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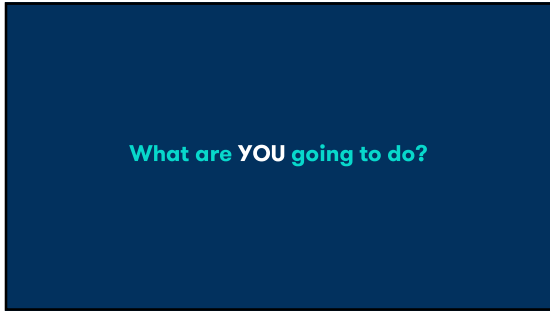
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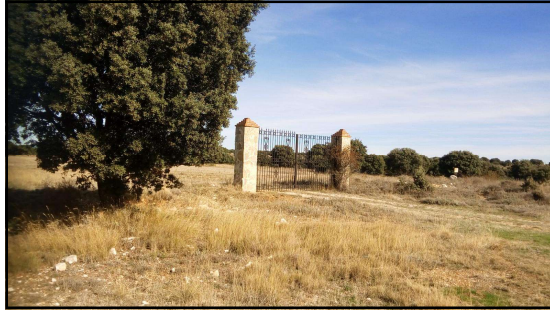
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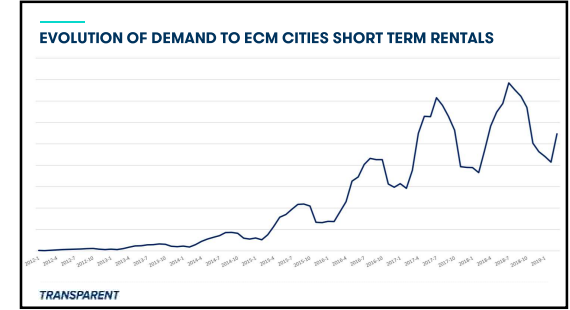
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Threat?
Opportunity?

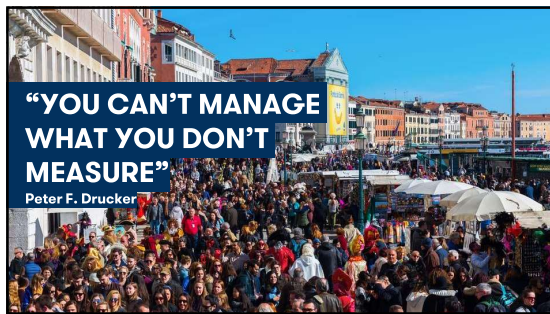
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How to measure the
Short-Term Rental Market?

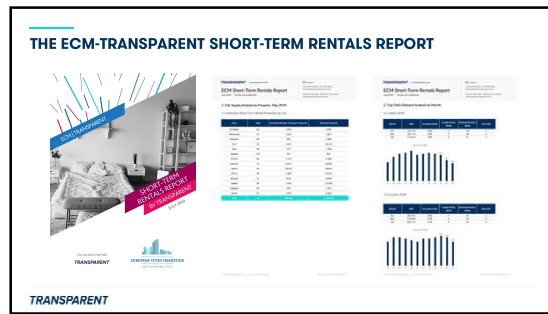
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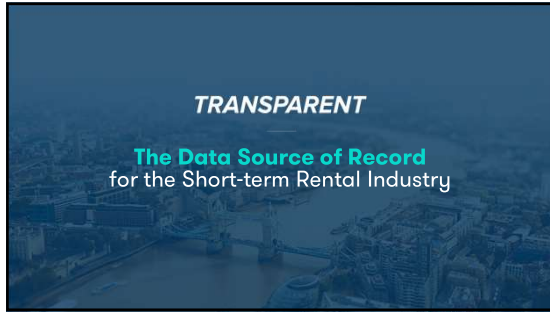
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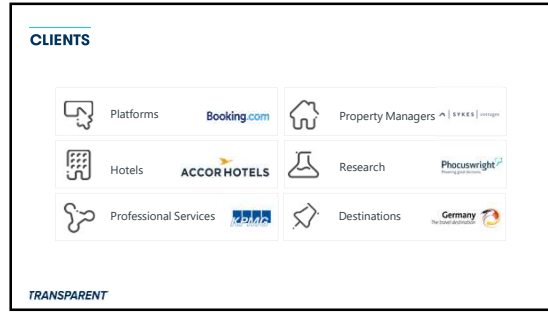
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What else?

