



Elevate Your Hotel to the Next Level with AllTheRooms' Data

[Case Study](#)

Biggest Challenge

A privately held hotel company that operates over 5000 properties globally, offering a diverse range of hotel options, from budget-friendly to upscale, is addressing the challenge posed by the short-term rental market and enhancing competitiveness against platforms like Airbnb by partnering with AllTheRooms. The objective is to regain lost market share and elevate customer satisfaction through a better understanding of the evolving short-term rental landscape.

How are they using our data



Understand Booking Trends

Our client uses data to compare hotels and alternative accommodations and determine typical visitor length of stay through booking habits analysis.



Understand Short-term rental market

By utilizing our data, our client was able to gain a thorough understanding of the short-term rental market and capitalize on opportunities rather than viewing them as a threat.



Identify & evaluate competitors

Our client identifies competitors around their hotels to evaluate the local market, stay ahead of rivals and make informed decisions.

The Results



Better traveler understanding

The hotel's data-driven approach to anticipating evolving traveler needs enables them to provide exceptional service and maintain their leadership position in the hospitality industry.



Outperforming competitors

The hotel analyzed competitors' performance using our data services to identify successful strategies and improve its own performance, gaining a competitive edge in the industry.



Gaining project efficiency.

The hotel's faster and deeper understanding of the short-term rental market improved project efficiency and enhanced its competitive edge by identifying trends and new opportunities.

Reports they use



Polygon Analysis

Analyze short-term rental ADR in different perimeters around your hotel to identify pricing disparities and capture guests who prefer different distances from attractions or amenities.



Competitor Analysis Report

understand who are your top competitors? How much are they making? What amenities do they offer? How much are they charging? Are your Short-Term Rental competitors managed professionally?

AllTheRooms data help you understand the short term rental market, being able to analyze how much revenue short-term rentals are generating compared to hotels. Estimate the future demand, understand pricing and people's buying patterns. Analyze any specific area and assess the impact that short-term rentals are having in your destination.



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