

**There are short-term rental conferences.**

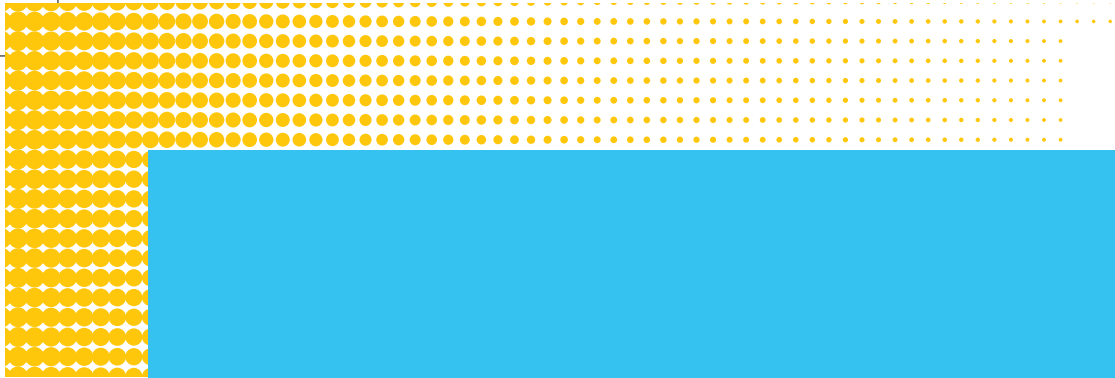
And then there's...



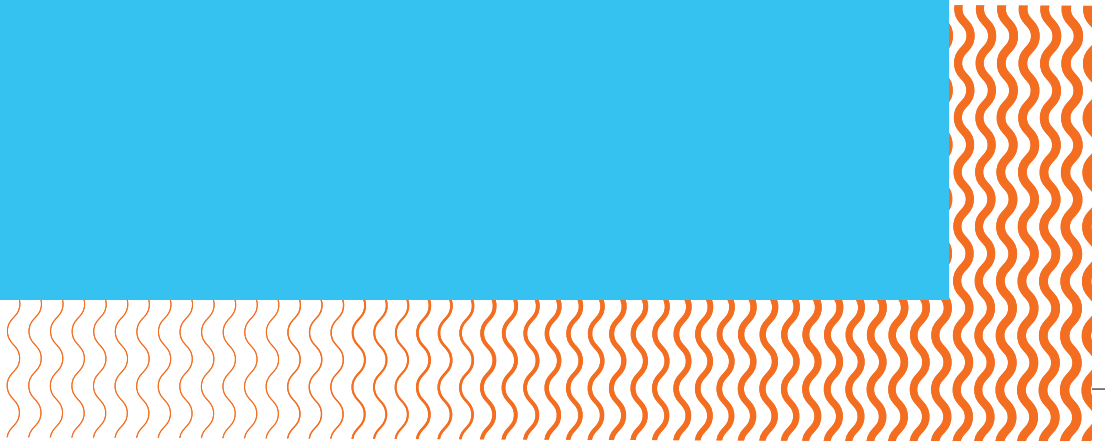
September 16-18

2019

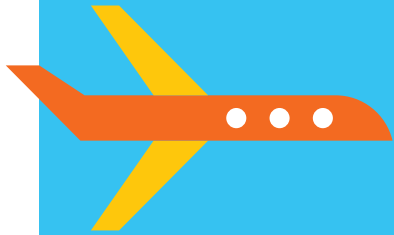
Tel Aviv



**Grow.  
With.  
Guesty.**



# Welcome to GuestyVal!



## The Festival for Vacation Rentals

Whether you're a short-term rental property management company hoping to take your business to new heights, a valued Guesty partner, or a thought leader in the vacation rental industry, we're happy to say you've come to the right place.

GuestyVal, the festival for vacation rentals, was created to bring together key members of the short-term rental ecosystem for valuable networking opportunities, informative sessions delivered by some of the biggest names in this space, and an inside look at Guesty's game-changing platform - including an exclusive sneak peek at what's to come in the next year.

