

Five-Star ★
Season
HOSTING ESSENTIALS

COACHELLA VALLEY

HOSTED BY

visit  greater
palm springs

RENT
RESPONSIBLY



AGENDA

WELCOME	Visit Greater Palm Springs
TRAVEL TRENDS & LISTING TIPS	Vrbo
MARKETING & BOOKING STRATEGIES	Visit Greater Palm Springs
LEGISLATIVE UPDATE	Visit Greater Palm Springs
PREVENTATIVE PRACTICES FOR PEACE OF MIND	Rent Responsibly
Q&A	Visit Greater Palm Springs

Today's Speakers



Davis Meyer

Vice President of Government &
Industry Relations



David Krauss

Co-Founder & CEO



Samantha Rountree

Account Manager, Partner
Success





Travel Trends & Listing Tips

VRBO

Un pack '24™

The Trends in Travel



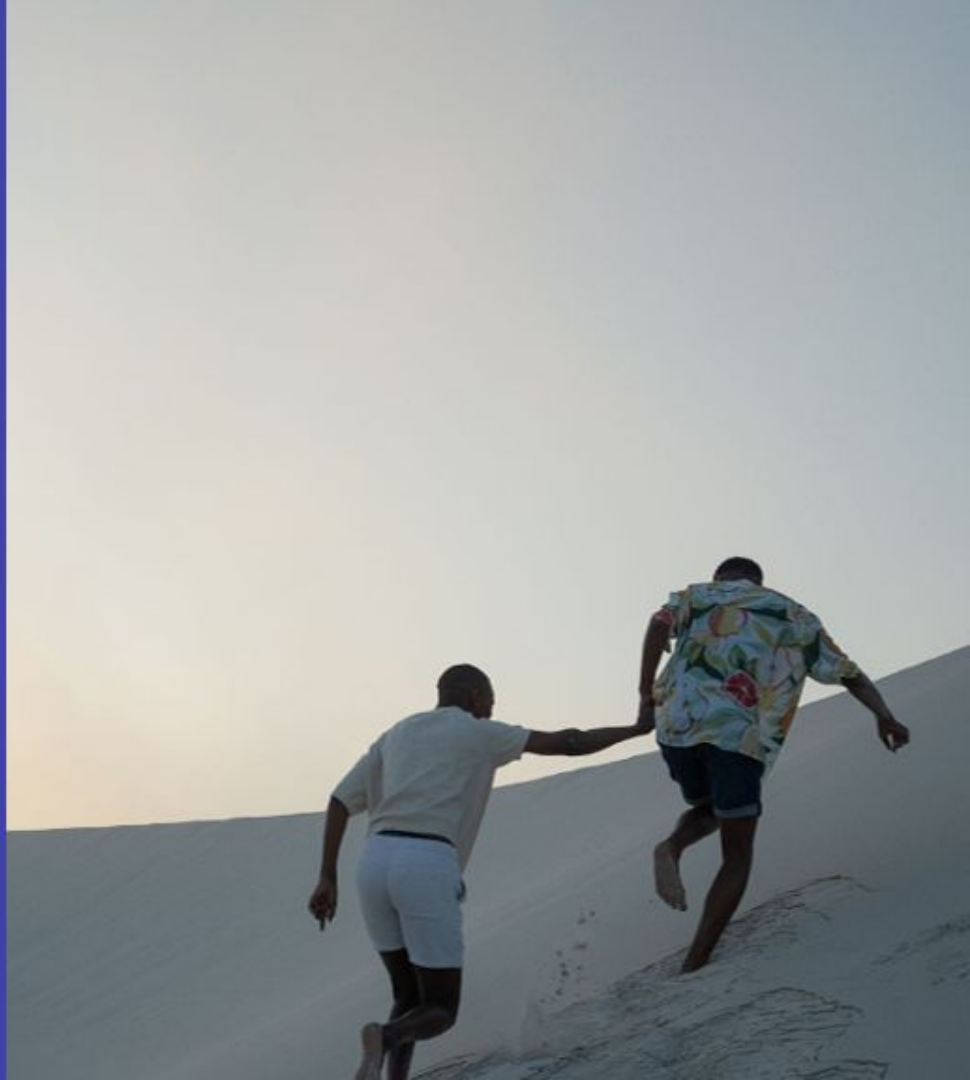
Expedia



Hotels.com



Vrbo





Inspiration Can Happen Anywhere

- Nearly 3 in 5 travelers **do not have a specific destination** in mind
- **Social media** is the leading online resource used for inspiration (77%)
- **Beautiful imagery** (53%) and **promotions/deals** (50%) are the most influential

