



# The Traveller of the Future: What's Next?

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# Short-Term Rentals Have Gone Mainstream

An unprecedented year for the industry brought the **benefits of private accommodations** into the spotlight.



Privacy



Flexibility



Social  
Distance



Light-touch  
stays



Longer-stay  
amenities



Work-friendly  
facilities

# New Traveller Personas Have Emerged

- Families Seeking Kid-Friendly COVID-Safe Accommodation
- Health-Conscious International Travellers
- Students Seeking Alternatives to Dorms
- Longer-Stay Business Travellers & New Age Digital Nomads
- Life-Shoppers Experimenting with Living in Other Cities
- Luxury Travellers



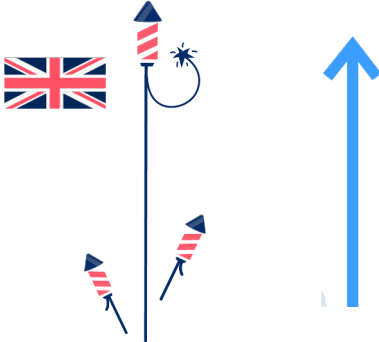
# UK Holiday Booking Volume Shows High Consumer Intent to Travel

Christmas reservation volume is:  
**+433%**



433% higher compared to 2020  
12% lower compared to 2019

New Year's Eve reservation volume is:  
**+414%**



414% higher compared to 2020  
54% lower compared to 2019

# And Costs Shows Travellers Are Willing to Pay More Per Reservation

Christmas average nightly rates are:



102% higher compared to 2020  
47% higher compared to 2019

New Year's Eve average nightly rates are:



102% higher compared to 2020  
140% higher compared to 2019

# Families Seeking Kid-Friendly COVID-Safe Accommodation

- Don't want to compromise fun for safety

**Market to them:**

- Spacious child-proof accommodations
- Highest standards of cleanliness
- Proximity to kid-friendly attractions



# Health-Conscious International Travellers

- International travel returns as restrictions are lifted
- Market to them:**
- Proximity and ease of travel from and to an airport
  - Contact-free experiences such as keyless entry systems
  - Easy guest communication





# Students

- Seeking dorm alternatives
- Market to them:**
- Student-discounts
  - Long-term stay discounts
  - Proximity to campus



# Longer-Stay Business Travellers & Digital Nomads

- 33% of industry pros believe new age digital nomads are here to stay

## Offer them:

- Longer stay turnover service
- Designated working spaces
- Strong broadband connection



# Life-Shoppers

- “Shopping around” for new living situations in other cities

## Offer them:

- Host guidance & recommendations
- Local & authentic experiences
- Long-term stay discounts



## Best Eating Spots in Cardiff, Wales

With lockdown over, why not dine out with your social bubble and head to the restaurants below for a delicious feast! Cardiff is well known for its energetic and diverse community, you'll never go wrong when you visit this place as the food options are a plenty!

Check out the finest food spots in the city yourself:



### **THE EARLY BIRD**

A rustic and cosy little café and bakery nestled within Cardiff's vibrant student district of Cathays, it's a popular go-to brunch for both locals and visitors. They have the most delicious brunch delights and pastries with their famous brewed coffee.

Opening hours:  
Mon-Fri: 8:30am - 4pm  
Weekends : 9:00am - 4:00pm

### **THE POTTED PIG**

Serving modern British food with a twist of French classics and New York Grills, The Potted Pig is a casual dining experience and a child friendly restaurant. After a long day in the city, this spot surely fills your



