

Five Star 
Festival Season
HOSTING ESSENTIALS

COACHELLA VALLEY

HOSTED BY

visit  greater
palm springs

RENT
RESPONSIBLY



AGENDA

Welcome	Visit Greater Palm Springs
Festival Season Insights and Marketing	Visit Greater Palm Springs
Travel Trends & Listing Tips	Vrbo
Guest Communication Playbook with the SPRINKLE Method	Rent Responsibly
Q&A	Visit Greater Palm Springs

Today's Speakers



Davis Meyer

Vice President of Government &
Industry Relations



Alexa Nota

Co-Founder & COO



Chris Johnson

Area Manager, Partner
Success





Festival Season Insights and Marketing

VISIT GREATER PALM SPRINGS



COACHELLA VALLEY

JAN - MARCH 2025 vs 2024

ADR ⓘ			Adjusted RevPAR ⓘ		
\$419 primary	▲3%	\$406 compare	\$247 primary	▲3%	\$238 compare
Adjusted Paid Occupancy % ⓘ			Avg. Length of Stay ⓘ		
58.9% primary	▲0%	58.8% compare	7.4 primary	▲4%	7.2 compare

- First quarter of 2025 has been strong, outpacing nationwide averages
- Nearly 21% fewer reservations from Canada



COACHELLA VALLEY

APRIL 2025 vs 2024

ADR ⓘ			Adjusted RevPAR ⓘ		
\$751 primary	▲15%	\$655 compare	\$269 primary	▲17%	\$231 compare
Adjusted Paid Occupancy % ⓘ			Avg. Length of Stay ⓘ		
35.8% primary	▲2%	35.2% compare	4.6 primary	▼4%	4.8 compare

- April demand and rate pacing ahead of last year.
- Length of stay trending down slightly.



APRIL: MORE THAN JUST COACHELLA

April is one of the best months to visit the Coachella Valley.

APRIL EVENTS:

Desert X

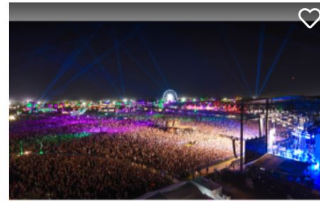
Glow in the Park

Goldenvoice Surf Club

Rodeo

Spring Break

Concerts, hockey, hiking, mineral springs, golf, etc.



Apr 19
Coachella Valley Music & Arts Festival

📍 Empire Polo Club

[QUICK VIEW](#)



Apr 19
Desert X

📍 Various locations throughout Greater Palm Springs
Recurring daily until May 11, 2025

[QUICK VIEW](#)



Apr 19
Glow in the Park: A Lantern Festival at The Living Desert

📍 The Living Desert

[QUICK VIEW](#)



visitgreaterpalmsprings.com/events





VACATION RENTAL MARKETING

visit  greater palm springs

PLAN NOW

visit  greater palm springs
find your oasis

FIND YOUR 
Oasis

CHOOSE YOUR VACATION STYLE
FOR YOUR NEXT STAY BY
SELECTING AN IMAGE

DISCOVER MORE >



Copy 1
Boost A



Sponsored by Visit Greater Palm Springs Ad

Check in and Chill Out

Sunny Stays, Relaxing Views, Endless Inspiration. What will you find in Greater Palm Springs?

Boost B




Sponsored by Visit Greater Palm Springs Ad

Check in and Chill Out

Sunny Stays, Relaxing Views, Endless Inspiration. What will you find in Greater Palm Springs?

CHECK IN.
Chill OUT.

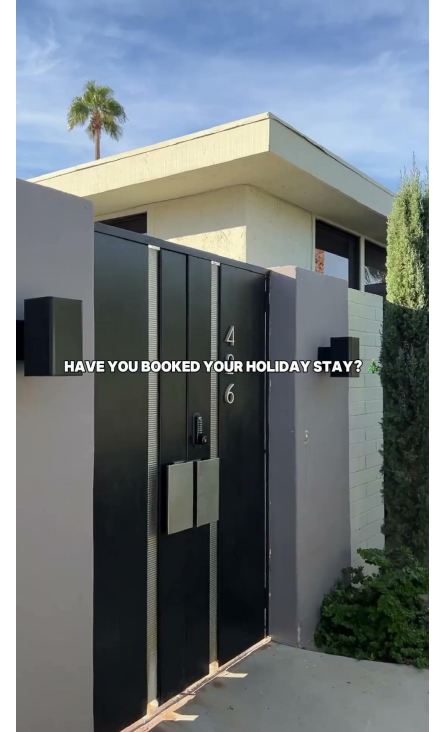
visit  greater palm springs

PLAN NOW



SOCIAL MEDIA

@visitgreaterps





Vrbo

Always On Campaign

Vrbo campaign ran in November and December generated **2.3M impressions** and resulted in over **15,800 room nights** and **\$9.1M in revenue**.