Price Sensitivity

**What's impacting
consumers' travel
plans in the next 12
months?**

Inflation

51%



Outside In

When it comes to booking private vacation homes, it's what's on the outside that counts. From pickleball courts to cold plunges, outdoor amenities are influencing traveler booking choices.

Outside In

42%

book vacation homes with outdoor amenities they can't afford to have at home or want to try.

30%

would choose a vacation home with outdoor amenities, so they'd *never* have to leave the property.



Trending Outdoor Amenities for vacation homes



Relaxation & rejuvenation

Hot tubs, cold plunges, and barrel saunas



Sports & recreation

Ping-pong tables, pickleball courts, and lawn games



Roaring fires

Fire pits, barbecues, and outdoor kitchens



Fresh produce

On-property fruit trees or vegetable patches

Spotlight on Sustainability



90%

of travelers are looking
for sustainable travel
options

50%

are willing to pay more
for sustainable travel
options

How To: Eco Friendly Vacation Rental



Provide reusable supplies instead of single use



Install energy efficient light fixtures and appliances



Introduce an organic garden



Encourage guests to reduce water consumption/preserve water



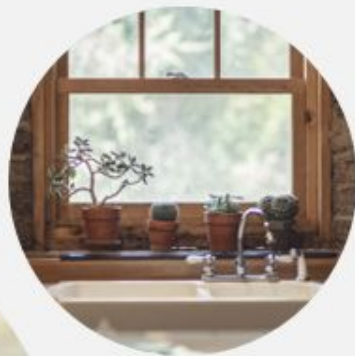
Provide recycling protocols



Encourage public transportation/shuttle use



Use eco-friendly cleaning products





Recap:

- 01 Price & Promos/Deals are more important than ever to the traveler
- 02 Update your listing to include vibrant & high-quality photos of your vacation rentals.
- 03 Outdoor Amenities: Showcase your outdoor offerings by including photos of your outdoor space in advertising content
- 04 Sustainability matters

