

EXPLORE 23

FEST

Maximize revenue with strategic rates management

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8 strategies: Adapt your rates to maximize revenue

01

**Segment & target
ideal audiences**

02

**Prioritize
seasonal rates**

03

**Implement a
cross-channel
strategy**

04

**Optimize for
Vrbo**

05

**Revisit cancellation
policies**

06

**Integrate dynamic
pricing tools**

07

**Incorporate deals
& incentives**

08

**Continuously
adapt to market
pacing**

01

Segment and target ideal audiences

- What is **market segmentation**?
- **How do** you do it?
- **Types** of market segmentation



Top reasons guests choose to take a vacation

- Escape from a perceived mundane environment
- Exploration and evaluation of self
- Relaxation
- Prestige

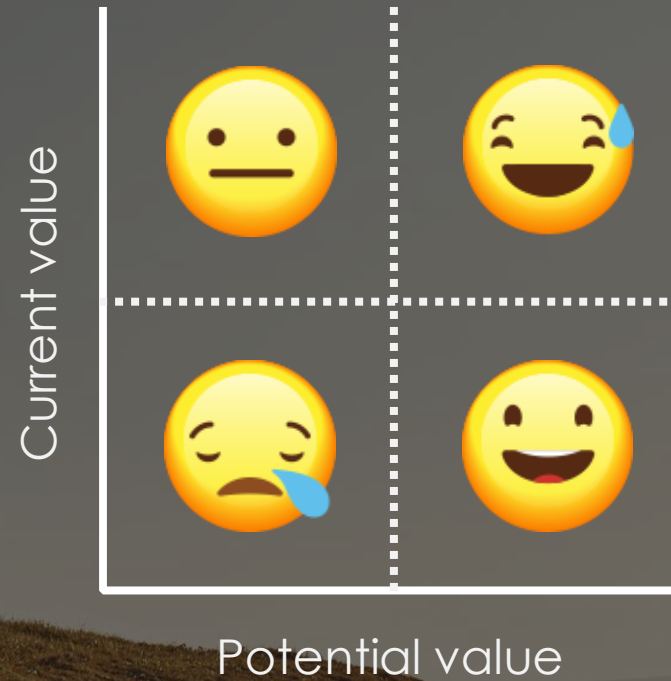
- Regression
- Enhancement of relationships
- Facilitation of social interactions
- Novelty
- Education



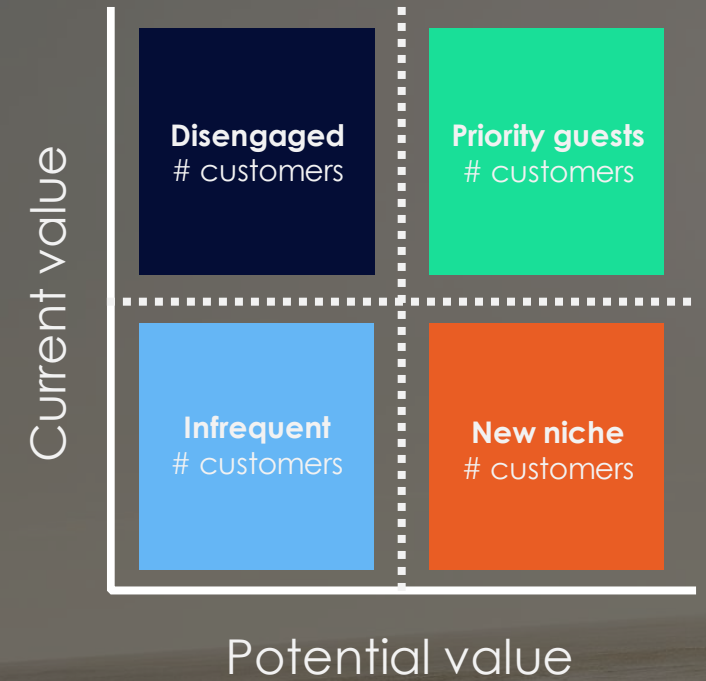
Customer



Segment value matrix



Segment value matrix



Key benefits of strategic segmentation

You're in the
driver's seat

Stand out
from the crowd

Personalized
journeys

A photograph of two young men walking along a dirt path on a hillside. The man in the foreground is wearing a red and white striped long-sleeved shirt and a black backpack, looking towards the right. The man behind him is wearing a light blue t-shirt and has a blue shirt tied around his waist, also looking to the right. They are both smiling. In the background, a coastal town with many houses is visible, followed by a beach and the ocean under a soft, hazy sky. The entire image is framed by a thin white circular border.

