

Stay.com

Solutions overview

1. Destination content
2. CMS and infrastructure
3. Travel tools
4. The company

Bespoke destination content to 150 cities.

All content is curated by local experts, authored by professional writers, and reviewed by the Stay.com editorial staff.

Our philosophy has been to carefully curate based on quality, not quantity.

This has resulted in some of the highest quality destination content on the market.



Complete image coverage



Consistent tone of voice



Uniform formatting



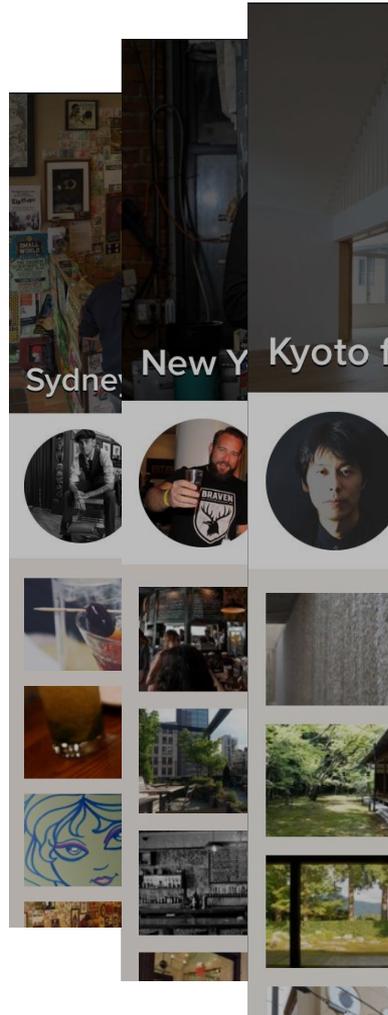
Always up to date



Relationships with 2000 locals.

Local experts and influencers reveal the hottest restaurants, cafes, bars, galleries and boutiques around the world.

- Chefs, food writers
- Baristas, bartenders
- Architects, designers, creatives
- Historians, archeologists
- Musicians, DJs, artists
-and many more



Favorite Brooklyn Cafes



Amy Rothstein
Tea Expert

Amy is the company t
has notes
cardamom
leaf black



Bakeri
Nordic bakery



Cafe Grumpy
Quality coffee chain



Luckybird Bakery
Boutique baking studio



Sweatshop



More than 60 local experts recruited each month.



Amie Valpone
Celebrity chef



Tim Wendelboe
World champion barista



Élyse Lambert
Master sommelier



Bergthora Guðnadóttir
Fashion designer



Adam Aamann
Chef



Dee Daniels
Jazz singer



Grace Gold
Beauty expert



Annie Vazquez
Fashion writer



Sascha Mombartz
Art curator



Magnus Albrektsson
Chef



Kai Petermann
Design writer



Noemi Ivanonva
Lingerie designer



Eliza Coolsma
Yoga teacher



Andy Fallon
Photographer

Stay.com content in numbers.

150 cities

Each contains

- Images
- City tagline
- 200 word city description

[View city list](#)

2500 local experts

Each contains

- Images
- Profile photos
- Bio paragraph

3500+ guides

Each contains

- Images
- Title
- Tagline
- Description
- 5-15 venues
- New guides daily

30,000 venues

Each contains

- Images
- Title
- Tagline
- Description
- Geolocation

Many also contain

- Phone number
- Web address
- Email address
- User reviews
- Expert reviews

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Stay.com Backstage - Venue x

← → ↻ ⓘ

Stay.com Dashboard Editorial content Tools Analysis Deprecate? Logout (Asgeir Hoem) Search

Filter by First Letter

A B C D E F G
H I J K L M N
O P Q R S T U
V W X Y Z Others

All

Filter by Status [-]

Draft
Pending Approval
Approved
Suggested

Filter by Closed [+]

Open

Filter by Features [-]

Is Highlight
Is Landmark

Filter by dates

Created
From To

Home » Venues

Venues

Total 31496 venues matching your criteria.

[Seeing Things Gallery](#) - Preview

For contemporary street art

City: [San Jose](#)
Status: Approved

[Miami Marketta](#) - Preview

Great street food

City: [Brisbane](#)
Status: Approved

[Govindas](#) - Preview

Indian for vegetarians

City: [Brisbane](#)
Status: Approved

[La Rustica](#) - Preview

Italian and Turkish fare

City: [Brisbane](#)
Status: Approved

[Add Venue](#)

[Search Venue](#)

[Overview](#)

[Export](#)

Your Recent Edits

[Irati](#)
2016/08/30 03:18:11 PM

[The Cube](#)
2016/07/13 01:26:22 PM

[Brian Maule at Chardon d'Or](#)
2016/07/13 11:25:38 AM






CMS tailored for destination content.

Backstage, our Content Management System, is built in-house.

The system is designed for an editorial workflow with in-house staff, as well as for external authors and freelancers.

We manage all aspects of our 150 cities and 30,000 venues in this CMS.



Maintained by the in-house development team



Specifically designed for destination content



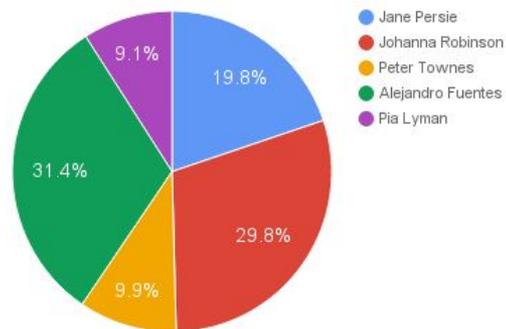
Built for editorial teams, built to scale

Tools to efficiently manage editorial teams.

