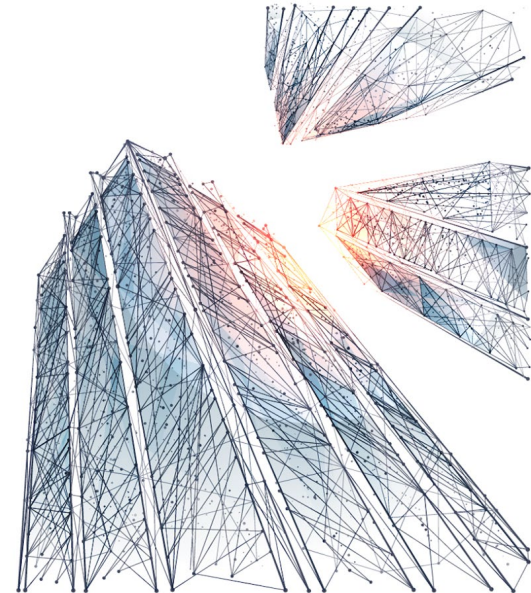


# WELCOME TO AIM 2022



APARTMENT INNOVATION &  
MARKETING CONFERENCE

PRESENTED BY  
**REACH**  
by RentCafe®





# A Brave New World: Navigating Travel in COVID Times





# Joseph Binestock

Director of Sales, Americas  
Guesty

# Flexible Rentals Have Gone Mainstream

An unprecedented two years for the industry brought the **benefits of flexible rentals** into the spotlight.



Privacy



Flexibility



Social  
Distance



Light-touch  
stays



Mid-stay  
amenities



Work-friendly  
facilities

# Discussion

Have you considered offering more flexible/liberal arrangements?

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				



# New Traveler Personas Have Emerged

- Families Seeking Kid-Friendly COVID-Safe Accommodation
- Luxury Travelers
- Students Seeking Alternatives to Dorms
- Longer-Stay Business Travelers (Bleisure)
- New Age Digital Nomads
- Life-Shoppers Experimenting with Living in Other Cities



# Summer Is Already Hot

June-August US booking volume and average nightly rates



## Overall US Summer Bookings

**+58% higher**  
in 2022 vs. 2021  
and **69% higher** than 2019

## Average Nightly Rates\*

**+26% higher**  
in 2022 vs. 2021  
**29% higher** than 2019

\*Average Nightly Rates are currently ~\$300/night



# People are Booking Longer Stays



Bookings of 14 days & more

**+121%** since 2019  
33% higher in 2021 than 2020





# The Industry Reports a Soar in Longer Stays



Globally, long-term stays are rising in popularity.

## Airbnb

“Long-term stays of 28 nights or more remained our fastest growing category by trip length and accounted for **22%** of gross nights booked in Q4, up **16%** from Q4 2019.”

- The % of active listings accepting stays of 28 nights or longer was over **90%** at the end of Q4.
- In 2021, nearly **175K** guests stayed for three months or longer in an Airbnb.

## AltoVita

- **68%** of companies seeing an increased demand for extended stays

## Vrbo

- **68%** increase in demand for 21 - 30-day stays



# Longer Stays Soar in Miami-Dade



## Miami-Dade County Stays of 14 days or more

**+196%**

Increase in bookings over 14 days  
in 2021 vs 2019



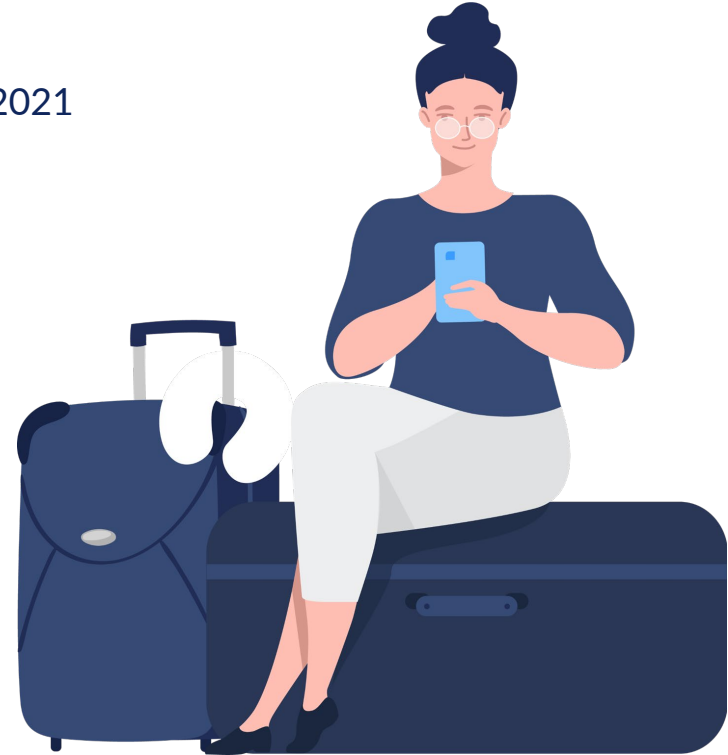
# Families Seeking Kid-Friendly COVID-Safe Accommodation