The Den

Palm Springs, CA, 92262
 (760) 459-2334

QUICK VIEW



Endless Summer House Indio - Family Friendly Paradise!

Indio, CA, 92201
 (213) 220-0077

QUICK VIEW



Hidden Haven - 4 Ensuite King Bedrooms, Pool Table, & Fire...

Palm Springs, CA, 92264
 (866) 840-9552

QUICK VIEW



3/BDR Private Oasis, Pool | Spa

La Quinta, CA, 92253
 (808) 741-0080

QUICK VIEW

Post Your Listing and Offers on VisitGreaterPalmSprings.com



Links to your preferred booking site or method



Include images, description, and amenities



Post special offers to
our getaways page



10% off a weekly stay at Endless Summer House, Indio

📍 Endless Summer House Indio - Family
Friendly Paradise!
Redeemable Sunday, Oct 8, 2023 -
Tuesday, Dec 31, 2024

👁️ QUICK VIEW

GET THIS DEAL >



10% OFF and Guaranteed Late Check-out

📍 Oranj Palm Vacation Homes
Redeemable Thursday, Feb 8, 2024 -
Tuesday, Feb 20, 2024

👁️ QUICK VIEW

GET THIS DEAL >



CABANA + CREW

📍 Drift Hotel
Redeemable Friday, Jan 5, 2024 -
Sunday, Jun 30, 2024

👁️ QUICK VIEW

GET THIS DEAL >



Desert Dreaming

📍 hotel ZOSO
Redeemable Monday, Mar 6, 2023 -
Thursday, Feb 29, 2024

👁️ QUICK VIEW

GET THIS DEAL >

GETAWAY OFFERS

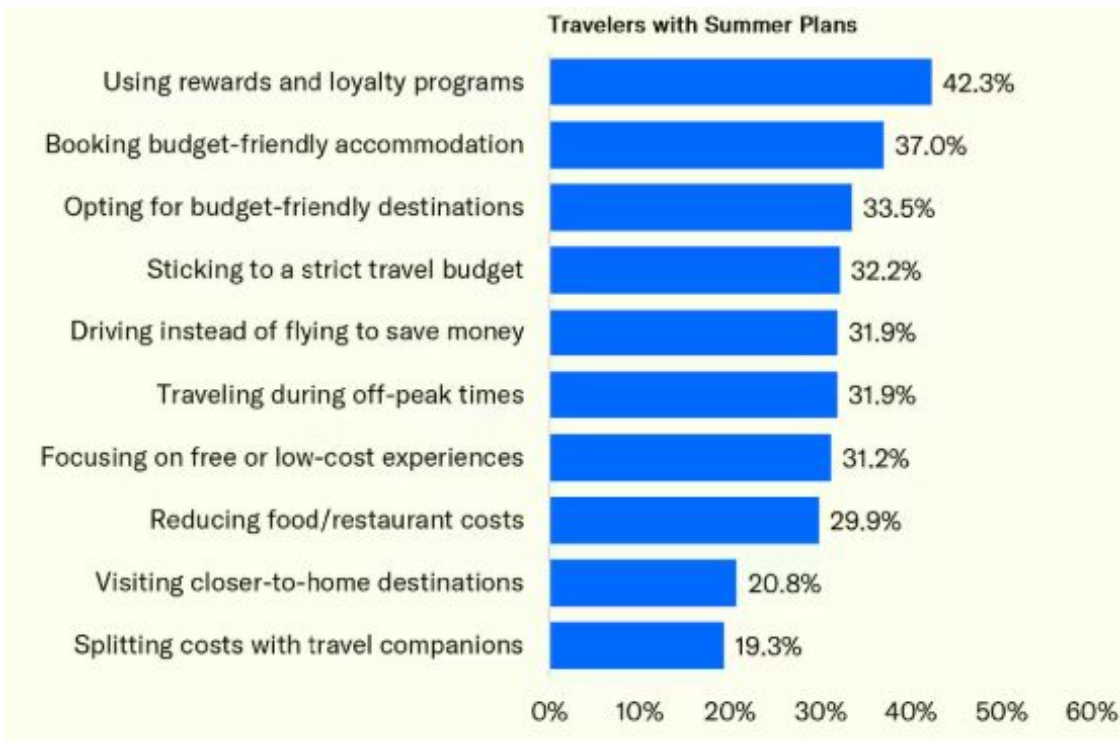
- TV
- Social Media
- Digital Ads
- Vrbo
- PR/Communications
- Billboard





