



# Vacation rentals Performance

Building strong foundations

2025

Booking.com

# Home performance toolkit



Maximise & automate  
your availability



Create a solid pricing  
foundation



Show us your unique  
benefits



Payments by  
Booking.com



Unlock Family  
Travel Potential

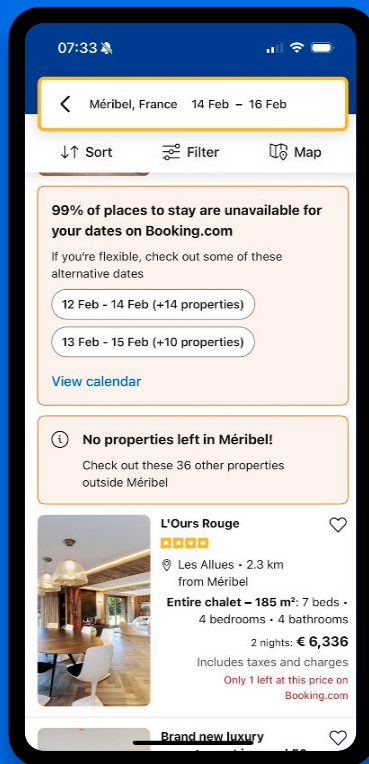
# Maximise & automate your availability

**Minimum stay rules** can increase revenue per booking but may limit your potential guest pool.

**Longer stays** reduce turnover costs and wear & tear but might leave unbooked gaps.

**Stricter rules** help manage operations but can lower visibility in search results.

**Ensuring continuous availability & flexibility** improves bookings and performance.



## Check And Adjust Your Settings:

Check Your Channel Manager/ PMS's Settings - Look for rate plans, restrictions, or stay rule to review and manage your restrictions directly in your provider tool:

- **Length of Stay:** Its recommended to keep low length of stay, especially keeping the seasonality in mind,
- **Offering continuous availability** helps to convert searches to successful bookings.

### Use an Automated, Dynamic Approach

Many Channel Manager/ PMSs offer **dynamic pricing tools** that adjust restrictions based on demand and refill availability. If not, you can for example manually set different restrictions for peak and off-peak.

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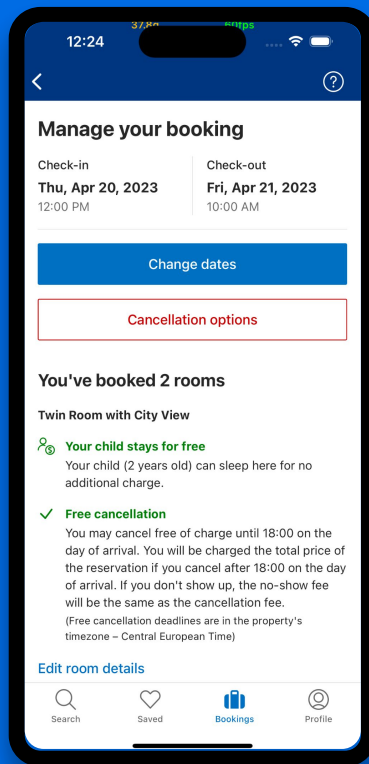
# Create A Solid Base Pricing

Offering a variety of policies and pricing options allows you to meet diverse guest needs, boost your appeal, and increase your bookings.

Properties with a **5-day flexible policy** are **75% more likely** to get booked within the first week.

**22% of travelers** are specifically looking for group-friendly stays, making tailored pricing a key opportunity.

Properties activating a **New Property Deal** are more likely to receive bookings within the first two weeks.



# The Tools To Help You Achieve This:

## Base Rate Plans

Combine Flexible and Non-Refundable rates to appeal to different guest preferences. Flexible rates provide peace of mind, while Non-Refundable rates offer a lower price for guests with fixed plans.

## Occupancy-Based Pricing (OBP)

Price rooms based on the number of guests, whether solo travelers, couples, or groups.

## New Property Deal

Give your new property a boost with a time-limited offer that provides a special discount, increasing visibility and helping you secure your first bookings faster.

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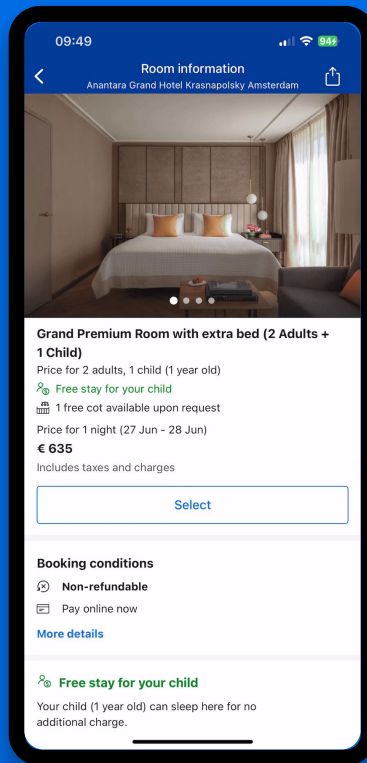
# Show Us Your Unique Benefits

Attract more guests by showcasing what sets your property apart.

