STAYKEEPERS QUARTERLY INSIGHTS

Q4 2022

AGODA GOES THE DISTANCE

In Q4, Booking.com and Airbnb accounted for 77% of our total reservations. So you might be wondering, why market on more than 450 channels?

You reach different audiences and create more demand. It also means we can achieve the best price the market will pay for, optimizing rates across channels. Furthermore, you can benefit from sites with an audience that books further in advance, filling any gaps in occupancy well ahead of time.

Q4 showcased a prime example of this, with **Agoda providing only 0.59%** of reservations. However, it was the best marketing channel for **bookings well in advance of check-in dates.**

In fact, on average bookings were 177% more in advance than Airbnb,, 60% more in advance than Booking.com and 55% ahead of Expedia.

Success is in having a healthy mix of marketing channels to optimize for both revenue and occupancy.

177%
Further in advance than Airbnb

60%
Further in advance than Booking.com

55%
Further in advance than Expedia

GENERAL PUBLIC FOR THE WIN

Following on nicely, quarter four saw the general public book 16% further in advance of their check-in date than students.

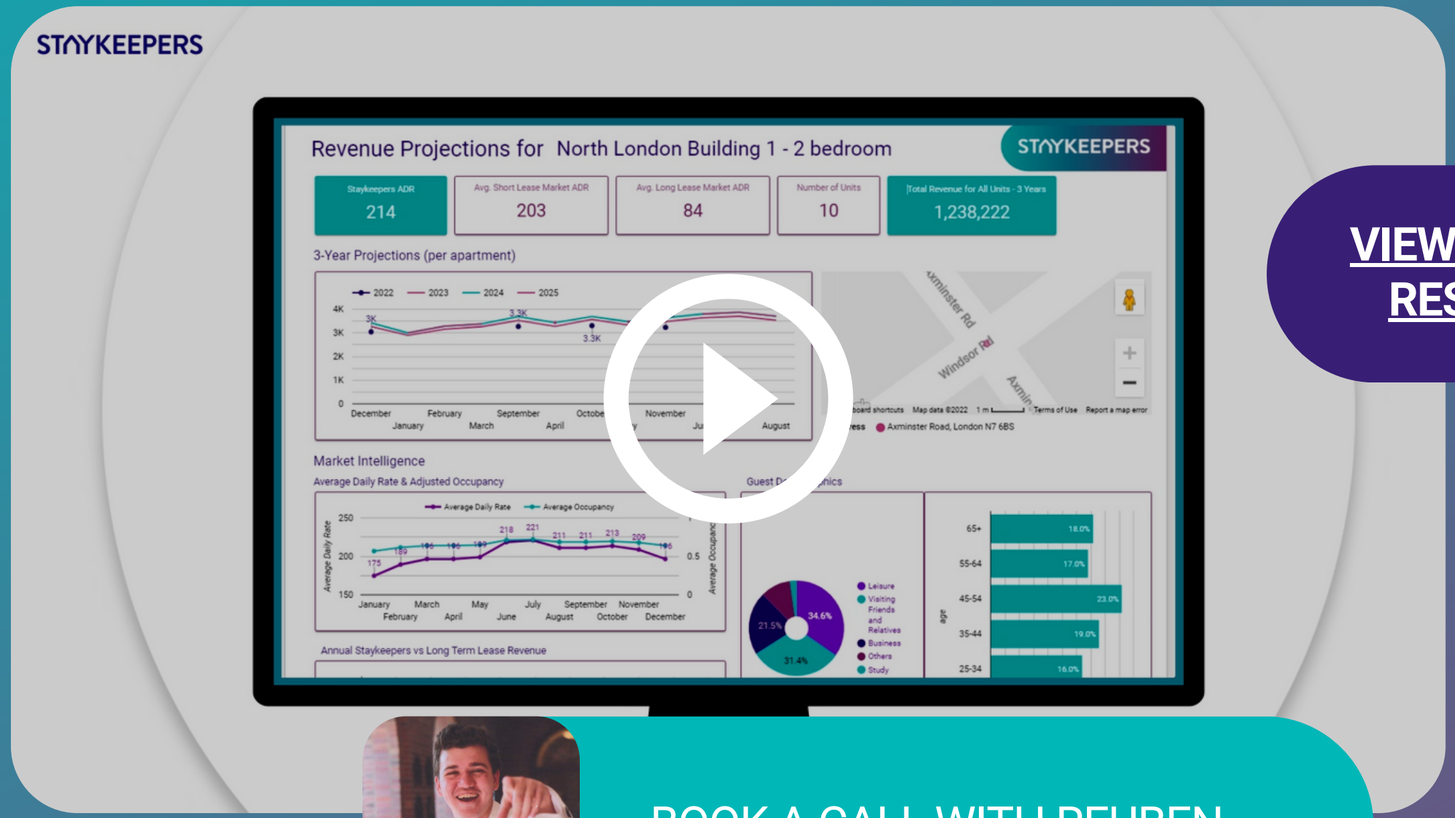
WINTER MONTHS REMAIN STRONG

Rental demand definitely fluctuates throughout the year, but it isn't as simple as Summer vs Winter. There's a lot that can affect demand within the locality of your properties.

There was a 3% increase for check-ins in Q4, showcasing what can be achieved all year round with short term rentals.

STAYKEEPERS

ACHIEVE UP TO 80% MORE REVENUE PER APARTMENT THAN JUST LONG TERM RENTALS



BOOK A CALL WITH REUBEN

VIEW CLIENT RESULTS

Hines

We selected Staykeepers as our short-term rental provider after an exhaustive search for players in this space. They helped us with the launch of our newly built asset.

Staykeepers provided us with fast and reliable service and thru their innovative technology and process, generated a significant contribution to our bottom line revenue. We would gladly recommend Staykeepers to other providers due to their fantastic service.

Tom Rix, Hines