

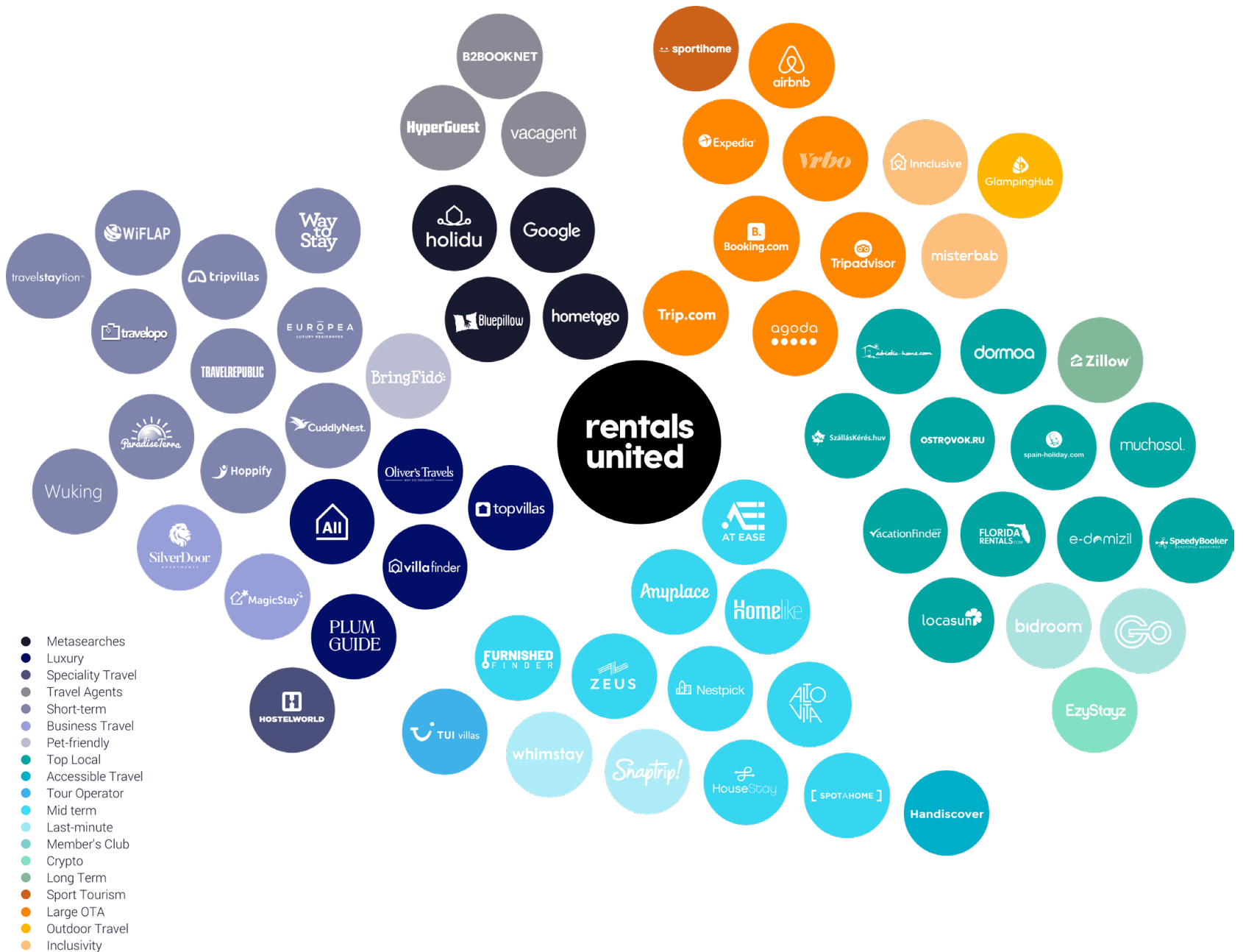
rentals united

THE WHO'S WHO OF SHORT-TERM RENTAL LISTING SITES 2021



Widen your marketing mix today with

rentals united
the channel manager



Content

Symbols



COMPANY BASE



DATE OF FOUNDING



INVESTMENT RECEIVED



LAST INVESTMENT ROUND YEAR



N° EMPLOYEES

CHAPTER 1 TOP LOCAL

06	SMOKY MOUNTAINS
07	STATE OF FLORIDA
08	TRI-STATE AREA
10	SPAIN
11	ITALIAN TRAVELLERS
12	CROATIA
13	UK

CHAPTER 2 CURATED LIST

19	BUSINESS-FRIENDLY
20	ACCESSIBLE TRAVEL
22	PET-FRIENDLY
24	PREMIUM & LUXURY
30	OUTDOOR TRAVEL
31	INCLUSION TRAVEL
34	QUIRKY PLACES
34	KID-FRIENDLY

CHAPTER 3 TRAVEL TRENDS

37	BOOK WITH THE OWNER
39	SPORT TOURISM
41	DIGITAL NOMAD
45	LAST MINUTE
47	SOCIAL RESPONSIBILITY
50	WELLNESS
51	CANNABIS TRAVEL



Foreword

If the difficult year behind us has taught us anything, it's that diversifying your distribution is key. Ensuring you have a wide range of booking sources can be the difference between a sustainable business and one that fails to weather the storm. For most property managers, a good combination of booking channels includes their own website, the big OTAs, and a handful of niche channels that work well for their business.

Rentals United Channel Manager allows property managers to automatically distribute their listings and update their calendars, pricing and availability across a variety of channels. As a Preferred Partner of Booking.com, Airbnb, Vrbo and Tripadvisor, we enhance property managers' presence on these major booking sites. At the same time, we encourage our clients to incorporate high-performing niche channels in their distribution strategies. This book was created to help property managers make an informed decision when choosing niche websites.

When you find a good match between your business and a niche channel, these websites can tremendously increase your bookings by allowing you to tap into new markets and target specific niches. What's more, niche websites help minimise your dependency on OTAs. When you have other sources of bookings, you no longer have to worry about OTAs changing their algorithms or increasing their commissions to a detrimental effect on your business.

In 2021, diverting some of your focus to niche markets has the potential to significantly increase your marketing ROI. We sorted them into three categories:

THE TOP LOCAL CATEGORY

These listing sites are hyper-local. They're true experts in their area. They either offer an informed selection of places to stay in a particular destination or focus on attracting travellers of specific nationalities.

THE CURATED LIST CATEGORY

These listing sites select, organise and present rentals based on their own expertise and criteria. Some examples of curated lists include luxury rentals, accessible accommodation, pet-friendly rentals, and business or corporate housing.

THE TRAVEL TREND CATEGORY

These websites address specific travel trends and target traveller segments by asking the question: "Why do people travel?" Some popular travel trends include sports tourism, digital nomadism, responsible travel and crypto travel.

Note that while making this list, we chose not to include websites that are trying to be everything for everyone or "copycats" of large OTAs. We wanted to focus on the niche factor.

We hope that you find this ebook useful. We update it every year to give you the latest information about niche listing sites that drive bookings. Enjoy the read, and here's to growing your business!

Kind regards,

James Burrows
CEO, Rentals United



Top Local

rentals united

Top Local

“*The niche site focuses on listing rentals in a specific region / country OR the niche site is targeted at traffic from a specific region / country.*”

As global travel grows and expands, serving a specific local niche provides an opportunity to tailor inventory selection, that more mindfully matches the right owners with the right homes. Geographically targeted niche listing sites that are hyper local offer true expertise in their area thus, offering an informed selection of places to stay. In line with localised travel are also sites that specialise in helping specific nationalities travel abroad.