- Looking for COVID-safe accommodation for their unvaccinated children.
- **44%** of families say they are more likely to work remotely from a place that's not their home.



# Luxury Travelers

- **36%** increase in ANR in Q3 2021 vs. Q3 2020.
- Reservation volume for luxe properties increased by **37%** in 2021 compared to 2020.



# Students

- Seeking dorm alternatives.
- In January 2022, dozens of US colleges returned from winter break to online classes due to the Omicron variant and a surge in COVID cases.



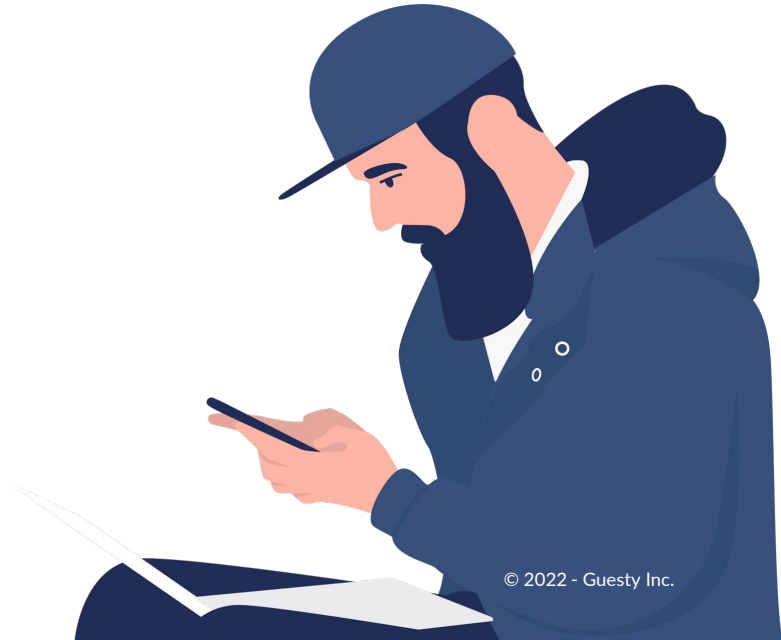
# Longer-Stay Business Travelers

- Airbnb reports a **2.5x uptick** in the share of long-term stays for self-reported business travel.
- **22%** of gross nights booked on Airbnb were 28 nights or more in the last quarter of 2021. 16% higher than 2019.



# Digital Nomads

- **33%** of industry pros believe new-age digital nomads are here to stay post-Covid.
- **11%** of Airbnb long-term stay bookers in 2021 have reported living a nomadic lifestyle.



