

*Five-Star<sup>★</sup>  
Success Formula*

**HOSTING ESSENTIALS**

**WEBINAR • JULY 23**

**HOSTED BY**

*visit*  *greater  
palm springs*

**RENT**  
RESPONSIBLY

# Today's Speakers



**Davis Meyer**

Vice President of Government &  
Industry Relations



**Lindsay Bolton**

Project Manager



**Jamie Lane**

Chief Economist





# MAXIMIZING YOUR BOOKINGS



UPDATE YOUR LISTINGS



BE SMART ABOUT PRICING



RESPOND IMMEDIATELY



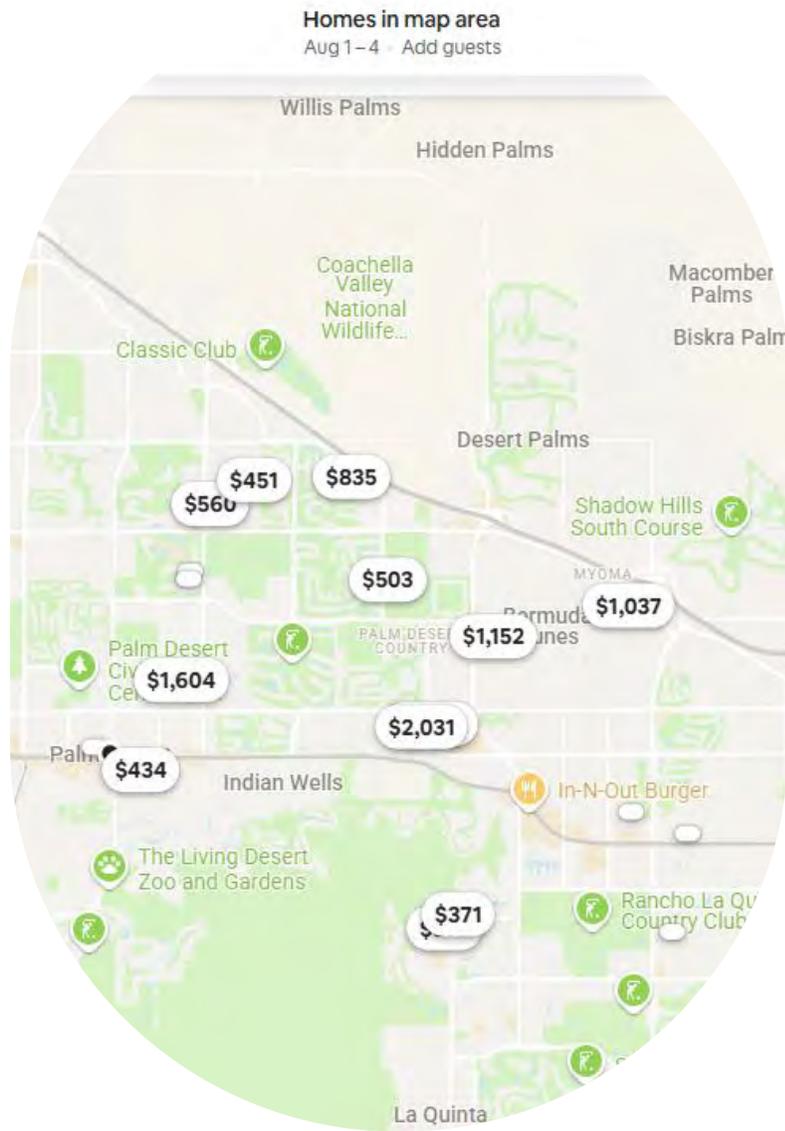
LIST ON MULTIPLE PLATFORMS



COMMUNICATE TO INCREASE STAY  
SPEND



BE READY FOR LAST MINUTE  
BOOKINGS



# PRICE SMART

One price does not fit all.

Use a tool like AirDNA, etc.

Join VRON, Facebook groups, etc.

Make adjustments sooner than later.

Nightly minimums, cleaning fees, pool heating, etc. are all part of your "price"

# SUMMER PERFORMANCE

## June 1- August 31

*pulled June 11, 2025*

<b>Paid Occupancy</b>	<b>2025</b>	<b>2024</b>	<b>YOY Variance</b>
Temecula	17.7%	20.1%	-11.9%
Phoenix	9.8%	10.0%	-2.0%
Scottsdale	11.3%	11.5%	-1.7%
Coachella Valley	6.7%	6.6%	1.5%
Big Bear Region	7.2%	6.9%	4.3%
Las Vegas	14.3%	12.9%	10.9%
Santa Barbara	27.3%	24.2%	12.8%

## June 1- August 31

*pulled June 11, 2025*

<b>ADR</b>	<b>2025</b>	<b>2024</b>	<b>YOY Variance</b>
Temecula	\$605	\$506	19.6%
Santa Barbara	\$492	\$444	10.8%
Coachella Valley	\$409	\$349	17.2%
Big Bear Region	\$374	\$315	18.7%
Scottsdale	\$272	\$253	7.5%
Las Vegas	\$202	\$189	6.9%
Phoenix	\$168	\$148	13.5%

*Key Data: OTA*

# 2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

## Visitor Profile



**28%**

First-Time Visitor



**55**

Median Age



**2.9**

Travel Party Size



**4.2 (hotels) / 13.8 (STVR)**

Length of Stay



**50%**

Travel as a couple



**12%**

Travel with children



**11%**

Have additional support needs



**19%**

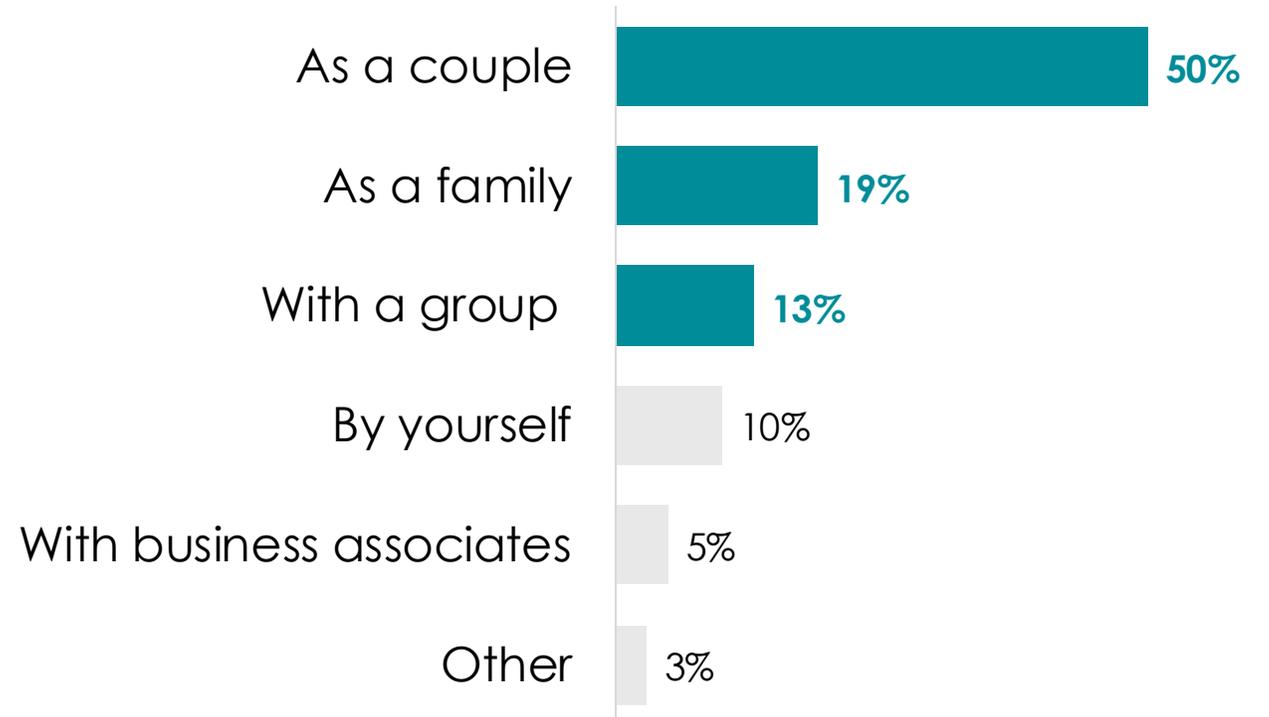
LGBTQ+

# 2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

## Travel Party Composition

- **Half** of the visitors traveled **as a couple**
- Nearly **9 in 10** of visitors **traveled without children**
- The typical **travel party size** was **2.9**

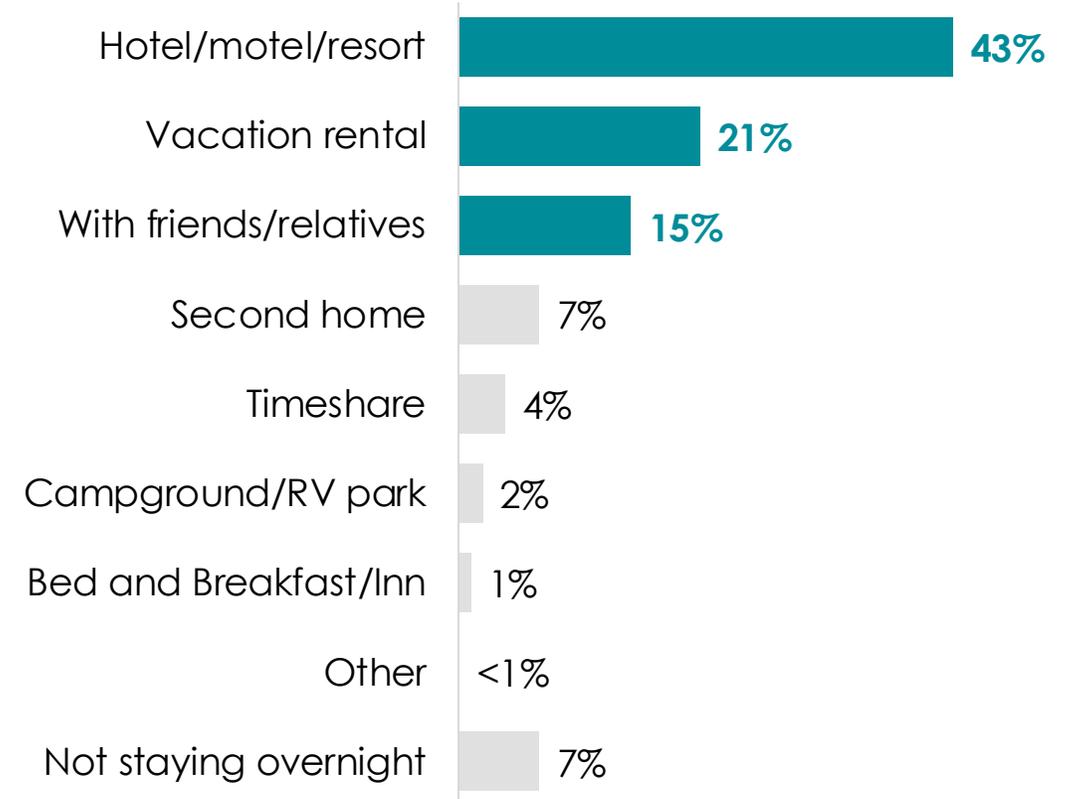


# 2025 VISITOR INTERCEPT STUDY

(Q1 RESULTS)

## Lodging Preference

- Over **2 in 5** visitors stayed in a **hotel/motel/resort** during their trip to the Greater Palm Springs area
- Over **1 in 5** visitors stayed in a **vacation rental**
- **15%** of visitors stayed **with friends/relatives**
- Visitors stayed in the Greater Palm Springs area for about **8.7 nights** on average





## LIST SMART

Update your listings with seasonal photos, event descriptions, and the most current information about your property.

Consider booking windows.

Descriptions can include references to nearby events or attractions people are looking for seasonally.

Use your lead image to sell you house AND the season you're booking.





## RESPOND QUICKLY

Guests are **22 times** more likely to book a reservation when owners respond to an inquiry within **5 minutes.**



## BE READY FOR LAST MINUTE BOOKINGS

Fill your calendar by being ready for same-day or next day bookings

Have your home clean immediately after guest departure

Be ready to heat the pool/spa, home

Keep your calendar up to date

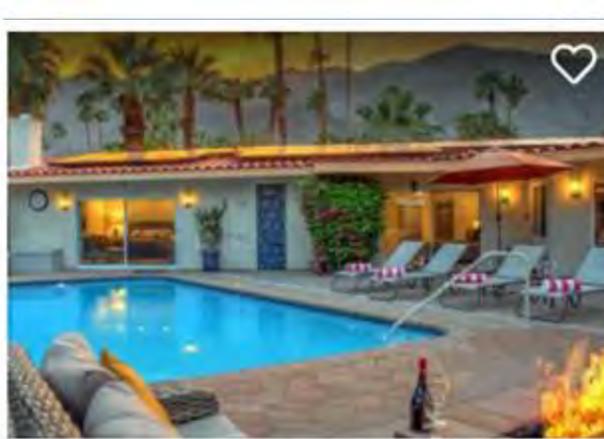




## MULTIPLE PLATFORMS

Consider listing on multiple channels - airbnb, Vrbo, Booking

Niche websites are growing in popularity - Misterb&b, WhimStay, BringFido, ClanVenture, Handiscover, Pink Stays, etc.



### The Den

Palm Springs, CA, 92262  
(760) 459-2333

### 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

Nearly **11k** referrals in 2025!

## 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



## DON'T FORGET YOUR EXISTING BOOKINGS

These can be a source of additional revenue.

Communicate frequently ahead of arrival

Offer upsell opportunities

- Mid-stay clean
- Late check-out, early arrival
- Fridge stock
- Amenities
- Experiences

Extend stay for events or deals



## TEAM GPS

### Become a destination expert

**3-hour intro course:** Learn what makes our 9-city oasis unique

**Exclusive perks:** Networking events, sneak previews, ongoing education

**Follow @teamgreaterps:** Stay informed on Facebook & Instagram

**Register today:** Online, self-paced (avg. 2 hrs)

**Free** for Vacation Rental hosts and property managers

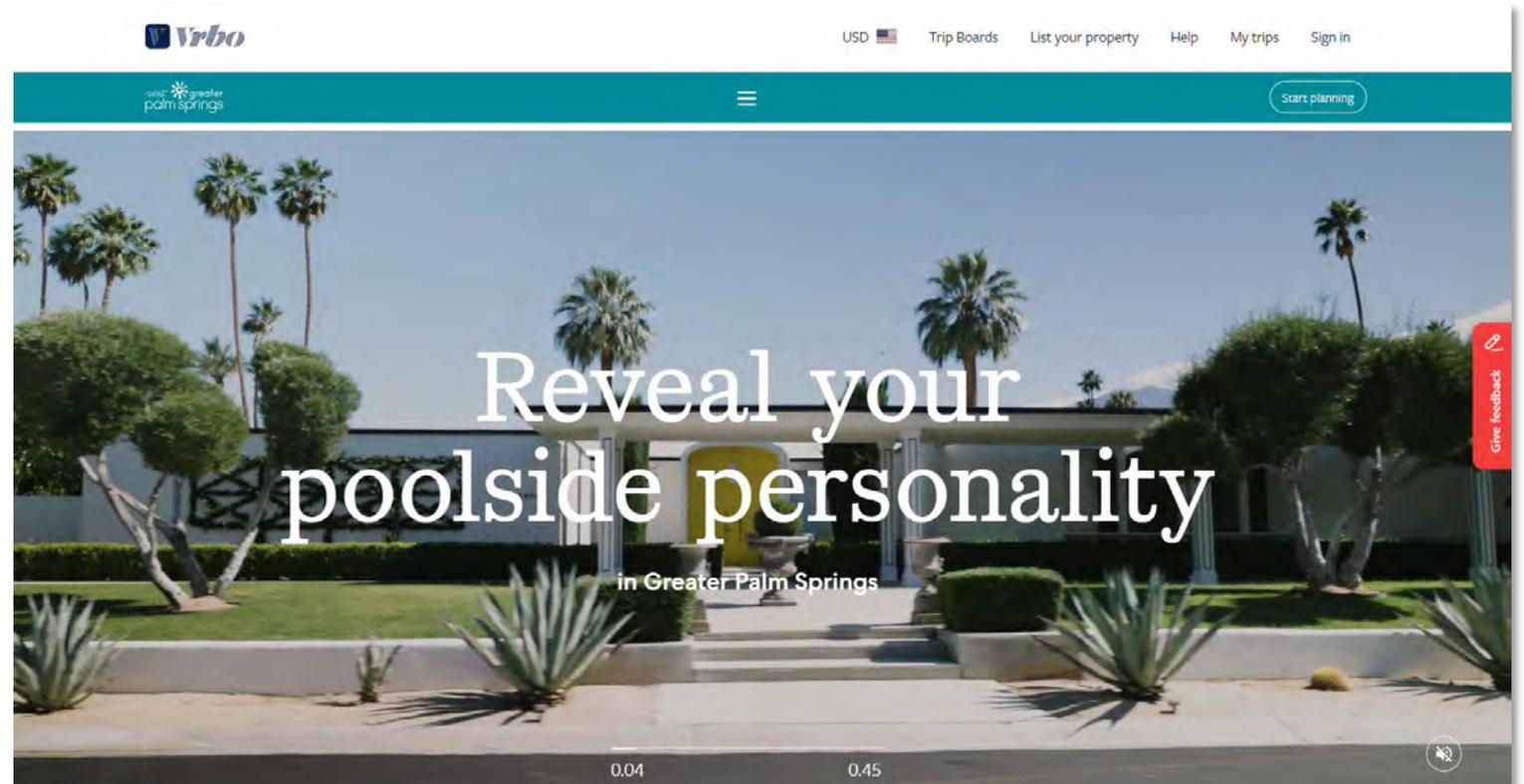


[goTEAMgps.com](https://goTEAMgps.com)

# VRBO SUMMER CAMPAIGN

Summer **VRBO** campaign will launch in July in partnership with global content agency Beautiful Destinations.

