5 Smart Strategies to Surviving the Supersaturated STR Market
Vacation Rental Market is getting more and more saturated

27 million listings
5.7 million VR properties,
227 countries

Booking.com

6+ million listings
191+ countries

airbnb

2 million properties
190 countries

HomeAway

1.1 million properties
460,000 Vrbo listings

expedia group

800,000 properties
190 countries

tripadvisor
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
Average traveler sends 3 inquiries to properties before making a booking and only 63% of managers reply within first hour.

**Automate Your Communication**

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

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

3. **Enable automation and...**
   - Guests will Stay Informed
only 20% of guests are willing to leave reviews on their stay.

Can this metric be improved?
only
20% of guests are willing to leave reviews on their stay

Of course! Let’s simply automate your Reviews!

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
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!
A $60 investment can increase your revenue by up to 20% or more.

- A color-changing LED bulb: $11.99
- A door and window sensor: $19.88
- An affordable home assistant: $29.99

Create Your “Wow” effect.
STRATEGY #4

Stand out on the major short-term rental platforms

iGMS
97% of reservations take place on vacation rental sites like Airbnb, Vrbo, etc.

400 million guest arrivals in Airbnb listings just in 2018
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.

Higher ROI is delivered by influencer marketing in comparison with traditional marketing.

- 2.4 billion monthly active users (Facebook)
- 1.9 billion monthly active users (Instagram)
- 1 billion monthly active users (YouTube)
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
Thank You

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