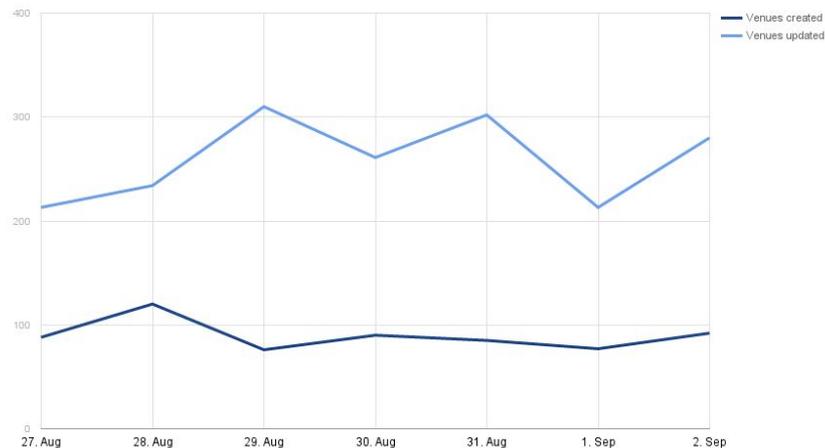
The Stay.com CMS features productivity tools and efficient workflows, to streamline editorial processes.

- Individual work queues available, to avoid duplicate work.
- Output overview to offer insight into content production trends.

Author contributions this month



Venue creation timeline



Who made this change? When was this last updated?

Fine-grained user roles and permanent revision logs ensure a simple overview of all parts of the destination content.

- Safely make changes, knowing previous versions are stored.
- Keep track of who did what.
- Let external authors and translators work in the same tool, with restricted access.



Grey / Salt

Mediterranean cuisine

Revision history

- **r4: Update** by Ariana Hendrix
2016/08/31 11:08 AM
- **r3: Update** by Leah Plotz
2016/03/14 4:08 PM
- **r2: Image added** by Ariana Hendrix
2015/08/30 3:38 PM
- **r1: Created** by Claudia Menger
2015/04/14 11:08 AM

[View all revisions for this venue](#)

Still in business? Still worth recommending?

A highly efficient validation tool taps into a vast network of freelancers, who help research and validate venue data.

- Allocate in-house editorial staff for more productive tasks.
- Multiple signals per venue for increased confidence.
- Streamlined backend interface lets editors easily manage reports.



Officine904 - Preview

Fine accessories born of fine design [Search on google](#) [Reopen for Review](#) [Mark as](#)

Address: San Polo 2671, Calle Seconda dei Saoneri, 30125, **Venice**
Closed: **YES**
Reviewed: **Reviewed** by Ariana Hendrix on 2016/06/16 12:59:30 PM
Venue open: **unsure** **open** **open** **open**
Address: **correct** **wrong** **wrong**
High rating: **yes** **none** **none**

Report this [Bad](#) [Reported](#) [Bad](#) [Bad](#)

3856 - Preview

Old-style fashion boutique [Search on google](#) [Reopen for Review](#) [Mark as](#)

Address: Dorsoduro 3749, calle San Pantalon, **Venice**
Closed: NO
Reviewed: **Reviewed** by Ariana Hendrix on 2016/06/16 01:05:20 PM
Venue open: **open** **closed** **open** **open**
Address: **correct** **correct** **correct** **correct**
High rating: **yes** **none** **yes**

Report this [Bad](#) [Reported](#) [Bad](#) [Bad](#)

abc Quadri - Preview

Cozy bistro in Piazza San Marco [Search on google](#) [Reopen for Review](#) [Mark as](#)

Address: Piazza San Marco 121 , **Venice**
Closed: NO
Reviewed: **Reviewed** by Leah Plotz on 2016/06/16 10:46:12 AM
Venue open: **open** **open** **open** **open**
Address: **correct** **correct** **correct** **correct**
High rating: **yes** **yes** **yes** **none**

Report this [Bad](#) [Bad](#) [Bad](#) [Bad](#)

Accademia - Preview

Venetian art assembled by Napoleon [Search on google](#) [Reopen for Review](#) [Mark as](#)