Last year at GuestyVal, we dove deep into the biggest challenges facing professional property managers, envisioned the future of our industry and forged meaningful connections with like-minded players within this ever-changing, diverse space.

### This year, we're kicking things up a notch.

We have influencers ready to speak on marketing, growth, innovation, tech, guest-centricity, and what the future of the travel industry holds. We have attendees from every corner of the globe who all live and breathe short-term rentals. We have sponsors who share Guesty's same goal of making the lives of property managers easier. And who can forget what's to come on Day 3 of our annual event, when we take you on a memorable journey to visit some of Israel's most iconic sites.

Needless to say, GuestyVal 2019 is here to provide you with all the tools you need to more seamlessly manage your business and focus on what matters most: GROWTH. And we're going to have lots of fun while doing it!

### Thanks so much for joining us, and cheers to a great GuestyVal 2019!

**Amiad Soto,**  
Co-Founder & CEO, Guesty

**Vered Raviv-Schwarz,**  
COO, Guesty

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# Become Besties with Guesty



## Running a short-term rental business is hard. Guesty makes it easy.

Guesty was built with the understanding that professional property managers have a ton of tasks to accomplish on a daily basis.

Whether it's hosting listings on multiple channels, managing staff, issuing reports to homeowners or coordinating with guests, our platform provides solutions that help you streamline operations and save valuable time so you can focus on growing your business.

# About Guesty

**There's a story behind every startup.  
Here's ours.**

- Guesty was founded in 2013 by twin brothers Amiad and Koby Soto.
- We've since grown to over 260+ employees across 10 offices (and counting!).
- With \$60 million raised, we are the highest-funded property management software for short-term rentals on the market.
- We are a proud Y Combinator alumnus.



# What's New at Gasty?





## Let's Catch Up

### Here's what we've been up to since GuestyVal 2018.

- We grew by **47%** in employees and **90%** in customers.
- We raised **\$35M** more in funding.
- We launched a direct integration with HomeAway, giving our users the ability to push listings to **75 million** new travelers with just a few clicks.
- We now support multi-unit listings, offering our users an efficient way to group similar rooms/apartments and send them as one listing to channels.
- We launched Guestyversity, our free online resource center chock-full of educational materials to help you perfect your craft and grow your short-term rental business.
- We gave our mobile app a makeover, including new in-app & push notifications and availability in **15+** languages.



# Talk to the Experts

## Chat with Us

We can't wait to speak with you face-to-face. If you want to pick our brains in between sessions or simply say hi, head over to any one of us in a Guesty tee to ask whatever's on your mind.

We'll have experts from our different teams, as well as members of the Guesty executive team, moving around the venue at all times.

Just look for the corresponding shirt color to find who you're looking for.



Customer Success  
& Support



Marketing  
& Partnerships



Sales



Product & R&D



Management

# Roundtable Sessions

## With the Guesty Product & Customer Success teams

In addition to the impromptu chats we hope you'll be having with Guesty team members throughout the next three days, you're also set to attend two Roundtable Sessions: one with our Product team and one with our Customer Success team. These informal group chats will provide you with a unique opportunity to go deeper into conversation with the minds behind our platform, and form a dialogue with fellow pioneers of the industry to ultimately leave you equipped with inspiration and actionable insights.

**To find out which sessions you should attend:** Check your inbox! We previously emailed you to confirm the two sessions you have been assigned to. Need help? Just ask anyone in a Guesty shirt.

**Product:** As the solution-oriented visionaries who shape the Guesty platform, our Product team strives to provide our customers with the tools they need to better run their businesses. In this session, you'll weigh in on the team's future plans, suggest ideas of your own and gain a new perspective on key features of our platform.

**Customer Success:** Our Customer Success Managers have seen it all, making them certified pros on what does and doesn't work on the Guesty platform. Have a seat with members of this team as they recount some of the best-kept lessons they've picked up along the way.



