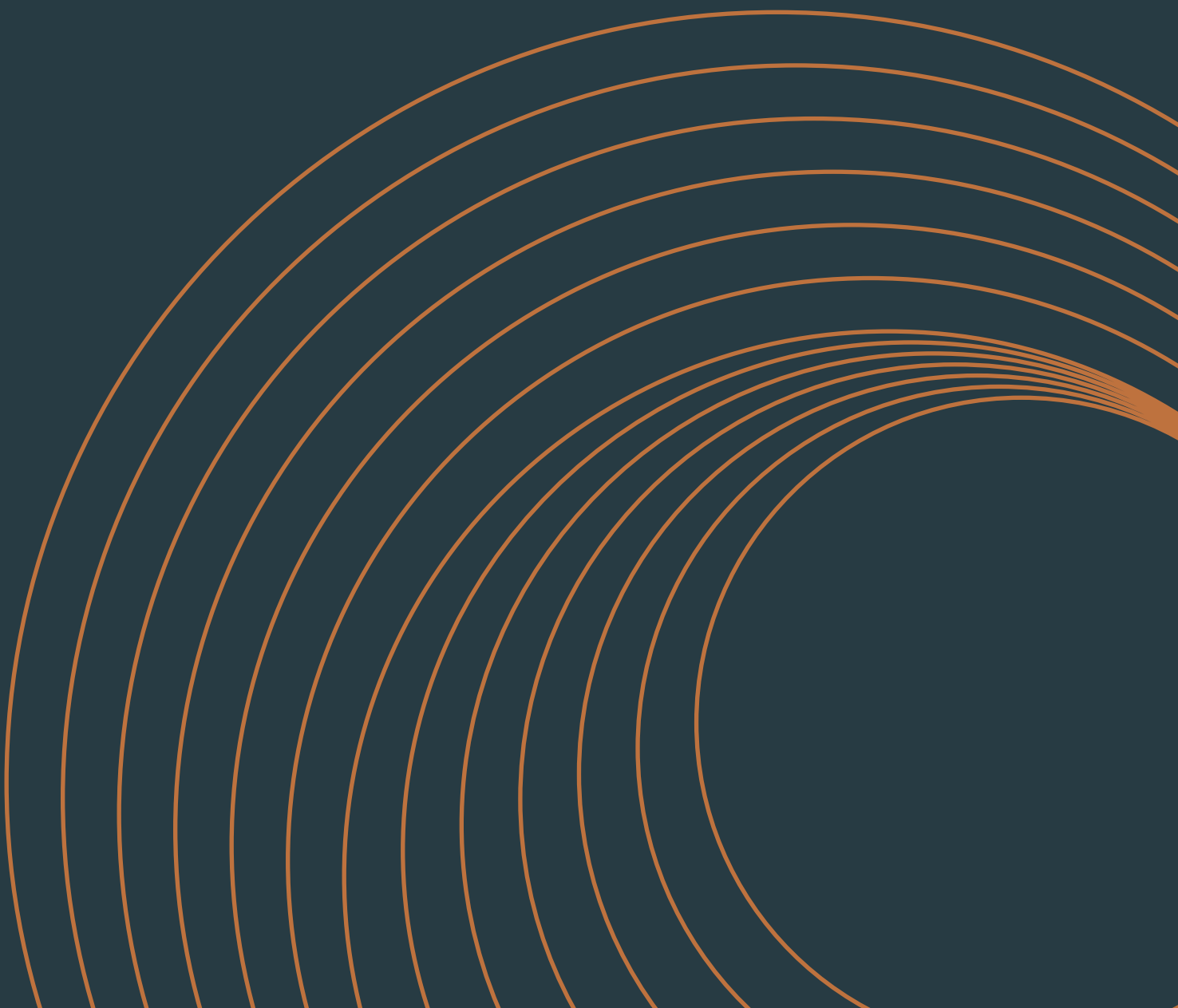# Abode Worldwide

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Abode Worldwide Tech Index Report: Short Term Rentals Edition 2023

For property managers

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Executive summary

—Helen Wedgewood,
Head of Content, Abode Worldwide

In 2020, the short term rental sector was at a crossroads. Would it fail or flourish during the pandemic? Travel was paused, contact was limited. New challenges arose for property managers to overcome, including the paradoxical problem of boosting occupancy levels in a climate where travelers didn't want to interact with anyone.