LOOKING AHEAD

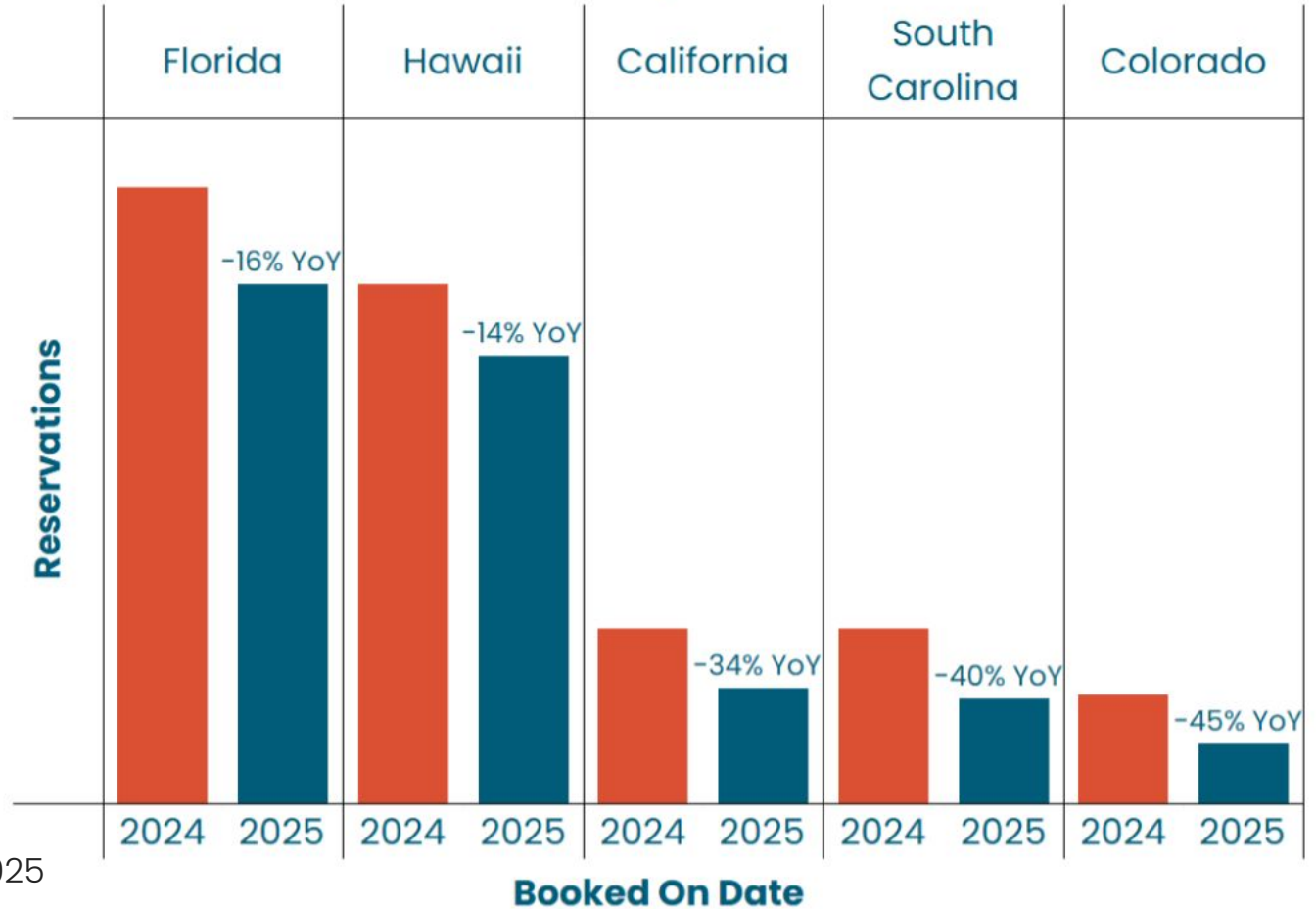
- record-high 48.2% of American travelers say they are likely to **travel abroad** next
- more than a third say they will be seeking **budget-friendly destinations and lodging**
- 41.9% now **expecting a recession** in the next six months, the highest this has been in a year.





CANADA

Reservations Made by Canadian Travelers





CANADA

Evaluate Your Booking Data – Look at your own performance data to see if Canadian traveler patterns are shifting in your market. Are bookings up from U.S. travelers? These are all important issues to monitor.

Expand Your Marketing Reach – If Canadian bookings are slowing, consider targeting new international markets or refocusing on domestic travelers. Adjust your ad campaigns, email marketing, and social media strategies to connect with different audiences.

Adjust Pricing and Promotions – If demand from a key traveler segment drops, strategic promotions can help fill gaps. Consider discounts on extended stays, added perks for direct bookings, or special incentives to attract new guests.