24



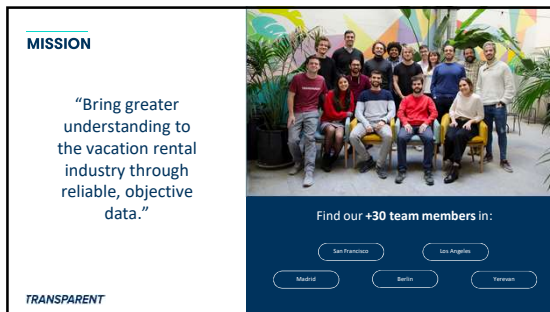
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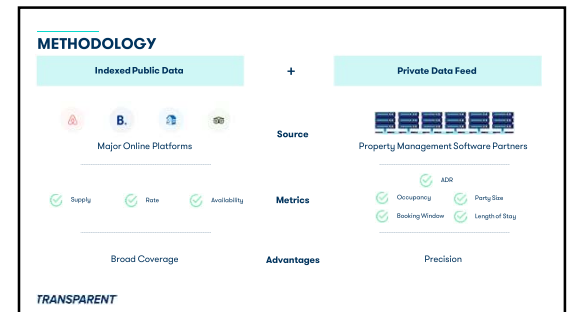
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INDEXING

TRANSPARENT

31

TRANSPARENT

What's in it for DMOs

33

TRACK THE DEMAND FOR IT

2

- Data: Pricing and Occupancy
- Data source: Indexed Public Data
- Data access: Internet
- Region: Cities worldwide
- Periodicity: Monthly

TRANSPARENT

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DEDUPLICATION

We Deduplicate Listings Appearing on More Than One Platform

TRANSPARENT

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TRACK YOUR TOTAL SUPPLY

1

- Data: Supply
- Data source: Indexed Public Data
- Data access: Internet
- Region: Destinations worldwide
- Periodicity: Monthly

TRANSPARENT

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UNDERSTAND SOURCE MARKETS

3

- Data: Reviews
- Data source: Indexed Public Data
- Data access: Internet
- Region: Destinations worldwide
- Periodicity: Monthly

TRANSPARENT

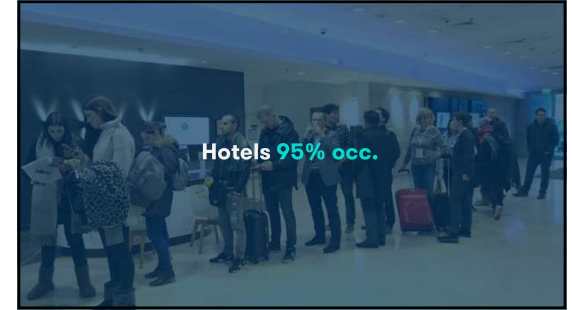
36

How can **short-term rental data** anticipate an exceptional influx of tourists and help you manage your destination by preparing in advance?

37

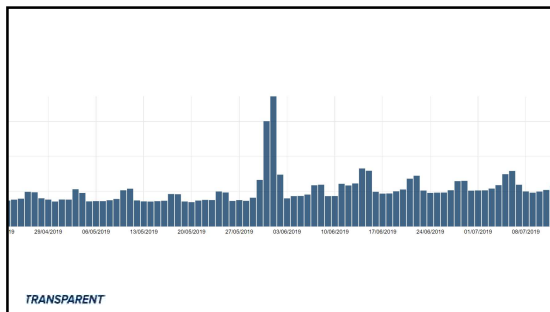


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Hotels **95% occ.**

41

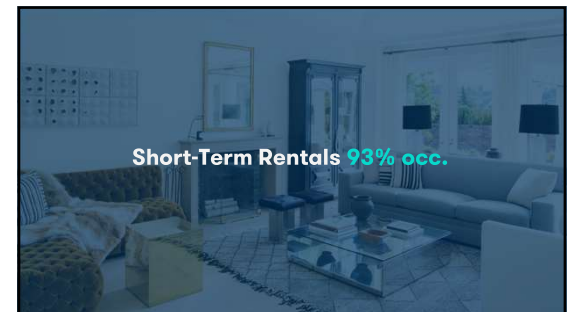


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1,744 flights = **1.2 flights per minute**
239,379 **passengers**

