

Five-Star ★
Summer
HOSTING ESSENTIALS

INDIO

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



Alexa Nota

Co-Founder & COO



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



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.



The Sundance Inn-dio: On the Course of Course!

📍 Indian Palms Country Club, Indio, CA, 92201
📞 (310) 809-9309

[👁️ QUICK VIEW](#)



Clean Spacious 3BD+ Detached Casita with Pool Spa

📍 Indio, CA, 92203
📞 (858) 771-6911

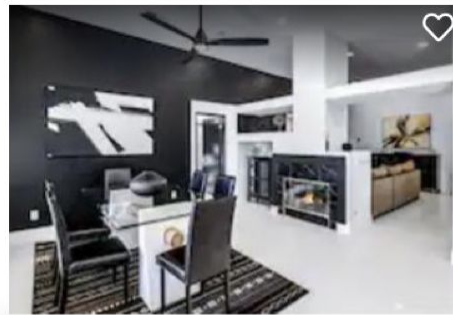
[👁️ QUICK VIEW](#)



Perfect place for a relaxing getaway in Indio

📍 Indio, CA, 92203
📞 (707) 777-7711

[👁️ QUICK VIEW](#)



3bd Modern Home in Gated Comm. 1mi To Festivals

📍 Indio, CA, 92201

[👁️ 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



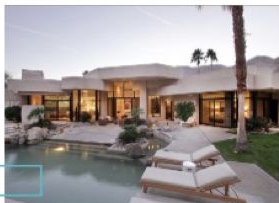
YOUR GUIDE TO PACKING FOR A VACATION TO GREATER PALM SPRINGS

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
- FLAMINGO
- AVOCADO
- UNICORN
- CACTUS
- 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**.

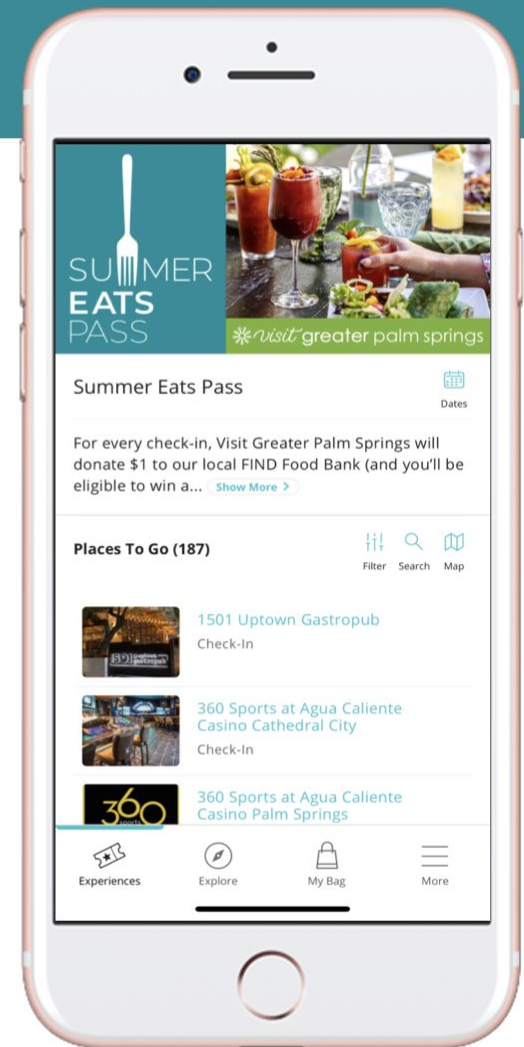


SUMMER SOCIAL CAMPAIGN



SUMMER EATS PASS

- Launched for its third season, **June 12- September 4**.
- Users check in at local restaurants to enter a weekly drawing for a \$50 gift card. For each check-in, VGPS will also **donate \$1 to FIND Food Bank**.
- Promoted in LA, San Diego, and the Coachella Valley with a **full media plan**, including digital display, email blasts, content articles, social media and out of home.





