

rentals united

THE WHO'S WHO OF SHORT-TERM RENTAL LISTING SITES





more bookings.
less work

rentalsunited.com

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 COMPANY BASE

 DATE OF FOUNDING

 INVESTMENT RECEIVED

 LAST INVESTMENT ROUND YEAR

 N° EMPLOYEES



Foreword

Building a professional vacation rental business is elaborate and learning how to effectively distribute your vacation rentals online is arguably the first and most important step to success. By now you're surely quite familiar with the big OTA's and understand that listing on these sites is essential to your business success.

Our clients are large and small property managers that are looking to streamline their distribution: they use our software to automatically update their calendars, pricing and content on the large OTAs (we're premium partner of Booking.com, Airbnb, HomeAway, TripAdvisor!) and on high-performing niche sites (sadly not all of the sites listed in this book are part of our connected partners YET!).

However, when it comes to advertising on niche sites, we discovered that not many property managers are including them in their marketing strategies. As of 2020, it is essential for property managers to incorporate niche sites as diversifying the marketing mix will allow businesses to tap into new clients and markets, and will minimise the risks of algorithm changes, or worse OTA bankruptcy. Diverting some focus to niche markets has the potential to significantly increase marketing ROI as strategies become both cheaper and more effective with less competition.

When it comes to choosing which sites to add in this book, we were very strict on two criteria, the sites have to target a very clear traveller segment and fit into one of these three categories:

THE TOP LOCAL CATEGORY

Niche listing sites that are hyper local: true experts in their area offering an informed selection of places to stay or those sites specialising in helping specific nationalities travel abroad.

THE CURATED LIST CATEGORY

Those sites that select, organise, and present rentals using their expertise - the very definition of curation.

THE TRAVEL TREND CATEGORY

Niche listings that have very clearly asked "Why do people travel?" "Are they looking for socially responsible experiences, are they digital nomads or is it simply a micro-trip?" and, then, specifically target that traveller segment.

Important Note: We have not added websites that are trying to be everything for everyone, or "copycats" of large OTAs.

As an industry, if we want to expand further and increase our marketing mix to reach new customers, acquire new business and ultimately elevate revenue, then niche sites must be taken seriously. We're looking forward to updating this book throughout the year to provide you with the most accurate and latest information on the up-and-coming niche sites.

Here's to growing your business!

Kind regards,

James Burrows
CEO Rentals United



Top Local

rentals united

Top Local

“*The niche site focuses on listing rentals in a specific region / country OR the niche site is targeted at traffic from a specific region / country.*”

As global travel grows and expands, serving a specific local niche provides an opportunity to tailor inventory selection, more mindfully matching the right owners with the right homes. Geographically targeted niche listing sites that are hyper local offer true expertise in their area thus, offering an informed selection of places to stay. In line with localised travel are also sites who specialise in helping specific nationalities travel abroad.

SMOKY MOUNTAINS

Top local sites for rentals located by the Great Smoky Mountains National Park, which stretches across the states of North Carolina and Tennessee on the east coast of the United States.

STATE OF FLORIDA

Top local sites for rentals located in Florida, the “Sunshine State” of the United States attracting 112 million visitors every year of which 10% are from overseas.

SPAIN

Top local sites for rentals located in Spain, a southern European country known for its summer holidays, siesta and vibrant cities.

ITALIAN TRAVELLERS

Reach Italian travellers with these top local sites and welcome a nation of people known for their charm, their numerous gestures and their wonderful cooking.



-  **USA**
-  **2013**
-  **6**
-  **Self-funded**
-  **n/a**

VISIT
THE WEBSITE



SmokyMountains.com

SmokyMountains.com is the leading niche OTA for the Gatlinburg, Pigeon Forge, and Smoky Mountain region. Through evergreen content including high-resolution videos and photographs, our website is an important planning tool for the majority of all visitors to the top-visited National Park in the country. We leverage this traveller influence to produce rental revenue for our property managers and drive seven-figures of annualised bookings for top partners.

WEBSITE & INVENTORY

URL
www.smokymountains.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
\$1350

AVERAGE NIGHTS BOOKED
4,5

LISTINGS
2200

TOP 3 LISTING COUNTRIES/REGIONS

SMOKY MOUNTAINS REGION **USA**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
41 638

TRAFFIC SOURCES
51% from search (Organic),
24% from direct, 18% from referrals,
5% from social, 2% from mail

TOP 3 TRAFFIC COUNTRIES

USA **CANADA** **UK**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Instant Bookings

WHO IS MERCHANT OF RECORD
The Manager

FEE TO MANAGERS
8-10% commission

FEE TO GUEST
3-15% commission

TECHNOLOGY

CHANNEL MANAGERS
BookingPal

ONBOARDING TIME
1-2 days

MIN PROPERTIES
10

ICAL UPDATES AVAILABLE?
No



FLARBO

Florida Rental By Owners (FLARBO) is a viable, affordable Book-Direct marketplace for the state of Florida. “Built By Owners FOR Owners and Property Managers”. No commissions fees, no traveler fees. We put more money in your pocket and get you more bookings. Join the FLARBO family today - there’s no better time than now to diversify your marketing mix portfolio.