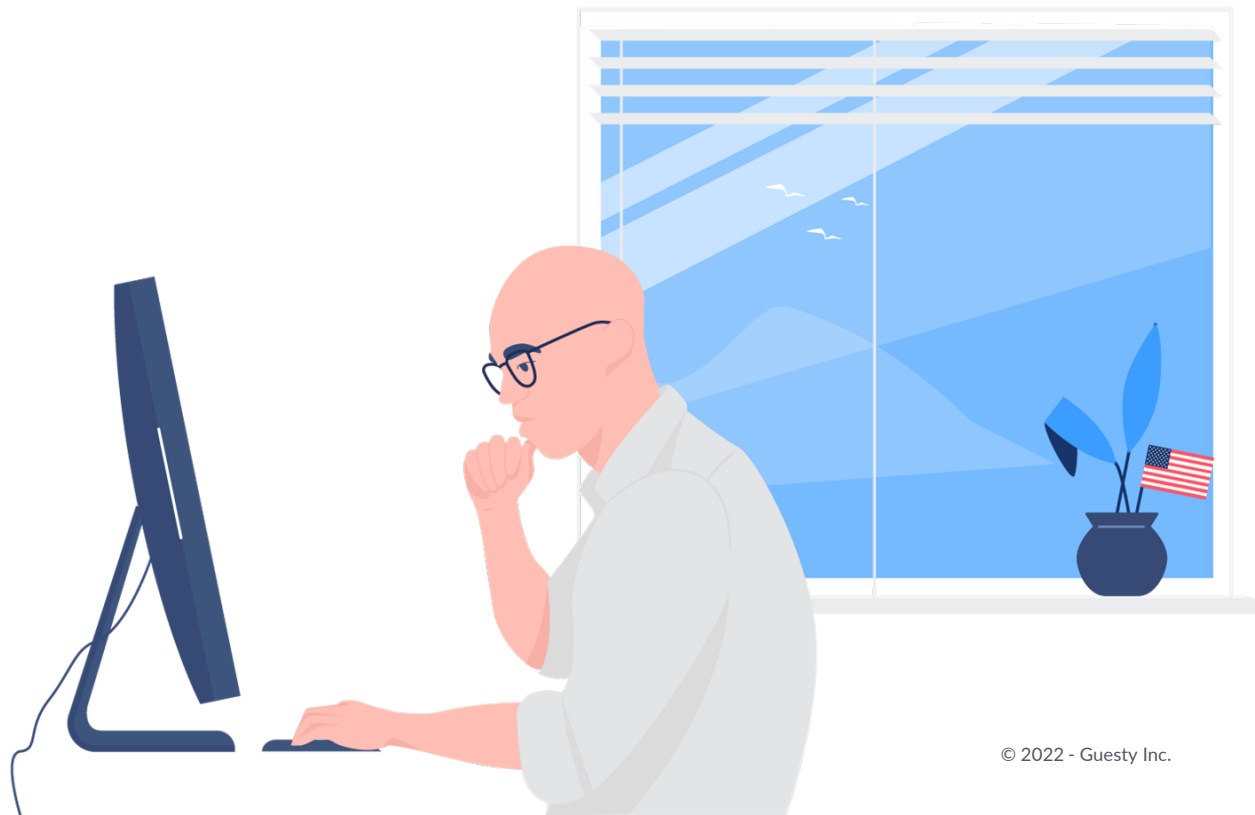
# Life-Shoppers

- “Shopping around” for new living situations in other cities.
- 5% of long-stay guests surveyed by Airbnb said they’ll be giving up their primary residences in favor of staying in short-term rentals in 2022.

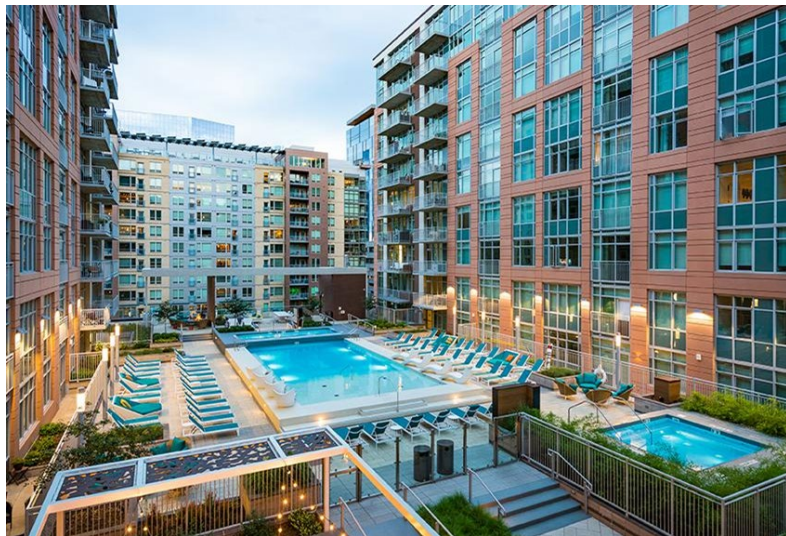




# Welcome to the age of flexible living



# Case Study - Meet Sentral



## Offers two flexible offerings – LIVE and STAY:

- **LIVE:** Flexible leases for one month or more in either designer-furnished or unfurnished apartments.
- **STAY:** Bookings by the night for up to 29 days in designer-furnished apartments.

