VACAYHOME CONNECT

U.S. Vacation Rental

TRENDS REPORT 2019

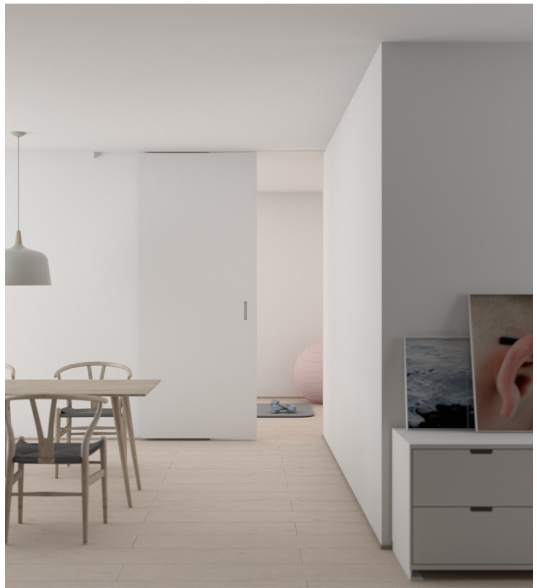
VacayHome CONNECT

ABOUT VACAYHOME CONNECT

VacayHome Connect is the leading full-service connectivity and distribution partner for the vacation rental industry, partnering with property managers to enhance their visibility and capabilities to rent their properties via today's most prominent online distribution channels such as: Expedia, Booking.com, HomeAway and Airbnb. We connect billions of dollars of instantly bookable inventory to millions of leisure travelers around the world.

ABOUT THE TRENDS REPORT

The report is focused on emerging U.S. vacation rental trends for 2019, based upon extensive data as well as key insights from industry professionals.



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Booking.com - In 2019, "ease" [of use] will be the gold standard by which tech travel innovations will be judged.[1]

At least 40% of travelers expect to book rentals instantly.[2]

- tripadvisor Rentals®

The Changing Landscape of Vacation Rental Distribution

Distribution of vacation rentals has been increasingly moving from a listing model to a booking model on all of the traditional OTAs such as TripAdvisor, Booking.com and Expedia. Also, sites such as HomeAway are rapidly expanding instant booking/getQuote functionality, further increasing the productivity of property owners' connections.

Instant Book/GetQuote Benefits

- Travelers no longer have to wait to book a property
- Improves acceptance rate and appears higher in searches
- Reduce administrative workload by automating your listings
- Leave listings online while you're away
- No worries about when booking requests expire

Beyond the traditional OTAs

Most of the focus for property owners and managers has been on trying to get their listings onto the major OTAs, but what lies beyond that? Property owners are starting to pay more attention to the additional benefits of reaching not just global channels, but also their **affiliate networks** as well.

Solutions providers are dealing with increasing distribution costs, and how this impacts owner relationships (e.g. maybe more total revenue but less net revenue per transaction) and how (or whether) to pass costs to owners.

The Bottom Line

According to **Expedia**, convenience is king! A majority of travelers, regardless of age, believe it would be helpful to book accommodations in one place and would consider booking an entire trip through an OTA without even visiting other websites.[3]

According to Expedia's CEO, Mark Okerstrom -

"... at the end of the day, we're a travel agent . . . We're just essentially automating all of the things that travel agents do." [4]

80% of Americans say it's helpful to be able to book all travel and accommodation (such as flights, rental cars, vacation rentals, or hotels) on one website. [5]

- Expedia®

“Technology is ‘indispensable’ to how property managers do business” [7] **- Cliff Vars, HomeAway Software**

HomeAway Software®

“Property managers are at the center of the industry and are therefore responsible for delivering experiences to travelers.” [8] **- Brett Parry, CMO, Streamline**

STREAMLINE VACATION RENTAL SOFTWARE

MEMBERSHIP AND LOYALTY PROGRAMS

Making a major impact in 2019 for **property managers** is the expansion of **vacation rental inventory** available exclusively through global Membership and Loyalty Programs.

Membership Programs represent over **a $200 million** travel industry that is growing every year. It is a relatively untapped, but very efficient global market and the vacation rental industry is starting to look beyond OTAs to have a representation there. The OTAs and hotel chains, meanwhile, view the development and extension of their own loyalty programs as necessary to distinguish their brands in the vacation rental marketplace and increase the “stickiness” of their customer bases.

Our 2019 Partner Projections

"In 2019... property management brands will stand stronger than ever. By focusing on the customer experience, we can set ourselves apart from the OTAs and increase our independence. With the advancement of technology and the investments being made into this space, I foresee opportunities for the smaller property management companies to become the vacation rental heroes for 2019. We have the power to provide better service and a more personal experience that is truly meaningful to our guests."[9]

- Jodi Refosco, Taylor-Made Deep Creek Vacations & Sales/VRMA President

VRMA

"One trend we've seen is an increase in customers wanting the ability to text with reservations and property managers throughout the lifecycle of the reservation and stay."

- Matthew Renner, Chief Sales Officer, TRACK

TRACK

"At every step of the way, the guest experience is critical - and property managers are increasingly leveraging technology to heighten those experiences from the first search to the time guests leave a review."

- HomeAway Software – Trend Bulletin

HomeAway Software®

Over half of global travelers (53%) report they plan to take more weekend trips in 2019. It's a year that's predicted to be all about made-to-measure, bite-sized travel with more curated travel itineraries squeezed into shorter time frames. Less is most definitely more as travelers are offered a more bespoke experience.[11]

– Booking.com

More than 70 percent of travelers who combine business and leisure travel said there are destinations they have visited or will visit in the future for business that they would like to extend for leisure travel. This pattern will continue to represent major dollars and growth in the travel space.[12]

– Expedia®

Focus on your niche... remember your houses are not hotel rooms. The big portals are going to start to put you against those hotel rooms if you can offer daily pricing. By the way that does not mean nightly lengths of stay, it just means showing your value in hotel terms. **- Ed Ulmer, Barefoot** [12]

BAREFOOT TECHNOLOGIES CORPORATION

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