## GuestyVal Agenda:

# DAY 1

Monday, September 16th

09:00 - 10:00



Registration & Breakfast

10:00 - 10:15



Welcome Remarks

Amiad Soto, Co-Founder & CEO, **Guesty**

10:15 - 10:45



Keynote: **Airbnb**

Story of Modern Home Sharing

**Guest-Centric Solutions**

10:45 - 11:30



Panel: **Bird, Fiverr, EatWith**

Powering the Sharing Economy  
& Simultaneously, Property Management:  
3 Platforms You Need To Know About

**Guest-Centric Solutions**



Product  
Roundtables  
Speed Dating –  
First Session

11:30 - 12:15



Networking Break & Snack

**Sponsored by HomeAway**

12:15 - 13:00



Panel: **Fülhaus, Smiling House**

The Key to Creating Instagrammable Listings

**Guest-Centric Solutions**



Product  
Roundtables  
Speed Dating –  
Second Session

13:00 - 14:00



Lunch

14:00 - 14:30



Keynote: **Altido**

From Bootstrap to Merger: How to Take an Already Successful  
Property Management Company Even Further

**Marketing & Growth**



14:30 - 15:00



Keynote: **Google**

Marketing Your Short-Term Rental Business in the Age of Rising Traveler Expectations

**Marketing & Growth**

15:00 - 15:30



Networking Break

15:30 - 16:00



Fireside Chat: **Viola Growth**

How To Successfully Launch Your Travel Tech Solution & Secure Funding

**Marketing & Growth**

16:00 - 16:45



Panel: **bookAirHop, Airgweets, Namastay**

From Small Fish to Super Hosts: Learn The Secrets Behind How These Property Managers Made It Big

**Marketing & Growth**



Panel: **Beyond Pricing, PriceLabs, Transparent**

Get That Money, Honey: How to Utilize Data & Dynamic Pricing to Drive Business and Maximize Revenue

**Marketing & Growth**

16:45 - 17:00



Closing Remarks

Vered Schwarz, COO, **Guesty**

17:00 - 18:00



Rooftop Ask Anything: Mingle with Guesty's Management Team

20:00 - 24:00



GuestyVal Party

**Drama Bar**, Nahalat Binyamin Street 52, Tel Aviv

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# GuestyVal Day 1 After-Party

Monday, September 16th



**It's summer in Tel Aviv, which means when the lights go down... the party begins!**

To end Day 1 on the right note, join us at Drama Bar in the heart of the city for tasty bites, refreshing cocktails, and good vibes that truly embody this vibrant city.



## **Drama Bar**

Nahalat Binyamin St. 52,  
Tel Aviv

**20:00 - 24:00**





Hebrew address to show  
your taxi driver:  
נחלת בנימין 52, תל אביב

# GuestyVal Agenda:

## DAY 2

Tuesday, September 17th

09:00 - 10:00



Registration & Breakfast

Sponsored by Wishbox

10:00 - 10:15



Welcome Remarks

Vered Schwarz, COO, **Guesty**

10:15 - 10:45



Keynote: **Booking.com**

Data-Driven Insights to Unlock New Opportunities

Tech & Innovation

10:45 - 11:30



Panel: **Operto, PointCentral, YourWelcome, Rabbu**

Smart Home, Smart Management:  
Easily Transform Your Listings into  
Tech-Savvy Stays to Achieve Guest  
Safety and Peace of Mind

Tech & Innovation



Customer  
Success  
Roundtables -  
First Session

11:30 - 12:00



Networking Break & Snack

12:00 - 12:45



Panel: **Doinn, Properly, Guesty**

Get Your Life Back With Squeaky Clean Task  
& Staff Management Tools

Tech & Innovation

12:45 - 13:30



Panel: **NoiseAware, Safely, Generali Global Assistance**

Sleep Better at Night: How To Ensure  
Your Listings Are Secure for You,  
Your Guests & Your Wallet

Tech & Innovation



Customer  
Success  
Roundtables -  
Second Session





13:30 - 14:30



Lunch

14:30 - 15:30



Product Roadmap: **Guesty**  
 What's Next for the Guesty Platform  
**The Future of Hospitality**