Address: Campo della Carità, Dorsoduro 1050 Venezia, **Venice**

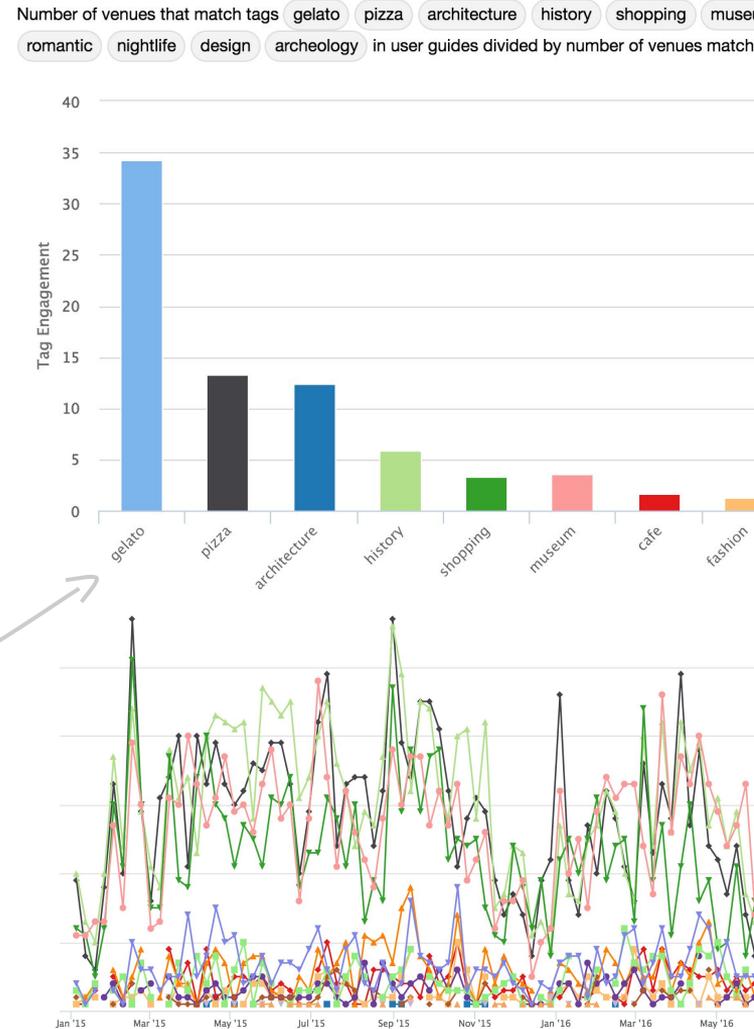
What exactly attracts travelers to each city?

Content engagement analysis tools to identify what types of destination content are performing better in each city.

- Make informed content decisions based on this insight.
- Bigger user volumes lead to more signals and deeper insight.

“Gelato” surpasses “pizza” in traveler engagement for people traveling to **Rome**.

Use this insight to ensure that relevant “gelato” content is available to travelers.



Consult the venue owner.

Collect data from venue owners for accuracy. An automated email goes out to venue owners at regular intervals, encouraging them to update their listing.

- Image rights stored during upload.
- Still in early phases, with much more potential.

Stay.com

Hi! You are seeing this because you represent **Town**. Do you have any input on how **Town** is presented on Stay.com?

- 1 Confirm contact details**

Phone	1-212 582 4445
Website	www.townnyc.com
Hours	7-10.30am, noon-2.30pm, 5.30-10.30pm Mon-Fri: 7-10.30am, 5.30-10.30pm Sat; 7-10.30am, 11am-2.30pm, 5.30-9pm Sun.
Address	15 W 56th Street., New York
- 2 Add more photos**

 [+ UPLOAD](#)
- 3 Other feedback**

[SEND COMMENT](#)

Stay.com does not assert any ownership of your photos. By uploading or confirming ownership of a photo, you confirm that you have the rights to this photo, and that you authorize Stay.com to use or make copies of the photo for any purposes deemed necessary by Stay.com. Stay.com shall not be obligated to pay any compensation for the use of this photo.

Town
Party with style

STAY EDITOR'S NOTE
A hot, sexy restaurant can easily become old news – especially when it gains a popular sibling (Country, Carlton Hotel, 90 Madison Avenue, at 29th Street). Town, however, has been gracefully transformed from its spot into a timeless classic.
The dining room is at once cavernous and warm; soaring ceilings mimic those of a concert hall, while plush banquettes, soft lighting and muted acoustics bring the space back to earth. Geoffrey Zakarian's kitchen plays with similar contradictions, sending out hyper-styled, pop-artline fatty dishes; as a result, the best ones are also the simplest – such as a phenomenal Flinstones-size venison chop or a simple slice of rosy roasted lamb.

Town
15 W 56th Street., New York

Phone: [1-212 582 4445](tel:1-212-582-4445)
Website: www.townnyc.com
Hours: **7-10.30am, noon-2.30pm, 5.30-10.30pm** Mon-Fri; **7-10.30am, 5.30-10.30pm** Sat; **7-10.30am, 11am-2.30pm, 5.30-9pm** Sun.

Robust and flexible APIs, third generation.

Comprehensive API for retrieving destination content for any purpose.

- Detailed documentation and samples.
- Powers Stay.com Android and iOS apps.
- Stable API, maintains backward compatibility.
- Secure HTTPS.
- JSON responses.

```
id: 1803,
name: "Victoria & Albert Museum",
tagline: "A dazzling display of art and design",
description: "The <em>Victoria & Albert Museum</em> is a world-renowned art and design museum, with a collection including ceramics, fashion, jewellery, furniture, glass, photographs and textiles from all over the world – and from ancient Egypt to the present day.
",
categoryID: 5,
categoryName: "Museums",
address: "Cromwell Rd, London SW7 2RL, United Kingdom",
cityID: 160,
cityName: "London",
latitude: 51.49596,
longitude: -0.17239,
url: "http://www.stay.com/london/museum/1803/victoria-albert-museum/?ref=ticket",
thumbnail: "http://i2.stay.com/i/jTEzYchr5Ww_i87_6WlHSZpUuMg=/C480x270/venue/180/3/500.jpg",
thumbnailXLarge:
"http://i2.stay.com/i/jTEzYchr5Ww_i87_6WlHSZpUuMg=/C480x270/venue/180/3/500.jpg",
email: "press.office@vam.ac.uk",
website: "http://www.vam.ac.uk",
phone: "+44-2079422000",
postalCode: "SW7 2RL",
isLandmark: false,
isHighlight: true,
isRecommended: false,
- images: [
  - {
    id: "500",
    url: "http://i2.stay.com/i/35f7XGNds4X8DrKLNKt9ZKIqN4=/C960x640/venue/180/3/500.jpg",
    ownerID: "5",
    creditText: null,
    creditUrl: null
  },
  - {
    id: "8267278",
    url: "http://i2.stay.com/i/7b0Az_RfGi8-F5JJsjW0gmgy9Mw=/C960x640/venue/180/3/8267278.jpg",
    ownerID: "39082",
    creditText: null,
    creditUrl: null
  },
  - {
    id: "8267280",
```

Ready for multilingual destination content.