Thanks to investment in technology, the hospitality industry across the board saw a rapid acceleration of adoption levels. Tech wasn't just a 'nice to have' any more. Equipped with these tools, short term rental operators were able to develop new ways of working and therefore many shifted from being unbookable in uncertain times to one of the most lucrative and rewarding accommodation options.

Powered by technology, short term rentals continue to go from strength to strength, with a 27% increase in demand in 2022 and a forecasted occupancy rate of +58%. This success is partially why we've seen so many Special Purpose Acquisition Company (SPAC) deals as well as Mergers & Acquisitions (M&A) in the space.

To name a few, late in 2021, Vacasa raised $340 million in a SPAC merger to go public plus in July 2022, global tech integrated software and payment services, Planet, acquired Avantio the vacation rental management company in a bid to expand its market reach in the hospitality scene. AvantStay secured $810 million, Casai is merging with Nomah to create the biggest short term rental company in Latin American and recently property management platform, Guesty, raised $170 million to expand into new verticals and scale their reach on an international level as well as buying YieldPlanet and Kigo after acquiring MyVR and Your Porter in 2021.

It's clear that technology has played a significant role in the survival and success of short term rentals over the past couple of years. And, what became a necessity, (think contactless solutions to overcome health concerns and the uncertainty around face-to-face interactions), is now a highly-desired, integral part of these properties for guests, owners and property managers.

Introduction

Due to a huge rise in popularity (demand increased by 24% vs 2019 levels in June 2022 alone), players in the short term rental space now face the challenge of capturing the attention of a market with ample choice. In May 2022, 88,000 new properties were added to the market in the US, raising the number of available listings dramatically.

In response to this competition, many property managers have already taken the next step, leveling up their services and properties with innovative technologies to stay relevant, in demand, and, best of all, turning a healthy profit. Solutions such as automated software for operational efficiency or contactless systems to enhance the guest experience keep short term rental providers ahead of the curve.

There's been a lot of discussion around the great merging of the short term rental and hotel sectors. In reality, the merging is happening in terms of how each type of lodging is distributed and marketed. Large channels like Booking.com and Airbnb have further blurred the distinction between the two sectors by combining search results. For example, boutique hotels can now fall under the alternative accommodation category. The silver lining is the increased visibility short term rentals gain from this, but the downside is the distinction between the sectors in the guests' eyes is increasingly fading.

The two sectors are also taking learnings from each other. Hotels are offering more diversity with kitchenettes and larger living spaces for families or remote workers (to mimic the home-like qualities guests love in short term rentals). Some hotels, like Marriott, have branched out and added short term rental sister brands to their already established businesses. Short term rentals, in turn, are professionalizing and taking inspiration from the hospitality experience – a concierge service, a unified brand, professionally managed accommodation, commercial strategies.

According to Skift's 2022 report on the great merging in the hotel and short term rental tech sectors, "The business-to-business tech sectors, so far, have seen little merging." The short term rental industry has adopted property and hospitality technology at a much faster pace than seen in the hotel sector. Furthermore, tech providers are, so far, keeping to their patch of the market – either concentrating on short term rentals or hotels. Tech brands are obviously eyeing up other verticals and taking the leap across, such as Operto, but this might take time to even out.

As hospitality consultant and strategist, Max Starkov told PhocusWire "A great example of why guests do not care about human-provided services as much as some in our industry think comes from the vacation rental sector." Where the majority of hotels still have front desk receptions and physical concierge services, short term rentals have taken the essence of these hospitality services and modernized them with tech alternatives (in-room voice control devices acting as a virtual concierge or direct check-in using smart lock technology).