**Appeal to new
and niche segments**



90%

look for sustainable
travel options

74%

would choose a travel
option that supports local
cultures & communities,
even if it were more
expensive

78%

say they have made
a travel choice based
on promotions they feel
represent them

Top five related amenities

Access to EV car
charging stations

Solar energy

Recycling

Elimination of
single-use plastics

Eco-friendly
LED lighting

02

Prioritize seasonal rates

Support segmentation with seasonal rates

Rates strategy

Coupons

✓ Seasons

Adjustments

All adjustments

Length of stay

Booking window

Name
4th of July 2024
December 2024 Ajax
Late Winter 2024
Shoulder seasons 2024
Spring Break 2024
Summer 2024
Summer peak 2024

Snowbirds

Personalized
journeys

Extended
families

Start with attractive rates for target segments

Create new season

Summer peak 2025

36 items selected

☒ Units

- ☒ Ajax (AJAX)
- ☒ Back Bowls (BACKBOWL)
- ☒ Bourke (Y1009BOU)
- ☒ Cuchara Gem (CUCHARA)
- ☒ Elk Camp (ELKCAMP)
- ☒ Esplanade (Y1ESPLAN)
- ☒ Flat Stanley (Y66STRAD)
- ☒ Grouse Mountain (GROUSEMT)
- ☒ Henty (Y67HENTY)
- ☒ High Alpine (HIALPINE)

Bulk edit

☐ Set in bulk

Set nightly rates and min night stay for the selected dates

Nightly rate

Min night stay

☒ Adjust by percentage

Increase or decrease current rates by a percentage
Examples: -5% or 5%

Percentage

Close

Save

\$300	7
\$360	7
\$330	7

Reserve premium rates for high demand

Edit season

Summer peak 2024

All seasons based off this season

<input type="checkbox"/> Units	Nightly rate	Min night stay
<input type="checkbox"/> Ajax (AJAX)	\$540	7
<input type="checkbox"/> Back Bowls (BACKBOWL)	\$390	7
<input type="checkbox"/> Bourke (Y1009BOU)	\$1,124	7
<input type="checkbox"/> Cuchara Gem (CUCHARA)	\$585	7
<input type="checkbox"/> Elk Camp (ELKCAMP)	\$640	7
<input type="checkbox"/> Esplanade (Y1ESPLAN)	\$479	7
<input type="checkbox"/> Flat Stanley (Y66STRAD)	-	-
<input type="checkbox"/> Grouse Mountain (GROUSEMT)	\$300	7
<input type="checkbox"/> Henty (Y67HENTY)	\$360	7
<input type="checkbox"/> High Alpine (HIALPINE)	\$330	7

Edit season

Shoulder seasons 2024

Rates for spring and late summer

<input type="checkbox"/> Units	Nightly rate	Min night stay
<input type="checkbox"/> Ajax (AJAX)	\$405	3
<input type="checkbox"/> Back Bowls (BACKBOWL)	\$293	3
<input type="checkbox"/> Bourke (Y1009BOU)	\$843	3
<input type="checkbox"/> Cuchara Gem (CUCHARA)	\$439	3
<input type="checkbox"/> Elk Camp (ELKCAMP)	\$480	3
<input type="checkbox"/> Esplanade (Y1ESPLAN)	\$359	3
<input type="checkbox"/> Flat Stanley (Y66STRAD)	-	3
<input type="checkbox"/> Grouse Mountain (GROUSEMT)	\$225	3
<input type="checkbox"/> Henty (Y67HENTY)	\$270	3
<input type="checkbox"/> High Alpine (HIALPINE)	\$248	3

Seasonal rates in Escapia

escapia

Reservations

Inbox

Front Desk

Contacts

Housekeeping

Rates

Units

Service

Accounting

Custom Search

Admin

Rates strategy

Create new season

Coupons

✓ Seasons

Adjustments

All adjustments

Length of stay

Booking window

Name	Actions
4th of July 2024	...
December 2024 Ajax	...
Late Winter 2024	...
Shoulder seasons 2024	...
Spring Break 2024	...
Summer 2024	...
Summer peak 2024	...

