

stay  22

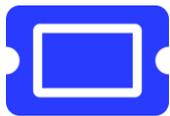
 Event Travel Made Easy

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# Offering event-goers more to travel for

The industry-leading solution displaying both Hotel and Airbnb listings on an interactive map, tailored for event-goers.



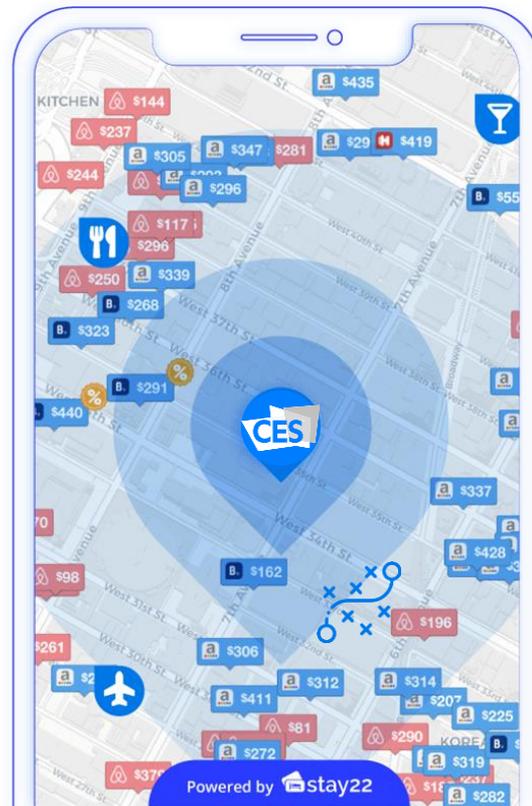
Built for event-goers



Earn revenue per booking



Turnkey accommodation solution



Why Stay22?

# What matters for event-goers

Most critical factors affecting event travelers' booking habits

91%

turn to search engines when looking for a place to stay

TripAdvisor Survey 2014

18%

F&B is 18.5% of travel spend  
31% of air travelers rent a car

Statista.com 2017

30min

average time searching on websites per event travel experience

Flipt.to Survey 2017

95%

say location is key. 88% say price as main factor in choice

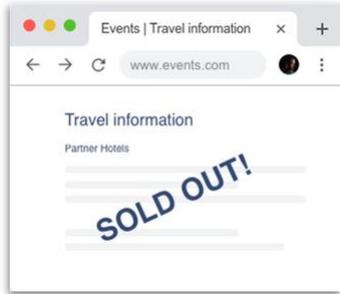
StatCan + Statista 2017



Event-goers reality

# The problem

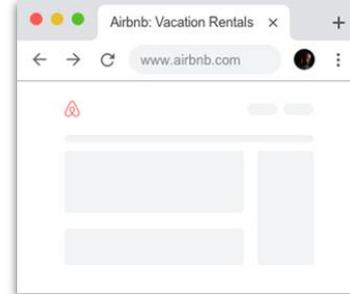
Event travel is not leisure travel



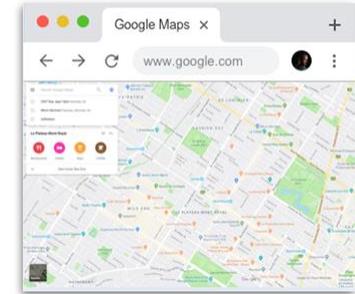
Not finding hotels on the event website



Checking other travel sites



Checking alternatives like Airbnb



Browsing and comparing distance

Scrambling between dozens of tabs



Event-goers reality

bandsintown.com/lady-gaga

Wednesday, May 22nd, 2019  
7:00 PM

Bell Centre  
1909 Avenue des Canadiens-de-Montréal, Montreal, Canada

625 RSVPs

View All twenty one pilots Tour Dates

Loews Hotel Vogue  
King Room - single occupancy - Fre...  
9 mins walking - 0.7 km

Interested Going

Get Tickets

Dates

Budget Filter

Room Type Filter

Rate Comparisons

Ratings

Description & Distance

Main Venue Marker

[See it live!](#)

# How Stay22 impacts the booking process



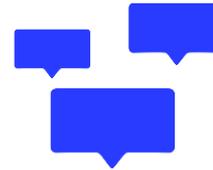
Hotels and Airbnbs on the same map



Compare prices, find the best options



Venue-centric interactive map for better visualization of rates and proximity



More than accommodation, book parking, car rentals, restaurants and much more!



