

Five-Star ★
Summer
HOSTING ESSENTIALS

DESERT HOT
SPRINGS

HOSTED BY

visit  greater
palm springs

RENT
RESPONSIBLY



AGENDA

| | |
|--|----------------------------|
| WELCOME | Visit Greater Palm Springs |
| SEASONAL READINESS & GUEST EXPERIENCE | Visit Greater Palm Springs |
| PREVENTATIVE PRACTICES FOR PEACE OF MIND | Rent Responsibly |
| LOCAL REGULATIONS | Visit Greater Palm Springs |
| TRAVELER TRENDS | Key Data |
| Q&A | Visit Greater Palm Springs |

Today's Speakers



Davis Meyer

Senior Director of
Community Engagement



David Krauss

Co-Founder & CEO



Hollie Hannahs

Partner Relationships
Manager



Seasonal Readiness & Guest Experience

VISIT GREATER PALM SPRINGS

*Five-Star
Summer*
HOSTING ESSENTIALS



SUMMER TIPS FOR YOUR GUESTS



WHAT TO BRING

Remind guests to bring sunscreen, hats, and bug spray



REFRIGERATORS

Bring food and drinks cold or buy them at a local grocery store.



STAYING COOL INDOORS

Keep doors and windows closed and A/C set no lower than 78. Close curtains and blinds too.



BE CAR SMART

DO NOT leave kids, pets, valuables, or temperature-sensitive items in your car.



WHAT TO BRING

Don't forget sunscreen, hats, sunglasses, and bug spray.

Depending on the amount of rain and humidity at the time of your visit, the desert can get mosquitos, flies, and other bugs in the summertime.





REFRIGERATORS

If you fill an empty refrigerator with room temperature food and drinks, it can take up to 6-8 hours to cool everything down.

Opening the door frequently to check the temp can make it take even longer.

Bring your food and drinks cold in a cooler or buy them cold at a local grocery store to give the fridge a break and start enjoying your refreshments poolside faster.



STAYING COOL INDOORS

When the temps top triple digits in the summer, it's important to know how to use the A/C properly.

DO NOT set the A/C lower than 78 degrees. Setting it lower will not make the house cooler and may end up freezing over the condenser, which will leave you without A/C for at least 24 hours.

Here's how to get the most out of your A/C to keep the house chill in the summer:

- Keep doors and windows closed
- Keep blinds and curtains closed
- Utilize ceiling fans and room fans for air circulation
- Avoid baking or cooking inside during the hottest parts of the day



BE CAR SMART

The temperature inside your car will skyrocket in the summer.

NEVER leave pets or children in a parked car.

Do not leave any temperature sensitive items in your car like chapstick, lotion, hand sanitizer, electronic devices, or other valuables. Use a reflective window shade when parking your car outside.

Carpool with your guests and limit the number of vehicles so they can be parked in the garage or driveway.





IT'S TOO
Hot
FOR A WALK!



AT 125°F, SKIN DAMAGE CAN OCCUR IN SECONDS.

DON'T LEAVE YOUR PETS IN THE CAR.

AVOID WALKS DURING THE
HOTTEST TIMES OF THE DAY.

ENJOY MORNING OR EVENING WALKS INSTEAD.

HOT DOGS ARE NOT COOL



NEVER LEAVE PETS IN A PARKED CAR

Even with the engine running and the A/C on, never leave dogs alone in a parked car in the summer.



KEEP PAWS COOL

Test the concrete or asphalt with the back of your hand before walking your dog. If it's too hot for your hand, it's too hot for their paws. Bring booties and limit walks to the morning and evenings.



SUMMER TIPS FOR YOU



BE READY FOR LAST-MINUTE BOOKINGS



SMART PRICING STRATEGY AND SPECIAL OFFERS



POST YOUR LISTINGS AND OFFERS ON
[VISITGREATERPS.COM](https://www.visitgreaterps.com)



BE READY FOR LAST-MINUTE BOOKINGS

Guests frequently book more last minute in the summer, especially over the weekends. Being prepared for last minute bookings can help you maximize your summer revenues.



KEEP YOUR HOME CLEAN AND READY

Even if you don't have a new reservation coming up for a few weeks, have your property cleaned and ready for the next guest as soon as possible after the last guest departure.

Ensure regular pool cleaning and gardening service.

Maintain regular pest control throughout the summer.



BE READY FOR LAST-MINUTE BOOKINGS

Have a backup property manager or trusted local contact available if you're out of town and unavailable to prepare the house for guests.

Keep A/C at 85 or 90 so the home cools back down to a comfortable temperature within a few hours if you do get a last-minute booking.

Block your calendar if you are doing maintenance or if there's some other reason the home would not be available last minute so that you don't get bad reviews or penalized by your booking platform.