Travel Trends & Listing Tips

VRBO

Coachella Valley

Five-Star Festival Season

Chris Johnson

Area Manager, Partner Success

Vrbo, part of Expedia Group

03 - 26 - 2025





agenda

01. STR **Trends and Insights**

02. Coachella Valley **Trends**

03. Five-Star **Actions**

01

STR Trends and Insights



KEY TAKEAWAYS

STR Outlook

Demand



Short-term rental demand grew 7.2% year-over-year (YOY).

- **January 2025 saw record-breaking bookings and first increase since 2021**
- **May/June 2025 pacing 12% higher YOY**
- **Supply Growth slowing from 2022, 2023**

Capitalize on Demand

Rates



High interest rates and restrictive regulations continue to limit supply growth,

- **High interest rates slow supply growth**
- **Conditions expected to persist for near to medium-term future**
- **Restore performance to sustainable long-term levels**

No Major Changes to Supply

Geo Data



Demand growth across all location types is also driving Average Daily Rate growth.

- **Urban areas particularly affected by interest rates and regulations**
- **Small cities have seen the fastest growth due to low housing costs and ease of entry**
- **Coastal locations capturing largest share of booking demand**

Improved Pricing Power



TRENDS & INSIGHTS

STR Pricing

ADR



Average daily rate growth is accelerating, but showing volatility

Revenue



Revenue per Available Rental increased 8.1% YOY, while overall ADR increased 5.3% YOY