Built for event-goers

# The Airbnb Factor

Offer more options to your users

- ✓ Up to 40% of our event partners' bookings are Airbnbs
- ✓ Airbnb cannibalises Hotel bookings less than 10% of the time
- ✓ 60% of millenials would rather book on Airbnb\*

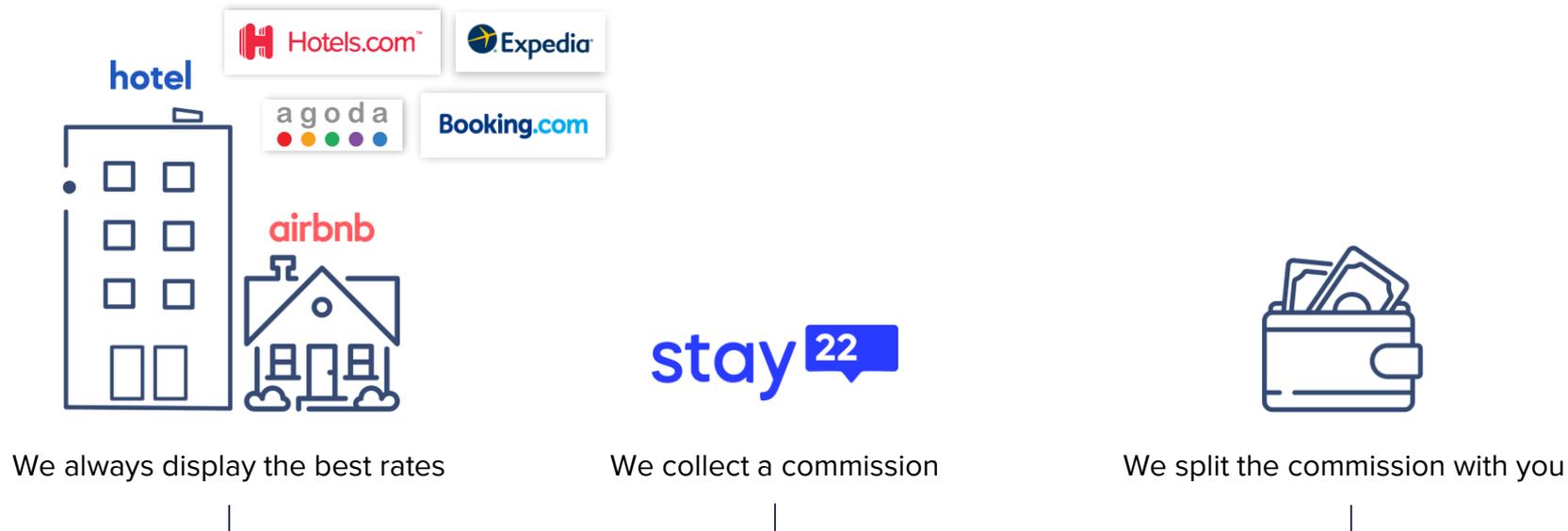
\*Source: airbnbciitizen.com (2016)



📍 Built for event-goers

# Everyone's a winner

Our solution is free and allows you to earn revenue per booking.



 Earn revenue per booking

# The best converting accommodation solution. Period.

Stay22 map answers the event-goers need better than anyone else on the market.

**16.1%**

Avg Conversion Rate  
Click to Booking

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While Avg Conversion Rate  
for OTAs is only 2%

**45.75%**

Avg Map Views to  
Interactions

**2.1**

Avg Length of Stay for  
ticketing partners



Earn revenue per booking

# Simple & Fully Customizable Integration

Stay22 integration is as easy as 1, 2, 3

- 1 Copy and paste the provided script within your platform.
- 2 Feed the script's basic parameters with your own variables: affiliate ID, event location and dates.
- 3 Customize it to fit your brand with more than 50 additional parameters

"It's been the simplest, **quickest integration** we've experienced.

