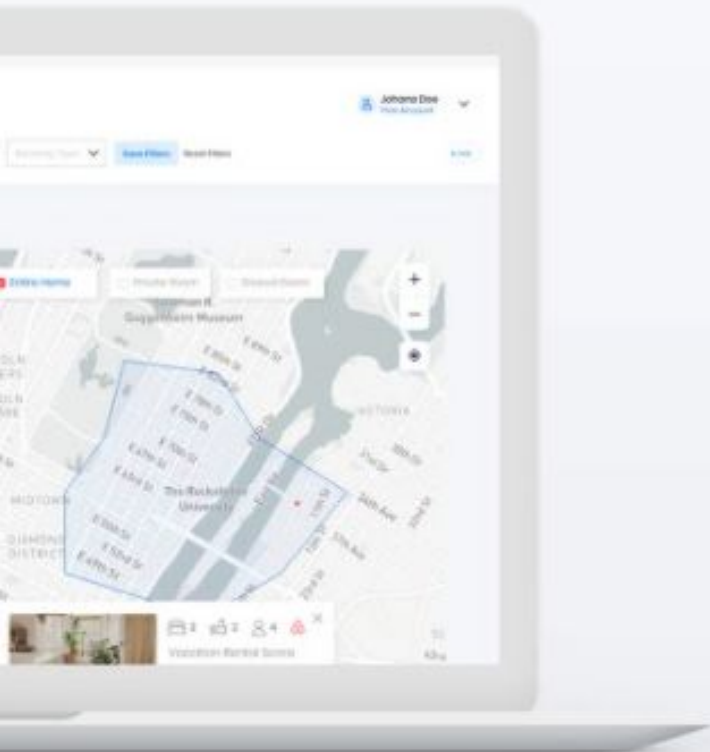




AllTheRooms.

HOSPITALITY

What **YOU** can do with AllTheRooms Data



“

**To aggregate and
catalog every room on
the planet.**

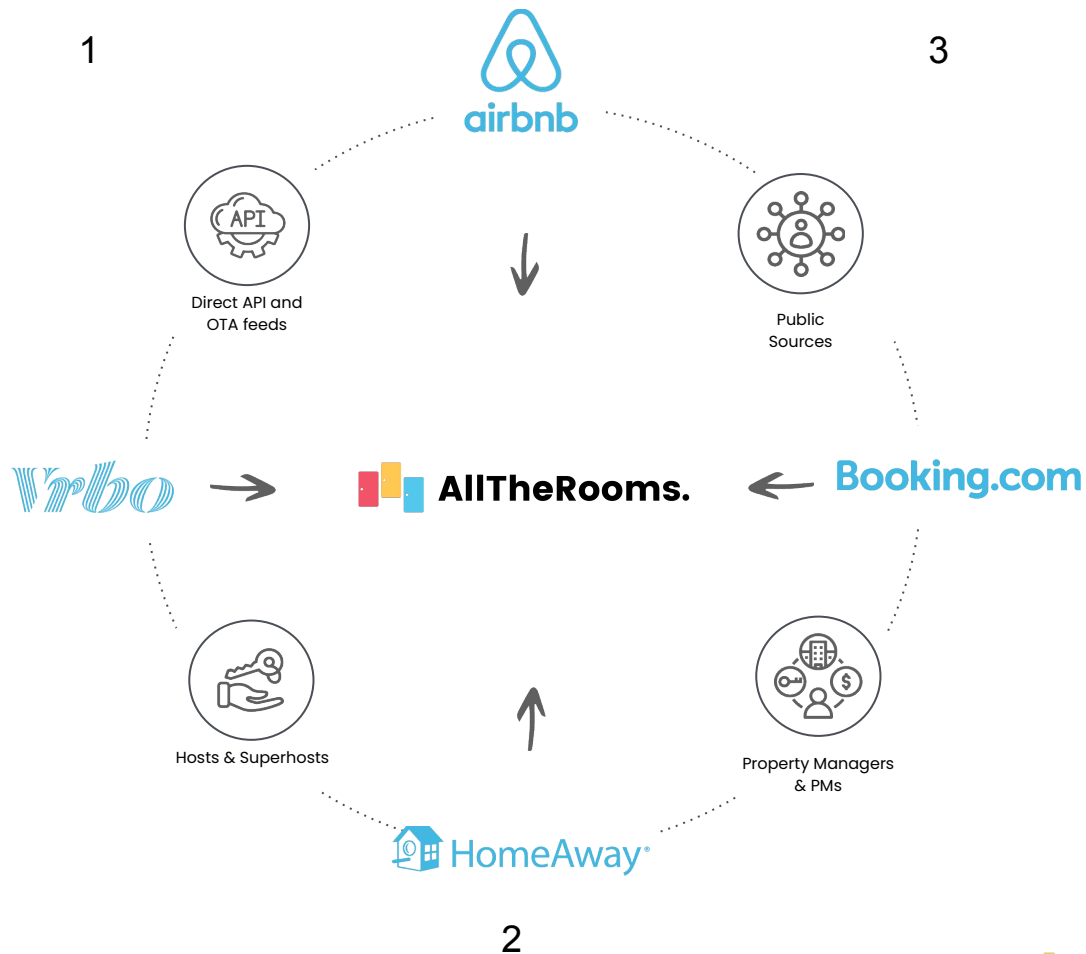
Similar to the way that Google collects, searches and organizes all of the information on the internet, AllTheRooms searches, stores and organizes all of the data and available information on the short-term vacation rental market.

