londonist
DMC

LONDONIST GROWTH

23-24 vs 24-25



londonist
DMC

Academic Years 2023/24 vs. 2024/25

The year 2024-2025 showcased significant achievements for Londonist DMC, with notable improvements in operational efficiency, customer engagement, and sales stability compared to the 2023-2024 period. This report highlights key metrics, comparisons, and actionable insights.

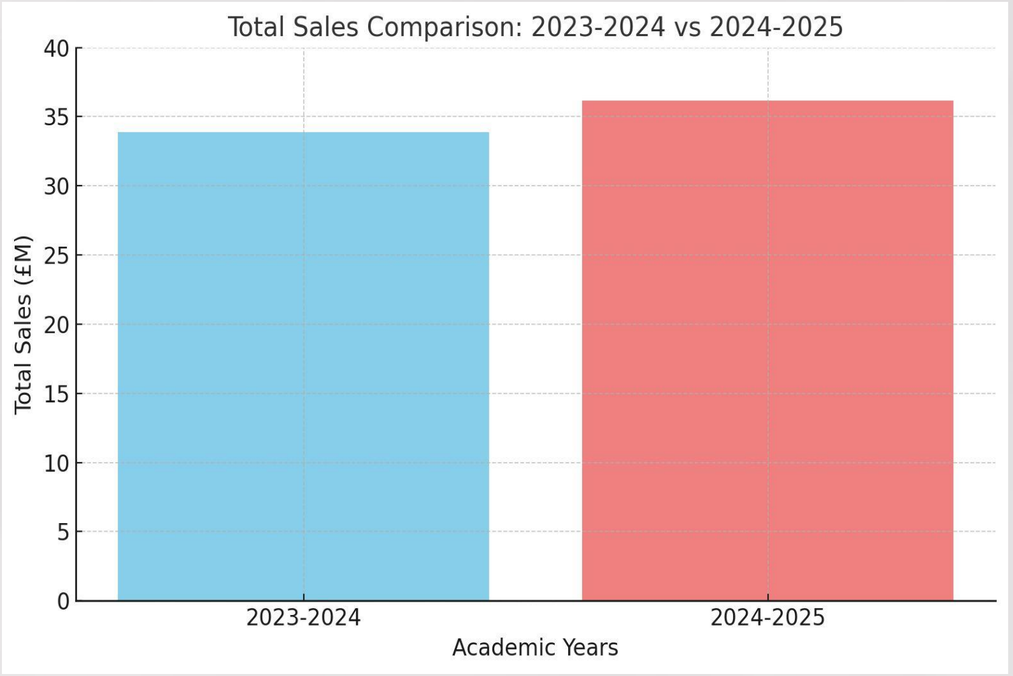
londonist
DMC

Overall Sales Performance

1. Overview of Performance

The comparison between 2023-2024 and 2024-2025 shows a 6.7% increase in total sales and a 5.7% growth in accommodation sales, with a standout 40.7% rise in service/fee sales. However, overdue amounts increased by 388.7%, while the quote-to-invoice rate fell by 2%, despite significant growth in quotes (+48.8%) and invoices (+45.9%). The data highlights strong sales performance but underscores challenges in payment collections and conversion efficiency.

Metric	2023-2024	2024-2025	Change (%)
Total Sales	£33,896,998.36	£36,151,363.62	+6.7%
Total Accommodation Sales	£33,026,148.82	£34,923,134.33	+5.7%
Total Service/Fee Sales	£873,968.81	£1,228,995.94	+40.7%
Collected Amount	£36,194,303.94	£35,918,284.07	-0.8%
Overdue Amount	£269,098.40	£1,315,176.24	+388.7%
Quotes	58,518	87,064	+48.8%
Invoices	4,687	6,837	+45.9%
Quote-to-Invoice Rate	8.01%	7.85%	-2.0%