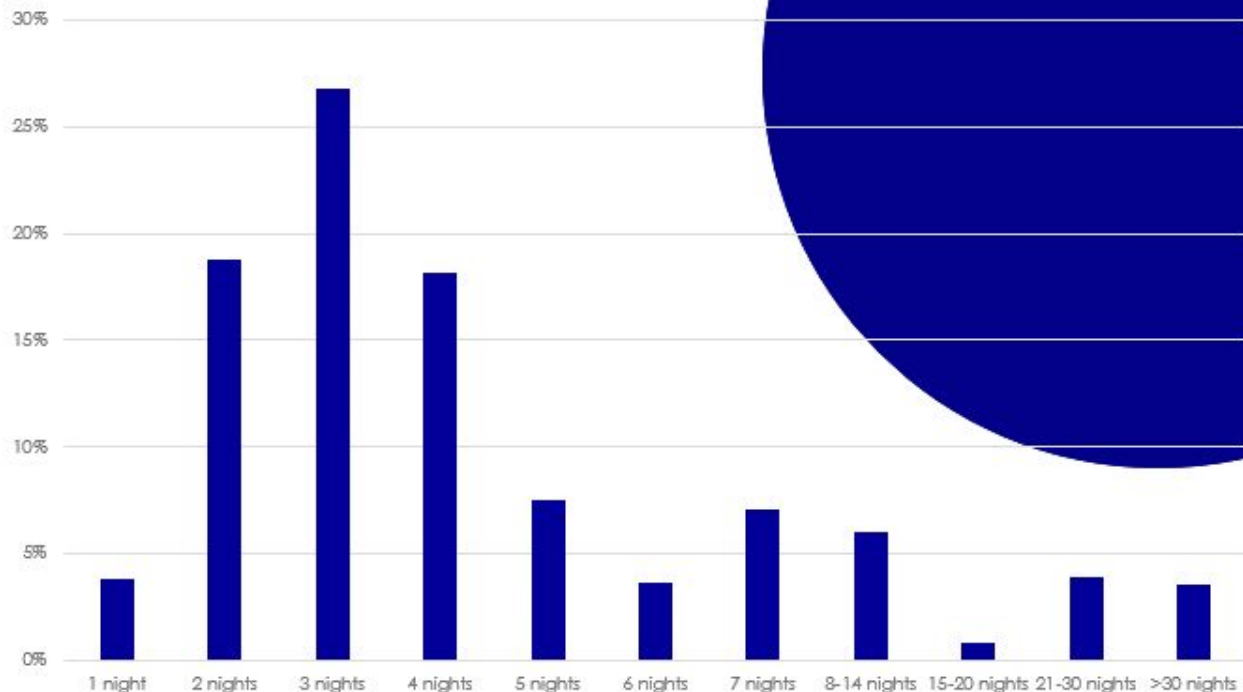


Vrbo Coachella Valley Market Data

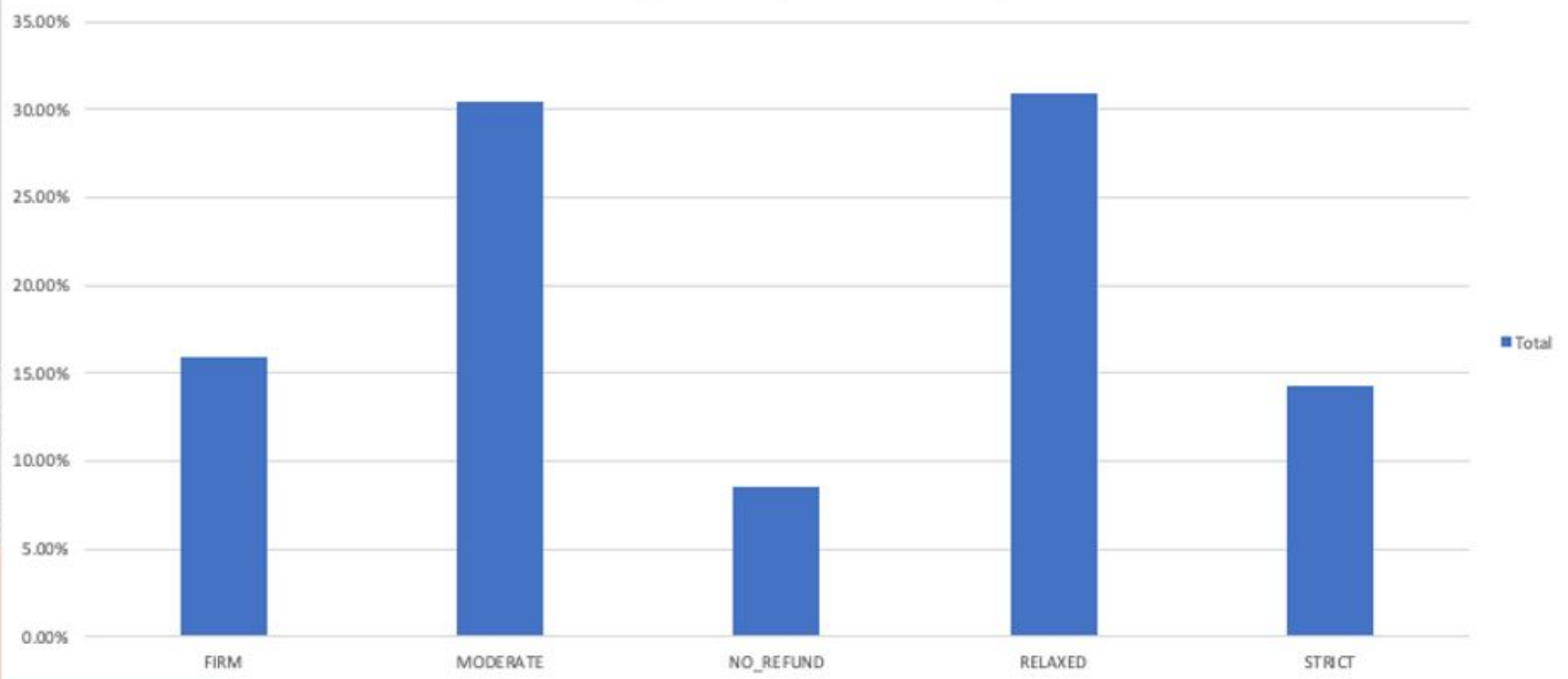
Coachella Valley Stay Lengths

64%

of bookings in
2023 were **2-4
nights**



Booking Volume by Cancellation Policy



Vrbo Cancellation Policies & Visibility in Search Results

Going to: Palm Springs, California, United States of ...
Dates: Apr 11 - Apr 14
Travelers: 2 travelers

Filters: Popular Price Rooms & spaces Sort by recommended

- Ultra-Luxury Mid-century Alexander- Resort Style Pool, Spa, BBQ & Fire Pit 3BD/2BATH**
House - Within Racquet Club Estates
