

J A N U A R Y 2 0 1 7



RENTSIESTAKEY.COM

Siesta Key Vacation Rentals

"The Quick, Easy, Worry free way to book your vacation rental."

Annual Newsletter

No Booking Fees!

With more and more competition among large vacation rental outlets, some local companies gain the edge. Vacation rental portals such as HomeAway and TripAdvisor are continually competing against one another to attract travelers. One way they managed to one-up the competition was to offer additional services such as money back guarantee, concierge, emergency rebooking assistance, etc. however these services came with a premium, sometimes as much as 10% of the trip total with no option to opt-out. Rent Siesta Key has NO booking fees as well as NO processing fees as many other local management companies charge. This reduces the total cost to your guests and keeps your property BOOKED!



What's new & What we have planned

Rent Siesta Key has always been the leader in innovating the vacation rental market and an early adopter of the newest technology in the industry. 6 Years ago Rent Siesta Key was the first local small business to accept online reservations and offer real-time availability calendars for vacation rentals. Even today we stand among the very few companies whose calendars are fully integrated with partner sites such as HomeAway.

What's Planned...

New Website

We are currently working on an updated website packed with additional features.

Experience

A new service where guests can book activities and additional services for their vacation.

Owner Portal

An updated portal which offers more functionality and a better user experience.

New Website

Redesigned

Just as real property requires updates from time to time to stay appealing and avoid looking “outdated”, websites need the same refreshment. The new Rent Siesta Key website will boast an all new user friendly design that is simple and easy to navigate yet functional, putting as little restriction on the booking process as possible. This new redesigned website will also be mobile friendly as the industry has seen a 47% increase in searches and bookings done over mobile devices.

Security

Web security is a growing concern among travelers booking online and on the go. RentSiestaKey.com has full website security monitoring and SSL certificate management practices in place. In addition, when you enter the booking process, there is additional security offered with Payment Card Industry Data Security standard compliance.

Flexible dates search

A new industry-leading feature currently only found among hotels and large travel sites that will allow travelers to input their dates and select +/- a number of days if they are flexible in their travel plans. This will reduce gaps between existing reservations as well as offer your property even if it would not normally show in search results on a strict date request.

Last minute bidding

If you are looking to maximize your occupancy, this is a great new feature for you. As an option we can allow travelers to bid on your property (starting from a minimum bid which you select) within a set time frame (1 week out, 2 weeks out, etc.). This compliments the changes in the vacation rental market discussed later in the Trends section of the newsletter. Again, this will help fill in those gaps last minute and bring in that little extra income before the month end.





Plan Your Experience

As the vacation rental market place expands, our role as property managers is changing. Not only are we maintaining your property in your absence and generating passive income but providing a vacation experience to travelers from around the world. In an effort to recognize the travelers experience, we will have a new section called “Plan Your Experience” where travelers will be able to explore and book from a variety of activities (Segway Tour, Sunset cruise, Parasailing), equipment rentals (Bicycles, beach karts, coolers), and additional services (Private chef, massage, daily/weekly cleaning). In the coming months we will be

partnering with local business and service providers to expand the options and availability of the Plan Your Experience section. We believe that this offering will increase our already steady repeat customer base as well as build new relationships in the community and help grow Siesta Key as a vibrant vacation destination for the coming years. If you have a great Siesta Key experience you would like to share and have considered for our site, please let us know the vendor and why they made your experience great.



Today's Featured Review

We had a wonderful stay in Siesta Key and the house was great for our needs. The process of renting the house, checking in, and checking out was made as smooth and easy as possible by Rent Siesta Key. You guys run a first class operation!

Thanks,

Malamis Family

VR Trends

The year ahead is looking up

In 2017 millions will be looking up at the dark night skies as SpaceX sends their first crew to the international space station, Amazon launches their first delivery drone, and if you are in the right place you may even witness a total solar eclipse on August 21st.



Rent Siesta Key will also be looking up as we set our sights higher for the year ahead. With our new website and Plan Your Experience section we look to capture the most out of a growing industry. The number of travelers who have stayed in a vacation home has more than tripled since 2010, making it a mainstream option for the modern traveler.

Rent Siesta Key Mobile APP

Our mobile app has witnessed a 53% increase in user adoption over the past year and is no longer a novelty for early adopters. Users across all age ranges engaged with the app on average 18 times throughout their vacation timeline.



“Late bookings” become “bookings”

Because of the increased supply of vacation rentals, the industry has seen more and more last-minute getaways. In the last two years we have seen the average booking window fall from 90 days to 60 days in advance. Whether or not this will bottom out soon is still unclear. However, Rent Siesta Key is already working to capture these last minute bookings with our new Last Minute Bidding program.

Conclusion

To stay on top of the year ahead, Rent Siesta Key has a lot of new and exciting changes ahead. Using the tools at hand to manage daily operations, improve guest experience, and refine the services we offer to guests and owners alike. We hope this year's annual newsletter has shed some light on what's happening here in Sunny Siesta Key.

Cheers to 2017!
It's going to be a
great one.

Sincerely,

Rent Siesta Key