-  **Canada**
-  **2017**
-  **5**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.floridarentalbyowners.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
n/a

AVERAGE NIGHTS BOOKED
n/a

LISTINGS
1200

TOP 3 LISTING COUNTRIES/REGIONS
FLORIDA

TRAFFIC INFO

GLOBAL TRAFFIC RANK
203 446

TRAFFIC SOURCES
15.5% from direct; 3.2% from referrals; 63.1% from (organic) search; 15.2% from social; n/a% from mail; 3.0% from display

TOP 3 TRAFFIC COUNTRIES
UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Enquiries

WHO IS MERCHANT OF RECORD
The Manager

FEE TO MANAGERS
Subscription

FEE TO GUEST
Free

TECHNOLOGY

CHANNEL MANAGERS
NextPax

ONBOARDING TIME
1 day

MIN PROPERTIES
No min

ICAL UPDATES AVAILABLE?
Yes

**VISIT
THE WEBSITE**





Spain-Holiday.com

Spain-Holiday.com is the pioneer advertising portal for holiday rentals in Spain. We have been in business since 2002. This makes us local experts. Our guests are mainly Scandinavian and British. This group represents 50% of the visitors of our 13 websites (=languages). They are typically families, couples and retired couples looking to travel out of season as well.

-  Spain
-  2002
-  28
-  Undisclosed
-  Undisclosed

WEBSITE & INVENTORY

URL
www.spain-holiday.com

LANGUAGES SUPPORTED

EN ES DN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

19 277

TOP 3 LISTING COUNTRIES/REGIONS

COSTA DEL SOL COSTA BLANCA
BALEARIC ISLANDS

TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Spain-Holiday.com

FEE TO MANAGERS

15% commission + IVA and subscription
from €245 + IVA

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, Avantio, Irent

ONBOARDING TIME

2 days

MIN PROPERTIES

No min

ICAL UPDATES AVAILABLE?

Yes

VISIT
THE WEBSITE





VISIT
THE WEBSITE



Dormoa



Dormoa.com was born as “Dormoalondra” in 2012 from the passion for travel and the need to find quality holiday accommodation without spending too much time on research. For rentals in London & Barcelona at present.

WEBSITE & INVENTORY

URL
www.dormoa.com

LANGUAGES SUPPORTED

IT

TRAFFIC INFO

GLOBAL TRAFFIC RANK
4 745 261

N°1 TRAFFIC SOURCE
Referrals

N°1 TRAFFIC COUNTRY

UNKNOWN



rentals united

Curated List

Curated List

“*The niche site is a curated list of short-term rentals.*”

In this chapter we look at the niche sites that select, organise, and present rentals using their specific expertise and offering - the very definition of curation. This expertise may be based on visits to properties or an extensive questionnaire. Some sites will ask you to comply with their diverse set of requirements, others may simply look at the uniqueness and atypicality of the offering.

BUSINESS-FRIENDLY

Lodging to accommodate business travellers include amenities such as high-speed internet, keyless entries and straightforward invoicing.

ACCESSIBLE TRAVEL

Unique travel experiences for people with disabilities as 15% of the world's population lives with some sort of disability.

PET-FRIENDLY

With the majority of pet owners saying they value their pets as much as having children, certain short-term accommodation businesses offer a range of amenities designed to accommodate pet owners.

KID-FRIENDLY

Family-friendly holiday accommodation has always been a popular niche and a huge market for property managers.

PREMIUM & LUXURY

High-end luxury accommodation is a highly coveted market with sites curating premium lists in every corner of the globe.

OUTDOOR TRAVEL

Outdoor and adventure travel is on the rise especially for urbanites looking for a respite from hectic city living.

INCLUSION TRAVEL

Short-term rentals hosted by owners and managers who connect particular communities and allow them to travel more safely such as female only, LGBTQ travellers and halal-friendly communities.






QUIRKY PLACES

Unique and unusual places to stay are a big draw for modern travellers, whether it be a castle in the forest or a cliffside treehouse retreat.



Homelike

Homelike is a marketplace for long-term business apartment rentals and offers one of the largest portfolios of furnished apartments for business travellers in Europe. Homelike provides a best-in-class booking experience for high-quality apartments for 30 nights and more from professional landlords. Homelike helps executives, professionals, expatriates, consultants, and trainees from around the world to find appropriate accommodation quickly and conveniently online.

