

*Five-Star* ★  
*Summer*  
HOSTING ESSENTIALS

PALM  
DESERT

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](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.



### The Desert Wave House

 Palm Desert, CA, 92260  
 (213) 487-0424

 [QUICK VIEW](#)



### Villa Marbella at Silver Sands Racquet Club

 Marbella Ln., Palm Desert, CA, 92260  
 (714) 396-2819

 [QUICK VIEW](#)



### Desert Luxury Estates

 73350 El Paseo Suite 101, Palm Desert, CA,  
92260  
 (760) 201-1009

 [QUICK VIEW](#)



### Palm Desert Vacation Properties

 44489 Town Center Way Suite D No 443,  
Palm Desert, CA, 92260  
 (760) 422-5574

 [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**.

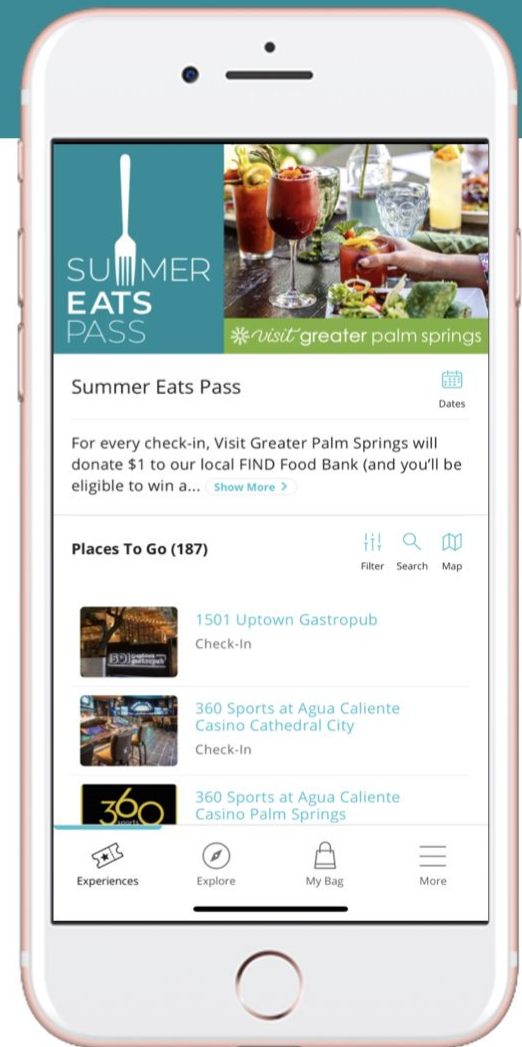


# SUMMER SOCIAL CAMPAIGN



# 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

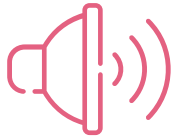
The average group of renters is 3+ guests, which can bring excess cars to drive-to markets like Greater Palm Springs

#### 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



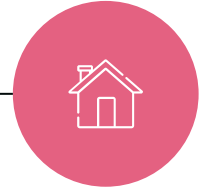
## Post-Booking

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 Palm Desert STR Regulations Summary

STRs are any privately owned residential dwelling unit rented for a stay of less than 27 consecutive days.

STRs are required to obtain a permit prior to operating.

STRs are prohibited within the R1 and R2 zones, excluding On-Site Owner STR Permits.

All new STR permit applications within the PR zones require a written approval letter from an HOA having jurisdiction over the property.

Property management companies operating more than three STR locations additionally require a business license.

[palmdesert.gov/our-city/departments/planning/short-term-rentals](https://palmdesert.gov/our-city/departments/planning/short-term-rentals)





# City of Palm Desert STR Regulations Summary

**TOT/TBID Payments and Permit Renewals Online:** [cityofpalmdesert-str.deckard.com](http://cityofpalmdesert-str.deckard.com)

## Occupancy Limits:

Number of Bedrooms	Total Overnight Occupants	Total Daytime Occupants (Includes Overnight Occupants)
0 - Studio	2	4
1	2	4
2	4	8
3	6	12
4	8	16
5	10	20
6	12	20
7	14	20

[palmdesert.gov/our-city/departments/planning/short-term-rentals](http://palmdesert.gov/our-city/departments/planning/short-term-rentals)





# City of Palm Desert STR Regulations Summary

## Advertising Requirements

The following shall be clearly identified in any advertisement, including online listings:

- The property's permit number
- The maximum overnight occupancy of the short-term rental unit
- Requirements for compliance with the city's noise standards and regulations
- A statement that the short-term rental unit occupants shall respect the neighbors' privacy and enjoyment of their property



