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ASSOCIATION

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Alternative Accommodations

Why they matter and what you can
do to make sure your hotel is
prepared for the competition.

Alternative Accommodation is growing non-stop

Hoteliers need to understand this new competition and stay on top

Airbnb Beat Expedia in Booked Room Nights

Skift
Dennis Schaaf, Skift
Skift August 22, 2019



Airbnb Beat Expedia in Booked Room Nights

It's time to retire the notion of an Expedia-Booking Holdings online travel duopoly in the United States, or even a triumvirate, including Ctrip, globally.

Airbnb's first quarter financial results, which the *Wall Street Journal* recently reported, show that with \$9.4 billion in gross bookings, there is clearly now a quartet of online travel leaders. (For a look at Airbnb's first quarter financials compared with leading online travel players around the world, [see the chart below.](#))



Insights Global News

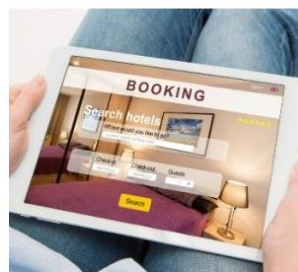
Fighting nontraditional accommodations through upgrades and room selection

10/10/2019 Larry Mogelonsky Insights



It's official; we no longer work in the 'hotel business' but the 'accommodations business' whereby we must diligently consider the activities of any home sharing brand as having a direct impact on our occupancy percentages and nightly rates.

While many would say, with some reasonable evidence as support, that alternate lodging providers have little to no negative impact on traditional hotels, I am far more bearish. When the gloves are off, customers will opt for the cheapest and most convenient option, brand be damned.



Skift

The Travel Industry's Daily Agenda-Setting Newsletter

Skift DAILY BRIEFING PODCAST IS LIVE!

[LISTEN NOW](#)

September 13, 2019

[View in browser](#)

TOP STORIES

Alternative Accommodations Are Growing Nearly Twice as Fast as Hotels in Europe: New Skift Research



Alternative accommodations have long been more prominent in Europe than in the U.S. And that sector is only growing larger as it expands more than 1.7 times as fast as hotels on the continent.

— Seth Borko



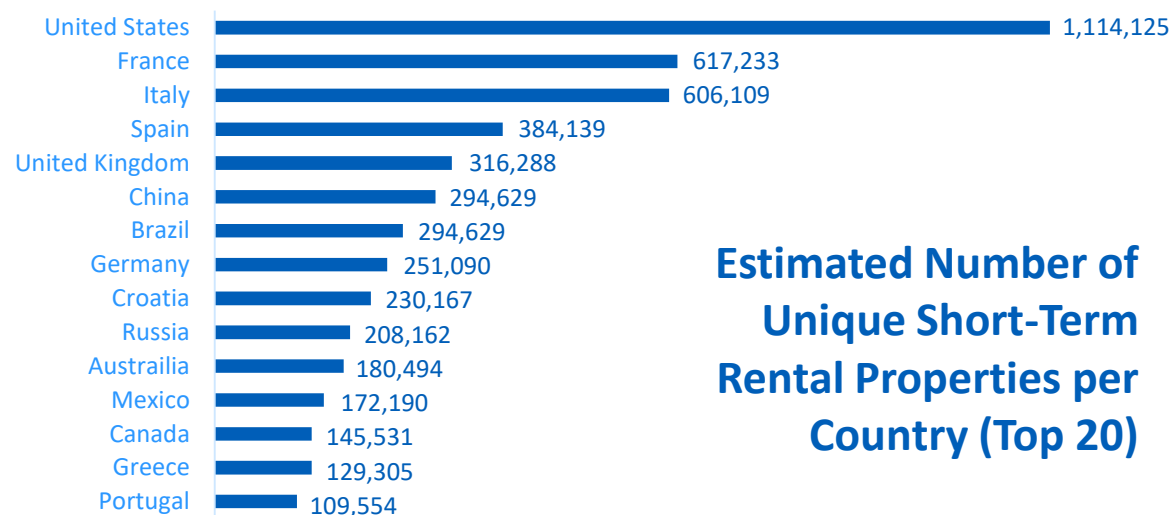
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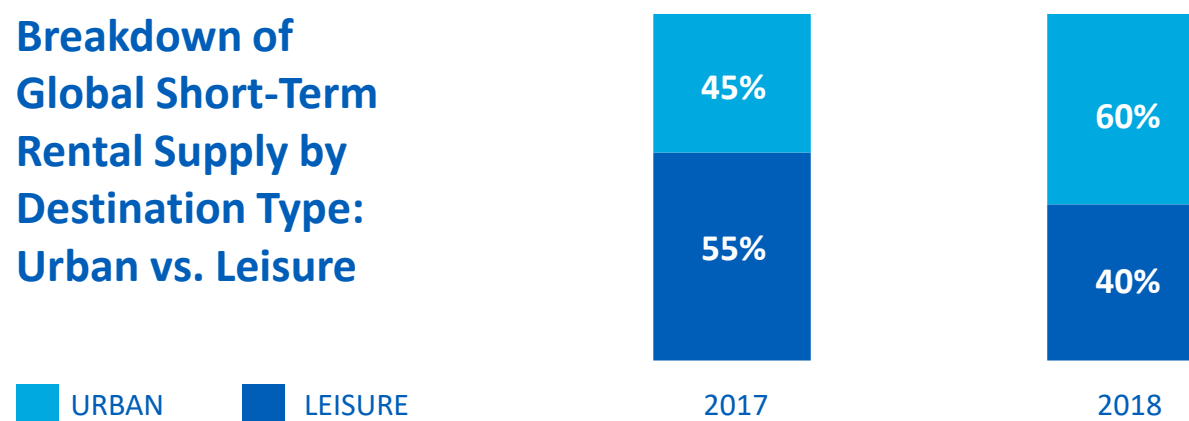
Myth Busting

There are not a lot of short-term rentals in my region and they are not affecting my property.

1. The world supply has grown by 33% from 2017 to 2018 and there is significant penetration in the US, France, Italy, Spain, and the UK.
2. While you may have rented a vacation home and beach home rentals do exist, alternative accommodations are becoming increasingly urban at 60% in 2018.



Breakdown of Global Short-Term Rental Supply by Destination Type: Urban vs. Leisure



Complete your competitive view with insight into alternative accommodations

Available for Rate360® and Demand360® subscriptions

Understand the true supply of short-term rentals in your market.

_ Without a clear and complete grasp of the scale of Alternative Accommodations in your market, you're flying blind.

Take action based on the pricing and availability of short-term rentals.

_ Just like you do with Demand360 and Rate360, integrate forward supply and pricing trends from Alternative Accommodations into your revenue management practice.

The booking landscape is more complex than ever. Alternative Accommodations can no longer be ignored.