- Updated **custom landing page** outlining different pool floatie “personas” with corresponding itinerary suggestions
- **Display ads** promoting the landing page
- Custom influencer videos and header video content for each persona, filmed in Greater Palm Springs
- **Collaborative social post** featured on Beautiful Destinations’ channel (25M+ followers)



# VRBO SUMMER CAMPAIGN



visit  greater palm springs

**What's your floatie personality?**

Your poolside style says it all. Find your perfect Greater Palm Springs getaway



What does your pool floatie say about you?



Reveal your Greater Palm Springs travel style

Pick a floatie



Fresh takes, stylish escapes, and the floatie your vibe has been waiting for.  Greater Palm Springs is the blueprint for cool.

**BORN TO  
CHILL**

[GPSgetaway.com](http://GPSgetaway.com)



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palm  
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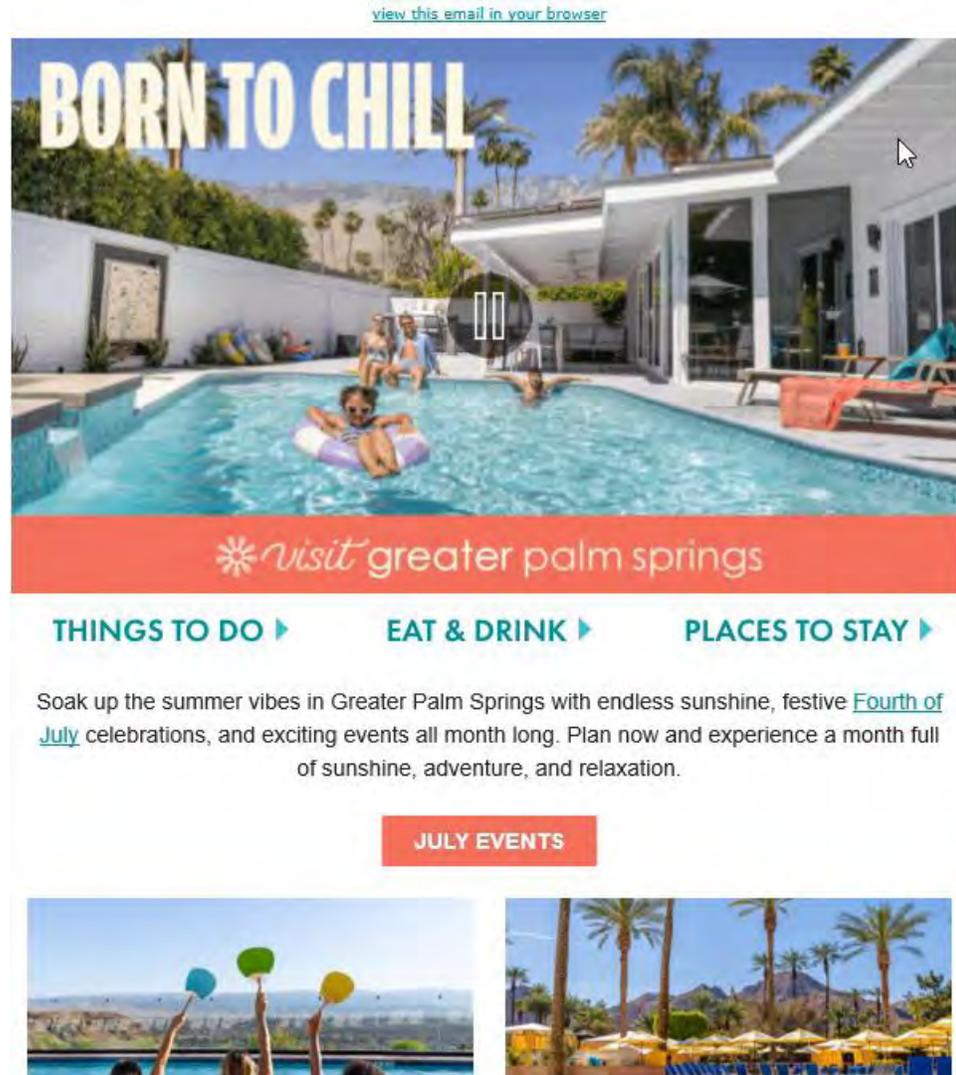
**BORN TO  
CHILL**

[GPSgetaway.com](http://GPSgetaway.com)



*visit*   
greater  
palm  
springs

# SUMMER DIGITAL CONTENT



## Summer Blogs

- Summer Travel Tips for Greater Palm Springs
- Find Your Summer Chill: Summer Events in Greater Palm Springs
- Chill Out in Style: Your Summer Vacation Itinerary in Greater Palm Springs
- Eight Reasons to Visit Greater Palm Springs This Summer
- Your Guide to Family Fun in Greater Palm Springs
- **56 blogs** updated from March - May



### 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 >

# SUMMER GETAWAYS

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



# ADDITIONAL SUMMER PROGRAMS: TV / OOH

To further promote destination hotels and vacation rentals to visitors during off-peak season, additional summer tactics were added including:



- **Television** – Addition of one-stop markets for summer including New York, Minneapolis, Washington DC, Chicago, and Austin

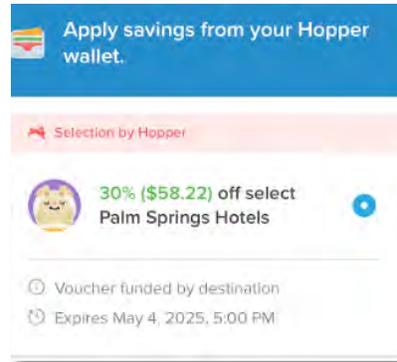


- **Out-Of-Home** – New markets added including Denver, Seattle, Portland, and San Francisco

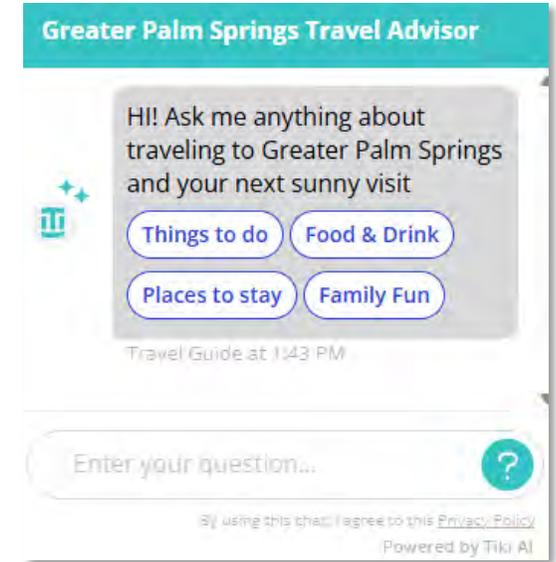


- **Lifestyle TV Segments** – Upcoming dedicated local TV segments promoting summer travel in LA, San Diego, Seattle, Portland, Austin, DC, Chicago, and Dallas.

# ADDITIONAL SUMMMER PROGRAMS: DIGITAL



- Mobile-first **OTA program** with price prediction model focusing on deals for travelers, with a strong Millennial and Gen Z presence.
- Hopper funds **platform-wide discounts** to the destination, meaning hotels don't need to directly offer discounts that impact ADR.
- Campaign includes **destination microsite, mobile push notifications, and video ads.**
- Partnership with Capital One allows ads to be served on Capital One's travel booking platform.



- **Tiki (formely Clicktripz)** serves digital programmatic ad units across their network of over 200+ sites.
- Ad units have a native **AI chatbot feature**, allowing users to interact with the ad unit and ask questions, directing to more information on our Visit Greater Palm Springs website.

# ADDITIONAL SUMMMER PROGRAMS: EXPEDIA

- **Expedia Soccer World Championship co-op** campaign promotes bookings to participating Southern California destinations around June soccer events.
- As Expedia's primary sponsor of the program, Greater Palm Springs receives top billing on the custom landing page along with digital and social ads promoting the campaign.
- Results as of June show nearly **11.5K** room nights booked at Greater Palm Springs hotels.



## Score big in Southern California

The FIFA Club World Cup 2025 is bringing the world's best clubs to Pasadena's iconic Rose Bowl Stadium—but why stop there? Southern California isn't just about world-class soccer; it's a vibrant destination packed with adventure, culture, and unforgettable experiences.

Before, during and after the action-packed matches, take your trip to the next level by exploring three of SoCal's must-visit destinations.

Kick it in Greater Palm Springs, Buena Park, and Santa Ana—SoCal's ultimate travel lineup. Pass, shoot, and score an epic getaway beyond the game.



## Greater Palm Springs

Escape your ordinary

Discover Greater Palm Springs, where adventure awaits at every turn — and where your stay is as unforgettable as your surroundings. Whether you're exploring surreal landscapes, floating the day away in a sparkling pool, dining at world-class restaurants, relaxing in hot mineral springs, or immersing yourself in rich culture and heritage, this Southern California oasis offers something extraordinary for everyone.



## Santa Ana

Discover a city of originality

Santa Ana's energy is unmatched! Enjoy vibrant nightlife, a funky-meets-folk art scene, featuring 200+ murals, year-round celebrations, and natural plant wellness, along with authentic cuisine reflective of its diversity. Home to family-friendly attractions including Bowers Museum, Discovery Cube, and the Santa Ana Zoo. A unique OC destination!

[See more](#)



## Buena Park, CA

SoCAL's Fun City

Just 26 miles from the Rose Bowl, 5 miles from Disneyland and in the middle of all the action is the lively city of Buena Park! Enjoy corkscrew coasters at Knott's Berry Farm, knights in tights, waterslide wedgies, cotton candy cocktails, speakeasy dueling piano bar, award-winning dining, and affordable hotels. Say Yes and download a free guide today.

[See more](#)

# LOCAL STAYCATION CAMPAIGN

A local-targeted **Staycation campaign** is launching to encourage residents in the Coachella Valley and nearby Riverside and San Bernadino counties to experience a summer “staycation” at destination hotels and vacation rentals utilizing our Born to Chill summer creative, including **targeted display ads, streaming audio, and social media.**

## GETAWAY OFFERS



### 30% OFF YOUR 7 NIGHT STAY

📍 ACME House Company Vacation Rentals  
Sun-Soaked Summer Savings Book Any 7+ Night Stay & Get 30% Off Valid for Stays...

[READ MORE ▶](#)



### GET 10% OFF YOUR STAY OF 7-NIGHTS

📍 Endless Summer House Indio - Family Friendly Paradise!  
Get 10% off your stay when you book a week at Endless Summer House! We offer direct...

[READ MORE ▶](#)



### 25% OFF & WAIVED AMENITY FEE

📍 The Saguaro Hotel & Pool  
Summer of Color Yes to the sun and the splash at Saguaro Palm Springs. This summer...

[READ MORE ▶](#)



### THE GROWN-UP GETAWAY

📍 Thompson Palm Springs  
Treat yourself to a stay in Upper Stories, their 21 and over retreat designed for...

[READ MORE ▶](#)

[SEE ALL GETAWAY OFFERS ▶](#)



# WHERE YOU SHINE CAMPAIGN



A new international brand campaign, **“Where You Shine”** is in the development process, focusing on our destination’s inclusive, welcoming, and inviting reputation, where individuals can “shine” as their authentic self.

# SPA MONTH SEPTEMBER 2025



Stay & Spa Packages



Special Treatment Offers



Day Passes & Events



[SpaMonthGPS.com](https://SpaMonthGPS.com)



[visitgreaterpalmsprings.com](https://visitgreaterpalmsprings.com)

LOG IN TO CREATE AND UPDATE LISTINGS

[MyGreaterPS.com](https://MyGreaterPS.com)

SHARE SPECIAL OFFERS

[Josh@visitgreaterps.com](mailto:Josh@visitgreaterps.com)

SHARE IMAGES AND PROPERTY FEATURES

[Bob@visitgreaterps.com](mailto:Bob@visitgreaterps.com)

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# Short-term Rental Overview

July 2025

Jamie Lane  
Chief Economist  
AirDNA

# PHOENIX SHORT-TERM RENTALS



# The Summer of Swing

For a Copy of the Slides Contact:  
[Jamie@airdna.co](mailto:Jamie@airdna.co)



**01**

Tariffs & Uncertainty

**02**

Supply

**03**

Deamnd/Occupancy

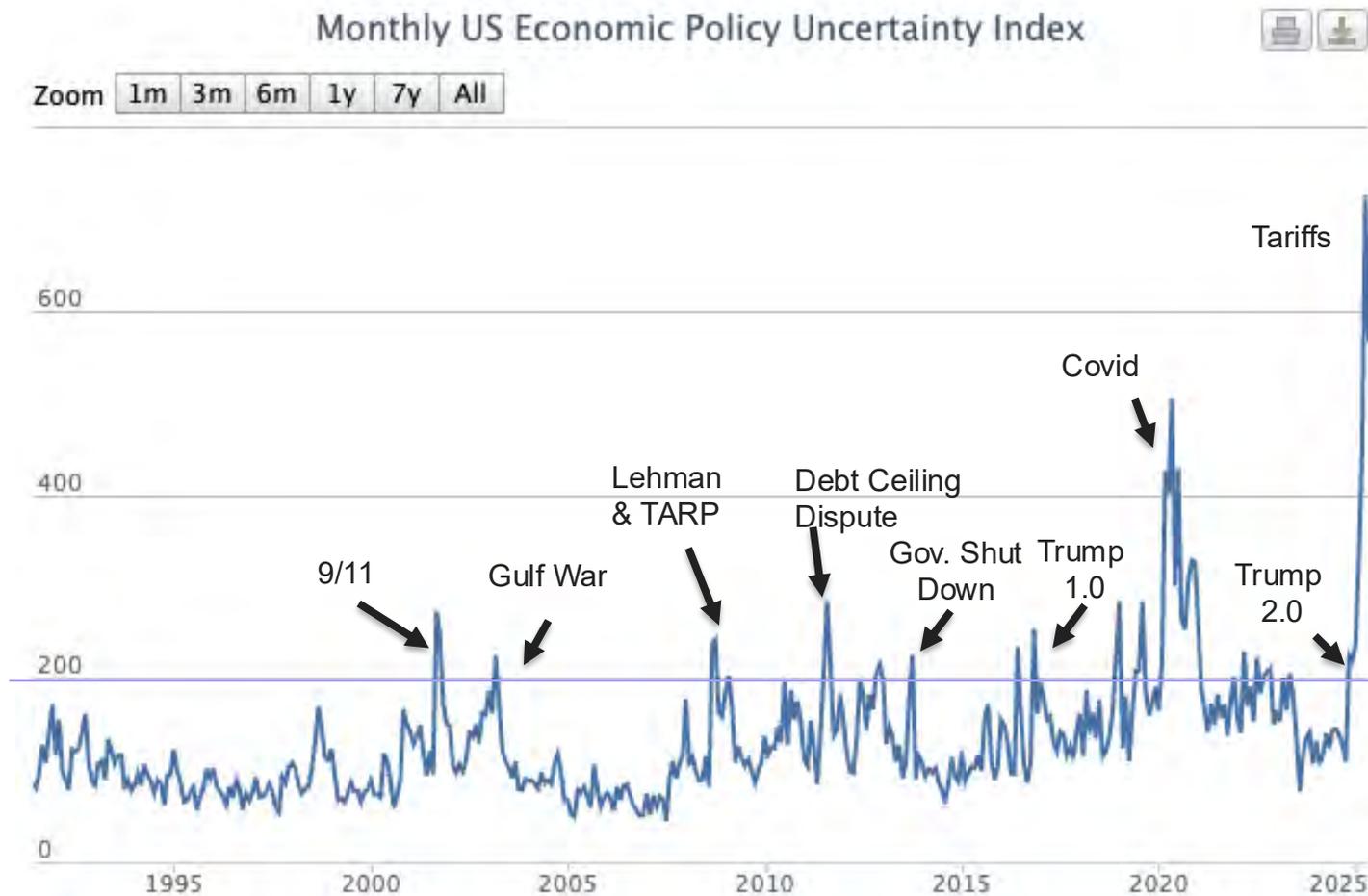
**04**

Property Managers

**05**

Pacing/Forecast

# Uncertainty Reaches All-time Highs



## Index Composition

### 1. News-Based Component

- Based on the frequency of newspaper articles that contain terms related to:
  - Economy
  - Uncertainty
  - Policy (including fiscal, monetary, and regulatory)
- Sources include major U.S. newspapers such as *The New York Times*, *Wall Street Journal*, *Washington Post*, and *Los Angeles Times*.