15:30 - 16:00



Keynote: **Domio**  
 How to Build a Forward-Thinking, Guest-Centric Brand  
**The Future of Hospitality**

16:00 - 16:15



Networking Break

16:15 - 16:45



Fireside Chat: **VRMA**  
 Why Cities Must Evolve and Stop Over-Regulating  
 Short-Term Rentals  
**The Future of Hospitality**

16:45 - 17:30



Panel: **HomeAway** (Moderator), **Viola,**  
**Travel Appeal, Guesty**  
 Beaches, Biometrics and Bots  
**The Future of Hospitality**

17:30 - 17:45



Closing Remarks  
 Amiad Soto, Co-Founder & CEO, **Guesty**

17:45 - 19:00



Rooftop Drinks & Bites  
**Sponsored by HomeAway**

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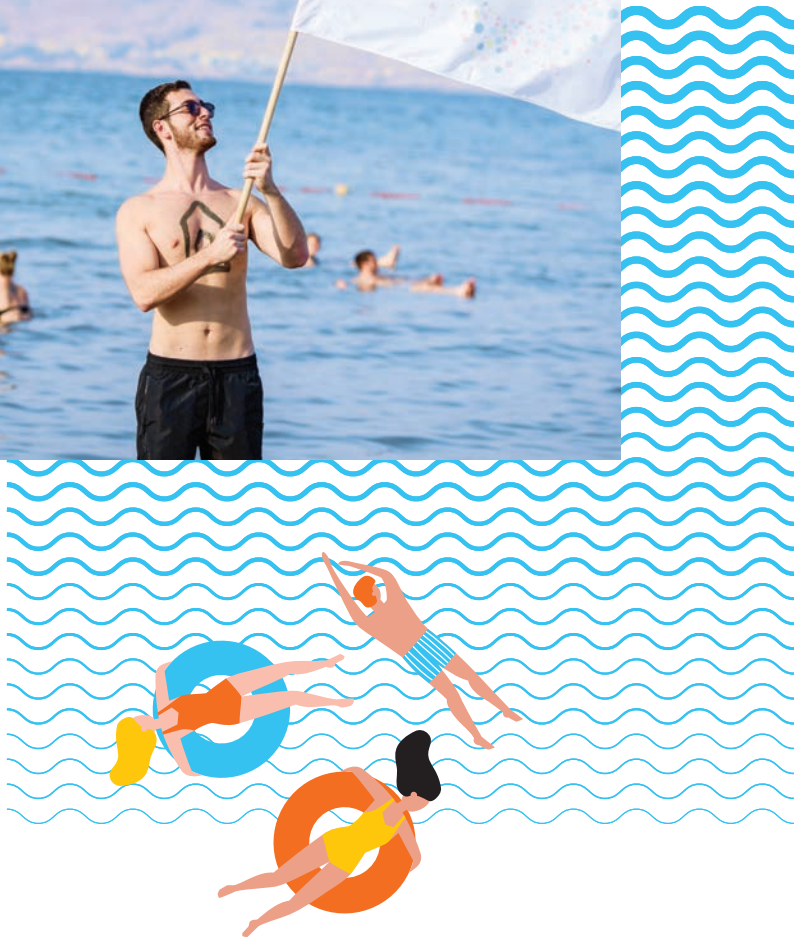
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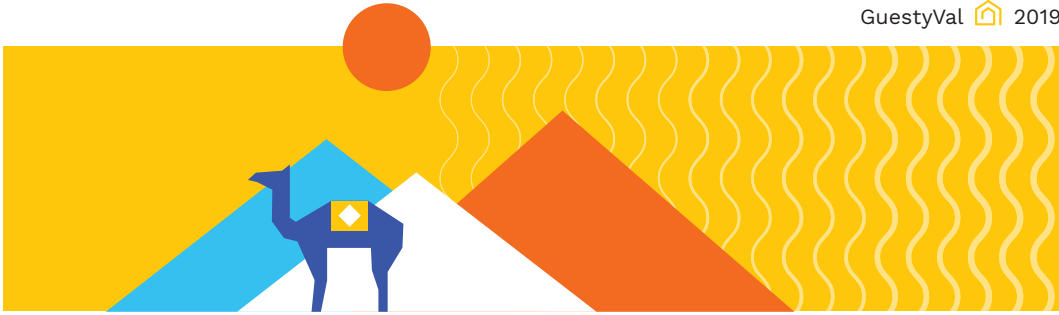
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# GuestyVal Agenda:

