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.

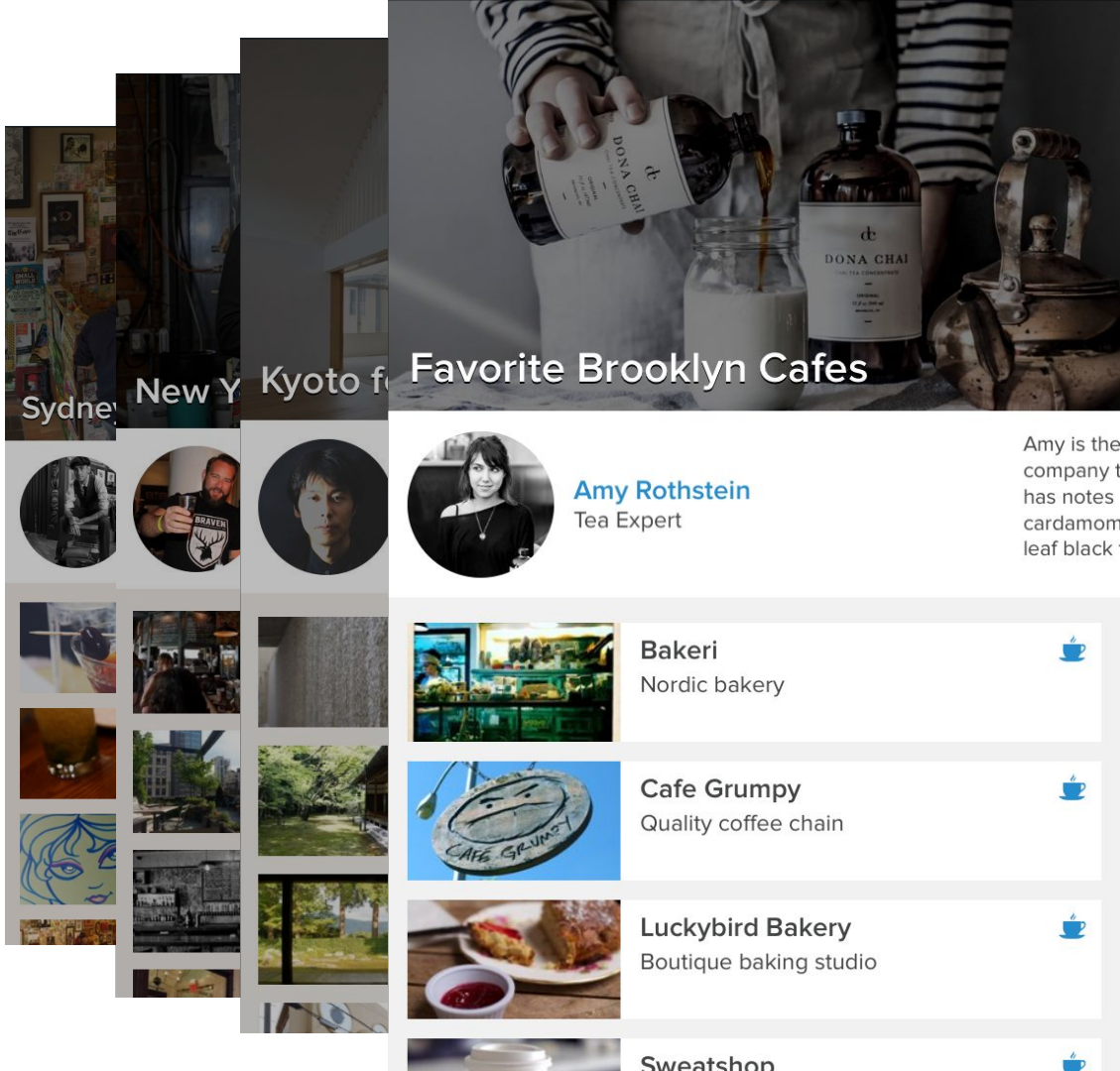
- Complete image coverage
- Consistent tone of voice
- Uniform formatting
- Always up to date

