Powerful Insights into the Vacation Rental Industry Landscape in 2018
Channel Manager for:

- Vacation Rentals
- Boutique/Independent Hotels
- Serviced Apartments

http://rentalsunited.com
INSIGHTS INTO THE VACATION RENTAL INDUSTRY LANDSCAPE IN 2018

1. Industry Trends

2. Headaches

3. Technology & Marketing
PROJECTED INCOME 2019

- HOTELS: $550Bn
- VACATION RENTALS: $170Bn
- TOTAL: $720Bn (24% of total income)
SEGMENTATION OF 10 MILLION PROPERTIES

1M
LARGE PROPERTY MANAGERS
(+200 properties)

3M
MEDIUM PROPERTY MANAGERS
(20-199 properties)

6M
SMALL PROPERTY MANAGERS/ OWNERS
(1-19 properties)
MARKET DRIVEN BY DIGITALIZATION & 2ND HOME RENTAL

US market: 25%
European market: 50%
Rest of the World: 25%
TREND: NOT-SO-ALTERNATIVE-LODGING-ANYMORE
Vienna

28M Hotels
5M Apartments

60% who booked apartments didn't know what they wanted first
Not just homes any more: Airbnb expands into hotels and luxury spots

Startup moves toward full-service travel-booking company as it adds new housing categories and guest loyalty programme
TREND: RISE OF THE HOTEL 2.0 VR MANAGERS

bringing hotel-like brand standards and scale to the vacation rental market.

Turnkey raised $31M this year (total $71M)
Wyndham sold for $1.3B to a private equity firm
Vacasa raised $103M in 2017
Sonder raised $30M in total
Stay Alfred raised $15M
Hostmaker raised $15M in 2017
OneFineStay sold for $170M in 2016
TREND: FUNDS & EQUITY FIRMS
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HEADACHE: OTAs
57% of travellers who booked with an OTA do not remember the local company they stayed with…
#bookdirect

We love guests who

#BookDirect

#BookDirect day

February 7th 2018 | TRIPTEASE
Can #BookDirect Evolve Into A Sustainable Movement?

a few days ago / Vacation Rental Industry News

0 Shares
Nillionaire
adj. Someone having little to no money.
If you control the experience, then you can differentiate the product.
Booking Holdings buys FareHarbor in push for share of tours and activities

By Mitra Sorrells | April 19, 2018
HEADACHE:
QUALITY ASSURANCE
owner couldn't bother to put toilet paper on holder before we arrived

light switch in the living room
Hostmaker now in partnership with Marriott International

Increase your returns by 30%

Book a call!
SURVEY: +300 PROPERTY MANAGERS

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<th>What is your most costly process today?</th>
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<td>Cleaning</td>
<td>35%</td>
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<tr>
<td>Answering guest questions</td>
<td>20%</td>
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<tr>
<td>Update listing sites</td>
<td>10%</td>
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<tr>
<td>Accounting</td>
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<td>Collecting payments</td>
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<th>What is the most time consuming process?</th>
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<td>Cleaning</td>
<td>21%</td>
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<tr>
<td>Managing services used</td>
<td>17%</td>
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TECH:
IN ITS INFANCY BUT HIGH ADOPTION RATE
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<td>WELCOME APPS</td>
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TECH STACK PER SEGMENT

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IMMOGROOM TECH STACK

MARKETING STACK
- Bookingsync – PMS
- Rentals United – Channel Manager
- Price labs – Yield Manager
- Stripe – Taking Payments

OPERATIONAL STACK
- Properly - Housekeeping
- Hostfully – Welcome App

OTHER STACK
- Klipfolio – Stats Dashboard
- Zapier - Connectivity

90 properties - Cannes
TECH STACK PER SEGMENT

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RENT4REST TECH STACK

MARKETING STACK
- Vreasy - PMS
- Rentals United – Channel Manager
- Price labs – Yield Manager
- Rentivo – Website Builder
- Stripe – Taking Payments

OPERATIONAL STACK
- HomeIT – Opening doors
- Roomonitor – Noise control
- Doinn – Housekeeping
- Zaask – Maintenance Staff

OTHER STACK
- Trello – Project Management
- AirDnA – Rental Analytics

20 properties - Lisbon
TECH MARKETPLACE

Channel Management

Check-in/Check-out

Guest Transport

Home automation

Concierge service

Property Manager

Yield Management

PMS Software

Cleaning

Guest supplies

Insurances

Payment Processing

Maintenance

Guest Transport

Concierge service

Guest supplies

Payment Processing

Maintenance

Channel Management

Check-in/Check-out

Home automation

Yield Management

PMS Software

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PMS Software

Cleaning

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Guest Transport

Concierge service

Guest supplies

Payment Processing

Maintenance
THE POWER OF PARTNERSHIPS
Châteaux & Hôtels, for example, announced a joint initiative with Airbnb in 2016 whereby it would offer **culinary experiences** as part of Airbnb’s Trips venture and put its **rooms up on the website**.
IN THIS NEW WORLD COMPETING IS OBSOLETE
“SMART CO-EXISTENCE”
Thank you!
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vanessa@rentalsunited.com
http://rentalsunited.com