<

1 - 7 of 7

>

03

Implement a cross-channel strategy

Explore cross-channel strategies

35 days

inspiration

39 days

research & planning

Explore cross-channel strategies (cont)



Resources used leading up to a travel purchase

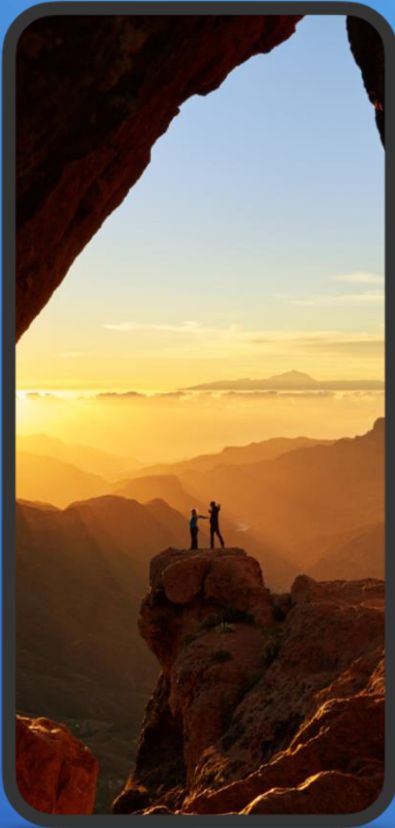


Open to inspiration

is a leading factor when
booking all elements of a
trip for nearly

3 out of 5
travelers

Showcase aspirational content



Breathtaking locations



Interesting experiences



Brand differentiators

04

Optimize for Vrbo

Why Vrbo?

**Travelers
that spend more
on lodging**

**Travelers
that stay longer**

**Travelers that
book 2x earlier**

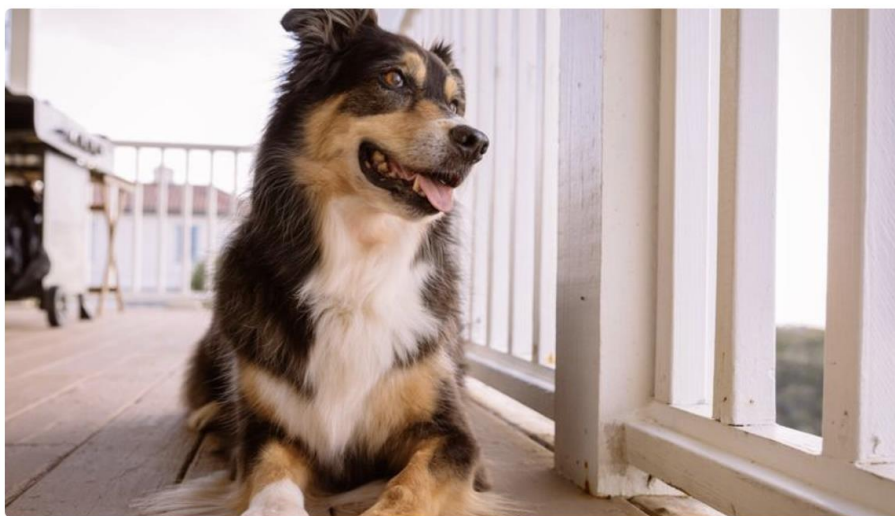
**Travelers
that respect your
home**

Capture leads during the discovery process



FAMILY TRAVEL 2023

On the beach



THE WHOLE FAMILY

Pets welcome



SPACE FOR EVERYONE

More than 3 bedrooms



FLEXIBLE STAYS

Homes with free cancellation



POPULAR AMENITIES

Swimming pools

Factors that influence the discovery phase

**Amazing
visuals**

**Personalized
content**


**Compelling
amenities**

**Five-star
reviews**

A man with long hair and sunglasses, wearing a striped shirt and shorts, is sitting on a dark, rocky ledge. He is looking out over a vast expanse of turquoise water. The water has a textured, rippled surface. In the background, a dark, rocky shoreline is visible. A large, thin white circle is superimposed over the image, framing the text. The text is in a bold, white, sans-serif font.