”



How It works

Our servers gather information about reservations for each listing available on Airbnb and Vrbo. To obtain this data, we utilize multiple servers to obtain and process the necessary information.



Global Coverage

Our clients trust us to provide them with accurate and timely data insights that help them make informed decisions and improve their overall tourism strategy. Our goal is to help our clients stay ahead of the competition by providing them with customized reports and actionable recommendations.



20+
countries around
the world



60+
DMOs using
our data

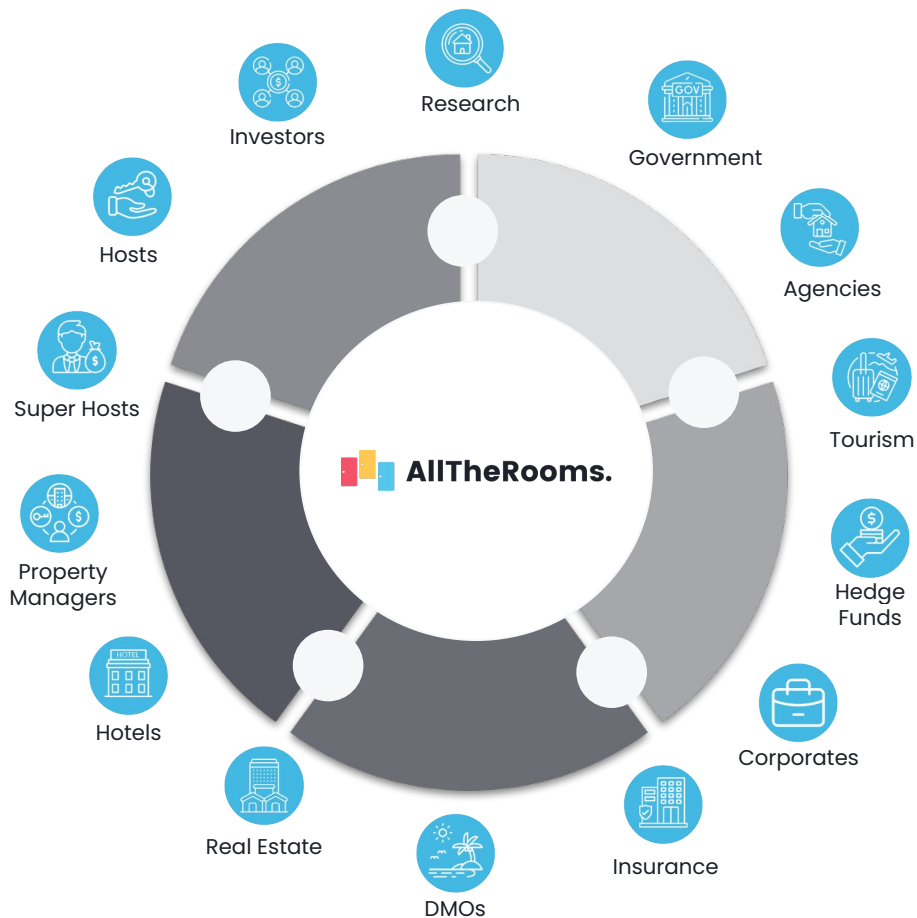


105+
Enterprise
Clients



Our Industries

The global size of the short term rental market is approximately **\$1.2 Trillion** – consisting of real estate investors, individual owners, hosts, travelers, professionally managed properties, hotels, corporate, investment funds and government office, and agencies



Our Solutions

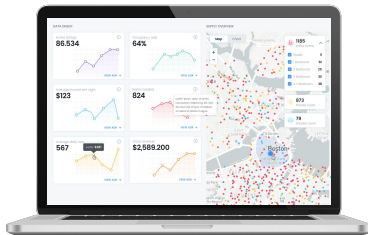
Given the Company's current infrastructure, technology, product library, design and current customer base, we are able to provide **specific solutions for each of these customer segments, in a focused, efficient and cost effective manner**, not only providing a complete set of solutions, but also bridging the gaps and overlaps between segments



How We Deliver

AllTheRooms currently generates revenues on a subscription basis, either through direct partnerships, reports, raw direct data feeds or access to our live interactive dashboard

✓ Live Data Dashboard



Get **real-time data** on vacation rental listings, bookings, and other key metrics. Our **dashboard** is designed to give you immediate insights into market trends and rental performance signing into **your account**.