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Both LIVE and STAY customers have access to all the comforts of a luxury apartment, flexible workspaces, and premier amenities, including rooftop pools, outdoor firepits, fitness centres, demonstration kitchens, and stadium-style theatres.

**Manages a network of 3,000 apartments in 7 US locations including:**  
Los Angeles, Austin, Seattle, Denver

# Case Study - Meet Sentral



“Living a flexible lifestyle is becoming much more common and the rise in working from home over this past year has accelerated that trend. It’s becoming the preferred way to live for people from all walks of life who aren’t tethered to a single location for work. The freedom to travel to different locations and live like a local is highly desirable. Sentral gives people a truly contemporary way to live this lifestyle with the warmth of home, no matter where they are and how long they stay,” - Michael Curtis, Sentral Advisor.

## Redefining the way people live, travel and work.

New flexible living category called **Home+** combines the comforts of home with the adventure of travel, and offer both designer furnished and unfurnished homes with flexible lengths of stay, ranging from a night, to a month or multiple years.

# Case Study - Meet Zeus Living & June Homes

The industry is experiencing surging interest from investors

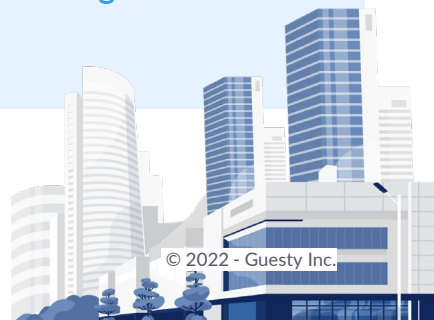
## Zeus Living



- 475 homes
- Presence in 10 US cities
- Oct 2021: closes on \$55M to offer flexible, furnished rentals as it expands beyond corporate housing

## June Homes

- Presence in 8 US cities
- Sept. 2021: closes on \$50M in funding
- Recent demand for short-term leases among millennials is creating a supply shortage that needs fixing



# Flexible Rentals Outside the US

Blueground	Casai	Sonder
<ul style="list-style-type: none"><li>• Properties in 11 countries in N. America, Europe &amp; Middle East.</li><li>• Oct. 21 raised \$258 million.</li><li>• Blueground Pass opens guests to their full network of fully-equipped properties under one contract.</li></ul>	<ul style="list-style-type: none"><li>• Started using Guesty in 2019.</li><li>• Grew from a couple of properties to over 600 across Mexico and Brazil in just two years.</li><li>• Oct. 2020 raised a \$48 million Series A funding round led by Andreessen Horowitz.</li><li>• Has partnered with WeWork to offer benefits and spaces for guests to work remotely in Latin America.</li></ul>	<ul style="list-style-type: none"><li>• Properties in 35+ cities in 10 countries in N. America and Europe.</li><li>• Approx. 6,300 units worldwide.</li><li>• Went public in January 22.</li><li>• Extended stay campaign: sales initiatives, landing page and methodology to generate strong extended stay demand.</li></ul>





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# Discussion

What new personas have you seen emerge from the pandemic?

- Families Seeking Kid-Friendly COVID-Safe Accommodation
- Luxury Travelers
- Students Seeking Alternatives to Dorms
- Longer-Stay Business Travelers (Bleisure)
- New Age Digital Nomads
- Life-Shoppers Experimenting with Living in Other Cities



# Discussion

From the macro to the micro, what changes have you made to accommodate new Covid-era personas?





# Discussion

What new technologies have you implemented to attract, manage, and enhance the residents' experience? Has the pandemic served as a digital transformation catalyzer for your business?



# Discussion

Have you seen any growing demand from your residents to offer flexible rentals as an amenity when they travel?



# Discussion

For those of you who have considered offering more flexible/liberal arrangements, what response have you seen? Any uptick in demand?

If you are still not considering offering this, what's stopping you?



# Questions?



# THANK YOU

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