3 of 4

leisure travelers now consider vacation rentals and will contrast offers

\$1 of \$4

forecasted to be spent in 2019
on lodging will go to AA

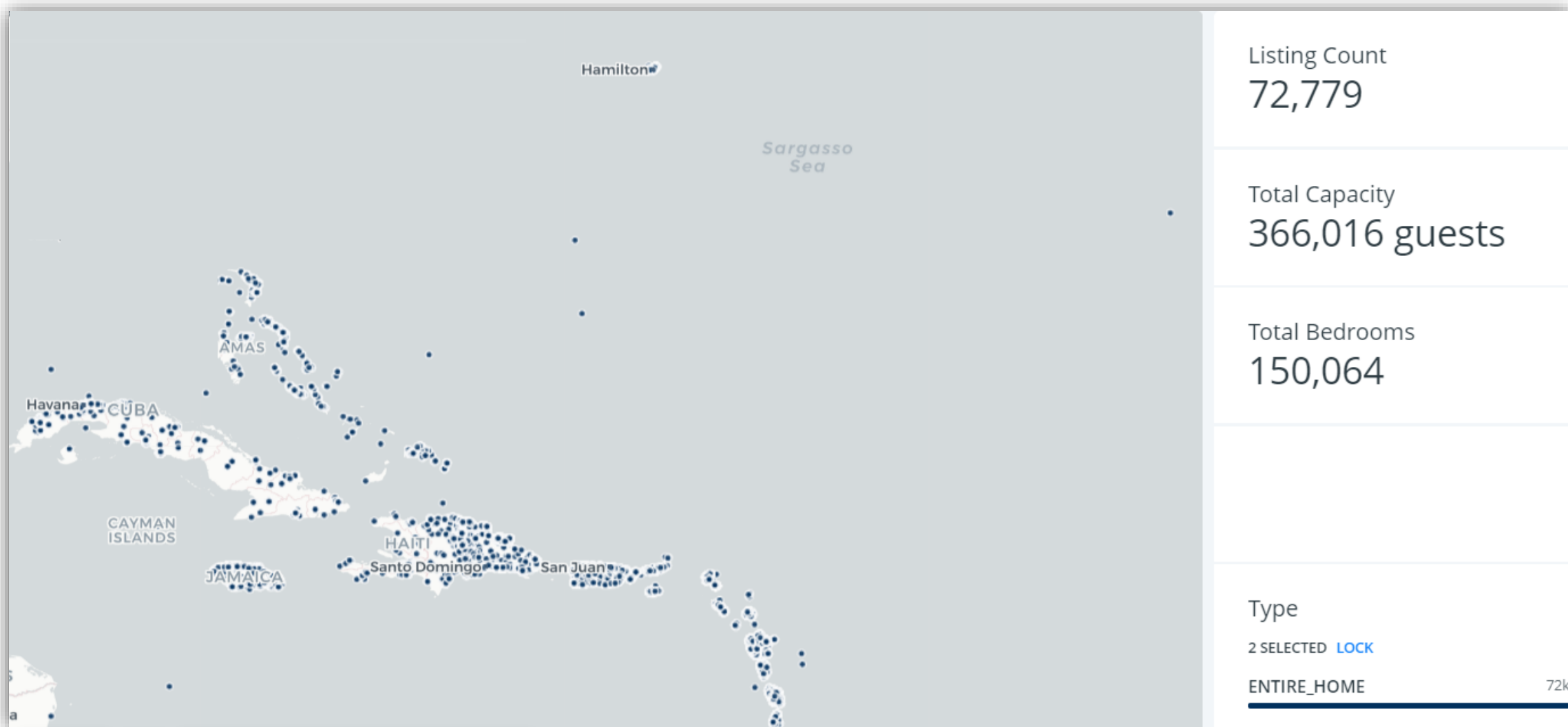


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Alternative Accommodation in numbers

