



The Truth About Yield Management

Join this session to learn about the evolution of the Yield Management and the role it has played for many years in other industries, such as hotels and airlines. From there, we will discuss successful applications of Yield Management in the Vacation Rental industry and how you can apply it to your management company. You will also learn about the effects of transitioning to dynamic pricing models.

Round Table by Company Size

This session will break vacation rental and property management companies out by number of properties. Each round table will have the ability to bring up topics, issues and best practices that they face on a regular basis to discuss with their peers. This session is intended to be positive and bring new ideas for everyone to walk away with.

Understanding Trend Reports & Data

This session will review the latest Vacation Rental industry statistics for arrivals and bookings to illustrate how national, regional and state trends provide insight into customer spending habits and vacation preferences. It also demonstrates how minimal increases or decreases in rent can affect number of bookings, incoming revenue, and a guest's length of stay.

How Technology Has Changed the Vacation Rental Business

Remember when most of your bookings happened a year in advance either in person or over the phone? With most reservation taking place on the Internet and many just weeks before they travel, it's clear that technology has had a huge impact on the Vacation Rental business. Lee Hughes from CSA Travel Protection takes you through the impact these changes have had on the Vacation Rental business as well as how businesses have and are adapting to those changes.

Growing and Unifying the Global Vacation Rental Marketplace

As the VR marketplace continues to expand on a global scale the opportunity for fragmentation grows along with it. Learn about HomeAway, Inc's plans to enable Property Manager's and Owners to fully participate and capitalize on the growing traveler base.

Automating Your Office: The Key to Success

Are you open to new ideas on how to save your office time and money? If so, then this class is for you. We will walk from the pre-reservation process all the way to post-departure marketing, to see how you can automate processes. We will address common problems that plague the Vacation Rental industry, and focus on ways to trim costs and maximize efficiency by automating these tasks.

10 Rarely Used Tricks & Traps for Increasing Your Revenue Without Diluting Your Public Pricing

What are the top 10 tricks that property managers can use to drive more revenue out of excess nights? In this information-packed and checklist rich session, you'll get actionable information you can put to use immediately to help drive both last minute bookings and more bookings throughout the season.