Persuade in the planning process

Factors that influence the planning phase



Optimal minimum
night stays

Competitive
rates

Minimal
fees

Prevent lead conversion blockers

Check In Nov 1	Check Out Nov 4
Guests 2 guests	
\$328.33 x 3 nights	\$985.00
Host Fees ^	\$433.33
Damage Waiver	\$79.00
Administrative Fee	\$44.33
Management	\$10.00
Cleaning Fee	\$300.00
Service Fee ?	\$179.00
Tax	\$155.13

**Over 2/3
of travelers**

report that they will not
book a property with
more than 2 fees

**50% of
travelers**


would not book a
property where fees
make up > 15% of
trip total

**#1 negative
experience**

travelers rank high fees
as the #1 negative
experience on
Vrbo

05

Revisit cancellation policies


A woman and two children are at a swimming pool. The woman is sitting on the edge of the pool, holding a young girl. A boy is swimming in the pool. The background is a lush, green tropical setting with trees and a wooden fence.

Are you meeting your guests' needs?

77%

of travelers are
more likely to book a
rental with flexible
cancellation policies

Offer peace of mind with free cancellations



Overview Amenities Policies Location Host

Entire cabin

Luxury Cabin! AMAZING VIEW! Huge Game Room! 7 Fireplaces! - Window to Heaven

★ 5.0/5 Exceptional
[See all 171 reviews](#)

Entire cabin

4 bedrooms 4 bathrooms Sleeps 8

Popular amenities

- Pool
- Hot Tub
- Kitchen
- Washer
- Dryer
- Air conditioning

Free cancellation ⓘ
Before Sat, Sep 9

Earn OneKeyCash each time you stay at a place that feels like home

\$510 per night

Start ... Nov 8 End date Nov 11

Travelers
4 travelers

\$21.34 in OneKeyCash applied

× Filters [Clear](#)

- ☐ Kitchen
- ☐ Outdoor space
- ☐ Living Room
- ☐ Dining Room

Free Cancellation

☒ Free cancellation
View properties that offer free cancellation depending on your trip dates. View cancellation policies for details.

Features & amenities

- ☐ Hot tub
- ☐ Pool
These places have access to a pool.
- ☐ Private pool
Find a place with a pool all to yourself.

[See more](#)

Property reviews

- ☐ ★★★★★ 4+ stars
- ☐ Highly rated for cleanliness
Guests rated these places 4+ stars for cleanliness.
- ☐ Highly rated for location
Guests rated the location of these places 4+ stars.

300+ properties [Done](#)

You have options in Escapia

Cancellation Policy

Set your default cancellation policy

Select cancellation policy
Default Custom

All fields marked * are required

Custom policy

Create your own cancellation policy. You can add up to three policy periods, but you only need one

Name your policy
Default Custom

Period 1*

Refund % *
100

Days before check-in *
60

Period 2 (Optional)

Refund %
50

Days before check-in
30

Period 3 (Optional)