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

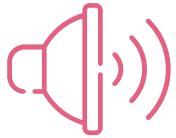
The average group of renters is 3+ guests, which can bring excess cars to drive-to markets like Greater Palm Springs

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 Indio

TOT/TBID Payments and Permit Renewals Online: indio-ca-str.deckard.com

Informational Form and Acknowledgement Form completed by Responsible Person (renter)
>> Save for 3 years

Local Contact available to respond: 15 minutes by phone or text, 45 minutes in person

Quiet Hours: 9pm – 8am Sunday - Thursday
 10pm – 8am Friday and Saturday

indio.org/departments/finance/licenses-permits/short-term-rentals





City of Indio

Occupancy Limits

Bedrooms	Occupancy
0-Studio	4
1	6
2	8
3	10
4	12
5	14
6	16
7	18
8 or more	20

All advertisements including online listings must include your permit number

“City of Indio Short-Term Rental Permit No. _____”

- Max Occupancy
- Number of permitted bedrooms
- Max vehicles allowed
- Photo of the front of the property

indio.org/departments/finance/licenses-permits/short-term-rentals





City of Indio

Email: STRpermit@indio.org

Email: TOTreporting@indio.org

Hours:

Monday through Friday: 8 AM to 5 PM

Address:

City of Indio Finance Department

100 Civic Center Mall

Indio, CA 92201

Complaint Hotline: 760-541-4222

indio.org/departments/finance/licenses-permits/short-term-rentals





Travel Trends

KEY DATA

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Better Data Together.

Direct Integration with Property Management Systems

- ★ 65+ Property Management System integrations
- ★ Data is aggregated daily in near **real-time**
- ★ KPIs & visualizations are **instantly** updated
- ★ We source data **directly** from your local & regional competitors for comparative data analysis
- ★ We also **scrape the major OTAs** to provide data on a combination of rentals by owner and professionally managed properties
- ★ Key Data partners with over 150 **Destination Marketing and Management Organizations**





Agenda

- **Summer Trends in the U.S.**
- **Summer Trends in Indio, CA**
- **Tips for boosting Short Term Rental bookings**

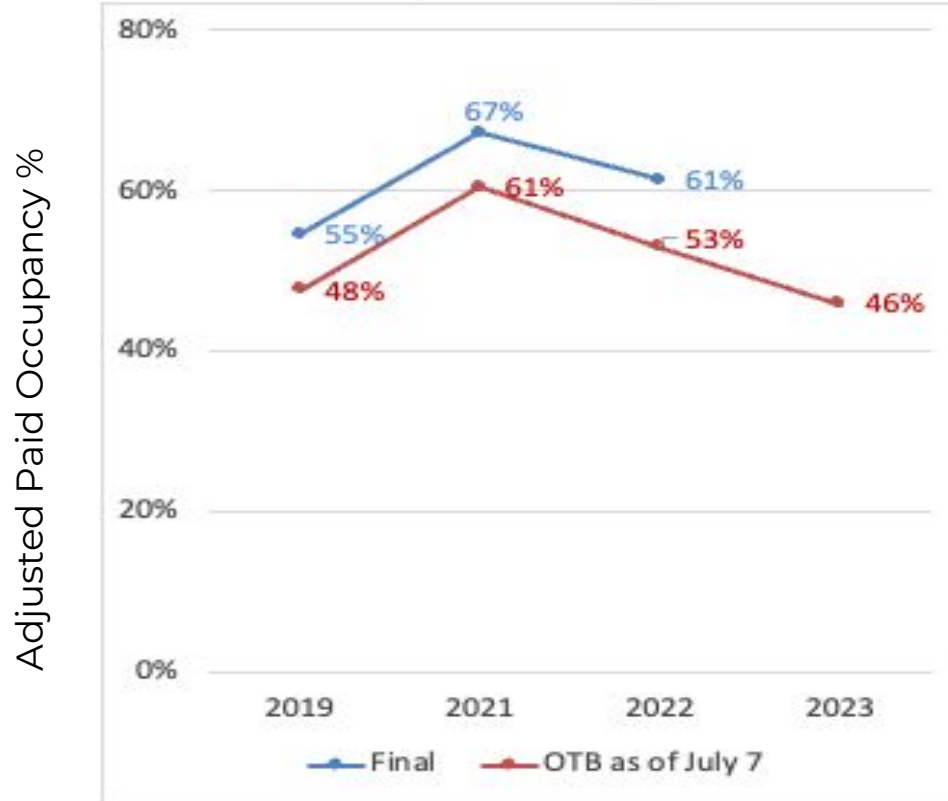


Vacation Rental Property Performance: United States Summer Trends



United States Summer Adjusted Paid Occupancy %

Data sourced directly. June - August.