Nights booked increased by 8.9% YOY

e

02

Coachella Valley

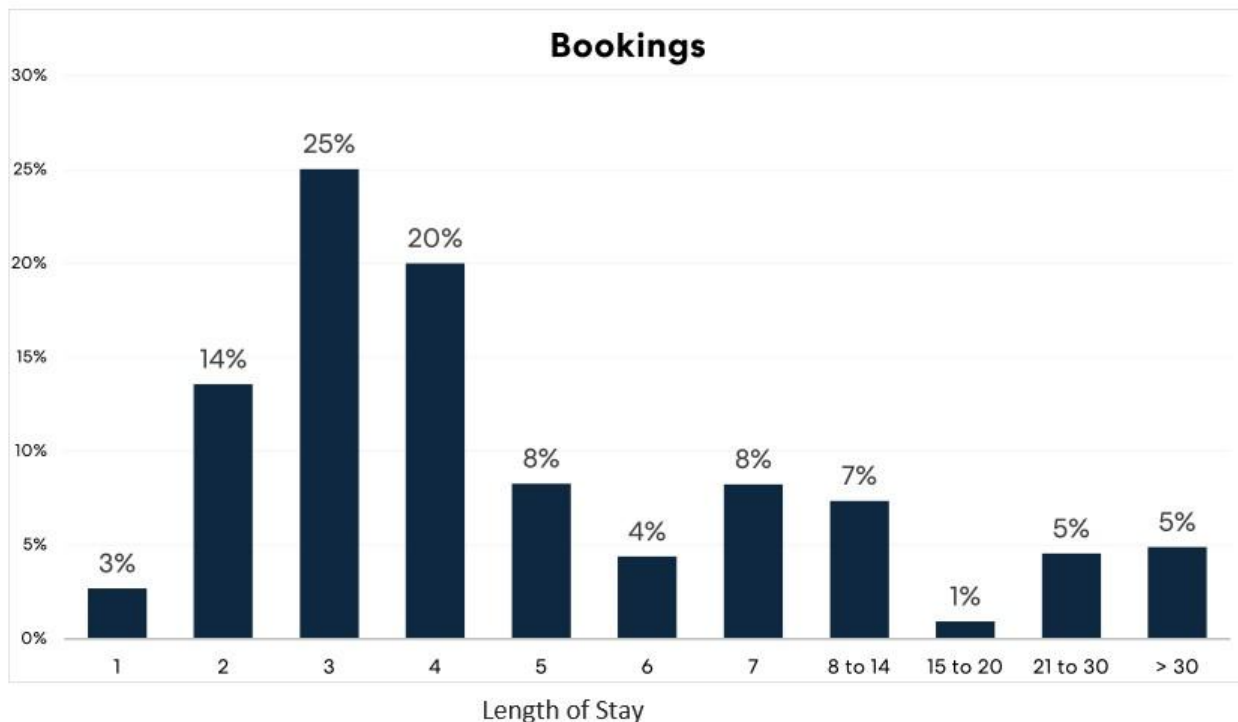


LAST 90 DAYS

Length of Stay: Coachella Valley

42%

of bookings
are for trips less
than or equal
to 3 days





LAST 90 DAYS

Booking Volume by Cancellation Policy: Coachella Valley

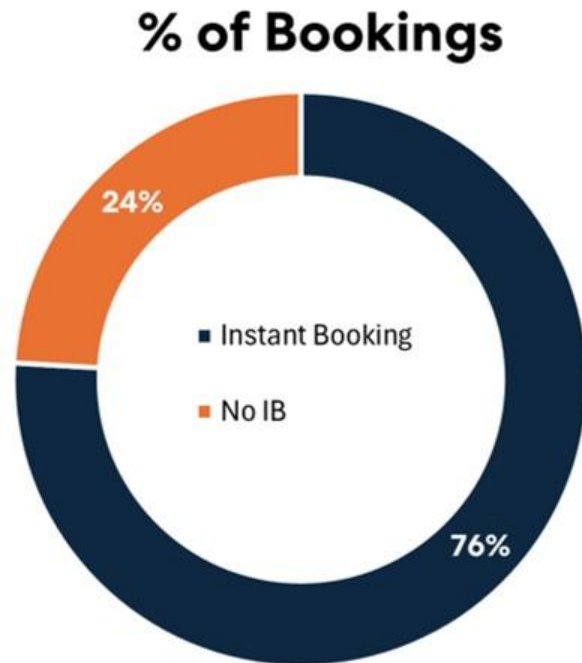


66%
of traveler's
book with
Relaxed or
Moderate
policies

LAST 90 DAYS

Instant Booking: Coachella Valley

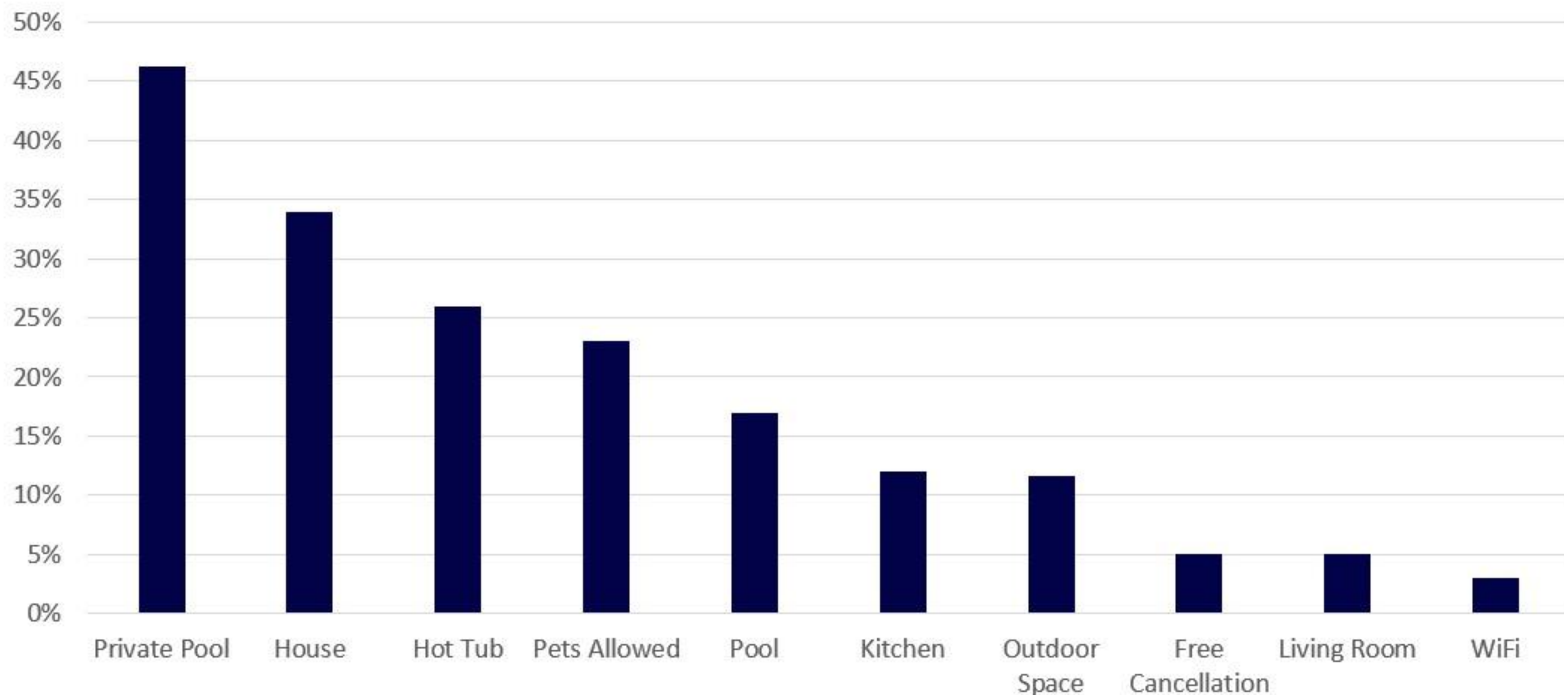
76%
of traveler's
book with hosts
using Instant
Booking





2024

Top 10 Filters for Summer: Coachella Valley



03

Five-Star Actions
Be the Premier Host



Eligibility Criteria

- 5+** Bookings, or 60 booked nights
- 3+** Guest reviews across account
- 4.4+** Guest review score
- 95%+** Accepted booking requests
- 1%** Cancellation rate



Stand Out to Travelers

Strategy

- Consider base rates for various seasons and be sure to use the pricing tools available to help make an informed decision.
- In addition to pricing strategy, capture demand by aligning minimum length of stay with the market.
- Stand out for last-minute bookings as well as long-stay bookings with promotions.

