

How to boost your performance on VRBO

Are you connected to VRBO and looking to boost your bookings? We've gathered some valuable stats and tips to help you succeed.

Let's start with some numbers

When looking at a **property**, travellers spend at least

70%

of that **time looking** at the photos. VRBO recommends at least 30 photos.

Set up **availability** and prices for at least

18
















months in advance.

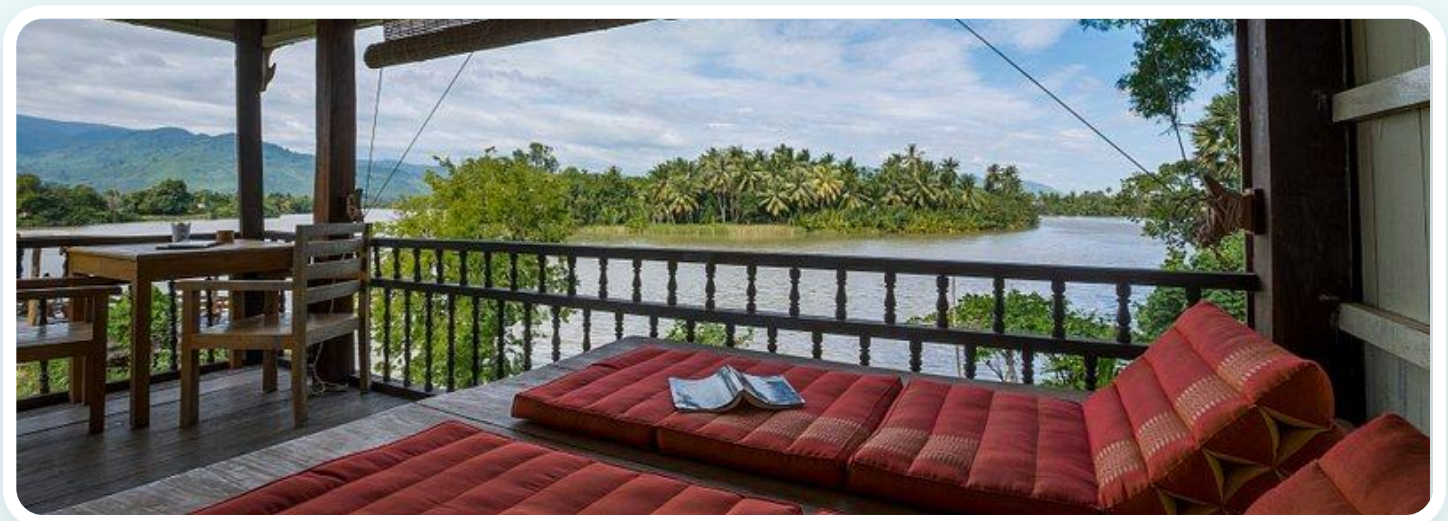
Add at least

50

amenities for higher visibility.

VRBO's Top 15 used amenities

- | | | |
|--|---|---|
|  Pool |  Private pool |  Kitchen (essentials) |
|  Beachfront (location type) |  Waterfront (location type) |  Free cancellation (essentials) |
|  House (property type) |  Hot tub |  Air conditioning (essentials) |
|  Oceanfront (location type) |  4+ stars |  Internet/Wifi (essentials) |
|  Pets allowed (House rules) |  Beach |  Outdoor space |



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Super Feature

VRBO has a **fixed set of cancellation policies**. However, **when you're connected through Rentals United**, you can use **your own cancellation policy** on VRBO. **Only a few channel managers** have the option to sync a customized cancellation policy to VRBO and **we're one of them!**

Use it to make it softer rather than stricter which is more attractive for guests and **leads to more bookings**,

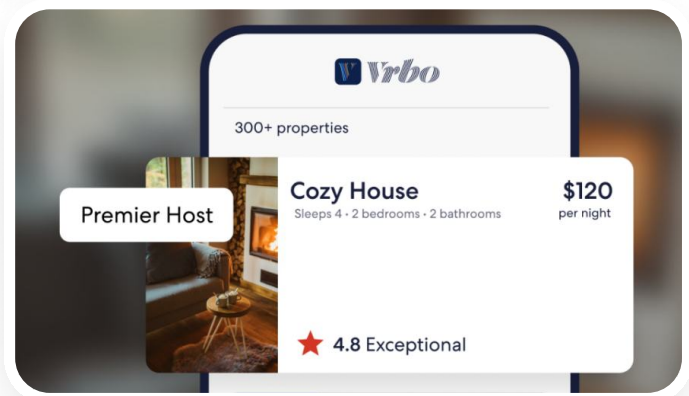
Vrbo Cancellation Policy
If you wish to change the cancellation policy you are sending to Vrbo, you can select a new one here. It will only affect Vrbo and it will apply to all your properties.

- Use one of Vrbo pre-defined cancellation policies for all properties
- Use your own cancellation policies for all properties.
- Use property specific cancellation policy.
Cancellation policy will be sent to Vrbo as it is specified in Rentals United for a given property.

Vrbo's Premier Host Program

With Vrbo's Premier Host program, you unlock **exclusive benefits** that increase your **property's visibility** and build trust with **valuable travelers**.

Meet the **requirements** and automatically **enjoy** the benefits of the program.



Minimum requirements

5+

bookings or 60
booked nights

3+

guest reviews
across your account

4.4

or higher guest
review score

95%

or higher accepted
booking rate

1%

or lower
partner-initiated
cancellation rate

Want to earn more from your connected channels?

LET'S TALK!