### 2. Tax Code Expiration Component

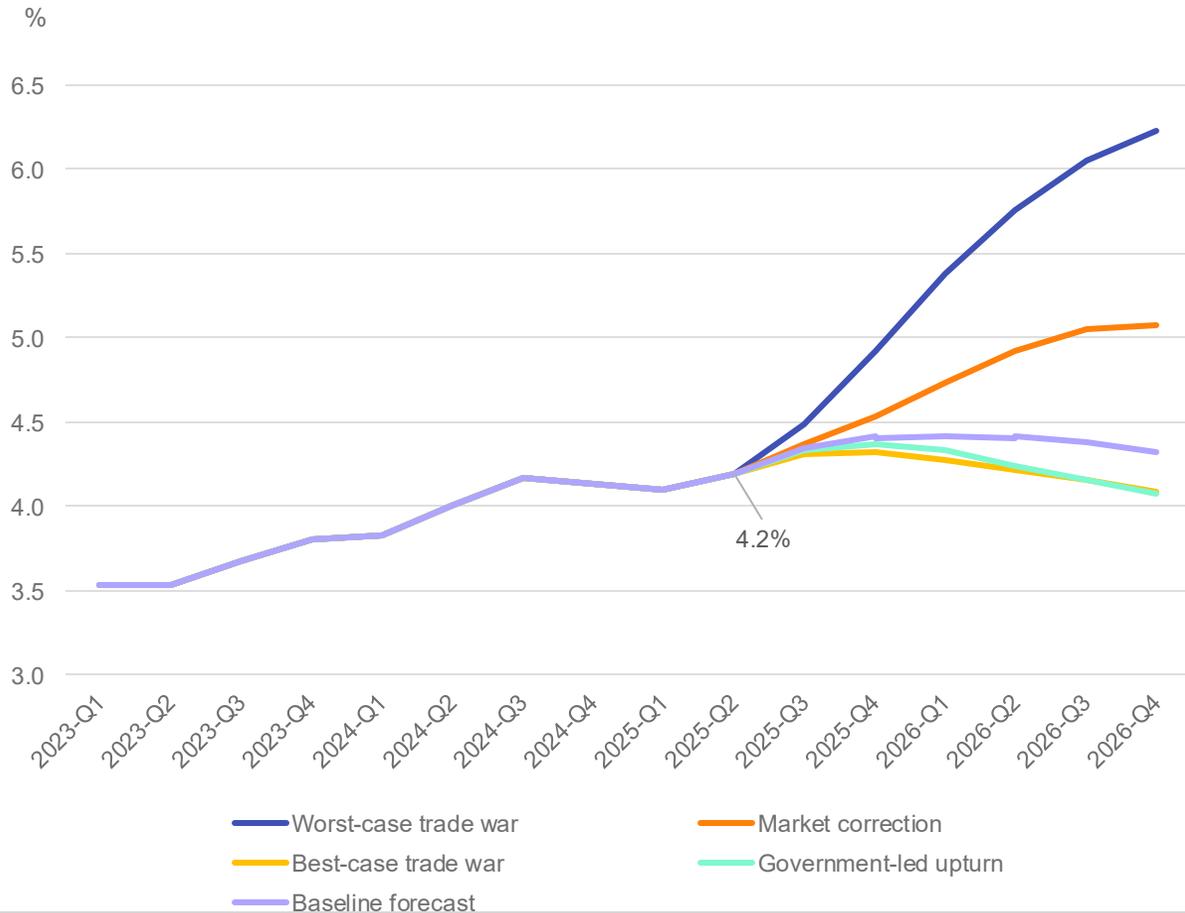
- Tracks the number of **federal tax code provisions** set to expire in the coming years.
- Reflects **legislative uncertainty**, especially around temporary tax measures.

### 3. Forecaster Disagreement Component

- Measures **disagreement among professional economic forecasters** about future levels of key macroeconomic indicators, such as:
  - Government spending
  - Inflation
  - Federal budget variables

# Worst Case for Unemployment or Income Not as Severe as Recent Crises

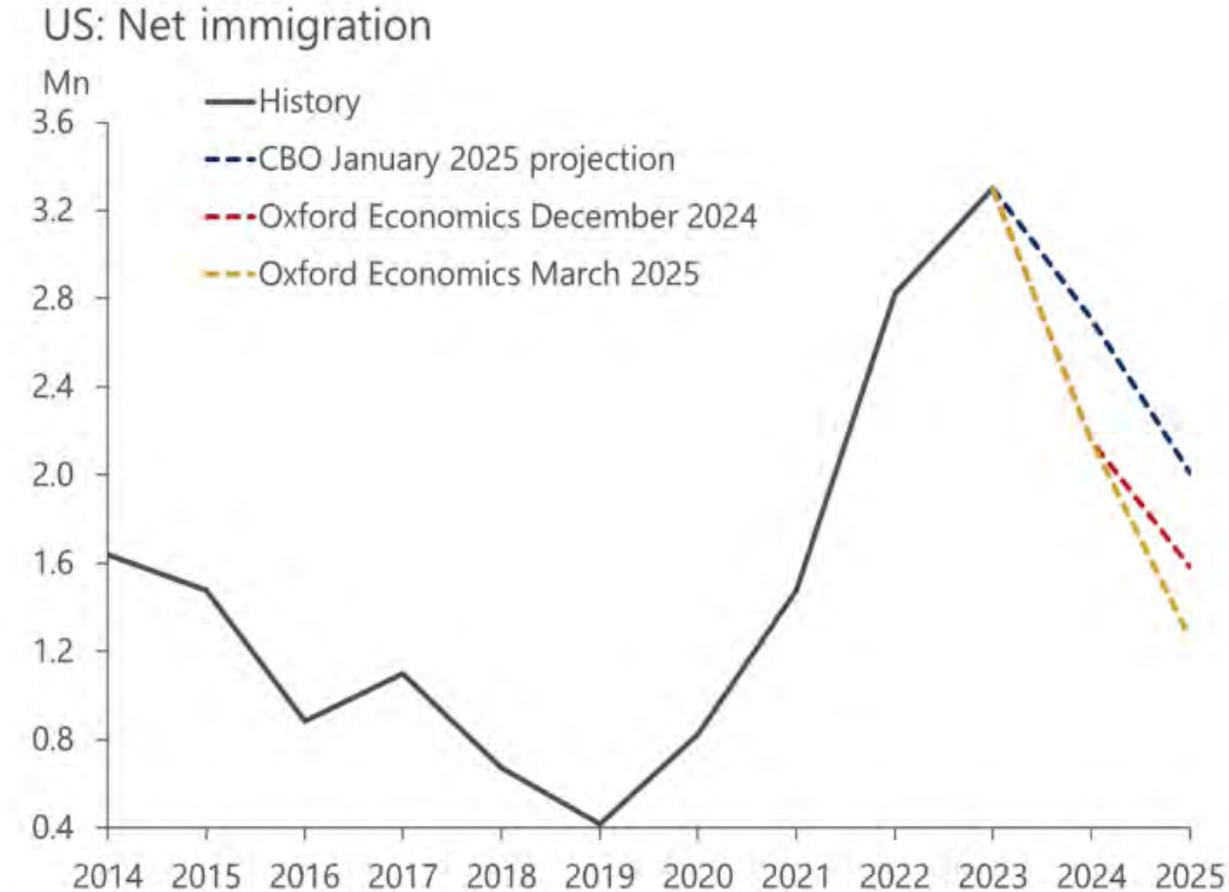
## Unemployment Rate



## Real Personal Disposable Income YoY Change



# Will Lodging Industry be able to fill jobs?



Net migration was on track to fall to 1.6mn in 2025, based on rates in late 2024, and before accounting for potential immigration policy changes under a second Donald Trump presidency.

- Immigration policies under the Trump Administration to curb unauthorized migrants has put net migration headed to 900,000 in 2025 or lower.

Less immigration will lead to tighter labor markets, but it will vary across the US.

- 16% of U.S. Lodging Industry is non-citizen
- 33% of Housekeeping is non-citizen

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# Phoenix/Scottsdale

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# Market Overview: Phoenix/Scottsdale

Save

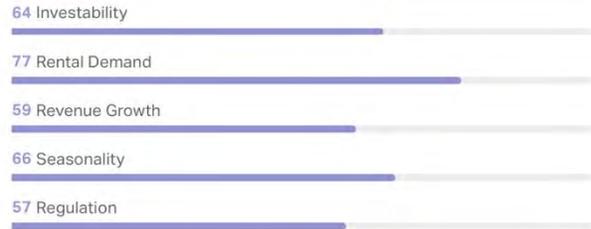
See AirDNA in action with a quick walkthrough!

Market Performance 44 Submarkets 36.6K STR Listings 13.6K For Sale Properties

How is this market performing?

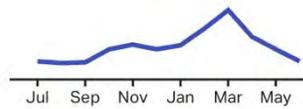
51

Market Score ⓘ



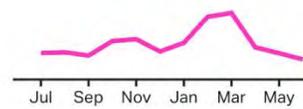
Annual Revenue

\$50.8K +5%



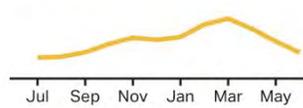
Occupancy Rate

60% +2%



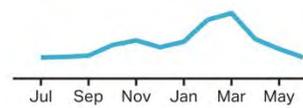
Average Daily Rate

\$289.67 +3%



RevPAR

\$174.03 +5%



## Market Performance Details: Phoenix/Scottsdale

Listings Occupancy Revenue Rates RevPAR

Total Active Listings

19639

+1%

Listings by Rental Channel

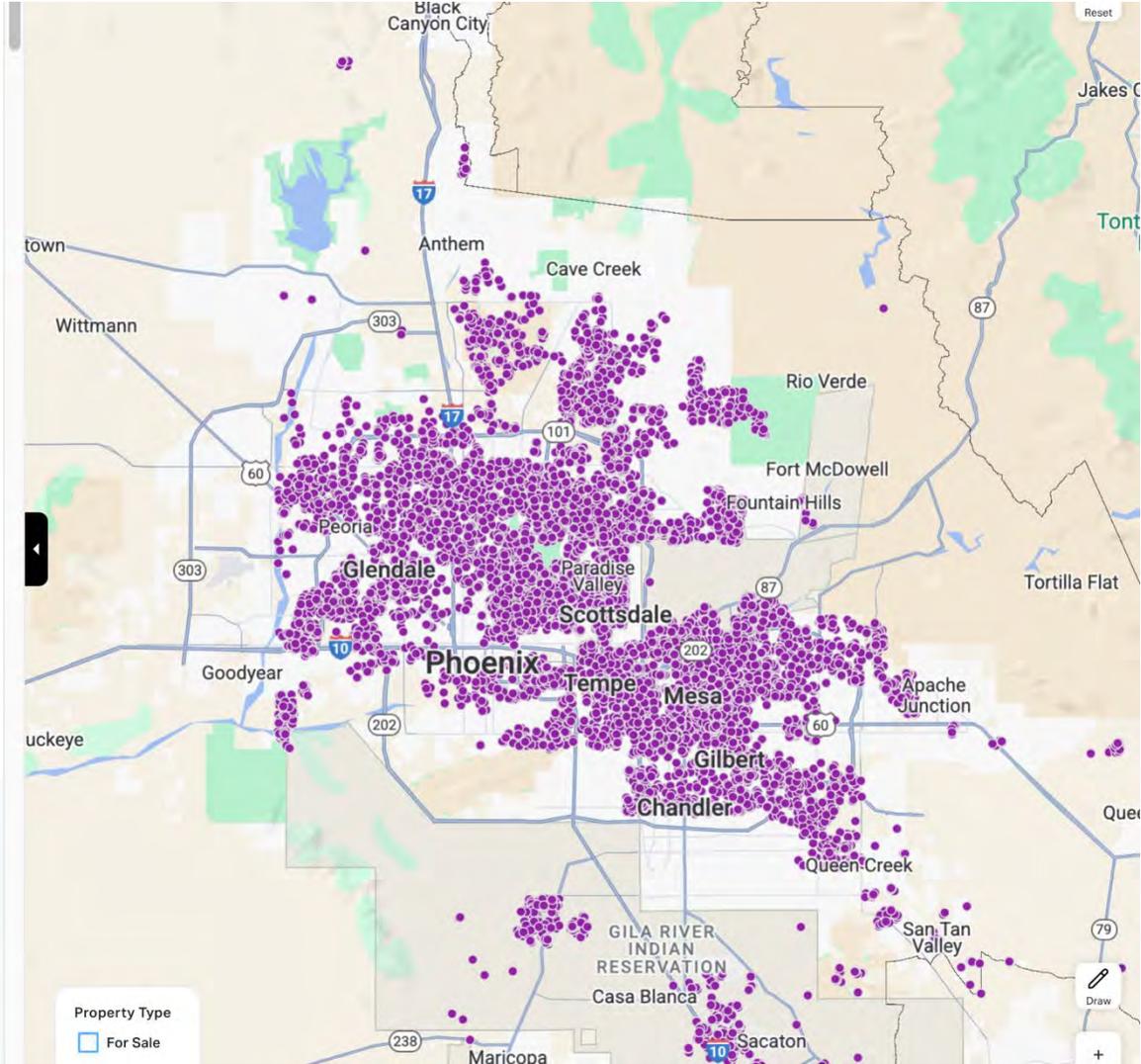


Airbnb (48%)  
Vrbo (15%)  
Both (38%)