Caribbean



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Dominican Republic



Listing Count
15,235

Total Capacity
87,079 guests

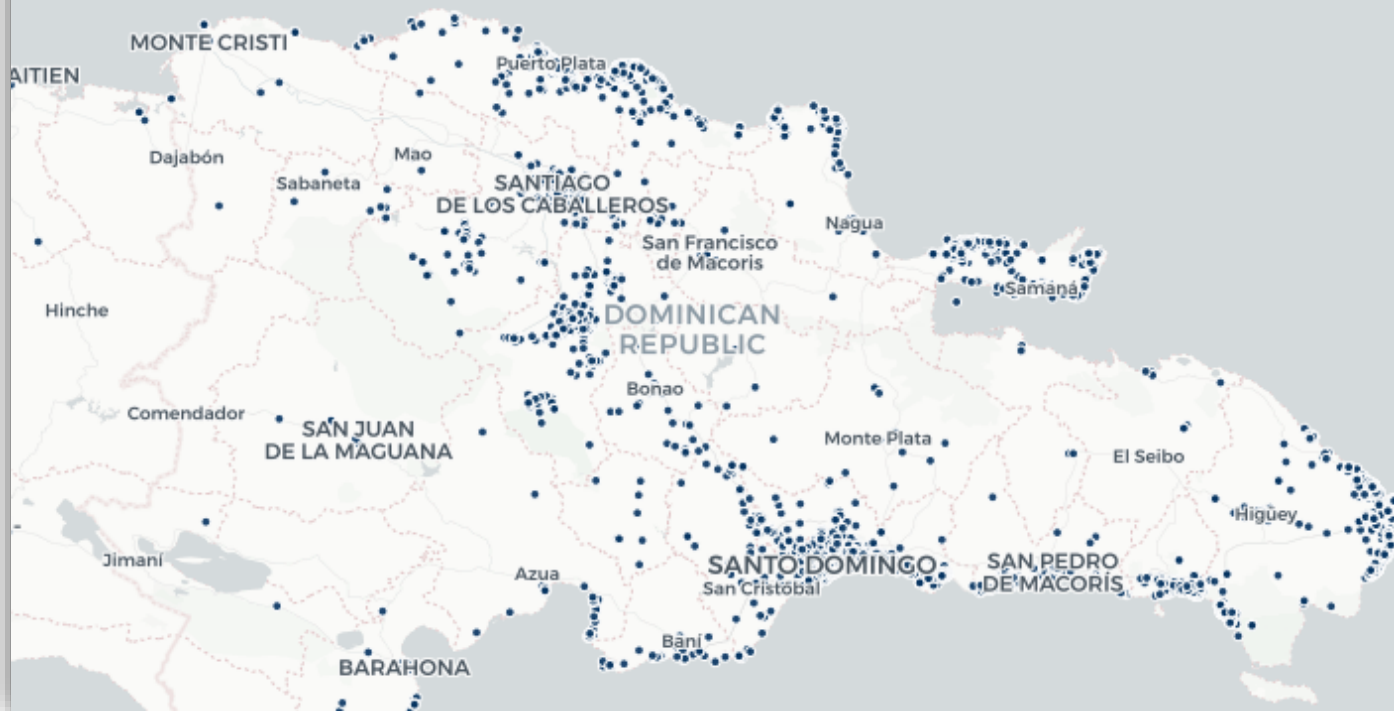
Total Bedrooms
36,643

Type

1 SELECTED [LOCK](#)

ENTIRE_HOME 15k

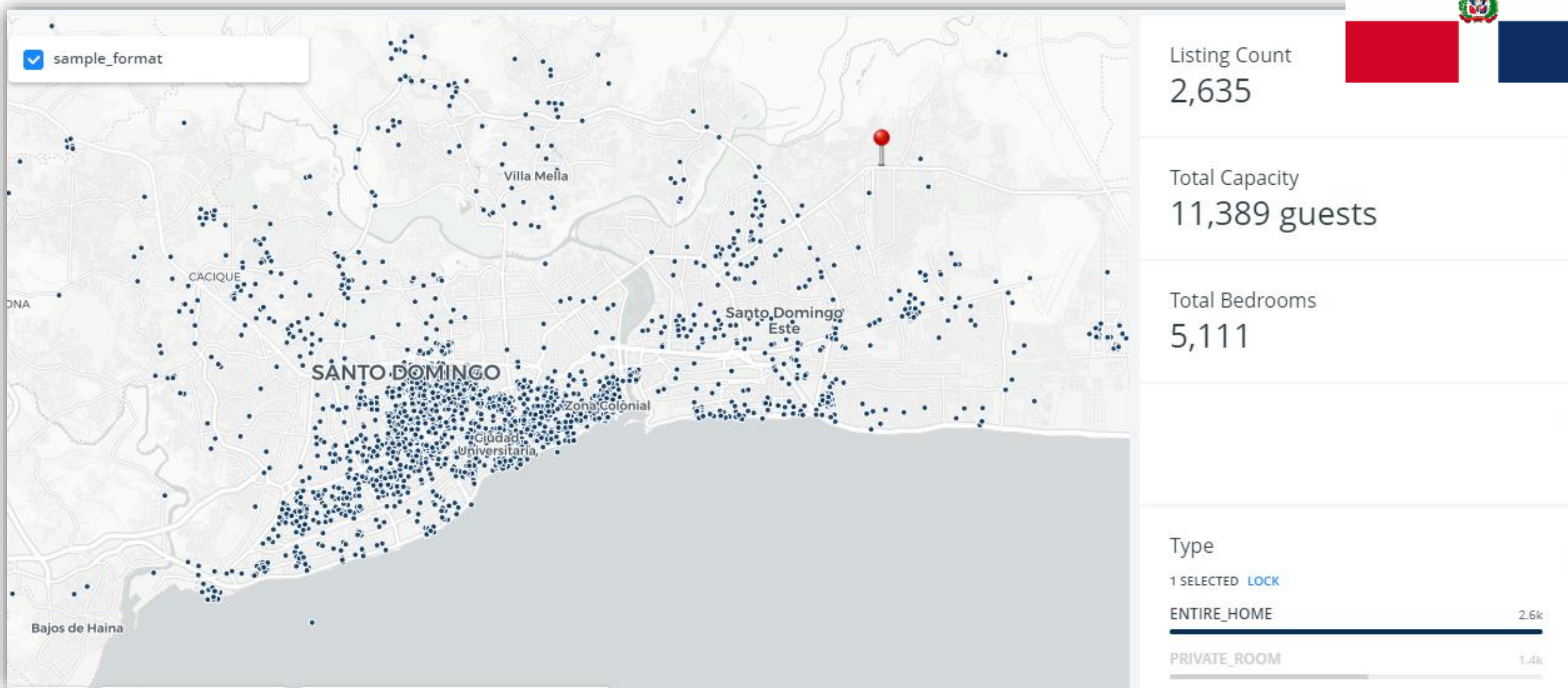
PRIVATE_ROOM 4.8k



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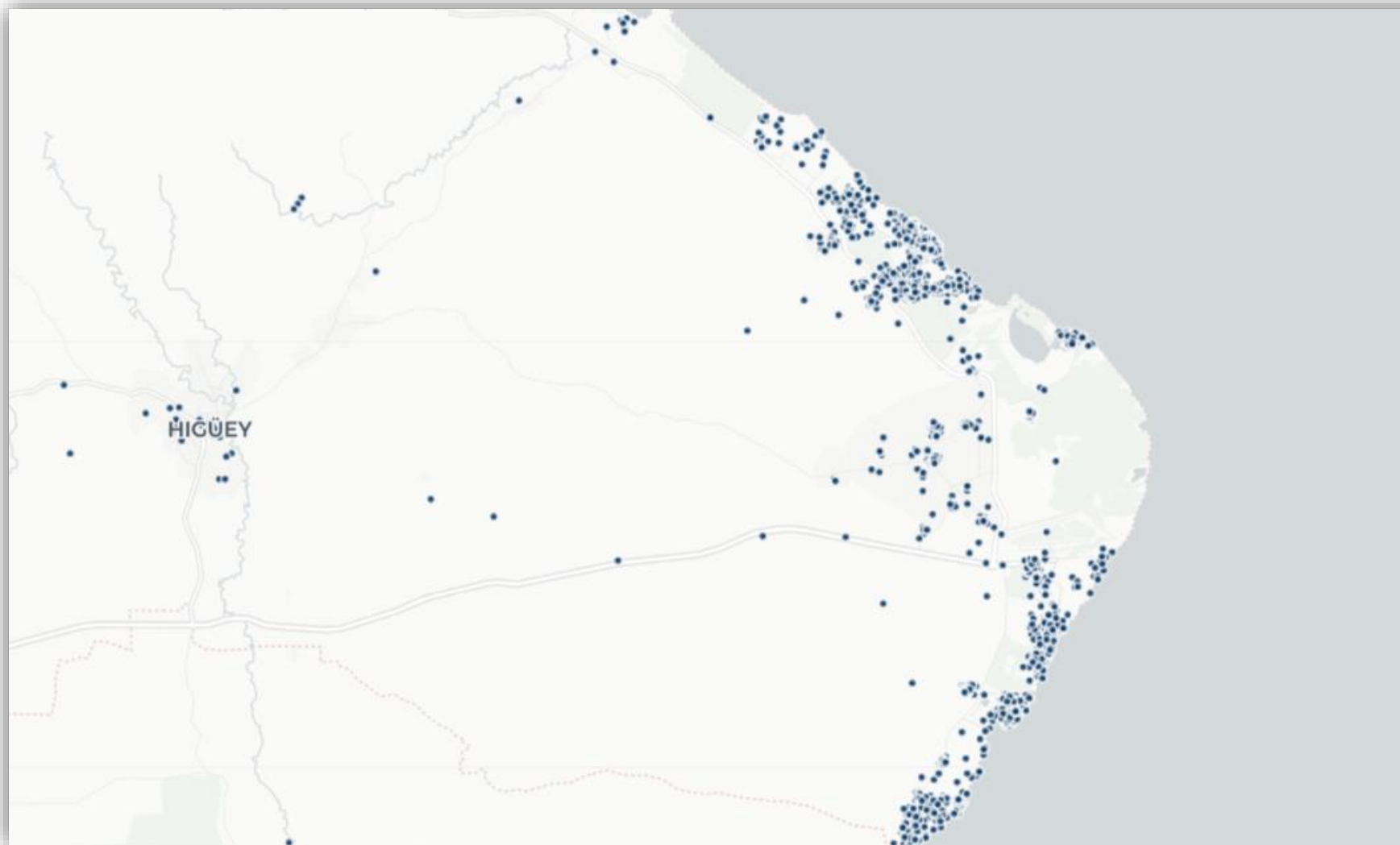