Consider last-minute booking incentives: a % off discount, free late checkout, etc.



KOI Springs - Mineral SaltWater Pool & Spa Oasis...

📍 Desert Hot Springs, CA, 92240
📞 (949) 763-0070

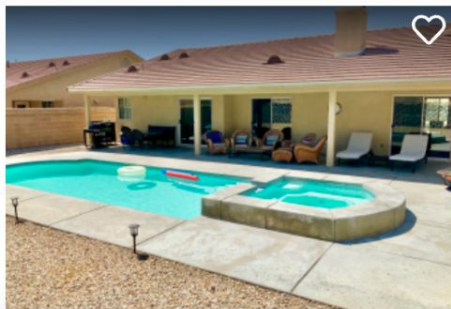
[👁️ QUICK VIEW](#)



Mineral Hot Spring Desert Oasis

📍 Desert Hot Springs, CA, 92240

[👁️ QUICK VIEW](#)



4Bed/2Bath Private Saltwater Pool & Spa, Large Family...

📍 Desert Hot Springs, CA, 92240
📞 (714) 767-5970

[👁️ QUICK VIEW](#)



Rainbow Springs 5-Bedroom Pool+Spa Oasis

📍 Desert Hot Springs, CA, 92240
📞 (805) 284-7101

[👁️ 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

SUMMER GETAWAY CAMPAIGN



- Television
- Connected TV
- Digital
- Social
- Outdoor Billboard
- PR/Communications

SUMMER CAMPAIGN LANDING PAGE



EIGHT REASONS TO VISIT GREATER PALM SPRINGS THIS SUMMER



YOUR GUIDE TO FAMILY FUN IN GREATER PALM SPRINGS



YOUR GUIDE TO PACKING FOR A VACATION TO GREATER PALM SPRINGS

1/3

PLACES TO STAY

If you're looking for places to stay in Greater Palm Springs, you'll find an array of unique and unforgettable accommodations. Tap into the destination's history as a place of healing, and treat yourself to the ultimate relaxing getaway, by staying at a hot mineral water spa hotel.

[VIEW MORE >](#)



VACATION RENTALS

Greater Palm Springs feels like your home away from home with an ultra-luxe vacation home rental. These rentals offer not only privacy, comfort and value but a unique take on life in the oasis, as well.

[VIEW MORE >](#)

SUMMER IN GREATER PALM SPRINGS

Summer is here and it's the perfect time to indulge in some much-needed wellness in Greater Palm Springs. Whether you're looking to bask in the sun, take a dip in the pool, or just relax and unwind, this SoCal oasis has you covered.

With plenty of activities to choose from, there's no shortage of ways to play, sip, swim, and chill all season long. If you're in need of some serious R&R, you can book a day spa session and indulge in some pampering treatments that will leave you feeling rejuvenated and refreshed. So pack your bags, grab your friends, and get ready for an unforgettable summer adventure in Greater Palm Springs!

GETAWAY OFFERS



3 FOR 2: STAY 2 NIGHTS AND GET 3RD NIGHT FREE

📍 Margaritaville Resort Palm Springs
With so much to do at Margaritaville Resort Palm Springs from our two pools, spa...

[READ MORE >](#)



20% OFF - STAY LONGER, SAVE MORE

📍 Marriott's Shadow Ridge I - The Villages
There are More Vacations to Love with The Marriott Vacation Clubs! Save up to 20% at...

[READ MORE >](#)



LINGER LONGER AND SAVE

📍 Miramonte Indian Wells Resort & Spa
Enjoy a bike ride through one of our prestigious Indian Wells neighborhoods, attend...

[READ MORE >](#)



5TH NIGHT FREE

📍 ACME House Company Vacation Rentals
Enjoy spring and summer in Palm Springs for one night more on us! Use code 5THFREE...

[READ MORE >](#)

[DISCOVER GREATER PALM SPRINGS GETAWAY OFFERS >](#)

VRBO SUMMER CAMPAIGN

Vrbo List Property

Greater Palm Springs Start Planning

REVEAL YOUR POOLSIDE PERSONALITY

IN GREATER PALM SPRINGS

WHAT DOES YOUR POOL FLOATIE SAY ABOUT YOU?

CHOOSE A FLOATIE TO GUIDE YOUR GETAWAY.

- LEMON
- AVOCADO
- CACTUS
- FLAMINGO
- UNICORN
- ICE CREAM

YOU CHOOSE

FLAMINGO FLOCK TO CULTURE

YOUR RESULTS

CULTURE + CONNOISSEUR

While the pool is great, it's culture we crave so whether we're spreading our wings in the local art scene, expanding our horizons by uncovering history, or getting our beaks wet with the best of modern dining, we're always thirsty for new ideas and perspectives.