Refund %
25

Days before check-in
15

Optional: Add a cancellation fee that will apply to all cancelled bookings

Cancellation fee

Save

Free cancellation badge

Relaxed ✓

Moderate ✓

Firm ✓

Strict ✓

No refund ✗

Custom ⚠

06

Integrate dynamic pricing tools

Reach your goals with revenue management

Work smarter

Save time

**Maximize
revenue**

**Augmented
functionality**

Automate with a dynamic pricing partner



Wheelhouse



BEYOND



PriceLabs

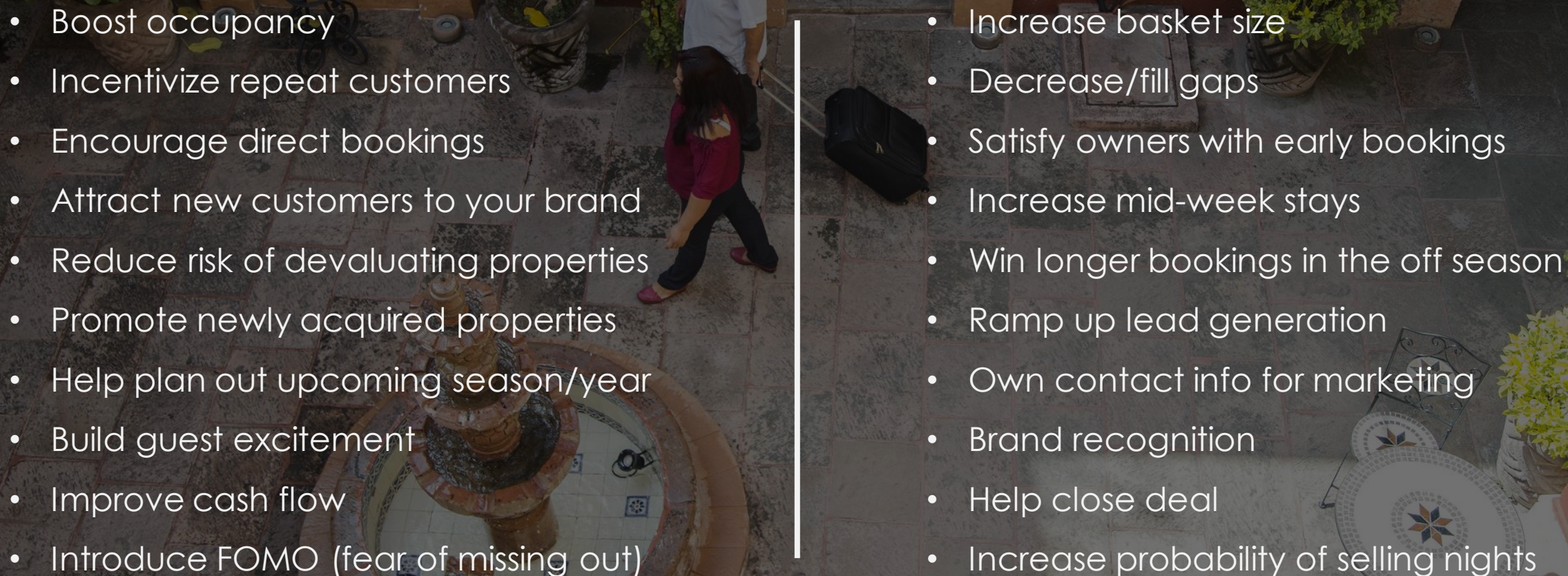


Rented.com

07

Incorporate deals and incentives

Benefits of promotions

- 
- A man in a white shirt and dark pants is walking towards a woman in a red top and dark pants. They are in a courtyard with a stone fountain in the foreground, potted plants, and a building with large windows in the background. A black suitcase is on the ground near the man.
- Boost occupancy
 - Incentivize repeat customers
 - Encourage direct bookings
 - Attract new customers to your brand
 - Reduce risk of devaluating properties
 - Promote newly acquired properties
 - Help plan out upcoming season/year
 - Build guest excitement
 - Improve cash flow
 - Introduce FOMO (fear of missing out)
- Increase basket size
 - Decrease/fill gaps
 - Satisfy owners with early bookings
 - Increase mid-week stays
 - Win longer bookings in the off season
 - Ramp up lead generation
 - Own contact info for marketing
 - Brand recognition
 - Help close deal
 - Increase probability of selling nights

Lean into loyalty

- **Incentivize** and **reward** return guests
- **Encourage** direct bookings
- **Create** goodwill
- **Empower owners** with referrals
- **Delight** family & friends

Name coupon



*Name

Returning guest rate



1 character minimum

80

Description

Best holiday rates for returning guests

211

Close

Next

Tried & true lead generation

Examples of where to use coupon codes:

- Email/newsletter **signups**
- **Chatbots**
- **Social** media
- **Direct** website

Include various options:

- **% off** per night
- **\$ off** whole stay
- **Free** night



We're excited to offer you our

SIGN UP AND RECEIVE
15% OFF
SELECT DATES & CABINS • NOV. 3 - M

~ And to be notified of future offers ~

☒ Yes! ☐ No Thanks, maybe later

You • 6:46 PM
Yes!

Instabot • 6:46 PM

Great! If you sign up for our email list we'll get you the promo code for the \$100 discount on 3 bedrooms or larger. Here is the link to sign-up:
[Sign Me Up To Get The Promo Code](#)

If you stay 5 nights the 6th night is free, weekends included! That will automatically calculate in our system, no promo required.