In this Index Report, we'll dive into the evolution of property technology, looking back at what the tech landscape like was before, and how it has shifted into the multi-layered tools we have today. We'll also cover each genre of tech solution already operating and index how property managers can benefit from utilizing these software solutions in their tech stacks.

A brief recap: The short term rental tech landscape

Three years ago, the short term rental tech scene was in its infancy. This was largely in the form of property management systems (PMS) and channel management to optimize the running of a short term rental business.

Back then, big trends included key safes and drop boxes (something that now seems like decades ago), housekeeping tools, and revenue management with in-built pricing software.

Starting to emerge were home automation solutions, noise monitoring, and virtual concierge devices. The latter was (and still is) especially prevalent in general households, marking the start of a long-term trend in which the industry has adopted learnings from smart homes and developed them for larger-scale real estate.

Why tech innovation boomed

When the global health crisis hit in the first quarter of 2020, many industries, especially those within the hospitality sector, came to a complete halt. For the majority of us, we couldn't even leave our homes to go to work or the grocery store, let alone stay in short term accommodation for a vacation or business trip. Inevitably, the industry took a massive hit from the lack of consumers. And so in response, technology companies began to refine solutions to our new world problems (completing tasks like checking in to a rental and communicating without interacting face-to-face).

And sure enough, when restrictions eased, we saw a rapid growth in consumer demand – especially Airbnb bookings. Short term rentals offered larger and more secluded spaces – giving guests what they wanted and needed at this time. This triggered the shift in market share away from your traditional hotel accommodation toward the alternative option of short term rentals. Guests got a taste of something different and they liked it. From 2018 to now, the sector has gained 8% of the US accommodation market share.

This success led to investment pushing forward the advancement of tech creation and to an acceleration of forecasted innovations emerging a decade ahead of time.

Paul Stevens, Editor of Short Term Rentalz, explained, "the pace and rate of tech adoption in the short term rental sector is a reflection of the accelerating convergence between this space and other travel and hospitality verticals, as well as the overall reliance on technology in our everyday lives to fulfill certain tasks".

He went on to outline how "the shift towards flexible living and working from anywhere following the pandemic has also altered people's mindsets about the scope of offerings property managers can provide". He suggests that although innovations were hotting up, "the pandemic gave entrepreneurs the opportunity to go away and assess their businesses or create new ventures that could both identify the most up-to-date pain points and adapt to ever-evolving guest needs".

What short term rental tech looks like now

Fast forward to 2023, the industry has been recovering well (some would say thriving) after a period of uncertainty. Skift's Global Accommodation Sector Market Estimates 2022 report demonstrates how this segment of accommodations has been the fastest growing (+10% between 2018-2022, while hotels have decreased by 1%).

So it's no surprise that short term rental booking marketplace giants, Airbnb, recorded their best ever quarter in Q2 2022 with almost 104 million nights booked (that's 25% year-over-year growth and a 24% increase over 2019). We think it's fair to say that technology innovations went a long way towards helping the industry get to this point.

Arguably one of the biggest challenges the short term rental industry has faced when adopting technology solutions has been maintaining their 'unique' appeal while creating a consistent brand, service, and guest experience. This is where the advancement of cloud-based solutions has helped to support the industry, and the businesses within it, to grow by offering property managers flexibility in how they run their operations.

Now, smart home technology is a trending demand by travelers across the globe. Research by PointCentral backs this up: 84% of short term rental guests rate tech-enabled features higher than other rental amenities, with over two-thirds of these ranking tech features as highly important. These are eye-opening statistics for property managers who've yet to upgrade their properties with smart features.

Powered by WiFi

It's important to note that many, if not all, of these property tech solutions would not be possible without the advancement of internet technology and the use of high-quality WiFi. IoT (internet of things) powers property technology by connecting hardware and software to create an automated, seamless, and real-time service. Property managers can now integrate tech products and software into an all-in-one remotely accessible platform as a result.