Policies

- Maintain refundable rates and flexible policies. Otherwise, you won't be in the consideration set for most travelers who search flexibility.
- Separate yourself from the competition in searches.

Experiences

- Provide exceptional guest experiences and guest service. While travelers are price conscious, they'll be open to higher rates or longer stays if they feel comfortable at home in your vacation rental.
- Include vibrant and high-quality photos of your vacation rental. Provide as much detail as you can about local events, locations and hot spots.
- Appeal to travelers' desire for relaxation and amenities.



expedia
group™



DATE SHAKE \$5.95 Order Here
SHELD'S DATE CRYSTALS® EST. 1936
Other Shakes are Fakes!

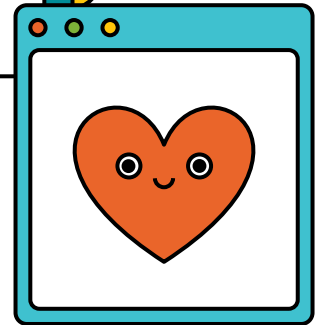
Guest Communication Playbook with The S.P.R.I.N.K.L.E. Method

RENT RESPONSIBLY



Guest Communication Playbook

WITH THE **SPRINKLE METHOD**



Top 3 Preventable Issues



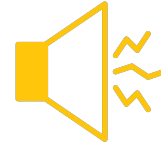
Trash

Improperly managed trash makes your property look bad and attracts pests



Parking

The average group of renters is 3+ guests, which can bring excess cars to drive-to markets like the Coachella Valley



Noise

Noise accounts for 75% of complaints from neighbors

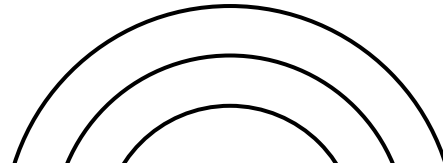


Communication can prevent these issues, but...



How do I answer tough questions without losing a potential booking?

And for bookings I accept, how do I communicate house rules without sounding like a nag and risking a bad review?



The S.P.R.I.N.K.L.E. Method



Be **S**uccinct

Be **P**rofessional

... but **R**elatable

Be **I**nstructive

The **N***o, But* Rule

Keep Things Easy

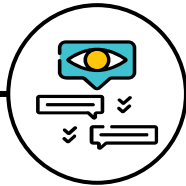
Leverage the Law

Use **E**ffective Timing ★

Communication Timeline

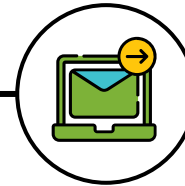
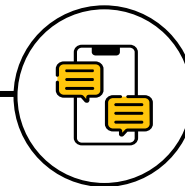
Pre-Booking

Set the right expectations



In-Stay

Offer helpful reminders to make things easy



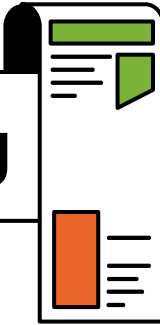
Pre-Stay

Generate excitement and offer trip prep help

End-of-Stay

Follow up to win them back again

PHASE I: Pre-Booking



- Set the right expectations starting with clear and detailed listings.
- Ensure that house rules, parking availability, and quiet hours are disclosed upfront and again in your rental agreement.
- Answer any pre-booking inquiries graciously yet firmly, and set boundaries where needed.

A screenshot of a vacation rental listing page. The page is titled "Property manager" and shows details for a property in Vacasa of California, managed by a Premier Host. The listing includes a "Policies" tab, a "Book now" button, and a "Have a question?" section with an AI-powered search. The "House Rules" section lists check-in/out times, children, pets, and smoking policies. The "Amenities" section lists a pool, hot tub, kitchen, washer, and dryer. The "Total" price is \$933, and the listing is non-refundable. The property ID is 2083655.

Overview Amenities Policies

Property manager

vacasa

Vacasa of California

Premier Host

Languages
English, French, German, Italian, Spanish

Amenities

- Pool
- Hot Tub
- Kitchen
- Washer
- Dryer
- Pet friendly

[See all 45 amenities](#)

Total \$933

[Price details](#)

[Book now](#)

You will not be charged yet

[Contact host](#)

Property # 2083655

Have a question?