CULTURE CONNOISSEUR CIRCUIT

- 1 Try a Palm Springs staple: a homemade pop tart at *Wilma & Frieda*.
- 2 Spark your creativity at the *Palm Springs Art Museum*.
- 3 Discover midcentury modern architecture with a *Mad Squad* design tour.
- 4 Visit the SoCal landmark *Cabo's Pueblo Museum*.
- 5 Stroll through the *El Paseo Art Walk*.
- 6 Download the *art4GES* app to easily discover Greater Palm Springs arts & culture.

Visit Greater Palm Springs *find your oasis*

Check in and chill out in Greater Palm Springs, where adventure and relaxation await. From exploring the local art scene to yoga amongst the palms, soaking up the sunshine poolside or plate hopping on a foodie adventure, we've got everything you need.

When visiting as a vacation rental guest, please remain respectful of neighbors and leave the property in the same great condition you received it. Thank you for helping us preserve the beauty of this area for future visitors.

PLAN YOUR TRIP

Stays

1 room, 2 travelers

Greater Palm Springs

Check-in Jun 21

Check-out Jun 28

Add a flight Add a car

Search

Vrbo

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TELEVISION SEGMENTS: KTLA & CALIFORNIA LIVE

NEW

- Television segments with host & influencer **Dawn McCoy** ran on KTLA in Los Angeles and NBC stations in LA, the Bay Area, and San Diego.
- **LA Unscripted** segment on KTLA with aired leading up to Mother's Day weekend, promoting **summer travel** to Greater Palm Springs.
- **California Live segment** on NBC stations aired **June 19** and will re-air on **July 7**, promoting vacation rental stays throughout the destination.
- Upcoming segment will air in August promoting **late summer travel**.

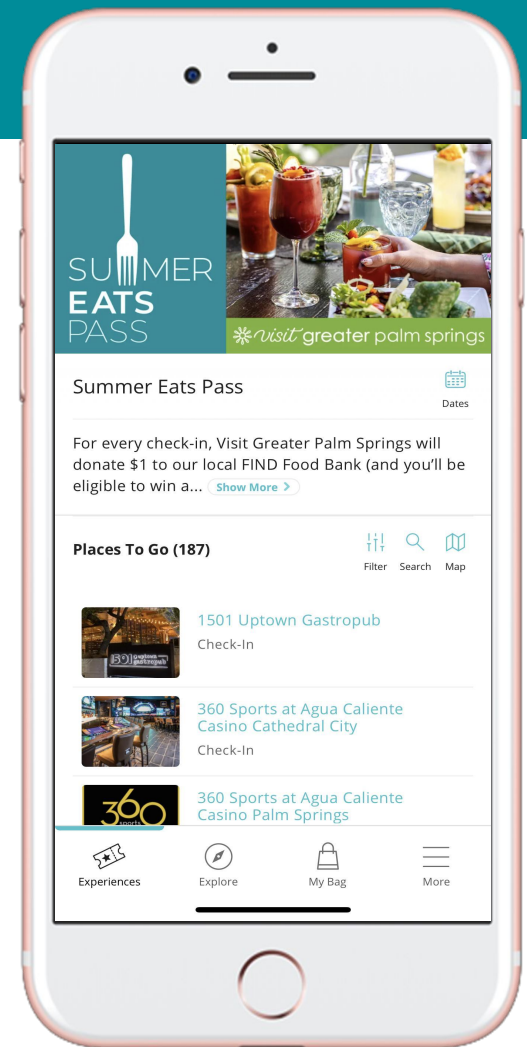


SUMMER SOCIAL CAMPAIGN



GUIDES FOR YOUR GUESTS

- Summer Eats Pass
 - Table tents
 - Rack Cards
- Visitor Guides
 - Annual and Monthly Guide Magazines
 - Table Tents
 - Rack Cards
- Desert Hot Springs Hiking Maps
- Hiking Safety Cards





Preventative Practices for Peace of Mind

RENT RESPONSIBLY

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Top 3 Hosting Headaches



#3. TRASH

Improperly managed trash makes your property look bad and attracts pests

WHAT YOU CAN DO

- ✓ Supply enough cans to manage trash for the max occupancy of the property
- ✓ Consider a trash management service
- ✓ Ensure guests know about trash pickup timing and procedures



Top 3 Hosting Headaches



#2. PARKING

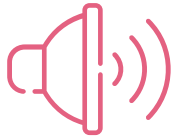
The average group of renters is 3+ guests, which can bring excess cars to drive-to markets like Greater Palm Springs

WHAT YOU CAN DO

- ✓ Ensure home can handle cars for max occupancy
- ✓ Use exterior security cameras to monitor parking
- ✓ Know where guests can find additional parking
- ✓ Ensure guests know about parking limitations



