

 your.rentals     Booking.com

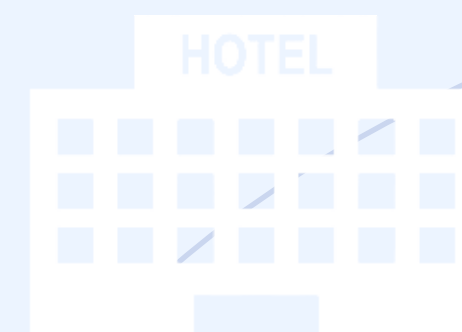
# Vacation rental trends 2023

Key takeaways from 2023  
Your.Rentals & Booking.com  
joint webinar



# 1. Competition with hotels on OTAs

Hotels are stepping up their game to compete with the rising popularity of short-term rental accommodations.



## What to optimize:

prioritise availability and adopt flexible booking policies.



## 2. Cost-conscious travellers

People are more mindful of their spending. Refining your positioning can boost your occupancy rate for a particular type of guest.

### **What to optimize:**

special prices for longer stays, tailored packages, optimize for the domestic market.



### **3. Flex your cancellation policies**

Non-refundable bookings on Booking.com have grown four-fold in two years, which shows that guests value transparency in pricing and flexibility.

#### **What to optimize:**

use at least two cancellation policies per listing – fully-flexible, non-refundable and/or early booker rates.

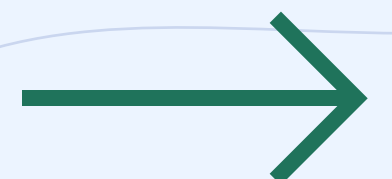


## 4. Experiment with targeting

OTAs like Booking.com provide instruments to broaden your reach on specific conditions like location, time, and user device.

### **What to optimize:**

try country rates, mobile rates or seasonal campaigns.

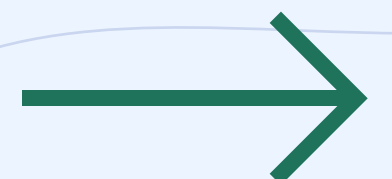
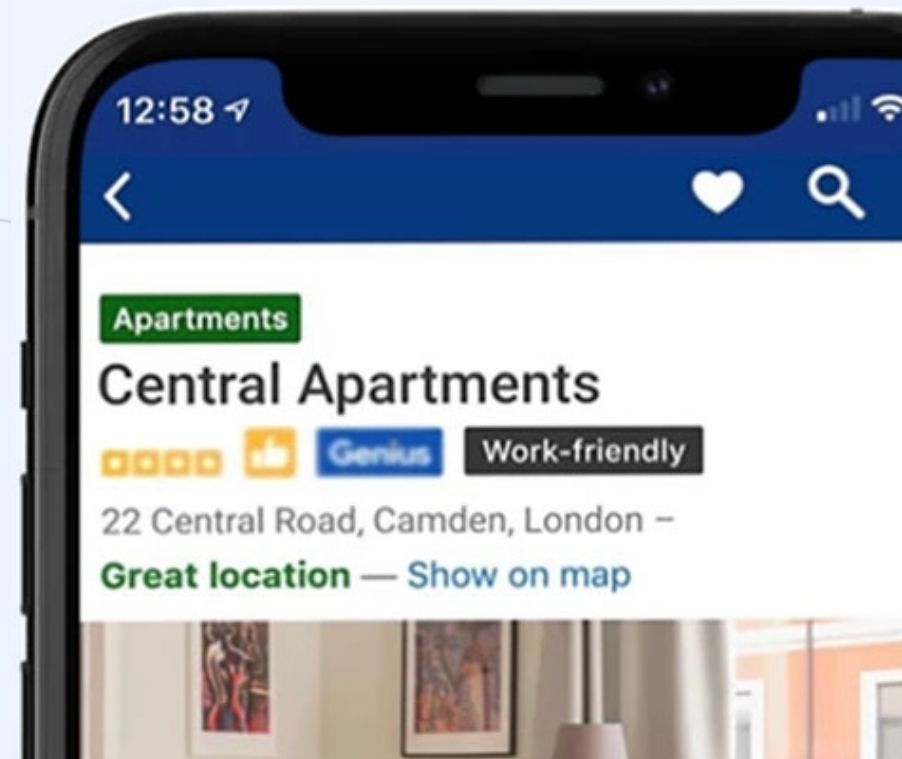


## 5. The rise of remote-working travellers

There's a trend in 2023 for work-friendly accommodation.

### What to optimize:

if your property has a desk, table, and good Wi-Fi connection, be sure to add them as amenities and get the Work-friendly badge from Booking.com.



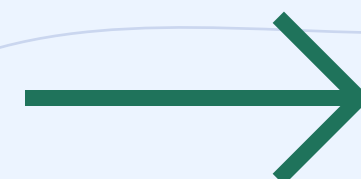
## 6. Improve your listings' content

Applying certain amenities to your listing can help you target the right audience and increase search visibility even more.



### **What to optimize:**

improve your photos, reviews and facilities. These have the most influential impact on your booking rates.

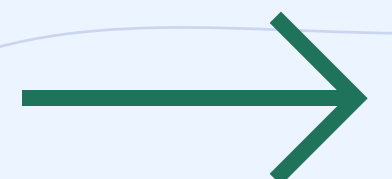


## **7. Sustainability and inclusivity is a trend**

81% of travellers told they would prefer to stay in a sustainable property. A more inclusive accommodation can drive new bookings.

### **What to optimize:**

opt-in for the Travel Sustainable badge and Travel Proud badge by Booking.com.



## **8. Accommodation facts by Booking.com**

Guests prefer to stay in hotels (57%), apartments (27%), villas (23%), bed-and-breakfast (20%) and resorts (16%).

53% of travellers would return to the accommodation they enjoyed the last time.



Read more in the article

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