Plus, guests now expect WiFi in accommodations as standard, and those looking for a place to hunker down and work remotely will be searching for high-quality connections detailed in property listings.

"Without technology and automation we are unable to offer a compelling value proposition and service to both our owners and guests and therefore wouldn't have a viable business,"

"It is at the heart of everything we do".

William Parry, co-founder and CEO ALTIDO

A short term rental tech index

Go to any industry conference on the circuit and you'll understand that now there's a tech solution for almost everything involved in the process of running a short term rental business. Here's our comprehensive index:

From the core of your business: property management

01

Property management software

Property management software (PMS) is the core piece of technology connecting everything short term rental property managers need to operate their businesses. According to Transparent, a rental market intelligence business, "rental technology is at the forefront of facilitating property manager tasks". This tech, such as all-in-one platforms (combining both PMS and channel management software) Hostaway, Uplisting, Guesty, Hostfully or Smoobu, allows for integrations that solve pain points throughout every part of a rental business, from cleaning to identity verification. In short, a PMS automates and organizes property managers' daily tasks so they can take back valuable time in order to scale their businesses.

02

Property care and operating systems

Another key piece of technology responsible for connecting and streamlining all the moving parts involved in day-to-day business management is a property operations platform like Breezeway. This software integrates resource systems to support the management and maintenance of the essentials in business operations, including property safety, cleanliness, and quality, allowing for increased efficiency and reduced costs – and above all client ready properties.

03

Environmental, social & governance (ESG)

Home automation tech such as Modo's remote control air-conditioning system or PointCentral's Smart Thermostat and HVAC Management equip property managers with the tools they need to build a more sustainable, energy-efficient business. This tech ensures property managers can meet the ESG regulations of their state or city, while also meeting rising guest demands. Statistics from earlier this year show that almost three-quarters of global travelers believe sustainable practices are vital.

To the marketing and booking process...

04

Channel managers

If the goal is reaching maximum bookings, property managers can't solely rely on single listing sites, including their own branded direct booking website. Mass visibility is key here. Channel managers, such as Rentals United and BookingPal, enable property managers to sync listings across multiple online travel agency (OTA) sites to prevent double-bookings and to diversify their marketing. Many PMSs, such as Hostaway and Lodgify also incorporate channel management tech into their platforms. ALTIDO, which uses Kross Booking, told us that a channel manager "is essential to operating a short term rental business at scale".

05

Market research and data intelligence tools

AirDNA, Key Data, and Transparent – market research tools can be a secret weapon for property managers. For example, harnessing data scraped (from the booking platforms) and partner data (from PMSs and channel managers) that both illustrate booking and ADR trends allows property managers to build supply and pricing to the marketplace. Predictive research can also be a great tool for guidance in terms of investment and goals for the near future.

06

Guest management tech

Listing sites now make it difficult for property managers to collect guest data, but with guest WiFi solutions, like StayFi which seamlessly collects emails of every guest using the branded portal, property managers can harness data for future relationships and personalized marketing to boost return on investment and create loyal guests.

07

Online booking platforms

If there's one thing the short term rental industry isn't short of it's distribution channels.

The list of where property managers can now advertise properties is extensive. Travel booking marketplaces like Airbnb, Booking.com, Vrbo, Agoda, Google Vacation Rentals, Tripadvisor, Misterb&b, holidu, to name just a handful, allows property managers to list multiple properties for maximum visibility.

08

Direct booking websites

Where previously property managers had to invest a lot of time into creating and setting up a direct booking website, they can now use Boostly's direct booking website builder and marketing training academy or tech-powered platforms like Hostaway's website builder tool, Hosthub's direct booking engine, or Smoobu's website tool, to make this process quick and effortless. Property managers benefit from increased visibility, defined branding, and zero nightly commission fees.