Top 3 Hosting Headaches



#1. NOISE

**Noise accounts
for 75% of
complaints from
neighbors**

WHAT YOU CAN DO

- ✓ Use noise monitoring tech
- ✓ Have a local responsible agent
- ✓ Ensure your guests know about quiet hours and noise citations



Positive Communication for Happy Guests



Pre-Booking

Ensure parking availability and quiet hours are specified in your listing



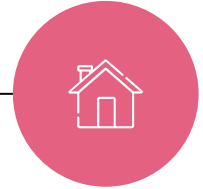
Post-Booking

Include policies for noise, parking, and trash in your rental agreement



Pre-Stay

Kindly remind guests about parking and noise in your pre-stay messaging



On Site

Provide helpful information in your on-site signage and in your guest book

Local Regulation Need-to-Knows

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City of Desert Hot Springs

Start your permit renewal 60 days prior

- Inspection required for renewal

No Outdoor Music at Any Time

Quiet Hours (no use of outdoor amenities)

- 10PM - 8AM

cityofdhs.org/vacation-rentals/

OCCUPANCY LIMITS

Overnight occupancy is between
10:00 PM - 7:00 AM

Daytime occupancy is between
7:00 AM - 10:00 PM

| NUMBER OF BEDROOMS | TOTAL OVERNIGHT OCCUPANTS | ADDITIONAL DAYTIME OCCUPANTS | TOTAL DAYTIME OCCUPANTS |
|--------------------|---------------------------|------------------------------|-------------------------|
| 0-Studio | 2 | 2 | 4 |
| 1 | 2 | 2 | 6 |
| 2 | 4 | 4 | 8 |
| 3 | 6 | 4 | 10 |
| 4 | 8 | 4 | 12 |
| 5 or more | 10 | 4 | 14 |



City of Desert Hot Springs

Parking - shall not exceed the number of designated on-site parking spaces

Trash - bins shall be set out no earlier than 7:00pm on the day prior to trash collection day, and shall be retrieved and hid from public view no later than 7:00pm of trash collection day.

Noise Monitoring System required

Owner or agents must respond **physically to the property within thirty (30) minutes** of notice of the complaint.

cityofdhs.org/vacation-rentals/





City of Desert Hot Springs

In the unit, you must post:

1. The maximum number of overnight occupants and the maximum number of daytime occupants permitted to stay in the unit
2. The trash pick-up day and applicable rules and regulations pertaining to leaving or storing trash or refuse on the exterior of the property
3. Notification that the amplification of music outside of the dwelling unit is a violation of this chapter
4. Notification that the occupant shall comply with the City's parking, driveway and loading standards, and the number of vehicles that are permitted for the unit
5. Notification that the occupant may be cited or fined by the City and that the owner, or owner's agent, may immediately terminate the occupancy for creating a disturbance or for violating other provisions of the City's municipal code
6. Notification that failure to conform to the occupancy requirements of the vacation rental unit is a violation of this chapter.

cityofdhs.org/vacation-rentals/





City of Desert Hot Springs

Changes Coming in September?

- Realign regulations on STVR's for Noise, Trash Cans and Parking to the same regulations used for Residential Properties in the City???
- Modify the Occupancy Regulations for STVR's to the following:

| Number of Bedrooms | Total of Overnight Occupants | Additional Daytime Occupants | Total Daytime Occupants |
|--------------------|------------------------------|------------------------------|-------------------------|
| 0-Studio | 2 | 2 | 4 |
| 1 | 4 | 2 | 6 |
| 2 | 6 | 3 | 9 |
| 3 | 8 | 4 | 12 |
| 4 | 10 | 5 | 15 |
| 5 or more | 12 | 6 | 18 |

cityofdhs.org/vacation-rentals/





City of Desert Hot Springs

Changes Coming in September?

- Institute a citywide cap on STVR Licenses at 4% of total housing parcels (or 361)
- Restrict New Applications (not renewal of existing licenses) for an STVR License from being within 500 ft, measured front door to front door from existing STVR's in the City
- Require Vacation Rental Platforms to: Remit TOT directly to the City; Remove Vacation Rental advertisements from their platforms for illegal or non-compliant operators when requested to do so by the City
- Transition from contracted after-hours enforcement to in-house staffing
- Immediate loss of permit for violations regarding a pool alarm

cityofdhs.org/vacation-rentals/





City of Desert Hot Springs

cityofdhs.org/vacation-rentals

- Vacation Rental Hotline: (760) 329-2904

Contacting the City

- vacationrentals@cityofdhs.org
- (760) 329-6411 ext. 269





Travel Trends

KEY DATA

*Five-Star
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Market Conditions in 2023

Prepared by Key Data Dashboard



Agenda

1. Summer Trends in the United States
2. Summer Trends in Desert Hot Springs, CA
3. Tips for Boosting Short Term Rental Bookings