Arctic Ocean
Greenland Sea
Barents Sea
Kara Sea
Laptev Sea
Beaufort Sea
Baffin Bay
Norwegian Sea
Bering Sea
North Pacific Ocean
North Atlantic Ocean
South Pacific Ocean
South Atlantic Ocean
Indian Ocean
Arabian Sea
Tasman Sea
Scotia Sea
GL
IS
SJ
Россия
Canada
Қазақстан
Монгол Улс
中国
India
Australia
Indonesia
Malaysia
Venezuela
Colombia
Perú
Brasil
Bolivia
Argentina
Mali
Niger
NZ

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



More than 60 local experts recruited each month.

Amie Valpone

Celebrity chef

Tim Wendelboe

World champion barista

Élyse Lambert

Master sommelier

Bergthora Gudnadottir

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

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.

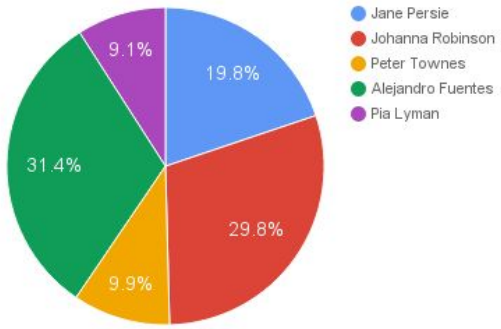
- Maintained by the in-house development team
- Specifically designed for destination content
- Built for editorial teams, built to scale

Tools to efficiently manage editorial teams.

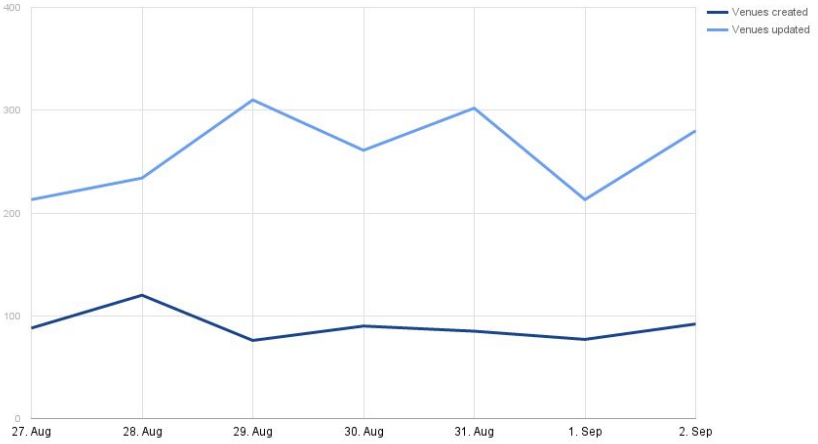
The Stay.com CMS features productivity tools and efficient workflows, to streamline editorial processes.