09

Revenue management and dynamic pricing

Property managers are now able to automate daily rate pricing using tools such as PriceLabs' revenue management technology and data solutions, Rategenie's dynamic pricing, Beyond's pricing platform for short term rentals, Buoy's dynamic pricing tool for short term rentals, automated rate tool Rented, or Wheelhouse's business intelligence software. In-built customizable options, complete control over restrictions, bulk adjustments, dynamic minimum stay rules, integrations, and apps – all work in unison to increase revenue and efficiency. Dynamic pricing tools have the power to adjust nightly fees based on local events, vacations, trends, and the number of days available, so property managers always get the best price.

10

Digital accountancy tools

Whether it's to monitor spending in real-time with Xero, organize invoices and expenses with Quickbooks, or keep your data synced with cloud-based access like BookingTrust, digital accountancy tech tools have been tailored to support the core of a short term rental business – managing finances. Alternatively, PMS solutions like Hostaway have financial reporting tools within the software.

11

Payment processing

Be it Stripe's software and APIs for accepting payments and sending payouts, Merchant Warrior's secure, cost-effective payment gateway, or Swikly's online deposit management – there are a number of tools property managers can rely on for streamlined and safe payment processing.

12

3D virtual tours

As described by Forbes, "New virtual tour technology now being deployed by the major vacation rental sites promises a more immersive view of a property before you push the 'buy' button." On most sites, including Airbnb with Digital Era 360, or Vrbo which partners with SmartShoot and TruPlace, the virtual tours are integrated into the rental listings meaning potential bookers aren't taken away from the booking. Using videos and photos to create a 360 view, property managers can now showcase every detail of their property which interested parties can navigate in their own time, for increased appeal and conversion. Vacasa reported a 14% increase in online bookings from using Matterport's 3D virtual tours.

"I always like to work as much as possible on efficiency and transparency. My vision was to be the biggest short term rental company in Belgium. We achieved this using the best technology available – using great software from the very beginning."

Jean-Paul Godfroy, founder and CEO Huswell

How tech is supercharging the guest experience:

Tech is now part of every step involved in managing, running, and staying in a short term rental. Not only is it making the lives of property managers easier, but it's also improving the end-user experience...

13

Bookable amenities

When it comes to what travelers want out of their vacations, we've witnessed experiences take the limelight recently. Whether it's to stay like a local or to create the most memorable stay, travelers have been loving bookable amenities, like Xplorie's tour, attractions, and activities partnerships that provide guests with discounts to the best local experiences. These kinds of tech tools can boost the guest appeal and therefore property occupancy, by enticing potential bookers to take the leap and giving short term rental packages an extra edge. Property managers are expanding their upsell amenities with SaaS offerings like Mount and more.

14

Guest experience tools

As demand has climbed, tools such as Duve for enhanced guest experience and WelcoMe's person-centered software help property managers remove communication barriers and increase profitability. ALTIDO's Guest Portal provides house guides, local recommendations, and the chance to purchase additional services for an enhanced stay.

15

Smart guest apps

The number one feature guests are looking for in short term rentals is convenience, swiftly followed by comfort. Guest apps, like Komodore's app for keyless entry, Escapia's Glad to Have You digital welcome book, and property operations software Breezeway offers guest messaging so you can automatically offer early check-in, late check-out, and stay extensions to your guests.

16

In-room controllability

Taking learnings from popular trends in general households, short term rental property managers have started providing tech, such as an in-room device (like an iPad), which allows guests to amend in-room features including heating, lighting, and more for their comfort.

17

Voice assist technology

Taking learnings from global tech giant Amazon, with its Alexa device being used in at least 40 million US households, companies like Xplorie's SmartHost offering have adopted similar technology to level up the guest experience with in-room virtual concierge services. There are now at least 10,000 short term rentals using this technology, and this number is expected to continue growing as more and more property managers learn the value of what it can provide. On top of the obvious concierge benefits that this tech offers with knowledge on the local area, it also has checking-out features which can boost review feedback, messaging for streamlined guest communication, upselling and extended stay profit potential, maintenance troubleshooting for small issues, and scheduled reminders to help guests plan their stay.