United States Summer Rates

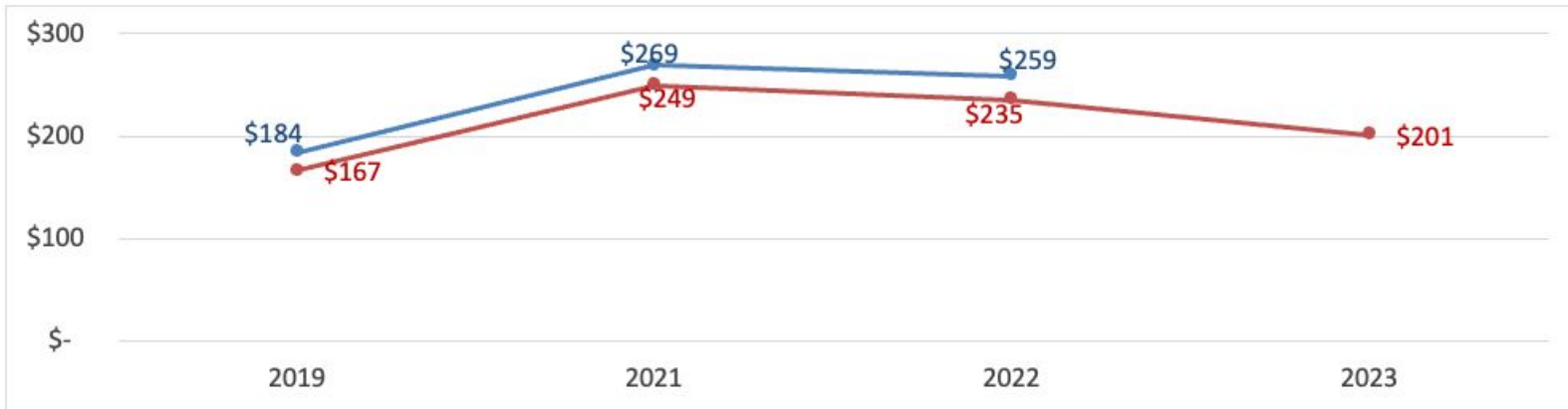
Data sourced directly. June - August.

