

## Short-Term Rental Guest Experience Technology is booming 🚀

and [AJL Atelier](#)'s research team is looking closely at providers and their next move. Here are few thoughts:

Guest experience tech providers ..

1/ ... 🎯 can deliver a more focused offering compared to a PMS, specifically with integrated smart locks & IoT, wifi & house info, in-stay messaging, recommendations, and more.

2/ ... 💰 are also expanding to offer in-app upsell options, contributing to incremental revenue growth, and highlighting a clear ROI to the PMC.

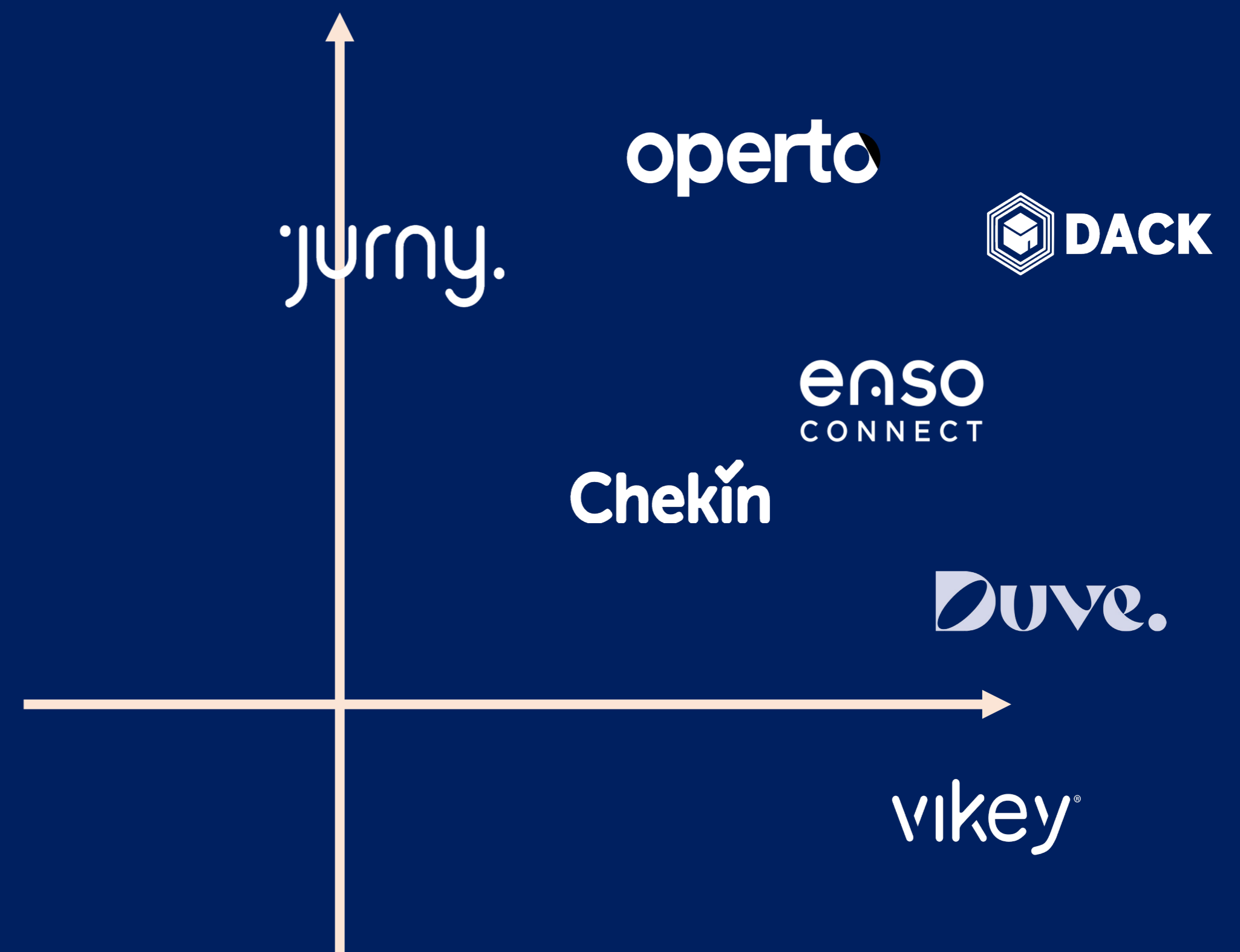
3/ ... 🌳 hone in on enabling a PMC to have more control over their business, optimize guest retention, and deliver a consistent world-class experience to their number 1 asset.

4/ ... 🏠 partially managed to develop the hotel market, specifically boutique hotels. Next to product diversification and strong partnerships, technology convergence is increasing and seems to be a popular way to grow the business.

5/ ... 🌍 are not delivering on the guest's demand for sustainable choices! We know that +85% of guests want to travel sustainably, but they lack choice → We encourage all providers to build sustainable options into the digital guest journey.

Some of the providers have developed a competitive advantage through product differentiation that reaches beyond the common marketing play. See a short feature overview below.

## SHORT TERM RENTAL GUEST EXPERIENCE TECHNOLOGY 2022



HQ	Israel	Canada	Sweden / UK	Italy	Canada	Canada	US	Austria	Portugal	UK	Denmark	Spain	Greece
Origin / Specialize in	Messaging	IoT	Noise Monitoring	Smart Lock	Messaging	Guest Screening	Smart Access	Smart Locks	Smart Access	Insurance	Upsell	Passport Scan	Digital Concierge
Check-in & Access	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
Guest Messaging	✓	✓	✓	✓	✓	✓	✓		✓		✓	✓	✓
Upload passports	✓	✓		✓	✓	✓				✓		✓	
Payments & Upsell	✓			✓	✓	✓	✓			✓	✓	✓	✓
CMS & Guidebook	✓	✓		✓	✓		✓				✓	✓	✓
CRM	✓				✓								
Guest Screening		✓			✓	✓				✓			
OTA integration	✓	✓	✓	✓			✓	✓	✓			✓	
Unified inbox	✓				✓		✓				✓		
Collect Deposit	✓	✓		✓	✓	✓	✓			✓			✓
Temperature Control		✓	✓	✓			✓						
Sustainable Options?													

HQ	US	US	Remote	US	US	Netherlands	Italy	US	UK	US	Spain	US	US
Origin / Specialize in	Wifi	Wifi	Guidebook	Voice Technology	PMS	Content	Check-in	Wifi	Guidebook	Entering from Hotel Industry			
Check-in & Access	✓	✓	✓		✓	✓	✓		✓	✓	✓	✓	✓
Guest Messaging	✓	✓	✓	✓	✓				✓				✓
Upload passports	✓		✓		✓		✓	✓		✓	✓	✓	✓
Payments & Upsell	✓			✓	✓					✓	✓	✓	✓
CMS & Guidebook	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓
CRM		✓	✓										✓
Guest Screening	✓				✓								✓
OTA integration					✓						✓		
Unified inbox					✓						✓	✓	
Collect Deposit	✓				✓						✓		✓
Temperature Control				✓	✓								✓
Sustainable Options?													