- 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

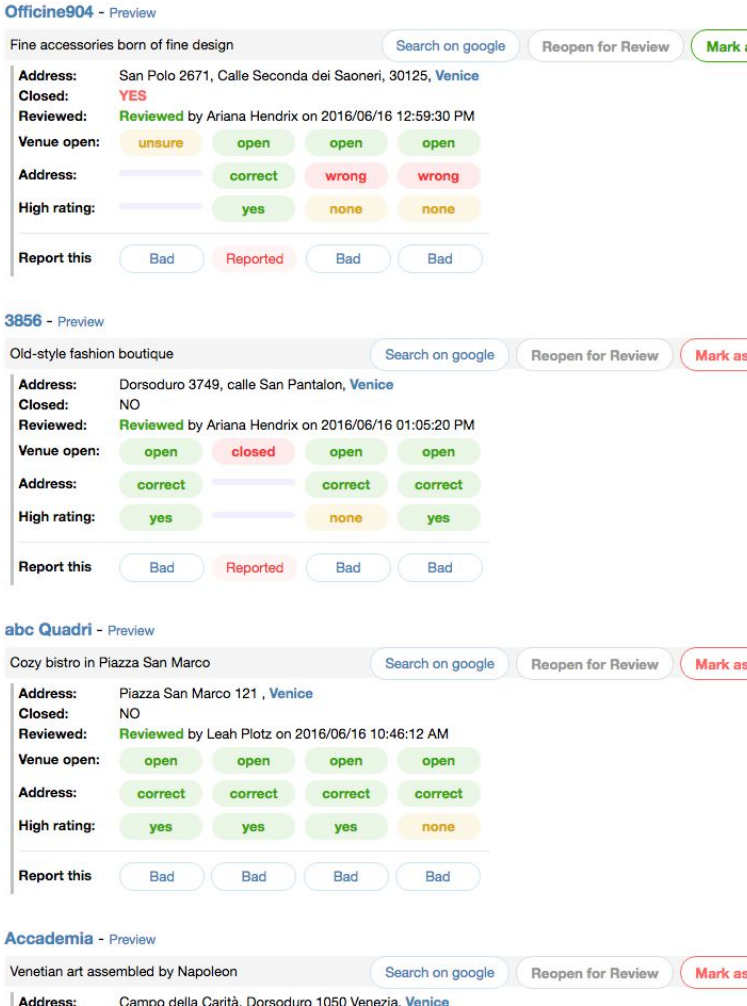
- r4: **Update** by Ariana Hendrix
  2016/08/31 11:08 AM
- r3: **Update** by Leah Plotz
  2016/03/14 4:08 PM
- r2: **Image added** by Ariana Hendrix
  2015/08/30 3:38 PM
- r1: **Created** by Claudia Menger
  2015/04/14 11:08 AM

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.

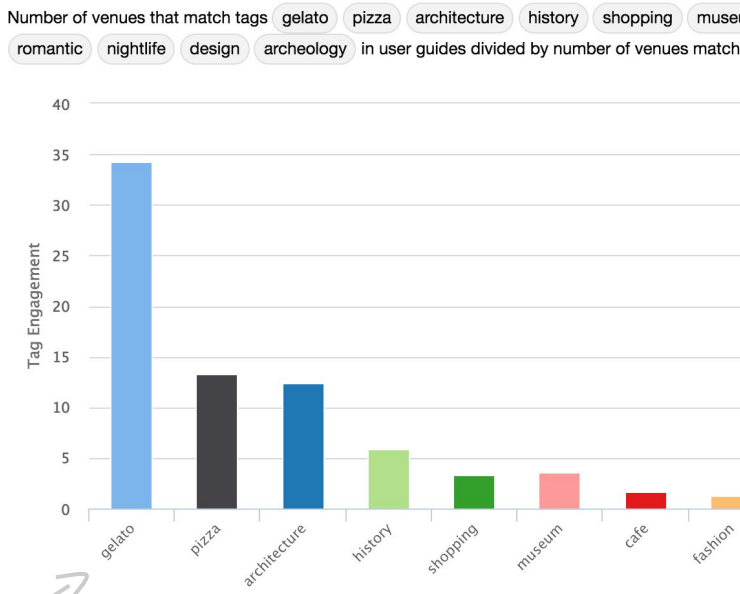
- Allocate in-house editorial staff for more productive tasks.
- Multiple signals per venue for increased confidence.
- Streamlined backend interface lets editors easily manage reports.

