

Are Vacation Rentals entering the mainstream?

Let's see where its heading!



The Vacation Rental market

US \$87.09 Bn
Industry

3.4%
CAGR

Source for Above: <https://www.grandviewresearch.com/industry-analysis/vacation-rental-market>

In the year **2020**

127%

Increase in Global
Rental Bookings

60%

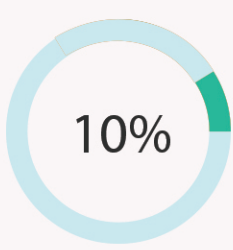
Global Occupancy
for Rentals Increased

60%

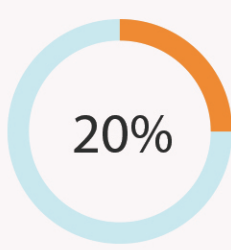
of bookings constitute
millennial travelers

Source for above: <https://stayfi.com/vrm-insider/2020/08/17/the-ultimate-list-of-vacation-rental-statistics-2020-edition/>
<https://www.airdna.co/blog/global-vacation-rental-bookings-skyrocket-by-127-after-surge-in-domestic-tourism>
<https://www.airbnb.citizen.com/wp-content/uploads/2016/08/MillennialReport.pdf>

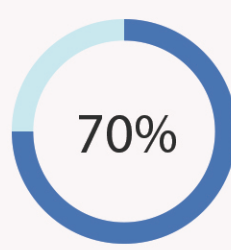
Vacation Rental **Market Size** by companies



of Vacation Rentals
have **100+** properties



of Vacation Rentals
have **20-99** properties



of Vacation Rentals
have **1-19** properties

Source for above: <https://stayfi.com/vrm-insider/2020/08/17/the-ultimate-list-of-vacation-rental-statistics-2020-edition/>

Most **popular OTA's** for vacation rental companies

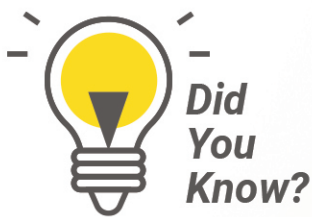


Booking.com



tripadvisor Rentals

Source for above: <https://stayfi.com/vrm-insider/2020/08/17/the-ultimate-list-of-vacation-rental-statistics-2020-edition/>



80%

of Hosts welcome
their guests
with an **email**.

57%

of hosts provide a
welcome gift to their
guests upon arrival.

84%

of Vacation Rentals
keep a **printed guide**
in the property

63%

of Vacation Rentals
respond to inquiries
within **60 mins**

82%

of hosts have a **5-star
rating** on listing sites like
Airbnb and HomeAway.

Source: <https://www.buildupbookings.com/vacation-rental-statistics/>

Challenges faced by Vacation Rentals



Effective **Guest
Communication**



Robust **Marketing
Strategy**



Government **Regulations
and Compliance**



Highly **Competitive
Market**



Superior **Guest
Experience**



The **right guest** fit
for your property

Way Forward



Demand will grow
exponentially once
the borders open



Digital Transformation & Technology
innovation will play a vital role in uplifting
the industry