SMOKY MOUNTAINS

Top local sites for rentals located in the Great Smoky Mountains National Park, which stretches across the states of North Carolina and Tennessee on the east coast of the United States.

STATE OF FLORIDA

Top local sites for rentals located in Florida, the “Sunshine State” of the United States attracting 112 million visitors every year of which 10% are from overseas.

TRI-STATE AREA

Top local sites for vacation rentals located in New York, New Jersey and, Connecticut. A melting pot of high and low culture, incredible monuments and world-renowned museums, and impressive architecture.

SPAIN

Top local sites for rentals located in Spain, a southern European country known for its summer holidays, siesta and vibrant cities.

ITALIAN TRAVELLERS

Reach Italian travellers with these top local sites and welcome a nation of people known for their charm, their numerous gestures and their wonderful cooking.

CROATIA

Top local sites for rentals located in Croatia. Croatia is an idyllic haven on the Adriatic, known for its richly historic cities, exceptional food and wine, and heavenly sailing waters.

UK

Top local sites for rentals located in the UK. Known for its humble ways, bounty of unusual place names, eccentric traditions, and centuries-old pubs. It is truly world-class destination.



SmokyMountains.com

SmokyMountains.com is the leading niche OTA for the Gatlinburg, Pigeon Forge, and Smoky Mountain region. Through evergreen content including high-resolution videos and photographs, our website is an important planning tool for the majority of all visitors to the top-visited National Park in the country. We leverage this traveller influence to produce rental revenue for our property managers and drive seven-figures of annualised bookings for top partners.

-  **USA**
-  **2013**
-  **6**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.smokymountains.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
 \$1,350

AVERAGE NIGHTS BOOKED
 4,5

LISTINGS
 2,200

TOP 3 LISTING COUNTRIES/REGIONS

SMOKY MOUNTAINS REGION **USA**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 41,638

TRAFFIC SOURCES
 51% from search (Organic),
 24% from direct, 18% from referrals,
 5% from social, 2% from mail

TOP 3 TRAFFIC COUNTRIES

USA **CANADA** **UK**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant Bookings

WHO IS MERCHANT OF RECORD

The Manager

FEE TO MANAGERS

8-10% commission

FEE TO GUEST

3-15% commission

TECHNOLOGY

CHANNEL MANAGERS

BookingPal

ONBOARDING TIME

1-2 days

MIN PROPERTIES

10

**VISIT
 THE WEBSITE**





FLARBO

Florida Rental By Owners (FLARBO) is a viable, affordable Book-Direct marketplace for the state of Florida. “Built By Owners FOR Owners and Property Managers”. No commissions, no traveller fees. We put more money in your pocket and get you more bookings. Join the FLARBO family today - there’s no better time than now to diversify your marketing mix portfolio and gain more control.

-  **Canada**
-  **2017**
-  **5**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.floridarentalbyowners.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

n/a

AVERAGE NIGHTS BOOKED

n/a

LISTINGS

1,200

TOP 3 LISTING COUNTRIES/REGIONS

FLORIDA

TRAFFIC INFO

GLOBAL TRAFFIC RANK

296,615

TRAFFIC SOURCES

18.35 % from direct; 3.68% from referrals;
 74.96 % from search ; 3.01 % from social

TOP 3 TRAFFIC COUNTRIES

UNITED STATES **CANADA** **UNITED KINGDOM**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries

WHO IS MERCHANT OF RECORD

The Property Manager

FEE TO MANAGERS

Subscription levels (from \$199 - 599)

FEE TO GUEST

None

TECHNOLOGY

CHANNEL MANAGERS

NextPax, Rentals United (coming soon)

ONBOARDING TIME

Depending on the number of rentals - average time is 48 hours

MIN PROPERTIES

1

**VISIT
 THE WEBSITE**



TRI-STATE AREA

TOP LOCAL



- USA
- 2017
- 2
- Self-funded
- n/a

VISIT
THE WEBSITE



NewYorkRBO

New York Rental By Owner (NewYorkRBO) is a vacation rental listing site for the state of New York that connects travellers and homeowners directly. We do not charge booking or commission fees and provide means for direct communication.

WEBSITE & INVENTORY

URL
www.NewYorkRentalByOwner.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

n/a

AVERAGE NIGHTS BOOKED

n/a

LISTINGS

350

TOP 3 LISTING COUNTRIES/REGIONS

ADIRONDACK MOUNTAINS | LONG ISLAND

FINGER LAKES REGION

TRAFFIC INFO

GLOBAL TRAFFIC RANK

708,944

TRAFFIC SOURCES

Direct: 18.64%; Search: 76.23%

Referral: 1.6%; Social: 3.53%

TOP 3 TRAFFIC COUNTRIES

UNITED STATES | BRAZIL | CANADA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

The Property Manager

FEE TO MANAGERS

Subscription based only

FEE TO GUEST

No booking or traveller fees charged

TECHNOLOGY

CHANNEL MANAGERS

None at the moment

ONBOARDING TIME

n/a






MIN PROPERTIES

n/a



Vacation Rentals LBI

Vacation Rentals LBI (VRLBI) is one of three websites owned and operated by Vacation Rentals Jersey Shore LLC (VRJS). VRLBI covers rentals on Long Beach Island and we also have a website for [Ocean City Rentals](#) and another for [Wildwood Rentals](#). We are a local, privately owned, family business that is committed to providing a way for vacation rental owners on “The Jersey Shore” to connect with travellers in a meaningful way that benefits both, without unnecessary restrictions or fees.

-  **USA**
-  **2016**
-  **4**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.vacationrentalslbi.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

n/a

AVERAGE NIGHTS BOOKED

n/a

LISTINGS

1,250

TOP 3 LISTING COUNTRIES/REGIONS

LONG BEACH ISLAND, NJ

TRAFFIC INFO

GLOBAL TRAFFIC RANK

n/a

TRAFFIC SOURCES

28% from direct; 1% from referrals; 40% from search; 20% from social; 3% from mail; .1% from display

TOP 3 TRAFFIC COUNTRIES

UNITED STATES **CANADA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries

WHO IS MERCHANT OF RECORD

Owner/Property Manager/Realtor

FEE TO MANAGERS

Subscription

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

None

ONBOARDING TIME

n/a

MIN PROPERTIES

n/a

**VISIT
THE WEBSITE**





Spain-Holiday.com

Spain-Holiday.com is the pioneer advertising portal for holiday rentals in Spain. We have been in business since 2002. This makes us local experts. Our guests are mainly Scandinavian and British. This group represents 50% of the visitors of our 13 websites. They are typically families, couples and retired couples looking to travel out of season as well.

-  Spain
-  2002
-  28
-  Undisclosed
-  Undisclosed

WEBSITE & INVENTORY

URL
www.spain-holiday.com

LANGUAGES SUPPORTED

EN ES DN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

19,277

TOP 3 LISTING COUNTRIES/REGIONS

COSTA DEL SOL COSTA BLANCA
 BALEARIC ISLANDS

TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Spain-Holiday.com

FEE TO MANAGERS

15% commission + IVA and subscription
 from €245 + IVA

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, Avantio, Irent

ONBOARDING TIME

2 days

MIN PROPERTIES

No min

VISIT
 THE WEBSITE






Dormoa

 ITALY

Dormoa.com is a Vacation Rental Listing Channel created and designed to offer Italian users selected vacation rental accommodation tailored to this specific market's needs.