Listings by Rental Size



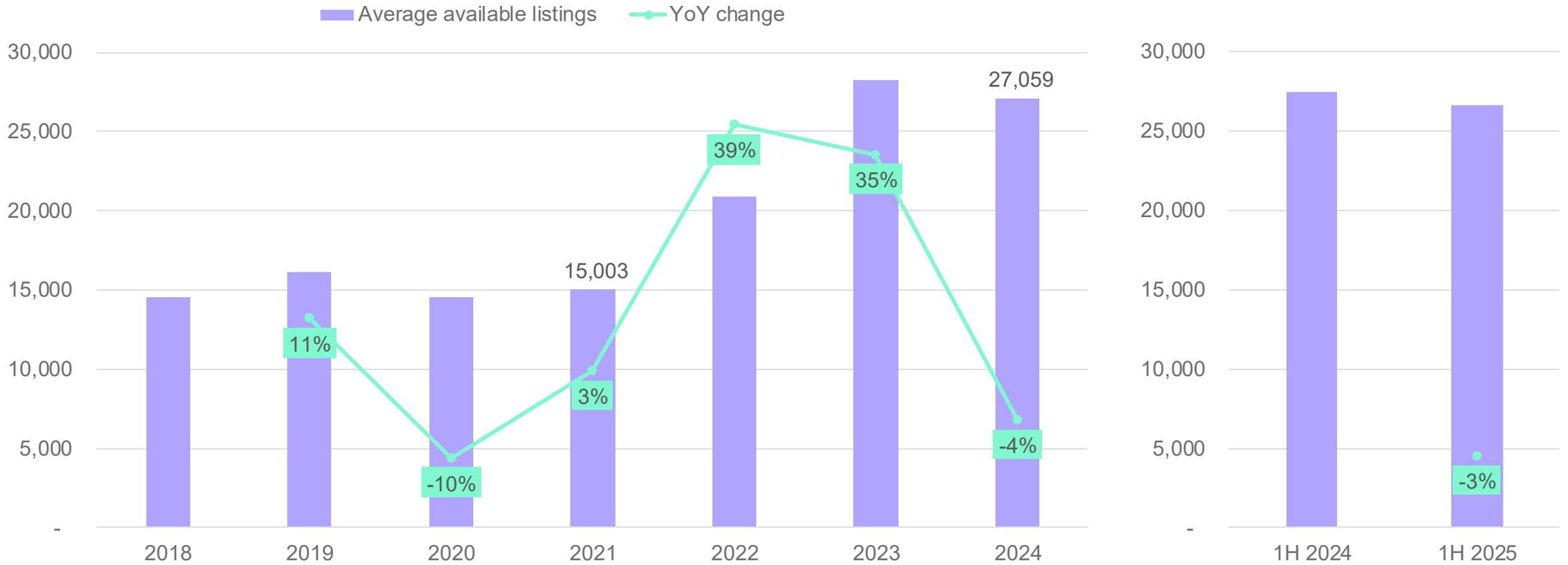
1 Bedroom (30%)  
2 Bedroom (22%)  
3 Bedroom (22%)  
4 Bedroom (17%)  
5+ Bedroom (9%)



# Supply Trends

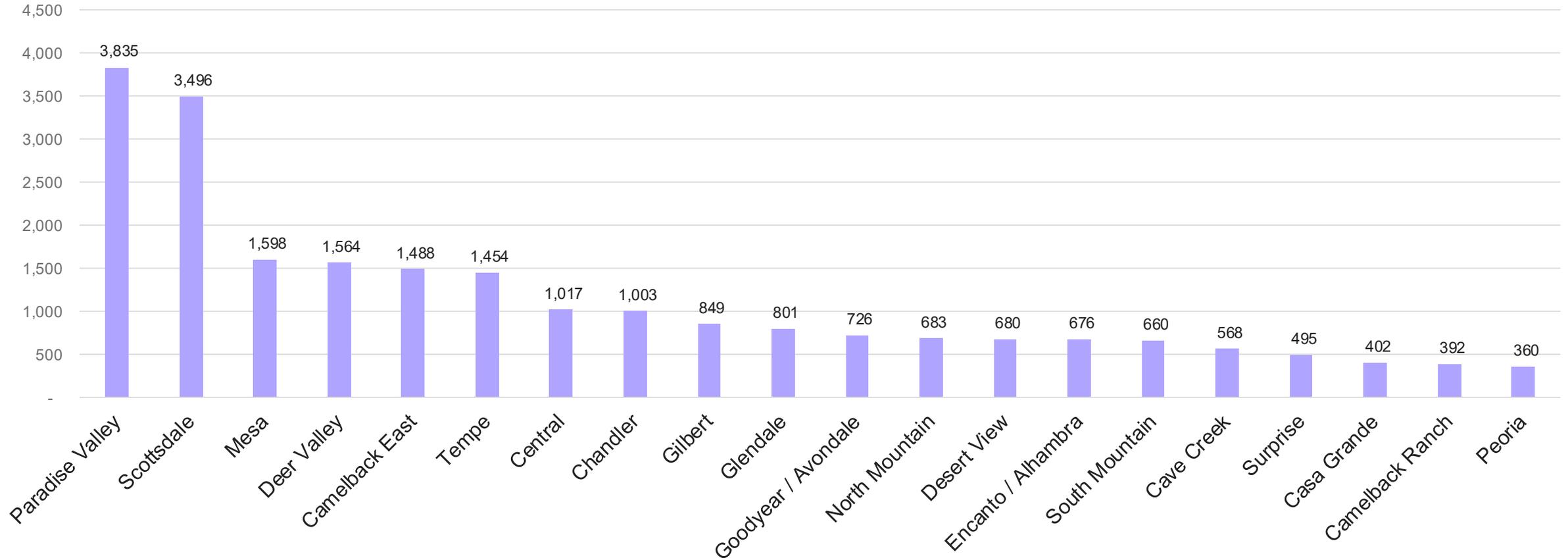
# 80% Increase in Listings Since 2021, Supply Falling Since Super Bowl

Phoenix/Scottsdale Average Available Listings & YoY Change



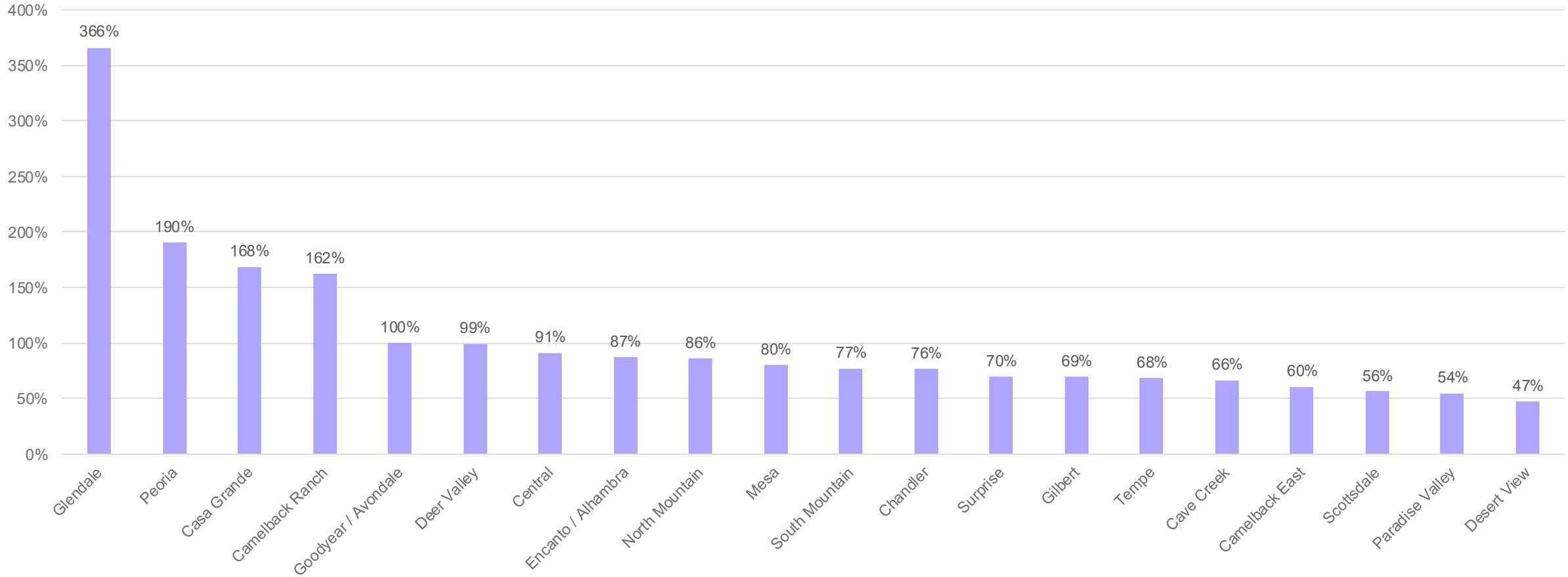
# Phoenix/Scottsdale 20 Largest Submarkets

TTM Average Listings Counts for 20 Largest Phoenix/Scottsdale Submarkets



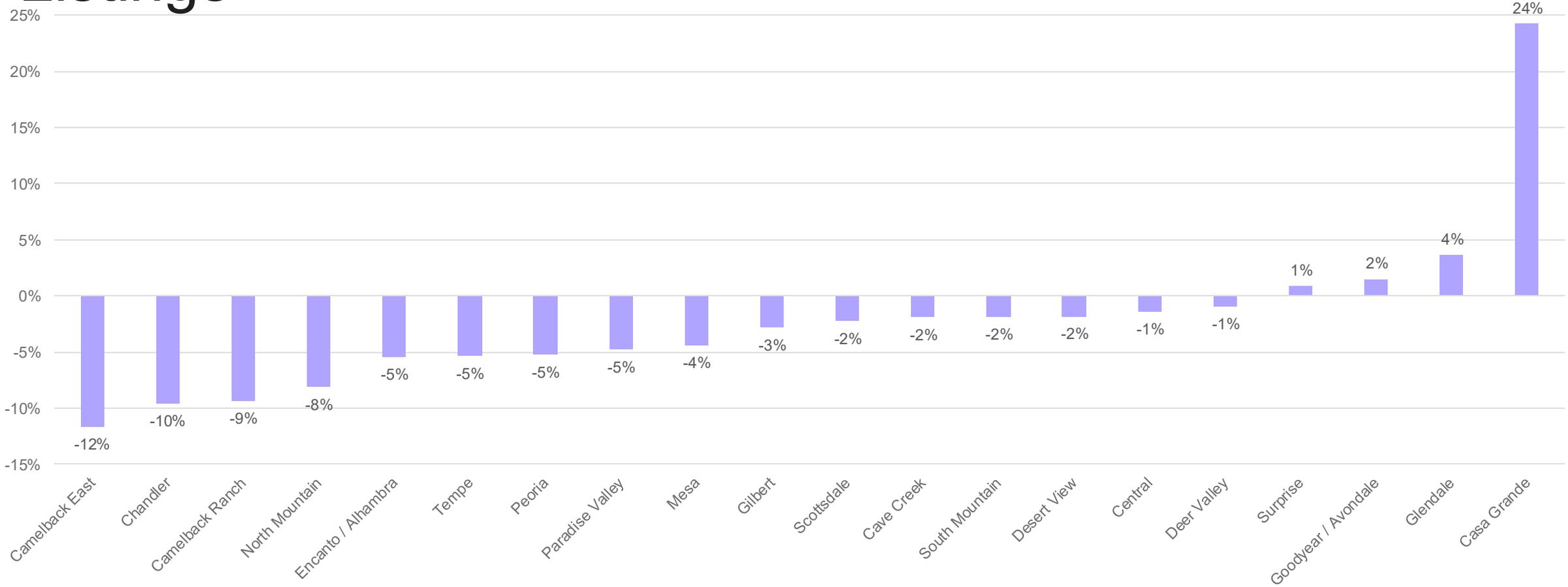
# Glendale, Peoria, Casa Grande & Camelback Ranch 100%+ Growth since 2021

Change vs 2021 TTM Average Listing Counts for 20 Largest Phoenix/Scottsdale Submarkets



# Camelback East/Chander Seeing 10%+ Drop in Listings

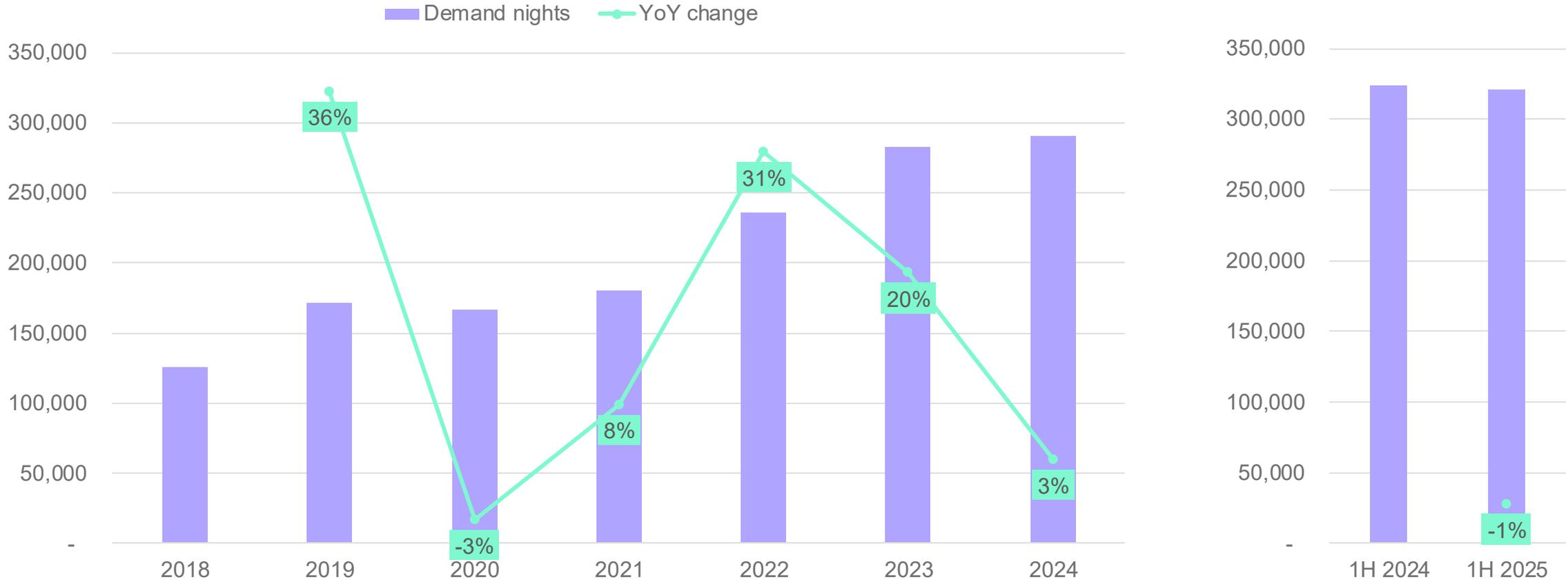
YoY Change in Q1M Average Listings Counts for 20 Largest Phoenix/Scottsdale Submarkets



# Demand Trends

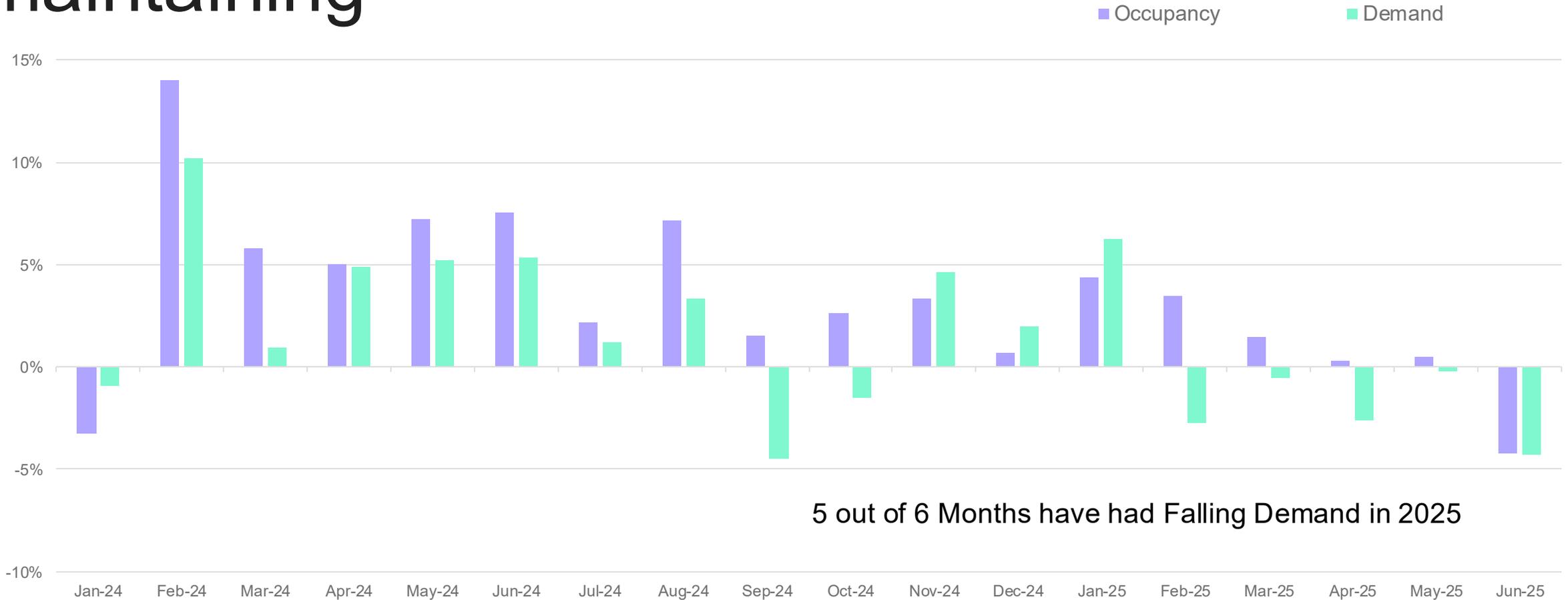
# Demand Growth Decelerated Since 2023, Turning Negative In 1H 2025