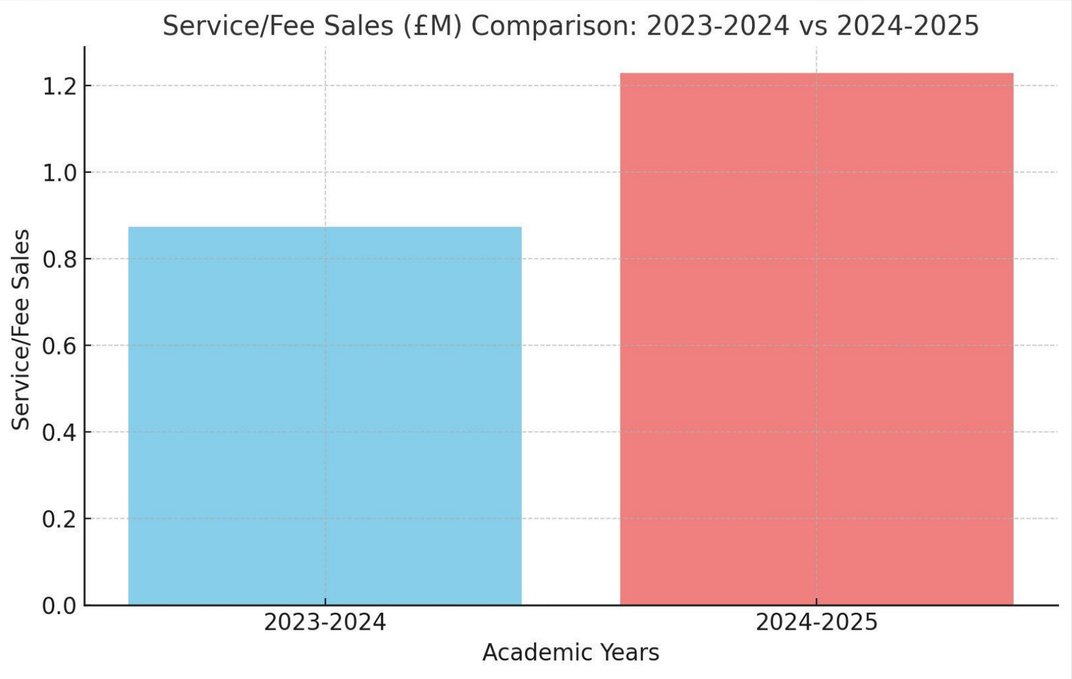


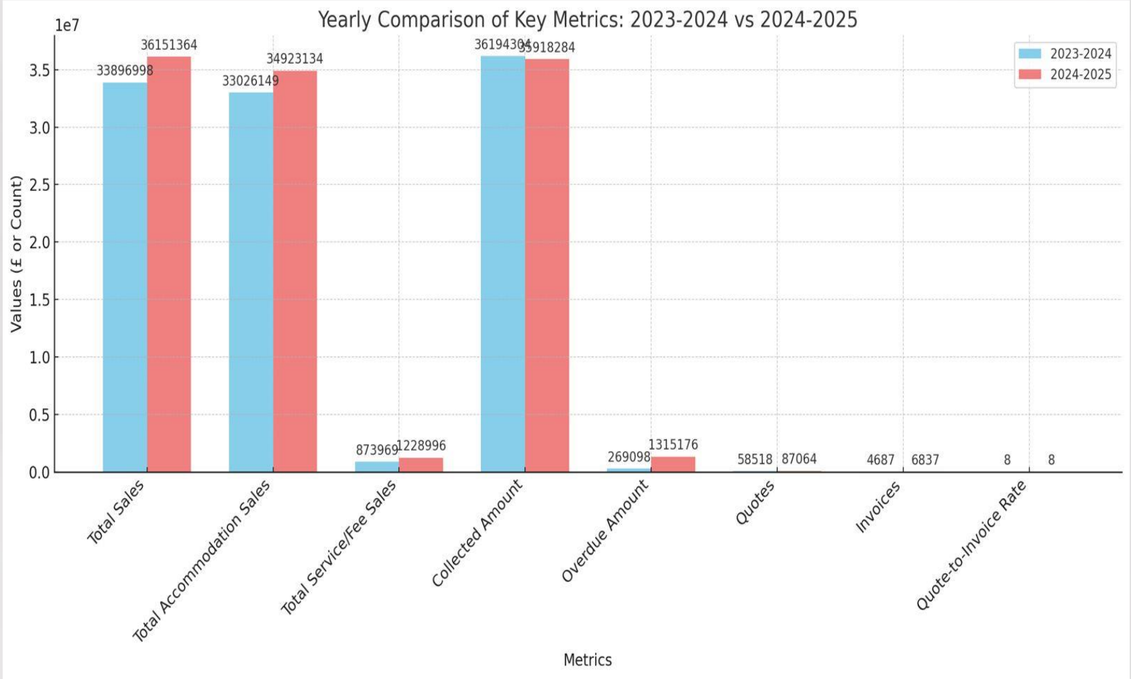
londonist
DMC

Overall Sales Performance

2.Service Fee & Key Metrics

The comparison of service/fee sales between 2023-2024 and 2024-2025 demonstrates a significant growth of 40.7%. In 2023-2024, the total service/fee sales amounted to £873,968.81, which increased to £1,228,995.94 in 2024-2025. This growth reflects improved operational strategies, increased service utilization by students, or enhanced pricing strategies. The consistent upward trajectory underscores the effectiveness of new initiatives and market adaptation for ancillary revenue streams.