-  UK
-  2019
-  Undisclosed
-  £285K
-  2020

WEBSITE & INVENTORY

URL
www.dormoa.com

LANGUAGES SUPPORTED

IT **EN**

AVERAGE BOOKING VALUE
£500

AVERAGE NIGHTS BOOKED
3

LISTINGS
10,000

TOP 3 LISTING COUNTRIES/REGIONS

ITALY **LONDON**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
5,377,289

TRAFFIC SOURCES

18.35 % from direct; 3.68% from referrals;
74.96 % from search ; 3.01 % from social

TOP 3 TRAFFIC COUNTRIES

ITALY

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Dormoa

FEE TO MANAGERS

10%

FEE TO GUEST

5%

TECHNOLOGY

CHANNEL MANAGERS

Rentals United

ONBOARDING TIME

3-7 days

MIN PROPERTIES

5

VISIT
THE WEBSITE





Adriatic Home

As a Top local site for rentals located in Croatia, Montenegro and Slovenia, Adriatic Home also offers a large selection of summer destinations all along the Adriatic coastline. The coastline and the islands all make up a continuous Mediterranean tourist destination spanning from the smallest island village and hidden cove to a national park or urban coastal town.

-  **Croatia**
-  **2008**
-  **Undisclosed**
-  **Self-funded + EU grant**
-  **n/a**

WEBSITE & INVENTORY

URL
www.Adriatic-Home.com

LANGUAGES SUPPORTED

HR EN DE FR SE NO IT HU RO RU SK SI
 CZ PL ES NL BG PT

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

5,000

TOP 3 LISTING COUNTRIES/REGIONS

CROATIA MONTENEGRO SLOVENIA

TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

CROATIA SLOVENIA POLAND

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant Bookings or Enquiries

WHO IS MERCHANT OF RECORD

Property Manager

FEE TO MANAGERS

14% commission or annual subscription (€80 or €125)

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

Rentals United

ONBOARDING TIME

1-3 days

MIN PROPERTIES

No minimum

**VISIT
THE WEBSITE**





Adore Scotland

At Adore Scotland we curate the most wonderful selection of self-catering and exclusive use venues that Scotland has to offer.

 **Scotland, UK**

 **2020**

 **4**

 **Self-funded**

 **n/a**

WEBSITE & INVENTORY

URL
www.adorescotland.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

Undisclosed

TOP 3 LISTING COUNTRIES/REGIONS

LOTHIAN CENTRAL SCOTLAND

HIGHLANDS

TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

60% from direct;

5.7% from referrals; 34% from social

TOP 3 TRAFFIC COUNTRIES

UNITED KINGDOM UNITED STATES CANADA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Direct Booking + Enquiries

WHO IS MERCHANT OF RECORD

Adore Scotland

FEE TO MANAGERS

12 % plus VAT for listing

FEE TO GUEST

Circa 4%

TECHNOLOGY

CHANNEL MANAGERS

Bookster

ONBOARDING TIME

1 to 2 work days

MIN PROPERTIES

1

**VISIT
THE WEBSITE**



BRITAIN'S FINEST

Britain's Finest

Stand proud amongst the finest, handpicked properties in the UK. Britainsfinest.co.uk promotes the best accommodation, places to visit, wedding venues and restaurants in the UK. The site attracts over 4 million customers per year, many with high-end budgets.

 United Kingdom

 2002

 18

 Self-funded

 n/a

VISIT
THE WEBSITE



WEBSITE & INVENTORY

URL
www.britainsfinest.co.uk

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
£957

AVERAGE NIGHTS BOOKED
5

LISTINGS
2,681

TOP 3 LISTING COUNTRIES/REGIONS

CENTRAL ENGLAND SCOTLAND

SOUTH EAST ENGLAND

TRAFFIC INFO

GLOBAL TRAFFIC RANK
164,333

TRAFFIC SOURCES
5% from direct; 1% from referrals;
93% from search; 1% from social;
1% from mail

TOP 3 TRAFFIC COUNTRIES

UK USA AUSTRALIA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings or referrals to your website.

WHO IS MERCHANT OF RECORD

Flexible

FEE TO MANAGERS

12.5% commission or subscription/referrals to your site if you prefer.

FEE TO GUEST

0%

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, Supercontrol, Cubilis, D-Edge, eviivo, Guest Centric, GuestLine, Guestlink (NVG), High Level Software, Hotel Perfect, ITS-Rez Exchange, My Allocator (Part of Cloud Beds), Parity Rate, Quick Yield, RMS Cloud, RoomCloud, Roommaster, Site Minder, Staah, WuBook.

ONBOARDING TIME

2 days

MIN PROPERTIES

1



The Edinburgh Address

The Edinburgh Address specialises in handpicked holiday homes and unique stays in Edinburgh. Our friendly and local team will help guests find the right home within our collection and organise unique extras.

-  **Scotland, UK**
-  **2007**
-  **4**
-  **None**
-  **n/a**

WEBSITE & INVENTORY

URL
www.theedinburghaddress.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
 £1,150

AVERAGE NIGHTS BOOKED
 6

LISTINGS
 Undisclosed

TOP 3 LISTING COUNTRIES/REGIONS

EDINBURGH **MIDLOTHIAN**

SCOTLAND

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 4,000,000

TRAFFIC SOURCES

81% from direct; 2% from referrals;
 1.60% from search; 1.9% from social;
 2.6% from mail; 1.1% from display

TOP 3 TRAFFIC COUNTRIES

UNITED KINGDOM **UNITED STATES** **GERMANY**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant Booking + Enquiries

WHO IS MERCHANT OF RECORD

The Edinburgh Address Ltd

FEE TO MANAGERS

12 % plus VAT for listing

FEE TO GUEST

Circa 4%

TECHNOLOGY

CHANNEL MANAGERS

Bookster

ONBOARDING TIME

1 to 2 work days

MIN PROPERTIES

1

VISIT
THE WEBSITE







rentals united

Curated List

Curated List

“*The niche site is a curated list of short-term rentals.*”

In this chapter we look at the niche sites that select, organise, and present rentals using their specific expertise and offering - the very definition of curation. This expertise may be based on visits to properties or an extensive questionnaire. Some sites will ask you to comply with their diverse set of requirements, others may simply look at the uniqueness and atypicality of the offering.

BUSINESS-FRIENDLY

Lodging to accommodate business travellers include amenities such as high-speed internet, keyless entries and straightforward invoicing.

ACCESSIBLE TRAVEL

Unique travel experiences for people with disabilities as 15% of the world's population lives with some sort of disability.

PET-FRIENDLY

With the majority of pet owners saying they value their pets as much as having children, certain short-term accommodation businesses offer a range of amenities designed to accommodate pet owners.

KID-FRIENDLY

Family-friendly holiday accommodation has always been a popular niche and a huge market for property managers.

PREMIUM & LUXURY

High-end luxury accommodation is a highly coveted market with sites curating premium lists in every corner of the globe.

OUTDOOR TRAVEL

Outdoor and adventure travel is on the rise especially for urbanites looking for a respite from hectic city living.

INCLUSION TRAVEL

Short-term rentals hosted by owners and managers who connect particular communities and allow them to travel more safely such as female only, LGBTQ travellers and halal-friendly communities.

QUIRKY PLACES






Unique and unusual places to stay are a big draw for modern travellers, whether it be a castle in the forest or a cliffside treehouse retreat.