Sleeps 6 - 3 bedrooms - 2 bathrooms
Free cancellation until Mar 12
★ 4.8 Exceptional (9 reviews) **\$1,051**
- The Oliver at Ocotillo Lodge**
Condo - Within Twin Palms
Sleeps 2 - 1 bedroom - 1 bathroom
★ 5.0 Exceptional (2 reviews) **\$430**
- The Nest - Mid Mod Pool Home!**
House - Within Tahquitz River Estates
Sleeps 4 - 2 bedrooms - 2 bathrooms
Free cancellation until Mar 28
★ 4.6 Wonderful (37 reviews) **\$707**

Free cancellation



Free cancellation

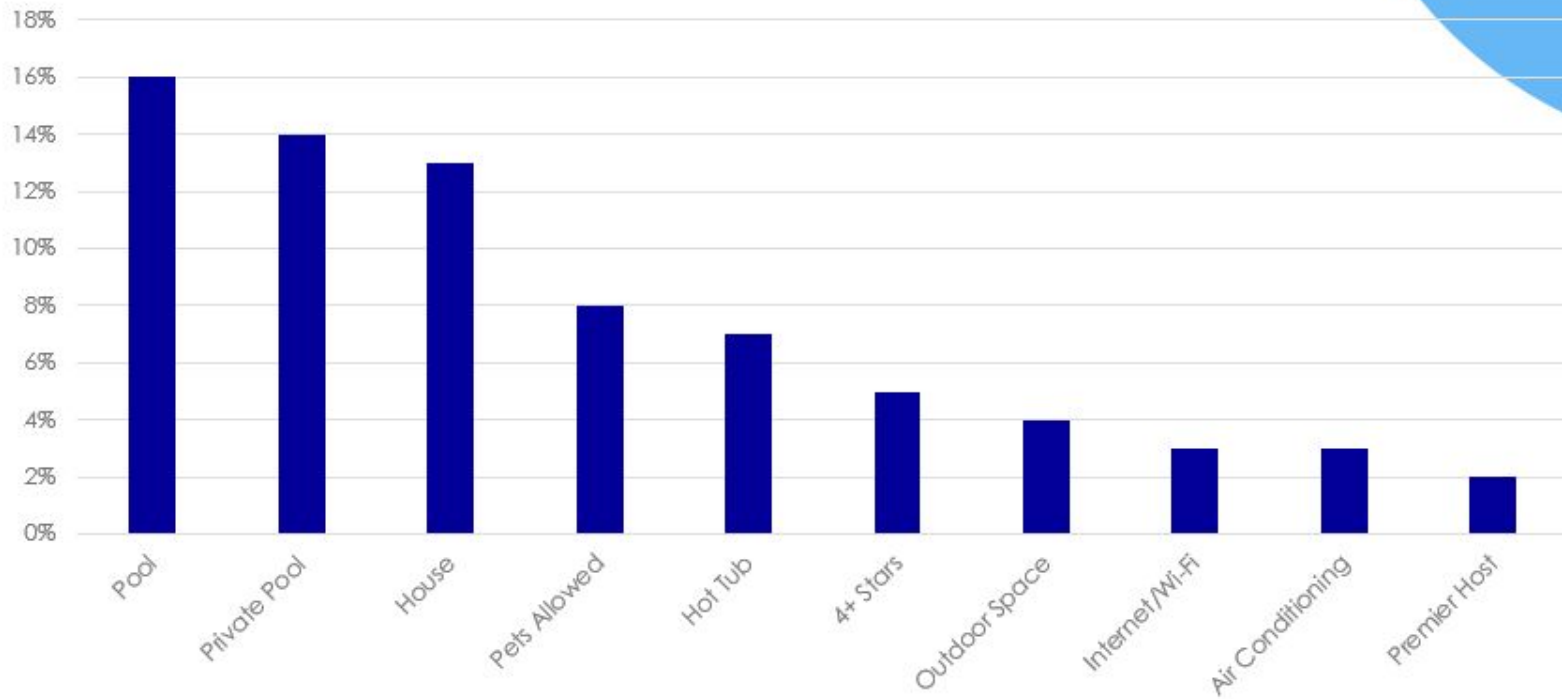
View properties that offer free cancellation depending on your trip dates. View cancellation policies for details.