# Luxury Travellers

- 36% increase in ANR in Q3 2021 vs. Q3 2020

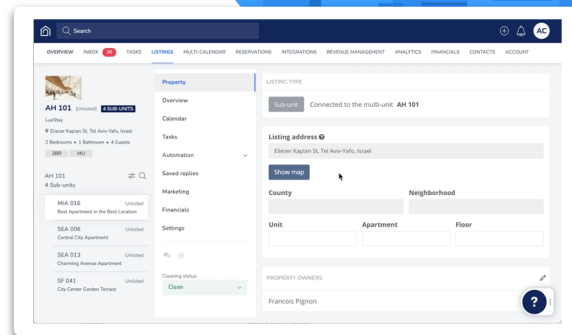
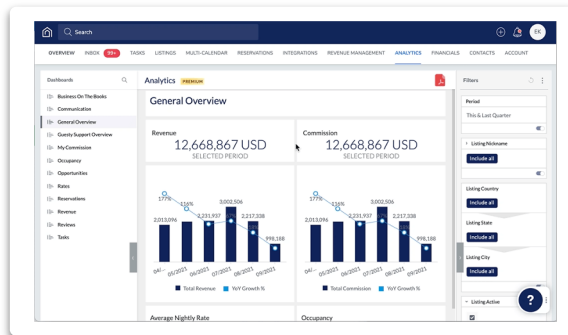
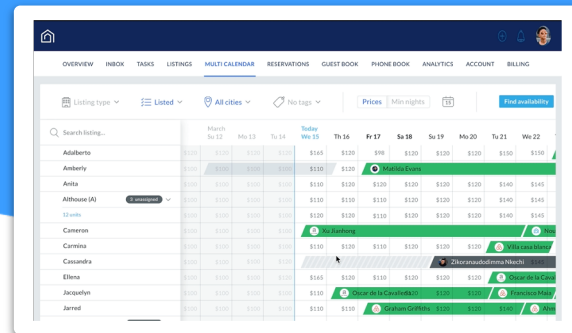
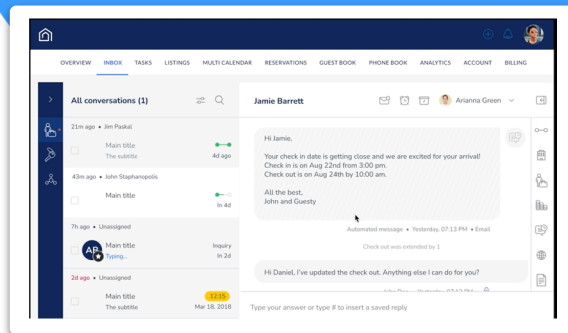
## Offer them:

- Digital concierge service
- 24/7 guest communication
- Increased security such as cameras and alarm systems



# Prepare for the Holiday Season with Guesty

The Guesty platform is an end-to-end solution that automates the complex operational needs accompanying flexible inventory management, enabling you to manage bookings across multiple channels.



2013  
Year Founded

\$110M  
Funding

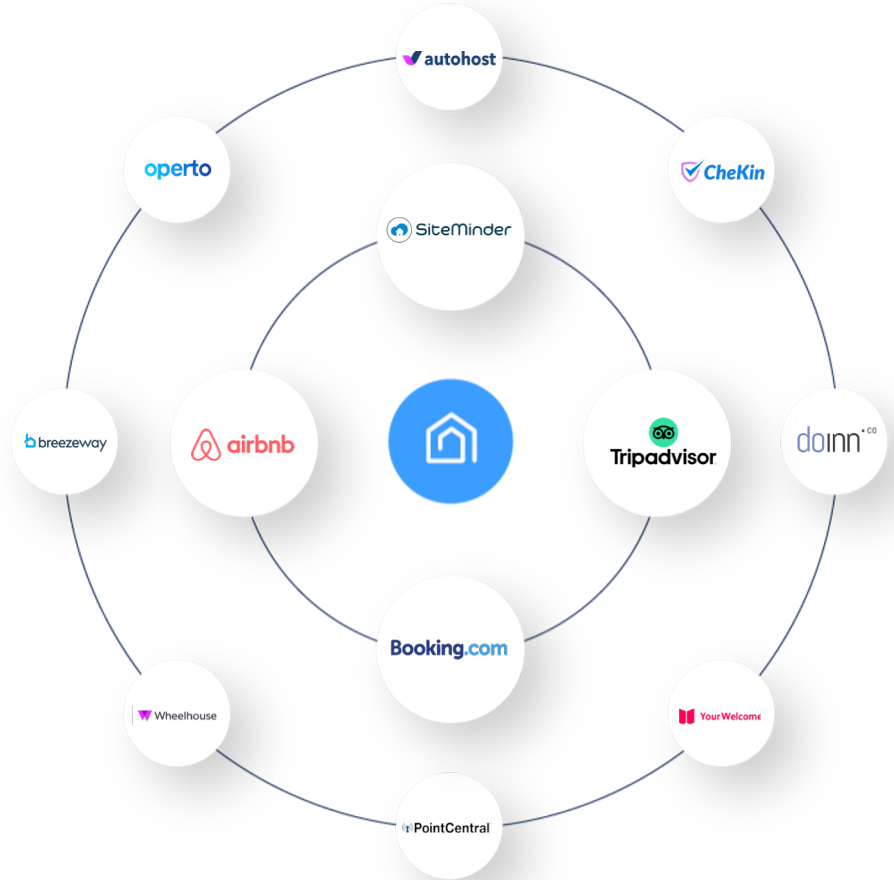
300  
Employees

11 Offices  
Worldwide

Customers in  
80 Countries

# Our platform is a one-stop-shop

where property managers can handle everything in **one place**, integrating with industry-leading tools such as smart-home technology, pricing solutions, and many other vetted 3rd party partners..



# Come Say Hi! Booth #8

Grab some swag, learn more about Gesty, and meet the team.





# Thank You

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