Do you know a top local site? Tell us about it here <http://bit.ly/whosniche>



Homelike

Homelike is the largest marketplace for long-term furnished apartment rentals for business travellers. We provide a best-in-class booking experience for high-quality apartments for 30 nights and more from professional landlords. Homelike helps executives, professionals, expatriates, consultants, and trainees from around the world to find appropriate accommodation quickly and conveniently online.

-  **Germany**
-  **2014**
-  **130**
-  **€18,8M**
-  **2018**

WEBSITE & INVENTORY

URL
www.thehomelike.com

LANGUAGES SUPPORTED

EN ES DE FR DU

AVERAGE BOOKING VALUE

€5,000

AVERAGE NIGHTS BOOKED

90

LISTINGS

60,000+

TOP 3 LISTING COUNTRIES/REGIONS

GERMANY UK SPAIN

TRAFFIC INFO

GLOBAL TRAFFIC RANK

82,309

TRAFFIC SOURCES

49.1 % from direct; 16.2 % from referrals;
 49.1 % from search; 1.72 % from social;
 14.92 % from display

TOP 3 TRAFFIC COUNTRIES

GERMANY UK SPAIN

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Property Manager

FEE TO MANAGERS

12%

FEE TO GUEST

Depending on the region: 0-7%

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, Siteminder, Cubilis, ICNEA, Apaleo, HotelNetSolutions, Kross Booking

ONBOARDING TIME

1 week

MIN PROPERTIES

1

VISIT
 THE WEBSITE





-  Sweden
-  2015
-  13
-  €4M
-  2020

VISIT
THE WEBSITE



Handiscover

Handiscover gathers great hosts, disabled-friendly accommodations and hotels that we carefully select for their quality and value. We offer a mix of accommodations adapted to different levels of mobility. Enjoy great disabled holidays!

WEBSITE & INVENTORY

URL
www.handiscover.com

LANGUAGES SUPPORTED

EN FR ES DE DK NO SW CRO

AVERAGE BOOKING VALUE

\$500

AVERAGE NIGHTS BOOKED

4

LISTINGS

35,000

TOP 3 LISTING COUNTRIES/REGIONS

UK SPAIN FRANCE

TRAFFIC INFO

GLOBAL TRAFFIC RANK

n/a

TRAFFIC SOURCES

n/a

TOP 3 TRAFFIC COUNTRIES

UK USA SWEEDEN

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings

WHO IS MERCHANT OF RECORD

Handiscover

FEE TO MANAGERS

10% commission

FEE TO GUEST

2% to 5% commission

TECHNOLOGY

CHANNEL MANAGERS

Rentals United

ONBOARDING TIME

24h

MIN PROPERTIES

No min, but need a certain accessibility



At Ease

Military & government travel guidelines do not allow traditional vacation rental booking sites because they do not ensure listing meets specific criteria. At Ease does! We make short-term rentals more accessible and fair for military personnel and federally-funded travellers ensuring federal and military employees are reimbursed.

-  **USA**
-  **2019**
-  **Undisclosed**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.pcsatease.com

LANGUAGES SUPPORTED
 EN

AVERAGE BOOKING VALUE
 \$125 per night

AVERAGE NIGHTS BOOKED
 8 nights

LISTINGS
 700

TOP 3 LISTING COUNTRIES/REGIONS
 USA

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 8,838,004

TRAFFIC SOURCES
 24.07 % from direct; 10.62 % from referrals;
 34.53 % from search ; 30.78 % from social ; 0 % from mail; 0 % from display

TOP 3 TRAFFIC COUNTRIES
 USA GERMANY JAPAN

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
 At Ease Rentals

FEE TO MANAGERS
 0% commission for official federal travel
 Onboarding and inspection annual subscription - \$375
 10% commission on leisure travel

FEE TO GUEST
 0%

TECHNOLOGY

CHANNEL MANAGERS
 Rentals United

ONBOARDING TIME
 - Onboarding 2 days
 - Inspection depends on property's vacancy
 - Government registration 7-14 days

MIN PROPERTIES
 10 rentals (less on a case by case basis)

VISIT
 THE WEBSITE





BringFido

Since launching in 2006, BringFido has helped more than 50 million people take their dogs on vacation. In addition to providing online reservations at 150,000 pet-friendly hotels and vacation rentals worldwide, the company's website and app give dog owners the scoop on thousands of dog parks, beaches, restaurants, events, and other places to bring Fido.

-  **USA**
-  **2006**
-  **45**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.bringfido.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 \$600

AVERAGE NIGHTS BOOKED
 5

LISTINGS
 85,000

TOP 3 LISTING COUNTRIES/REGIONS
USA **CANADA** **UK**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 50,745

TRAFFIC SOURCES
 15% from direct; 1% from referrals; 82% from search; 1% from social; 1% from mail

TOP 3 TRAFFIC COUNTRIES
USA **CANADA** **UK**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
 BringFido

FEE TO MANAGERS
 10% commission

FEE TO GUEST
 1% to 2% commission

TECHNOLOGY

CHANNEL MANAGERS
 Rentals United

ONBOARDING TIME
 1 day

MIN PROPERTIES
 No min

VISIT
 THE WEBSITE





Pets Pyjamas

PetsPyjamas Travel, is the No 1 travel site for dog-friendly travel, with a dedicated Sales Team that can drive business your way. We have an audience of highly engaged dog-owning customers who genuinely love dogs and want to travel with their pets. We have an already proven success record in domestic travel with an ever-growing target market in dog owners reaching over 10 million!

-  **UK**
-  **2011**
-  **Undisclosed**
-  **Undisclosed**
-  **Undisclosed**

WEBSITE & INVENTORY

URL
www.petspyjamas.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 £850-£1,000 average booking value

AVERAGE NIGHTS BOOKED
 n/a

LISTINGS
 10,000

TOP 3 LISTING COUNTRIES/REGIONS
ENGLAND **SCOTLAND** **WALES**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 Undisclosed

TRAFFIC SOURCES
 Undisclosed

TOP 3 TRAFFIC COUNTRIES
UK

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Instant bookings + Enquiries

WHO IS MERCHANT OF RECORD
 PetsPyjamas

FEE TO MANAGERS
 Undisclosed

FEE TO GUEST
 Undisclosed

TECHNOLOGY

CHANNEL MANAGERS
 Siteminder, Guestline

ONBOARDING TIME
 Undisclosed

MIN PROPERTIES
 Undisclosed

VISIT
 THE WEBSITE





Stay One Degree

Stay One Degree is the trusted members' club for luxury travellers. The company connects discerning owners of exclusive homes with a vetted member base of luxury travellers seeking special homes and unique experiences. All homes that wish to join are carefully handpicked, likewise all guests are vetted, creating a trusted community of travellers with access to exclusive homes all over the world.

-  **UK**
-  **2018**
-  **12**
-  **\$2.2M**
-  **2019**

WEBSITE & INVENTORY

URL
www.stayonedegree.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
 \$10,000

AVERAGE NIGHTS BOOKED
 7

LISTINGS
 3,500

TOP 3 LISTING COUNTRIES/REGIONS

EUROPE ASIA CARIBBEAN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a

TRAFFIC SOURCES
 35% from direct; 23% from referrals;
 15% from search; 27% from social

TOP 3 TRAFFIC COUNTRIES

UK HONG KONG SINGAPORE

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
 Stay One Degree

FEE TO MANAGERS
 12% commission

FEE TO GUEST
 3% commission

TECHNOLOGY

CHANNEL MANAGERS
 None yet

ONBOARDING TIME
 n/a

MIN PROPERTIES
 No min

VISIT
 THE WEBSITE





Top Villas

With more than 20 years' experience in the premium villa rental industry, Top Villas has a carefully curated portfolio of more than 4,000 luxury villas in over 50 of the world's finest holiday destinations. Top Villas has a far higher average booking value and length of stay than the traditional OTAs and has teams of Luxury Villa Experts on both sides of the Atlantic. This allows Top Villas to generate you high quality bookings from a vast, international client base.

