

**rentals united**

**Earn more  
from your vacation rentals  
in peak ski season and beyond**





Navigating the **seasonal shifts of the ski industry** is just as hard as finding fresh powder after a holiday weekend.

**To grow your bookings and earn more** from your vacation rentals, knowing what guests are looking for is as important as knowing what channels they're using to search for it. **But we can help.**

## **Together, let's dive into tailored strategies:**

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## Peak Ski Season

Average Daily Rate

**\$422**

Average Booking Value

**\$1616**

Average Booking Window

**35 days**

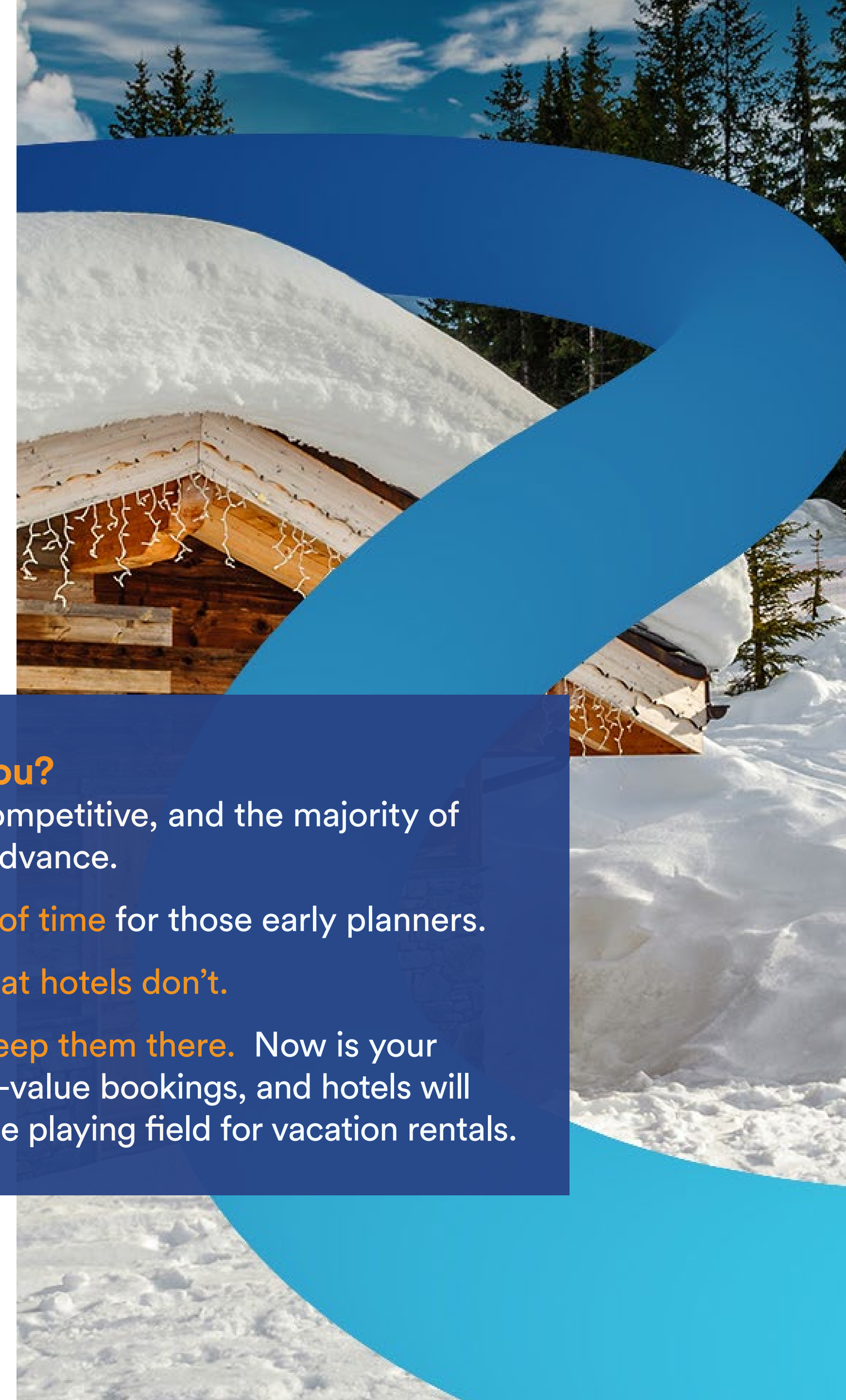
There's fresh snow on the slopes and the après-ski spots are buzzing. **Your rates should be at their highest**, and if your properties aren't already fully booked, they will be soon.