Final OTB as of July 7

ADR



RevPAR



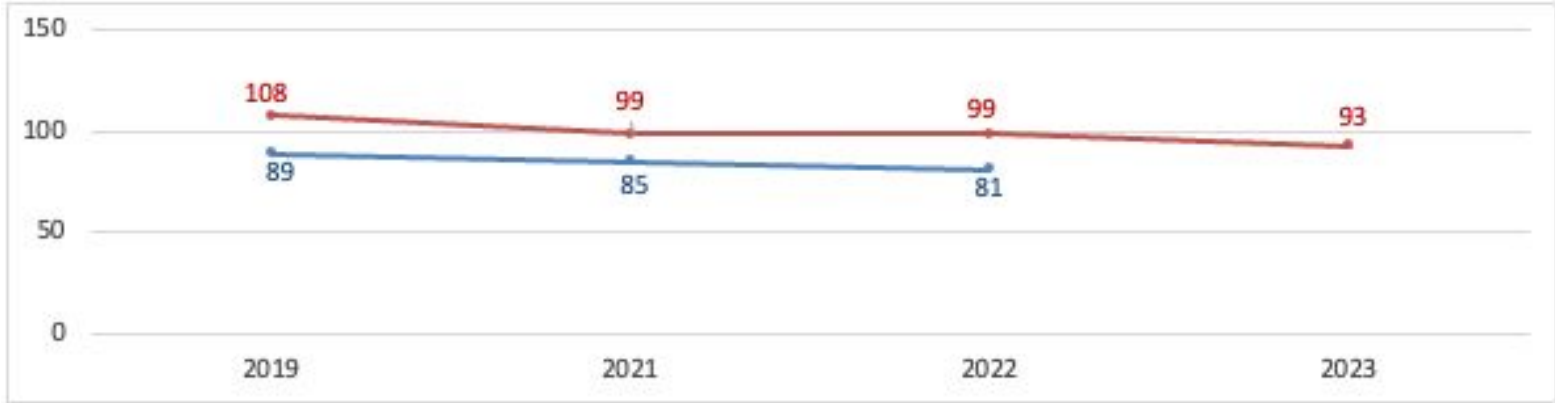


United States Summer Booking Activity

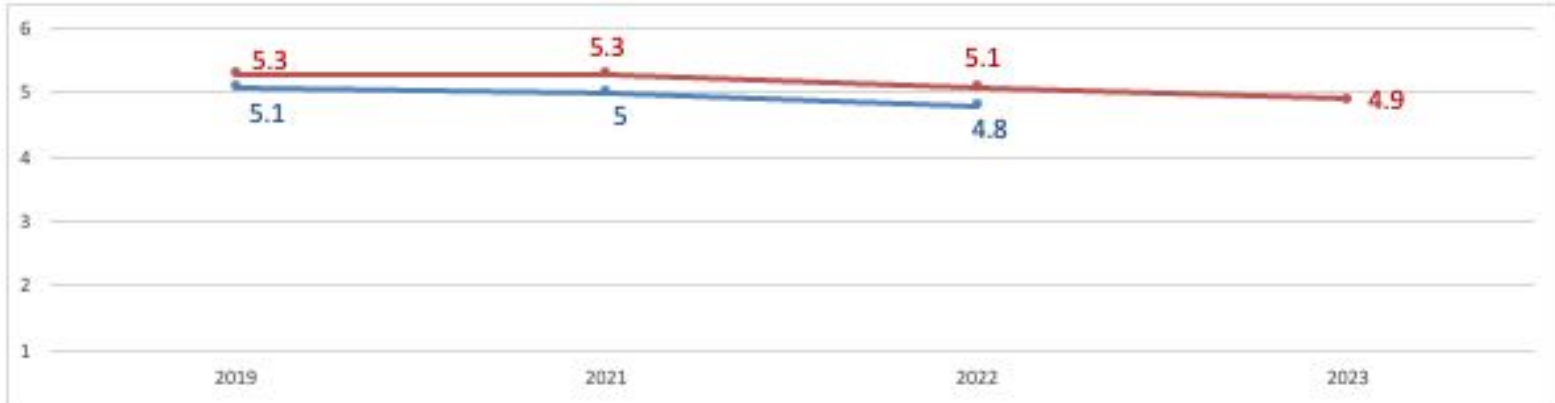
Data sourced directly, June - August.

Final OTB as of July 7

ABW (days)



ALOS (days)





Vacation Rental Property Performance:

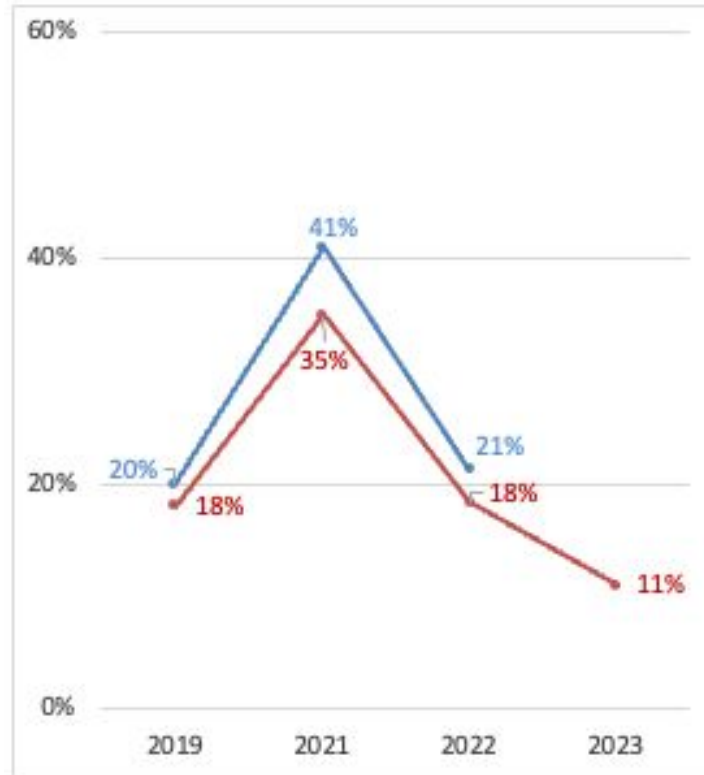
Indio



Data sourced directly. June - August.