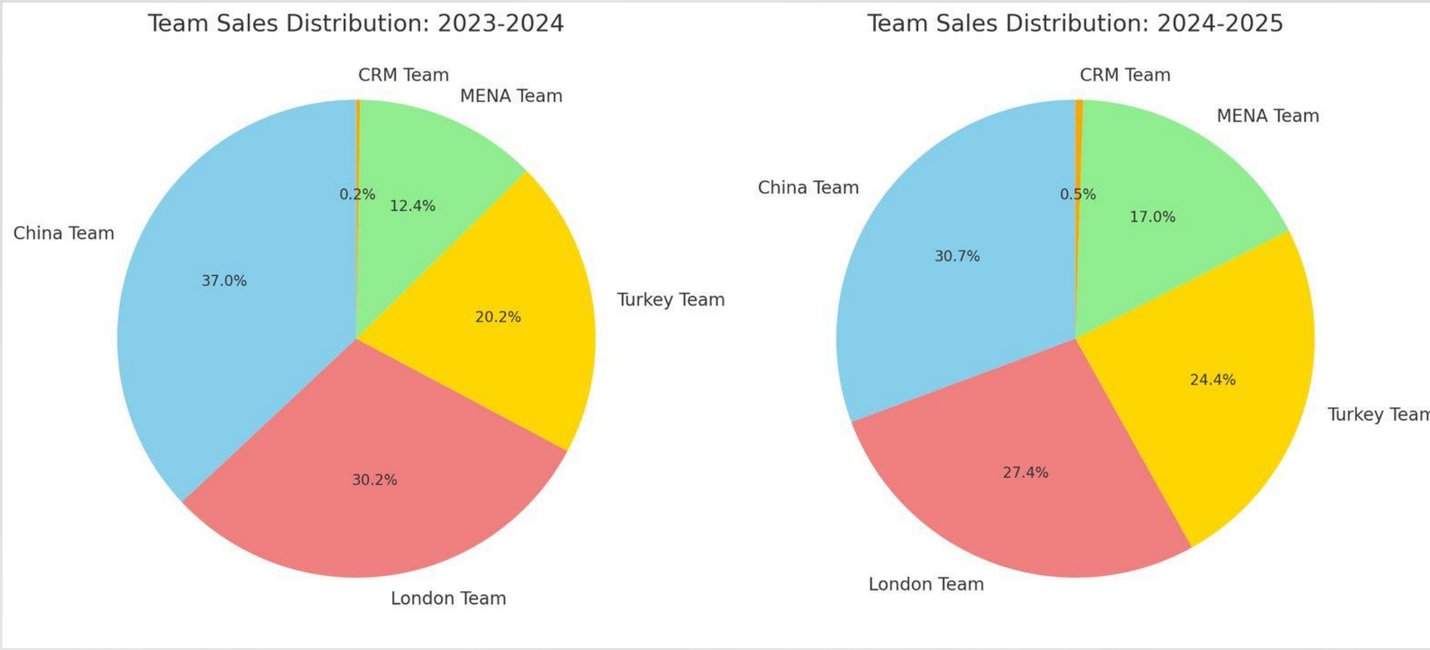
londonist
DMC

Overall Sales Performance

3. Team-Wise Performance

The sales performance of different teams in 2023-2024 and 2024-2025 reveals key shifts. The China Team and London Team, which had been the top contributors, saw slight declines of -11.5% and -3.3%, respectively. In contrast, the Turkey Team and MENA Team demonstrated remarkable growth, with increases of +28.8% and +46.9%, reflecting expanding opportunities in these regions. The CRM Team achieved the highest percentage growth (+114.3%), indicating its rising significance, though it remains the smallest contributor overall. These shifts highlight the potential for growth in emerging regions while emphasizing the need to stabilize traditional markets.

Team	2023-2024 Sales (£)	2024-2025 Sales (£)	Change (%)
China Team	£12,536,756.68	£11,090,462.23	-11.5%
London Team	£10,247,198.69	£9,912,813.79	-3.3%
Turkey Team	£6,839,782.21	£8,812,874.81	+28.8%
MENA Team	£4,188,935.38	£6,154,481.87	+46.9%
CRM Team	£84,325.40	£180,730.92	+114.3%