**Your main competitors here are hotels.** Not only do they dominate the ski scene, they have started to take note of STR trends and have modified their prices to match.

### What does that mean for you?

Hold your own. Ski season is competitive, and the majority of guests book their trips way in advance.

- ✓ **Set your availability ahead of time** for those early planners.
- ✓ **Highlight what you offer that hotels don't.**
- ✓ **Put your prices up... and keep them there.** Now is your chance to make some high-value bookings, and hotels will book up quickly, clearing the playing field for vacation rentals.



# Shoulder Season

Average Daily Rate

**\$255**

Average Booking Value

**\$907**

Average Booking Window

**23 days**

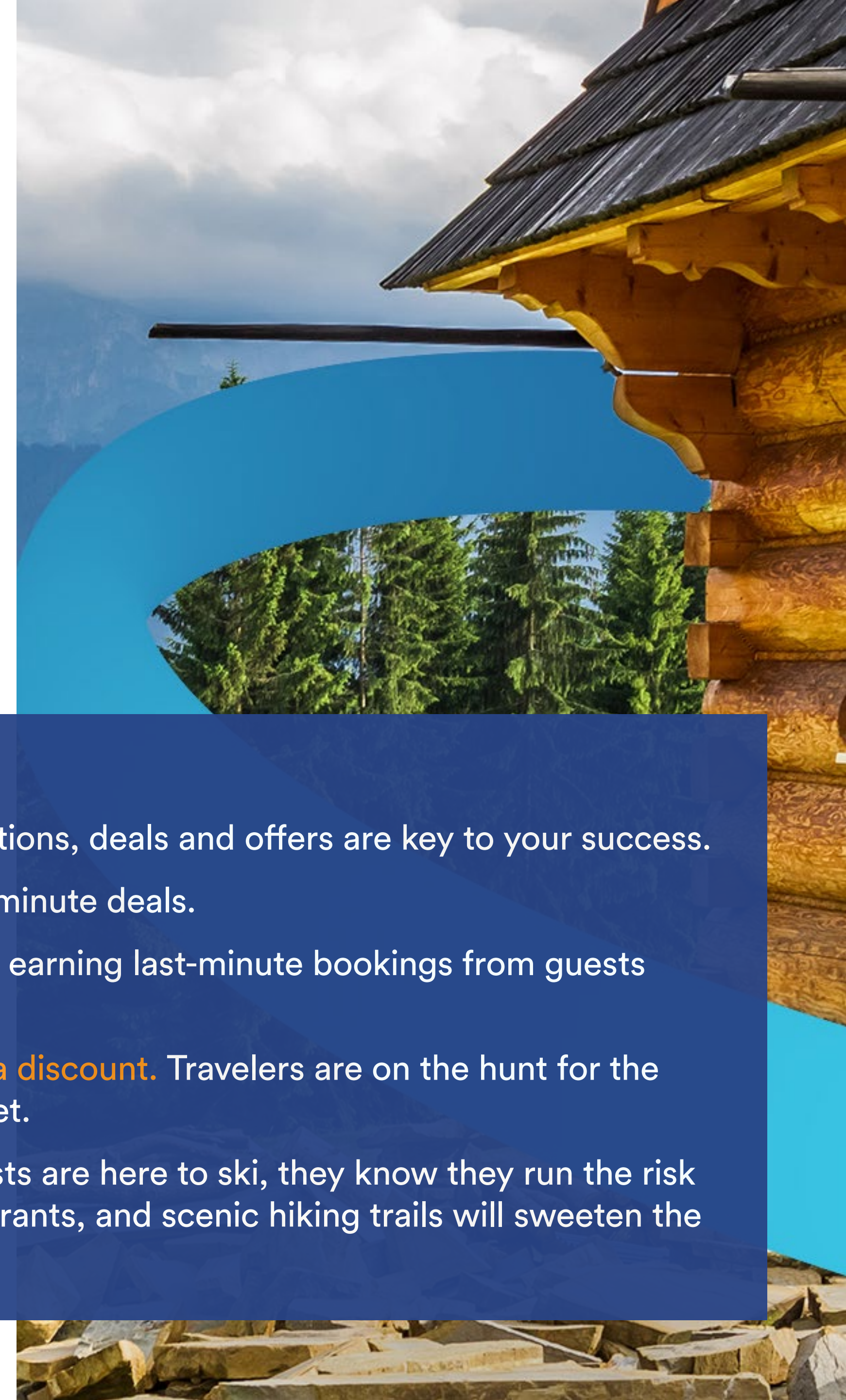
The days are **growing longer**, slopes are quieter, and **package deals** are popping up left, right and center.