Going to: Palm Springs, California, United States of ...
Dates: Apr 11 - Apr 14
Travelers: 2 travelers

Filters: (1) Popular Price Rooms & spaces Sort by recommended

- Ultra-Luxury Mid-century Alexander- Resort Style Pool, Spa, BBQ & Fire Pit 3BD/2BATH**
House - Within Racquet Club Estates
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Free cancellation until Mar 12
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- The Nest - Mid Mod Pool Home!**
House - Within Tahquitz River Estates
Sleeps 4 - 2 bedrooms - 2 bathrooms
Free cancellation until Mar 28
★ 4.6 Wonderful (37 reviews) **\$707**
- Stunning Private Oasis. Distinctly Palm Springs!**
House - Within Vista Home
Sleeps 6 - 3 bedrooms - 2 bathrooms
Free cancellation until Mar 28
★ 5.0 Exceptional (7 reviews) **\$1,155**

Coachella Valley Top 10 Filters in 2024





**Raising the bar
for Premier Host**



Eligibility criteria

5+

Bookings, or 60 booked nights

3+

Guest reviews across account

4.4+

Guest review score

95%+

Accepted booking requests

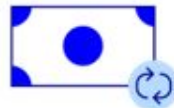
1%

Cancellation rate

Stand out to travelers and prepare for a successful 2024



Capture demand by aligning stay length strategy with the market.



Maintain refundable rates and flexible policies.



Be thoughtful about discounts and perks.



Provide exceptional guest experiences.



Appeal to travelers' desire for relaxation & amenities.



Premier Host!

Thank you!



Marketing & Booking Strategies

VISIT GREATER PALM SPRINGS



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 PriceLabs, 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"

Coachella Valley

Vacation rental stays December - Feb 14, 2024

ADR ⓘ

\$363
primary

▼3%

\$372
compare

Avg. Length of Stay ⓘ

9.1
primary

▼9%

10.0
compare

Adjusted Paid & Owner Occupancy ⓘ

50.0%
primary

▼8%

54.1%
compare

Avg. Total Stay Value ⓘ

\$4.1K
primary

▼9%

\$4.6K
compare

17% MORE VACATION RENTAL LISTINGS THAN 1 YEAR AGO

- Consumers getting more price conscious
- Americans traveling internationally
- Covid fears subsiding, vacation rental not the only option



Top filters:

- Pets Allowed
- Hot Tub
- House
- Pool

Guest Types:

	● Multiple Adults	42%	↓
	● Family	19%	↓
↑	● Two Adults	31%	
↑	● Single	8%	

Top cross-searched locations:

- Joshua Tree
- San Diego
- **Panama City Beach, FL**
- Mammoth Lakes
- Big Bear
- Idyllwild
- **Kissimmee, FL**
- Oceanside
- Twentynine Palms
- **Moab, UT**



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**.