Phoenix/Scottsdale Average Demand Nights & YoY Change



# Demand for STRs Weakening, Occ maintaining

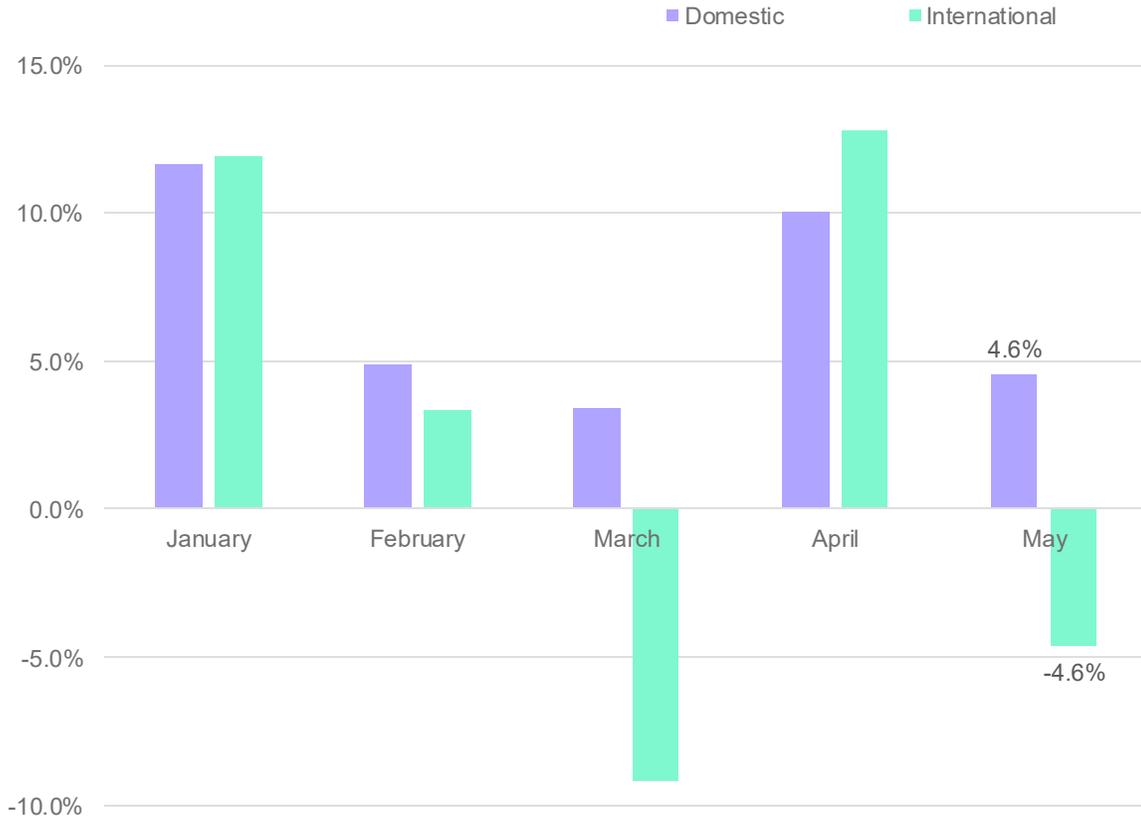
Phoenix/Scottsdale: YoY Change in Demand and Occupancy



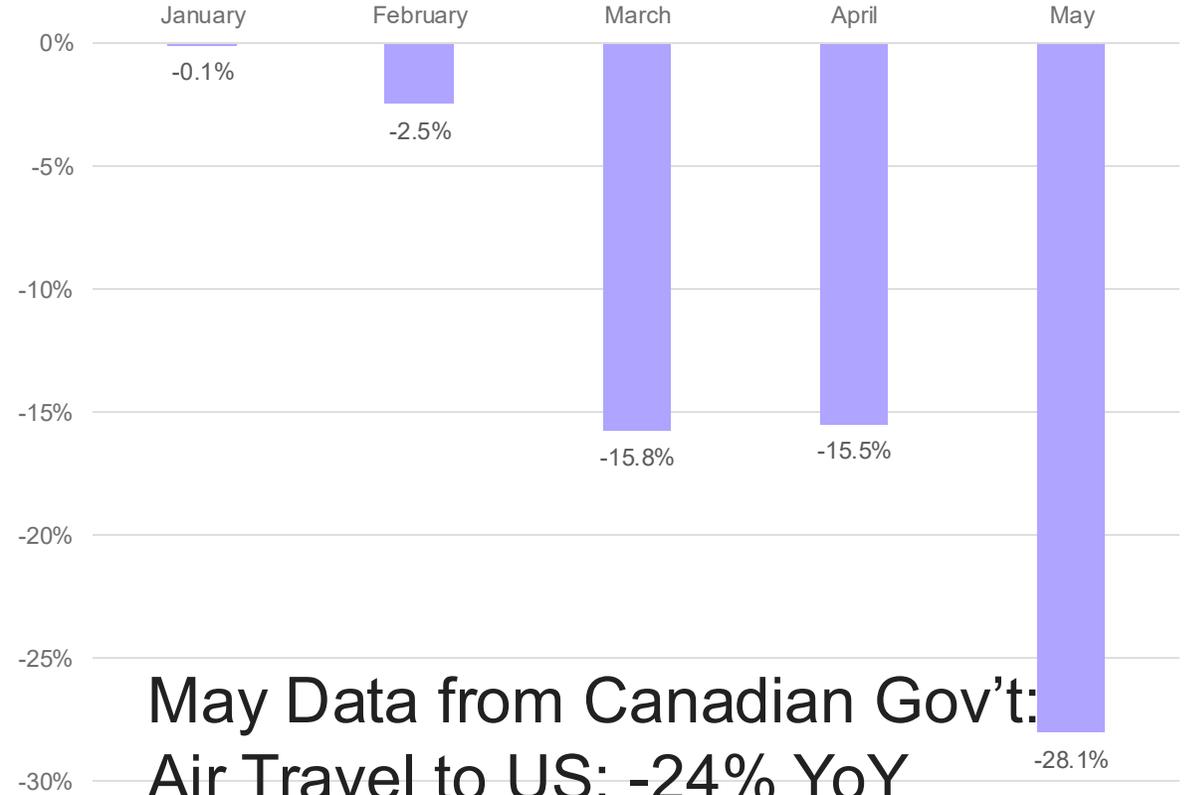
5 out of 6 Months have had Falling Demand in 2025

# Strong Domestic Demand Keeps U.S. Positive in May

U.S. 2025 YoY Change in Short-term Rental Demand by Location of Guest



U.S. 2025 YoY Change in Short-term Rental Demand From Canadians

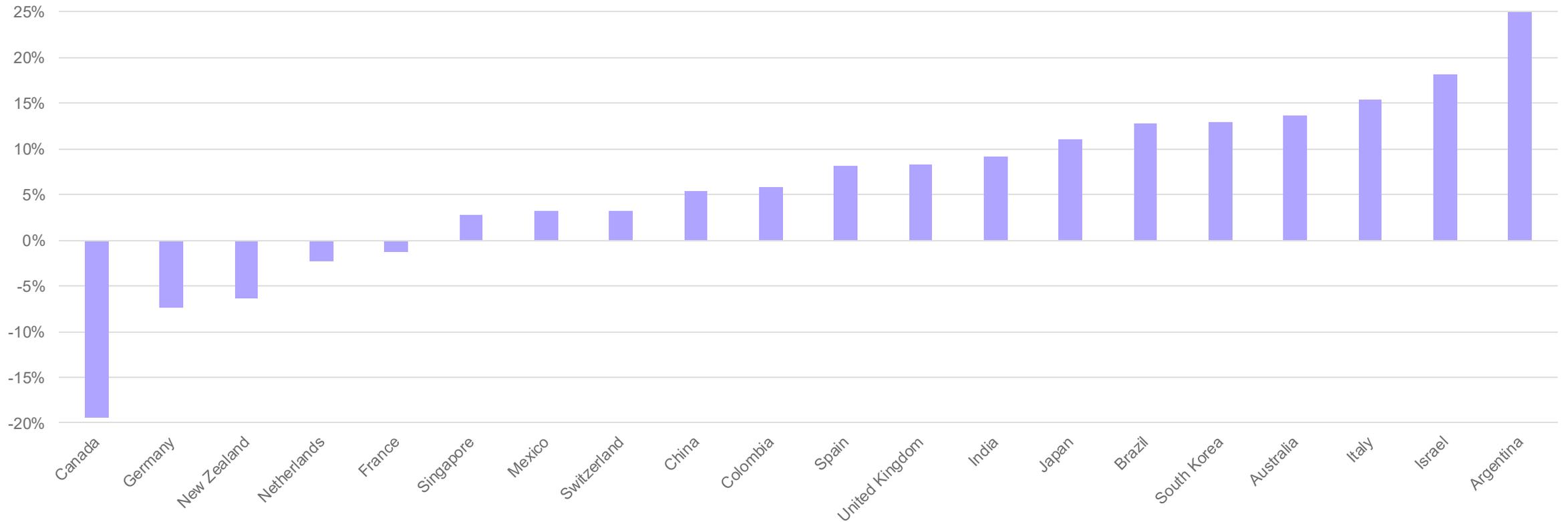


May Data from Canadian Gov't:  
 Air Travel to US: -24% YoY  
 Land Travel to US: -35% YoY



# Post Liberation Day - Change in Travel to the U.S.

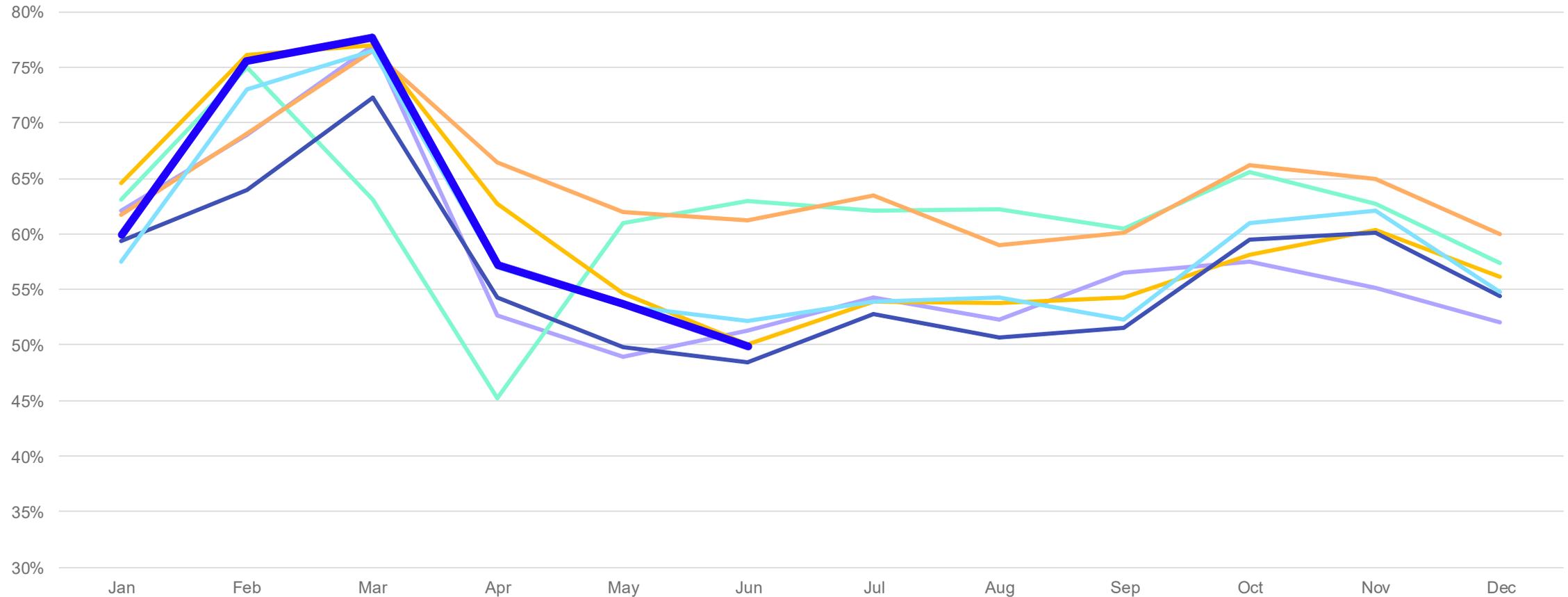
YoY Change in Short-term Rental Demand to the U.S. by Country of Origin (March – May 2025 vs. March – May 2024)



# Occupancy is slightly up in 2025, down in June

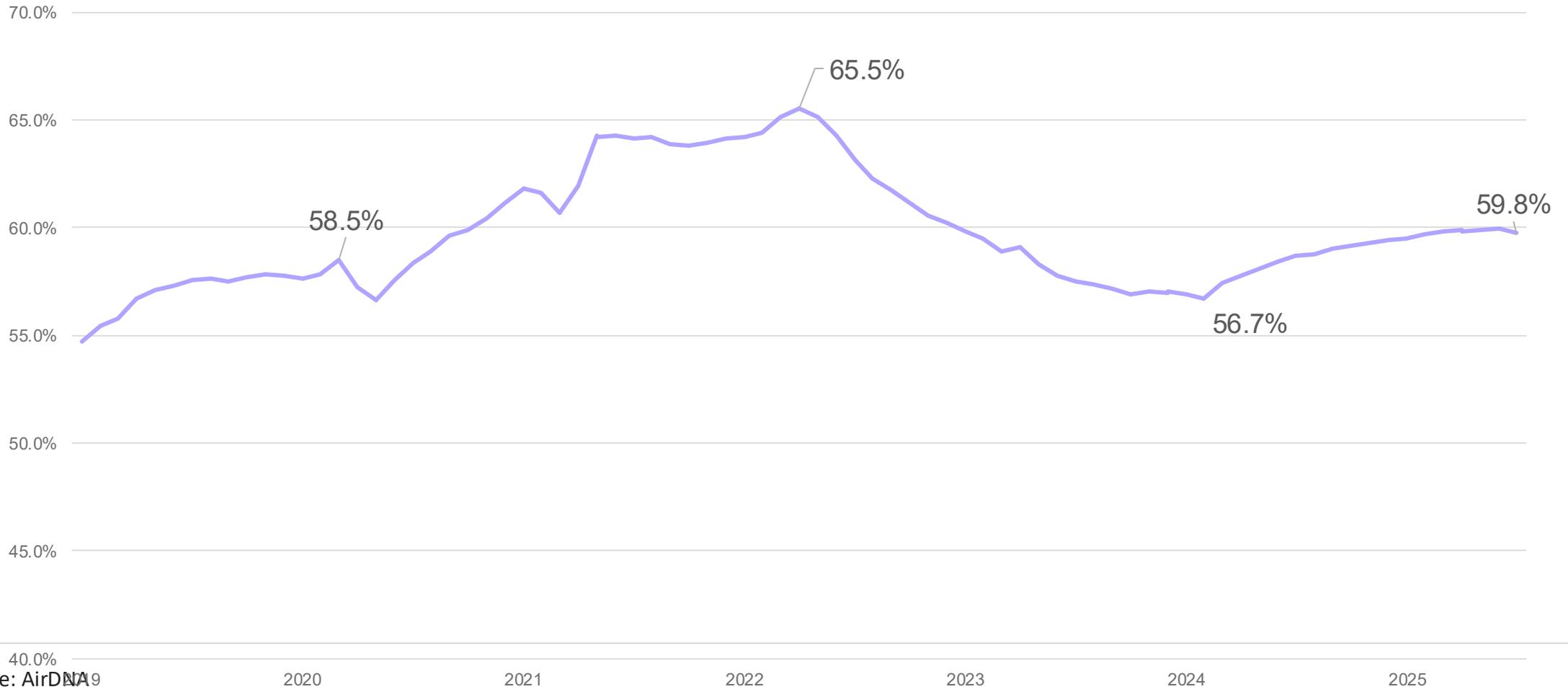
Monthly Phoenix/Scottsdale STR Occupancy