Now is the time to target those travelers with the **flexibility to travel last minute**, who are looking for a good deal.

## What does that mean for you?

Your prices should be at their lowest. Promotions, deals and offers are key to your success.

- ✓ **Drop your prices** and roll out those last minute deals.
- ✓ **Non-refundable rates** are a great way of earning last-minute bookings from guests looking for a good deal.
- ✓ **Make sure guests know they're getting a discount.** Travelers are on the hunt for the same quality experience, but on a budget.
- ✓ **Showcase other attractions.** Whilst guests are here to ski, they know they run the risk of finding bare slopes, so saunas, restaurants, and scenic hiking trails will sweeten the deal.



# Off-season

Average Daily Rate

**\$304**

Average Booking Value

**\$1038**

Average Booking Window

**30 days**

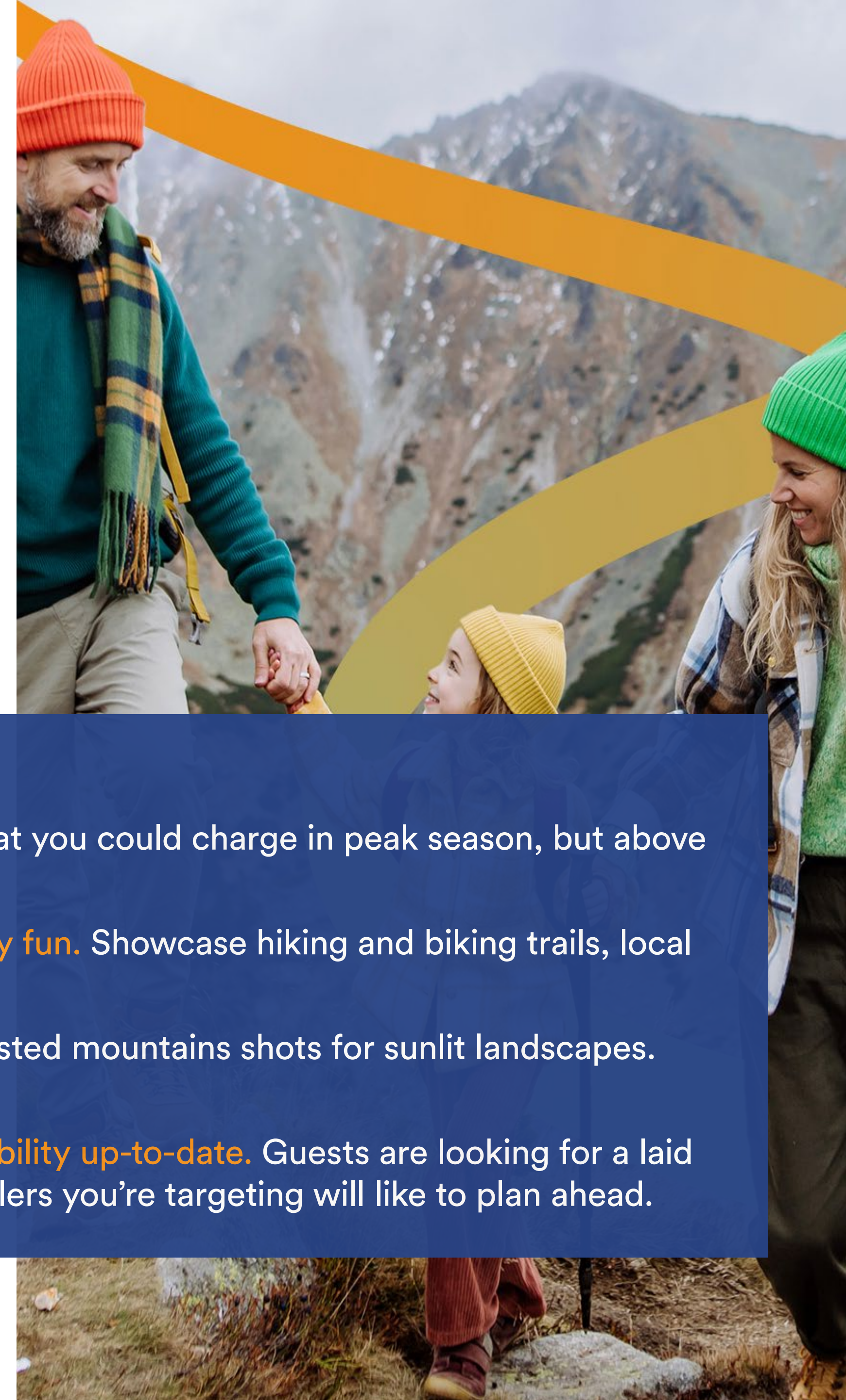
You're still in the game! **The sun's out, the snow has melted away** on all but the highest peaks, and guests are looking for **fun for all the family**.

