

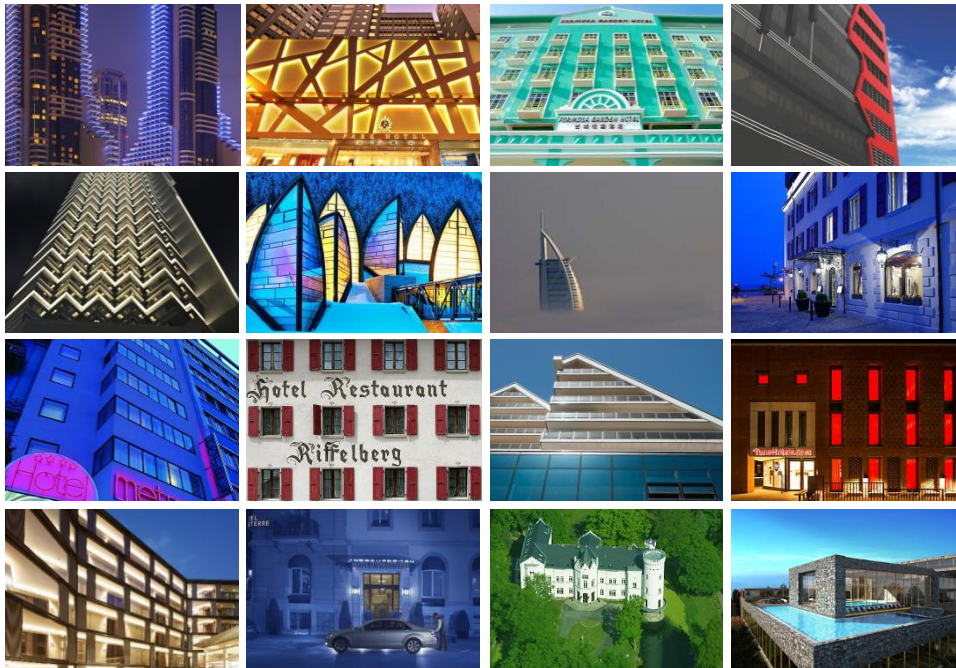


INTERESTING TARGET GROUP:  
PRIVATE PROPERTIES





50+ DIFFERENT PROPERTY TYPES

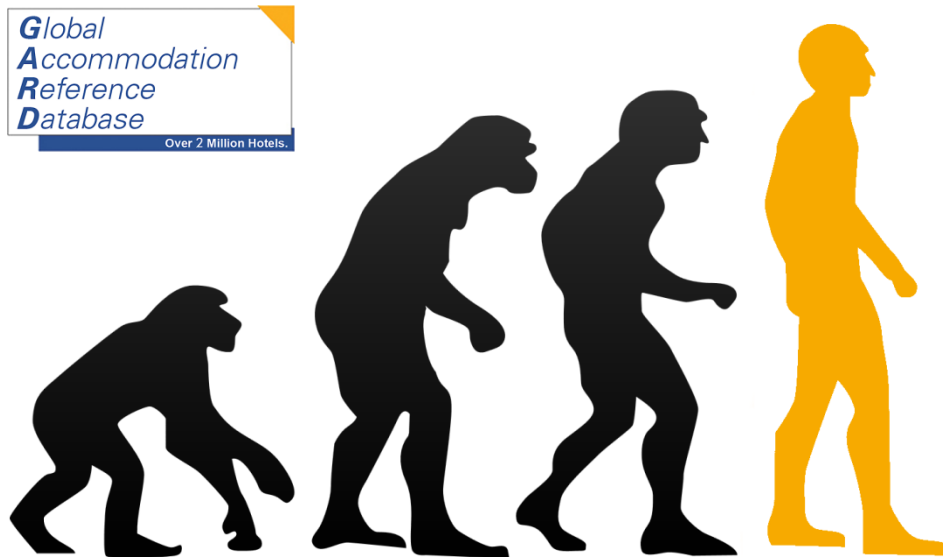


“GARD”, the “*Global Accommodation Reference Database*” lists 50+ different property types - from Private Island Resorts to Holiday Farms.

