price gouging and profiteering in advertising and podcasting is broken.

ETHICAL OPEN PRICING

We are a dynamic technology and revenue focused business who understand retailers and vendors. We also know how to create audio at a component level. Do not confuse segment length with cost. A 25 minute show can often take upwards of a day to mix and create and then work with that customer to agree prior to broadcast, all shows are unique. We price our shows honestly and ethically. We have an annual bandwidth fee as a separate cost item to ensure our recording fees stay exceptionally cost effective and good value. We let other companies profiteer.

OUR CHOSEN PAYMENT PARTNER

We are pleased to be able to announce that we are a proud SumUp commercial payment partner. We chose SumUp because of their security and their business ethics. They comprehensively beat six other payment providers to become our chosen payment solution. We are super impressed at how even the software developers have listened to our exacting standards and business needs as a broadcaster.

We retain Square as a backup payment provider in case of outage alongside myPOS.

Security and Data Privacy At Our Core

The security and privacy of your data matters. While GDPR came in in May 2018 the actual law underneath it, and the husbandry under the ICO is sadly very weak. We therefore take additional steps to make sure that how we work with you. All of our IT architecture is patched automatically against threat. Our ecommerce is deliberately outsourced to SumUp. SumUp are audited as a supplier and comply to the highest expected standards.



TO KEEP OUR PRICES AT THE LOWEST IN THE UK ALL AUDIO BROADCASTS ARE PAYMENT WITH ORDER



Visit our online store at <https://voxiferi.store>
Visit our corporate website at <https://voxiferi.online>