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



BE READY FOR LAST MINUTE BOOKINGS

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

Have you 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) 459-2334

QUICK VIEW



Endless Summer House Indio - Family Friendly Paradise!

Indio, CA, 92201
 (213) 220-0077

QUICK VIEW



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

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

QUICK VIEW



3/BDR Private Oasis, Pool | Spa

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

QUICK VIEW

Post Your Listing and Offers on VisitGreaterPalmSprings.com



Links to your preferred booking site or method



Include images, description, and amenities



Post special offers to
our getaways page



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

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

👁️ QUICK VIEW

GET THIS DEAL >



10% OFF and Guaranteed
Late Check-out

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

👁️ QUICK VIEW

GET THIS DEAL >



CABANA + CREW

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

👁️ QUICK VIEW

GET THIS DEAL >



Desert Dreaming

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

👁️ QUICK VIEW

GET THIS DEAL >

SPRING GETAWAYS

March - May

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



Legislative Updates

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California Senate Bill 584

Introduced by Senator Monique Limón from Santa Barbara and sponsored/supported by the State Building and Construction Trades Council of California.

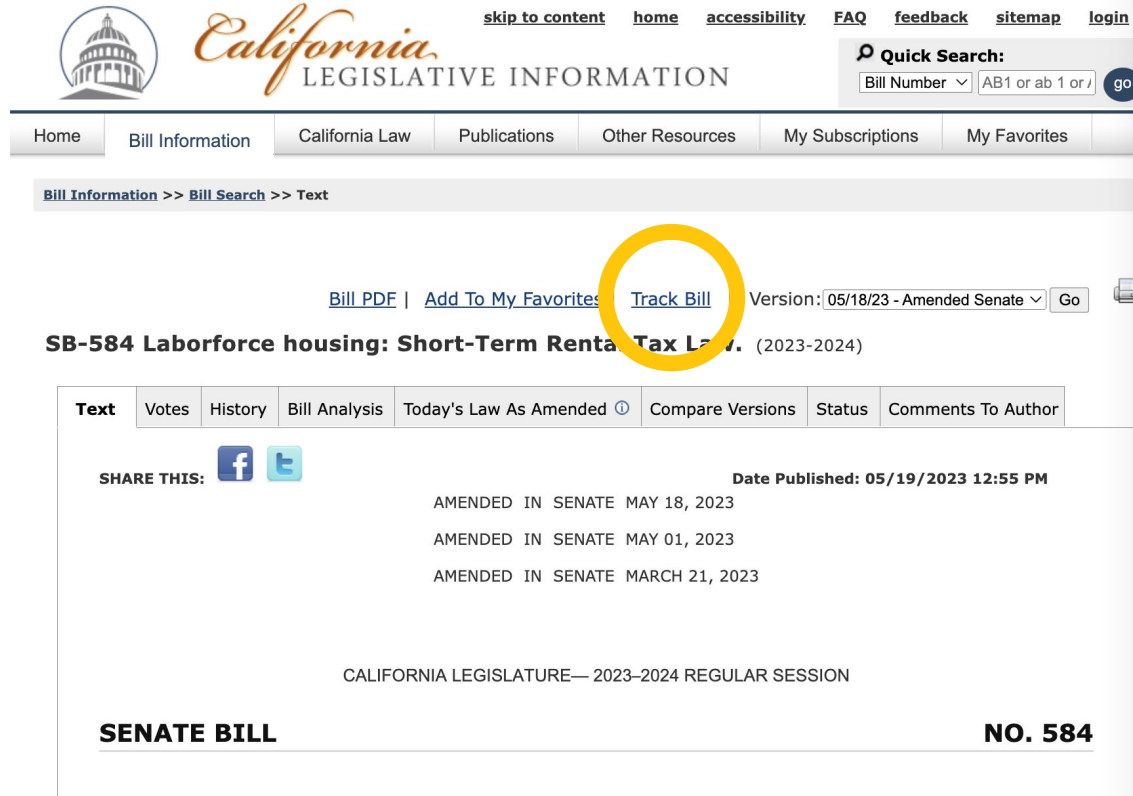
As currently proposed, this bill would assess a **15% tax on all short-term rental transactions in California to create a fund for workforce housing development.**

Many groups raised concerns with the bill before it was held last year, including Expedia Group, Airbnb, and individual STR hosts.