The platform is built with translation in mind.

- Creates a warning if translations are out of sync with the English original.
- A dedicated user role allows translators to work directly in the CMS.
- Currently not in use, as Stay.com today is English only.



Integrates easily with other systems.

The platform can feed into any other system.

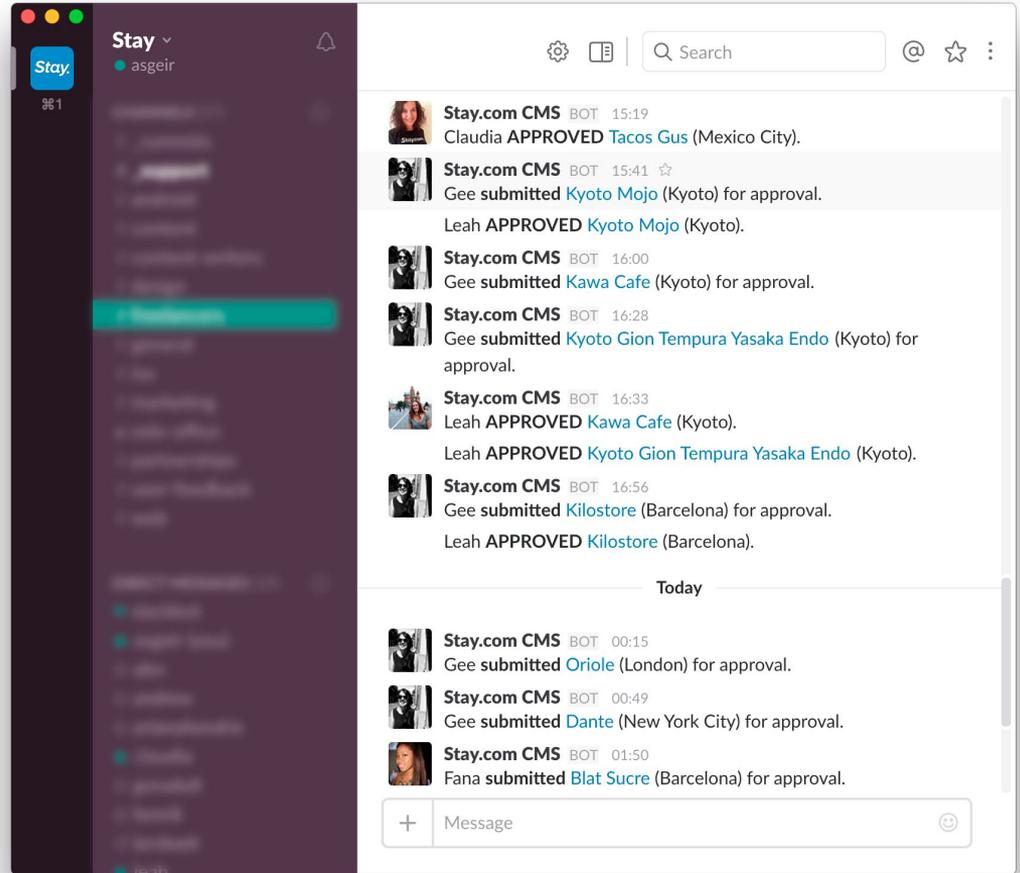
Currently the CMS communicates with:



Slack for a real-time content production overview.



Zendesk for managing and responding to reports.

A screenshot of a Slack channel named 'Stay' with a member 'asgeir'. The channel contains a series of messages from the 'Stay.com CMS' bot and user responses. The messages are as follows:

- Stay.com CMS BOT 15:19: Claudia APPROVED [Tacos Gus](#) (Mexico City).
- Stay.com CMS BOT 15:41: Gee submitted [Kyoto Mojo](#) (Kyoto) for approval. Leah APPROVED [Kyoto Mojo](#) (Kyoto).
- Stay.com CMS BOT 16:00: Gee submitted [Kawa Cafe](#) (Kyoto) for approval.
- Stay.com CMS BOT 16:28: Gee submitted [Kyoto Gion Tempura Yasaka Endo](#) (Kyoto) for approval. Leah APPROVED [Kawa Cafe](#) (Kyoto). Leah APPROVED [Kyoto Gion Tempura Yasaka Endo](#) (Kyoto).
- Stay.com CMS BOT 16:56: Gee submitted [Kilostore](#) (Barcelona) for approval. Leah APPROVED [Kilostore](#) (Barcelona).

A 'Today' separator is present. Below it:

- Stay.com CMS BOT 00:15: Gee submitted [Oriole](#) (London) for approval.
- Stay.com CMS BOT 00:49: Gee submitted [Dante](#) (New York City) for approval.
- Stay.com CMS BOT 01:50: Fana submitted [Blat Sucre](#) (Barcelona) for approval.