✓ Report Delivery



Receive regular reports on vacation rental data, **tailored to your specific needs**. These reports can include detailed information on occupancy rates, average daily rates, and other key metrics.

✓ Direct Data Feed

A laptop screen displaying the AllTheRooms Direct Data Feed. It shows a table with columns for 'Current', 'Previous', and 'Change' for two categories: 'ADR' and 'RevPAR'. The table contains data for various months from May 18 to Jun 17.

	Current	Previous	Change	Current	Previous	Change	Current
May 18	\$ 140.02	\$ 144.00	-0.8 %	\$ 61.08	\$ 55.79	10.6 %	\$ 35,479
Apr 18	\$ 180.23	\$ 184.43	-2.3 %	\$ 61.97	\$ 77.39	-6.5 %	\$ 35,314
Mar 18	\$ 208.02	\$ 195.70	10.6 %	\$ 142.75	\$ 122.31	16.8 %	\$ 59,393
Feb 18	\$ 192.70	\$ 171.30	11.9 %	\$ 117.95	\$ 104.13	13.3 %	\$ 42,433
Jan 18	\$ 202.24	\$ 147.47	9.3 %	\$ 89.85	\$ 72.68	11.2 %	\$ 30,438
Dec 17	\$ 157.00	\$ 151.77	4.6 %	\$ 79.49	\$ 65.43	7.7 %	\$ 25,482
Nov 17	\$ 155.58	\$ 141.75	6.9 %	\$ 68.32	\$ 60.48	13.0 %	\$ 23,465
Oct 17	\$ 146.34	\$ 135.11	9.7 %	\$ 64.86	\$ 57.23	13.4 %	\$ 21,783
Sep 17	\$ 146.12	\$ 129.87	6.7 %	\$ 54.04	\$ 48.82	10.7 %	\$ 16,561
Aug 17	\$ 127.87	\$ 118.52	7.0 %	\$ 47.70	\$ 44.35	7.7 %	\$ 14,626
Jul 17	\$ 137.88	\$ 124.06	11.1 %	\$ 55.59	\$ 49.35	12.6 %	\$ 16,754
Jun 17	\$ 137.38	\$ 122.30	12.1 %	\$ 53.34	\$ 45.44	17.0 %	\$ 14,595

This feed provides **direct access to AllTheRooms' vast database** of vacation rental listings and booking data, allowing you to analyze and manipulate the data in real-time to gain deeper insights into market trends and performance.