-  **Germany**
-  **2014**
-  **130**
-  **\$18,8M**
-  **2018**

WEBSITE & INVENTORY

URL
www.thehomelike.com

LANGUAGES SUPPORTED

EN ES DE FR DU

AVERAGE BOOKING VALUE

5000€

AVERAGE NIGHTS BOOKED

90

LISTINGS

55 000

TOP 3 LISTING COUNTRIES/REGIONS

GERMANY UK SPAIN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 600 000

TRAFFIC SOURCES

15% from direct; 10% from referrals;
 60% from search; 3% from social;
 2% from mail; 10% from display

TOP 3 TRAFFIC COUNTRIES

GERMANY UK SPAIN

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

The Manager

FEE TO MANAGERS

10% to 12% commission

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, Icnear, Cubilis

ONBOARDING TIME

2 day

MIN PROPERTIES

10

ICAL UPDATES AVAILABLE?

Yes

VISIT
 THE WEBSITE





Handiscover

We gather accommodations that can fit the mobility needs of our target group of elders and disabled families, i.e. properties with a maximum of a few steps inside/outside and ideally perfect accessibility in typical summer destinations or big cities.

 **Sweden**

 **2015**

 **11**

 **€2.3M**

 **2019**

WEBSITE & INVENTORY

URL
www.handiscover.com

LANGUAGES SUPPORTED

EN **FR** **ES** **DE** **DK** **NO** **SW** **CRO**

AVERAGE BOOKING VALUE
\$500

AVERAGE NIGHTS BOOKED
4

LISTINGS
30 000

TOP 3 LISTING COUNTRIES/REGIONS
UK **SPAIN** **FRANCE**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
1 500 000

TRAFFIC SOURCES
13% from direct; 45% from organic
14% from referrals; 18% from paid search;
5% from social; 5% from mail

TOP 3 TRAFFIC COUNTRIES
UK **USA** **NORDIC**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
Handiscover

FEE TO MANAGERS
10% commission

FEE TO GUEST
2% to 5% commission

TECHNOLOGY

CHANNEL MANAGERS
Rentals United, Amadeus

ONBOARDING TIME
1-2 day

MIN PROPERTIES
No min

ICAL UPDATES AVAILABLE?
Yes

**VISIT
THE WEBSITE**





-  **USA**
-  **2006**
-  **45**
-  **Self-funded**
-  **n/a**

VISIT
THE WEBSITE



BringFido

Since launching in 2006, BringFido has helped more than 50 million people take their dogs on vacation. In addition to providing online reservations at 150,000 pet-friendly hotels and vacation rentals worldwide, the company’s website and app give dog owners the scoop on thousands of dog parks, beaches, restaurants, events, and other places to bring Fido.

WEBSITE & INVENTORY

- URL**
www.bringfido.com
- LANGUAGES SUPPORTED**
EN
- AVERAGE BOOKING VALUE**
\$600
- AVERAGE NIGHTS BOOKED**
5
- LISTINGS**
85 000
- TOP 3 LISTING COUNTRIES/REGIONS**
USA **CANADA** **UK**

TRAFFIC INFO

- GLOBAL TRAFFIC RANK**
50 745
- TRAFFIC SOURCES**
15% from direct; 1% from referrals; 82% from search; 1% from social; 1% from mail
- TOP 3 TRAFFIC COUNTRIES**
USA **CANADA** **UK**

BUSINESS MODEL

- WHAT IS SENT TO OWNERS/MANAGERS**
Enquiries + Instant bookings
- WHO IS MERCHANT OF RECORD**
BringFido
- FEE TO MANAGERS**
10% commission
- FEE TO GUEST**
1% to 2% commission






TECHNOLOGY

- CHANNEL MANAGERS**
Rentals United
- ONBOARDING TIME**
1 day
- MIN PROPERTIES**
No min
- ICAL UPDATES AVAILABLE?**
No



Clanventure

We are a small site for family-friendly vacation rentals and a family travel blog. Our market is families with children of all ages and list homes with amenities for babies, toddlers and older children. We are currently updating the backend and tech of the website and will be relaunching shortly, making it easier to add properties and grow our inventory.

-  **USA**
-  **2016**
-  **1**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.clanventure.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 \$1500

AVERAGE NIGHTS BOOKED
 5

LISTINGS
 100

TOP 3 LISTING COUNTRIES/REGIONS
USA **CANADA**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 5 282 315

TRAFFIC SOURCES
 17.36% from direct,
 82.64% from organic search

TOP 3 TRAFFIC COUNTRIES
USA **CHILE** **SOUTH AFRICA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant Bookings

WHO IS MERCHANT OF RECORD
 The Manager

FEE TO MANAGERS
 Subscription from \$200 year

FEE TO GUEST
 \$79 flat booking fee

TECHNOLOGY

CHANNEL MANAGERS
 None yet

ONBOARDING TIME
 2 day

MIN PROPERTIES
 No min

ICAL UPDATES AVAILABLE?
 Yes

**VISIT
 THE WEBSITE**





-  **UK**
-  **2018**
-  **12**
-  **\$2.2M**
-  **2019**

VISIT
THE WEBSITE



Stay One Degree

Stay One Degree is the trusted members’ club for luxury travellers. The company connects discerning owners of exclusive homes with a vetted member base of luxury travellers seeking special homes and unique experiences. All homes that wish to join are carefully handpicked, likewise all guests are vetted, creating a trusted community of travellers with access to exclusive homes all over the world.

