



# 5 Smart Strategies

to Surviving the Supersaturated STR Market

# Vacation Rental Market is getting more and more saturated



## Booking.com

### 27 million listings

5.7 million VR properties,  
227 countries



**6+ million listings**  
191+ countries



**2 million properties**  
190 countries



**expedia group**  
**1.1 million properties**  
460,000 Vrbo listings



**tripadvisor**  
**800,000 properties**  
190 countries

STRATEGY #1

# Use technology and AI to increase efficiency



Average traveler sends

**3**

inquires to properties  
before making a booking



and only

**63%**

of managers reply within  
**first hour**

**Automate Your Initial  
communication steps  
to win more bookings**

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3

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## Automate Your Communication



**1. Setup Triggers**  
for new inquiry, check-in & check-out



**2. Create a Template**  
for each occasion



enable automation and...  
**3. Guests will Stay Informed**

only

**20%**

of guests are  
willing to leave  
reviews on their  
stay



**Can this metric  
be improved?**

Of course! Let's simply automate your Reviews!



only  
**20%**

of guests are  
willing to leave  
reviews on their  
stay



**1.** Create a Set of Templates  
for positive, negative, and neutral reviews



**2.** Publish Your Review  
by trigger automatically or anytime manually



**3.** Get Reviewed in Return  
by your guest

STRATEGY #2

# Cater to millennials



How?





# Catering to the whims of millennials

These days millennials, who have already become one of the most powerful forces in the travel industry, dictate the major trends.

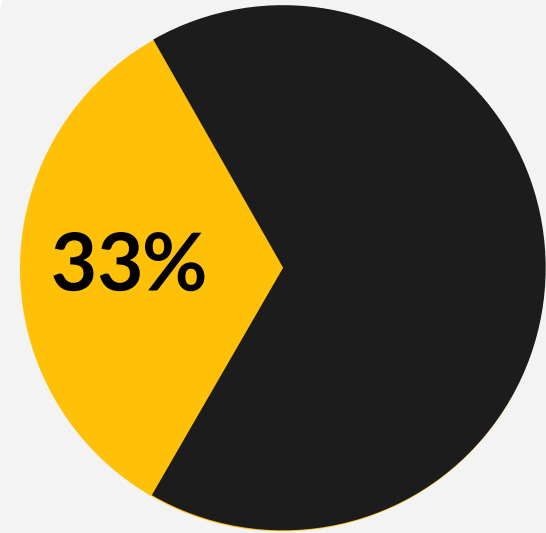
For example, they want to get many services at a reasonable price and are always looking for unique and engaging travel experiences.

> They don't use taxi, they use Uber



## Just a few examples of what you can do:

- ✓ Answer their inquiries within a **minute**.
- ✓ Setup a well-thought flow of communication.
- ✓ Provide access to trendy technology in your area.  
*For example:* an instruction or a discount coupon for your **local bicycle or car sharing** company.



**33% of millennials** are ready to spend **\$5,000 or more** during their STR trip

STRATEGY #3

# Create a “wow” effect



# Hosts use different ways to impress their guests



Free ~~paid~~ wine?

# Hosts use different ways to impress their guests

## Humor is appreciated!



# \$60

investment can  
increase **your**  
revenue by up to

# 20%

or more



## Create Your “Wow” effect



A color-changing LED bulb  
**\$11.99**



A door and window sensor  
**\$19.88**



An affordable home assistant  
**\$29.99**



STRATEGY #4

# Stand out on the major short-term rental platforms



**Booking.com**

# 97%

of reservations take place on  
vacation rental sites like  
Airbnb, Vrbo, etc.

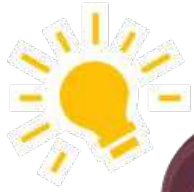
# 400 million

guest arrivals in Airbnb listings  
just in 2018



Direct Booking – 3%





**1.** Grow the number of reviews (automate)

**2.** Maintain a high response rate

**3.** Change your listing title occasionally

**4.** Update your nightly rates regularly

**5.** Become a Superhost  
or get listed on Airbnb Select or Airbnb Plus

STRATEGY #5

# Use marketing to leave your competitors behind



# 94%

of vacation rental owners believe they could be doing more to promote their properties



# x11

higher ROI is delivered by influencer marketing in comparison with traditional marketing



**2.4 billion**  
monthly active users



**1.9 billion**  
monthly active users



**1 billion**  
monthly active users

# Facebook:

- ✓ Share **local** and travel-related content and news
- ✓ Manage Facebook **reviews**
- ✓ Run **contests** and **surveys** for your guests



# Instagram:

- ✓ Post regularly and create stories
- ✓ Collaborate with influencers



# YouTube:

- ✓ Upload videos about your area
- ✓ Create “how to” videos
- ✓ Showcase your property



# Find more tips and tricks on our website – [www.igms.com](http://www.igms.com)

The screenshot displays the iGMS Multi-calendar interface. The main view is a calendar grid for December, showing dates from Dec 1 to Dec 5. The calendar is populated with property listings, each represented by a colored bar indicating the booking status and price. The sidebar on the left contains a navigation menu with options like Inbox, Multi-calendar, Reviews, Tasks, Team & Members, Check-ins, Accounts & Listings, Properties, Keys, Reports, Help Desk, and Logout. The top right corner features a circular badge with the HomeAway logo and the text 'NEW INTEGRATIONS Vrbo'. The background of the entire image is a light gray pattern of various icons related to travel and real estate.

Property	11	14	10	13	9
A102 / Anthony (2BR)	100% USD			100% Maryse	
A544 / Arney (1BR)		Cybil		Teresa	
Allison's Basement (1BR)					
Allison's Main Floor (2BR)	99 USD	99 USD	99 USD	119 USD	119 USD
Allison's Top Floor (2BR)	99 USD	99 USD	99 USD	119 USD	119 USD
Ariadna Penthouse (1BR)					
Andre's House NEW listing (2BR)	189 USD	189 USD	189 USD	199 USD	209 USD
Anky's Basement (2BR)	89 USD	69 USD	69 USD	69 USD	79 USD
C1927 (1BR)	15% Denny			15% Vin	
Chris Basement (2BR) OLD listing					
Chris House (3BR) 1 King +2 Queen	15% Barbette			119 USD	119 USD
Caqullam JT (2BR)	85 USD	69 USD	69 USD	79 USD	79 USD
F1113 (1BR) North Vancouver	89% Jeremy			89 USD	89 USD
G1007 (1BR) NEW Listing				99 USD	99 USD
G3304 (1BR) NEW Listing	139 USD	119 USD	119 USD	129 USD	129 USD
G501 (1BR ) NEW Listing					
G503 (1BR) NEW Listing				99 USD	99 USD
H1402 (1BR) NEW listing		Steve			
H1406 (2BR)	99 USD	99 USD	119 USD	119 USD	
H2302 (2BR)	17% Juice			169 USD	169 USD
H459 (1BR) NEW listing				99 USD	99 USD
HouseTector	800 USD	800 USD	800 USD	800 USD	800 USD
JT Coqullam 3676 (2BR)	104 USD	104 USD	104 USD	104 USD	104 USD



Intelligent. Innovative. Intuitive.

The background features several yellow, low-poly geometric shapes in the corners. A large triangle is in the top-left, a large triangle is in the top-right, a large polygon is in the bottom-left, and a smaller polygon is in the bottom-right.

# Thank You

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