Research



Investors



Host













Property
Managers













Enterprise

Our Reports

Each of our reports respond to a set of questions that DMOs and tourism organizations need to solve in order to make their destination competitive. Understand what each report can deliver and identify your different use cases.

	Report	Use Case	Sample
	Market Overview	Understand the Market	
	Key Locations	Identify top Locations	
	Origin Data	Identify top visitors	
	Seasonality Trends	Understand Fluctuations	
	Event Report	Evaluate the Impact of events	

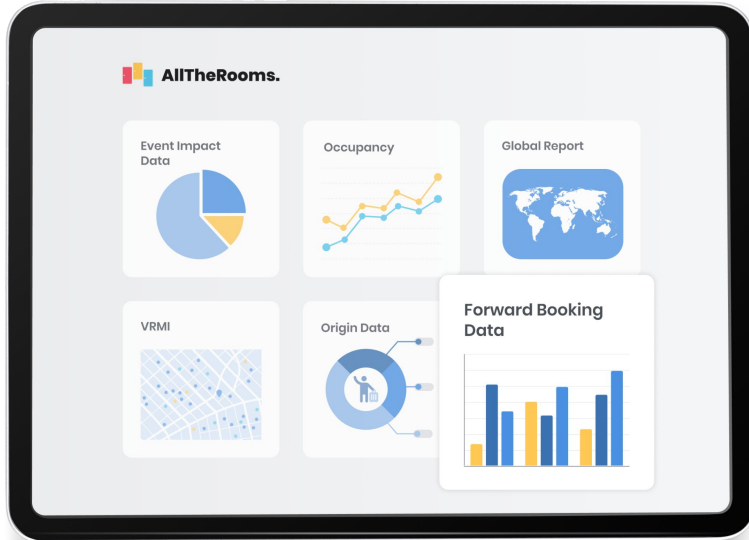
	Report	Use Case	Sample
	Tax Revenue	Estimate tax revenue	
	Competitive Intelligence	Benchmark Competition	
	Forward Booking	Predict the Future	
	Property Level Details	Analyze Details	
	Dashboard	Customize your Report	

[View Samples](#)








HOSPITALITY USE CASES

What **YOU** can do with AllTheRooms Data









Practical Use cases

Make informed decisions

-  Understand STR Market in your perimeter
-  Identify top competitors in your area
-  Identify top visitors of your perimeter
-  Understand Seasonality Trends
-  Project future bookings
- Event analysis

Hospitality Reports

Our data reports are tailored to meet your specific needs. We understand that everyone's requirements are unique, and that's why we offer personalized pricing options that fit your budget.

	Report	Use Case
	Polygon Analysis	How is the STR market in your perimeter
	ADR Report	Understand pricing & optimize rates
	Competitive Intelligence	Identify and analyze top competitors
	Origin Data	Identify top visitors in your area
	Seasonality Trends	Understand Seasonality
	Forward Booking	Project future bookings

[Report Samples](#)