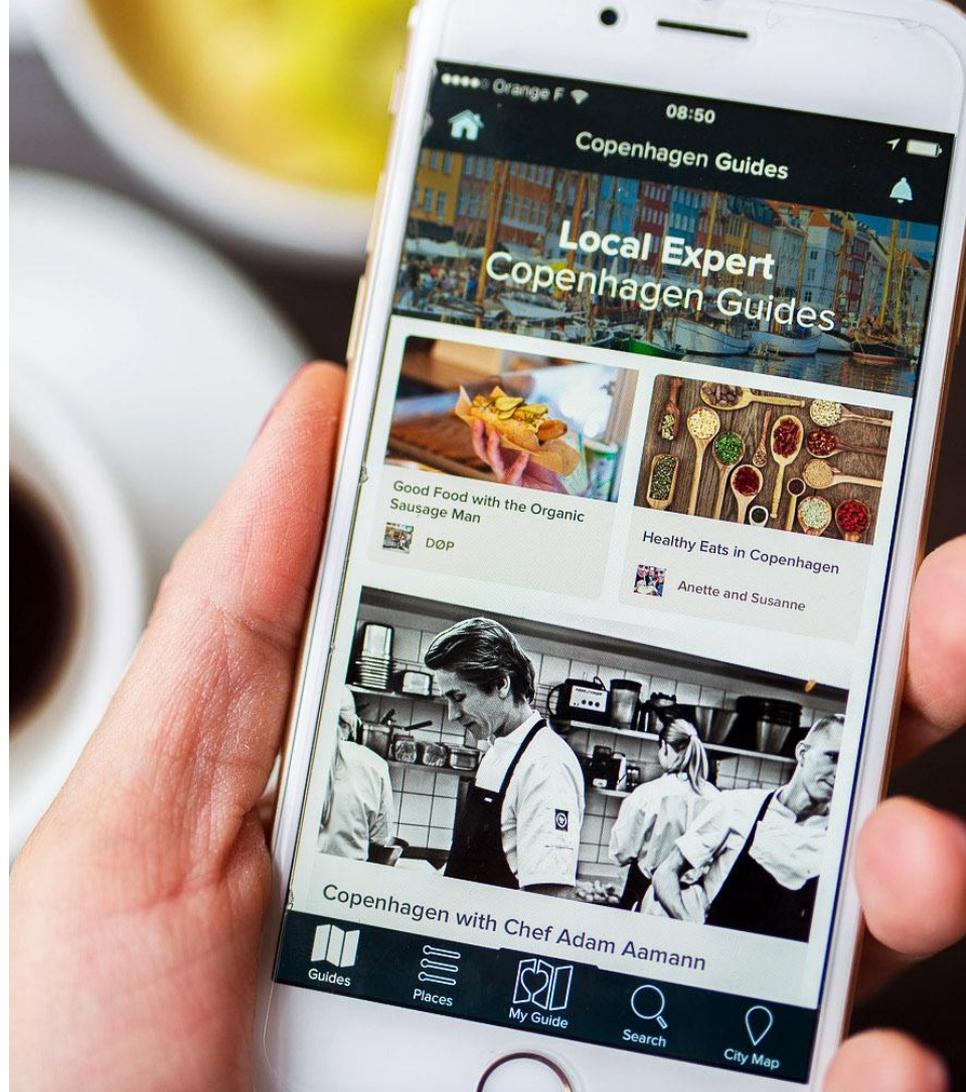
The bottom of the screenshot shows a message input field with a plus sign, the word 'Message', and a smiley face icon.

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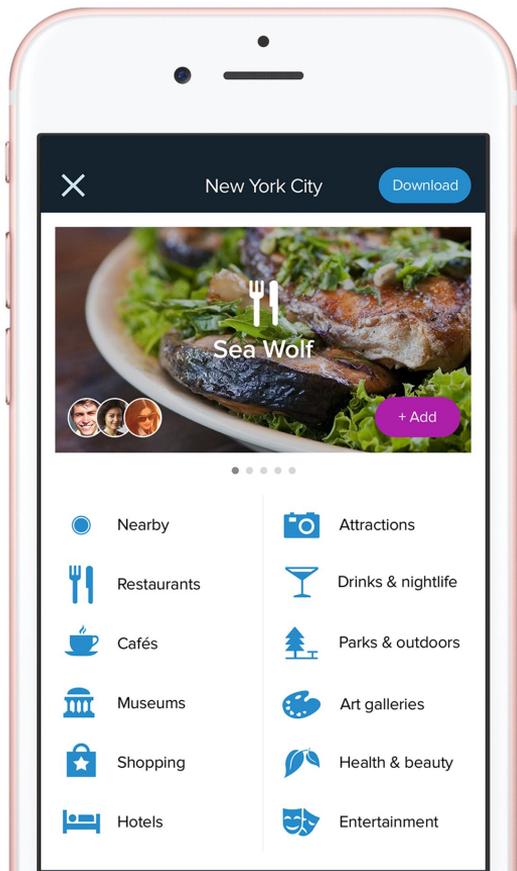
Powerful apps for iOS and Android.

Proven key conversions and long-term user retention.

