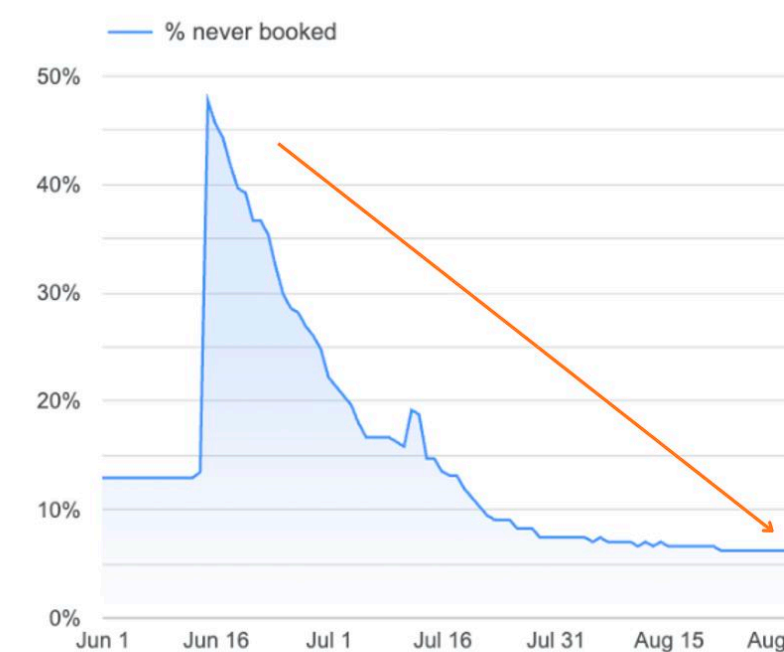


## Case Study: Streamlining Expansion in Vacation Rentals with Vienna Residence

### The challenge

% never booked properties



When Vienna Residence expanded its Airbnb portfolio from around 140 to 244 units, nearly half of the new listings - 48%, remained unbooked in June. Low initial visibility of both new and some existing units threatened slow traction across their rapidly growing portfolio. The team needed a solution to reduce idle inventory, accelerate first bookings, and maintain operational efficiency without adding complexity.

### The solution

Using **Rentals United's Airbnb connection** and the **New Listing Promotion**, Vienna Residence applied automated, data-driven strategies to boost visibility and bookings. The promotion automatically offered a 20% discount on the first three bookings for listings that had never received a booking - whether newly added or existing ones - turning visibility challenges into measurable results.

The share of **never-booked listings** dropped from

**~48%** to **~5%**.

*“Rentals United gives us the control and visibility we need to grow confidently - without adding more complexity.”*

- Markus Müllegger, Property Manager

### Key takeaways

- Quick traction for new listings: NLP helped the client achieve first bookings rapidly, turning nearly half of previously inactive listings into booked units.
- Portfolio growth supported: NLP facilitated the smooth expansion from ~140 to 244 units without leaving units idle.
- Revenue and visibility boost: By accelerating initial bookings, listings started building positive reviews and improving search ranking.



### Conclusion

Rentals United Connection, paired with the New Listing Promotion, empowered Vienna Residence to scale efficiently, optimize every listing, and generate measurable revenue growth - proving it's the best choice over direct connections or other channel managers.

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