Santo Domingo, DR



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Punta Cana, DR



Listing Count

2,714

Total Capacity

15,515 guests

Total Bedrooms

6,238

Type

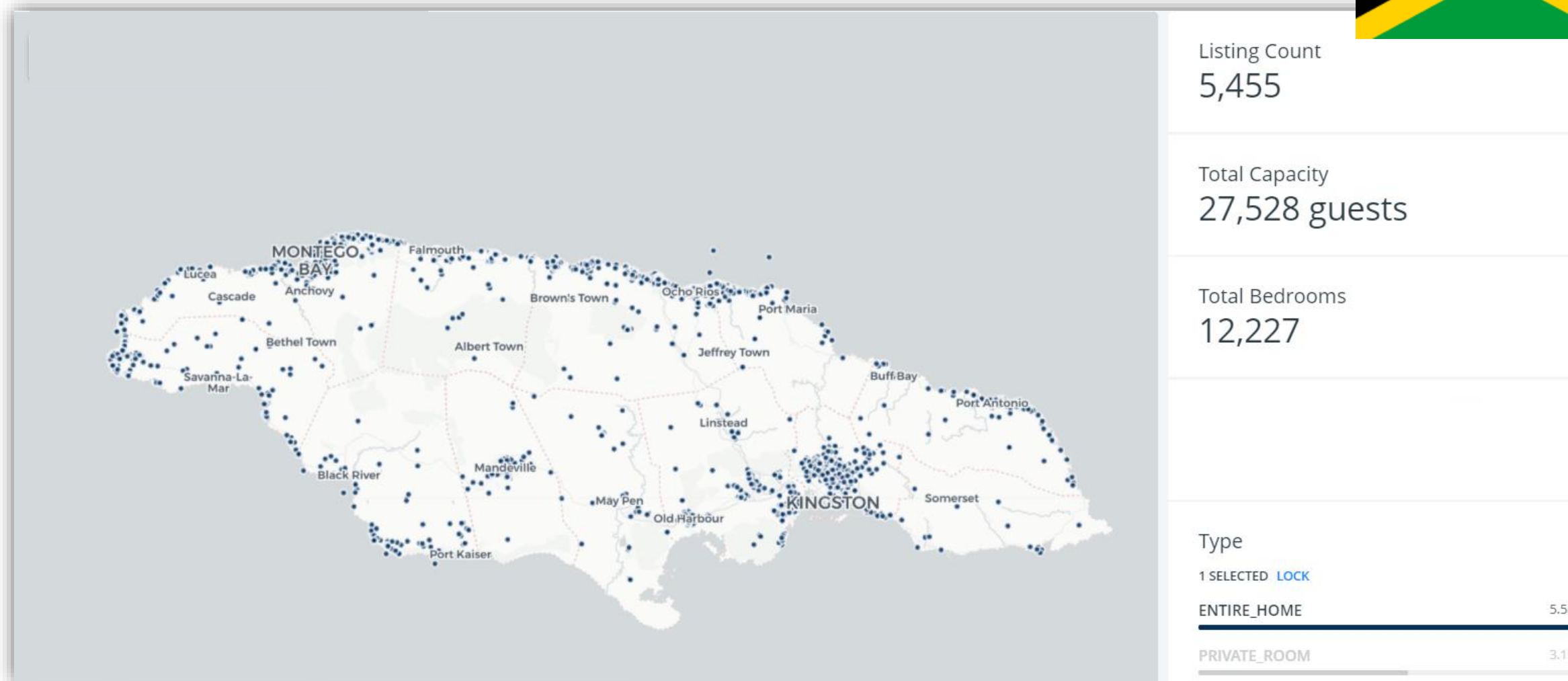
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ENTIRE_HOME

2.7k

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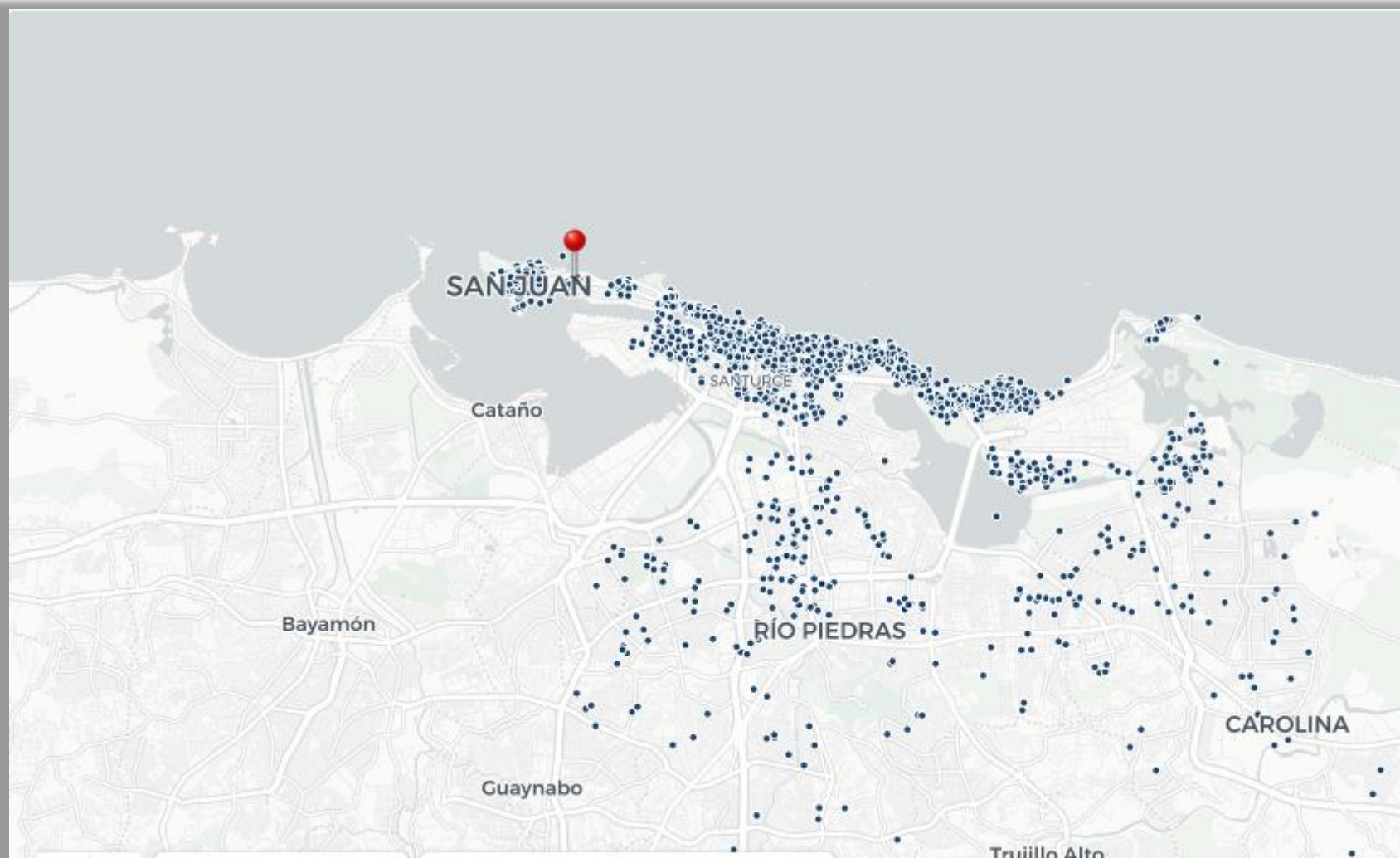
Jamaica