Enter your email address

SIGN UP

Coupon codes are live in Escapia

Coupon details

Set the coupon details by adding a code to be associated with the discount amount or percentage, then select to apply the discount per night or for the whole stay. Per night will limit the discount to specific Stay dates and/or Stay days of week and whole stay will apply the discounted rate to the total rent for the stay.

1 character minimum

20

Type
✓ Percent
Amount

Percent

Per night

Create new coupon

Steps

Name and description

Units

Coupon details

Active dates

Conditions and actions

Name and description

Name
Coupon demo

✓ 1 character minimum

Description

Type

✓ Per night

Whole stay

Coupon details

Set the coupon details by adding a code to be associated with the discount amount or percentage. Choose to apply the coupon discount value on a nightly or per stay basis.

Coupon code

1 character minimum

20

Percent

Percent

Per night

Active dates

Set the active dates and days of the week that the coupon code will be active.

☒ Select dates ☐ Run indefinitely

Start date

→

End date

Conditions and actions

Add restrictions and requirements to apply on the coupon code.

Booking dates ☒

Set booking creation dates that the coupon will be active.

Restrictions

☒ No restrictions

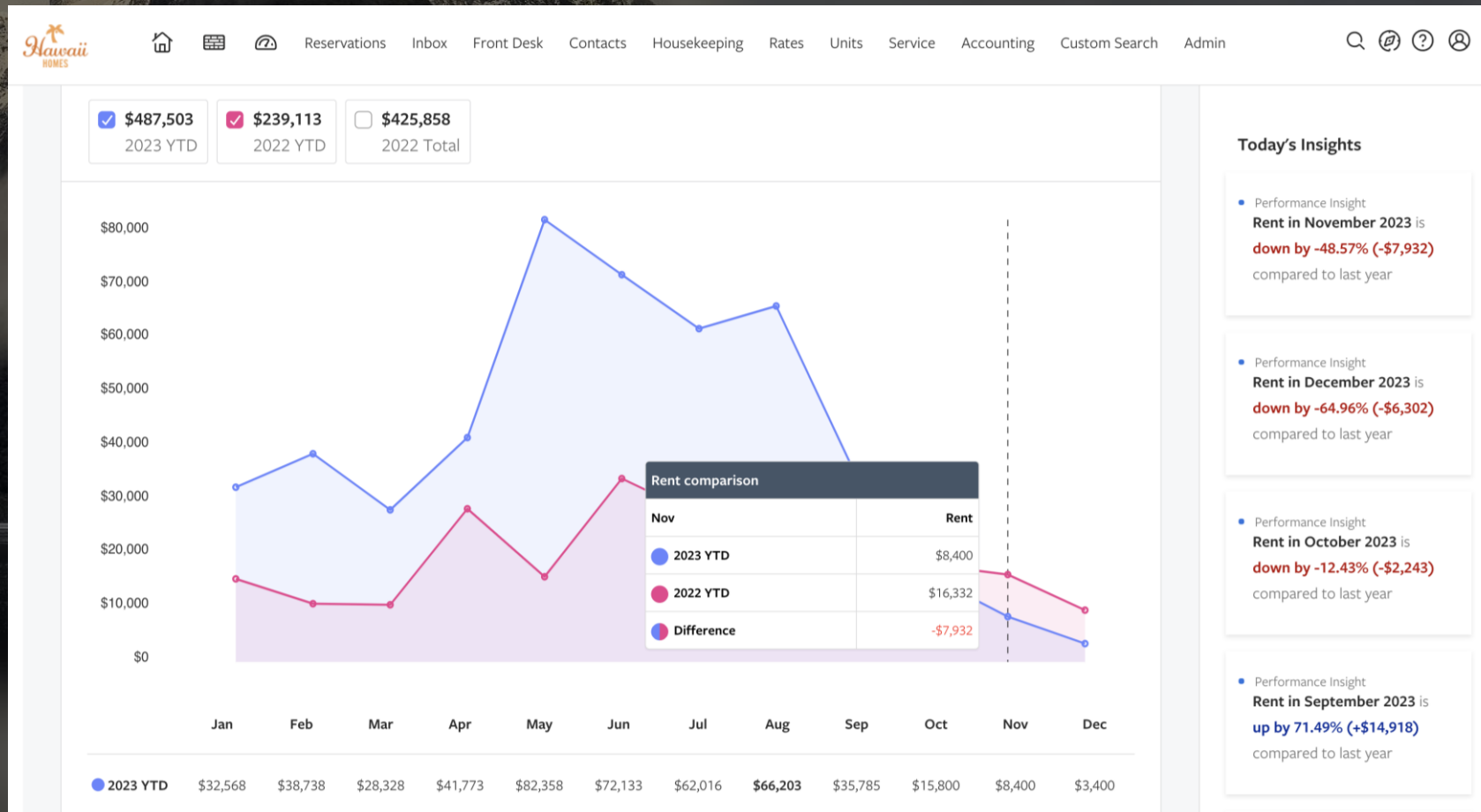
☐ Booking window

☐ Length of stay

08

Continuously adapt
to market pacing

Keep up with market conditions



“...easily see which nights were booked and which are still vacant... this would make the calendar so much more usable to optimize bookings.”

<

Decrease rates by a %

Accept Market Rates suggestions

🏠

Reservations
Inbox
Front Desk
Contacts
Housekeeping
Rates
Units
Service
Accounting
Custom Search
Admin

🔍
👤
⚙️
🌐

Export your rates
Nightly rates
📄

Rates Manager

TODAY
< 2024 >
JAN
FEB
MAR
APR
MAY
JUN
JULY
AUG
SEP
OCT
NOV
DEC

<
MARCH 2024
>

	Fri 1	Sat 2	Sun 3	Mon 4	Tue 5	Wed 6	Thu 7	Fri 8	Sat 9	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23	Sun 24	Mon 25	Tue 26
<input type="checkbox"/> Select all units 39 units																										
<input type="checkbox"/> Ajax AJAX	\$297	\$297	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505	\$505