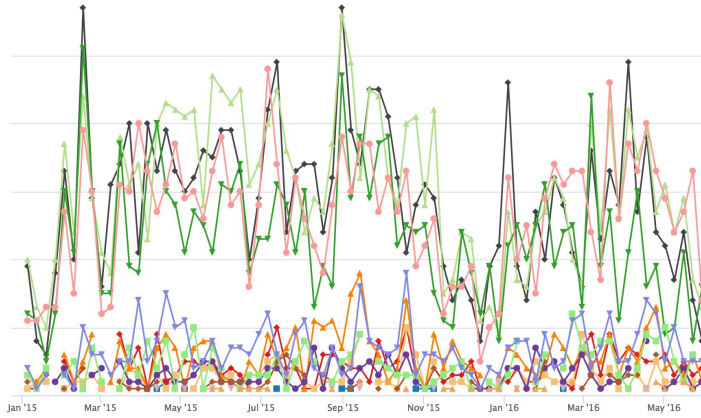


What exactly attracts travelers to each city?

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.





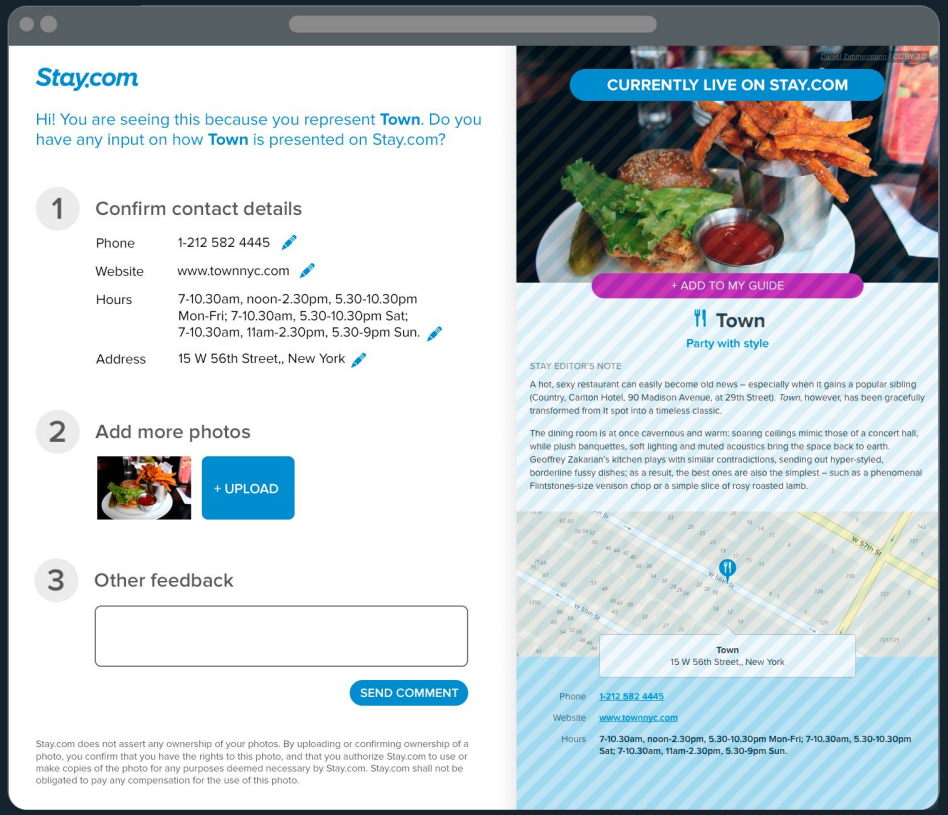
"Gelato" surpasses "pizza" in traveler engagement for people traveling to **Rome**.

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.



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/35f7XGNdS4X8DrKLNNKT9ZKIgN4=/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.