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San Juan, PR



Listing Count
3,074

Total Capacity
13,393 guests

Total Bedrooms
4,522

Type

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ENTIRE_HOME

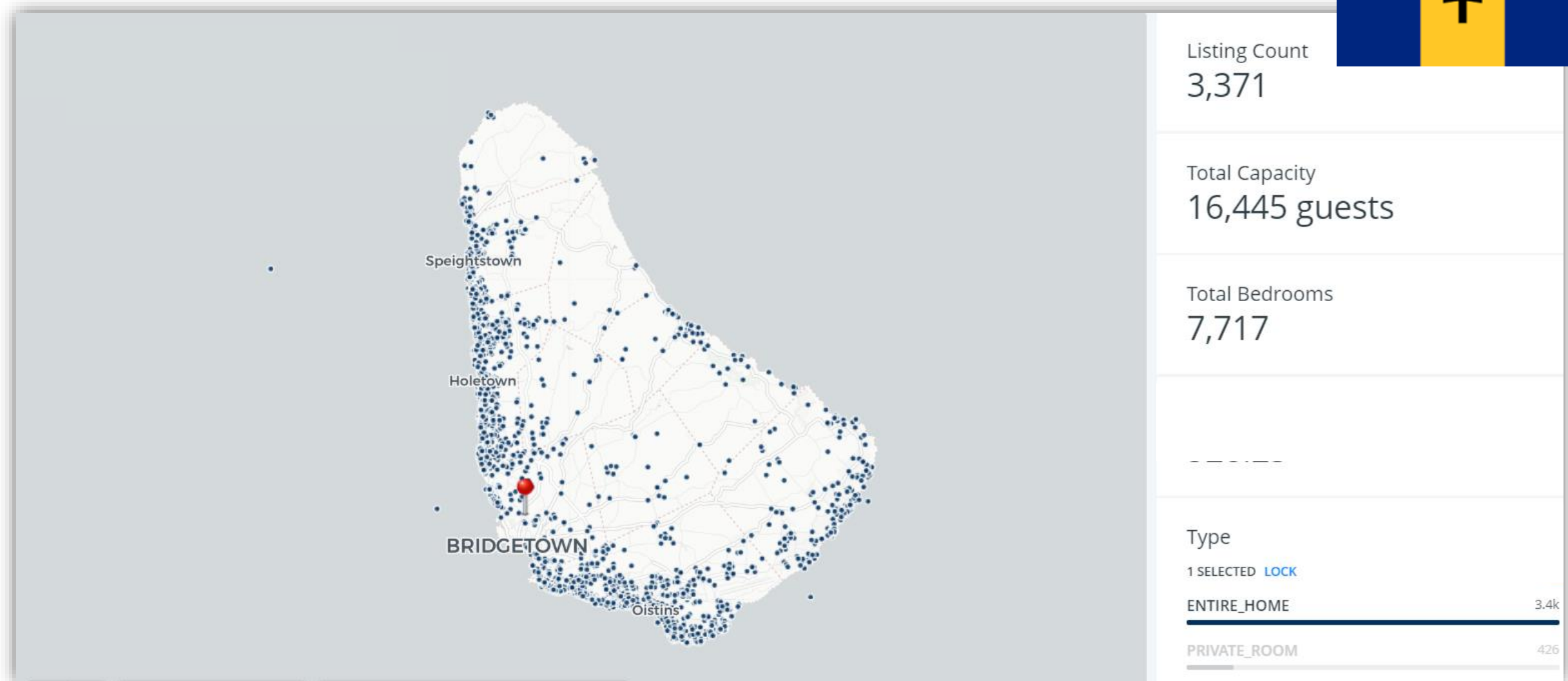
3.1k



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Barbados



Aruba



Listing Count
1,996

Total Capacity
9,323 guests

Total Bedrooms
3,653

Type

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ENTIRE_HOME

2.0k

PRIVATE_ROOM

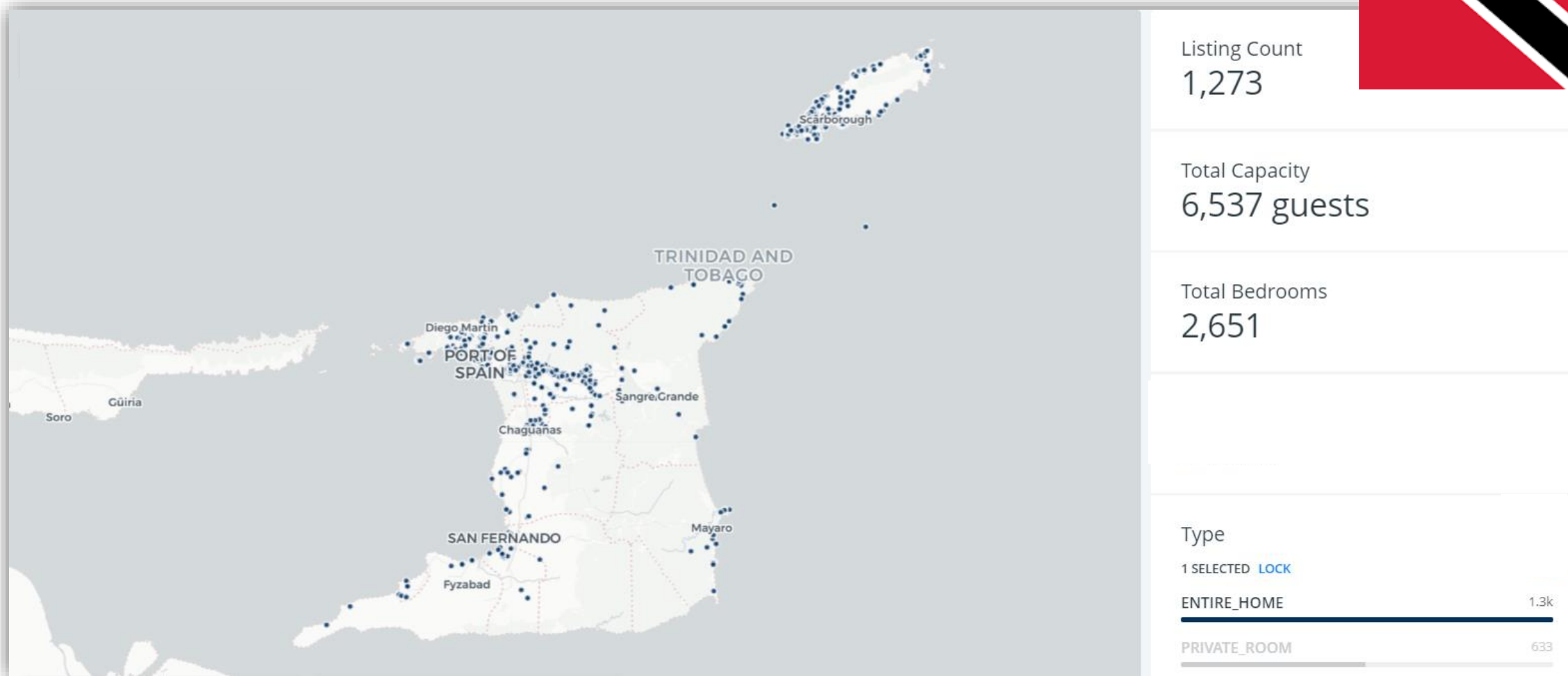
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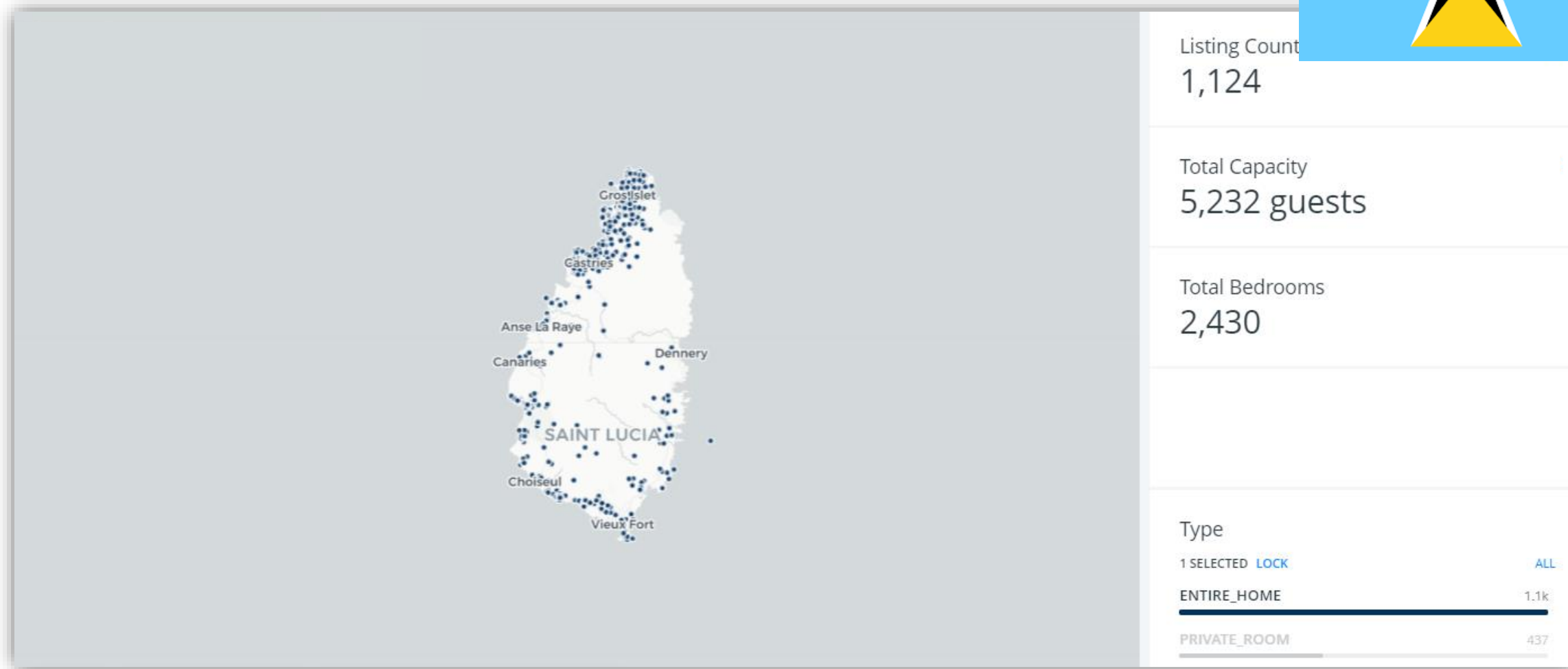
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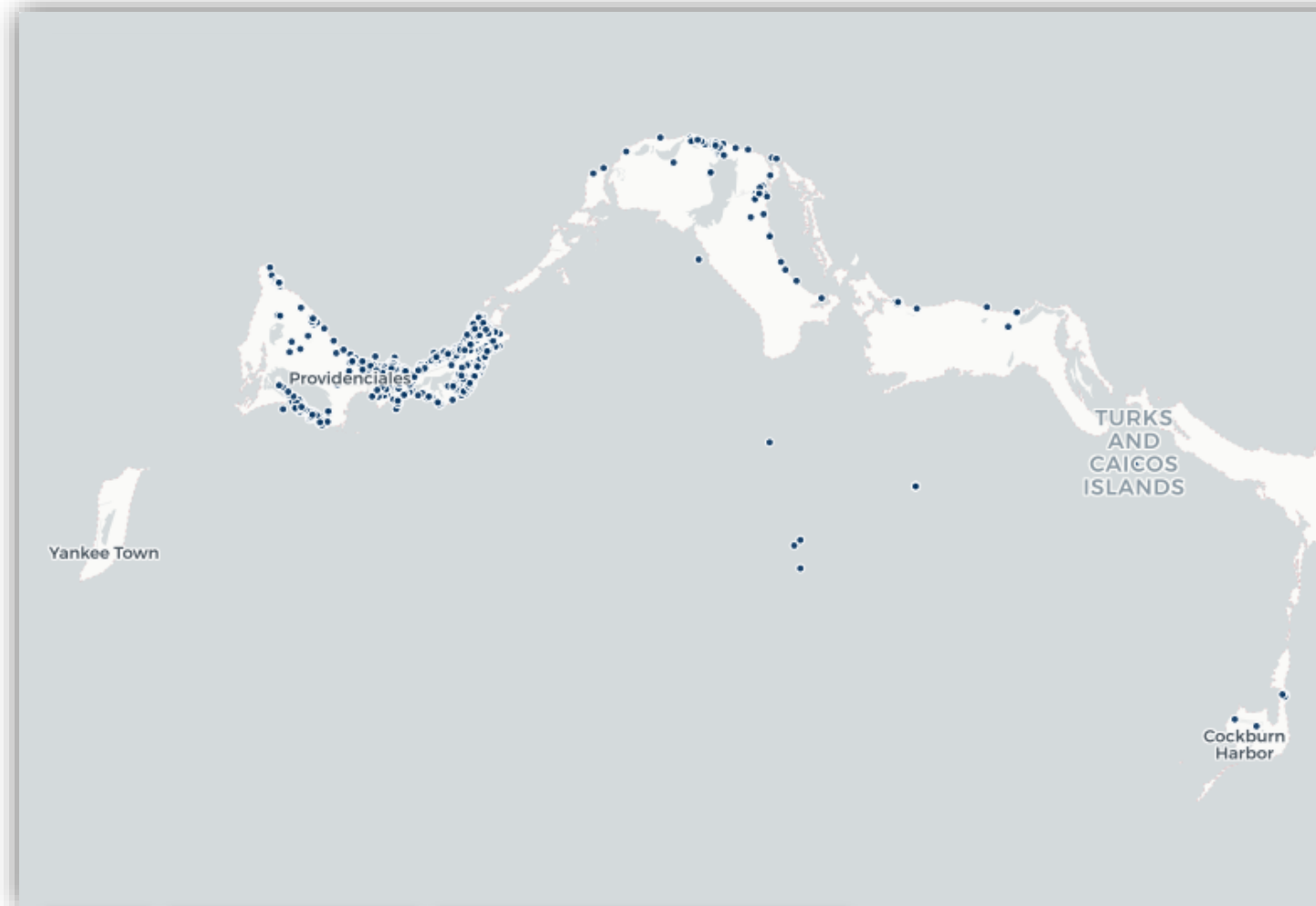
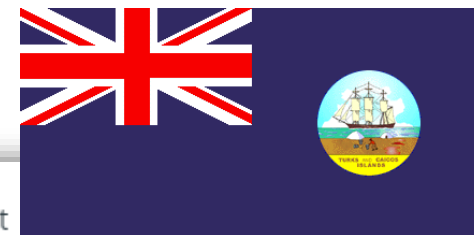
Trinidad & Tobago



