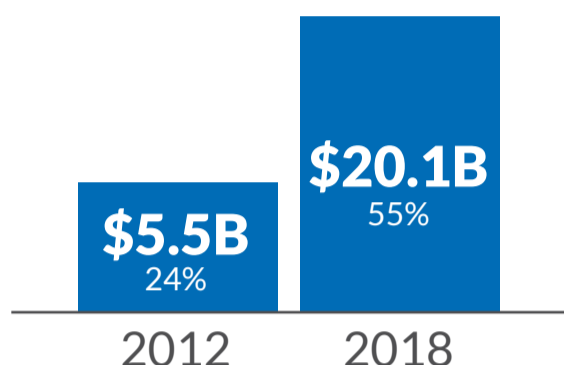


TODAY'S CHANGING VACATION RENTAL LANDSCAPE

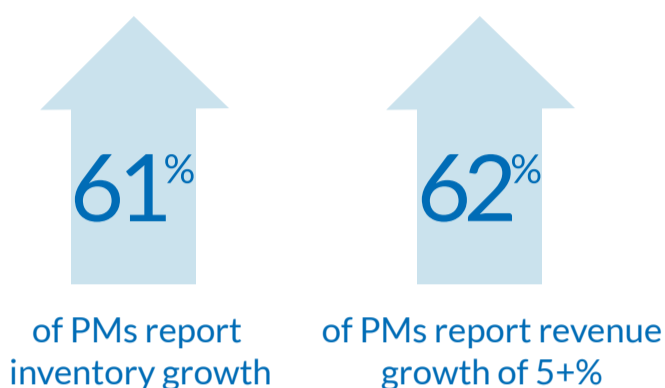
ARE YOU READY?

Big changes in the U.S. rental market have major implications for property managers large and small. This infographic provides key benchmarks for property managers (PMs) to consider.

Online Rental Bookings Are Rising...



...And so is Property Manager Business



Tech Will Drive Rentals of the Future

Most PMs are moving online:



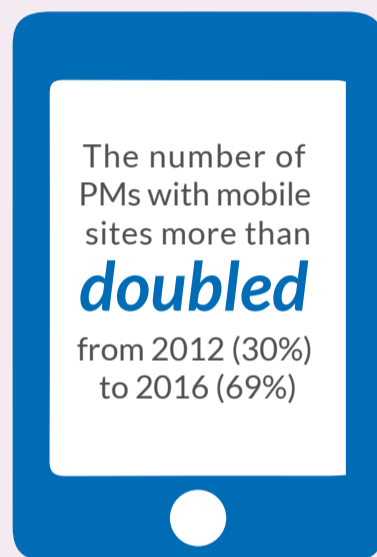
offer live online bookings



use central reservation systems



use a channel manager



Online Marketing Highs and Offline Lows

More PMs are betting on digital:

43% say search engine marketing is **very/extremely effective**

35% say display advertising and SEO are **very/extremely effective**

PMs find offline marketing least effective, investing on average just **13%** of their marketing budget.

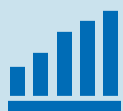
Offline Is Going Out of Style



Online booking channels drive nearly **70%** of PM bookings



Rental sites and OTAs account for **41%** of bookings; direct bookings on PM websites account for **28%**



Rental sites and OTAs are growing fast and are predicted to drive **70%** of total online market by 2018

For more information, see Phocuswright's comprehensive 2016 study [A Market Transformed: Private Accommodation in the U.S.](#)