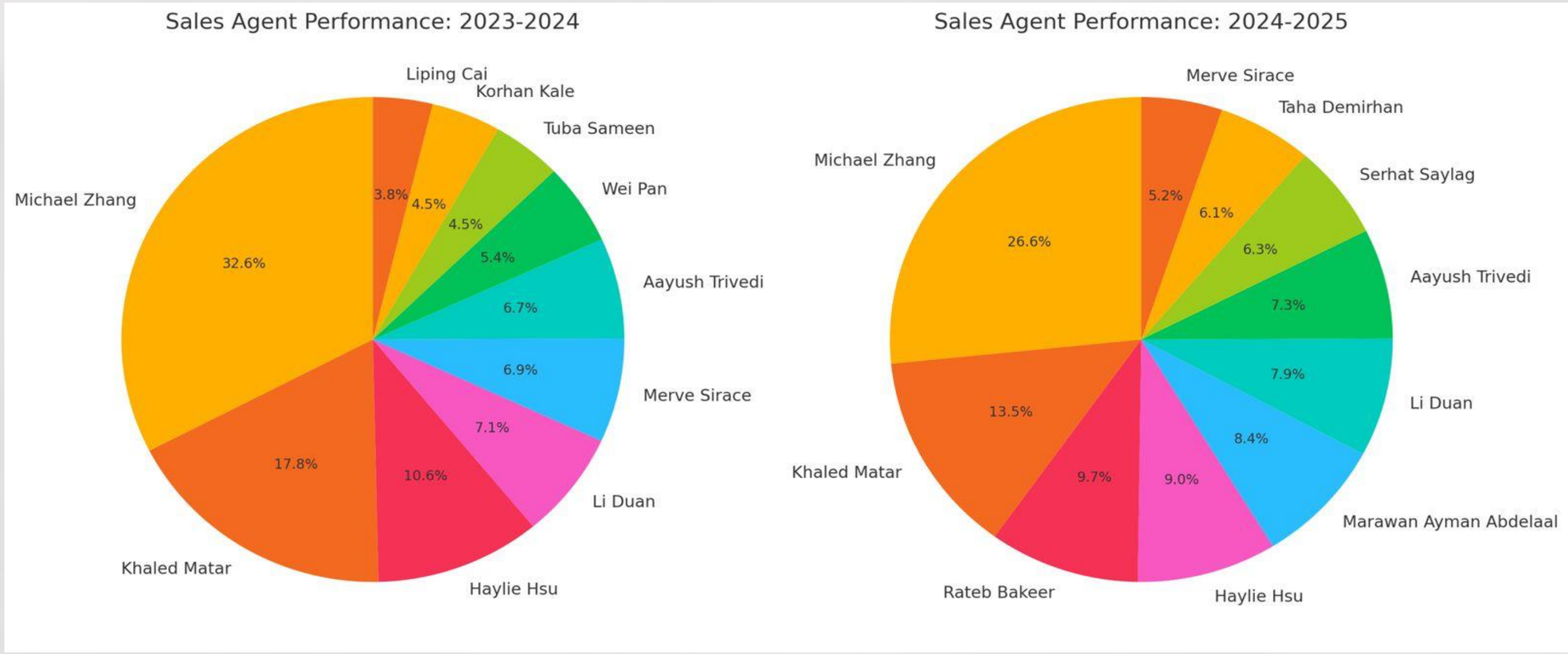


londonist
DMC

Overall Sales Performance

4. Sales Agents sales Numbers

Michael Zhang retained the top position in both years but experienced an 11.3% decline in sales. Khaled Matar also retained second place despite a 17.4% decrease in performance. New entrants, such as Rateb Bakeer and Marawan Ayman Abdelaal, emerged strongly in 2024-2025, displacing previous top contributors like Wei Pan, Tuba Sameen, and Korhan Kale.