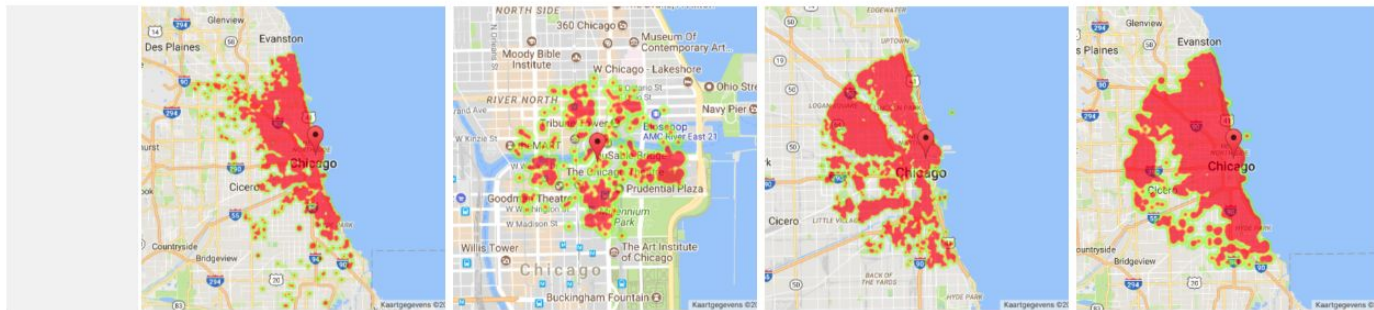
Polygon Analysis

Questions you can answer with our data

- How many STR properties are in your perimeter
- What is the ADR in your area
- How much are STRs around you making in gross revenue? and what is your market share.
- What is the occupancy rate around your area?

Polygon Analysis

½ Mile – 5Mile – 10mile from your hotel



BLOCKED/BOOKED DECISION FUNCTION APPLIED

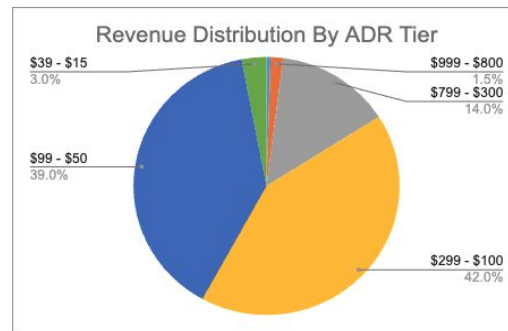
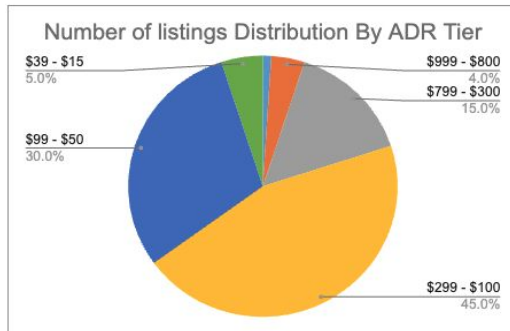
	City Limits	½ Mile	5 Mile	10 Mile
Total				
Vacant Pct	46.6%	53.0%	47.1%	46.5%
Booked Pct	50.2%	44.8%	50.3%	50.3%
Blocked Pct	3.2%	2.2%	2.7%	3.2%
Booking Rate	51.8%	45.9%	51.7%	52.0%
Nights Booked	189.2	167.3	188.6	189.6
Properties	6078	348	4224	5938
ADR	\$127.5	\$202.4	\$143.7	\$128.5
RevPAR	\$64.0	\$90.8	\$72.3	\$64.6
Gross Revenue	\$99,703,686	\$8,329,562	\$78,876,395	\$98,612,093



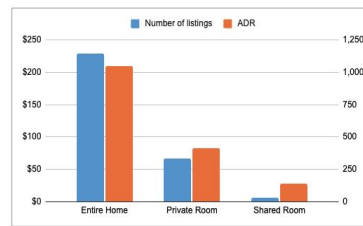
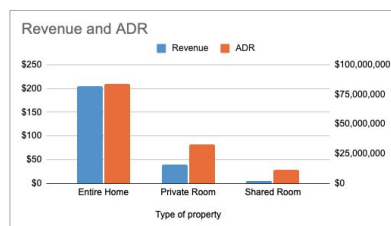
ADR Analysis

Questions you can answer with our data

- How many listings exist on each ADR range?
- What is the ADR in the different perimeters?
- What is the ADR by type of property?
- What is the Historical ADR in your area?



Tier	ADR Range	Number of listings	%	Revenue	%
Tier 1	\$1,000 - \$3,250	15	1%	\$498,518	0.5%
Tier 2	\$999 - \$800	60	4%	\$1,495,555	1.5%
Tier 3	\$799 - \$300	225	15%	\$13,958,516	14.0%
Tier 4	\$299 - \$100	676	45%	\$41,875,548	42.0%
Tier 5	\$99 - \$50	451	30%	\$38,884,438	39.0%
Tier 6	\$39 - \$15	75	5%	\$2,991,111	3.0%
	\$147	1,502	100%	\$99,703,686	100.0%





Top competitors


Questions you can answer with our data

- Who are your top competitors?
- How much are they making?
- What amenities do they offer?
- How much are they charging?
- Are your STR competitors managed professionally?

