

Transparent



[Description](#)
[Website](#)
[Benefits](#)
[Comparing products](#)
[Benefits](#)

Description

Transparent is a data provider for the holiday accommodation sector and in particular for (professional) property managers. Transparent provides practical holiday rental information to maximise your revenue, all in one place.

Website

<https://seetransparent.com/en/>

Benefits

Transparent provides business intelligence and benchmarking tools for vacation rentals thanks to integrations with your VRMS, while providing accurate and reliable data. It can help you analyse rates, occupancies and future demands, as well as your competitors and the reviews in your area.

They offer two levels of service:

- **Transparent Free:** The integration with Avantio consists of an Avantio dashboard that is integrated into VRMS.
- **Transparent Pro :** (this version has a 30-day trial) The integration with Avantio consists of a link with the login to the PRO version on the Transparent website.
- **Transparent BI:** Central Business Intelligence Platform that helps answer business questions effectively.

Contenido de esta sección

Contenido relacionado

Content by label

There is no content with the specified labels



Comparing products

PRODUCT NAME	TRANSPARENT FREEMIUM	AVANTIO + TRANSPARENT FREE	PRO	TRANSPARENT BI
For who?	For beginners	To get started	For revenue managers	For vacation rental companies who want to scale (40+ properties)
Pricing	0€	0€	from 250€ / month	from 449€ / month
Historical ADR, occupancy & revenue	✓	✓	✓	✓
Booking channel supply shares	✓	✓	✓	✓
Visualization of properties & info	✓	✓	✓	✓
Advanced inventory export with competitor mapping			✓	✓
Property manager ranking and mapping		✓	✓	✓
Summarized historic market performance data (ADR, occupancy and revenue)			✓	✓
Rate shopping by competitor			✓	✓
Forward looking rate, occupancy and demand at listing level on Airbnb, Vrbo and Booking.com		✓	✓	✓
Automated onboarding and email customer support			✓	✓

Optimize pricing with daily, forward-looking ADR, occupancy & demand on Airbnb, Vrbo, Booking.com & TripAdvisor			✓	✓
Refine with fee & discount breakdown			✓	✓
Prospect & invest effectively with interactive supply map with performance filters			✓	✓
Maximize occupancy using review & minimum stay analysis			✓	✓
Forecast with granular historical performance data & rental estimator			✓	✓
Compete & grow using property manager & listing performance ranking			✓	✓
Export capabilities for external manipulation & reporting			✓	✓
Personalized onboarding and customer support			✓	✓
Owner reporting				✓
Infinite Custom Report				✓
Email subscription and notifications				✓
Admin Panel				✓

Benefits

1. Property managers are able to **maximize their revenue** through an actionable dashboard with a subscription tailored to their needs.
2. **Actionable & granular insights** into market pricing, occupancy, demand, distribution & inventory growth position users to optimize their strategy & maximize their revenue.
3. **Visibility** across our highly fragmented industry empowers property managers and even destinations, hotels, OTAs & more to make effective, efficient decisions