-  **UK**
-  **2010**
-  **40**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.topvillas.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

7+ nights

LISTINGS

4,000+

TOP 3 LISTING COUNTRIES/REGIONS

USA **CARIBBEAN** **EUROPE**

TRAFFIC INFO

GLOBAL TRAFFIC RANK

289,890

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings and enquiries from our luxury villa specialists

WHO IS MERCHANT OF RECORD

Top Villas Ltd

FEE TO MANAGERS

Undisclosed

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

List on request

ONBOARDING TIME

This varies depending on volume as our product team optimise each listing before adding to Top Villas

MIN PROPERTIES

1

VISIT
THE WEBSITE





Homes & Villas By Marriott

Homes & Villas by Marriott International is a curated home rental offering powered by Marriott’s 92 years of hospitality experience and the local expertise of select property management companies. Together, we deliver on the highest standards in quality, safety, design, amenities, regulatory compliance and service for both homeowners and guests, including 133+ million Marriott Bonvoy travel loyalty programme members.

-  **USA**
-  **1927**
-  **1 176 000**
-  **Undisclosed**
-  **Undisclosed**

WEBSITE & INVENTORY

URL
www.homesandvillasbymarriott.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

5

LISTINGS

5,000

TOP 3 LISTING COUNTRIES/REGIONS

EUROPE **AMERICAS** **CARIBBEAN**

TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

The Manager

FEE TO MANAGERS

Undisclosed

FEE TO GUEST

Undisclosed

TECHNOLOGY

CHANNEL MANAGERS

BookingPal

ONBOARDING TIME

Varies

MIN PROPERTIES

60

VISIT
 THE WEBSITE





Plum Guide

Plum Guide exists to solve the biggest problem in travel today: decision paralysis. If you're looking to book accommodation, it's hard to know where to start, or who to trust. It's even harder for great homes to stand out from the sea of options out there. So we created the Plum Guide Award. Much like the Michelin star, but for vacation homes.

-  UK
-  2016
-  70
-  \$47M
-  2020

WEBSITE & INVENTORY

URL
www.plumguide.com

LANGUAGES SUPPORTED

EN FR IT

AVERAGE BOOKING VALUE
 £3,274

AVERAGE NIGHTS BOOKED
 13

LISTINGS
 10,796

TOP 3 LISTING COUNTRIES/REGIONS

UK US FRANCE

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 243,403

TRAFFIC SOURCES
 Direct 31.02%; Referrals 16.67%;
 Search 44.37%; Social 5.20%
 Mail 0.36%; Display 2.37%

TOP 3 TRAFFIC COUNTRIES

UK US FRANCE

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings + Enquiries

WHO IS MERCHANT OF RECORD

Plum Guide

FEE TO MANAGERS

15% Host-only fee

FEE TO GUEST

1.5% transaction fee

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, BookingPal, Escapia,
 SuperControl, Kross Booking,
 Silverbyte, Your Rentals, Living Parisian,
 Guest Ready, Hostify & Octorate

ONBOARDING TIME

Managers is 2-5 days

MIN PROPERTIES

1

VISIT
 THE WEBSITE





Oliver's Travels

At Oliver's Travels we're all about the extraordinary, especially when it comes to our collection of villas and chateaux. Quirky, stylish and full of character, they've been handpicked by our knowledgeable destination experts who are the best in the business. So one year you could be in a medieval castle, and the next you could be soaking up the sun on your very own private island.

-  UK
-  2014
-  45
-  Self-funded
-  n/a

WEBSITE & INVENTORY

URL
www.oliverstravels.com

LANGUAGES SUPPORTED
 EN

AVERAGE BOOKING VALUE
 £4500

AVERAGE NIGHTS BOOKED
 8

LISTINGS
 6,000

TOP 3 LISTING COUNTRIES/REGIONS
 FRANCE SPAIN ITALY

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 301,845

TRAFFIC SOURCES
 22 % from direct; 2 % from referrals; 73 % from search ; X 2.5 from social ; 0 % from mail; 1 % from display

TOP 3 TRAFFIC COUNTRIES
 UK US FRANCE

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
 Oliver's Travels

FEE TO MANAGERS
 15% commission

FEE TO GUEST
 10% commission

TECHNOLOGY

CHANNEL MANAGERS
 BookingPal, Rentals United

ONBOARDING TIME
 2 weeks

MIN PROPERTIES
 5

VISIT
 THE WEBSITE





CoolStays.com

CoolStays.com showcases unique places to stay across the UK, Europe and worldwide. We have a growing portfolio of over 1,800 extraordinary places to stay- each offering something quirky, noteworthy or stylish. Coolstays users want to escape the mass market and find somewhere beautifully unique for their next holiday. CoolStays.com is where people come to “Stay somewhere extraordinary!”.

-  UK
-  2013
-  9
-  Self-funded
-  n/a

WEBSITE & INVENTORY

URL
www.coolstays.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
 £1,000

AVERAGE NIGHTS BOOKED
 7

LISTINGS
 2,000

TOP 3 LISTING COUNTRIES/REGIONS

UK SPAIN ITALY

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 375,071

TRAFFIC SOURCES
 36% from direct; 2.4% from referrals; 49% from search; 2.78% from social 5% from mail

TOP 3 TRAFFIC COUNTRIES

UK USA SPAIN

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
 The Manager

FEE TO MANAGERS
 £199 - £949 subscription

FEE TO GUEST
 Free

TECHNOLOGY

CHANNEL MANAGERS
 None yet

ONBOARDING TIME
 5 days

MIN PROPERTIES
 No min

VISIT
 THE WEBSITE





Glamping Hub

Glamping Hub is the leading portal for unique outdoor accommodations across the globe. Listing with us gives additional exposure and the chance to be a part of a growing online family. We have a team of in-house writers who create the listings on behalf of hosts and we provide top-quality support 7-days a week.

-  Spain
-  2012
-  36
-  Undisclosed
-  Undisclosed

WEBSITE & INVENTORY

URL
www.glampinghub.com

LANGUAGES SUPPORTED

EN ES

AVERAGE BOOKING VALUE
 €500

AVERAGE NIGHTS BOOKED
 2

LISTINGS
 31,000

TOP 3 LISTING COUNTRIES/REGIONS

USA AUSTRALIA CANADA

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 88,980

TRAFFIC SOURCES
 19% from direct; 4% from referrals;
 72% from search; 4% from social

TOP 3 TRAFFIC COUNTRIES

USA UK CANADA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
 Glamping Hub

FEE TO MANAGERS
 4% commission

FEE TO GUEST
 6% to 11% commission

TECHNOLOGY

CHANNEL MANAGERS
 Rentals United, Newbook, Onerooftop,
 Myallocator, Lodgix, Lodgify,
 ThinkReservations

ONBOARDING TIME
 5 day

MIN PROPERTIES
 No min

VISIT
 THE WEBSITE





Golightly

Golightly is the first invite-only vacation rental platform for women. Our mission is to create a safer travel and hosting experience for women through our vetted network of over 5,000 members in 70 countries.