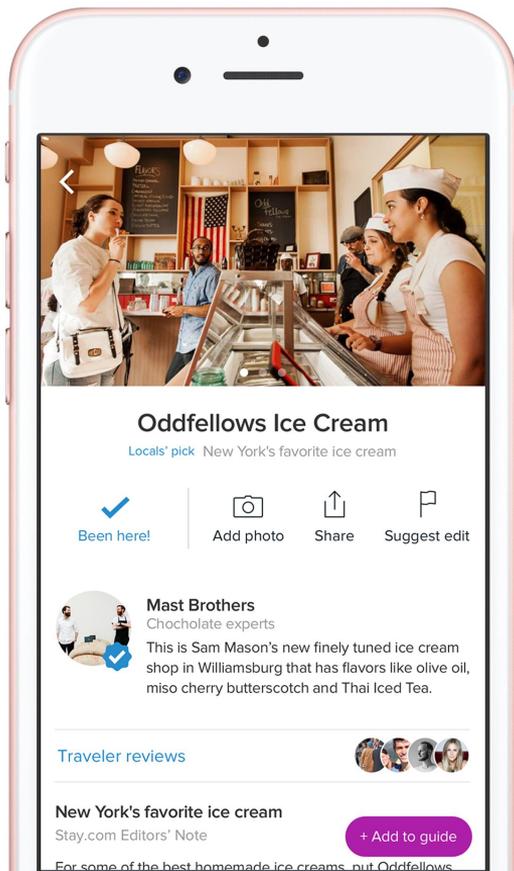
- One app, 150 cities.
- Fresh data from the server at all times.
- Powerful offline capabilities.
- Complete behavior tracking.
- Collaboration features.



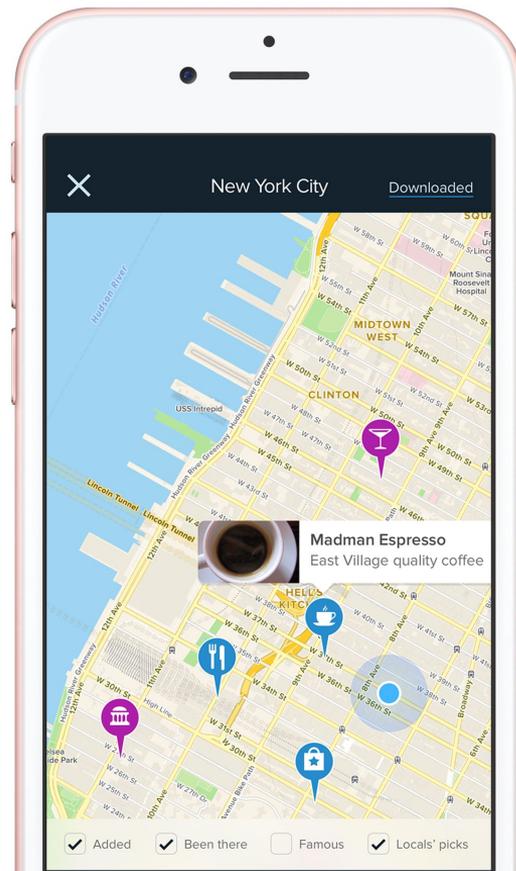
Browse only hand-picked quality places



Thoughtful reviews, editorial descriptions

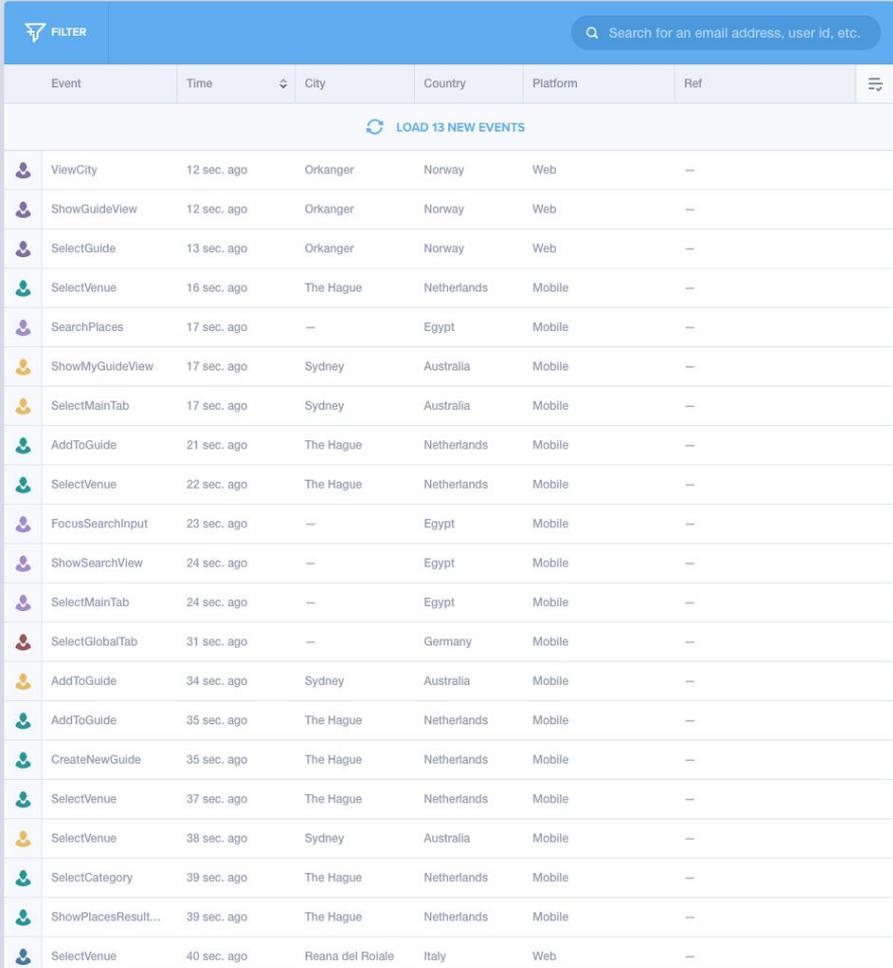


Using GPS is free with offline maps



Proven user engagement.