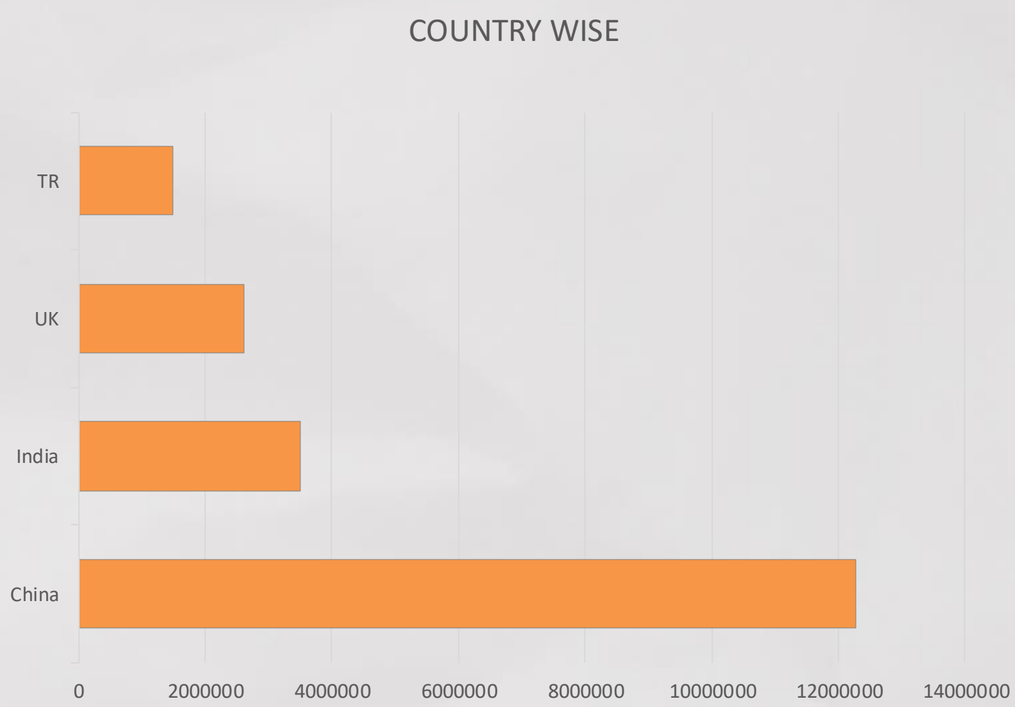
londonist
DMC

Overall Sales Performance

5. Country Wise Sales Numbers

The country-wise sales comparison reveals significant shifts between 2023-2024 and 2024-2025. Major markets like China, India, and the United Kingdom, which contributed significantly in 2023-2024, saw their sales completely drop in 2024-2025. Meanwhile, emerging markets such as Italy, Pakistan, Spain, and Taiwan entered the sales distribution in 2024-2025 with notable contributions. The United States and France demonstrated steady growth, increasing by 41.85% and 22.12%, respectively. These trends highlight a pivot towards new regions and a decline in performance in previously dominant markets

1. **China:**
   2023-2024 Sales: £12,266,444.49 & 2024-2025 Sales: £11,274,504.21
   Change: -£991,940.28 **(-8.09%)**
2. **India:**
   - 2023-2024 Sales: £3,495,131.01 & 2024-2025 Sales: £4,044,519.64
     Change: +£549,388.63 (+15.72%)
3. **United Kingdom:**
   - 2023-2024 Sales: £2,605,713.27 & 2024-2025 Sales: £2,497,514.42
     Change: -£108,198.85 **(-4.15%)**
4. **Turkey:**
   - 2023-2024 Sales: £1,496,106.04 & 2024-2025 Sales: £1,896,484.74
     Change: +£400,378.70 (+26.77%)
5. **United States:**
   - 2023-2024 Sales: £1,066,166.00 & 2024-2025 Sales: £1,512,186.56
     Change: +£446,020.56 (+41.85%)
6. **France:**
   - 2023-2024 Sales: £1,051,954.38 & 2024-2025 Sales: £1,284,752.78
     Change: +£232,798.40 (+22.12%)
7. **Italy:**
   - 2023-2024 Sales: £682,939.47 & 2024-2025 Sales: £701,142.23
     Change: +£18,202.76 (+2.67%)