<input type="checkbox"/> Back Bowls BACKBOWL	\$215	\$215	\$402	\$402	\$402	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$310	\$365	\$365	\$365	\$365	\$365	\$365	\$365	\$365	\$365	\$365	\$365	\$365
<input type="checkbox"/> Bourke Y1009BOU	\$562	\$562	\$1,051	\$1,051	\$1,051	\$893	\$893	\$893	\$893	\$893	\$893	\$893	\$893	\$812	\$955	\$955	\$955	\$955	\$955	\$955	\$955	\$955	\$955	\$955	\$955	\$955
<input type="checkbox"/> Cuchara Gem CUCHARA	\$293	\$293	\$547	\$547	\$547	\$465	\$395	\$395	\$395	\$395	\$395	\$395	\$395	\$359	\$422	\$422	\$422	\$497	\$497	\$497	\$497	\$497	\$497	\$497	\$497	\$497
<input type="checkbox"/> Elk Camp ELKCAMP	\$320	\$320	\$598	\$598	\$598	\$508	\$432	\$432	\$432	\$432	\$432	\$432	\$432	\$393	\$462	\$462	\$462	\$544	\$544	\$544	\$544	\$544	\$544	\$544	\$544	\$544
<input type="checkbox"/> Esplanade Y1ESPLAN	\$240	\$240	\$448	\$448	\$448	\$381	\$324	\$324	\$324	\$324	\$324	\$324	\$324	\$294	\$346	\$346	\$346	\$407	\$407	\$407	\$407	\$407	\$407	\$407	\$407	\$407
<input type="checkbox"/> Flat Stanley M6CSTAN	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

8 strategies: Adapt your rates to maximize revenue

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**Continuously
adapt to market
pacing**



Build loyal guests

+

Satisfied owners

with strategic rate setting



**Embrace change and
adopt best practices**

Make sure your team is taking full advantage of this new functionality!

Escapia's new Rates Manager makes it easier than ever to implement these pricing strategies

escapia

Search the knowledgebase

Search

Accounting >

Admin and Security >

Correspondence and Email >

Credit Card Processing >

Distribution >

Help Home > Set your rates in the Rates Manager

Set your rates in the Rates Manager

The Rates Manager allows you to easily set, update, and publish accurate rates across your connected channels.

When you first access the Rates Manager, your rate grid will be blank as no rates have been set. You can enter your rates from scratch or use your existing nightly rates to jumpstart the process. [Adjust global rates settings in the Rates Manager.](#)



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