Event Travel Made Easy
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.

Why Stay22?

- Built for event-goers
- Earn revenue per booking
- Turnkey accommodation solution
What matters for event-goers

Most critical factors affecting event travelers’ booking habits

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>91%</td>
<td>turn to search engines when looking for a place to stay</td>
</tr>
<tr>
<td>18%</td>
<td>F&amp;B is 18.5% of travel spend</td>
</tr>
<tr>
<td>30min</td>
<td>average time searching on websites per event travel experience</td>
</tr>
<tr>
<td>95%</td>
<td>say location is key. 88% say price as main factor in choice</td>
</tr>
</tbody>
</table>
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
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 millennials would rather book on Airbnb*

*Source: airbnbcitizen.com (2016)

Built for event-goers
Everyone’s a winner

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

We always display the best rates

We collect a commission

We split the commission with you

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
- **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
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

Multiple touchpoints
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
- wegow
- 10times
- bandsintown
- ENIS24
- skiddle
- evensi
- JAMBASE

Ticketing
- LONDON THEATRE DIRECT
- TICKET SOURCE
- etix
- TEG
- SecuTix
- eventim
- gigantic
- web tickets

Events
- SXSWL
- 02
- evenko
- PREMIER PRODUCTIONS
- ESL
- DISCO DONNIE
- Montreal Comiccon
- CES

A trusted company