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VacayHome Connect
500 West Madison, Suite 1000
Chicago, IL, 60661
Connect@VacayHomeConnect.com

Loyalty & Memberships Redemption Programs

VacayHome Connect, a leading provider of distribution and direct booking tools and services to the global vacation rental industry, announced the expansion of its channel partner agreements. The expansion enables vacation rental managers to make properties bookable through a variety of new and emerging distribution channels, such as **membership and loyalty redemption programs**. This is the first integration within the vacation rental industry allowing for reservations with alternative currencies such as points and miles to be converted to cash bookings for membership and loyalty programs.

VacayHome Connect provides loyalty program members and employee incentive program members the ability to use accrued points or miles toward vacation rentals. VacayHome Connect also enables vacation club members to redeem their points for vacation rental stays. Rewards programs traditionally offer air, car, hotel and cruise redemption options. VacayHome Connect now adds vacation rentals to the mix.

“Our unique distribution program helps vacation rental managers drive bookings from channels that have not previously been available to them,” said Sunil Aluvila, President and CEO.

VacayHome Connect’s distribution program connects vacation rentals with a wide variety of third-party vacation rental distributors. One channel in particular, membership and loyalty programs, is showing a high degree of interest from vacation rental managers.

“We can now help vacation rental managers drive incremental bookings from these exciting and newly-accessible channels,” said Mike Montemurro, VacayHome Connect chief operating officer. “Participation requires very little effort from the property manager. As part of our integration, we pull rates, availability and content from their property management system, seamlessly deliver a confirmed reservation back into their system and help facilitate the conversion of points and/or miles, while the vacation rental manager gets paid in cash for the booking.”

Vacation rental website such as HomeAway.com and VRBO.com have assisted in the increase in popularity of travelers’ considering vacation homes as an alternative accommodation to traditional hotels. Participating distribution programs by VacayHome Connect, vacation rentals will now be available to a much broader audience.

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About VacayHome Connect

VacayHome Connect is the leading connectivity and distribution partner for the vacation rental industry, enhancing property managers visibility and capability to rent their properties via today’s most prominent distribution channels, including; HomeAway/VRBO, Booking.com, Expedia, Airbnb, TripAdvisor, C-trip and via our exclusive membership loyalty reward programs. The VacayHome Connect platform connects billions of dollars of instantly bookable inventory to millions of leisure travelers around the world.