

The communication guests expect (& how it can drive revenue too)



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Touch Stay



AIRDNA

Harnessing the Power of Data for
Profitability

Session #1 - Why Didn't I Think of That? Harnessing the Power of Data to Unleash your Profitability

Distinction between professional managers that offer in person meet and greet vs automation on satisfaction.

10 ↑

Everyone says they had an amazing season in Europe, how come it's not at 2019 levels yet?

7 ↑

What is the trend for length of stay ?

4 ↑

What trends do you see for longstays after covid?

3 ↑

Do you have any data on which are the best websites to attract US clients?

3 ↑

What are the most popular amenities for longer stays

3 ↑

Also Airbnb share globally is high. However are they. Good proxy for

3 ↑



The #1 Question?

Distinction between professional managers that offer in person meet & greet vs automation on satisfaction



The Guest Communication Study



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MUSEUM

← REST ROOMS

GHOST TOWN
INFORMATION

LIVERY

MAMM
SALOON





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So what did we find?



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66%

of guests receive 1-2, or no
communications from hosts



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Less than half

of guests felt “very well
looked after”



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69%

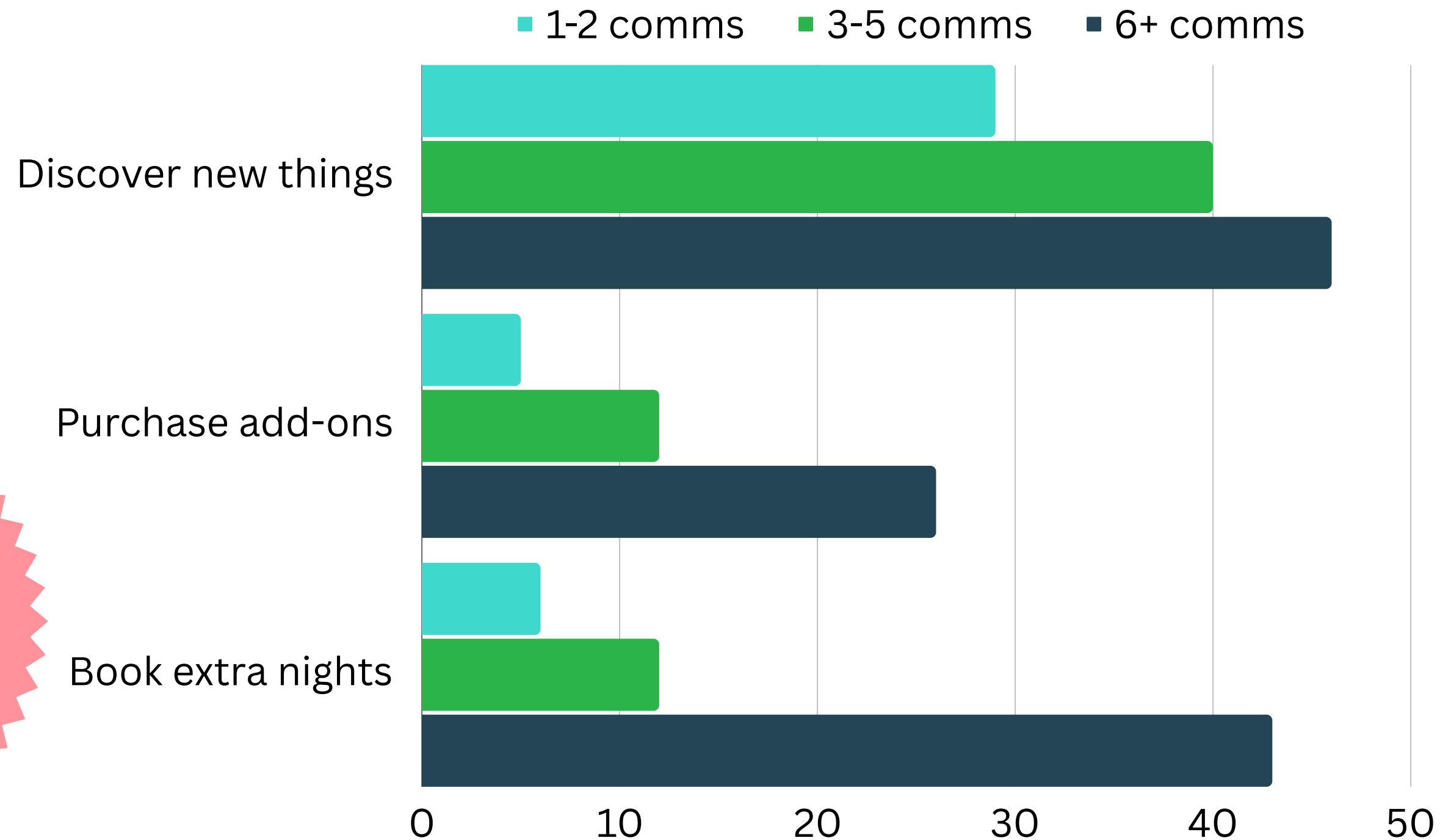
of guests said communication influenced
their likelihood to leave a positive review