All Golightly properties are owned or managed by women. Bookings can only be made by women within the network.

-  **USA**
-  **2018**
-  **8**
-  **Undisclosed**
-  **2019**

WEBSITE & INVENTORY

URL
www.wegolightly.com

LANGUAGES SUPPORTED

EN **FR** **ES** **DE** **PT** **IT**

AVERAGE BOOKING VALUE
 \$1,200

AVERAGE NIGHTS BOOKED
 4

LISTINGS
 1,000+

TOP 3 LISTING COUNTRIES/REGIONS

USA **UK** **ITALY**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a

TRAFFIC SOURCES
 n/a

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Golightly

FEE TO MANAGERS

3%

FEE TO GUEST

12%

TECHNOLOGY

CHANNEL MANAGERS

Rentals United

ONBOARDING TIME

Immediate

MIN PROPERTIES

1

**VISIT
 THE WEBSITE**



HalalBooking

VISIT
THE WEBSITE

HalalBooking

UK

HalalBooking® is a global 'search & book' website for halal-conscious travellers, which allows travellers to find hotels, resorts and villas suitable for their individual needs.

WEBSITE & INVENTORY

URL
www.halalbooking.com

LANGUAGES SUPPORTED

ARABIC EN DE TK FR RU

TRAFFIC INFO

GLOBAL TRAFFIC RANK
220,782

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UK

misterb&b

VISIT
THE WEBSITE

Misterb&b

France

Misterb&b is committed to creating a world that is accepting and non-judgmental; a welcoming world in which you can share the excitement of discovery, and create lifelong memories and friendships.

WEBSITE & INVENTORY

URL
www.misterbandb.com

LANGUAGES SUPPORTED

EN FR DE IT PT ES

TRAFFIC INFO

GLOBAL TRAFFIC RANK
109,790

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
USA



Fabstayz

 US

As the only LGBTQ+ travel platform that is inclusive of the entire community by representing every letter of the acronym LGBTQ+ and our allies, we recognize welcoming spaces around the world ensuring fabulous travel experiences for both travelers and hosts.

VISIT
THE WEBSITE



WEBSITE & INVENTORY

URL
www.FabStayz.com

LANGUAGES SUPPORTED

58 LANGUAGES

TRAFFIC INFO

GLOBAL TRAFFIC RANK
Undisclosed

N°1 TRAFFIC SOURCE
Undisclosed

N°1 TRAFFIC COUNTRY

UNDISCLOSED

rentals united

TOP50

The World's Largest Short-Term
Rental Property Managers

QUIRKY PLACES

CURATED LIST



VISIT
THE WEBSITE



Sawday's

 UK

Life's too short for ordinary. That's why we've spent over 25 years finding, visiting and choosing brilliant places to stay. For people who love special.

WEBSITE & INVENTORY

URL
www.sawdays.co.uk

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
292,447

Nº1 TRAFFIC SOURCE
Search

Nº1 TRAFFIC COUNTRY

UK

KID-FRIENDLY



VISIT
THE WEBSITE



kid & coe

 USA

Making travel with children as easy as A, B, C. We curate the very best in private family homes, vacation rentals, agency partners and hotels.

WEBSITE & INVENTORY

URL
www.kidandcoe.com

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
1,860,188

Nº1 TRAFFIC SOURCE
Direct

Nº1 TRAFFIC COUNTRY

USA



Travel Trends

rentals united

Travel Trends

“*The niche site addresses a particular travel trend.*”

It's worth remembering that travellers' needs are changing and as an industry, we need to go back and ask ourselves some basic questions and reassess: Why do people travel? What do they want from their short-term rental property? Are they looking for socially responsible experiences, are they digital nomads or is it simply a micro-trip?

BOOK WITH THE OWNER

Arranging short-term rentals directly with owners eliminates booking fees and allows for more personal communication with the owner.

SPORTS TOURISM

Sport travel involves either observing or participating in a sporting event while staying apart from the tourists' usual environment.

DIGITAL NOMADS

Digital nomads are on the rise as flexible working, combined with improving tech, enables workers to travel for longer and set up remotely in foreign countries.

LAST MINUTE

Last-minute trips are well planned and executed short trips which maximise destination time, minimise wasted time and cut down on expenses with clever flight times and usage of optimal time zones. We are seeing a surge in sites accepting 2-night stays and last-minute bookings.

SOCIAL RESPONSIBILITY

The age of 'experience travel' is coming to an end and will be replaced by socially responsible trips as people increasingly want to be changed by giving back to the community which they visit.

WELLNESS TRAVEL

Wellness Travel allows travellers to maintain, enhance or kick-start a healthy lifestyle, and support or increase one's sense of wellbeing. However, guests no longer want cookie-cutter packages but expect more creative, specialised wellness experiences that cater to each traveller.


CANNABIS TRAVEL

Cannabis-infused and cannabis-friendly travel is on the rise with the proliferation of legalization of cannabis in many global locations.



Houfy

Community platform (or Market Network) for vacation rental properties worldwide, that is free. You can connect directly and book directly without service fees.

-  **USA**
-  **2014**
-  **1**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.houfy.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

6,000

TOP 3 LISTING COUNTRIES/REGIONS

USA **CENTRAL AMERICA & CARIBBEAN**
CANADA

TRAFFIC INFO

GLOBAL TRAFFIC RANK

1 323 599

TRAFFIC SOURCES

34% from social; 27% from direct;
 26% from referrals; 12.4% from organic

TOP 3 TRAFFIC COUNTRIES

USA **UK** **CANADA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings / Enquiries / Enquiries +
 Instant bookings / Traffic to their website

WHO IS MERCHANT OF RECORD

The Manager

FEE TO MANAGERS

Free

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

None yet

ONBOARDING TIME

1 day

MIN PROPERTIES

No min

**VISIT
 THE WEBSITE**



BOOK WITH OWNER

TRAVEL TRENDS



VISIT
THE WEBSITE



Trips Community

 USA

Peer to peer booking platform and protocols for vacation rentals.

WEBSITE & INVENTORY

URL
www.tripscommunity.com

LANGUAGES SUPPORTED

EN

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings + Enquiries

WHO IS MERCHANT OF RECORD

Smart Contract. The money goes from the guest to the owner directly but escrowed.

FEE TO MANAGERS

5%

FEE TO GUEST

0%



VRTECH

With an eye on
the future we
have rebranded
VrTech Events

Bringing together vacation rental
industry leaders and game changers
to inspire & educate property
managers around the world



Skiyodl

Pulling knowledge and expertise from decades of mountain living, we are a collective of ski industry professionals driven to create a customer-centric booking experience with skiing at its core.

-  **UK**
-  **2019**
-  **5**
-  **Undisclosed**
-  **Undisclosed**

WEBSITE & INVENTORY

URL
www.skiyodl.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 £4,500

AVERAGE NIGHTS BOOKED
 7

LISTINGS
 2,500

TOP 3 LISTING COUNTRIES/REGIONS
FRANCE **SWITZERLAND** **AUSTRIA**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a

TRAFFIC SOURCES
 n/a

TOP 3 TRAFFIC COUNTRIES
n/a

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Instant bookings

WHO IS MERCHANT OF RECORD
 Skiyodl

FEE TO MANAGERS
 Between 10-20% commission

FEE TO GUEST
 No booking fees

TECHNOLOGY

CHANNEL MANAGERS
 Arkiane, Creative Technologies, Feratel

ONBOARDING TIME
 Approx. 6 weeks

MIN PROPERTIES
 100

**VISIT
 THE WEBSITE**





-  France
-  2017
-  12
-  €1M
-  2019

VISIT
THE WEBSITE



Sportihome

Sportihome.com is the leading sport tourism marketplace. You can book accommodation close to the best spots and enjoy your favorite sport with unique add-ons such as gear-rental on site, activities and sport affinity sharing with your host.