WEBSITE & INVENTORY

- URL**
www.stayonedegree.com
- LANGUAGES SUPPORTED**
EN
- AVERAGE BOOKING VALUE**
\$10 000
- AVERAGE NIGHTS BOOKED**
7
- LISTINGS**
3500
- TOP 3 LISTING COUNTRIES/REGIONS**
EUROPE **ASIA** **CARIBBEAN**

TRAFFIC INFO

- GLOBAL TRAFFIC RANK**
n/a
- TRAFFIC SOURCES**
35% from direct; 23% from referrals;
15% from search; 27% from social
- TOP 3 TRAFFIC COUNTRIES**
UK **HONG KONG** **SINGAPORE**

BUSINESS MODEL

- WHAT IS SENT TO OWNERS/MANAGERS**
Enquiries + Instant bookings
- WHO IS MERCHANT OF RECORD**
Stay One Degree
- FEE TO MANAGERS**
12% commission
- FEE TO GUEST**
3% commission

TECHNOLOGY

- CHANNEL MANAGERS**
None yet
- ONBOARDING TIME**
n/a
- MIN PROPERTIES**
No min
- ICAL UPDATES AVAILABLE?**
Yes



Plum Guide

Plum Guide is the official selection of the world's most outstanding rental homes. We're not for everyone, but if you have high quality homes, we can help you grow your business by connecting you with a more discerning guest audience that don't shop for homestays on mainstream OTAs. This means the occupancy and revenue from Plum bookings is incremental.



UK



2016



100 - 200



\$30M



2019

VISIT
THE WEBSITE



WEBSITE & INVENTORY

URL

www.plumguide.com

LANGUAGES SUPPORTED

EN FR IT ES PT

AVERAGE BOOKING VALUE

Double the usual

AVERAGE NIGHTS BOOKED

Double the usual

LISTINGS

10 000 - 25 000

TOP 3 LISTING COUNTRIES/REGIONS

EU CITIES NORTH AMERICAN CITIES

TRAFFIC INFO

GLOBAL TRAFFIC RANK

Undisclosed

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings (80%) and enquiries (20%) handled by a human concierge

WHO IS MERCHANT OF RECORD

Plum Guide

FEE TO MANAGERS

Undisclosed

FEE TO GUEST

Undisclosed

TECHNOLOGY

CHANNEL MANAGERS

List on request

ONBOARDING TIME

10 day

MIN PROPERTIES

No min

ICAL UPDATES AVAILABLE?

Yes



-  **USA**
-  **1927**
-  **1 176 000**
-  **Undisclosed**
-  **Undisclosed**

VISIT
THE WEBSITE



Homes & Villas By Marriott

Homes & Villas by Marriott International is a curated home rental offering powered by Marriott’s 92 years of hospitality experience and the local expertise of select property management companies. Together, we deliver on the highest standards in quality, safety, design, amenities, regulatory compliance and service for both homeowners and guests, including 133+ million Marriott Bonvoy travel loyalty programme members.

WEBSITE & INVENTORY

URL
www.homesandvillasbymarriott.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE
Undisclosed

AVERAGE NIGHTS BOOKED
5

LISTINGS
5000

TOP 3 LISTING COUNTRIES/REGIONS

EUROPE

AMERICAS

CARIBBEAN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
Undisclosed

TRAFFIC SOURCES
Undisclosed

TOP 3 TRAFFIC COUNTRIES

UNDISCLOSED

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
The Manager

FEE TO MANAGERS
Undisclosed

FEE TO GUEST
Undisclosed

TECHNOLOGY

CHANNEL MANAGERS
BookingPal

ONBOARDING TIME
Varies

MIN PROPERTIES
60

ICAL UPDATES AVAILABLE?
Yes



CoolStays.com

CoolStays.com showcases unique places to stay across the UK, Europe and worldwide. We have a growing portfolio of over 1800 extraordinary places to stay. Each offering something quirky, noteworthy or stylish. Coolstays users want to escape the mass market and find somewhere beautifully unique for their next holiday. CoolStays.com is where people come to “Stay somewhere extraordinary!”