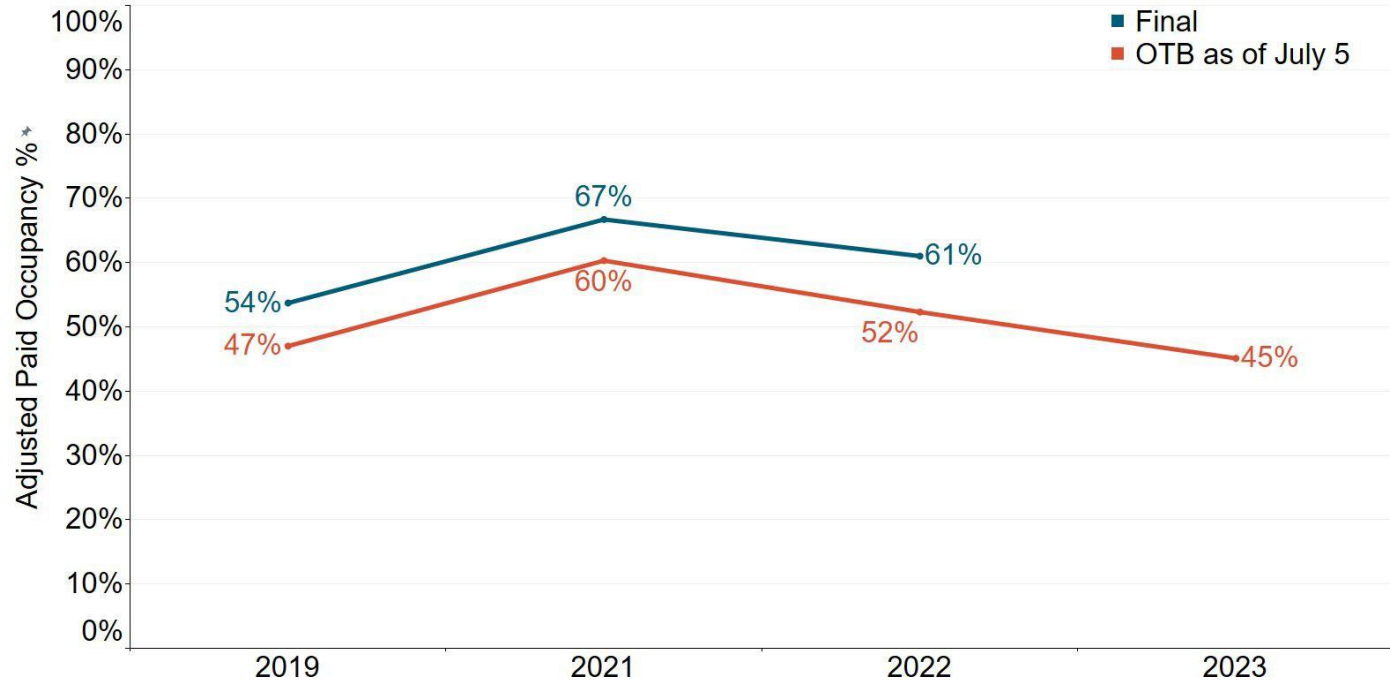
The background features a vertical gradient from light teal on the left to dark blue on the right. Overlaid on this are numerous vertical, rounded rectangular shapes in various shades of blue and teal, creating a patterned effect.

Summer Performance

United States

United States Summer Adjusted Paid Occupancy %

Data sourced directly. June - August.



United States

United States Summer Rates

Data sourced directly. June - August.