40



Short-Term Rentals **93% occ.**

42

Expected **exceptional influx of tourists**

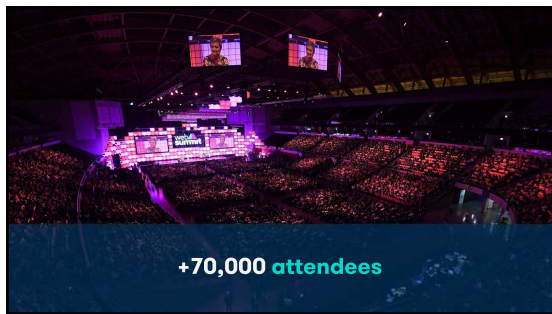
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How can a destination **track tourists?**

48



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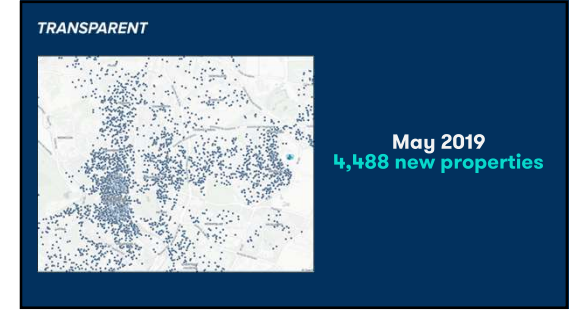
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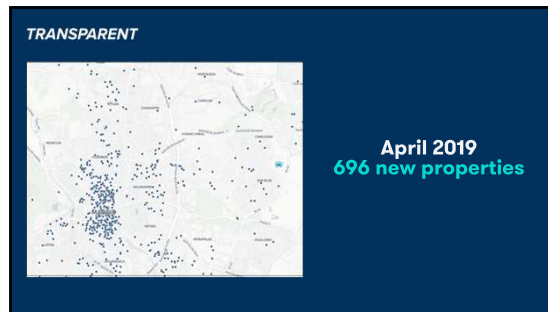
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How can **short-term rental tracking** anticipate an exceptional influx of tourists and help you manage your destination by preparing in advance?

56



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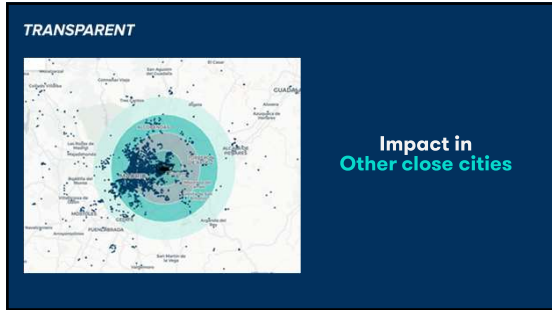
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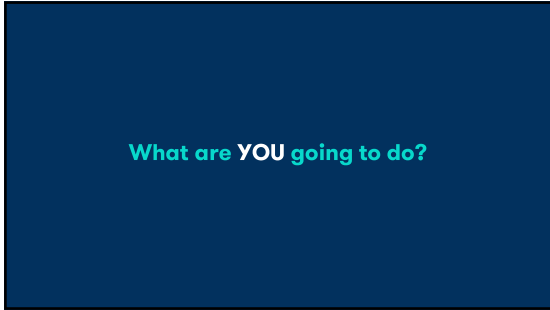


**“YOU CAN’T MANAGE
WHAT YOU DON’T
MEASURE”**
Peter F. Drucker

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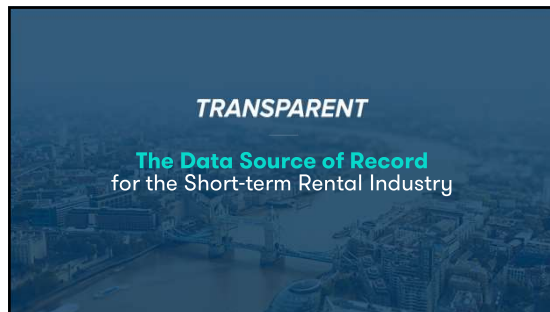
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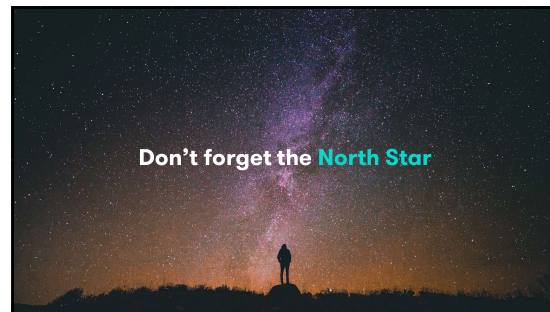
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