Prices have risen again, and hiking, climbing, lake **swimming and mountain biking** are all on the agenda.

## What does that mean for you?

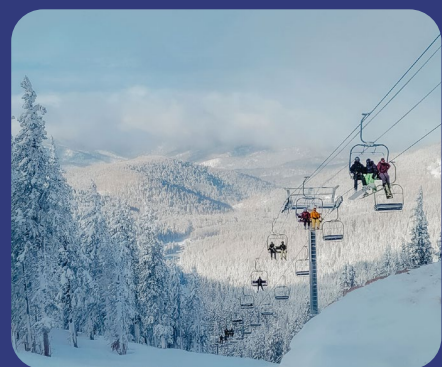
Your prices should sit somewhere below what you could charge in peak season, but above the deals you offered in shoulder season.

- ✓ **Your listings should be focused on family fun.** Showcase hiking and biking trails, local attractions and nearby swimming spots.
- ✓ **Update your photos.** Swap out snow frosted mountains shots for sunlit landscapes. Highlight your outside spaces.
- ✓ **Keep your prices steady and your availability up-to-date.** Guests are looking for a laid back holiday and the more mature travelers you're targeting will like to plan ahead.



Putting it into practice

## Peak Season

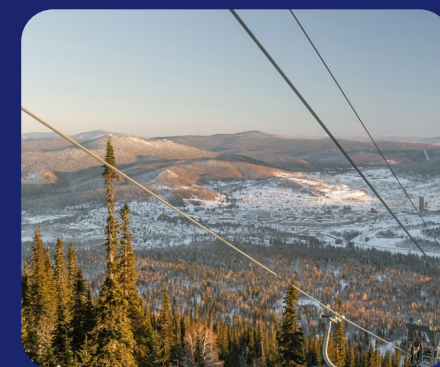


### Cozy Ski Lodge

Nestled in the heart of the mountains, our ski lodge offers direct slope access with privacy that hotels simply can't match – book now while availability lasts!

**\$550** / night

## Shoulder Season



### Ski cabin close to town

Enjoy unbeatable discounts on this charming cabin with direct access to ski slopes and hiking trails, and only 10 mins from the town center.

~~\$550~~ **\$390** / night

## Off-Season



### Serene Mountain Retreat

Enjoy family fun at our mountain cabin, perfectly situated for hiking, mountain biking, and swimming, with a large garden and easy access to local attractions.

**\$430** / night

# Where is as important as what

We've covered what travelers are looking for, and how to give it to them. But meeting travelers where they're searching for rentals is equally important. To get those bookings rolling in, list your properties on:



## Best for **Peak Ski season**

The **luxury channel** is where those early planners will be looking for a more up-market trip.

**\$477**  
(ADR)



## Best for **Shoulder season**

The **easy price comparison** it offers is perfect for travelers looking for last minute deals and discounts.

**\$196**  
(ADR)



## Best for **Off-season**

**Domestic tourists** will make up most of your summer bookings, and Hopper is where they will be searching.

**\$244**  
(ADR)



rentals united

**Now you know  
what you have to do,  
let's talk about  
how to do it.**

Knowing your market is the key to meeting guests where they're booking, and giving them what they're looking for. And we can help.

Rentals United's market insights help you set competitive prices, whilst channel management empowers you to effortlessly reach the right guests, ensuring your listings, prices, and availability are always up to date.

Ready to boost your bookings and increase your revenue, during peak ski season and beyond?

**LET'S TALK**