# City of Palm Desert STR Regulations Summary

## Operating Requirements

Meet and greet the responsible person on-site or virtually to ensure they clearly understand the rules and regulations for the jurisdiction your property is in. Provide:

- A copy of the Good Neighbor Brochure and outline the information that pertains to your property.
- A copy of daytime and overnight occupancy limits
- A copy of the trash pick-up day and applicable rules and regulations pertaining to leaving or storing trash on the exterior of the property.
- A copy of the noise regulations and explain citations or fines for violations

[palmdesert.gov/our-city/departments/planning/short-term-rentals](https://palmdesert.gov/our-city/departments/planning/short-term-rentals)





# City of Palm Desert STR Regulations Summary

## Operating Requirements (Continued)

- Collect a formal written acknowledgment from the responsible person that he or she is legally responsible for compliance of all occupants of the unit and their guests with all applicable STR rules and regulations
- Post a copy of the permit and the Good Neighbor Brochure in a conspicuous place in the unit.
- Have a responsible agent available 24/7 able to respond within 30 minutes to complaints regarding the condition, operation, or conduct of occupants while the property is being rented.
- No property use shall cross over any property lines.
- All parking associated with a short-term rental unit shall be entirely on-site, in the garage, carport, and driveway or otherwise off the public street.

[palmdesert.gov/our-city/departments/planning/short-term-rentals](https://palmdesert.gov/our-city/departments/planning/short-term-rentals)





# City of Palm Desert

[palmdesert.gov/our-city/departments/planning/short-term-rentals](https://palmdesert.gov/our-city/departments/planning/short-term-rentals)

Email: [strpermit@palmdesert.gov](mailto:strpermit@palmdesert.gov)

Phone: (760) 862-6905

Complaint Hotline: 760-862-6900

## **Palm Desert City Hall**

73510 Fred Waring Drive

Palm Desert, CA 92260







# Travel Trends

KEY DATA

*Five-Star  
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# Our Data-Driven Mission

We are committed to being the most trusted global solution of short-term rental market data, unlocking expert insights for every property manager, destination marketing organization, hotelier, and tourism business.



# 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 Palm Desert, CA**
- **Tips for boosting Short Term Rental Bookings**

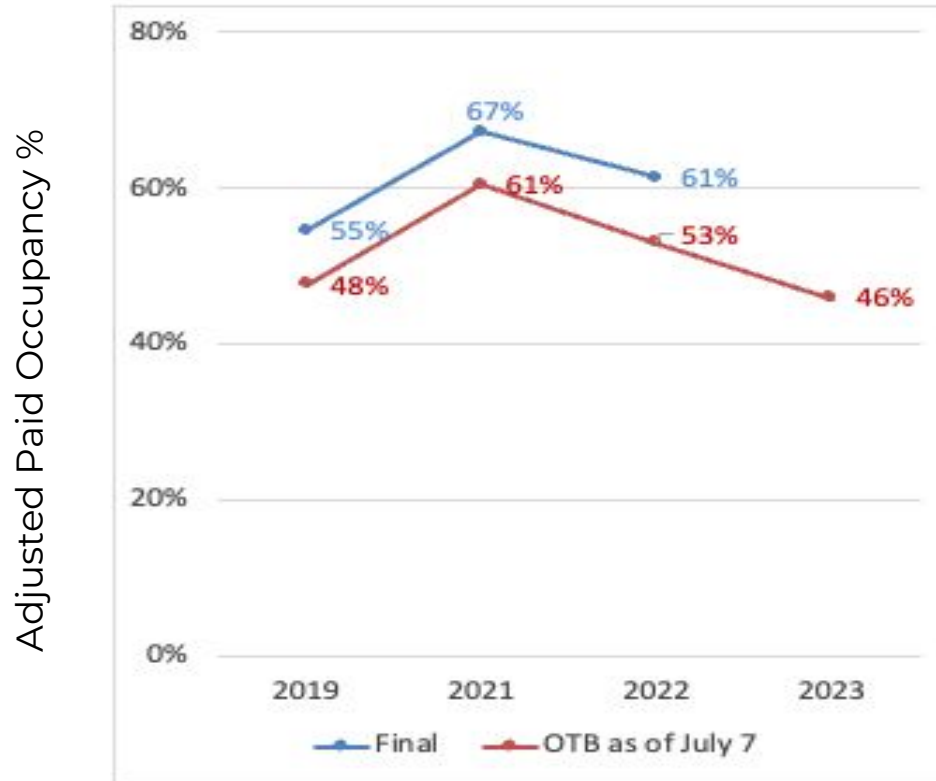


## **Vacation Rental Property Performance: United States Summer Trends**



## United States Summer Adjusted Paid Occupancy %

Data sourced directly. June - August.