- 10 000 places in 40 countries
- 3 000 spots guide shared
- 20 000 sport activities to book
- 60 sports

WEBSITE & INVENTORY

URL
www.sportihome.com

LANGUAGES SUPPORTED

FR EN DE ES

AVERAGE BOOKING VALUE

€600

AVERAGE NIGHTS BOOKED

4

LISTINGS

10,000

TOP 3 LISTING COUNTRIES/REGIONS

FRANCE SPAIN DOM/TOM

TRAFFIC INFO

GLOBAL TRAFFIC RANK

674 663

TRAFFIC SOURCES

11,88% from direct; 23,05% from referrals;
44,82% from search; 11,48% from social;
4,68% from mail; 4,16% from display

TOP 3 TRAFFIC COUNTRIES

FRANCE GERMANY BELGIUM

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant booking (10% listing) & Enquiries

WHO IS MERCHANT OF RECORD

Sportihome

FEE TO MANAGERS

5%

FEE TO GUEST

12%

TECHNOLOGY

CHANNEL MANAGERS

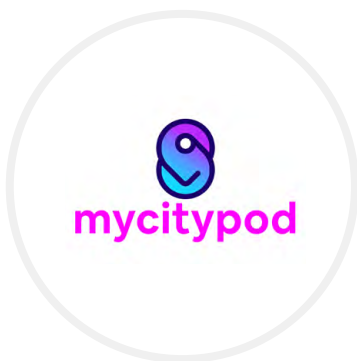
None. We support local sync

ONBOARDING TIME

2 to 3 days


MIN PROPERTIES

1



My City Pod

We provide short-term rental apartments and houses in the UK for individuals and families who are looking for temporary accommodation. Our platform's minimum stay is 14 nights, allowing guests who are moving house or relocating for work or school to find a temporary home. My City Pod's technology allows us to verify homes that guests love, located in ideal spots, and offer them at a good value.

-  **UK**
-  **2018**
-  **3**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.mycitypod.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 £4,800

AVERAGE NIGHTS BOOKED
 60

LISTINGS
 25

TOP 3 LISTING COUNTRIES/REGIONS

SOUTHAMPTON **WINCHESTER** **LONDON**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 Undisclosed

TRAFFIC SOURCES
 35% from direct; 3.5% from referrals;
 13.2% from paid search;
 34.8% from social; 2.5% from display

TOP 3 TRAFFIC COUNTRIES

UK **USA** **BANGLADESH**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant Bookings

WHO IS MERCHANT OF RECORD
 My City Pod

FEE TO MANAGERS
 Revenue share with property owners where applicable

FEE TO GUEST
 None

TECHNOLOGY

CHANNEL MANAGERS
 None

ONBOARDING TIME
 n/a

MIN PROPERTIES
 1

VISIT
 THE WEBSITE





Rentir

Registered long term let agent! Allowing companies to be regulation proof and access for nomadic workers.

We price comparison for owners to see which is a preferable route for bookings. Long vs short bookings

-  **Scotland**
-  **2019**
-  **5**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.rentir.co.uk

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

£1,500

AVERAGE NIGHTS BOOKED

28

LISTINGS

1000

TOP 3 LISTING COUNTRIES/REGIONS

ENGLAND SCOTLAND ITALY LISBON

TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

SCOTLAND ENGLAND PORTUGAL

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings + Enquiries

WHO IS MERCHANT OF RECORD

Rentir

FEE TO MANAGERS

10%

FEE TO GUEST

0%

TECHNOLOGY

CHANNEL MANAGERS

None

ONBOARDING TIME

1 day

MIN PROPERTIES

5

VISIT
THE WEBSITE





HouseStay

HouseStay.com offers a curated selection of fully furnished turnkey apartments and homes available for rent for 30 nights or more. We have simplified booking temporary housing for Individuals and Businesses (Global Mobility Professionals, 3rd Party Relocation Professionals, Brokerages & Licensed Real Estate Agents, HR Professionals) by designing a fully automated booking process along-with custom dashboards and workflows that make booking a furnished home a breeze.

-  **USA**
-  **2016**
-  **11-50**
-  **Undisclosed**
-  **Undisclosed**

VISIT
THE WEBSITE



WEBSITE & INVENTORY

URL
www.housestay.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

\$12,075

AVERAGE NIGHTS BOOKED

93

LISTINGS

10,000+

TOP 3 LISTING COUNTRIES/REGIONS

USA: **WEST COAST** **SOUTH WEST**
EAST COST

TRAFFIC INFO

GLOBAL TRAFFIC RANK

n/a

TRAFFIC SOURCES

30 % from direct; 30 % from referrals;
40 % from search

TOP 3 TRAFFIC COUNTRIES

USA **EUROPE** **ASIA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries – Hosts Must Accept Requests or Send Special offers, Etc.

WHO IS MERCHANT OF RECORD

HouseStay

FEE TO MANAGERS

5% commission

FEE TO GUEST

5% commission

TECHNOLOGY

CHANNEL MANAGERS

Undisclosed

ONBOARDING TIME

2-6 days

MIN PROPERTIES

10+



Anyplace

Anyplace

Dedicated to digital nomads, Anyplace welcomes extended stay accommodations (30+ days) from around the world. Unlike Airbnb, we take care of the entire booking process: from tenant screening to customer support to payment collection. We have exclusive partnerships with digital nomad communities across the globe, and our goal is to help connect them with you.

-  USA
-  2017
-  25
-  \$5M
-  2020

WEBSITE & INVENTORY

URL
www.anyplace.com

LANGUAGES SUPPORTED
 EN

AVERAGE BOOKING VALUE
 \$6,554

AVERAGE NIGHTS BOOKED
 245

LISTINGS
 5000+

TOP 3 LISTING COUNTRIES/REGIONS
 USA UK ITALY

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a

TRAFFIC SOURCES
 13.54 % from direct; 6.13 % from referrals;
 52.82 % from search ; 5.63 % from social ;
 0.42 % from mail; 0.43 % from display

TOP 3 TRAFFIC COUNTRIES
 USA CANADA INDIA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Instant bookings + Enquiries

WHO IS MERCHANT OF RECORD
 Anyplace

FEE TO MANAGERS
 10% commission

FEE TO GUEST
 none

TECHNOLOGY

CHANNEL MANAGERS
 Rentals United, Cloudbeds (coming soon),
 open API integrations (XML or JSON), Can
 provide our own Schema.