— 2019 — 2020 — 2021 — 2022 — 2023 — 2024 — 2025



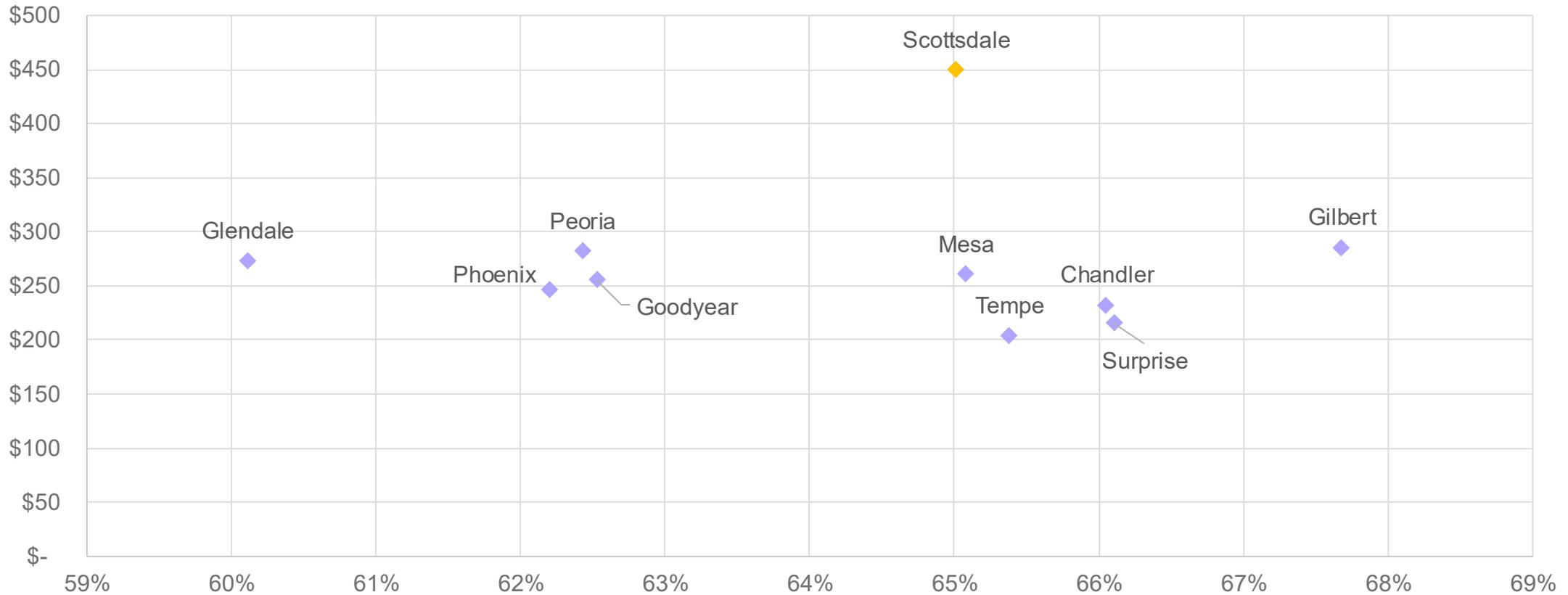
# Occupancy Trending up after bottoming in Jan 2024

Phoenix/Scottsdale – TTM Occupancy Levels



# Scottsdale Outperformed With Its Luxury Marketplace

Occupancy & ADR in 1H 2025, Top 10 Cities in Phoenix/Scottsdale



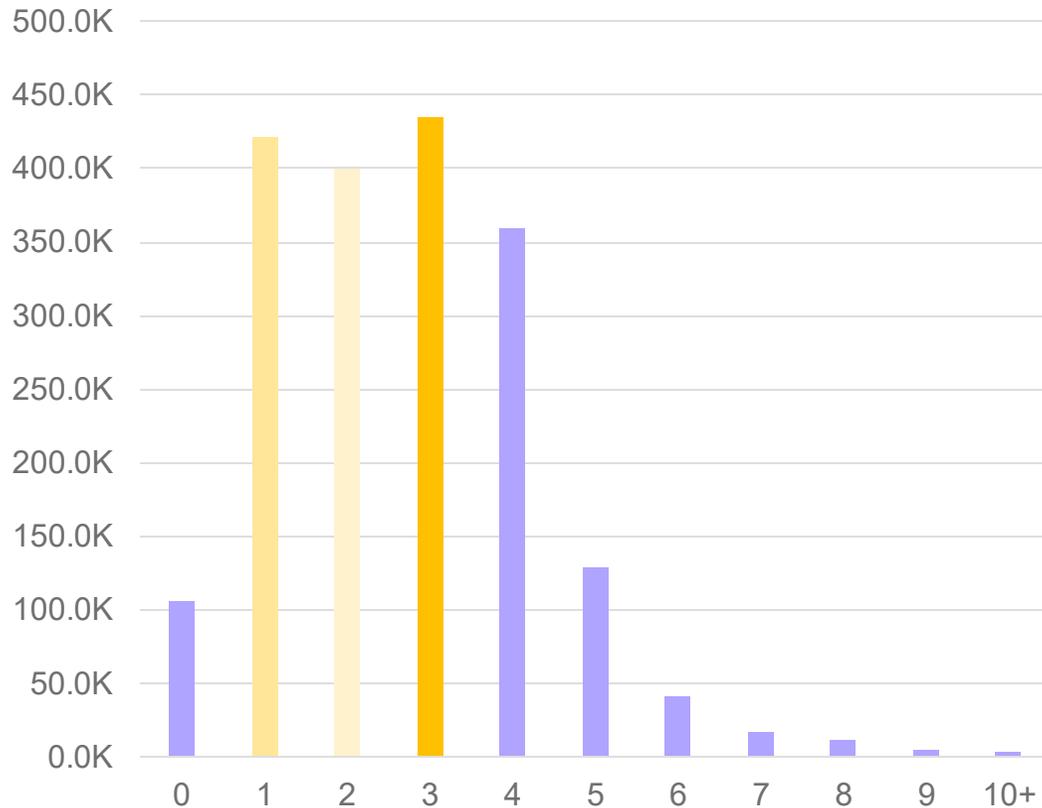
Source: AirDNA

Cities are ranked based on demand nights generated in 1H 2025.

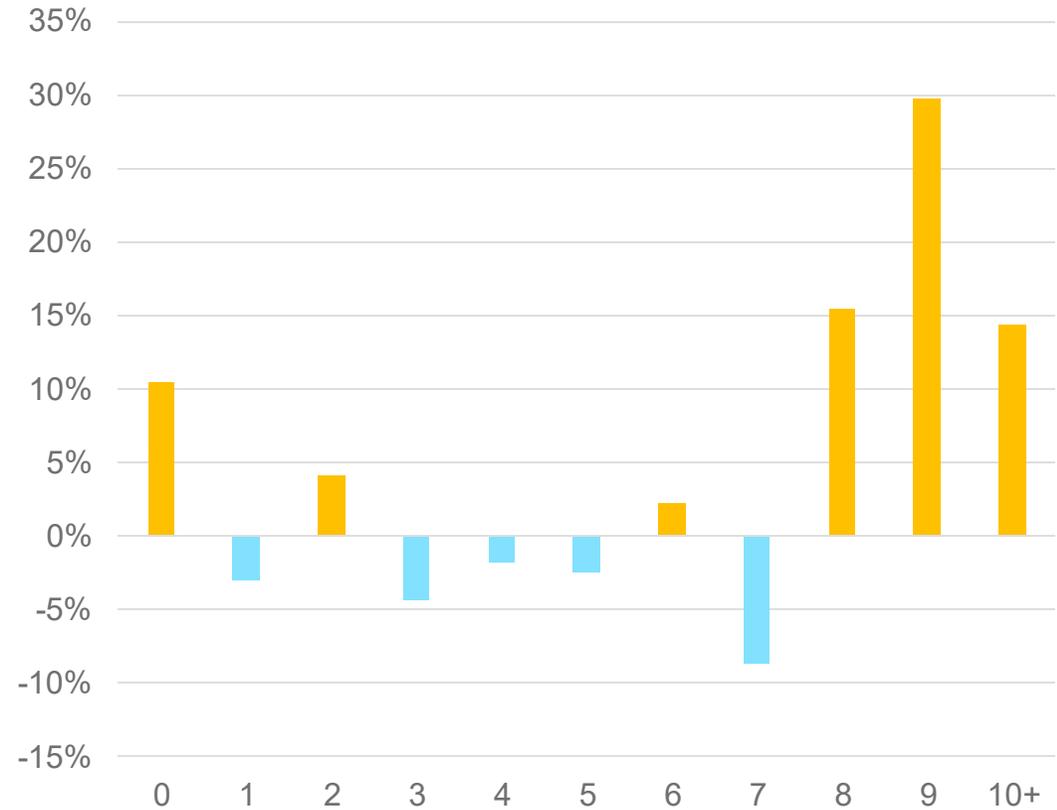


# 3-bedroom Properties More Popular In Demand Nights; Studios, 2-bdr & 6-bdr Properties Grew While Larger Ones Grew Faster

Demand nights generated in 1H 2025, by bedroom count



Demand Nights YoY growth in 1H 2025, by bedroom count



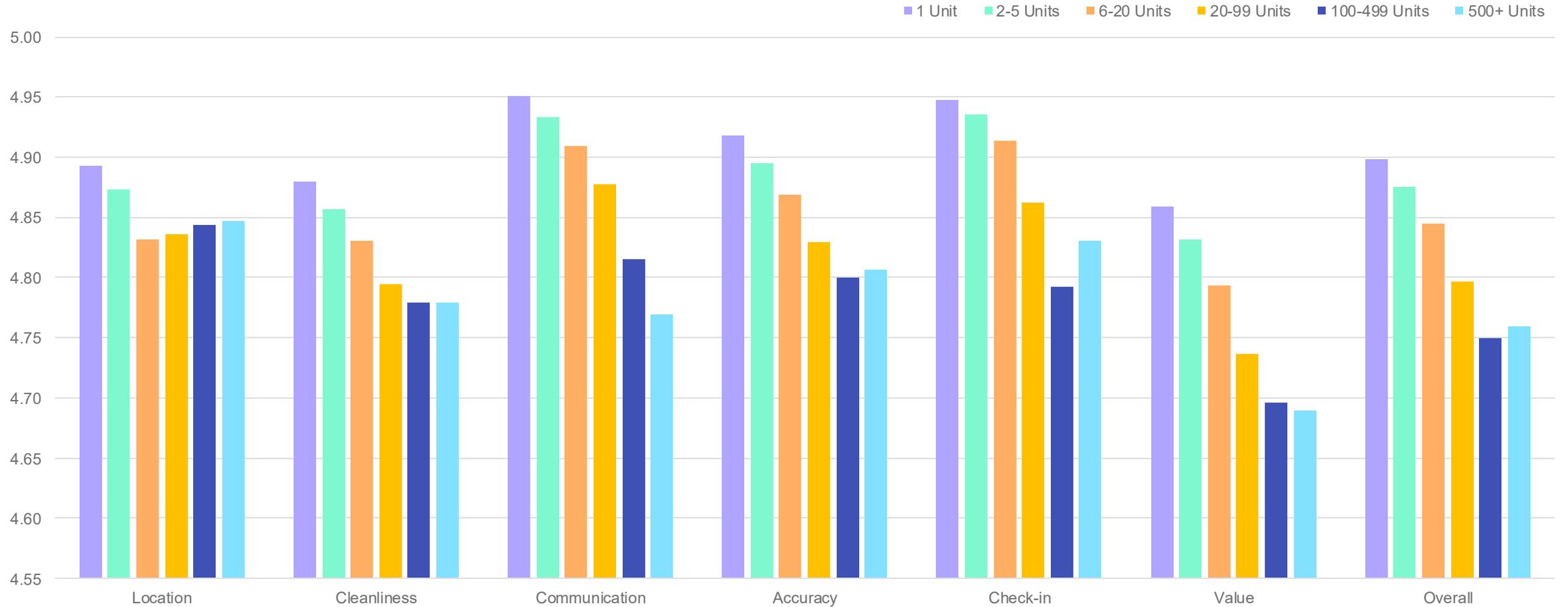


# Property Manager Trends



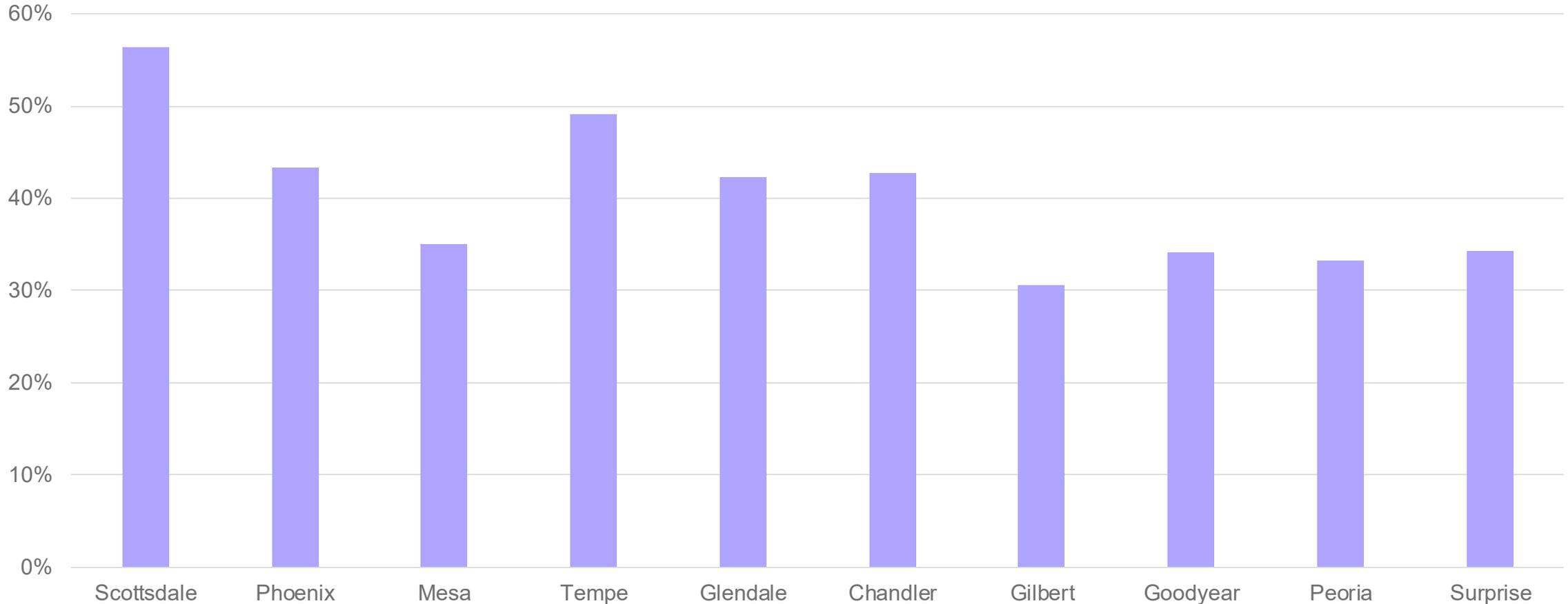
# Scaling is Hard – Maintaining High Review Scores is Really Hard