**63% of guests** rely on photos as their go-to information source.

**66% of families** want to know about parking options—don't leave them guessing!

**32% of guests** book **2-4 months in advance**, so update your content early to catch them in time.



# How To Showcase Your Property:

## Property Images

Add **10+ images** covering rooms, bathrooms, kitchens, and key amenities like pools or balconies. Tagging them boosts visibility and attracts more bookings.

## Property Description

Highlight your property's unique features, amenities, and proximity to top attractions. Keeping it updated ensures you appear in relevant searches, increasing your chances of securing bookings.

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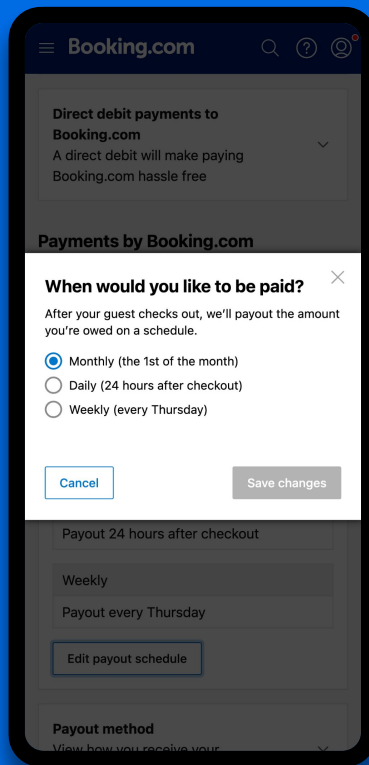
# Take control of your finances and cash flow with Payments by Booking.com

## Greater revenue security

- Whenever guests complete prepaid reservations at your property and pay online, you are guaranteed payment
- Maximize payment convenience and security to attract more potential guests

## Reduced transaction costs

- Daily payouts at guest check-in.
- Waived bank transfer fees through 2025.



## Sign up to Payments by Booking.com:

### How it works

We facilitate the entire payment process for you, freeing up your time to grow your business.

Your business will always be prepared for the relevant regulatory changes, and we help reduce the risk of fraud and chargebacks.

### Improved connectivity experience

We are actively working on improving the Payments by Booking.com experience and will release additional Payments APIs in April to reduce your partners operational workload.

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# Unlock Family Travel Potential

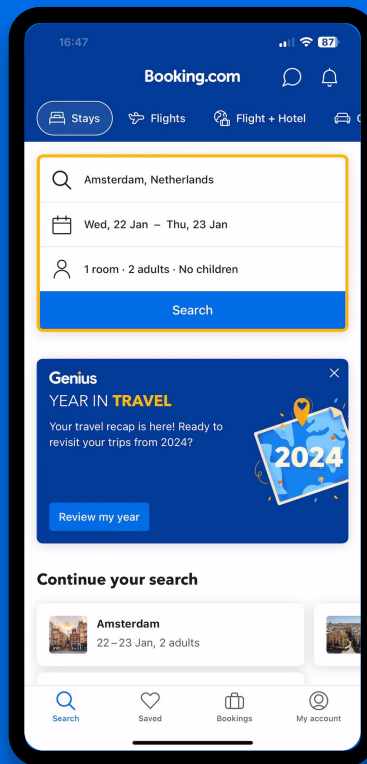
## Why Focus on Families?

Families represent **1 in 4 bookings** on our platform.

Over **40% of family guests** travel with children aged 0-4.

Competitive children's rates can increase family bookings by up to **15%**.

**Competitive pricing and the ability to stay together make all the difference for families choosing their stay.**



# How to Attract Family Bookings:

**Occupancy Settings:** Specify the maximum number of adults and children your rooms can accommodate, to give families a clear picture of sleeping arrangements.

**Family-Friendly Features:** List child-friendly amenities such as cots, cribs, high chairs, and playground access. Adding photos of these amenities can make your property stand out.

**Occupancy-Based Pricing (OBP)**  
Price rooms based on the number of guests, for different family sizes.

**Family Pricing:** Set up tailored rates for children by defining age categories and pricing per age group.

[LEARN MORE](#)

# Boost your performance

Our performance toolkit will cover these actions and when to implement them.



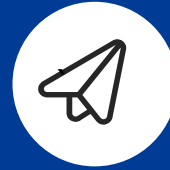
## Get set up for success

Build a strong foundational setup to receive successful bookings and seamless payments.



## Capture demand

Easily attract and engage with potential guests seeking homes in your area.



## Consistent performance

Ensure continuous bookings and optimise your earnings over time on our platform.



**Thank you**