Property Profile	# Competing listings	ADR Competition	Annual Revenue
1/2 Mile, 1 Bedroom, ADR \$140	1,250	\$140.0	\$4,800,562




Designer 3BR Luxury Penthouse in Heart of Fulton Market | Featured in Architectural Digest
Entire Home ★ 100
Rooms 3 - Beds 7 - Bathrooms 2 - Sleeps 12
\$451 **71%** **999**
Avg. Daily Rate Occupancy VRPS



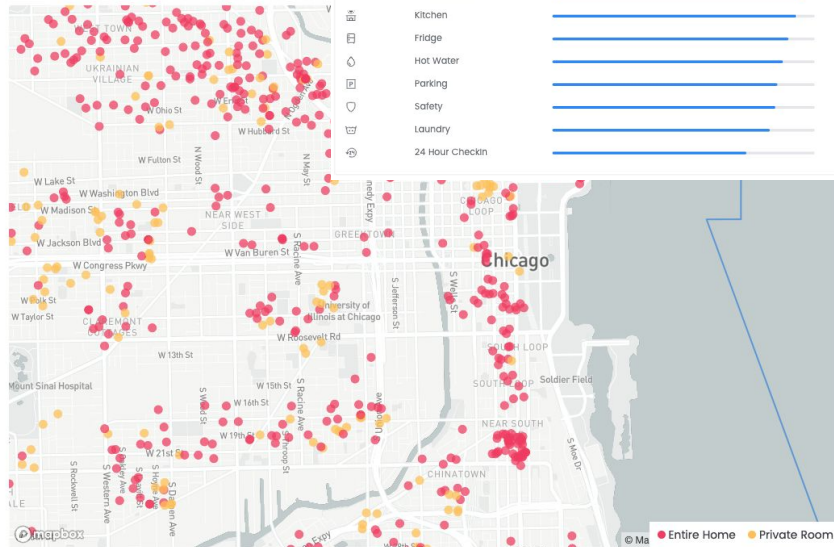
GROUP LUX in Gold Coast FULL FLOOR 4bd/4ba+Parking
Entire Home ★ 100
Rooms 4 - Beds 6 - Bathrooms 4 - Sleeps 13
\$813 **86%** **999**
Avg. Daily Rate Occupancy VRPS



Stunning Designer Loft in Fulton Market, Sleeps 24 | Featured in Architectural Digest
Entire Home ★ 100
Rooms 5 - Beds 14 - Bathrooms 4 - Sleeps 24
\$1,032 **78%** **999**
Avg. Daily Rate Occupancy VRPS



Modern 3BR Penthouse in the Loop | Roof Deck
Entire Home ★ 90
Rooms 3 - Beds 4 - Bathrooms 2 - Sleeps 8
\$480 **76%** **999**
Avg. Daily Rate Occupancy VRPS



Top Amenities ①

Last 12 months

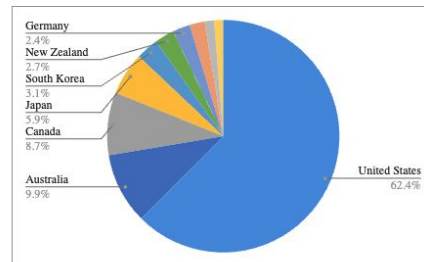


Identify top visitors

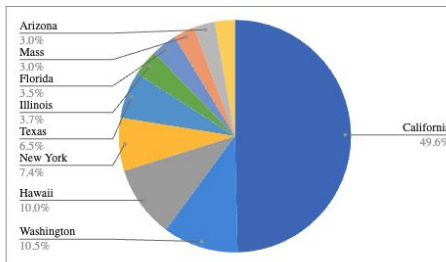
Questions you can answer with our data

- Where are your visitors coming from?
- From what country, state or city are they coming from?