# DAY 3

Wednesday, September 18th





## Why should your guests get to have all the fun? Now, it's your turn!

Leave your business casual attire behind and get ready to embark on one of two exciting day trips.

**08:00**



Meet your tour bus at the InterContinental David Tel Aviv (Kaufmann St 12) and start your journey!

**09:30 - 13:30**



Explore (and taste) your way through the bustling streets of Jerusalem (Trip 1) or venture through Israel's picturesque desert for a true Bedouin experience (Trip 2).

**13:30 - 16:00**



Float in the salty banks of the Dead Sea (Trip 1), or take in the sights of the lush Judean foothills at Kadma Winery (Trip 2).

**18:00**



Ride back to Tel Aviv after a fun-filled day!

## Trip 1:

# Jerusalem & Dead Sea

A trip to Israel would be incomplete without experiencing the Holy City of Jerusalem. Walk the narrow streets of one of the world's oldest cities, taste your way through the bustling markets and experience the unique sensation of floating in the lowest point on earth.



### Trip highlights include:

- Mount of Olives
- Jerusalem's Old City
- Church of the Holy Sepulchre
- Western Wall
- Dead Sea



### What to Bring:

- Comfortable walking shoes
- Comfortable clothes for walking
- Hat
- Sunscreen
- Sunglasses
- Large water bottle
- Bathing suit, light change of clothing and a towel for the Dead Sea
- Modest clothing for the Western Wall (shoulders, upper arms and lower legs must be covered)

## Trip 2: Winery & Bedouin Experience

Take in the sights of Israel's desert oasis while experiencing true Bedouin hospitality. You'll then venture into the lush Judean Foothills for a glimpse (and a taste!) of the country's renowned wine industry.



### Trip highlights include:

- Traditional Bedouin 'Marhaba' Reception
- Camel ride
- Desert sounds workshop
- Traditional Bedouin 'Hafla' lunch
- Wine tasting at Kadma Winery

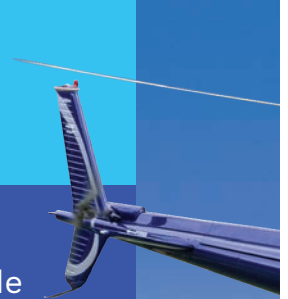
### What to Bring:

- Comfortable walking shoes
- Comfortable clothes for walking
- Hat
- Sunscreen
- Sunglasses
- Large water bottle

# Feeling Lucky?

On Day 3 of GuestyVal, four lucky winners will arrive at their trip of choice in style...

Take in the breathtaking Mediterranean views from a whole new perspective: a helicopter ride along the coastline, from the Jerusalem hills to the ancient fortress of Masada.





All GuestyVal attendees will be automatically entered into this raffle, with the winners being announced at the end of Day 2.

# Meet Our Speakers

From OTAs to third-party tech solutions to Guesty executives, take a look at this year's speakers!