We've got a pipeline just like any other software company - and **we would have jumped the queue** and implemented Stay22 a lot sooner had we known it could be done in **less than half a day.**"

**Phil Picton**  
**TicketSource**

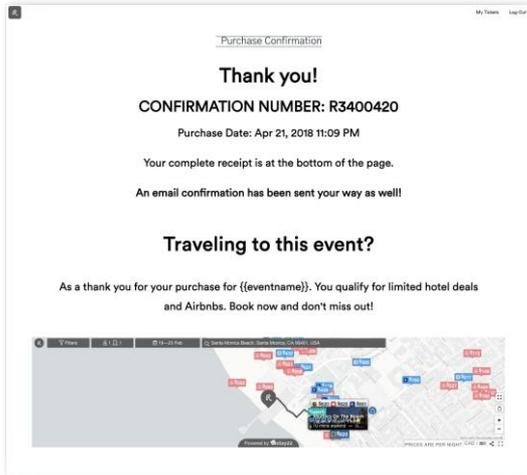


Turnkey accommodation solution

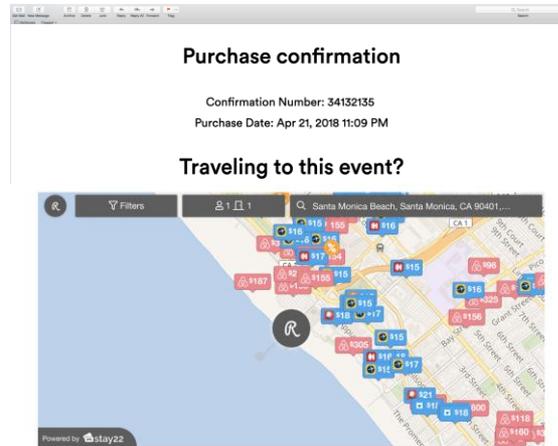
# Integration Possibilities

Our map is flexible and can be integrated anywhere on your platform, marketing channels, social media platforms, SMS, loyalty program, fan club portals, etc.

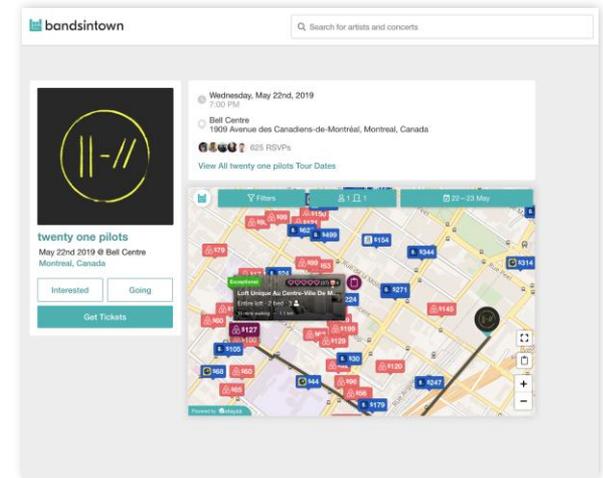
## Confirmation page (optimal conversion)



## Confirmation and Reminder email



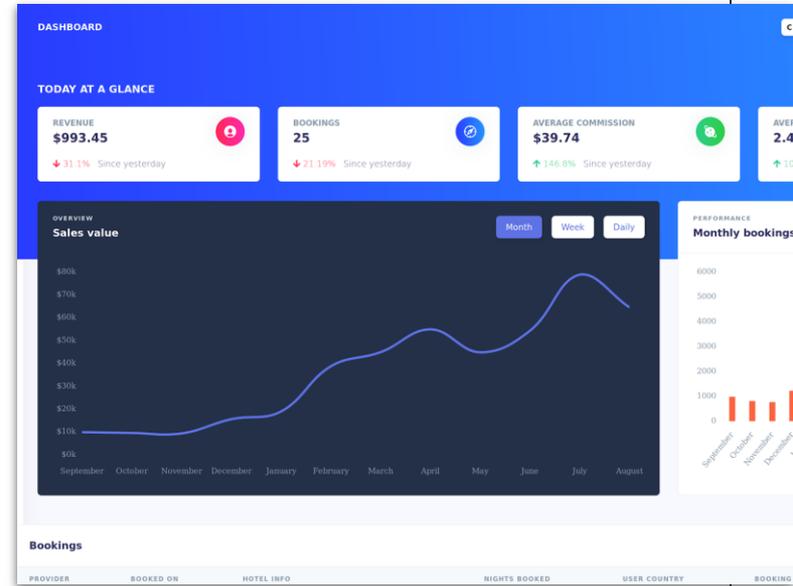
## Event/Venue page



# Leverage Data

Track bookings data through your own dashboard data to better understand your customers' behaviors

- ✓ Track bookings and commissions in real-time
- ✓ Monitor impact of your newsletters, confirmation emails and social media posts on booking pace
- ✓ Understand where your attendees are really staying
- ✓ Gather generated room nights across all platforms
- ✓ API connection possible



# Established industry presence

Trusted by +1500 partners in +57 countries

Discovery Platforms       

Ticketing        

Events        

 A trusted company