Phoenix/Scottsdale - Average Airbnb Guest Satisfaction Scores



# Professionals dominate Scottsdale, Tempe, Glendale and Chandler

Share of Listings Managed by Professional Managers in top 10 Submarkets



# Largest Phoenix Property Managers

TTM Total Listings & Performance Stats

## Short-term rental markets: United States

1 Markets 44 Submarkets 36.6K STR Listings 13.5K For Sale Properties [Advanced Insights](#) New [Property Managers](#) New

↓ Export

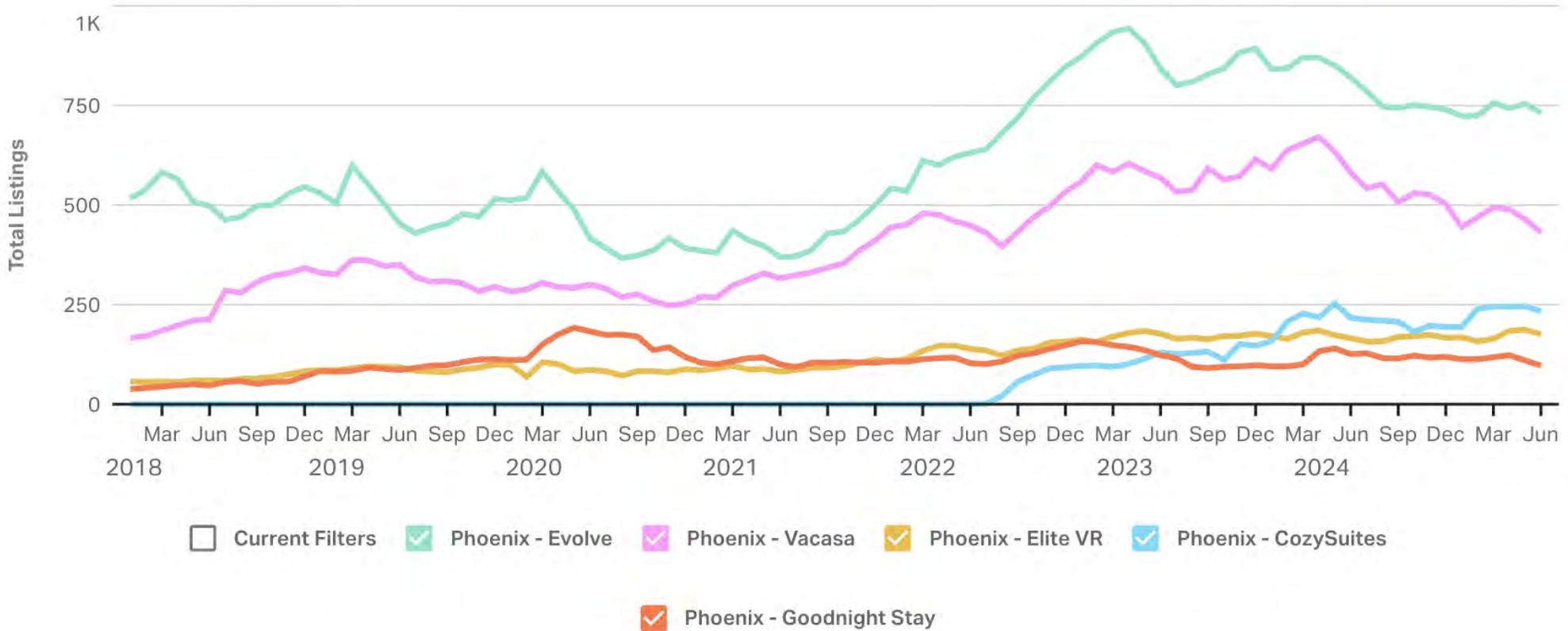
Property Manager/Host ID	Listings	Occupancy	ADR	Property Reviews	Average Property Rating
<a href="#">Evolve</a>	1,021	64%	\$259	21,768	4.78
<a href="#">Vacasa</a>	769	57%	\$261	6,801	4.63
<a href="#">CozySuites</a>	391	65%	\$191	1,929	4.13
<a href="#">Park Royal Camelback Scottsdale</a>	232	86%	\$182	10	4.86
<a href="#">Elite Vacation Rentals</a>	222	69%	\$266	4,421	4.82
<a href="#">GoodNight Stay</a>	175	58%	\$638	3,966	4.49
<a href="#">Landing, Inc.</a>	126	59%	\$123	15	4.23
<a href="#">Travli Hospitality</a>	119	62%	\$481	6,368	4.91
Arizona Vacation Rentals	118	57%	\$347	3,937	4.73
<a href="#">Casago</a>	111	65%	\$268	1,245	4.66
<a href="#">Christian RRP</a>	110	78%	\$267	202	4.57

# 2018 – Current Largest Short-term Rentals

Benchmark your Growth Against your Main Competition

Monthly Total Listings

+ 5 Comparisons Applied



# Property Managers vs Individual Hosts

Benchmark your Performance

## Occupancy Heat Map

Dimension 1

Property Host Type

Dimension 2

Price Tier



① Data displayed is for your date selection above: July 2024 - June 2025



# Pacing/Outlook

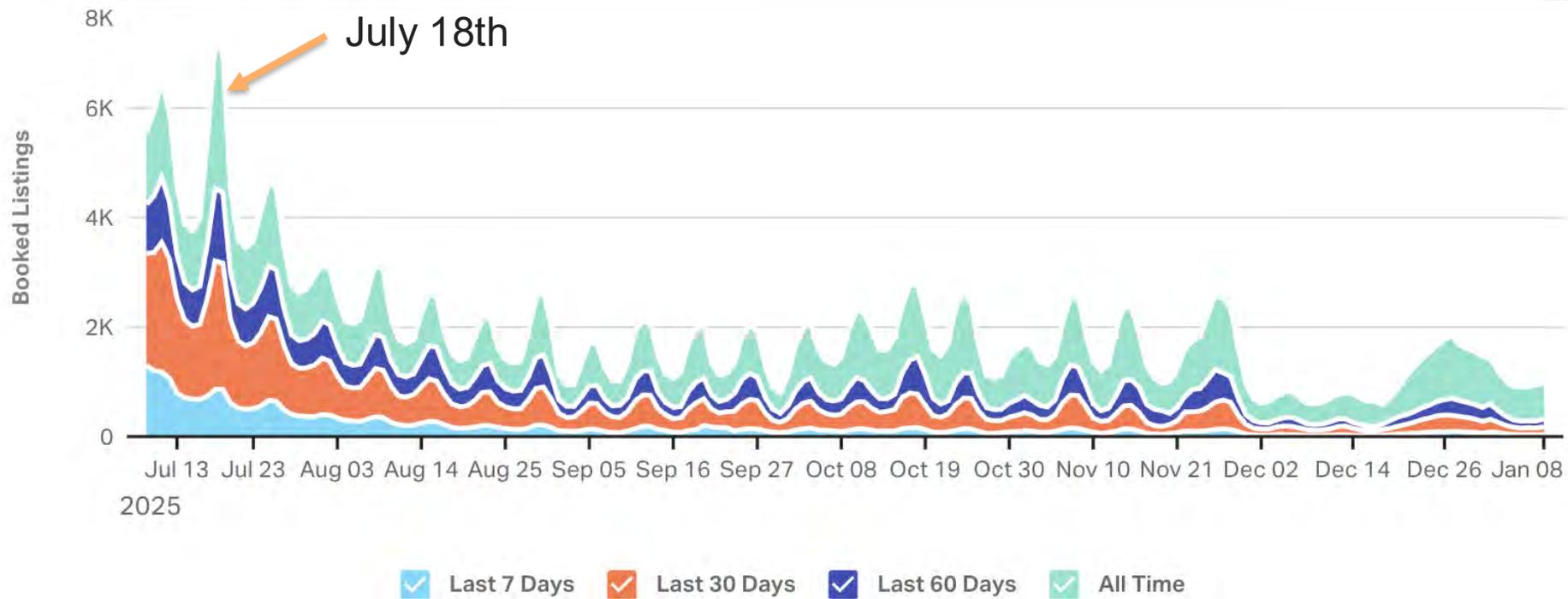
# Forward Demand Pacing in Phoenix, not much Booked From August +

Phoenix/Scottsdale - Nights Booked in 2025, as of July 8th

When are future reservations being booked?

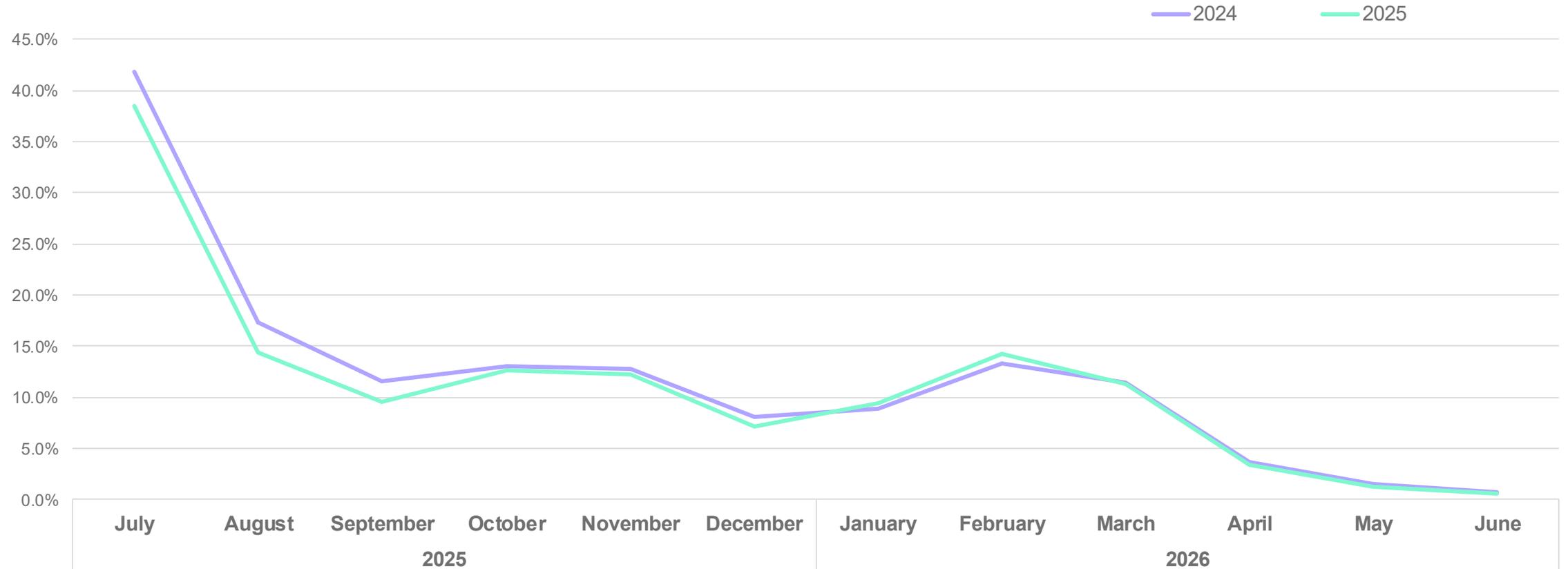
Export

Booking trends over the next 180 days



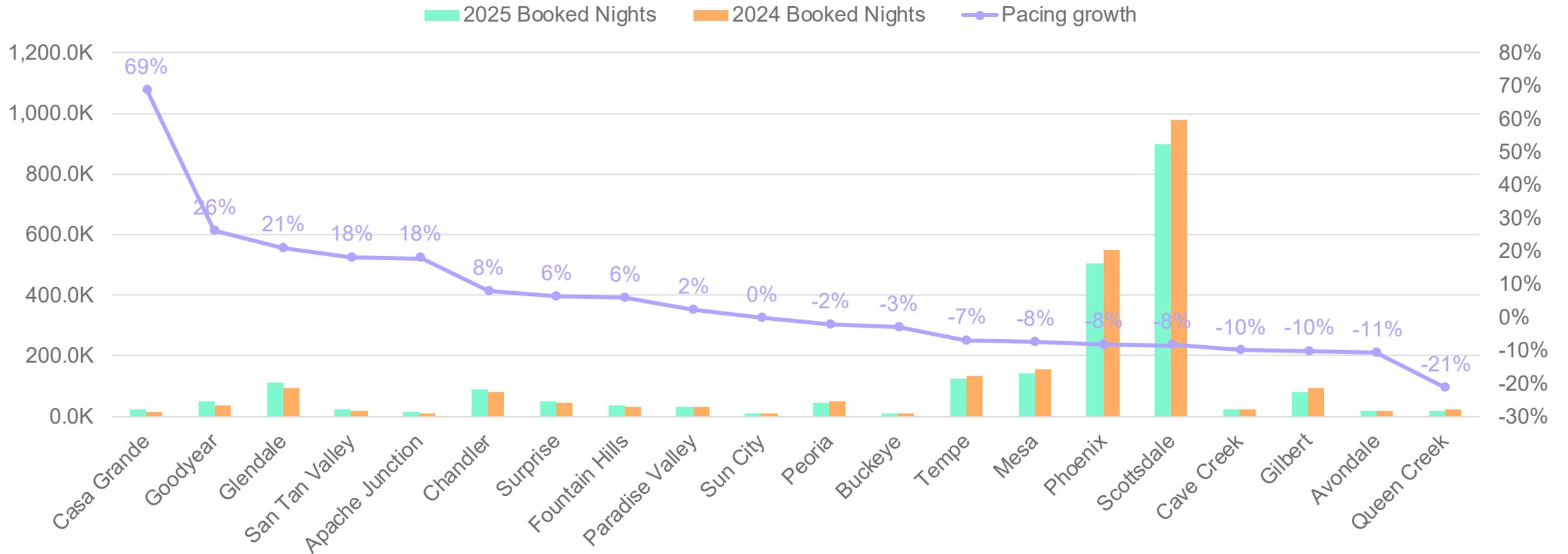
# Phoenix booking pace lagged 2024 through Sep, picking up from Oct

Phoenix/Scottsdale: Forward Demand (Nights sold) Pacing as of 7/8



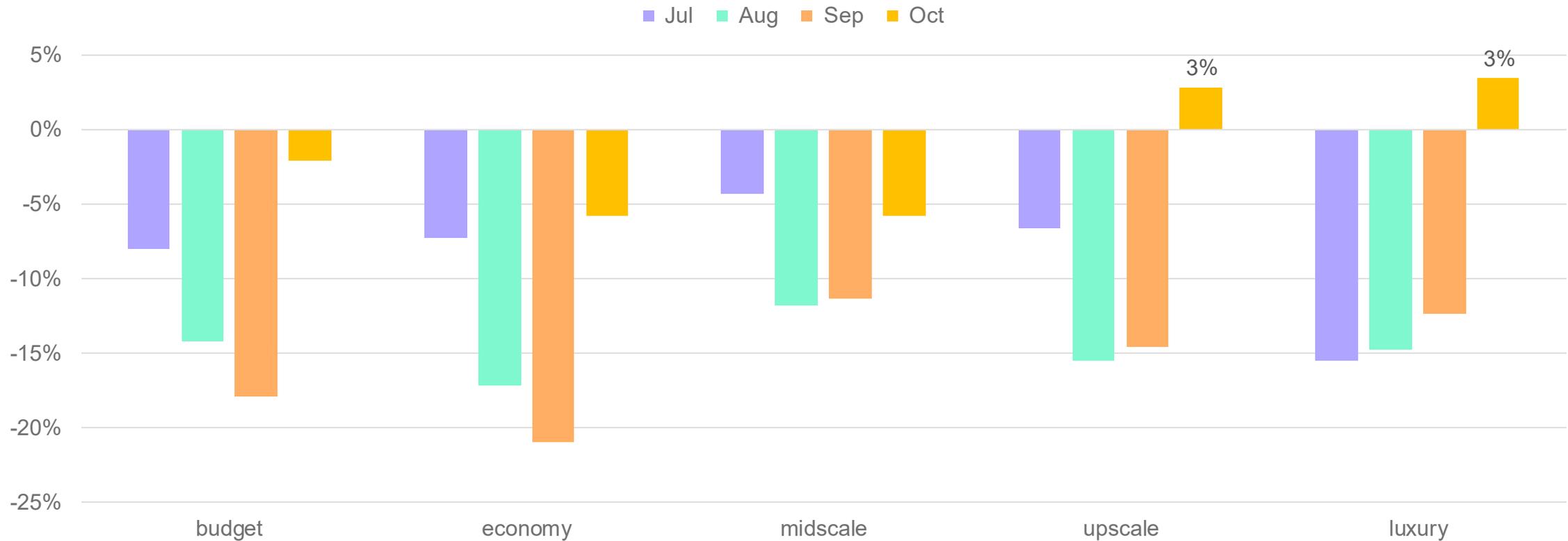
# Casa Grande Outperforms In Booked Nights, Followed By Goodyear and Glendale