**Gali Arnon**  
CMO, Fiverr



**Michael Allen**  
Co-Founder, Altido



**Pierre Becerril**  
CEO, Transparent



**Yaniv Rivlin**  
GM, Bird, Israel



**Greg Holcomb**  
Gov. Relations Manager, VRMA



**Michael Driedger**  
CEO, Operto



**Emir Dukic**  
Founder & CEO, Rabbu

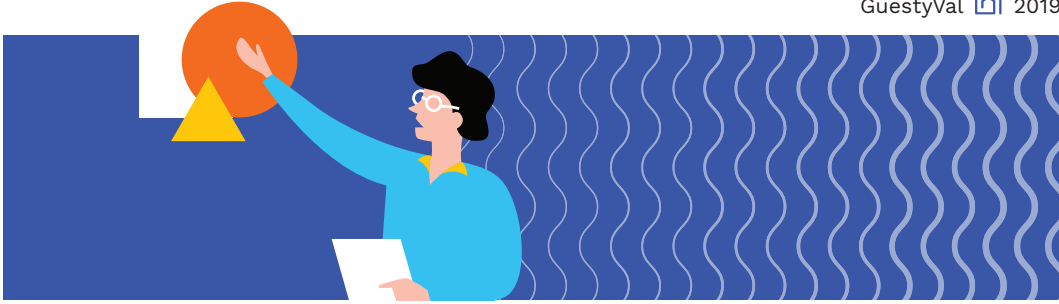


**James Glover**  
Dir. of Sales, Beyond Pricing



**Andrew Schulz**  
Co-Founder & CEO, NoisAware





**Natalie Refuah**  
Partner, Viola Growth



**Sean Miller**  
President, PointCentral



**Andria Santos**  
CEO, Fülhaus



**Moriya Rockman**  
Founder & CMO, Smiling House



**Daniel Perry**  
Founder, bookAirHop



**Daya Tolkatzir**  
Head of Global Comm., EatWith



**Julian Ritter**  
Co-Founder of, Airgrets



**Noelia Novella**  
Co-Founder & CEO, Doinn



**Alex Nigg**  
Founder & CEO, Property

# Meet Our Speakers

From OTAs to third-party tech solutions to Guesty executives, take a look at this year's speakers!



**Anurag Verma**  
Co-Founder, Pricelabs



**Lissa Terrel**  
Product Manager, Booking.com



**Toju Duke**  
Regional Product Lead, Google



**Alessandro Pacilio**  
Product Marketing, Booking.com



**Adrian Lam**  
CSO, Co-Founder, Domio



**Mike Ortegon**  
Dir. Global Channel Ops, HomeAway



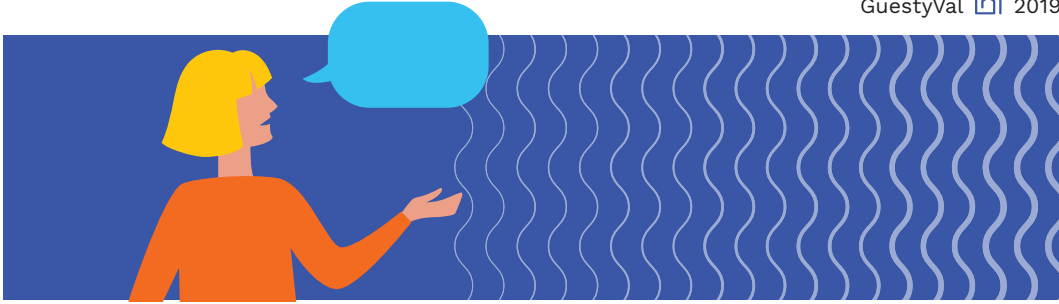
**George Meshkov**  
National Sales, Generali Global Assistance



**Andrew Bate**  
CEO, Safely



**Vicky Payne**  
Director of BizDev, YourWelcome



**Robin Clifford**  
Territory Manager, Airbnb



**Daniel Cohen**  
General Partner, Viola



**Gregor Schweitzer,**  
Vacation Rental Advisor, Travel Appeal



**Aman Makkar**  
Founder, Namastay



**Amiad Soto**  
CEO, Guesty



**Vered Raviv Schwarz**  
COO, Guesty



**Gil Wasserman**  
CTO, Guesty



**Omri Cohen**  
VP Product, Guesty



**Michal Freier**  
Head of Strat. Partnerships, Guesty

## Hebrew 101

# The Essentials

Because Tel Aviv is chock-full of internationals, you'll find that nearly everyone speaks English.

