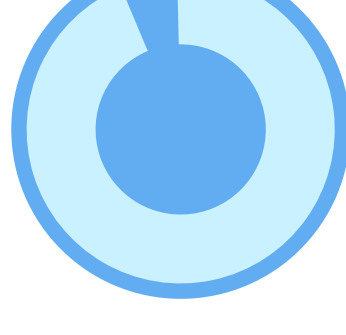


# The 2019–2020 Guide to Vacation Rental Marketing

**38M**

vacation rental property listings worldwide.



**94%**

vacation rental owners feel they could be doing more to promote their property.

## Innovative 4P's Vacation Rental Marketing Strategy



**Product**  
Create an outstanding listing and host profile.



**Price**  
Set your short-term rental pricing correctly.



**Promotion**  
Reach your target guests via marketing channels.



**Place**  
Choose the best vacation rental websites to place your listings.

### 1. Product



**Eye-Catching Title**



**Beautiful Photographs**



**Punchy Description**



**Effective Personal Profile**

### 2. Price

**40%**

of your potential income depends on an effective pricing strategy

Success

6 Provide more to ask for more!

5 Set different pricing for weekdays and weekends

4 Opt for dynamic pricing to get more views

3 Achieve maximum occupancy

2 Undercut the competition

1 Research competing properties

### 3. Promotion



**Social Media**



**Vacation Rental Forums**



**Opinion Leaders & Bloggers**



**Local Tourism Websites**

### 4. Place

**Booking.com**

**27 million +**

LISTINGS

**airbnb**

**5 million +**

LISTINGS

**atradeo**

**274,000**

LISTINGS

**HomeAway**

**2 million +**

LISTINGS

**tripadvisor**

**750,000**

LISTINGS

**97%** of reservations take place on vacation rental platforms like Airbnb, HomeAway, etc.

### Magic of the 4P's Mix

- Get on top of vacation rental search rankings
- Improve your occupancy rate
- Increase average revenue



**Explore The Guide Now**

<https://www.airgms.com/vacation-rental-marketing-guide/>