United States Summer Rates

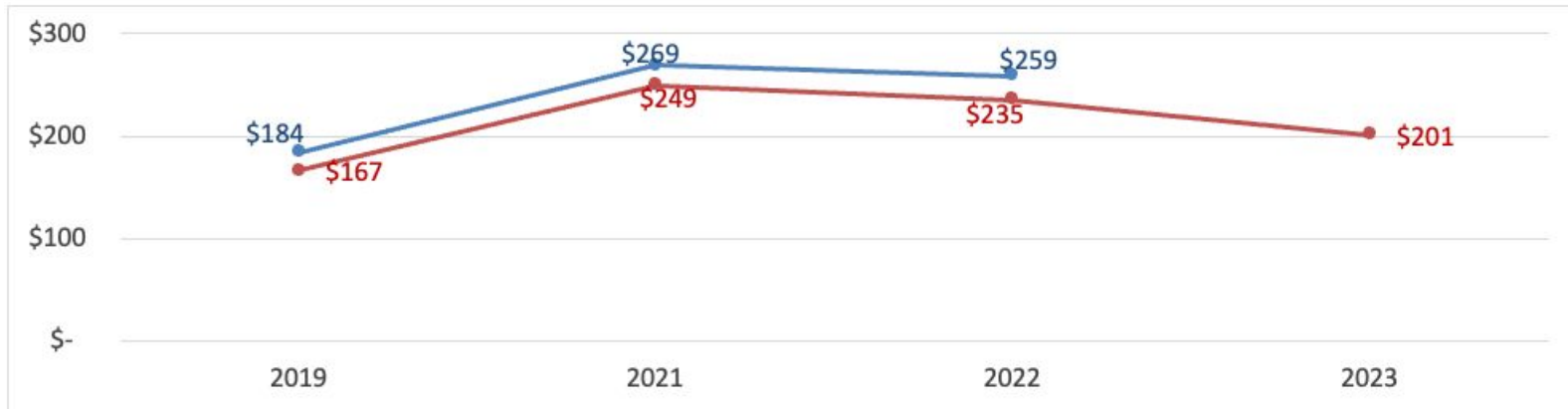
Data sourced directly. June - August.

Final OTB as of July 7

ADR



RevPAR





**United States Summer Booking Activity**

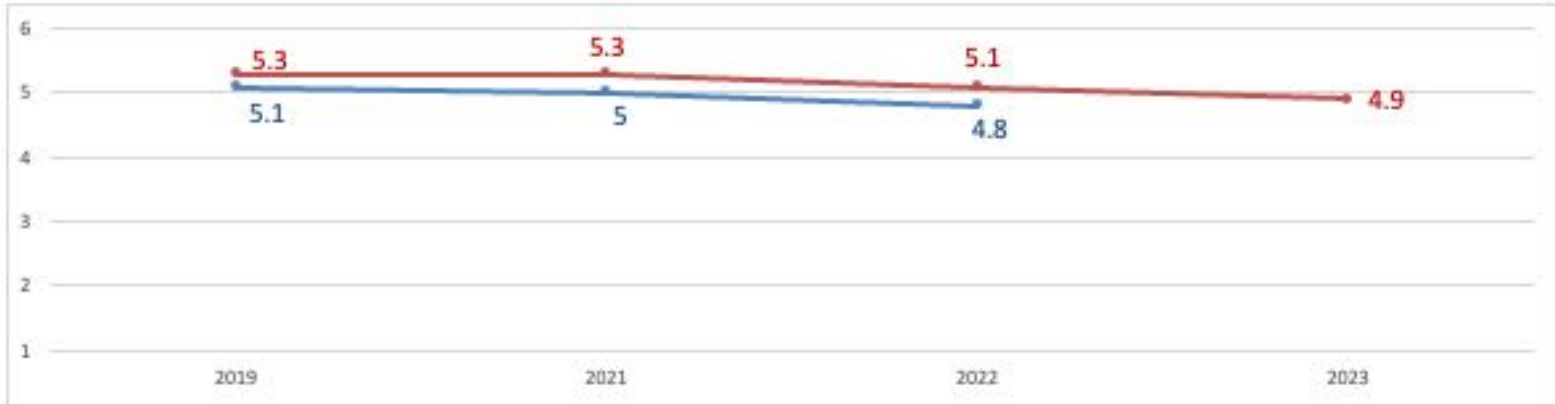
Data sourced directly, June - August.