- An average traveler opens the app 9 times every day during travel.
- 40% of users will download a city for offline use.
- 50% of users will create or join a travel guide.
- About 50% will continue to add places to their guides during travel, on average 3.7 places.
- 17% of travelers leave venue reviews, on average 2.5 reviews each.



The screenshot shows a dashboard with a blue header containing a 'FILTER' button and a search bar. Below the header is a table with columns: Event, Time, City, Country, Platform, and Ref. A 'LOAD 13 NEW EVENTS' button is visible above the table rows. Each row includes a user icon, an event name, a timestamp (e.g., '12 sec. ago'), a city, a country, a platform (Web or Mobile), and a reference value (usually a dash).

Event	Time	City	Country	Platform	Ref
ViewCity	12 sec. ago	Orkanger	Norway	Web	—
ShowGuideView	12 sec. ago	Orkanger	Norway	Web	—
SelectGuide	13 sec. ago	Orkanger	Norway	Web	—
SelectVenue	16 sec. ago	The Hague	Netherlands	Mobile	—
SearchPlaces	17 sec. ago	—	Egypt	Mobile	—
ShowMyGuideView	17 sec. ago	Sydney	Australia	Mobile	—
SelectMainTab	17 sec. ago	Sydney	Australia	Mobile	—
AddToGuide	21 sec. ago	The Hague	Netherlands	Mobile	—
SelectVenue	22 sec. ago	The Hague	Netherlands	Mobile	—
FocusSearchInput	23 sec. ago	—	Egypt	Mobile	—
ShowSearchView	24 sec. ago	—	Egypt	Mobile	—
SelectMainTab	24 sec. ago	—	Egypt	Mobile	—
SelectGlobalTab	31 sec. ago	—	Germany	Mobile	—
AddToGuide	34 sec. ago	Sydney	Australia	Mobile	—
AddToGuide	35 sec. ago	The Hague	Netherlands	Mobile	—
CreateNewGuide	35 sec. ago	The Hague	Netherlands	Mobile	—
SelectVenue	37 sec. ago	The Hague	Netherlands	Mobile	—
SelectVenue	38 sec. ago	Sydney	Australia	Mobile	—
SelectCategory	39 sec. ago	The Hague	Netherlands	Mobile	—
ShowPlacesResult...	39 sec. ago	The Hague	Netherlands	Mobile	—
SelectVenue	40 sec. ago	Reana del Roiale	Italy	Web	—

Where will this individual travel next?

Travelers use Stay.com to research and plan their trips, which generates extensive traveler profiles.

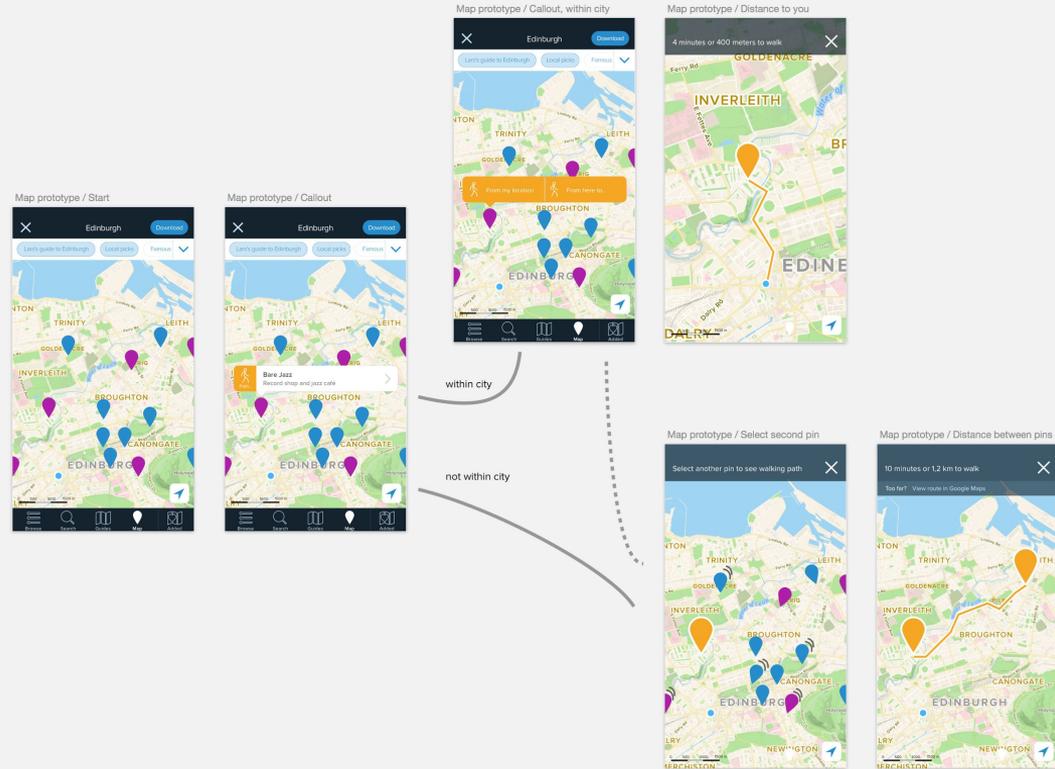
- Learn tastes and preferences via the content in personal guides.
- Tap into the user database in real-time, to retrieve fresh lists for targeted marketing.
- Still lots of untapped potential.