Because this bill made it to the second house (from the Senate to the Assembly), the author does not have to move the bill until later in the session.

To Track the Bill

1. Go to leginfo.legislature.ca.gov
> Bill Information >
Search SB584
2. Select Track Bill
3. Create an account (if you don't have one already)
4. Turn on tracking notification points (we recommend all)



The screenshot shows the California Legislative Information website. At the top, there is a navigation bar with links for "skip to content", "home", "accessibility", "FAQ", "feedback", "sitemap", and "login". Below this is a search bar with the text "Quick Search:" and a dropdown menu for "Bill Number" and a "Go" button. The main navigation bar includes "Home", "Bill Information", "California Law", "Publications", "Other Resources", "My Subscriptions", and "My Favorites". The breadcrumb trail reads "Bill Information >> Bill Search >> Text". The "Track Bill" link is circled in yellow. Below the breadcrumb trail, there are links for "Bill PDF", "Add To My Favorites", and "Track Bill". The bill title is "SB-584 Laborforce housing: Short-Term Rental Tax Law." (2023-2024). The "Text" tab is selected, and the "Track Bill" button is highlighted. The page also shows a "SHARE THIS:" section with Facebook and Twitter icons, and a "Date Published: 05/19/2023 12:55 PM" section. The bill is listed as "AMENDED IN SENATE MAY 18, 2023", "AMENDED IN SENATE MAY 01, 2023", and "AMENDED IN SENATE MARCH 21, 2023". The page footer includes "CALIFORNIA LEGISLATURE— 2023–2024 REGULAR SESSION" and "SENATE BILL NO. 584".

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

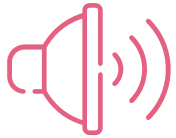
The average group of renters is 3+ guests, which can bring excess cars to drive-to markets like Greater Palm Springs

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



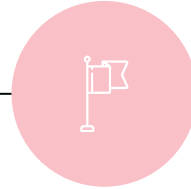
Pre-Booking

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



Get templates, guides
and more to prevent
hosting headaches **for
free** as a member of the

RENT RESPONSIBLY NETWORK BETA

Network.RentResponsibly.org



The screenshot displays the website's interface. At the top, there is a navigation bar with the logo "RENT RESPONSIBLY NETWORK" and a search icon. Below the navigation bar, the main heading "Articles & Guides" is prominently displayed. Underneath, there is a section for "Latest Posts (8)" which features three article cards. Each card includes a thumbnail image, a title, a date, and a brief description. The first article is "7 Sustainable STR Design Strategies" dated Jan 24, 2024. The second is "Small Rental, Big Style: Tips for Small Space Design" dated Jan 23, 2024. The third is "Gear guide: Fireplaces, wood stoves, fire pits, grills, and candles" dated Jan 03, 2024. Below the latest posts, there is a section for "Featured Reading Lists" with three columns. The first column is titled "Dreaded What-ifs" and includes links for "How to prevent squatting and what to do if it happens to you", "How to evict a guest from your vacation rental", "How to choose the best vacation rental cancellation policy", and "How to prevent sex trafficking". The second column is titled "Investing Responsibly" and includes links for "What to know before buying an STR", "How to decide where to buy an STR", "How to fund the purchase of an STR", "How to decide between a co-host or a property manager", and "Dos and don'ts of keeping personal belongings in your STR property". The third column is titled "Gear & Amenity Guides" and includes links for "Pools, hot tubs, and saunas", "Watercraft and recreational gear", "Fire-based amenities like fireplaces and fire pits", and "Baby and child gear (Coming soon)".

Q&A

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THANK YOU FOR JOINING US!

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

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