-  **UK**
-  **2013**
-  **9**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.coolstays.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 £1000

AVERAGE NIGHTS BOOKED
 7

LISTINGS
 2000

TOP 3 LISTING COUNTRIES/REGIONS
UK **SPAIN** **ITALY**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 375 071

TRAFFIC SOURCES
 36% from direct; 2.4% from referrals; 49% from search; 2.78% from social 5% from mail

TOP 3 TRAFFIC COUNTRIES
UK **USA** **SPAIN**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
 The Manager

FEE TO MANAGERS
 £199 - £949 subscription

FEE TO GUEST
 Free

TECHNOLOGY

CHANNEL MANAGERS
 None yet

ONBOARDING TIME
 5 day

MIN PROPERTIES
 No min

ICAL UPDATES AVAILABLE?
 Yes

VISIT
THE WEBSITE



PREMIUM & LUXURY

CURATED LIST



VISIT
THE WEBSITE



Oliver's Travels



At Oliver's Travels we don't do ordinary. But if you're looking to rent somewhere quirky, unique and bursting with more character than a bottle of '59 Lafite Rothschild, we've got some stunning luxury villas for you to choose from.

WEBSITE & INVENTORY

URL
www.oliverstravels.com

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
103 958

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UK

PET-FRIENDLY



VISIT
THE WEBSITE



PetsPyjamas



Number 1 for dog-friendly travel. Browse & Book from over 4000 truly dog-welcoming hotels, cottages, lodges & b&bs.

WEBSITE & INVENTORY

URL
www.petspyjamas.com

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
457 740

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UK



Glamping Hub

Glamping Hub is the leading portal for unique outdoor accommodations across the globe. Listing with us gives additional exposure and the chance to be a part of a growing online family. We have a team of in-house writers who create the listings on behalf of hosts and we provide top-quality support 7-days a week.



Spain



2012



36



Undisclosed



Undisclosed

WEBSITE & INVENTORY

URL

www.glampinghub.com

LANGUAGES SUPPORTED

EN **ES**

AVERAGE BOOKING VALUE

500€

AVERAGE NIGHTS BOOKED

2

LISTINGS

31 000

TOP 3 LISTING COUNTRIES/REGIONS

USA **AUSTRALIA** **CANADA**

TRAFFIC INFO

GLOBAL TRAFFIC RANK

88 980

TRAFFIC SOURCES

19% from direct; 4% from referrals;
72% from search; 4% from social

TOP 3 TRAFFIC COUNTRIES

USA **UK** **CANADA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Glamping Hub

FEE TO MANAGERS

4% commission

FEE TO GUEST

6% to 11% commission

TECHNOLOGY

CHANNEL MANAGERS

Rentals United, Newbook, Onerooftop,
Myallocator, Lodgix, Lodgify,
ThinkReservations

ONBOARDING TIME

5 day

MIN PROPERTIES

No min

ICAL UPDATES AVAILABLE?

Yes

**VISIT
THE WEBSITE**



HalalBooking

VISIT
THE WEBSITE



HalalBooking

 UK

HalalBooking® is a global 'search & book' website for halal-conscious travellers, which allows travellers to find hotels, resorts and villas suitable for their individual needs.

WEBSITE & INVENTORY

URL
www.halalbooking.com

LANGUAGES SUPPORTED

ARABIC EN DE TK FR RU

TRAFFIC INFO

GLOBAL TRAFFIC RANK
220 782

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UK

misterb&b

VISIT
THE WEBSITE



Misterb&b

 France

Misterb&b is committed to creating a world that is accepting and non-judgmental; a welcoming world in which you can share the excitement of discovery, and create lifelong memories and friendships.

WEBSITE & INVENTORY

URL
www.misterbandb.com

LANGUAGES SUPPORTED

EN FR DE IT PT ES

TRAFFIC INFO

GLOBAL TRAFFIC RANK
109 790

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
USA



VISIT
THE WEBSITE



Sawday's



Life's too short for ordinary. That's why we've spent over 25 years finding, visiting and choosing brilliant places to stay. For people who love special.

WEBSITE & INVENTORY

URL
www.sawdays.co.uk

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
292 447

Nº1 TRAFFIC SOURCE
Search

Nº1 TRAFFIC COUNTRY

UK

KID-FRIENDLY



VISIT
THE WEBSITE



kid & coe



Making travel with children as easy as A, B, C. We curate the very best in private family homes, vacation rentals, agency partners and hotels.

WEBSITE & INVENTORY

URL
www.kidandcoe.com

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
1 860 188

Nº1 TRAFFIC SOURCE
Search

Nº1 TRAFFIC COUNTRY

UNKNOWN

A vintage canvas tent is pitched in a dense forest of tall, thin trees. The tent is light-colored with a dark interior. A wooden platform is in front of the tent. Large, curved overlays in dark blue and teal are positioned over the tent and the forest background. The text "Travel Trends" is written in large, white, sans-serif font across the lower left portion of the image.