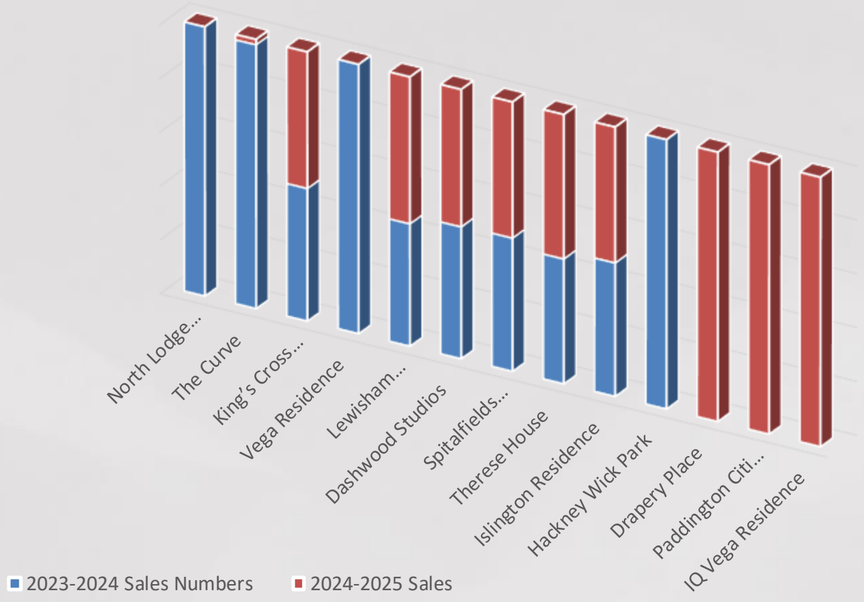


londonist
DMC

Overall Sales Performance

6. Most Sold Residences 23-24 vs 24-25

The comparison of residence sales between 2023-2024 and 2024-2025 reveals significant shifts in performance. In 2023-2024, North Lodge London led the sales with £5,569,992.57, followed by The Curve (£5,040,217.15) and King's Cross Residence (£3,123,982.95). However, in 2024-2025, Drapery Place emerged as the top-performing residence with £4,735,762.60, replacing North Lodge London.King's Cross Residence maintained strong performance across both years, with a slight increase in sales to £3,214,426.39. New residences like Paddington Citi View and IQ Vega Residence contributed significantly to 2024-2025, indicating a shift in market preferences. Residences like Lewisham Exchange and Dashwood Studios showed consistent growth, while others, such as Vega Residence and Hackney Wick Park, disappeared from the sales list in 2024-2025. This dynamic shift highlights the changing landscape of top-performing properties, with emerging players contributing significantly to overall revenue.



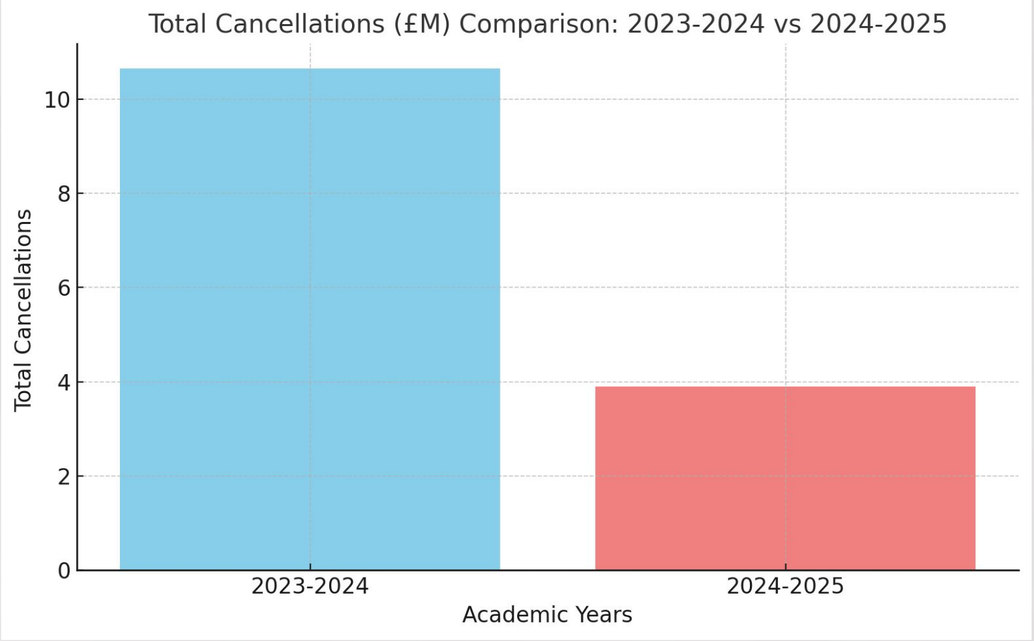
londonist
DMC

Overall Sales Performance

7. Cancellations

The analysis of cancellations between 2023-2024 and 2024-2025 highlights significant improvements in managing cancellations and refunds. Total cancellations decreased by an impressive 63.4%, from £10.65M to £3.89M, reflecting stronger retention strategies and improved booking stability. The cancelled amount saw an even sharper reduction of 74.0%, indicating fewer financial losses from cancellations. However, partial refunds increased by 43.7%, suggesting a shift toward more flexible and student-friendly refund policies. These trends underline effective efforts to minimize cancellations while maintaining a fair approach to refund management.

Metric	2023-2024 (£)	2024-2025 (£)	Change (%)
Total Cancellations	£10,650,443.67	£3,894,720.38	-63.4%
Partial Refunds	£952,033.81	£1,367,981.11	+43.7%
Cancelled Amount	£9,698,409.86	£2,526,739.27	-74.0%

