



stayflow

STAYFLOW · COMPANY PROFILE

We turn stays into bookings, and bookings into revenue

For 13 years we have built, styled and run our own stays in Seoul. With 48 consecutive quarters as Airbnb Superhosts, through MERS and the COVID-19 pandemic, we design and operate stays that stay booked — based on real operating data.

2014 Airbnb Korea Best of the Best Superhost Award	48 consecutive Superhost quarters · as of 2026	30+ buildings developed and operated	98% of guests at our stays come from overseas
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High-end stay consulting, styling and management in Seoul · stayflowteam.com · stayflowteam@gmail.com · +82-70-7543-9529

ABOUT

About us

StayFlow is a hospitality marketing and operations company founded in late 2025. It brings together the methods our lead host Mia has built since 2013 by building, styling and running stays in Seoul.

Our founder also leads Defarang, a building-materials and styling company, and personally handles design review, interiors and styling. Our listings run in 4 languages and our websites in 5.

Year	Milestone
2013	First stay opened in a detached house in Yeonhui-dong
2014	Airbnb Korea Best of the Best Superhost Award
2016–20	Remodeling and operations expand across Hongdae, Yeonhui, Mangwon and Andong
2020–	Design input and operation of new builds Dulian Haus and HausMia Seoul
2024–	Design review, styling and operation of new-build FourSeason Haus Myeong-dong
2025	New-build Haus Foreste in Yeonhui · StayFlow company founded
2026	6 properties operated across Myeong-dong, Namsan, Hongdae and Yeonhui

HOW WE WORK

How we work

We don't start by cutting prices or buying ads. We design how the stay is run and where it is seen, fix what lets the price rise first, then build strengths with reviews and data.

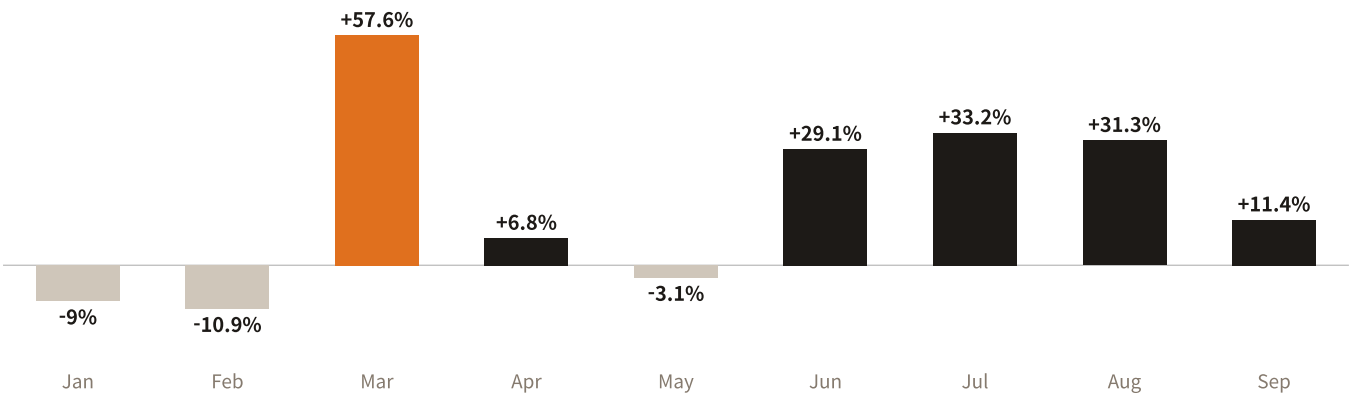
STEP 1 · Design Operations and visibility Operating structure · channel mix · listings in 4 languages	STEP 2 · Value Fix what lifts the price first Lead photos · room mix · resolving review complaints	STEP 3 · Compound Operations that build strengths Review management · rate tuning · monthly reporting
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CASE STUDY

Case · New 4-unit building in Myeong-dong

Revenue had fallen year on year when we took on a one-month consulting project in March; we have managed the whole operation since April. We rebranded and reshot the photos, fixed facilities and complaints, and raised rates step by step as the market responded.

+21.5% Mar–Sep revenue vs. same period last year	+57.6% Revenue in March, the consulting month	+44% Weekday nightly rate increase	6 / 7 months above the same month last year
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Settlement basis · shown as % change to keep the owner and building confidential

SERVICES

Services

Service	Scope
Strategy & consulting	Location and target analysis, ADR · occupancy · operating-cost analysis, revenue simulation by room mix, design review for new builds and remodels
Branding & spatial design	Stay-centred layouts, furniture · lighting · fabric styling, photo tone and visual identity
Pre-opening	Photography and detail pages, multilingual listings and search visibility, pricing · calendar · operating manual
Property management	OTA and direct-booking operations, guest communication and reviews, cleaning · quality · maintenance, monthly reporting

GLOBAL PARTNERSHIP

Global partnership

We partner with overseas operators, investors, travel partners and brands. Consultations in Korean, English and Chinese.

Entering Korea · operators and hosts	Location and building sourcing, licensing requirements, opening set-up and local management
Overseas investors · asset management	Pre-acquisition return review, remodeling and styling, multilingual monthly reports
Travel agencies · corporate groups	Block bookings of whole homes for 10–40 guests, linked to concerts, events and MICE
Brand and space collaborations	Product placement and experiences in our stays, shoots and pop-ups, co-marketing

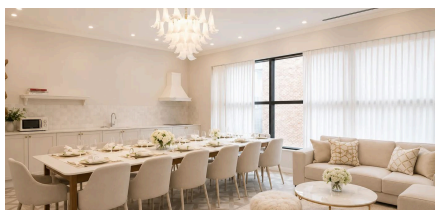
TRANSPARENCY

Transparent operations and reporting

Item	Detail
Monthly operating report	Revenue, occupancy, ADR, year-on-year, reviews and on-site work, reported in the first week of each month
Settlement from source data	Revenue and fees calculated from booking-system source data; every cost itemised
Settlement vs. spend check	Settled and actual spend reconciled monthly; errors corrected in the month found
Record of agreements	Contract terms and operating rules logged by date

PORTFOLIO

Stays we operate



FourSeason Haus Myeong-dong
Myeong-dong · new 4-unit build



Haus Foreste
Yeonhui · new 4-unit build, 2025



Bodeum Stay
Below Namsan · 10 bedrooms

Contact

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