Saint Lucia



Turks and Caicos



Listing Count
964

Total Capacity
5,839 guests

Total Bedrooms
2,518

Type

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ENTIRE_HOME 964

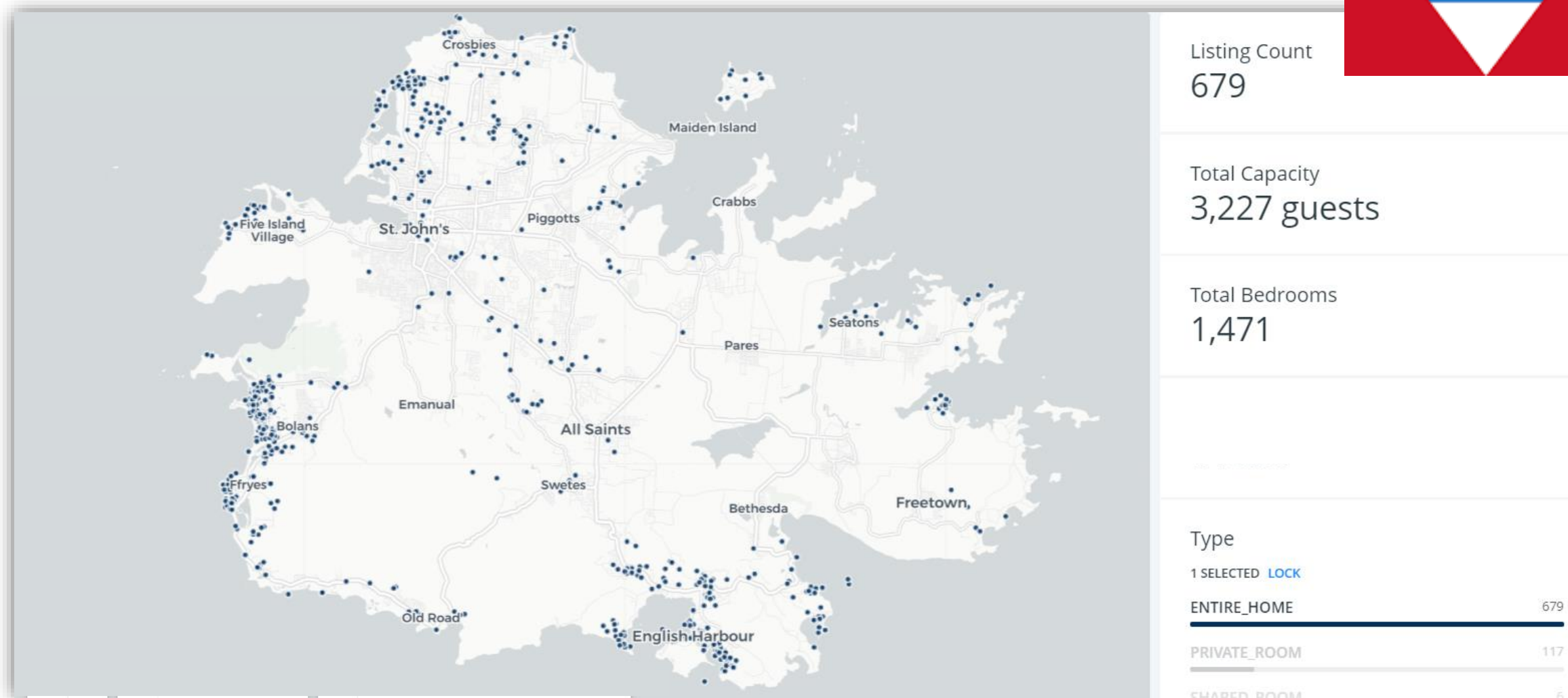
PRIVATE_ROOM 106



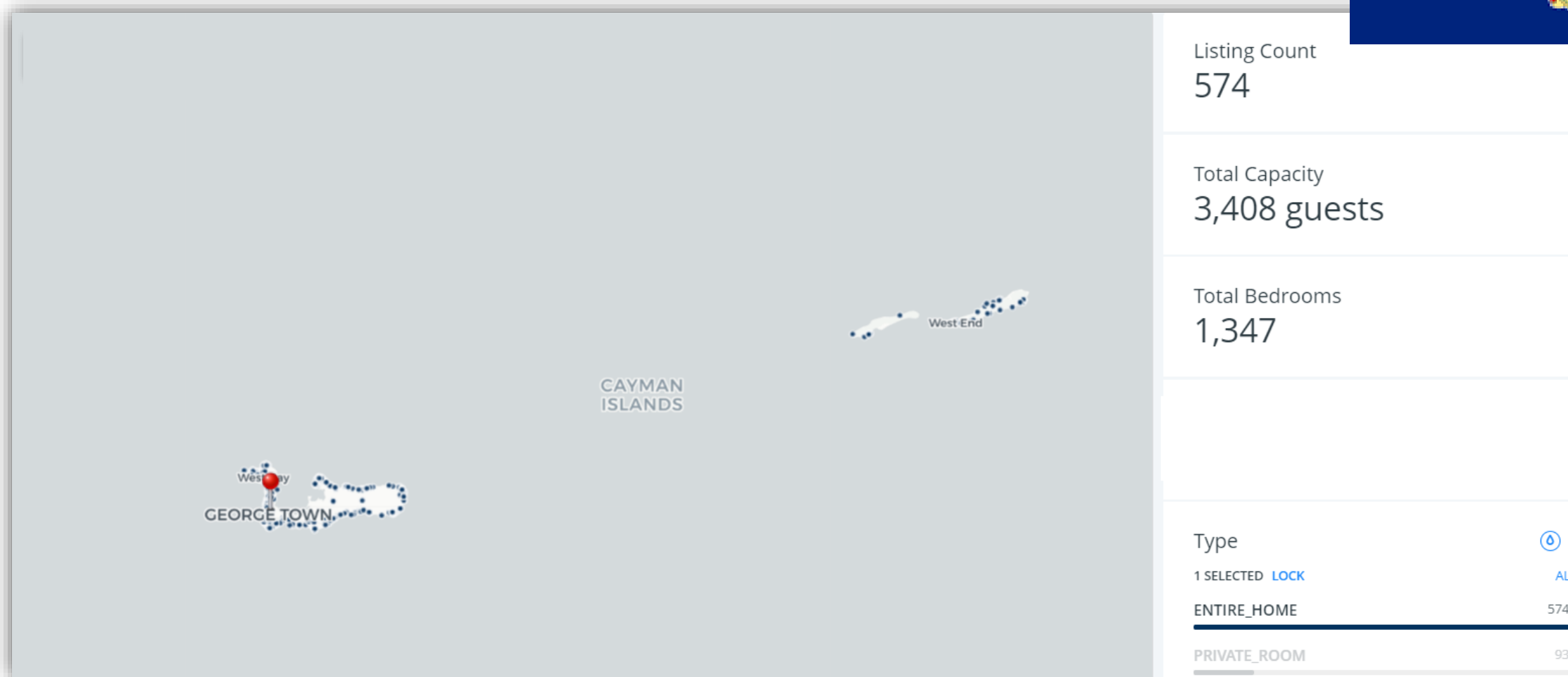
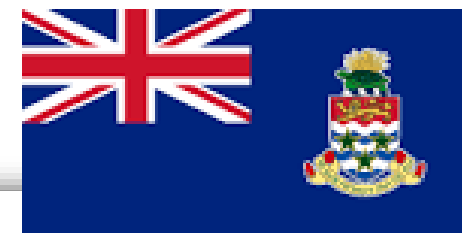
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Antigua y Barbuda



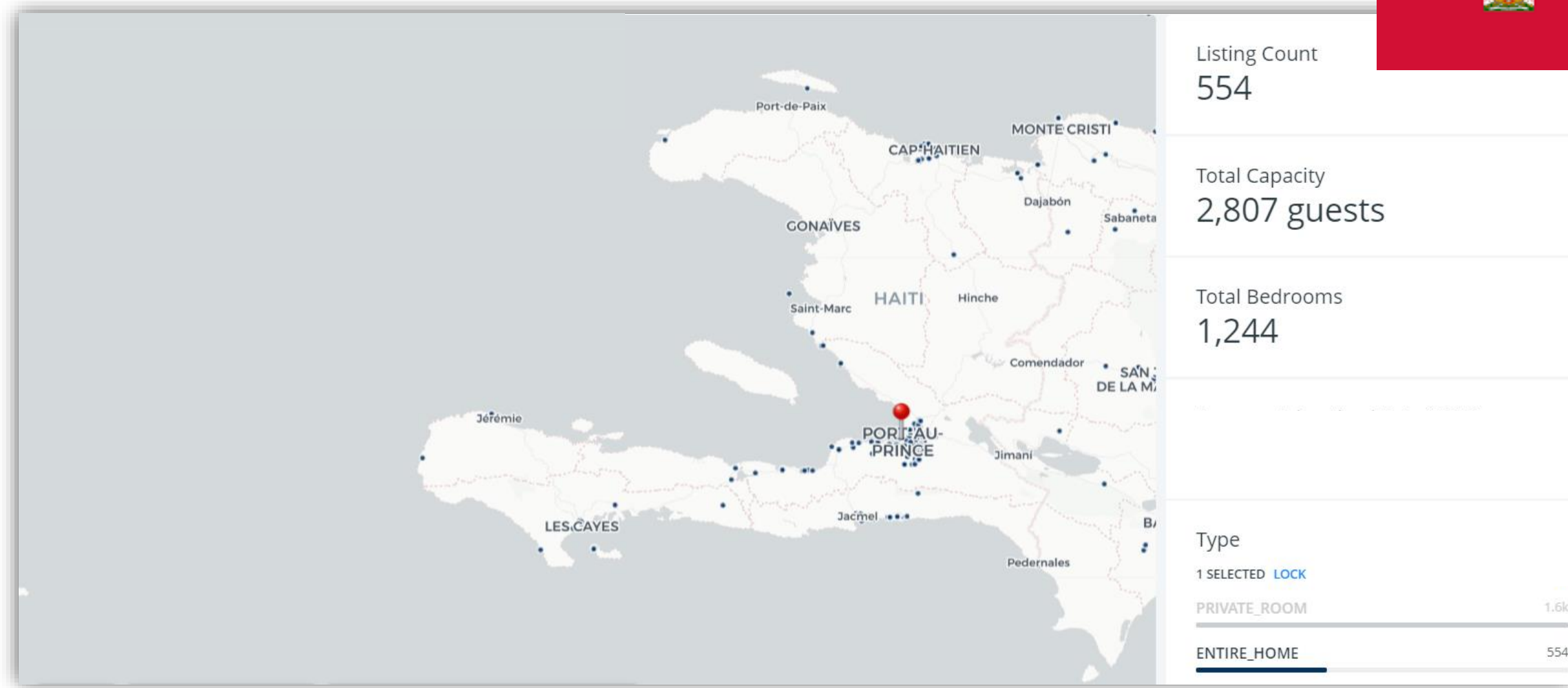
Cayman Islands



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Haiti



We Saw a Gap in Your Insight and Worked to Help You:

_ Understand the true supply of short-term rentals in your market.