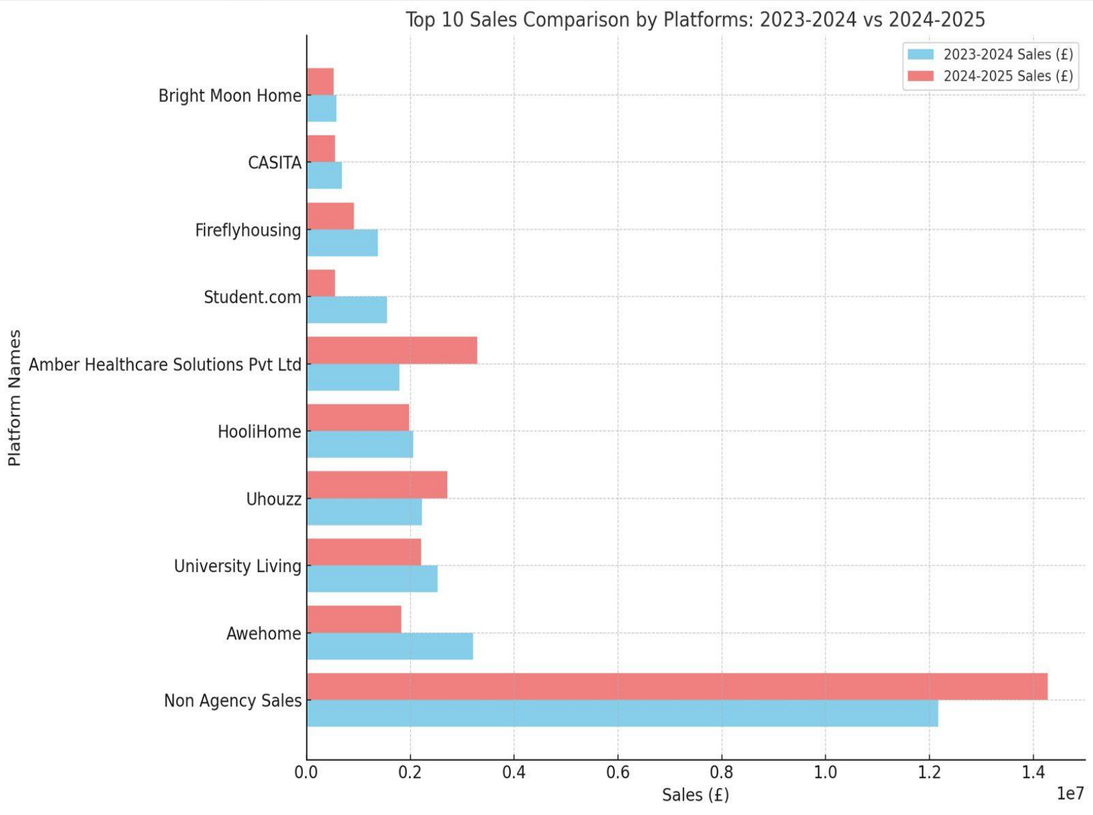


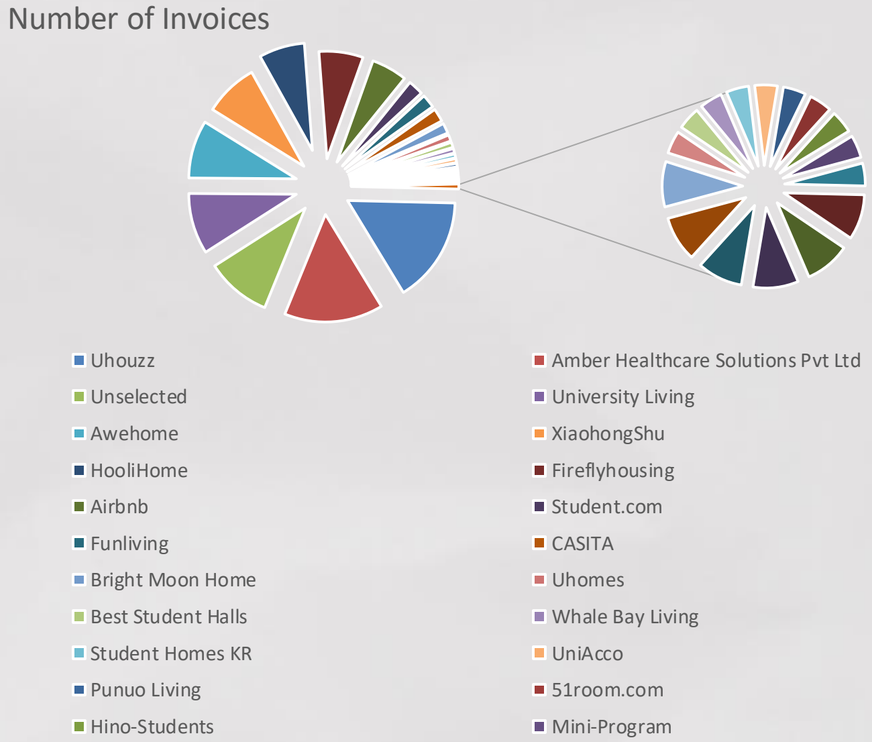
londonist
DMC

Marketplaces

1. Overview of Performance

This report provides a detailed comparison of the top 10 marketplaces contributing to Londonist DMC's sales during the academic years 2023-2024 and 2024-2025. It highlights key changes in revenue, growth trends, and platform-specific performance insights.





londonist
DMC

Marketplaces

2. Overview of Numbers

- Uhouzz showed a sales increase of 21.9%, reflecting improved engagement.
- Amber Healthcare Solutions grew by 83.52%, demonstrating substantial traction.
- XiaohongShu experienced exceptional growth, increasing by 199.32%.
- Awehome sales dropped by 43.02%, indicating decreased bookings.
- University Living experienced a modest decline of 12.84%.
- Student.com and UniAcco faced significant reductions of 64.47% and 69.89%, respectively.
- Emerging Platforms: New entrants like Let-Room (426.54%) and Student Room Rentals (425.72%) recorded impressive growth.

