

5 WAYS TO INCREASE YOUR PROFITABILITY



TIPS FOR VACATION RENTAL OWNERS

OUR TOP TIPS

1

HIRE A PROFESSIONAL PHOTOGRAPHER

The photos and description are the first things a potential guest sees on a vacation rental listing page and are therefore crucial to occupancy rate. If photos are blurry or misleading in any way, guests are less likely to book. Airbnb reports that owners who have professional photos of their properties earn 40% more in earnings and had a 24% increase in occupancy.



PROVIDE LOCAL AMENITIES

Guests are coming to your area to enjoy a local experience, so greet them with local treats they won't find elsewhere. Stocking your rental home with locally-made soaps, olive oil, and robes will go a long way in helping guests feel they are getting a true local experience. **Be sure to include close-up photos of these amenities on your website or vacation rental listing.**

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OUR TOP TIPS

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MAKE YOUR RENTAL INSTAGRAMMABLE

Yes, that's a word now. Statistics show that millennials make up about 60% of all guests who have ever booked Airbnbs, and this means they will likely capture their stay on social media. Give your listing a competitive edge by providing features which become the backdrop for great photos. Guests will love posting selfies while cooking pizza in your outdoor pizza oven or riding your beach cruisers along the bike path.



DECORATE FOR YOUR GUEST

Many travelers are looking for modern, neutral homes with minimal decor. If your short-term rental is a studio or bungalow, decorating with a boho beach vibe will help attract younger travelers. Alternatively, if your vacation rental is a four-bedroom home with a pool, you'll want to decorate it to appeal to families and stock it accordingly.

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RECOMMEND LOCAL EXPERIENCES

One of the top advantages of staying in a vacation rental over a hotel is getting local expertise. Providing guests with recommendations to your favorite restaurants, activities, beaches, and hikes in your welcome guide will help contribute to their overall experience, and they'll likely write top-notch reviews once they leave.



BONUS! ASK FOR REVIEWS

Encourage reviews: If the real estate mantra is "location, location, location," the vacation rental mantra is "reviews, reviews, reviews." Encouraging guests to leave positive reviews (often by leaving positive reviews of the guests) casts listings in a positive light and allows hosts to charge more.



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