Travel Trends

rentals united

Travel Trends

“*The niche site addresses a particular travel trend.*”

It's worth remembering that travellers' needs are changing and as an industry, we need to go back and ask ourselves some basic questions and reassess: Why do people travel? What do they want from their short-term rental property? Are they looking for socially responsible experiences, are they digital nomads or is it simply a micro-trip?

BOOK WITH THE OWNER

Arranging short-term rentals directly with owners eliminates booking fees and allows for more personal communication with the owner.

SPORT TOURISM

Sport travel involves either observing or participating in a sporting event while staying apart from the tourists' usual environment.

SOCIAL RESPONSIBILITY

The age of 'experience travel' is coming to an end and will be replaced by socially responsible trips as people increasingly want to be changed by giving back to the community which they visit.

MICRO-TRIPS

Micro trips are well planned and executed short trips which maximise destination time, minimise wasted time and cut down on expenses with clever flight times and usage of optimal time zones, and we are seeing a surge in sites accepting 2-night stays and last-minute bookings.

DIGITAL NOMADS

Digital nomads are on the rise as flexible working, combined with improving tech, enables workers to travel for longer and set up remotely in foreign countries.






CANNABIS TRAVEL

Cannabis-infused and cannabis-friendly travel is on the rise with the proliferation of legalization of cannabis in many global locations.



Houfy

Community platform (or Market Network) for vacation rental properties worldwide, free, connect directly and book directly without service fees.

-  **USA**
-  **2014**
-  **1**
-  **Self-funded**
-  **n/a**

WEBSITE & INVENTORY

URL
www.houfy.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

6000

TOP 3 LISTING COUNTRIES/REGIONS

USA

CENTRAL AMERICA & CARIBBEAN

CAN

TRAFFIC INFO

GLOBAL TRAFFIC RANK

1 323 599

TRAFFIC SOURCES

34% from social; 27% from direct;
26% from referrals; 12.4% from organic

TOP 3 TRAFFIC COUNTRIES

USA

UK

CANADA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant bookings / Enquiries / Enquiries +
Instant bookings / Traffic to their website

WHO IS MERCHANT OF RECORD

The Manager

FEE TO MANAGERS

Free

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

None yet

ONBOARDING TIME

1 day

MIN PROPERTIES

No min

ICAL UPDATES AVAILABLE?

Yes

**VISIT
THE WEBSITE**





HouseStay

HouseStay.com offers a curated selection of fully furnished turnkey apartments and homes available for rent for 30 nights or more. We have simplified booking temporary housing for Individuals and Businesses (Global Mobility Professionals, 3rd Party Relocation Professionals, Brokerages & Licensed Real Estate Agents, HR Professionals) by designing a fully automated booking process along-with custom dashboards and workflows that make booking a furnished home a breeze.



USA



2017



12



Undisclosed



Undisclosed

WEBSITE & INVENTORY

URL

www.housestay.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

\$11 640

AVERAGE NIGHTS BOOKED

86

LISTINGS

3700

TOP 3 LISTING COUNTRIES/REGIONS

CALIFORNIA

WASHINGTON

GREATER WASHINGTON DC AREA

TRAFFIC INFO

GLOBAL TRAFFIC RANK

601 994

TRAFFIC SOURCES

Undisclosed

TOP 3 TRAFFIC COUNTRIES

USA

EUROPE

INDIA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant Bookings

WHO IS MERCHANT OF RECORD

HouseStay

FEE TO MANAGERS

5% commission

FEE TO GUEST

5% commission

TECHNOLOGY

CHANNEL MANAGERS

Undisclosed

ONBOARDING TIME

14 day

MIN PROPERTIES

50

ICAL UPDATES AVAILABLE?

Yes

VISIT
THE WEBSITE





World Sport Villas

World Sport Villas advertises sports destination or activities and matches those with quality accommodations close to or nearby the sport destination searched. World Sport Villas offer B2B accommodation providers an alternative and targeted guest type all year round due to sports types/events and seasonality, who are often traveling in groups. Guests can also ADD ON sport hire/lessons/event tickets during the checkout process.

-  Netherlands
-  2019
-  3
-  \$60K
-  2019

WEBSITE & INVENTORY

URL
www.worldsportvillas.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

\$1000

AVERAGE NIGHTS BOOKED

4

LISTINGS

500

TOP 3 LISTING COUNTRIES/REGIONS

USA SPAIN FRANCE

TRAFFIC INFO

GLOBAL TRAFFIC RANK

n/a

TRAFFIC SOURCES

n/a

TOP 3 TRAFFIC COUNTRIES

n/a

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Instant Bookings

WHO IS MERCHANT OF RECORD

World Sport Villas

FEE TO MANAGERS

5% commission

FEE TO GUEST

3% to 15% commission

TECHNOLOGY

CHANNEL MANAGERS

Rentals United (2020)

ONBOARDING TIME

1-7 days

MIN PROPERTIES

No min

ICAL UPDATES AVAILABLE?