ONBOARDING TIME
 5-10 business days

MIN PROPERTIES
 5

VISIT
 THE WEBSITE





Whimstay

Whimstay is a marketplace that assists vacation rental property managers to monetize expiring inventory and respond to the increase in last-minute booking by travellers. For travellers, Whimstay provides extensive inventory of vacation rental properties with last-minute availability at a significant discount from alternative sites

-  **USA**
-  **2018**
-  **7**
-  **Undisclosed**
-  **Undisclosed**

WEBSITE & INVENTORY

URL
www.whimstay.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 \$1,200

AVERAGE NIGHTS BOOKED
 4.5

LISTINGS
 20,000

TOP 3 LISTING COUNTRIES/REGIONS
USA

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a

TRAFFIC SOURCES
 53 % from direct; 6 % from referrals;
 38 % from search; 3 % from social

TOP 3 TRAFFIC COUNTRIES
USA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Instant bookings

WHO IS MERCHANT OF RECORD
 Whimstay

FEE TO MANAGERS
 3% to 5% commission

FEE TO GUEST
 12% to 15% commission

TECHNOLOGY

CHANNEL MANAGERS
 Rentals United, Nextpax

ONBOARDING TIME
 30 minutes

MIN PROPERTIES
 No explicit minimum but generally focus on property managers with 50 or more units and importantly, have capacity to assure covid-compliant cleaning services






VISIT
 THE WEBSITE





Snaptrip

The Rest Easy Group portfolio of sites cater to a range of specialist niches to help suppliers and customers alike - last-minute, large bookings, dog friendly and even B&Bs and campsites. Predominantly last minute focussed, we help owners generate bookings for their properties when they would otherwise go empty.

-  UK
-  2014
-  25
-  \$8.2M
-  2018

WEBSITE & INVENTORY

URL
www.snaptrip.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
£550

AVERAGE NIGHTS BOOKED
4

LISTINGS
100,000

TOP 3 LISTING COUNTRIES/REGIONS
DEVON CORNWALL NORTH YORKSHIRE

TRAFFIC INFO

GLOBAL TRAFFIC RANK
168 865

TRAFFIC SOURCES
39.34% from direct; 6.62% from referrals;
49.63% from search; 3.48% from social;
0.26% from mail; 0.67% from display

TOP 3 TRAFFIC COUNTRIES
LONDON UK - SOUTH EAST UK NORTH WEST

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Enquiries + Instant Bookings

WHO IS MERCHANT OF RECORD
The Manager

FEE TO MANAGERS
Subscription from \$260 per year

FEE TO GUEST
Free

TECHNOLOGY

CHANNEL MANAGERS
Supercontrol / TABS (Carlton software)

ONBOARDING TIME
7 days

MIN PROPERTIES
50

VISIT
THE WEBSITE





Fairbnb.coop

We offer socially responsible travellers and hosts (with only one secondary house on the touristic market) authentic, sustainable and intimate travel experiences while facilitating the development of socially relevant projects within worldwide's communities. We charge guests 15% commission and 7.5% of that gets donated to a local project chosen by the host.

-  Italy
-  2018
-  8
-  €650K
-  2019

WEBSITE & INVENTORY

URL

www.fairbnb.coop

LANGUAGES SUPPORTED

EN IT ES FR

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

Undisclosed

TOP 3 LISTING COUNTRIES/REGIONS

ITALY SPAIN NETHERLANDS

TRAFFIC INFO

GLOBAL TRAFFIC RANK

n/a

TRAFFIC SOURCES

n/a

TOP 3 TRAFFIC COUNTRIES

EUROPE NORTH AMERICA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Fairbnb.coop

FEE TO MANAGERS

2% credit card fee

FEE TO GUEST

15% commission

TECHNOLOGY

CHANNEL MANAGERS

None yet

ONBOARDING TIME

1 day

MIN PROPERTIES

Only 1 allowed

VISIT
THE WEBSITE



SOCIAL RESPONSIBILITY

TRAVEL TRENDS



-  **Canada**
-  **2016**
-  **Undisclosed**
-  **Undisclosed**
-  **Undisclosed**

VISIT
THE WEBSITE



StayBilley

StayBilley is the online home sharing platform serving groups and organizations, colleges and universities and their communities. StayBilley is a platform as service (PaaS) company serving affinity groups. e.g. alumni associations, sports organizations, music community.

WEBSITE & INVENTORY

URL
www.staybilley.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
Undisclosed

AVERAGE NIGHTS BOOKED
Undisclosed

LISTINGS
Undisclosed

TOP 3 LISTING COUNTRIES/REGIONS
USA **CANADA**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
n/a

TRAFFIC SOURCES
n/a

TOP 3 TRAFFIC COUNTRIES
USA **CANADA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Enquiries

WHO IS MERCHANT OF RECORD
StayBilley

FEE TO MANAGERS
0% to 3% commission

FEE TO GUEST
12% to 15% commission

TECHNOLOGY

CHANNEL MANAGERS
Avantio and i-Rent






ONBOARDING TIME
1 day

MIN PROPERTIES
No min



Enjoy Apartments

EnjoyApartments attracts young families and business travellers looking for comfort while abroad. This niche segment is characterised by higher average spendings and better conduct. EnjoyApartments also dedicates 1% of all earnings to a local charity, and carefully assesses owners and apartments. We only publish online properties that we would recommend to our best friends.

-  Spain
-  2005
-  6
-  Self-funded
-  n/a

WEBSITE & INVENTORY

URL
www.enjoyapartments.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

€1410

AVERAGE NIGHTS BOOKED

4

LISTINGS

450

TOP 3 LISTING COUNTRIES/REGIONS

BRARCELONA

LISBON

ROME

TRAFFIC INFO

GLOBAL TRAFFIC RANK

n/a

TRAFFIC SOURCES

22% from direct; 3% from referrals;
 20% from search; 45% from social;
 1% from mail; 5% from display

TOP 3 TRAFFIC COUNTRIES

SPAIN

USA

NETHERLANDS

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

EnjoyApartments

FEE TO MANAGERS

9% commission +1% to local charity (total 10%)

FEE TO GUEST

Undisclosed

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, BookingPal

ONBOARDING TIME

4-5 days

MIN PROPERTIES

5


VISIT
 THE WEBSITE





Retreatmi

An innovative platform bringing together wellness experiences with holiday rental properties so travellers can curate their own wellness or active getaway.

-  **UK**
-  **2019**
-  **5**
-  **£80,000**
-  **2020**

WEBSITE & INVENTORY

URL
www.retreatmi.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 £800

AVERAGE NIGHTS BOOKED
 7

LISTINGS
 250

TOP 3 LISTING COUNTRIES/REGIONS
BALI **THAILAND** **UAE**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a

TRAFFIC SOURCES
 n/a

TOP 3 TRAFFIC COUNTRIES
UAE **UK** **USA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Instant bookings + Enquiries

WHO IS MERCHANT OF RECORD
 The Property Manager

FEE TO MANAGERS
 5%

FEE TO GUEST
 Choose 1.5 % commission or subscription amount or both

TECHNOLOGY

CHANNEL MANAGERS
 Rentals United

ONBOARDING TIME
 24 hours

MIN PROPERTIES
 1

**VISIT
 THE WEBSITE**





VISIT
THE WEBSITE



BUD and BREAKFAST

 USA

Bud And Breakfast provides an accessible network of accommodations that meet high standards for quality, reliability, and satisfaction for travellers who also enjoy the benefits of the wonderful healing plant, marijuana.

WEBSITE & INVENTORY

URL
www.budandbreakfast.com

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
1,006,851

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UNKNOWN

BUSINESS-FRIENDLY



VISIT
THE WEBSITE



MagicStay

 France

MagicStay, the best accommodation for your business trips or professional mobility.

WEBSITE & INVENTORY

URL
www.magicstay.com

LANGUAGES SUPPORTED

FR EN ES DE IT

TRAFFIC INFO

GLOBAL TRAFFIC RANK
884 732

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UNKNOWN





Do you know a top local site? Tell us about it here:
<http://bit.ly/whosniche>



WHO'S WHO GUIDE 2021

SPONSORED BY

rentals united

**More bookings.
less work.**

rentals united