Final OTB as of July 7

Adjusted Paid Occupancy %

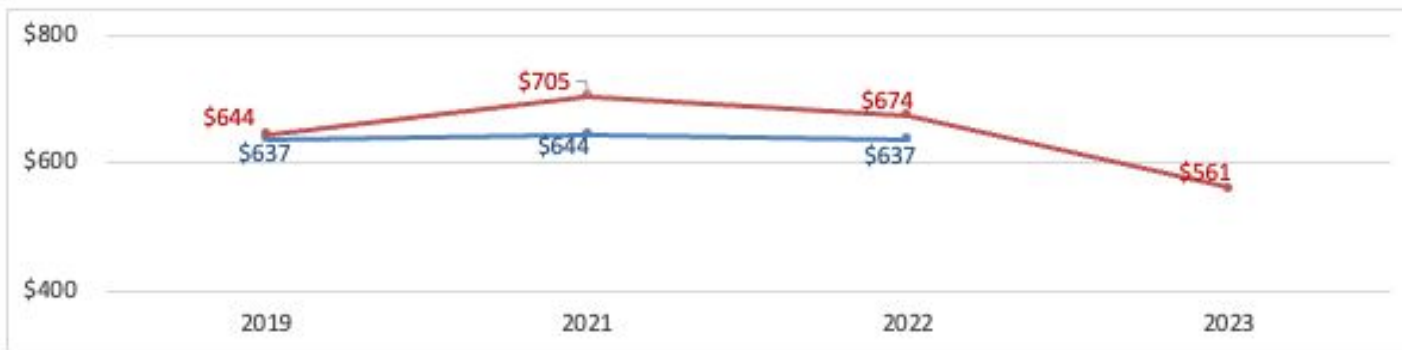




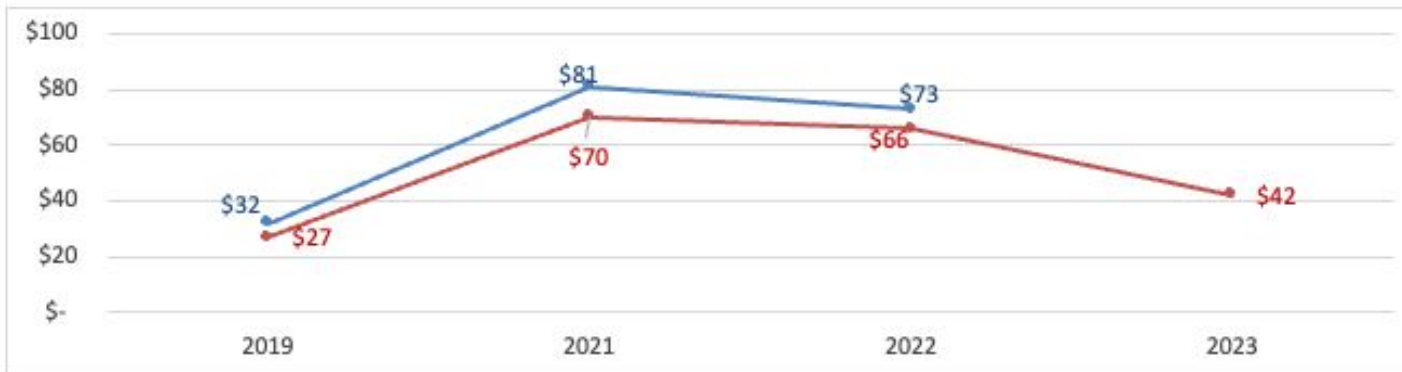
Data sourced directly. June - August.

