

Jason & Philip Serviced Accommodation

PRESS RELEASE

Cheltenham celebrates its first Airbnb Luxe - A milestone for local luxury travel

Cheltenham steps onto the global luxury travel stage as a grand six-bedroom home, hosted by Jason & Philip Serviced Accommodation, earns Airbnb's prestigious Luxe status.

Tucked away on one of Cheltenham's elegant Regency streets, a handsome six-bedroom period home has quietly made history. It's just become Cheltenham's first-ever Airbnb Luxe listing, joining a club of fewer than 5,000 properties worldwide to achieve this rare distinction.

For hosts Jason and Philip, the creative duo behind *Jason & Philip Serviced Accommodation*, the announcement marks a major milestone, both for their growing local business and for Cheltenham's place on the luxury travel map.

"We wanted to create something that felt special. A space that truly reflects Cheltenham's grace and history, but with all the sophistication of modern design," says Philip. "Earning Luxe status tells us we've achieved that."

A home with heart and high design

Step through the front door and you'll immediately see why Airbnb took notice. The home is a masterclass in period elegance blended with contemporary comfort. A grand entrance hall, with its fireplace, tiled floors and panelled walls, leads into serene living spaces that feel both timeless and inviting.

The sitting room is centred around a log burner and soft velvet sofas - the perfect spot for winter evenings in. But it's the open-plan kitchen and dining area that steals the show. Bifold doors open onto manicured gardens, while a long dining table and breakfast bar make it ideal for social gatherings. Every detail feels deliberate: statement lighting, bespoke cabinetry, and a hidden pantry that hints at the property's thoughtful planning.

Upstairs, a series of calming bedrooms are dressed in soft neutrals and luxury linens. The master suite, with its freestanding resin bath and rainfall shower, could rival any boutique hotel. Beyond the sleeping quarters lies one of the home's most remarkable features: a private gym and sauna, complete with an outdoor cold-water shower for an authentic spa finish.

“The wellness aspect is something we’re really proud of,” Philip explains. “This property gives guests that restorative experience, not just a beautiful place to stay, but a sense of calm.”

Redefining Cheltenham’s Luxury Scene

Cheltenham has long been known for its cultural sophistication such as the Jazz Festival, the Literature Festival, and of course, the legendary races. But until now, luxury travellers often had to look beyond the town’s boundaries for boutique accommodation that met global five-star standards.

That’s what makes this Airbnb Luxe accreditation significant. Airbnb Luxe represents the top tier of the company’s offerings, reserved for properties that meet over 300 design and hospitality benchmarks. Each Luxe booking includes a personal trip designer, who can arrange everything from in-house chefs to private chauffeurs.

Being named Cheltenham’s first Luxe listing puts both the property and the town itself in rarefied company, alongside villas in the French Riviera, chalets in Aspen, and estates in Bali.

“It’s a statement,” says Philip. “It says Cheltenham belongs in the same conversation as the world’s great luxury destinations.”

Jason and Philip have spent years curating exceptional serviced accommodation across Gloucestershire, from chic apartments to family homes, all with their hallmark mix of polish, comfort, and hospitality. Their ethos is simple: boutique service, local knowledge, and attention to detail.

Now, with the Luxe listing, the duo’s vision is expanding. “We’re part of something bigger,” Philip reflects. “Cheltenham has always attracted discerning visitors. This is just the next step, showing that world-class hospitality can thrive here too.”

The timing couldn’t be better. With Cheltenham’s festival season drawing travellers from across the UK and beyond, demand for luxury accommodation is surging. This new Luxe listing is the perfect property for a luxurious stay in the gateway to the Cotswolds.

For Jason and Philip, though, it’s about more than prestige. It’s about creating experiences that linger long after checkout.

“Luxury isn’t just marble bathrooms or designer lighting. It’s how a place makes you feel - rested, inspired, cared for. That’s what Luxe really means.” Philip said.

How to Book

The property sleeps up to 12 guests and can be booked via **Airbnb Luxe** or directly through [Jason & Philip Serviced Accommodation](#).

Whether it's a festival weekend, a wellness escape, or a family celebration, this grand Cheltenham home offers the kind of stay that doesn't just impress - it redefines what luxury means in the heart of the Cotswolds.

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