Yes

VISIT
THE WEBSITE





Sportihome

We offer property owners the possibility to reach out to people looking for the best outdoor sport destinations and places to book nearby among 45 sports worldwide. Creating unique low season opportunities when the weather conditions are optimal and the major sporting events take place.

 **France**

 **2017**

 **10**

 **\$1.65M**

 **2019**

WEBSITE & INVENTORY

URL
www.sportihome.com

LANGUAGES SUPPORTED

FR **EN** **DE** **ES**

AVERAGE BOOKING VALUE
\$580

AVERAGE NIGHTS BOOKED
4

LISTINGS
6500

TOP 3 LISTING COUNTRIES/REGIONS
FRANCE **SPAIN** **DOM/TOM**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
674 663

TRAFFIC SOURCES
11,88% from direct; 23,05% from referrals;
44,82% from search; 11,48% from social;
4,68% from mail; 4,16% from display

TOP 3 TRAFFIC COUNTRIES
FRANCE **GERMANY** **BELGIUM**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Instant bookings

WHO IS MERCHANT OF RECORD
Sportihome

FEE TO MANAGERS
5% commission + VAT

FEE TO GUEST
5% to 16% commission + VAT

TECHNOLOGY

CHANNEL MANAGERS
Rentals United

ONBOARDING TIME
2 day

MIN PROPERTIES
1

ICAL UPDATES AVAILABLE?
Yes

**VISIT
THE WEBSITE**





UK



2014



25



\$8.2M



2018

VISIT
THE WEBSITE



Snaptrip

The Rest Easy Group portfolio of sites cater to a range of specialist niches to help suppliers and customers alike - last minute, large bookings, dog friendly and even B&Bs and campsites. Predominantly last minute focussed, we help owners generate bookings for their properties when they would otherwise go empty.

WEBSITE & INVENTORY

URL

www.snaptrip.com

LANGUAGES SUPPORTED

EN

AVERAGE BOOKING VALUE

£550

AVERAGE NIGHTS BOOKED

4

LISTINGS

100 000

TOP 3 LISTING COUNTRIES/REGIONS

DEVON

CORNWALL

NORTH YORKSHIRE

TRAFFIC INFO

GLOBAL TRAFFIC RANK

168 865

TRAFFIC SOURCES

39.34% from direct; 6.62% from referrals;
49.63% from search; 3.48% from social;
0.26% from mail; 0.67% from display

TOP 3 TRAFFIC COUNTRIES

LONDON

UK - SOUTH EAST

UK NORTH WEST

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant Bookings

WHO IS MERCHANT OF RECORD

The Manager

FEE TO MANAGERS

Subscription from \$260 per year

FEE TO GUEST

Free

TECHNOLOGY

CHANNEL MANAGERS

Supercontrol / TABS (Carlton software)

ONBOARDING TIME

7 day

MIN PROPERTIES

50

ICAL UPDATES AVAILABLE?

Yes



Whimstay

Whimstay is a new channel that allows property managers to sell their unsold nights (10 days out) last minute. Whimstay is currently the only channel in the US market specializing in liquidating expiring inventory. How does it work? Activate us on your PMS, schedule the 30-minute onboarding call, then start receiving additional bookings through your PMS, increasing occupancy and revenues.

-  **USA**
-  **2018**
-  **20**
-  **\$2.2M**
-  **2019**

WEBSITE & INVENTORY

URL
www.whimstay.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 \$1000

AVERAGE NIGHTS BOOKED
 3

LISTINGS
 6000

TOP 3 LISTING COUNTRIES/REGIONS
USA **MEXICO**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a - it's an app

TRAFFIC SOURCES
 Undisclosed

TOP 3 TRAFFIC COUNTRIES
USA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Instant bookings

WHO IS MERCHANT OF RECORD
 Whimstay

FEE TO MANAGERS
 3% to 5% commission

FEE TO GUEST
 12% to 15% commission

TECHNOLOGY

CHANNEL MANAGERS
 Nextpax

ONBOARDING TIME
 30 minutes



MIN PROPERTIES
 No min

ICAL UPDATES AVAILABLE?
 No

VISIT
 THE WEBSITE





-  Spain
-  2005
-  6
-  Self-funded
-  n/a

VISIT
THE WEBSITE



Enjoy Apartments

EnjoyApartments attracts young families and business travellers looking for comfort while abroad. This niche segment is characterised by higher average spendings and better conduct. EnjoyApartments also dedicates 1% of all earnings to a local charity, and carefully assesses owners and apartments. We only publish online properties that we would recommend to our best friends. Is your property suitable? Contact us.