Final OTB as of July 7

ABW (days)



ALOS (days)







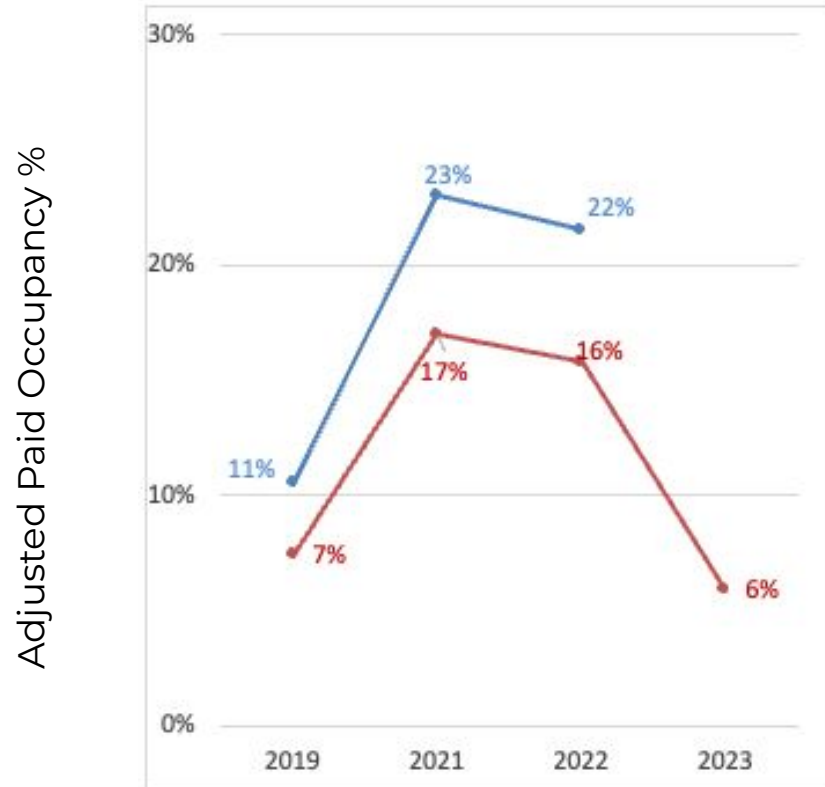
## **Vacation Rental Property Performance:**

**Palm Desert, CA**



## United States Summer Adjusted Paid Occupancy %

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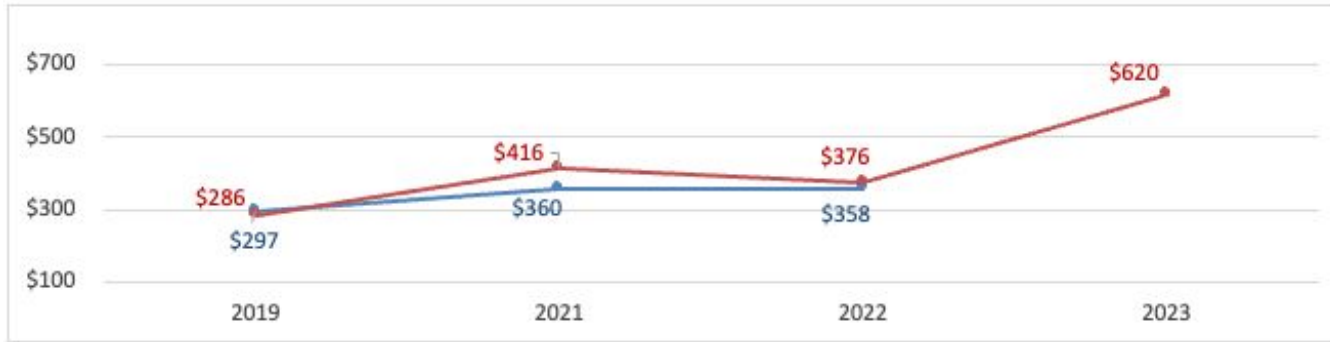