Average Daily Rates



RevPAR

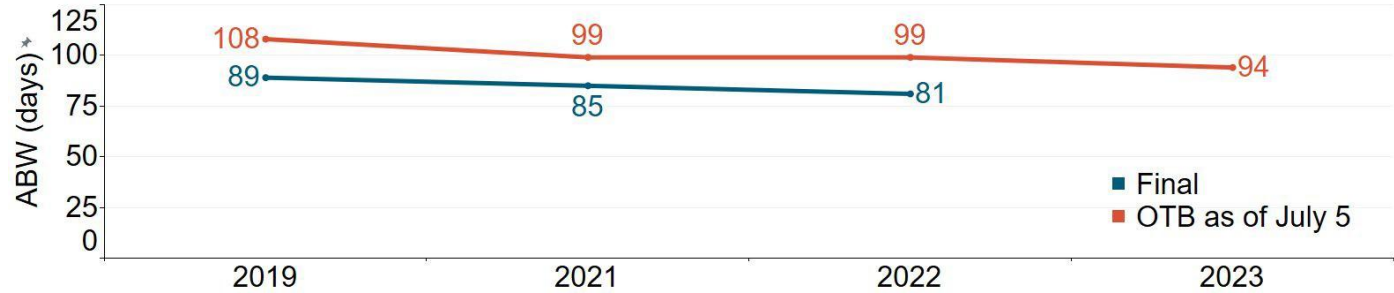


United States

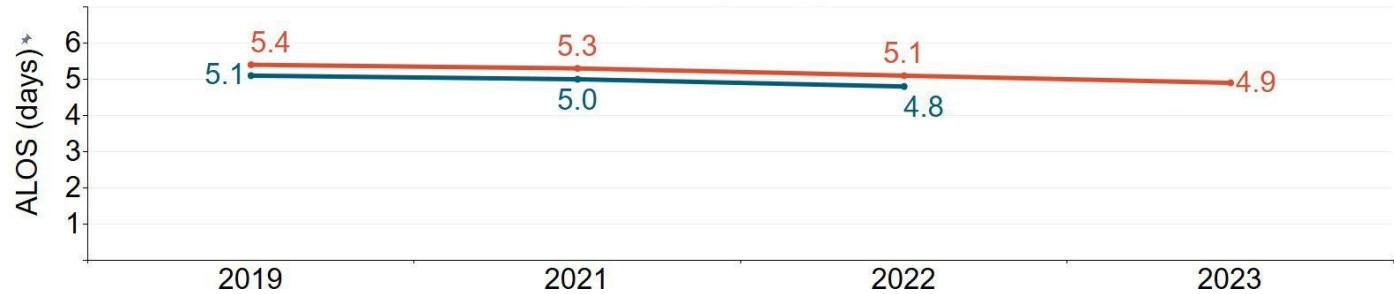
United States Summer Booking Activity

Data sourced directly. June - August.