Overall, the marketplace dynamics shifted in 2024-2025, with new platforms gaining traction while established ones faced varying levels of success.

3. New Marketplaces

- Homelike
- Nestfind
- Unihomes
- My Student Digs

4. Total sales 2024 and Future Targets

- 2024 total : 16.840.000 GBP
- 2025 target : 25.000.000 gbp with average %4 comm.

londonist
DMC

Affiliates & Partnerships

1. Overview

At Londonist DMC, we've expanded our affiliate network to enhance the student experience. Partnerships with brands like Ticketmaster, Tastecard, WHOOP, and Wise provide exclusive benefits in travel, dining, entertainment, and well-being, reinforcing our position as a leading student accommodation provider.

2. New Affiliate Channels and Partnerships

- Ticketmaster: Providing students with access to discounted tickets for live events, enhancing their entertainment options.
- Tastecard: Offering '2 for 1' dining deals and exclusive discounts on food delivery, catering to student dining preferences.
- WHOOP: Partnering for health and fitness monitoring devices, supporting student well-being.
- Guard.me: Delivering comprehensive insurance coverage for international students, ensuring peace of mind.
- Golden Tours: Exclusive sightseeing and travel packages tailored for students exploring the UK.
- Wise: Simplified international money transfers and accounts, easing financial management for students.
- Brompton: Access to high-quality folding bikes for eco-friendly transportation.
- Hubby eSIM: Seamless and affordable mobile connectivity for international students.
- Heathrow Express: Discounted fast rail connections from Heathrow Airport to central London.

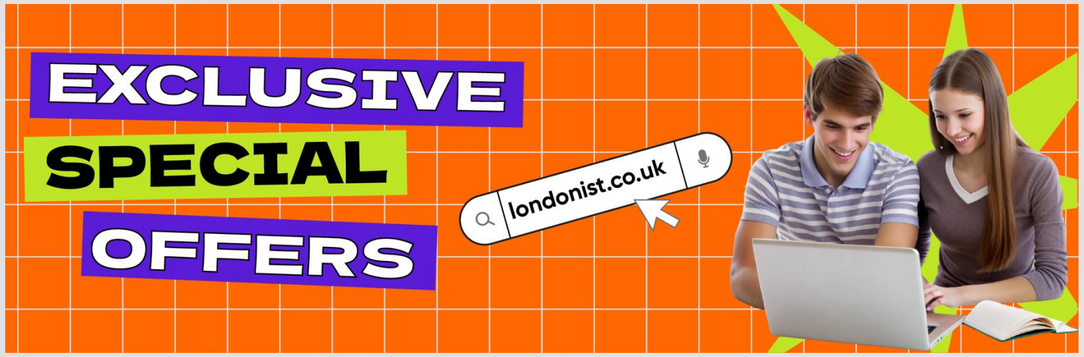
londonist
DMC

Affiliates & Partnerships

3. Visuals









londonist
DMC

Affiliates & Partnerships

4. 2025 Plan to Promote and Sell Affiliate Services

1. Integrating Affiliate Offers into Guest Journey

- Include affiliate promotions in pre-arrival emails (e.g., discounts for Heathrow Express or Brompton bikes).
- Highlight partner offers in the welcome pack provided upon check-in.
- Promote exclusive deals via the student portal, ensuring easy access.

2. Empowering Sales Agents

- Set soft targets for sales agents to promote affiliate services during the booking process.
- Provide incentives or bonuses for achieving affiliate-related sales milestones.
- Offer training sessions to educate agents on the benefits of each partnership.

3. Strategic Digital Campaigns

- Run targeted campaigns on platforms like Instagram, TikTok, and Facebook highlighting affiliate benefits.
- Utilize remarketing ads for students who previously interacted with the brand but didn't complete bookings.

4. Cross-Promotions with Affiliates

- Leverage affiliate channels like Tastecard, WHOOP, or Wise to promote Londonist accommodations.
- Create co-branded offers, e.g., a discount on Brompton bikes for bookings over 20 weeks.

londonist
DMC

Up-coming Projects 2025

1. Londonist Membership

2. Guard.me integration

3. Trulioo ID verification

4. PMS & House-keeping Services

5. Verbaflo

6. Guest Journey Optimization

7. Pay-Pal Integration & Braintree Integration



THANK YOU!