- Without a clear and complete grasp of the scale of alternative accommodations in your market, you're flying blind.

_ Take action based on the pricing and availability of short-term rentals.

- Just like you do with **Demand360** and **Rate360**, integrate forward supply and pricing trends from alternative accommodations into your revenue management practice.

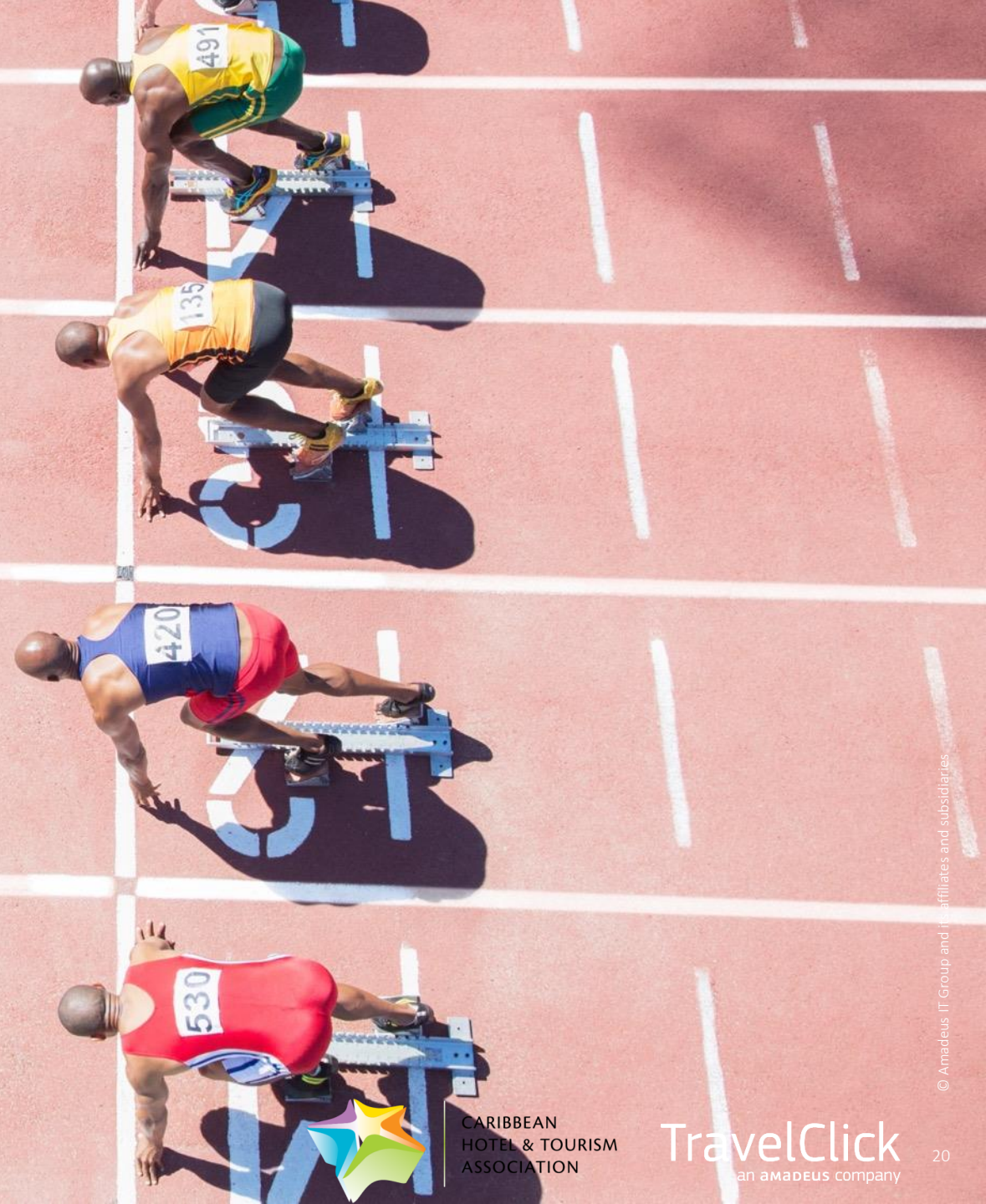


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Analyze the Alternative Accommodations competition

Understand the alternative accommodation market in your area, the characteristics and distribution of listings, and identify trends over time.



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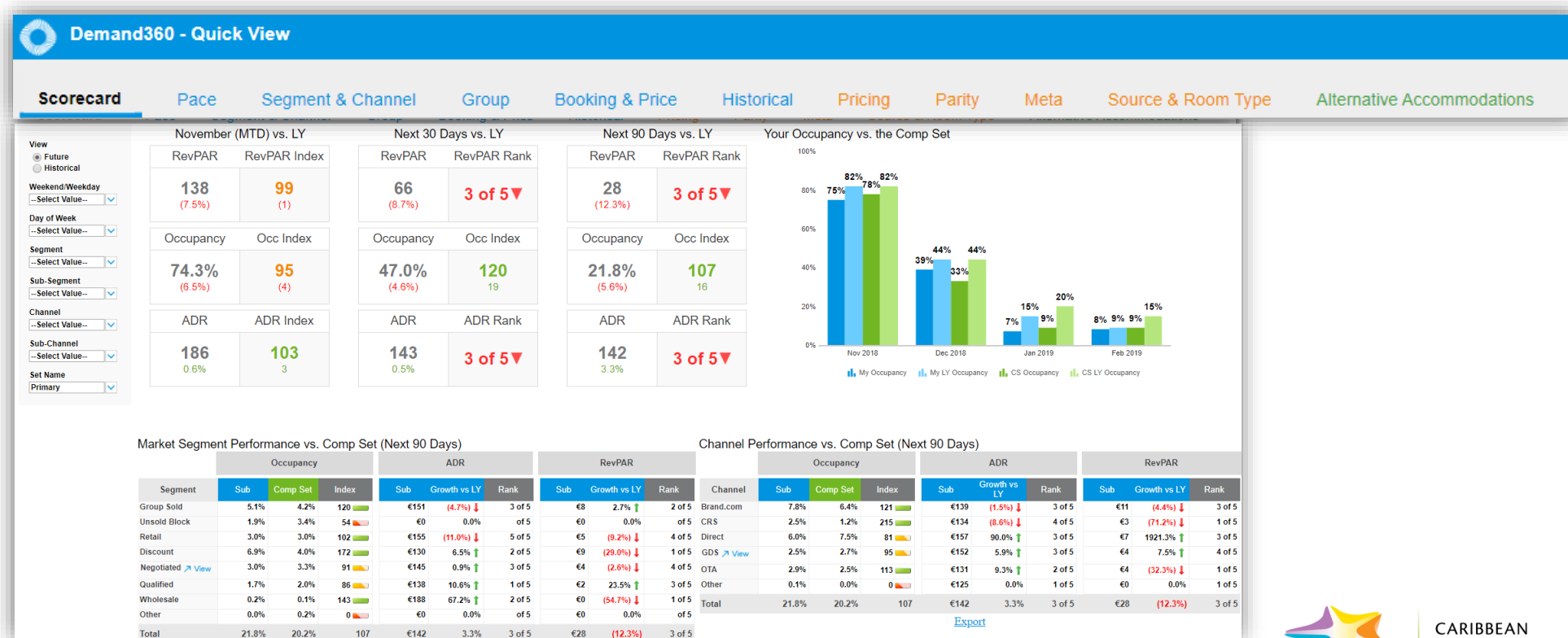
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TravelClick's Hotelligence. The platform to optimize your occupancy and rates to compete with alternative accommodations

Review the forward-looking availability, rates, and pick up of local alternative accommodations , and compare with you own marketplace.

Take fully-informed decisions when adjusting rates, distribution mix, and marketing spend.

Increase your bottom line and keep your guestrooms full.



