How well do you know your neighbors?

Alternative accommodations in the US are evolving at a rapid rate. Make sure you know the trends that make them more competitive than ever before.

Alternative accommodations in the US are:

1. Greater personalization, wider appeal, shorter stays.
   - Travelers are seeking a “home away from home.”
   - Short-term rentals are shifting in appeal from large group stays to much smaller groups.
   - Short-term rental hosts are personalizing first impressions to make memorable experiences.
   - Travelers in the US want to go where it’s sunny when booking alternative accommodations.
   - Travelers are booking shorter stays in alternative accommodations.
   - Houses are available for booking as the #1 short-term rental choice in the US.
   - 61% booked in the last 6 months over hotels.
   - Expected to grow to $19,432m in market revenue by 2023.

2. High competitiveness on price with an average ADR of $150.

3. Top 3 Markets
   - Kissimmee, FL
   - Davenport, FL
   - Los Angeles, CA

4. KNOW YOUR MARKET
   With our new Alternative Accommodations Solution, you can have a smart strategy to understand the market around you. Annuity and understand the impact on your area and adjust your strategies as necessary.

5. CUSTOMER SERVICE IS THE KEY
   For travelers looking for a local experience, there’s no better welcome than a team of onsite staff on hand to share ideas and answer any questions. Take it further and offer personalized services for first-time and repeat customers.

6. WHAT YOU SEE IS WHAT YOU GET
   With alternative accommodations, a listing may not always live up to expectations. Hotels can play to their reputations and reviews to guarantee a successful stay every time.

Alternative Accommodations Solution
Gain even deeper insight into your entire competitive market by integrating the rapidly expanding world of alternative accommodations, or short-term rentals, into your Business Intelligence suite.

www.travelclick.com/solutions/business-intelligence/

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How can a hotel stand out from the crowd?