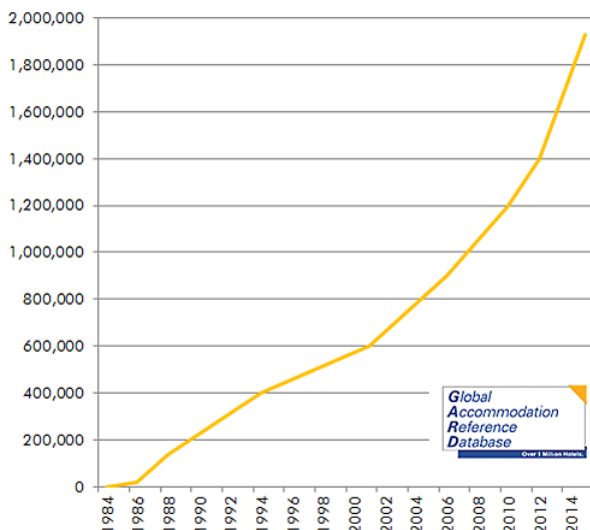
Since its early days three decades ago **GARD** displays the full spectrum of the accommodation industry, including small private properties such as B&Bs, Holiday Flats, Holiday Apartments, Agriturismo, etc - all of them operated by their private owners.



WORLD'S BIGGEST HOTEL DATABASE



3 decades of evolution. 2 Million hotel properties. For the first time ever the data of all hotels worldwide has been collected and recorded. By the hotel data people of DELTA CHECK, world's leading provider of hotel data.



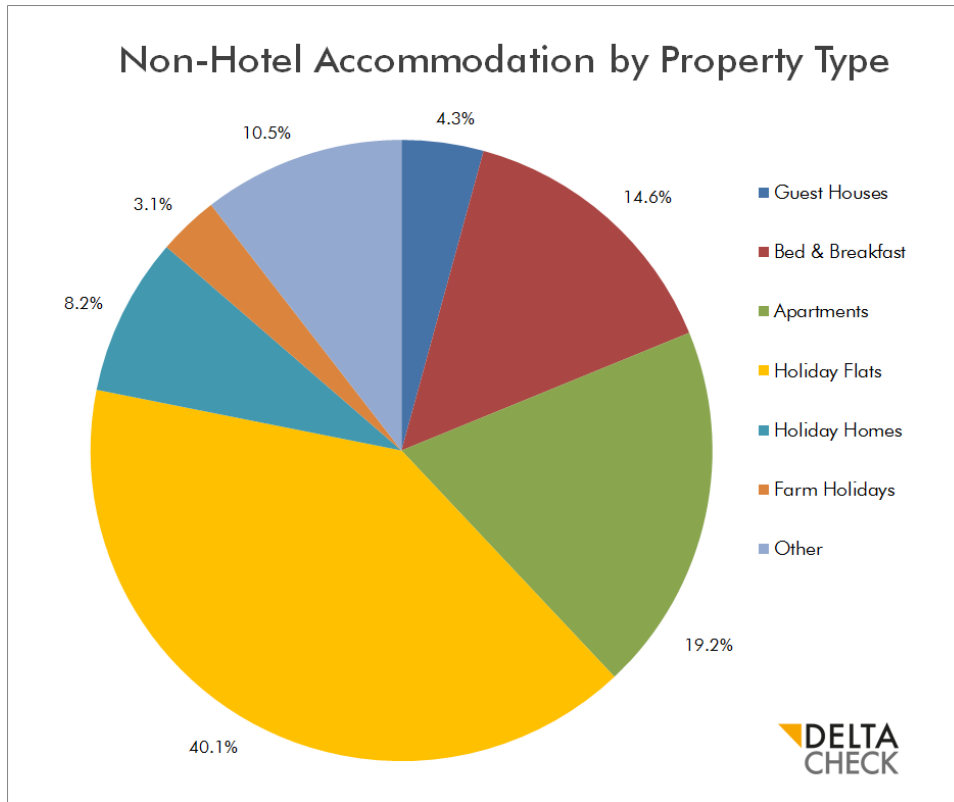
The unique resource for developing success  
100% efficient.