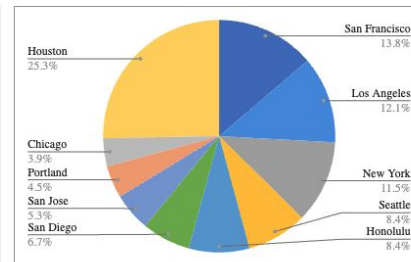
Top visitors by Country



Top visitors by State



Top visitors by City



Countries	Number	Percentage
United States	58,702	56.80%
Australia	9,328	9.00%
Canada	8,210	7.90%
Japan	5,580	5.40%
South Korea	2,960	2.90%
New Zealand	2,530	2.40%
Germany	2,301	2.20%
China	1,972	1.90%
United Kingdom	1,247	1.20%
Switzerland	1,185	1.10%

States	States	Number	Percentage
CA	California	19,716	33.60%
WA	Washington	4,152	7.10%
HA	Hawaii	3,989	6.80%
NY	New York	2,962	5.00%
TX	Texas	2,588	4.40%
IL	Illinois	1,441	2.50%
FL	Florida	1,406	2.40%
MA	Mass	1,157	2.00%
AZ	Arizona	1,147	2.00%
CO	Colorado	1,125	1.90%

Cities	Number	Percentage
San Francisco	2,890	4.90%
Los Angeles	2,517	4.30%
New York	2,422	4.10%
Seattle	1,742	3.00%
Honolulu	1,732	3.00%
San Diego	1,396	2.40%
San Jose	1,104	1.90%
Portland	911	1.60%
Chicago	812	1.40%
Houston	554	0.90%

Seasonality Trends

Questions you can answer with our data

- When should your hotel expect fluctuations, increases or decreases in pricing and performance.
- What is your potential Revenue seasonality?
- When to expect higher occupancy rate
- Is your hotels having the same seasonality than short-term rentals?

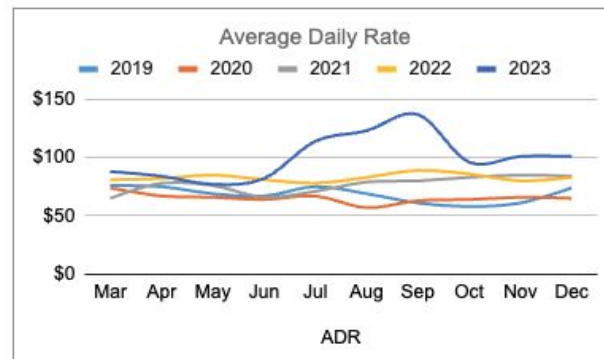
Revenue fluctuations

Seasonality of your revenue in the last 4 years?



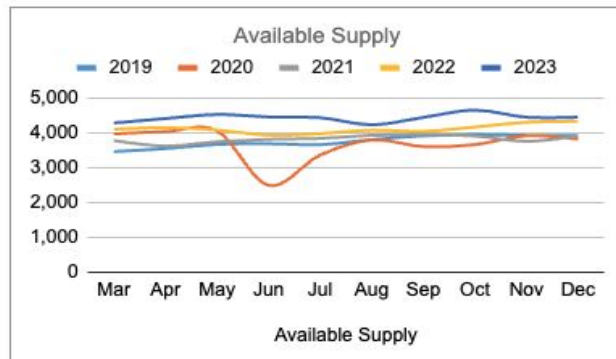
Pricing fluctuations

How has pricing fluctuate in the last 4 years?



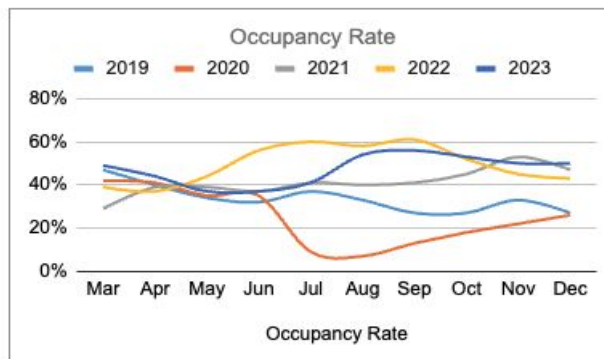
Available Supply

How has Supply change in the last 4 years?