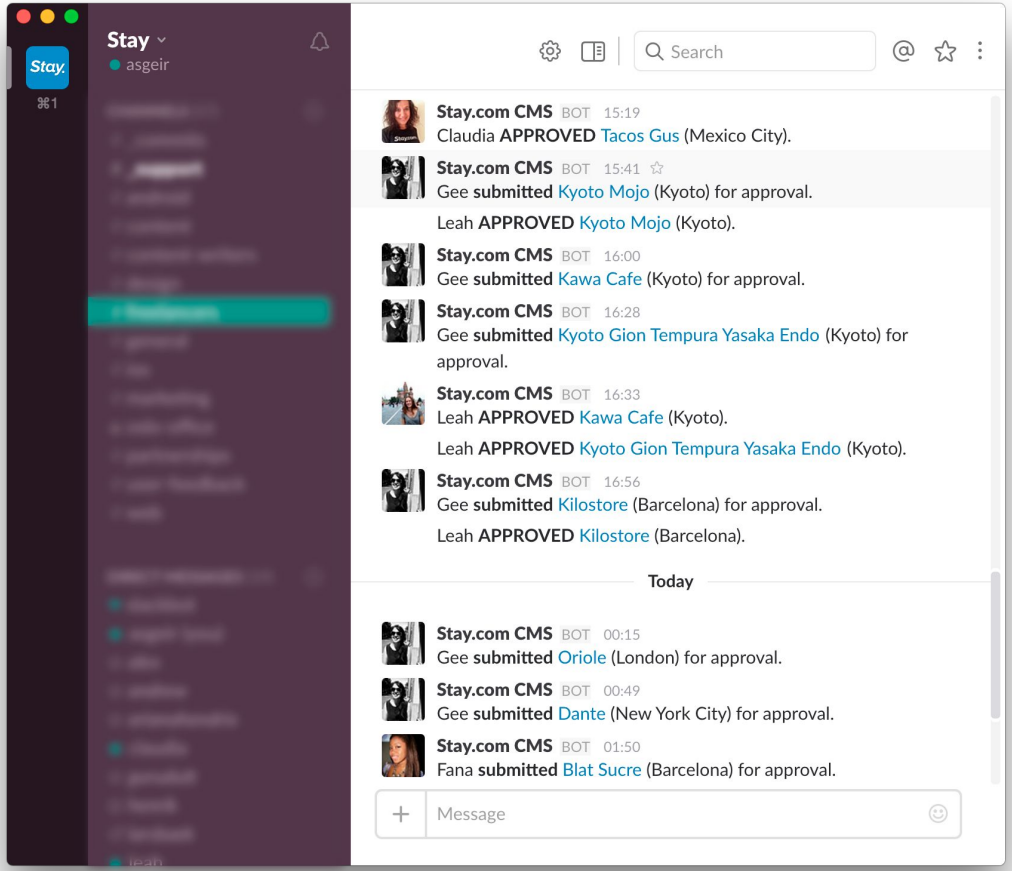
Integrates easily with other systems.

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.