But it still can't hurt to learn a few basics to make sure you can communicate with the locals.



**שלום** (Sha-lohm)

---

Hello

**כן** (Ken)

---

Yes

**תודה** (Toh-dah)

---

Thank You

**לא** (Lo)

---

No

**בבקשה** (Beh-va-ka-sha)

---

Please

## Hebrew 102

Now that you've got the basics down, these words & phrases will also come in handy.

**סליחה** (Slee-cha)

Excuse me

**אוכל** (Oh-chel)

Food

**סבבה** (Sa-ba-ba)

Cool

**מים** (My-eem)

Water

**לחיים** (Leh-cha-yim)

Cheers!

**יין** (Ya-yeen)

Wine

**מזל טוב** (Mah-zel tov)

Congratulations!

**בירה** (Bir-ah)

Beer

**שירותים** (Sheh-ru-teem)

Bathroom

**מונית** (Moh-neet)

Taxi

**כמה זה עולה?** (Ca-ma zeh oh-leh)

How much does that cost?

# Discover Tel Aviv

Over 1 million tourists pour into Tel Aviv every year. Perhaps it's because of...





### The Glimmering Beaches

- Gordon Beach has it all: sun chairs, ice-cream shops and vendors who can hook you up with paddle boards and kayaks.
- Stroll down the boardwalk to see street performers and bask in the picturesque Tel Aviv sunset.

### The Architectural Heritage

- Wander through the winding alleyways of ancient Jaffa and visit its restored seaport, which is said to have existed more than 4,000 years ago.
- Tel Aviv, nicknamed the “White City,” has more 1930s Bauhaus-style buildings than any other city in the world — join a guided tour, or pick up an audio guide at the Bauhaus Center Tel Aviv.

### The Vibrant Culture

- Walk through the colorful streets of Neve Tzedek, Tel Aviv’s very first neighborhood outside of the old port city of Jaffa.
- If you’re into art exhibitions, the Tel Aviv Museum of Art is sure to impress.

### The Mouth-Watering Food & Nonstop Nightlife

- Walk (and taste) your way through the Carmel or Levinsky markets.
- Take it all in like a local: read on for our recommendations on the top spots to eat and play.

# Where to Eat

With a food scene as revered and lively as this one, be prepared to indulge.



## We recommend:



**Port Said**  
5 Har Sinai St.



**Romano**  
9 Derech Jaffa St.



**Shukshuka**  
41 HaCarmel St.



**Ouzeria**  
44 Matalon St.



**Abu Hassan**  
1 Ha-Dolfin St.



**Miznon**  
30 King George St. or 23 Ibn Gabirol St.



**M25**  
30 HaCarmel St.



**Cafe Puaa**  
8 Rabbi Yohanan St.



**Falafel Hakosem**  
Shlomo HaMelekh St 1



# Where to Play

Want a place to unwind after a day full of networking? Tel Aviv has no shortage of options. Here are some hot spots to grab an ice cold drink or cocktail.



## We recommend:



**Jasper Johns**  
190 Dizengoff St.



**Teder.fm**  
9 Derech Jaffa St.



**Kuli Alma**  
10 Mikve Israel St.



**The Prince**  
18 Nahalat Binyamin St.



**Bicicletta**  
29 Nahalat Binyamin St.



**Beer Bazaar**  
36 Yishkon St.



## How to get around

When you're not roaming the quaint city streets by foot, you can rely on these apps to hail a cab or find an electric scooter rental.

Uber

Gett 



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## Silver Sponsors

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## Bronze Sponsors

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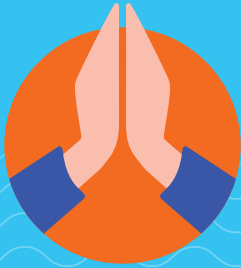


## And More!

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Thank You for  
Joining Us at  
**GuestyVal 2019!**



# #ManageBetter



Guesty



[www.guesty.com](http://www.guesty.com)