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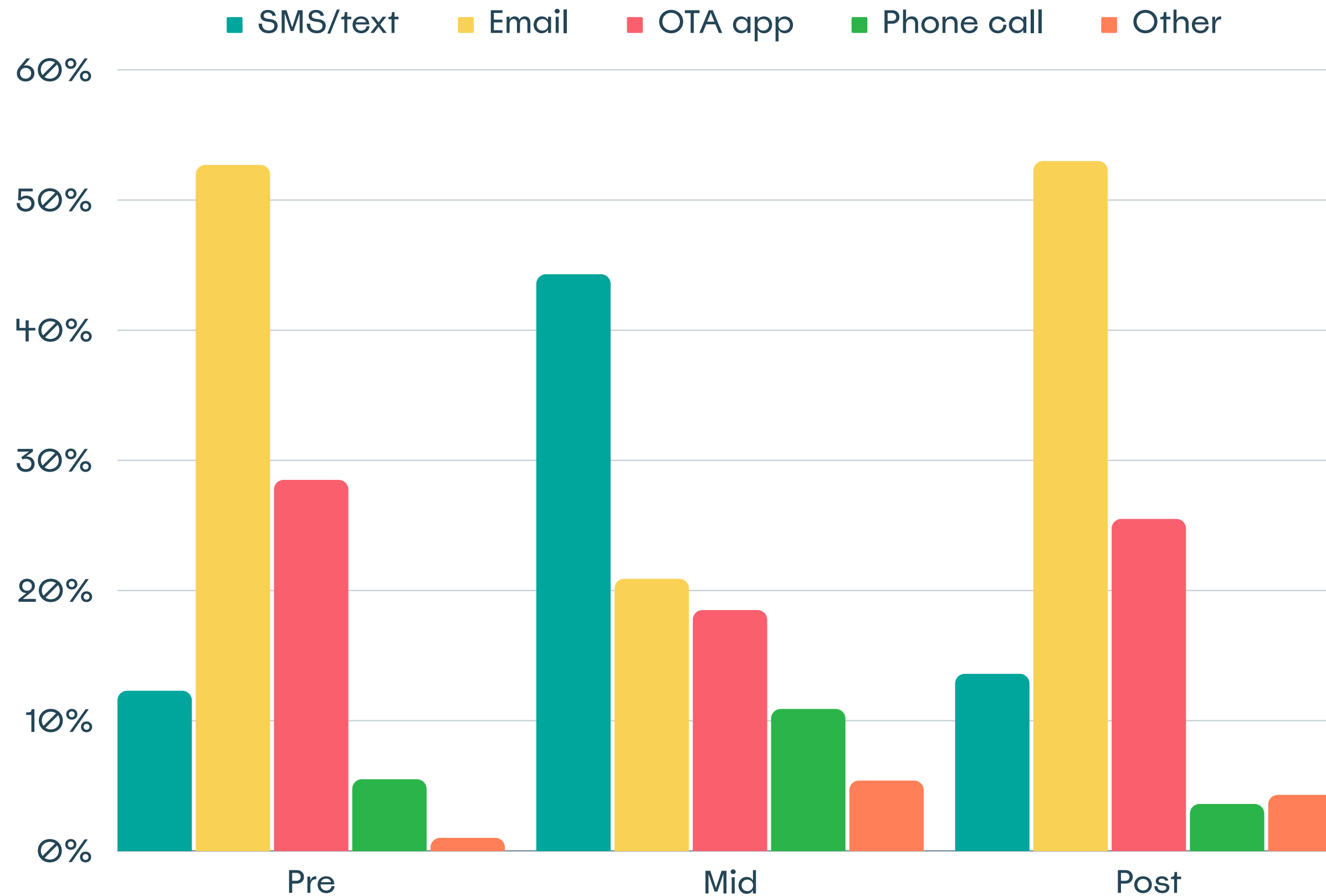
Increased revenue



Data source

2023 Touch Stay guest experience survey of 2k+ travelers who stayed in vacation rental lodging

Communication format matters



Data source

2023 Touch Stay guest experience survey of 2k+ travelers who stayed in vacation rental lodging



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The #1 Question?