Get instant answers with AI powered search of property information and reviews.

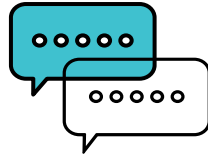
Ask a question
Is there free parking?

House Rules

- Check in after 4:00 PM
- Check out before 10:00 AM
- Children
Children allowed: ages 0-17
- Pets
Pets allowed
Dogs only, Max of 2.
- Events
No events allowed
- Smoking
Smoking is not permitted
Smoking is not permitted anywhere on the premises.

For information about quiet hours, please refer to the listing description.

PHASE I: Pre-Booking



FAQ: Can I host my bachelor party/wedding/grad rager at your home?

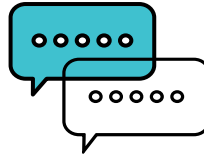
Hi {Name}, That sounds like a fun trip! We don't host parties or group events at our property, but take a look at {Event Venue} or {Accommodation That Allows Parties}. I think they could be a great fit for your needs.

PHASE II: Pre-Stay

- This is a great time to send guests helpful travel tips such as what to pack and routes to avoid.
- Include local recommendations and a link to your digital guidebook.
- Remind guests of important policies, especially **parking**, as they are likely planning their in-destination transport.



PHASE II: Pre-Stay

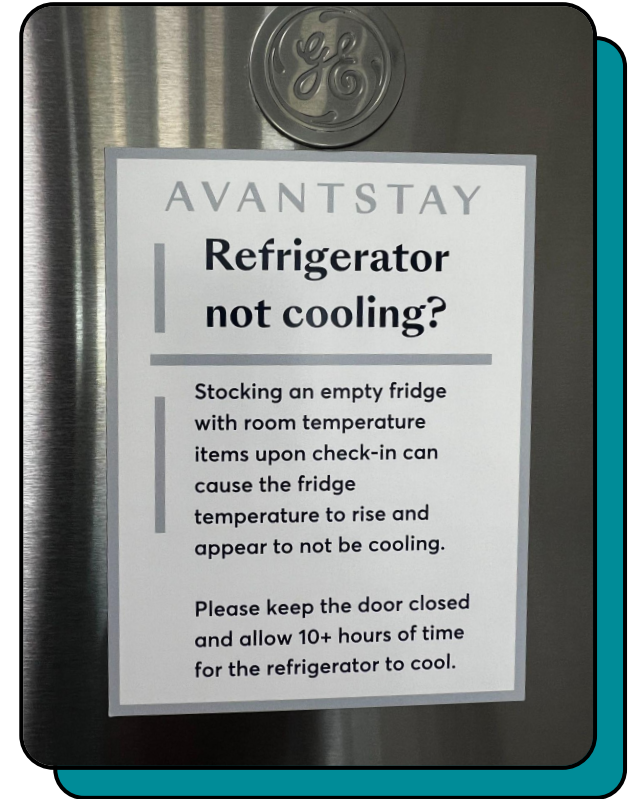


*Friendly reminder: Our driveway can accommodate **up to [X] vehicles**. If you need more parking spaces, public parking is conveniently located [parking location].*

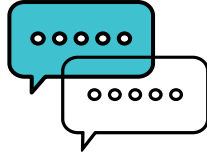


PHASE III: In-Stay

- Use brief automated messages and onsite signage to remind guests of things like quiet hours and trash pickup days.
- Place these reminders in strategic locations, such as near indoor/outdoor egresses, porches, and patios, and next to Wi-Fi passwords.
 - **Example:** place hot tub rules next to the hot tub and quiet hours next to the Wi-Fi password.



PHASE III: In-Stay

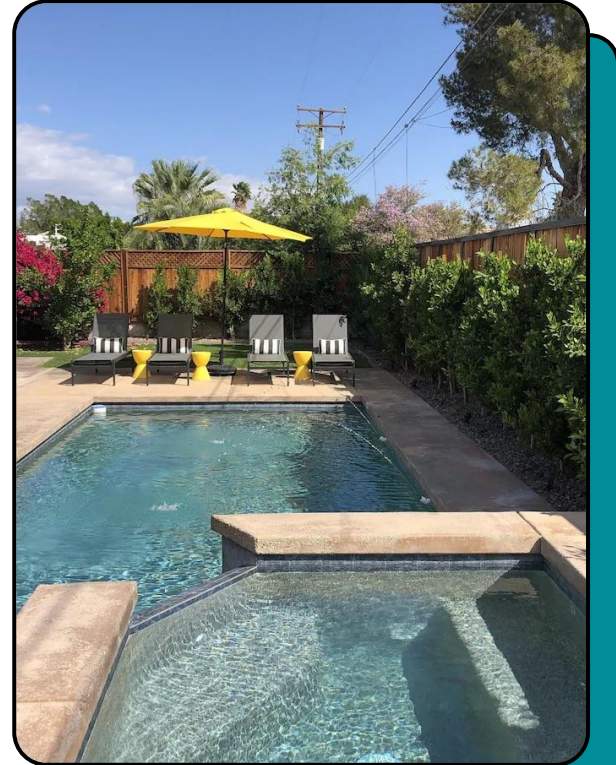


Spa Procedures:

