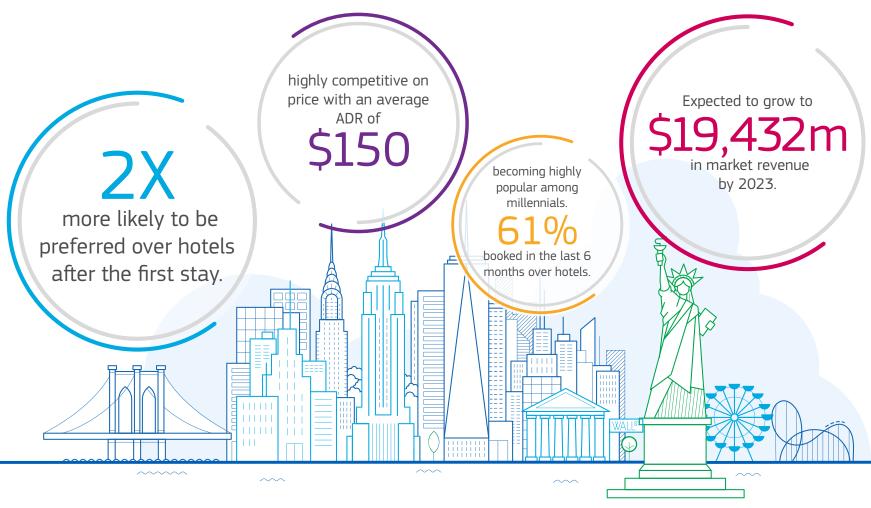


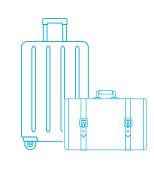
# How well do you know your neighbors?

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:







#### 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.

493k

66%

57%

Top 3 Markets

**NIGHTS** 

houses are available for booking as the #1 short-term rental choice in the US.

of travelers booked with three or less people in 2019.

of alternative accommodation hosts provide welcome amenities with goodies upon arrival.

- Kissimmee, FL
  - Davenport, FL

- Los Angeles, CA

is the average stay of a short-term rental in the US.

#### How can a hotel stand out from the crowd?

## **CUSTOMER SERVICE** 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.

### **KNOW YOUR**

Solution, it's never been easier to understand the market around you. Analyze and understand this segment in your area and adjust your strategies in response.

#### 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.

## With our new Alternative Accommodations



#### 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, in your Business Intelligence suite.

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

Learn more about how our Business Intelligence solutions empower hoteliers to develop and optimize strategies for accelerated revenue and profitability.