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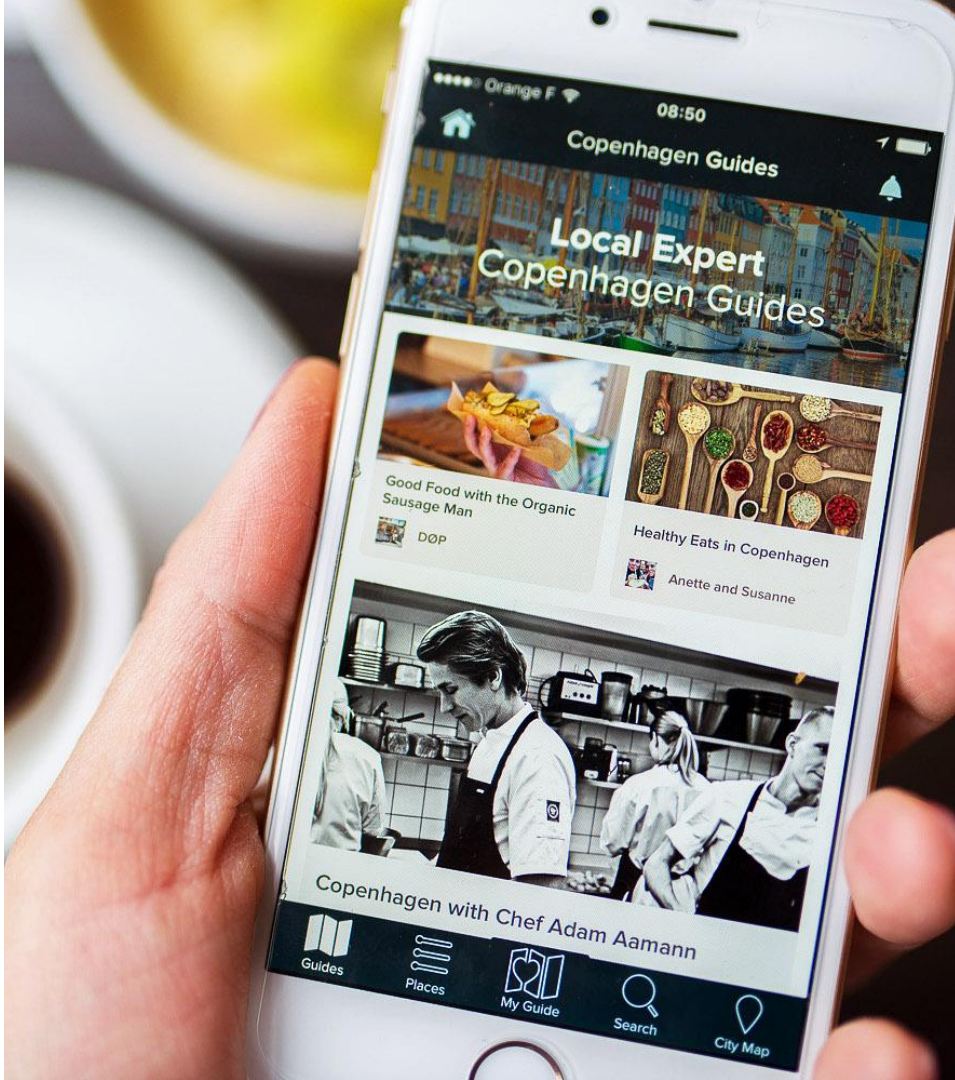
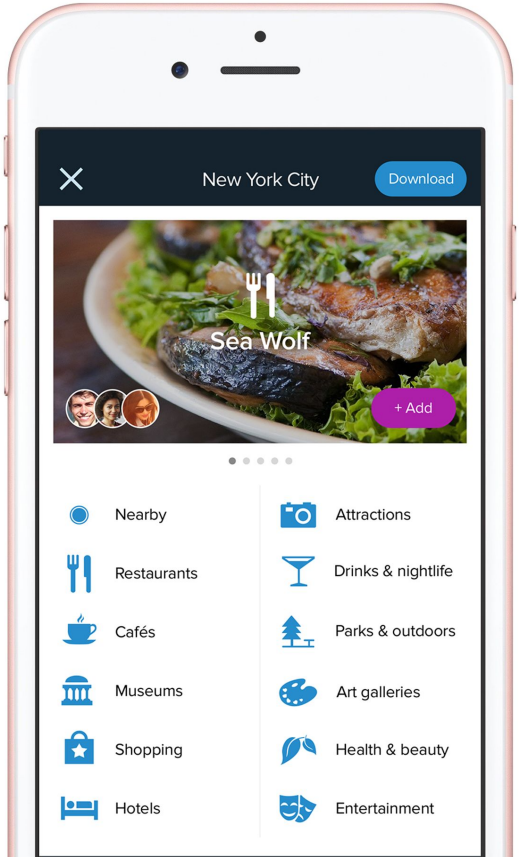
Powerful apps for iOS and Android.

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.