These devices are still early on in their development journey. Amazon has already started adding touch through interactive screens to its devices, and some believe "we can expect to see solutions where the individual personalities of the host shine through the voice experience," through recorded welcome messages and more.

18
Keyless entry

There's a common theme running throughout the tech amenities short term rental managers have grown to love, and that's contactless. This is especially relevant for entry solutions; for example, PointCentral's smart home automation, Operto's all-in-one solution, Virdee's guest experience solution, Brivo's cloud-based access control, Vikey's self-check-in facilities, the Sclak app, or RemoteLock's connecting platform. Direct entry technology empowers guests to check in and out of short term rental properties without physical keys or face-to-face interactions, reducing on-site employee tasks like staffing a front desk.

"Keyless check-in technology has had a major influence on the industry," commented William Parry from ALTIDO. "The robustness of the tech is constantly improving and is increasingly becoming a no-brainer for larger property managers who are seeking operational efficiencies, cost savings, and increased flexibility for guests." He went on to confirm ALTIDO will focus on increasing self-check-in penetration across their portfolio in 2023.

19
Artificial Intelligence & machine learning

AIPEX Technologies' Dana Young, said we could be approaching "a tipping point where artificial intelligence will be a normal part of the guest experience in a short term rental" in PhocusWire.

Since advances in Natural Language Processing (NLP), technology can now support guest messaging teams using Conversational Artificial Intelligence (AI) to respond accurately to common and repetitive queries. For example, software such as Guesty's automation tools allows guest communication employees to focus on resolving more complex

inquiries to provide the best service and guest experience. Then there are voice assist devices like Amazon's Alexa for Hospitality program which use destination-specific data to provide guests with local recommendations.

20
Digital guidebooks

Guests want fast and convenient information. What was once a binder left on the kitchen countertop or table, has in some cases been replaced with a digitally accessible version, like Operto Guest's app or Hostfully's guidebook. These digital guidebooks include everything from property information, to manuals, to local recommendations. As well as adhering to the fast and convenient information guests want, digital guidebooks also offer property managers the opportunity to cross-sell by listing extra amenities or partnerships. Touch Stay even states that property managers can increase efficiency and guest empowerment by reducing repeated questions with such tech.

21
Guest communication and messaging

Take your pick: Breezeway, Host Tools and many other tech companies have invested in integrations to automate how property managers interact with their guests. Automated guest messaging also increases accessibility as it's able to communicate with guests in any language. These tools have been especially necessary for the current climate where the guest expectation for fast resolutions and quality service is higher than ever before.

Taking Breezeway's research as an example, we can see that last year guest communication was the highest pain point property managers faced, with only 40% actively communicating with guests

frequently. This percentage has jumped up to 75% in 2022 – likely because of tools like guest texting which create faster resolutions, fewer complaints, and more five-star reviews.

For more pressing issues where it's necessary for guests to talk to someone in the business such as team members, property managers can use Grasshopper's virtual phone system to separate personal phone numbers from the business.

22

Housekeeping and cleaning

The industry has had to raise its game in terms of property cleaning standards. Businesses understand the need to reassure guests of their strict cleaning protocols and there is no longer room for operational mistakes such as guests arriving at a rental that was accidentally missed during housekeeping turnover. And so increased adoption of software integrations like TurnoverBnB for Airbnb users, Doinn, RoomChecking, and Breezeway, has streamlined the entire process.

Ed Hsieh, COO of hospitality management company Restavio told us that "cleaning management will be one of our priorities" when discussing solutions they wish to add to their tech stack going forward.

And for property managers who struggle to keep on top of toiletry amenity stock, this process can now be completely automated based on rental reservations with companies such as sojo, for on-time and guest-ready supplies delivered right to the property.

23

Maintenance work scheduling

This automated technology, like Breezeway's work coordination or Plentific's repairs and maintenance solution, ensures for better guest experience through smooth running operations even when things go wrong.

