

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

Travellers spend
at least

70%

of their research time
looking at 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

Premier Hosts
saw a

75%

increment in year-over-
year net booking value

Cancellation policies: be flexible

Vrbo recommends Relaxed or Moderate cancellation policies to boost bookings. Flexible policies drive **26% more bookings**, **53% higher revenue** and **39% better conversion** than Strict, building guest confidence and increasing your success.

VRBO's Top 15 used filters



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)



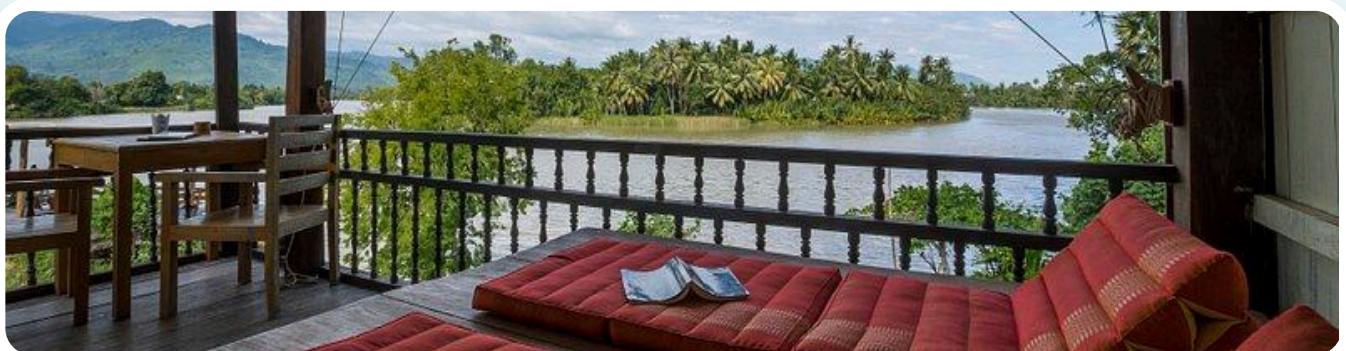
Pets allowed (House rules)



Beach



Outdoor space

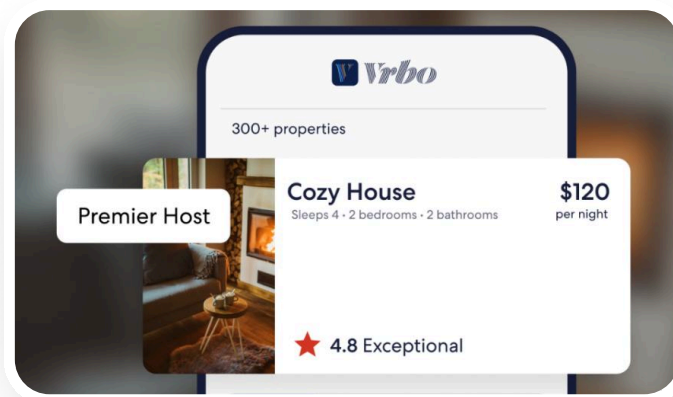


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Vrbo's Premier Host Program

Join Vrbo's Premier Host program to unlock **exclusive benefits** that boost your **property's visibility** and build trust with high-value travelers.

Simply meet the minimum requirements to qualify and enjoy the perks—Premier Hosts saw nearly a **75% increase** in year-over-year net booking value.



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 know more and set up a call?

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