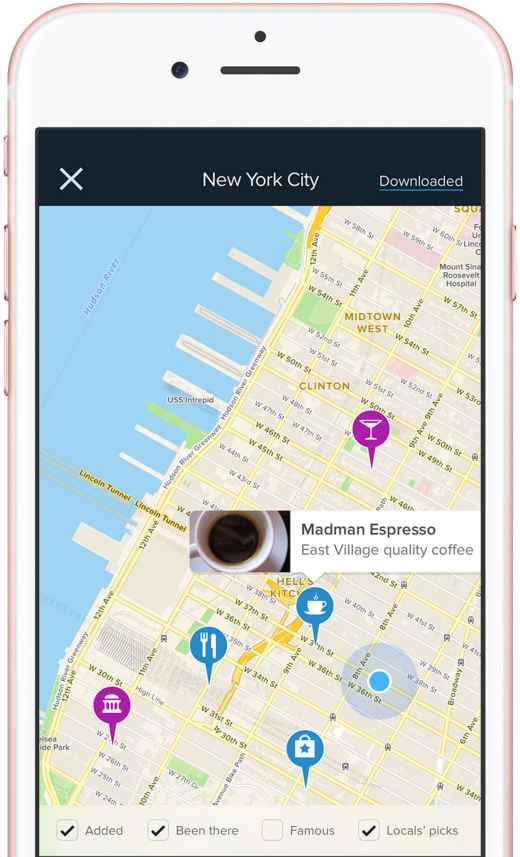


Browse only hand-picked quality places



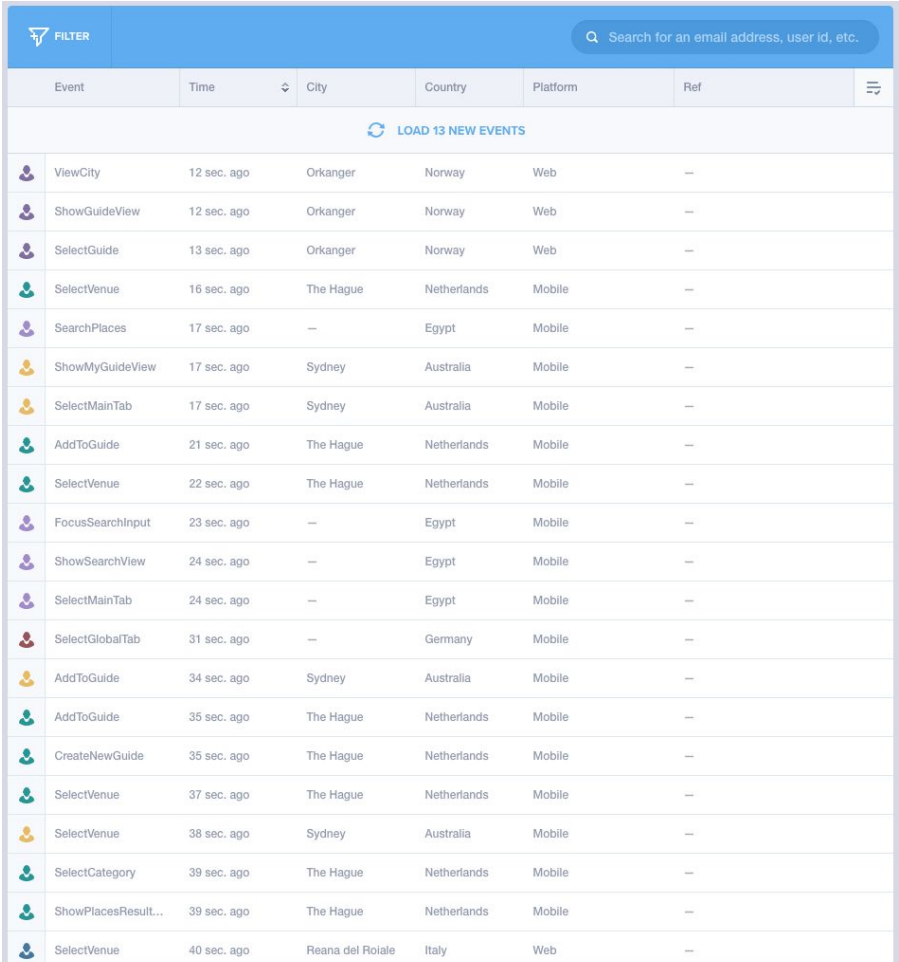
Thoughtful reviews, editorial descriptions

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.