Average Booking Window

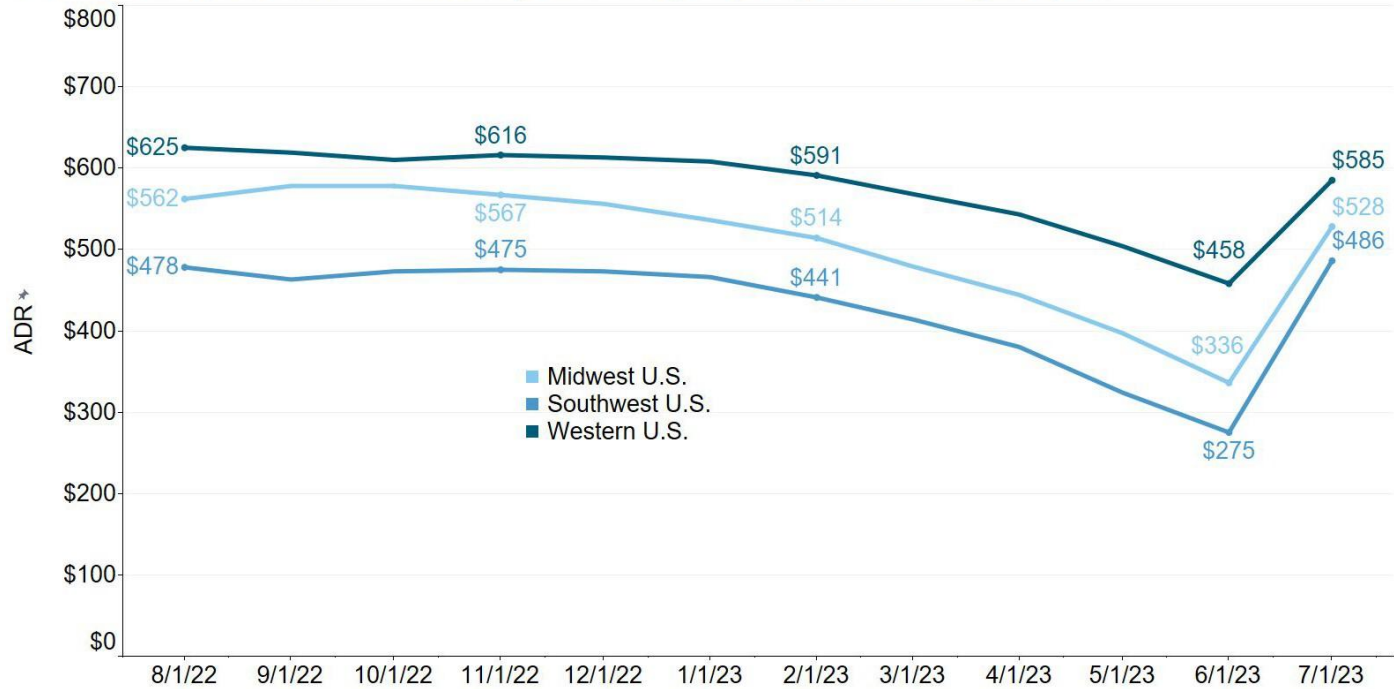


Average Stay Lengths



Rates Over Time

Average Daily Rates for Summer (June - August) stays over the past year

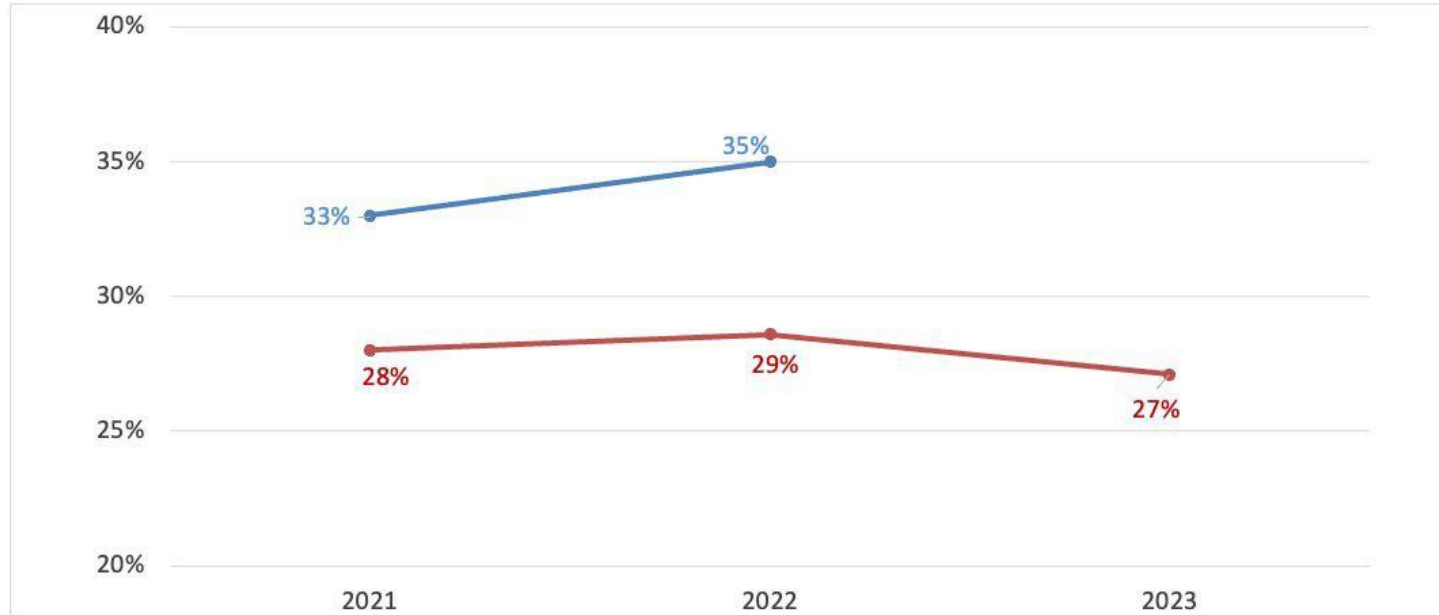




Desert Hot Springs, California

Occupancy

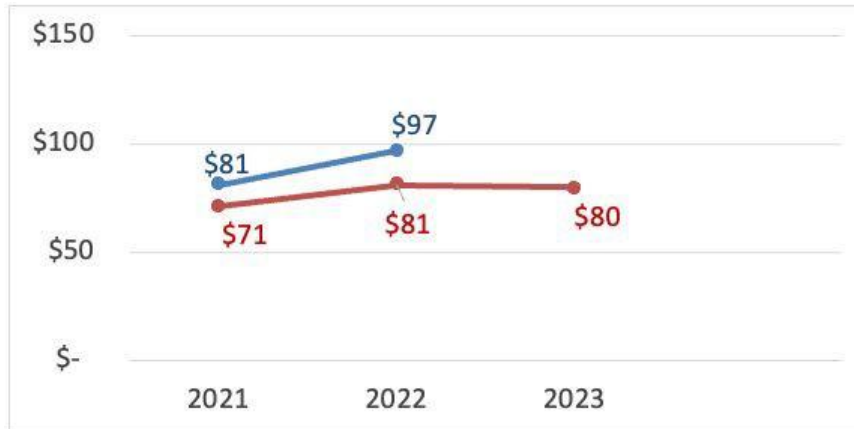
Final OTB As of July 26



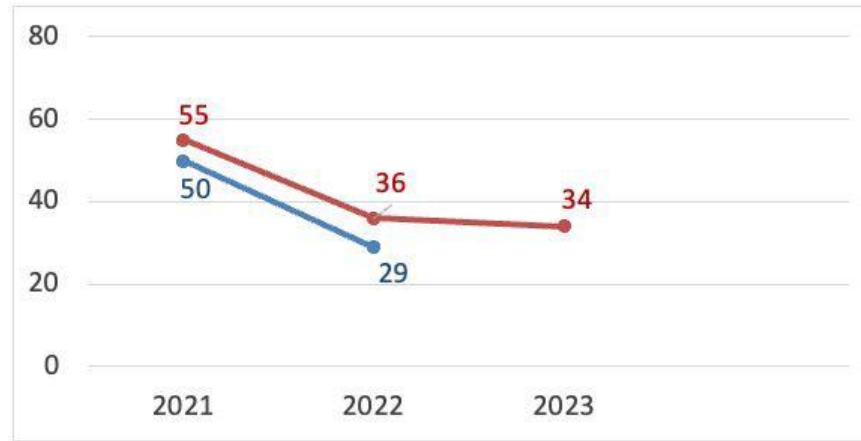
ADR



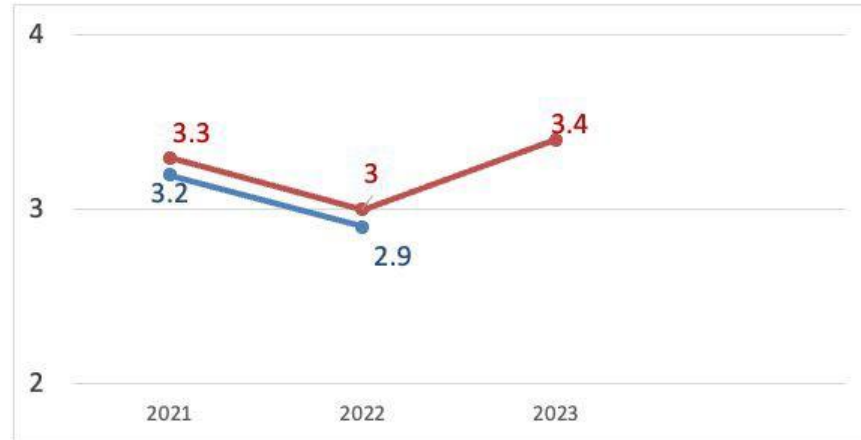
RevPAR



Booking Window



Average Length of Stay



The background is a teal-to-blue gradient with a pattern of vertical, rounded rectangular shapes in various shades of blue and teal, creating a textured, modern look.

Tips for Boosting Short Term Rental Bookings

1. Drive more revenue through strategy.

Don't wait for the last minute pick up to adjust your pricing or marketing strategy. Hold RevPAR by adjusting beyond the booking windows.

2. Booking behavior.

Guests are savvy!! Looking for last minute discounts and staying for less nights. Don't drive your guests to wait last minute when ADR is much lower than 60 days ago.

3. Revenue is down.

With a softening of demand and increased supply markets are experiencing less revenue compared to 2022. Making strategic rate changes, special offers outside of 60 days you can hold RevPAR longer while capturing occupancy.



Invest in Upgrading your Listing Descriptions and Images

Vacation rental operators who bring in professional photographers to produce images that really show off their properties witness an increase of up to 309% in listing views this shows the importance of quality photographs when it comes to boosting visibility to potential guests.

And According to Airbnb, photographs are one of the top three reasons guests book a property. They also believe that providing up-to-date, professional photographs of your vacation rental can increase earnings and bookings by up to 20% – this is a healthy return for something that most likely will pay for itself in under two nights.