Data is fully selectable:

- + by continents
- + by countries
- + by regions
- + by statoids
- + by villages

Our customer has full access of all market segments, represented by 50+ expedient property types.

## MARKET SEGMENTS



Main players in the non-hotel accommodation segment shows holiday flats, apartments and b&b's having the biggest shares, while guesthouses, holiday homes and farmstays account for the smaller contingents.

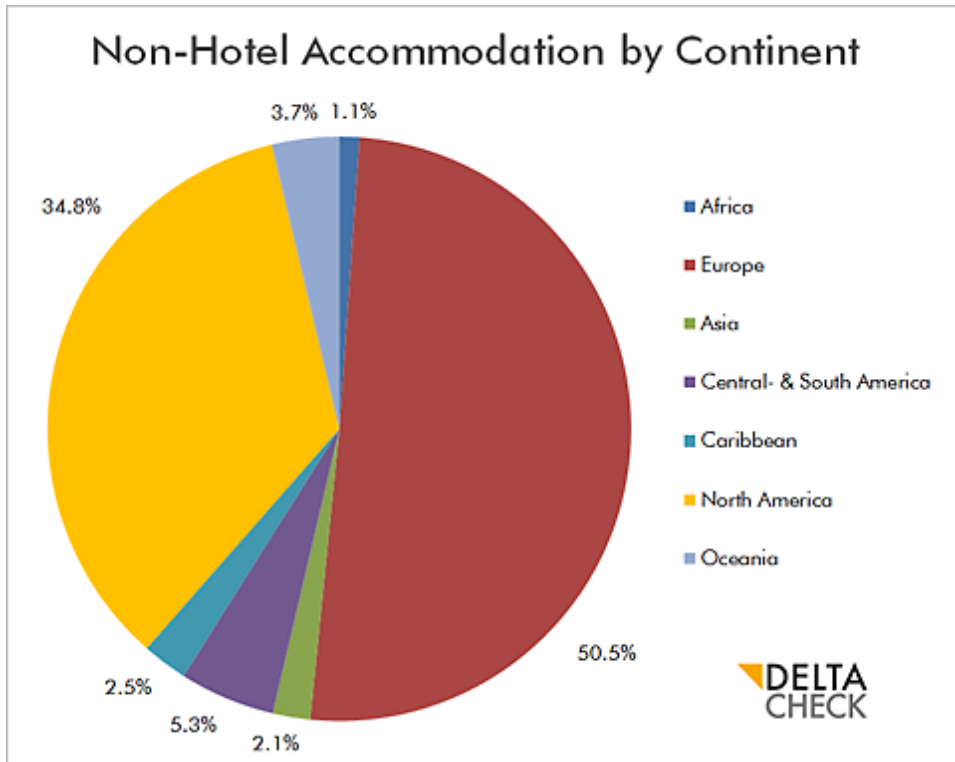
Alpine chalets, mountain huts, Friends-of-Nature houses etc. with a comparably small market share have been merged together into the segment "Others".



Swimming Pool, Wellness Area, Panorama Terrace, ...

Private properties like this B&B in Italy, are developing upmarket standards. It makes them a highly interesting target group not just for OTAs, but also for hotel suppliers.

## REGIONAL SITUATION



Like hotels, non-hotel accommodation properties are mostly concentrated within two regional clusters. The bigger cluster is located in Europe, while the second biggest market can be found in North America.

Both clusters accumulated already represent more than 85% of the global market within the non-hotel accommodation segment.



Close-packed: Well over 100,000 private properties compete with the traditional hotel sector in Germany alone.

The private sector will outnumber the traditional hotel industry already in 2016 in many countries.

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