Where will this individual travel next?

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

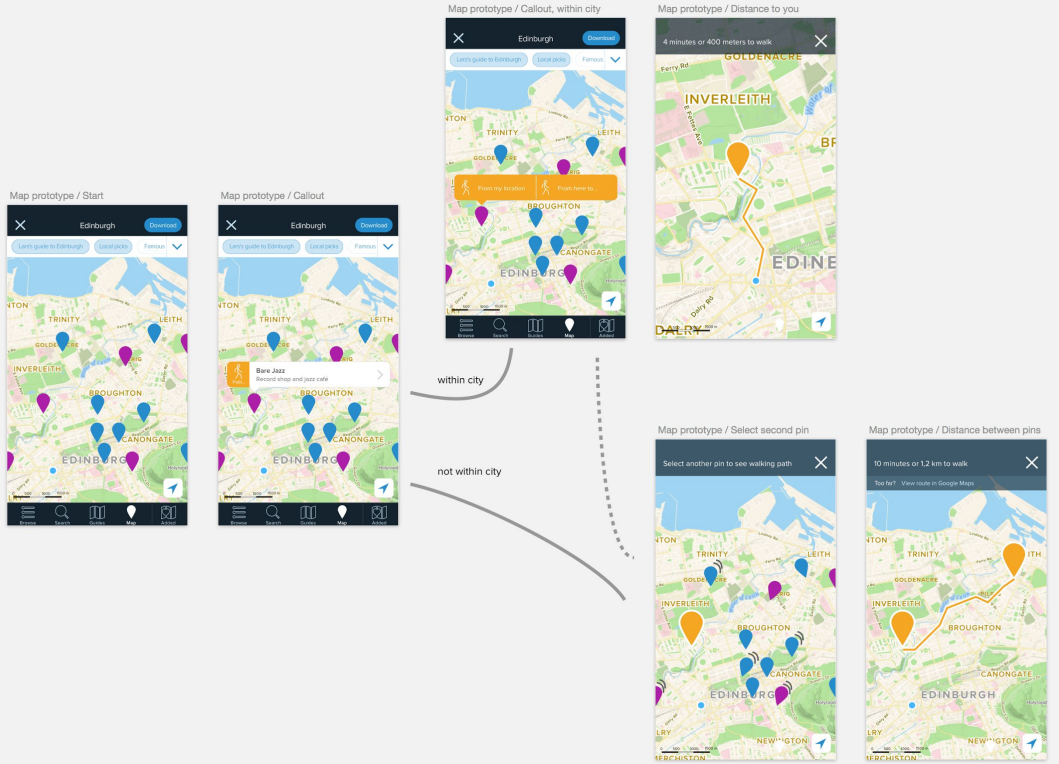
- Learn tastes and preferences via the content in personal guides.
- Tap into the user database in real-time, to retrieve fresh lists for targeted marketing.
- Still lots of untapped potential.

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.

Varenna 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.

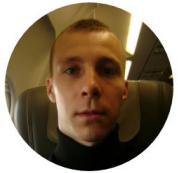
Among the nine of us, we have seven nationalities.

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	Global and US	Asia
stay.co.uk	stay.com	stay.cn
stay.uk	stay.net	stay.ru
stay.de	stay.us	stay.co.in
stay.es	stay.tm	stay.ae
stay.fr	stay.travel	stay.asia
stay.it	stay.nu	
stay.pl		
stay.nl		
stay.cz		
stay.hu		
stay.ch		
stay.be		
stay.fi		
stay.rs		
stay.si		

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