Improve Your Rental

Having low numbers of bookings for a period of time can create opportunities. It's an ideal opportunity for property managers to embark on a rental upgrade by adding features that will improve the property's booking appeal.

Taking advantage of this time to complete outstanding maintenance or undertake minor renovations that make your short term rental more modern or in line with current trends can lead to more bookings — and could even enable you to increase nightly rates for a higher profit margin.





Key Takeaways

- **Supply increases** and **demand decreases** are contributing to **lower occupancy rates**.
- Keep an eye on the **Pricing**. Price sensitivity this year and higher/steady ADR might be suffocating revenue
- **Adjust your marketing strategies**. People are still traveling - make sure they come to you!
- Property managers can **optimize short term rental booking rates** with local short term rental market data.
- **Providing professional property photographs** and updated descriptions can boost how your property is ranking in searches and increase conversion rates.
- Low booking periods don't have to be a total loss — **turn empty days into an opportunity** to revamp your property for increased guest appeal and the chance to raise nightly rates.

Thank You!

Hollie Hannahs

Hollie.Hannahs@keydatadashboard.com



Q&A

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THANK YOU FOR
JOINING US!

Get all free resources
from today's event at
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rentresponsibly.org](https://greaterpalmsprings.rentresponsibly.org)



VisitGreaterPalmSprings.com



RentResponsibly.org



KeyDataDashboard.com

[hollie.hannahs@keydatadash
board.com](mailto:hollie.hannahs@keydatadashboard.com)