24

Check-in Management

Short term rentals have waved goodbye to the old ways of hospitality and instead automated the entire check-in process, using contactless solutions like smart locks and companies, like Chekin or digiCheckins, that cut costs and time spent on the registration and document verification process, check-in, and check-out.

Top 8 tech innovations for improved security and guest safety

25

Access control and monitoring

Smart lock solutions powered by IoT provide real-time updates. Access technology takes away the need for physical keys which can be lost, stolen, or duplicated. Instead, the tech only requires a code or app. Guests will no longer have to interact with employees during the check-in or check-out process, while property managers gain greater oversight of who's in their rentals at all times. Companies within the smart lock solution space include PointCentral, Nuki, and August.

26

Smart sensors and alarms

From water and HVAC management to noise monitoring, sensor technology is designed to protect properties against damage. Smart tech, like PointCentral, provides property managers with alerts when abnormalities are detected, be it a frozen pipe, faulty thermostat, or noisy guests, so these issues can be managed and contained before they escalate.

27

Noise monitoring

Monitoring technology helps property managers keep noise at a suitable level in their properties. An automated monitoring system, like Minut's, NoiseAware or Roomonitor's, uses a sensor alert system to ensure the surrounding community isn't disturbed while de-escalating noisy social occasions before damages to assets occur.

William Parry, co-founder and CEO of ALTIDO, believes this tech requires some fine tuning. However, he said noise detection has a lot of future potential, believing IoT products "will become the cornerstone of a quality short term rental".

28

Capacity and party management

Tech such as Party Squasher counts and measures the occupancy of short term rentals in real-time using sensors to detect the number of mobile devices (whether they're connected to WiFi or not), informing property managers of parties before they become noisy, dangerous, and costly.

29

Air quality monitoring

Tech solutions like Airsset's air quality monitoring systems improve short term rental air quality for decreased (up to 89%) virus survival rate and infectiousness (-75%), creating a healthier and more desirable space for guests – an aspect in high demand since the global health crisis.

30

Alarms and sensors

Keeping properties safe from accidental damage is one thing, but it's a whole other story keeping them safe from malicious damage, such as break-ins. Luckily, with security tech like SimpliSafe which offers 24/7 professional monitoring, Airbnb partners Vivint which integrates with Hue lighting to make it appear as though someone is at the property, and Cove which integrates with voice devices like Alexa, property managers don't have to worry and can instead rely on tech to inform them of any disturbances.

31

Insurtech

From host insurance specialists, Pikl, to pay-per-stay insurtech options like Superhog for cover of properties, contents, and liability, to short term rental protection including screening with Safely – there's a whole range of tech advanced insurance options out there supporting property managers in keeping assets safe.

32

Guest screening and identity verification

Property managers must protect their assets. To do this, they must know their guest. Technology such as Safely's screening, or Uplisting's identity verification, using integrations such as Autohost for intelligent screening which uses hundreds of data points, AI to vet guests and helps prevent chargeback fraud whilst also creating trust.

Automation tools helping property managers cut costs

33

Smart thermostats

There's a mirroring effect taking place. Trends that have taken off in our own homes have now become expected in a traveler's home away from home. Smart thermostats, for example, are being implemented on a much larger scale. Equipped with hardware connected via IoT, property managers can simultaneously monitor the temperature and energy usage of multiple rentals from a single platform (usually an app they can access remotely), for bill savings and guest comfort. An example of this tech is Ecobee's intelligent thermostat fitted with cameras and sensors, and connected to Amazon's Alexa.

34

Fault notification systems

Some automation tech solutions can even alert users of HVAC issues before they have the chance to escalate into costly damages. Google's Nest, for example, is able to save property managers up to 12% on heating bills and on average 15% on cooling costs annually. PointCentral's HVAC management can spot problems before they become expensive failures allowing you to save significant maintenance staff time and increase the lifespan of your HVAC system.

35

Water sensors

Water management technology also uses sensor technology to monitor usage and proactively works to prevent major damages. For example, using valves, the technology is able to shut off the water supply when a burst or frozen pipe is detected.