Distinction between professional managers that offer in person meet & greet vs automation on satisfaction





67%

of guests want self check-in



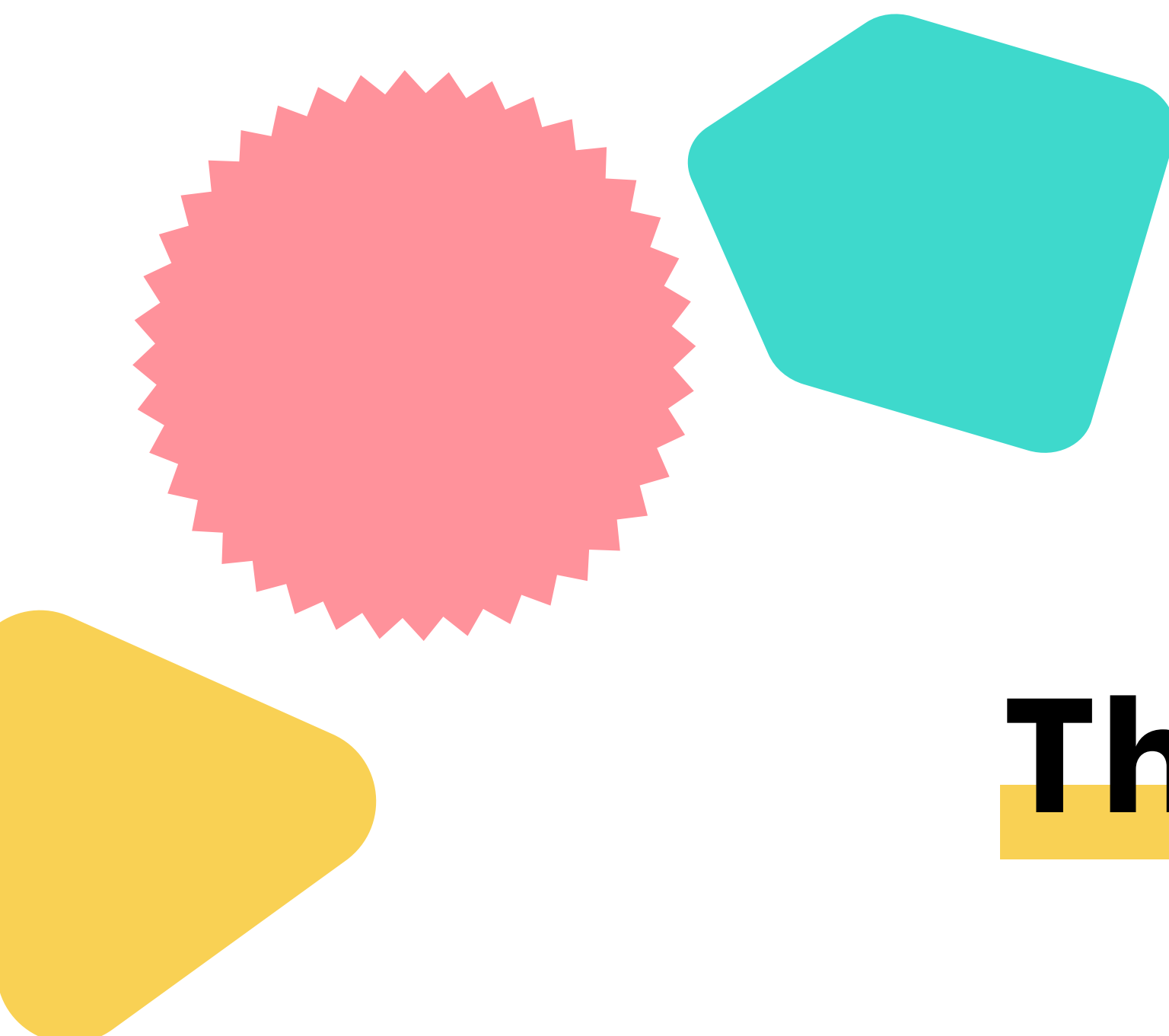
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Download the Guest Communication Study



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Thank you!