



STOP USING ~~AIRBNB~~ DATA

Contractor bookings don't come from
tourism platforms.

WHY AIRBNB & BOOKING.COM LIE TO YOU



Airbnb = Tourism Data

Leisure travelers, weekend stays, seasonal peaks.



Booking.com = Tourism Demand

Short-term guests, holiday pricing, city breaks.



Contractors stay:

Mid-week • Long-term • Repeat

*"If your research is tourism-based,
your conclusions will be wrong."*

THE ONLY QUESTION THAT MATTERS

*"Is there active construction,
infrastructure,
or development work happening near
my property?"*

-  Contractors follow projects

-  Projects create predictable demand



**Predictable demand = guaranteed
occupancy**

CONSTRUCTION MAP FASTEST SNAPSHOT

1

Enter postcode / town

2

Identify clustered projects

3

Check project duration

(multi-year = gold)

Long projects = repeat contractors = stable income

CONSTRUCTION INDEX NEWS = EARLY SIGNALS

Purpose:

- 🔍 Spot future demand
- ⚡ Stay ahead of new developments

Use it to track:

- Major announcements
- New campuses & infrastructure
- Hydrogen & public sector projects

Demand appears months before bookings.

GLENIGAN LIVE PROJECT DATA



Live Project Data

Real-time construction feeds



Company Names

Contractor databases



On-site Contacts

Direct decision makers

This turns research into direct booking leads.

BIDSTATS & GOVERNMENT CONTRACTS

1

Filter by region

2

Filter by Development / Real Estate CPV codes

3

Review awarded contracts

4

Identify who's building & where

You're no longer guessing — you're targeting.

HOW TO PRICE CONTRACTOR ACCOMMODATION PROPERLY

Contractors compare you to budget hotels,
not Airbnbs.

THE PROCESS

1

Check Premier Inn / Travelodge rates in your area

2

Work backwards from their pricing

3

Price £15–£20 below hotel equivalent



PRICING EXAMPLE

HOTEL RATE

£50

per contractor



YOUR RATE

£35

per room

Win-Win

Company
saves
You profit

Key Insight: Price against hotels, not holiday lets. Contractors don't pay tourist premiums.

WHY THIS MODEL SCALESL CLEANLY

PROPERTY

5

Bed House

RATE PER ROOM

£35

Per Night

TOTAL REVENUE

£175

Per Night



MID-WEEK DOMINANCE (MON-THU)

**This model rewards sleep capacity,
not aesthetics.**

OFFLINE PROOF MOST PEOPLE SKIP

Checklist:

✓ Visit Budget Hotels
Mon–Thu after 6pm

✓ Check Car Parks
Full of contractor vans?

✓ Spot Repeat Companies
Same firms week after week

🚐 Vans = demand you can steal

TURN OBSERVATION INTO BOOKINGS

THE STEPS:

- 1 Photograph van logos & company names
- 2 Call the company directly

SCRIPT:

"I noticed your team staying locally.
We provide contractor accommodation nearby.
Are you here often?"



THE CONTRACTOR DEMAND CHECKLIST

- ✓ Active projects in the area
- ✓ Multi-year timelines confirmed
- ✓ Budget hotel benchmarking complete
- ✓ Mid-week occupancy pattern
- ✓ Direct booking opportunity identified

If these boxes are ticked,
the model works.

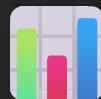


WHY THIS REMOVES GUESSWORK



Demand-First Strategy

Data drives every decision



Real-World Data

Not platform algorithms



Predictable Bookings

Month after month consistency



Scalable System

Replicate across locations