— Final — OTB as of July 7

ADR

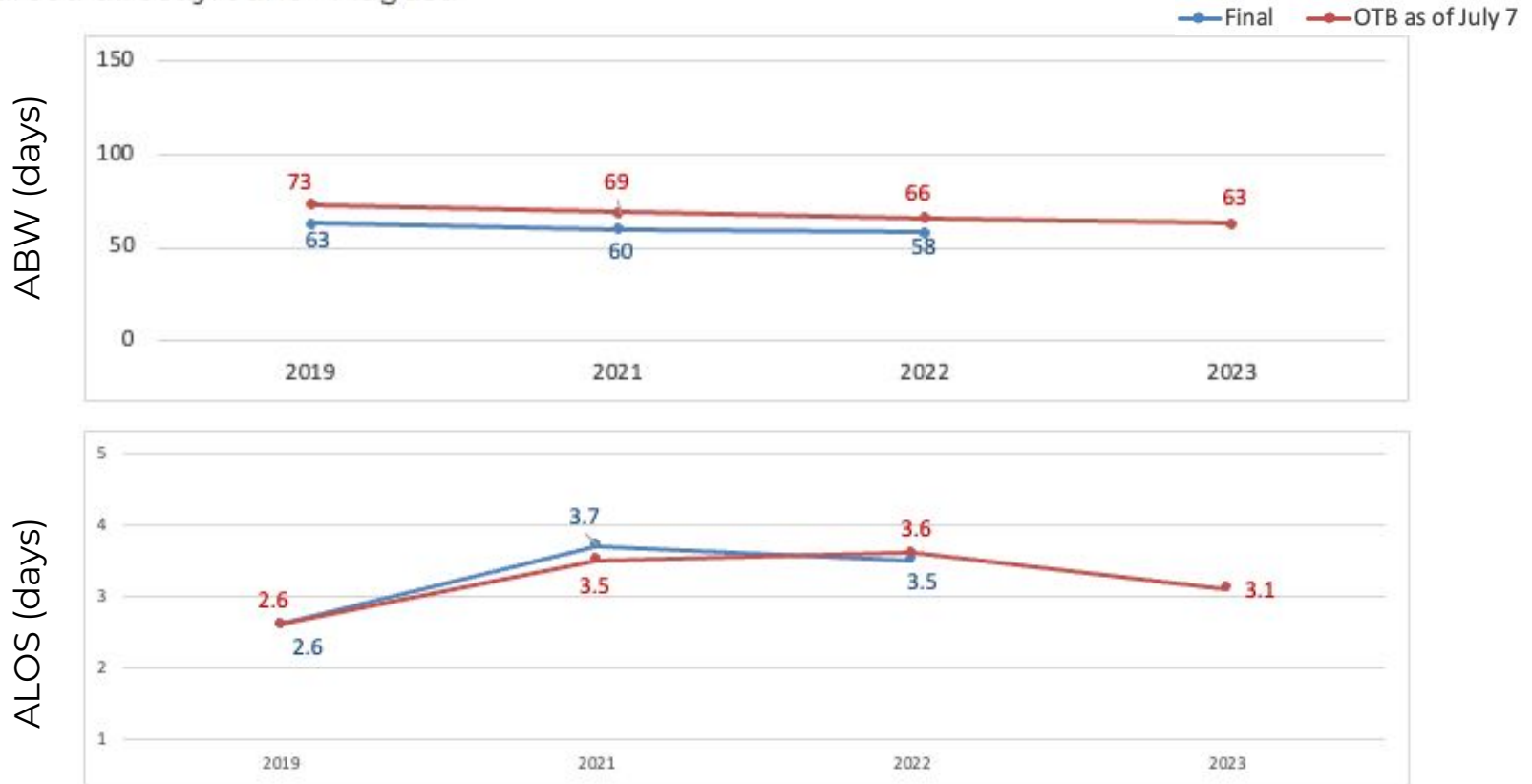


RevPAR





Data sourced directly. June - August.





Three Tips for Boosting Short Term Rental Bookings



There's been a decline in [short term rental performance](#) in the US this year, with March and [April recording lower occupancy rates](#) year over year.

Some destinations, such as [Florida](#), are even showing signs of a slower summer season ahead — as occupancy pacing rates are currently lower than 2021 and 2022 levels.

This downward trend could be the result of tighter travel budgets and [supply](#) increases. But there are a few [strategies](#) that vacation rental property managers can implement when bookings are low to improve guest appeal for future bookings. Here are three top tips for navigating a challenging short term rental booking period:



1. Check the Market Data

If you're experiencing low booking rates at your short term rental properties, it may be time to analyze the market around you. [Maybe your nightly rates are too high](#), driving away potential guests who go on to book with one of your competitors. Maybe your property doesn't appeal to current [short term rental guest trends](#). Or maybe your competitors are offering amenities that your properties don't currently have.



2. Upgrade 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** according to Evolve, showing the importance of quality photographs when it comes to boosting visibility to potential guests.

Airbnb states that 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%** — a healthy return for something that pays for itself in under two nights.



3. Improve your Rental

Having low numbers of bookings for a period of time can create opportunities. It's an ideal chance 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 may 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

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KeyDataDashboard.com

Q&A

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THANK YOU FOR
JOINING US!

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



VisitGreaterPalmSprings.com



RentResponsibly.org



KeyDataDashboard.com

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