Top 20 cities: Forward Demand (Nights sold) Pacing as of 7/8



# Occupancy pacing for upper-tier properties pick up in Oct; lower tiers stay weaker than average

Occupancy pacing from Jul to Oct, as of Jul 8



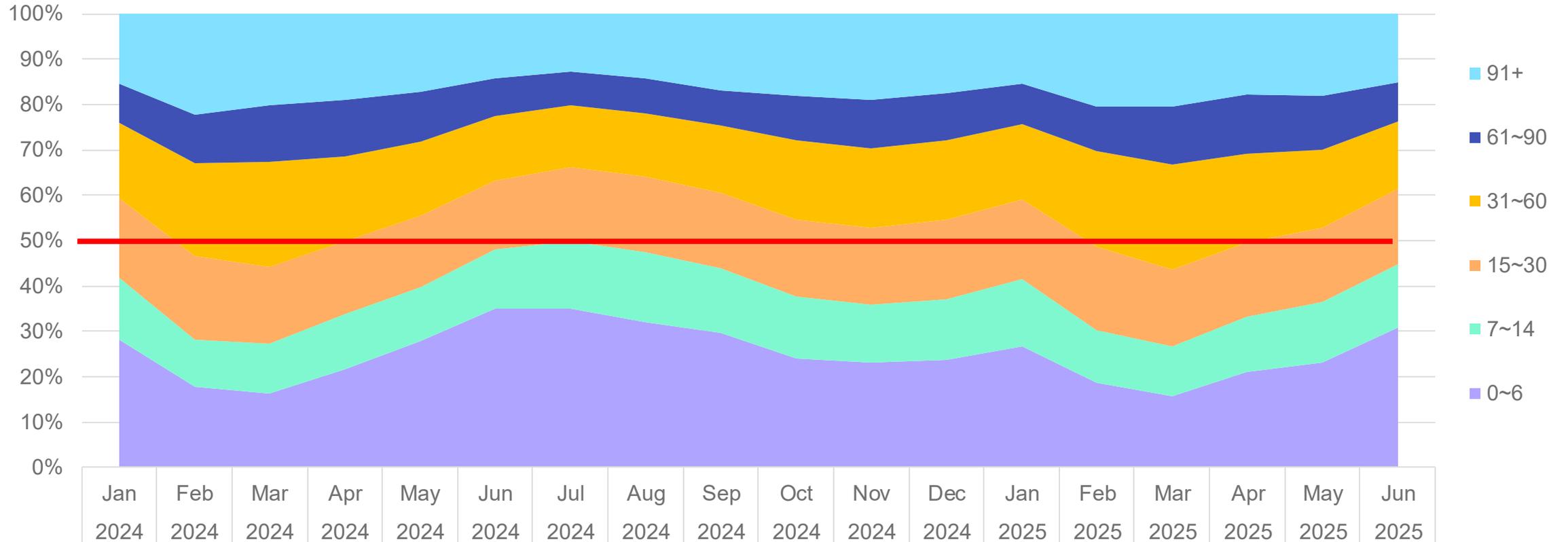
# Booked ADR Increases At Double Digits In Oct

Booked ADR & YoY Change, as of Jul 8



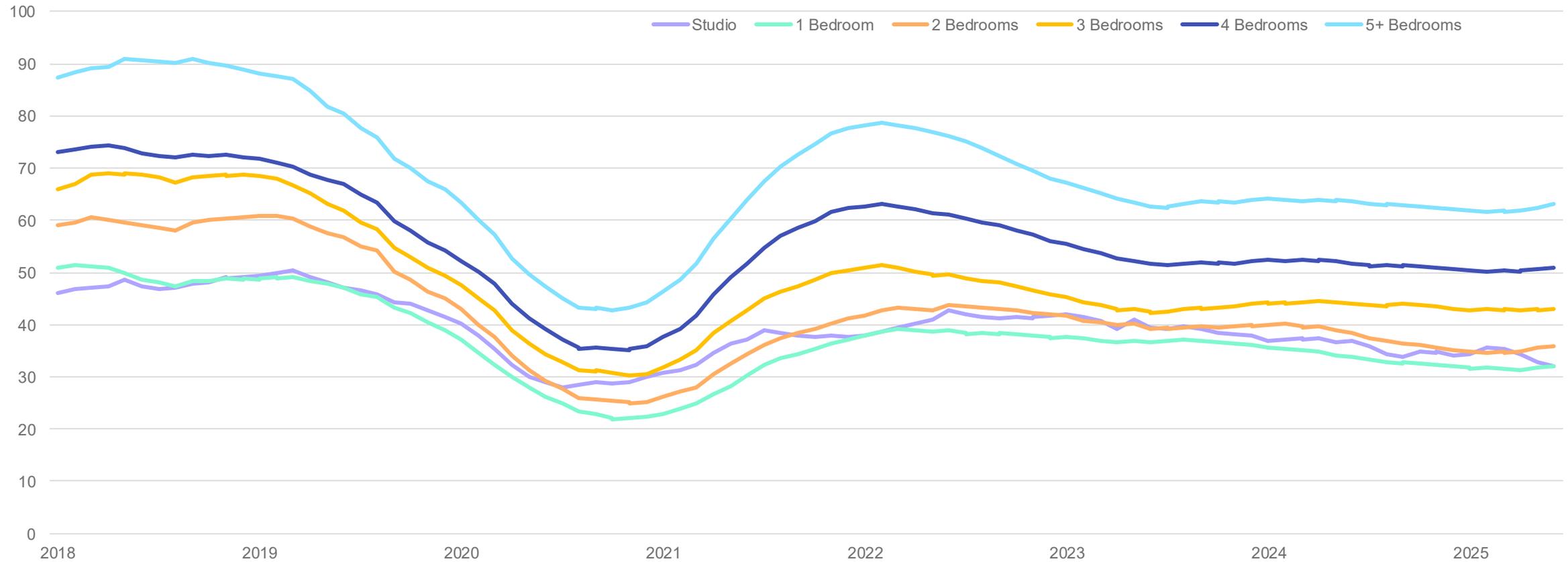
# Lead time expects to shorten during summer, with ~50% of orders booked with 2 weeks

Lead time distribution from 2024 till 2025 Jun, as of Jul 8



# Average Lead Time Steady for Large Homes, Falling in Small Listings

TM Average Lead Time by Bedroom Count 2028 - Present



# Phoenix/Scottsdale Short-term Industry Outlook

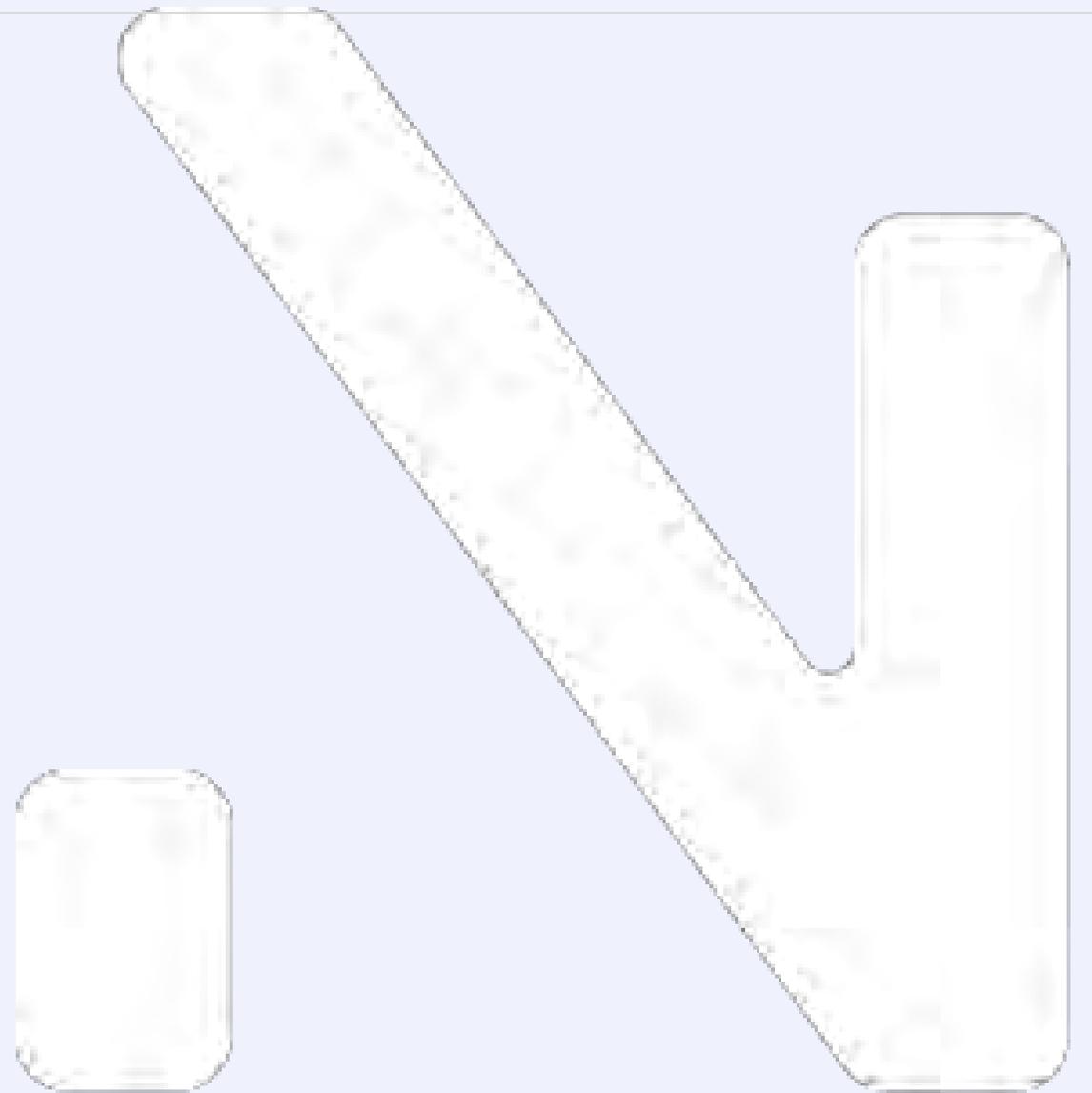
Phoenix, AZ. Short-term Rental Historical Performance & Forecast (2023 – 2026)

	2023	2024	2025F	2026F
Available Listings (Avg.)	28,195	27,037	26,118	26,486
Nights Listed, % Change	25.7%	-1.7%	-1.8%	2.1%
Demand, % Change	19.8%	2.6%	-0.7%	2.7%
Occupancy	57.7%	60.3%	60.9%	61.3%
ADR% Change	-0.1%	1.5%	1.6%	2.2%
RevPAR, % Change	-4.8%	6.0%	2.7%	2.8%

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# Thank you!

-  Jamie Lane
-  SVP of Analytics, Chief Economist
-  [Jamie@airdna.co](mailto:Jamie@airdna.co)





**Lindsay Bolton**  
Project Manager

**RENT**  
RESPONSIBLY



## 5-Star Formulas:

Your Guide for Repeat  
Guests, Rave Reviews &  
Year-Round Success

*Five-Star*  
*Success Formula*  
HOSTING ESSENTIALS



# Responsible Hosting + Clear Communication = Trust

- **Align with local regulations**
- **Be a neighbor-first host**
  - Communicate the top 3 (Noise, parking, trash)
  - Provide them with your direct phone number
- **Guest House Rules- List them in your:**
  - Online listing
  - Guest license agreement
  - Pre-arrival communication
  - IN the house - front and center
- **Listen to your FAQ's, and start communicating those upfront!**



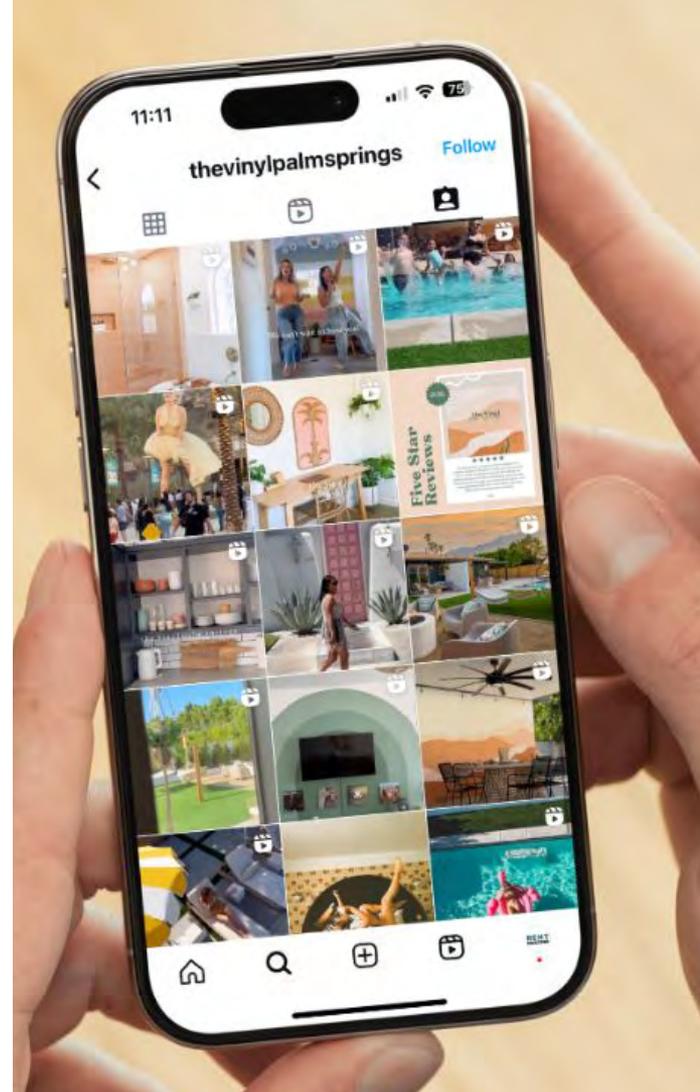
# Great Experience + Personalization = 5 Star Review

- **The arrival experience**
- **Communication that connects:** Get to know your guests and show them you're listening!
  - *Pre-stay* - local insights
  - *Pre-arrival* - check-in instructions
  - *Day of arrival* - Quick check-in, how is everything?
  - *Day before checkout* - how to check out?
  - *Post-stay* - Thank you -> review
- **Issue or Opportunity?**
- **Market the off-season IN YOUR RENTAL**
- **Don't forget "THE Ask!"**



## Great Guests + Great Reviews = Repeat 5-Star Guest List

- **5-Star Reviews** › User Generated Content
- **Your guest list is your most powerful asset**
- **Use promos for your 5-Star Guests**
- **Re-engage with your guests**
  - ➔ What is new in your market?
  - ➔ What else could they do?
  - ➔ Make off-season stays feel like VIP experiences





## Now what?

- Choose one action item to implement within this next week
- Connect – you aren't alone! Connect with VGPS, our Right to Rent Network, or other hosts in this webinar

**GOAL: Make your guest experience your competitive advantage – year-round!**

# Q&A



# THANK YOU FOR JOINING US

Get all free resources from today's event at  
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