

## Client Challenge

Steve Milo, a property manager with over 2,600 vacation rental properties and 10 years of experience and Founder of VTrips, decided to seek help from a vacation rental distribution partner to distribute inventory on Booking.com. Previous attempts to integrate directly through alternative 3rd party integrators were unsuccessful. None were able to successfully help him work through the complexities of distributing on Booking.com, generate more bookings for his company, or alleviate day-to-day tasks associated with management of this channel.

Property manager of 2,600 vacation rental properties desired to distribute inventory on Booking.com

- ✘ Tried to do it himself and found it too difficult, too manual and too time-consuming
- ✘ Tried 4 distribution partners, none with good results
- ✘ Issues included payment processing complexities, incorrect tax and fee calculation and very few bookings

## VacayHome Solution

VacayHome Connect (VHC) not only helped VTrips distribute on Booking.com, but they took the time to fully understand the complexities of their rate and booking rules. With an unparalleled attention-to-detail, and a deep expertise in optimizing property exposure for booking success, VHC structured VTrips' Booking.com distribution solution around VTrips' unique booking rules, saving them time and the burden of processing bookings and payments.

***[VacayHome's] solution is outpacing both in-house efforts and the solutions implemented by four previous distribution management partners.***

STEVE MILO

## The Results

When the VHC Distribution Solution was implemented, bookings started coming through the first day, and they continued to flow through at levels VTrips had not previously seen. VTrips was generating incremental revenue without having to increase staffing. The work VHC put into uploading VTrips listings resulted in higher quality scores and greater visibility from Day 1. Bookings were coming in at a higher value and with a longer average length of stay than previously experienced. According to Milo, "I expected to get a lot of 2 or 3 night bookings, instead I'm getting many bookings of 7 to 30 days. The overall value transaction was far greater than anticipated."

**"I tried several distribution management solutions for Booking.com before engaging with VacayHome Connect. VacayHome Connect is heads and shoulders above the rest. From their initial on-boarding questions, I knew VacayHome Connect had a much better grasp of managing the Booking.com complexity. If you want to be successful on Booking.com, I would recommend you contact VacayHome Connect."**



STEVE MILO  
Founder of VTrips  
<http://vtrips.com>

VacayHome Connect is focused on ensuring vacation rental property managers increase their revenues by connecting them to the best and most effective array of sales channels available and by delivering solutions and trusted, personalized services that help them generate bookings for their properties efficiently and easily.