"Automation will be the most important element in Restavio, the right tech partners and operation team will bring a scalable business and a positive cash flow."

Ed Hsieh, COO Restavio.

Hot tech startups to watch

According to Phocuswright's State of Travel Startups report, in 2020 funding for startups in the travel industry dropped by 45% to $4.5 billion. The following year›s investment then skyrocketed above 2019's budget of $8.3 billion to $12.5 billion. This growth is expected to continue with investors "betting on a full recovery sooner rather than later."

Short term rentals boast the second top accommodations sector for funding over the past two years (gaining $3.8 billion), which is thought to have been driven by public debuts from industry leaders including the likes of Airbnb and Vacasa. A tech startup that benefited from this was Xiaozhu, a consumer-to-consumer short term rental platform based in Beijing.

So, which tech companies should we be keeping an eye on?

Hostaway	The fastest-growing PMS & Channel Manager on the market that is continually ranked highly by OTAs for its reliability and functionality.
Futurestay	Recently raised $11M, helps independent property managers scale, using tools such as a website builder, secure bookings, and dynamic pricing.
TrovaTrip	Platform and marketplace which offers a seamless solution for planning, managing, and selling group travel.
Data Duopoly	A UK based tech startup aiming to reduce congestion in busy areas by informing travelers of busy locations. It also gives incentives to encourage ancillary spending in the local area.
Femmebnb	The first women's short term rental platform for social networking to maximize guest comfort and safety.
NoiseAware	Smart noise management system for full coverage indoor and outdoor from noise complaints and damage.
Autohost	Intelligent guest-screening system that assesses reservations in a legal and non-discriminatory way, using AI to analyze every element of the booking to determine its risk level.
ReTravel	Machine learning powered technology for market retention through data extraction and cross-selling.
Thrust Carbon	Tech that supports companies in building more green and sustainable operations.

What does the future hold for short term rental tech companies?

Short term rentals are here to stay and are both growing and professionalizing as a sector. The future will undoubtedly involve consolidation in the tech ecosystem indexed above as the industry further matures. This is a trajectory similar to that of single-family rentals in terms of tech adoption.

Short term rental properties are already being tailored for extended stays as increasingly remote workers hop from place to place or take longer blended trips – this working-from-anywhere trend will shape tech adoption going forward. The sector will also focus more on the growing guest experience opportunities as well as the all-important operations juggle. Bottom line is that tech will continue to enable property management companies to get the most out of a sector with big ambitions.

Paul Stevens, editor of ShortTermRentalz, gave his take on the sector's future: "It's very exciting. It feels as if I'm reporting multiple, significant funding rounds every week, whether it involves proptech companies, PMSs, digital concierges, or marketplaces. There will be more private equity entering this space in the foreseeable future." He also added that, "the wave of mergers and acquisitions we are seeing will serve to enhance companies' offerings and tech stacks, resulting in higher levels of professionalization and standardization within the space."

In terms of the tech Stevens expects to see in the short term rental space in the coming months, he commented on the "untapped potential for the sector to embrace wellness tourism, an industry that is said to drive $693 billion of global spending, according to Hotel Tech Report." He also stated that fintech will be an important step forward for the industry and that we'll see more tech companies offering services that improve guests' peace of mind.

It's both an exhilarating and challenging time to be part of this industry. Economic uncertainty will remain for some time but the short term rental tech landscape is continually changing, advancing, learning, and growing. Because of this, anyone operating in the space hoping to succeed would be wise to stay ahead of the curve to avoid being left behind. This is true for technology companies and the innovations they offer, as well as short term rental property managers.

Who we are

Abode Worldwide is an award-winning B2B public relations consultancy and content marketing agency focused on raising the profile of transformative technology solutions operating within the global short term rental, hotel and real estate ecosystems. Abode sits at the heart of the developing intersection between work, life and play in the property and hospitality markets and partners with companies to make their reputations shine bright.

To learn more about Abode Worldwide's public relations and content creation programs, check out our website or book a discovery call.

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