Occupancy Rate

How has Occupancy behave in the last 4 years?



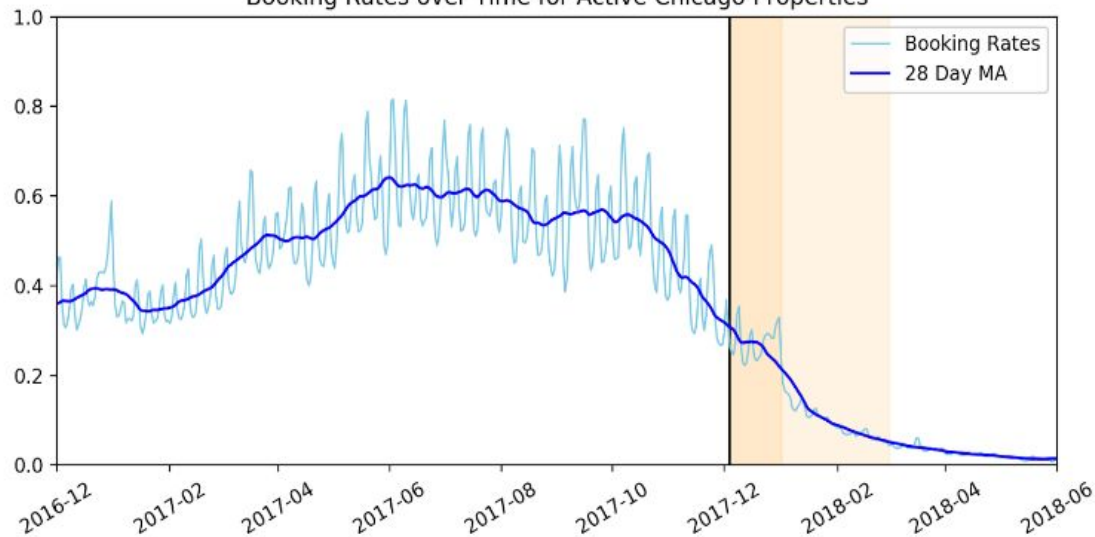
Forward booking

Questions you can answer with our data

- What should you expect in the following months?
- How are short-term rental future booking compared to yours?
- What is the expected revenue and occupancy for STR in your perimeter?

If I understand future bookings for STR I can set up pricing properly

Booking Rates over Time for Active Chicago Properties



1 Month Projection (Dec) 3 Month Projection (Dec-Feb)

Data as Currently Known		
Vacant Pct	70.4%	82.0%
Booked Pct	27.3%	15.7%
Blocked Pct	2.4%	2.4%
Booking Rate	27.9%	16.0%
Nights Booked	8.7	14.4
Properties	6281	6321
ADR	\$114.0	\$111.4
RevPAR	\$31.1	\$17.5
Gross Revenue	\$6,145,991	\$10,020,591

What our partners **are saying**



"Outside the short-term rental data and reporting capabilities, what I value most with AllTheRooms Analytics is their attentiveness and flexibility even after we purchased."

 **Jacob Pewitt**

Director of consumer Insights.
Visit Florida



"AllTheRooms' services have been incredibly helpful to understand the short-term rental industry and adapt to the new market. Their flexible data solutions have allowed us to gain valuable insights into the industry"

 **Corey Fram**

Director,
Visit 1000 Islands



"AllTheRooms' data has been a priceless asset in monitoring compliance and tracking industry trends. The team at AllTheRooms is both attentive and flexible, making them a top choice for cities seeking to make informed decisions about their short-term rental market."

 **Richard Goldman**

Retired President & CEO
St Augustine, Ponte Vedra

Our Partnership Team!




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jditomaso@alltherooms.com

[Ask for a Sample](#)



THANK YOU

Enterprise