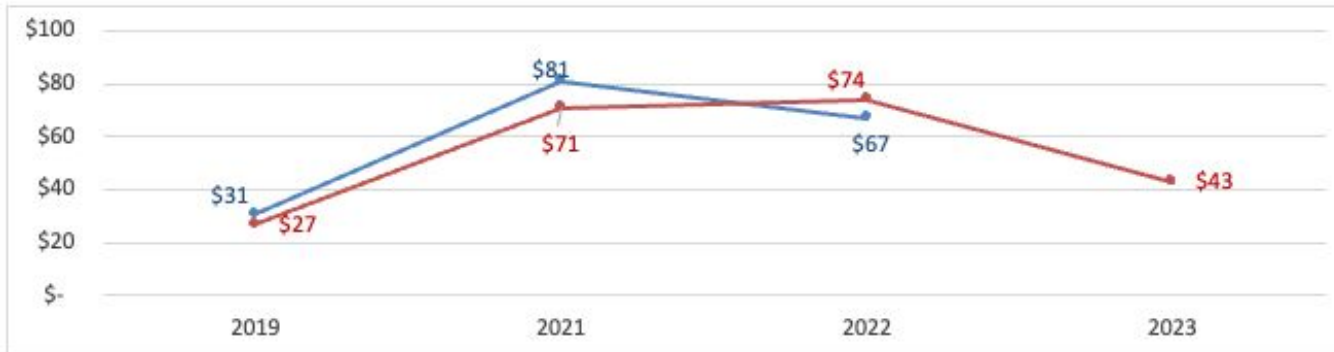
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RevPAR

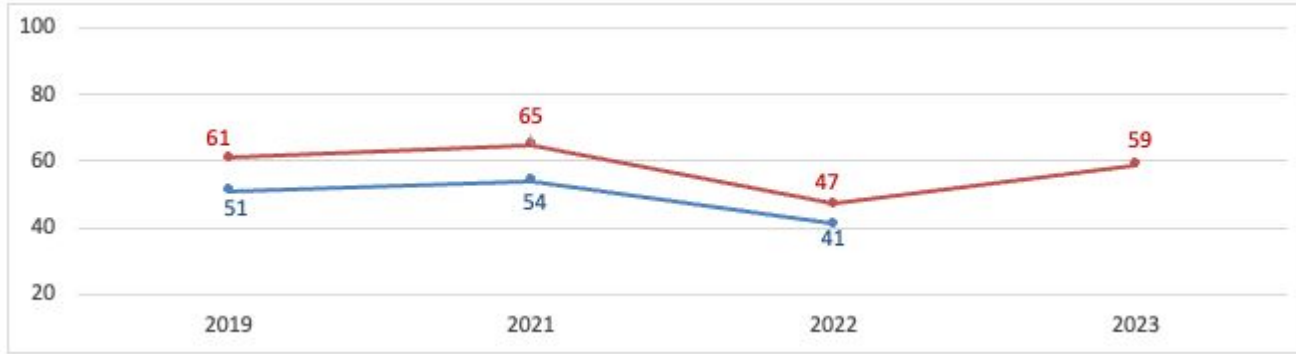




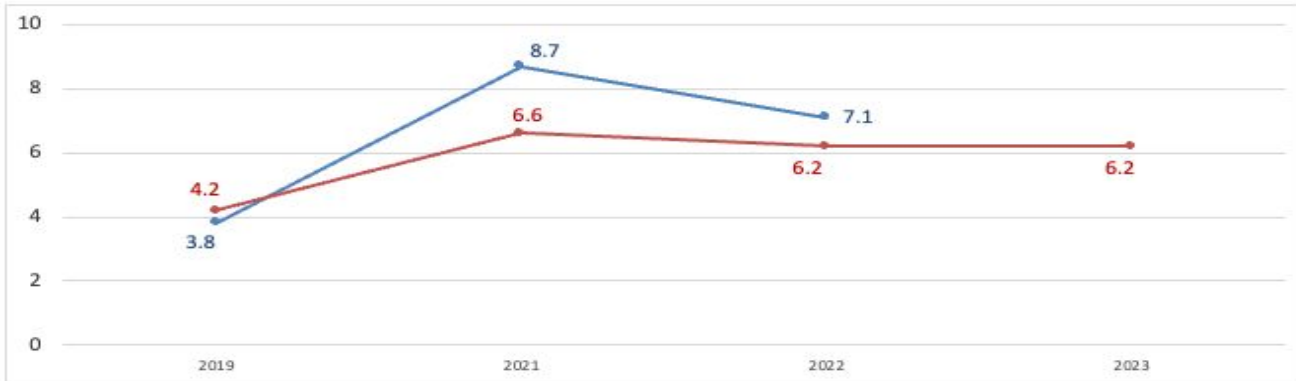
Data sourced directly. June - August.

— Final    — OTB as of July 7

ABW (days)



ALOS (days)





## **Three Tips for Boosting Short Term Rental Bookings**



There's been a decline in [short term rental performance](#) in the US this year, with each of the first six months of this [year recording lower occupancy rates](#) year over year.

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:



## 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.



## 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.





### 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](https://KeyDataDashboard.com)

# Q&A

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# Five-Star Summer

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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](https://VisitGreaterPalmSprings.com)



[RentResponsibly.org](https://RentResponsibly.org)



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

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