

# Bookings in Florida are up 10%

**And yours should be too.**

Here's how to **increase your booked nights** and earn more from your **vacation rental properties**.

Florida is currently living up to its reputation as the sunshine state. The sun is out and **bookings are up. Up by 10% in fact**, compared to the previous year.

You're either booked up for summer, but still searching to fill those off-season calendar slots. Or you're looking at that 10% increase in bookings and wondering why none of them were for your properties. Either way, **growing your bookings is the key to earning more from your properties**. Here's how:

## Know **who** you're selling to



Who are the travelers rolling into Florida? Here's a clue: they really are rolling in - by car. **Domestic tourists make up 20% of Florida's visitors** (the largest single group, with the UK & Canada not far behind), so it's no surprise far more tourists arrive by car than by plane.

**What does that mean for you?** Whether it's highlighting your proximity to highways, or creating Fourth of July promotion packages, make sure your listings speak to American travelers.

## Meet travelers **where** they're booking



Because domestic tourism makes 20% of Florida's vacation rental scene, **it's crucial to be where Americans are searching and booking trips**. List your properties on:



**\$418**

(ADR)



**\$523**

(ADR)



**\$128**

(ADR)



**\$222**

(ADR)

List via Rentals United to generate more revenue, reach new customers and streamline your operations.

# Know **what** travelers are looking for - and give it to them



In Florida, groups and families reign supreme. With an **average of five guests per booking**, larger properties are in high demand. **Four and five-bedroom houses consistently attract the most bookings.**

**What does that mean for you?** If you have the bedrooms, flaunt them in the property name, description, amenities and photos. If you don't, get creative. Can you offer extra sleeping space? What do your properties have to offer that the competition doesn't? Property health cards like those offered by Rentals United are the ace up your sleeve when it comes to ensuring your listings have what they need to earn bookings.

## Know the **Florida market** to master it

Average Daily Rate

**\$313**

Average Booking Value

**\$1,490**

Average No. Guests

**5.26**

Average Length of Stay

**5 nights**

With Florida's bookings up by 10%, now is the time to ensure your vacation rental properties are capitalizing on this trend. And the first step is understanding your market in order to list your properties in the right places, in the right way to succeed. From innovative distribution to maximum revenue, we can help.

Looking to **boost your bookings**, and **increase the revenue** you earn from your **Florida** properties?

**LET'S TALK**