WEBSITE & INVENTORY

URL
www.enjoyapartments.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
1410€

AVERAGE NIGHTS BOOKED
4

LISTINGS
450

TOP 3 LISTING COUNTRIES/REGIONS
BRARCELONA LISBON ROME

TRAFFIC INFO

GLOBAL TRAFFIC RANK
n/a

TRAFFIC SOURCES
22% from direct; 3% from referrals;
20% from search; 45% from social;
1% from mail; 5% from display

TOP 3 TRAFFIC COUNTRIES
SPAIN USA NETHERLANDS

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD
EnjoyApartments

FEE TO MANAGERS
9% commission +1% to local charity (total 10%)

FEE TO GUEST
Undisclosed

TECHNOLOGY

CHANNEL MANAGERS
Rentals United, BookingPal

ONBOARDING TIME
4-5 days

MIN PROPERTIES
5

ICAL UPDATES AVAILABLE?
Yes



StayBilley

StayBilley is the online home sharing platform serving groups and organizations, colleges and universities and their communities. StayBilley is a platform as service (PaaS) company serving affinity groups. Eg. alumni associations, sports organizations, music community.

-  **Canada**
-  **2016**
-  **Undisclosed**
-  **Undisclosed**
-  **Undisclosed**

WEBSITE & INVENTORY

URL
www.staybilley.com

LANGUAGES SUPPORTED
EN

AVERAGE BOOKING VALUE
 Undisclosed

AVERAGE NIGHTS BOOKED
 Undisclosed

LISTINGS
 Undisclosed

TOP 3 LISTING COUNTRIES/REGIONS
USA **CANADA**

TRAFFIC INFO

GLOBAL TRAFFIC RANK
 n/a

TRAFFIC SOURCES
 n/a

TOP 3 TRAFFIC COUNTRIES
USA **CANADA**

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS
 Enquiries

WHO IS MERCHANT OF RECORD
 StayBilley

FEE TO MANAGERS
 0% to 3% commission

FEE TO GUEST
 12% to 15% commission

TECHNOLOGY

CHANNEL MANAGERS
 Avantio and i-Rent

ONBOARDING TIME
 1 day

MIN PROPERTIES
 No min

ICAL UPDATES AVAILABLE?
 Yes

**VISIT
 THE WEBSITE**





-  Italy
-  2018
-  8
-  €650K
-  2019

VISIT
THE WEBSITE



Fairbnb.coop

Socially responsible travellers and Hosts with only one secondary house on the touristic market. We charge guests 15% commission and 7.5% of that gets donated to a local project chosen by the host.

WEBSITE & INVENTORY

URL
www.fairbnb.coop.com

LANGUAGES SUPPORTED

EN IT ES FR

AVERAGE BOOKING VALUE

Undisclosed

AVERAGE NIGHTS BOOKED

Undisclosed

LISTINGS

Undisclosed

TOP 3 LISTING COUNTRIES/REGIONS

ITALY SPAIN NETHERLANDS

TRAFFIC INFO

GLOBAL TRAFFIC RANK
n/a

TRAFFIC SOURCES
n/a

TOP 3 TRAFFIC COUNTRIES

EUROPE NORTH AMERICA

BUSINESS MODEL

WHAT IS SENT TO OWNERS/MANAGERS

Enquiries + Instant bookings

WHO IS MERCHANT OF RECORD

Fairbnb.coop

FEE TO MANAGERS

2% credit card fee

FEE TO GUEST

15% commission

TECHNOLOGY

CHANNEL MANAGERS

None yet

ONBOARDING TIME

1 day

MIN PROPERTIES

Only 1 allowed

ICAL UPDATES AVAILABLE?

Yes



VISIT
THE WEBSITE



BUD and BREAKFAST

 USA

Bud And Breakfast provides an accessible network of accommodations that meet high standards for quality, reliability, and satisfaction for travellers who also enjoy the benefits of the wonderful healing plant, marijuana.

WEBSITE & INVENTORY

URL
www.budandbreakfast.com

LANGUAGES SUPPORTED

EN

TRAFFIC INFO

GLOBAL TRAFFIC RANK
1 006 851

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UNKNOWN

BUSINESS-FRIENDLY



VISIT
THE WEBSITE



MagicStay

 France

MagicStay, the best accommodation for your business trips or professional mobility.

WEBSITE & INVENTORY

URL
www.magicstay.com

LANGUAGES SUPPORTED

FR EN ES DE IT

TRAFFIC INFO

GLOBAL TRAFFIC RANK
884 732

N°1 TRAFFIC SOURCE
Search

N°1 TRAFFIC COUNTRY
UNKNOWN





Do you know a top local site? Tell us about it here:
[http: //bit.ly/whosniche](http://bit.ly/whosniche)



WHO'S WHO GUIDE 2020

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less work.**

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