1/11 2016: People showing interesting in Paris today

	A	B	C	D
1	Email	First name	Last name	Paris interest score
2	sophia@gmail.com	Sophia	Jackson	1.00
3	emma@gmail.com	Emma	Aiden	1.00
4	olivia.liam@ymail.com	Olivia	Liam	1.00
5	lucas@live.com	Ava	Lucas	0.95
6	Isabella.Noah@wwre.no	Isabella	Noah	0.95
7	mason@gmail.com	Mia	Mason	0.80
8	sophia@gmail.com	Zoe	Ethan	0.80
9	emma@gmail.com	Lily	Caden	0.80
10	olivia.liam@ymail.com	Mason	Jacob	0.80
11	lucas@live.com	Ethan	Logan	0.80
12	Isabella.Noah@wwre.no	Caden	Jackson	0.80
13	mason@gmail.com	Emma	Aiden	0.80
14	emma@gmail.com	Olivia	Liam	0.80
15	olivia.liam@ymail.com	Ava	Lucas	0.80
16	lucas@live.com	Asgeir	Hoem	0.80
17	emma@gmail.com	Lily	Caden	0.80
18	olivia.liam@ymail.com	Mason	Jacob	0.75
19	lucas@live.com	Ethan	Logan	0.75
20	Isabella.Noah@wwre.no	Caden	Jackson	0.75
21	mason@gmail.com	Emma	Aiden	0.75
22	emma@gmail.com	Olivia	Liam	0.40
23	olivia.liam@ymail.com	Ava	Lucas	0.40
24	lucas@live.com	Asgeir	Hoem	0.40

Still in rapid development.

- New, powerful map tools in development.
- Smarter content recommendations based on travel history.
- Real-time search predictions and location-aware suggestions.
- App updates every two weeks.





Zhen Xuan Yew

“I used it during my backpacking trip in Europe. It was so helpful especially when you do not have data.”



Ina Alexandrova

Very helpful and useful. Wonderful idea and very easy to use. Works great offline.



Lawrence McNeight

“Very very useful An awesome app. Does everything you need plus a bit more.”



Al Bucko

“With lots of city guides available to download, this app is an invaluable resource that will be used again in the future.”



Akjm

“Used in Barcelona and was so useful! Didn't need to ask for directions once!”



Aideen Keenan

“Been a fan of the app for years, and have used it in 12 cities!”



Sagar Dhadwad

“There is no India.”



Camille Barrington

“Hardly any Asian cities.”



Levgen Kaduk

“Kharkov isn't there.”

Some of our most dedicated travelers.



Natasha has opened the app 3,300 times.

She travels to Los Angeles, San Diego, Paris, Seattle, San Francisco, Washington D.C., Barcelona.



Varena has opened the app 2,100 times.

He travels to Singapore, Kuala Lumpur, Istanbul, Bangkok, Berlin, Buenos Aires, Madrid, Rome, New York City.



Francis has opened the app 1,800 times.

He travels to Budapest, Copenhagen, Sydney, Brisbane, Paris, Amsterdam, Buenos Aires, Tokyo.



Paul has opened the app 1,400 times.

He travels to Glasgow, Chicago, Atlanta, Houston, New Orleans, Reykjavik, Istanbul, Budapest, Tokyo, Lisbon.



Andrea has opened the app 1,150 times.

She travels to London, Rome, Istanbul, Turin, Barcelona, Copenhagen, Lisbon, Marrakech, Miami, Amsterdam.



Andreas has opened the app 1,150 times.

He travels to Amsterdam, Reykjavik, New York, Bangkok, Berlin, Hamburg, Copenhagen.



Matilda has opened the app 1,150 times.

She travels to Amsterdam, Philadelphia, Washington, Chicago, New York City.

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Built by a small and dedicated team.

Stay.com has been built by a small, but highly efficient team, most of whom are based in Oslo.

Among the nine of us, we have seven nationalities.



Asgeir Hoem

CEO



Wei Zhuo

CTO



Claudia Menger

Content & Community Manager



Alexander Makarov

Developer



Andrew Gubanov

Developer



Gurudutt Verma

Developer



Ariana Hendrix

Content Editor



Leah Plotz

Content Editor



Lars Bæk

Designer

A strong, global domain portfolio.

In addition to the brand domain name **Stay.com**, we have secured ownership of 25 of the most important top level domains.

Europe

stay.co.uk
stay.uk
stay.de
stay.es
stay.fr
stay.it
stay.pl
stay.nl
stay.cz
stay.hu
stay.ch
stay.be
stay.fi
stay.rs
stay.si

Global and US

stay.com
stay.net
stay.us
stay.tm
stay.travel
stay.nu

Asia

stay.cn
stay.ru
stay.co.in
stay.ae
stay.asia

Creating value for the travel industry.

Stay.com is funded by the privately-held investment company Braganza, who also is the majority shareholder.

We have focused on building a service that can become a significant component in a bigger travel service – and help generate significant value.

For questions, please contact Asgeir Hoem
at asgeir@stay.com or +47 994 49 360

Stay.com