Please enjoy the hot tub between the hours of [X to X] only. We ask all guests to rinse off before using the spa and have provided the outdoor shower for your convenience.

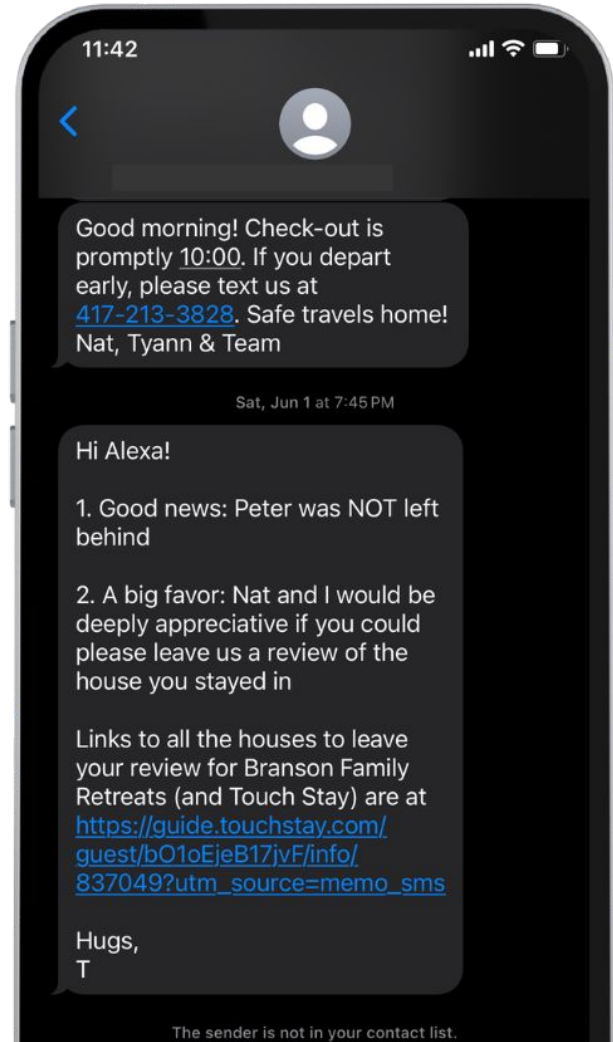
The hot tub is professionally serviced on a [schedule] basis, so please do not put any chemicals in the spa.

For everyone's safety, keep all glass away from the hot tub. The home is stocked with a set of pool-safe drinkware and tableware specifically for the hot tub area.

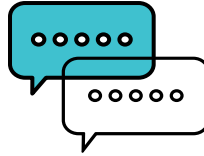


PHASE IV: End-of-Stay

- On the morning of their checkout, remind them of checkout times and any required procedures.
- After they check out, send a thank-you message and consider offering an incentive to book again in the future.
- This is also the time to kindly ask for a five-star review.



PHASE IV: End-of-Stay



Hi {Name}, We'd love your feedback on your stay at {property name}. How was your experience?

Positive Response

We are so glad to hear that! Would you mind leaving a five-star review on {platform}?
And as a thank you, here is a promo code for {discount} on a future stay with us {code}. We'd love to host you again!

Negative Response

We are sorry to hear about {X}. Thank you for bringing it to our attention! Our team is addressing it as we speak.

As a thank you for letting us know, here is a promo code for {discount} on a future stay with us {code}. We'd love the opportunity to host you again and showing our commitment to ensuring you have a great stay in {location}.

Copy-and-Paste Resources

Get the complete list of
copy-and-paste communication
and house rule templates inside the

RENT RESPONSIBLY NETWORK BETA

+ *Communicating Vacation Rental House Rules Effectively [+ templates!]*

+ *10 friendly (but firm) ways to respond to questions about your house rules [+ templates!]*

+ Watch the replay of the full
SPRINKLE Method walk-through on
greaterpalmsprings.rentresponsibly.org



Thank you!

Q&A

VISIT GREATER PALM SPRINGS



Five-Star 
Festival Season
HOSTING ESSENTIALS

THANK YOU FOR JOINING US!

Get all free resources from today's event at greaterpalmsprings.rentresponsibly.org



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