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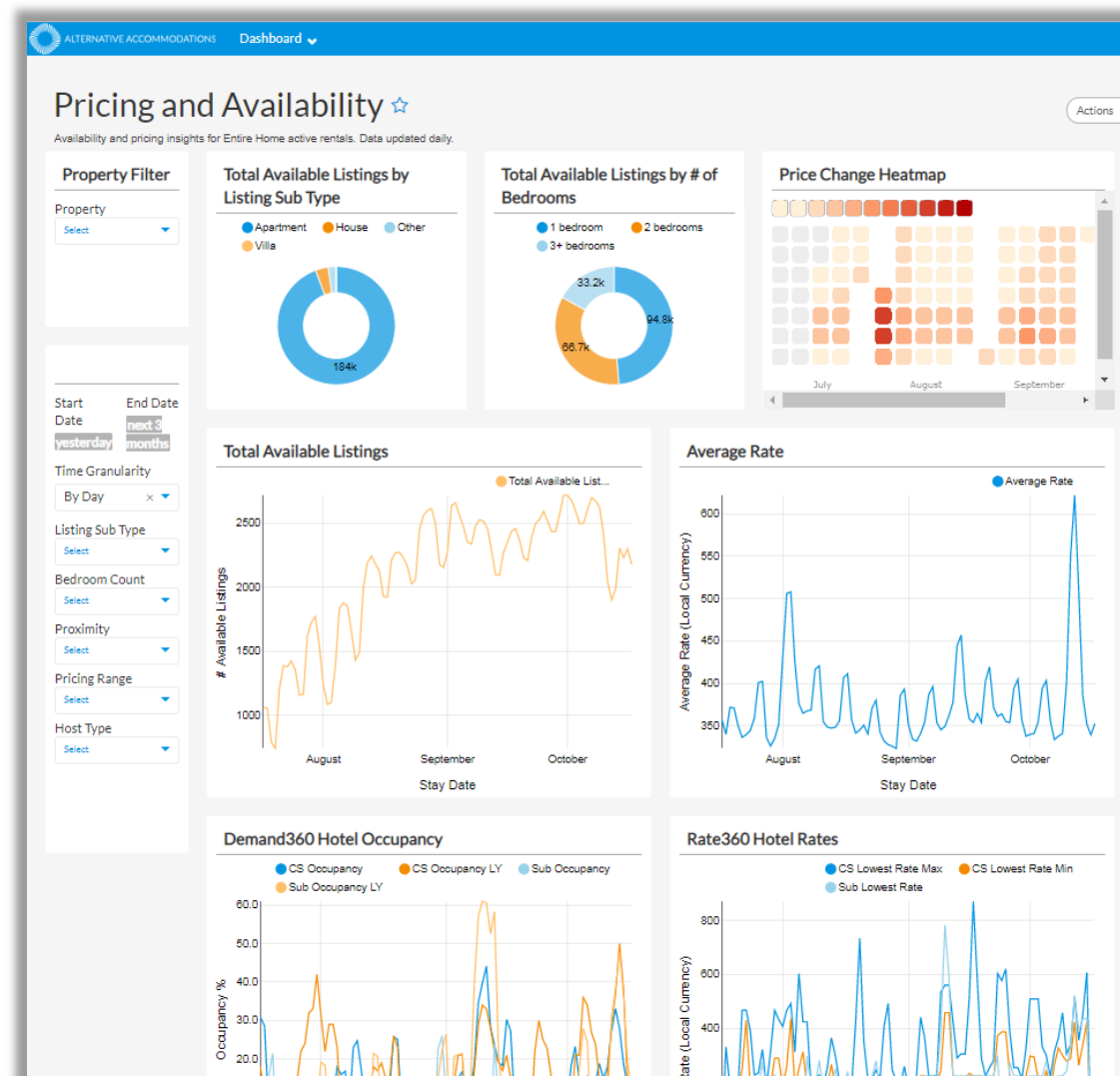
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Optimize your occupancy and rates to compete with alternative accommodations

— With **Demand360**. Track forward-looking availability of alternative accommodations listings week-over-week relative to your occupancy.

— With **Rate360**. Compare the forward-looking pricing for your property and your comp set against the average rates in the alternative accommodations market.

— Filter and analyze local alternative accommodations listings by location, source, type, bedroom count, proximity, and price.

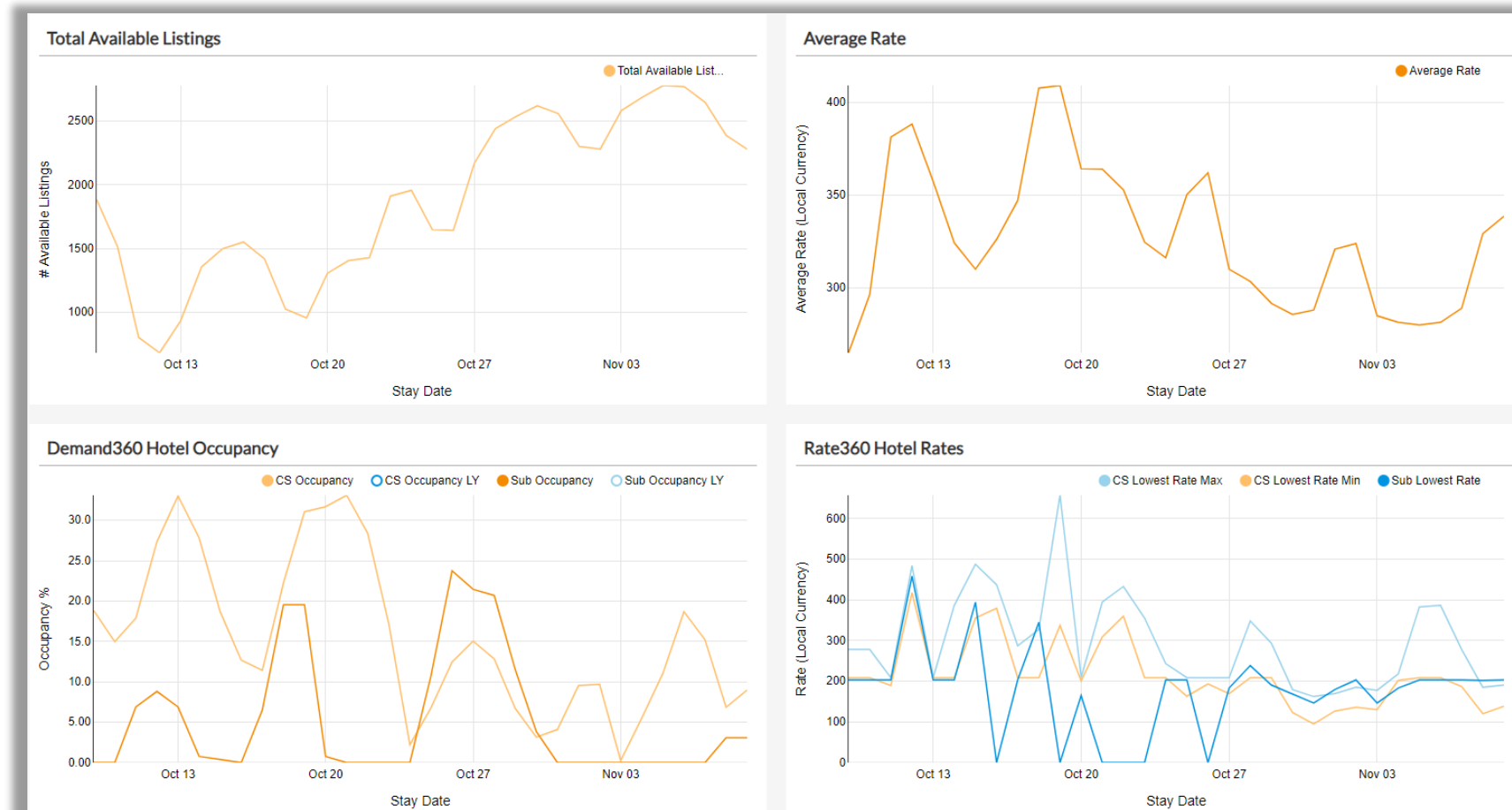


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The platform to fully understand Occupancy & Rates

Analyze
availability
trends versus
you and your
competition's
occupancy
performance



Understand
how **pricing
trends** over
time for
available
listings relative
to you and
your
competition



Fighting back AA?

Few initial thoughts to differentiate yourself

_ **Staff.** Yes, we have people who excel at service delivery and ensuring that guests' needs are handled for them

_ **Security.** From booking (cancellation policies, inclusions, booking engine) to staying at your hotel (in-house safety & security systems and standards)

_ Are your **Website** and **Booking Engine** up to date? Your website should be easily found, and guests should be run through the booking process swiftly (even enjoy it –look at texts, images, videos), understand your value and see savings when bundling or discounting



Fighting back AA?

(Continued)

_ Offer and promote fantastic deals for **add-on services**, amenities or activities to make guests' time with you exceptional.

- Free breakfast is perhaps the simplest, but you can expand with a full gourmet getaway,
- spa vouchers,
- in-room arrival gifts,
- VIP access,
- Offsite experiences through third parties

_ Enhance your client experience **before check in.**

- Reach your client with pre-stay communications, meet their needs before arrive (transportation, special requests, preferences, allergies, etc.)
- Upsell. Allow clients upgrading their stay into higher room types, suites and pre-book add-on services





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THANK YOU

Interested? Questions?

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