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2022 Hospitality trends in the vacation rental industry

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Foreword

We are delighted to present the 2022 report on hospitality trends in the vacation rental industry. This report wouldn't be possible without the contributions of subject matter experts, but more importantly, the 375 vacation rental operators who took valuable time to fill out our survey.

This year's report shows that the tumultuous years following the pandemic have subsided. Many of the data points measured were similar to 2021 results. Revenue and income continues to be on the rise for most operators (although the trend is slowing), technology adoption is still climbing, and guest experience automation solutions have kept their place in post-pandemic vacation rental businesses.

Another positive trend has emerged in the post-pandemic vacation rental industry. The top growth strategy for vacation rental operators in 2022 was portfolio expansion. While this will lead to a more competitive landscape, it also shows that operators have a positive outlook on the short- and medium term health of the vacation rental industry.

With that said, survey responses show that two post-pandemic trends remain in our industry:

- Increase in guest expectations surrounding communications.
- Reliance (and challenges) on technology solutions.

Data also shows that the vacation rental technology industry is responsive to operators' realities. For example, challenges like guest communications now appear under control by most tech-enabled medium-to large-sized businesses.

This is also the first year our survey captured key differences between single-property hosts and vacation rental management companies. By separating these groups, the report offers richer insights for the reader. It may also help newcomers to the industry understand how successful operators structure their businesses for growth.

We hope this report provides valuable insights for you and your vacation rental business.

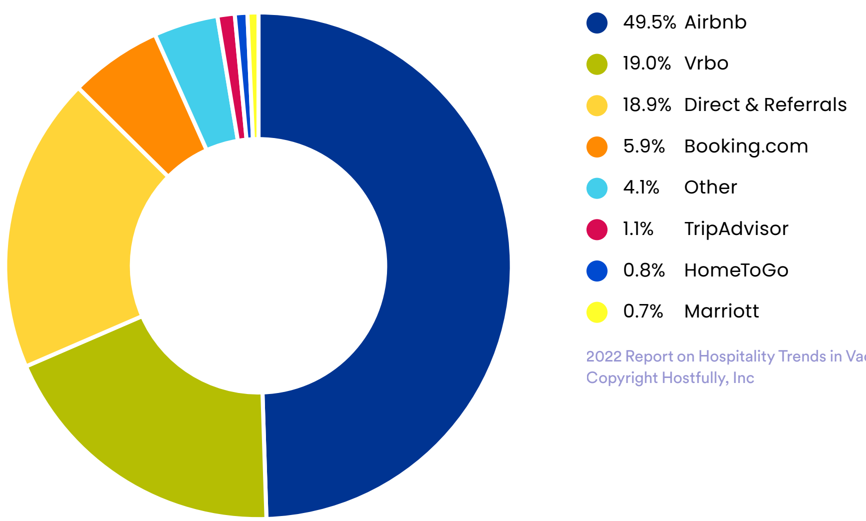
Hostfully Yours,

Margot, David and Steph
Hostfully Founders

Markets
Bookings

Consistent with previous years, Airbnb remained the top booking source for vacation rental managers and hosts. The push for more direct bookings remained within similar margins as in the last two years (24% in 2020, 21% in 2021, and 19% in 2022).

Source of bookings for vacation rental businesses



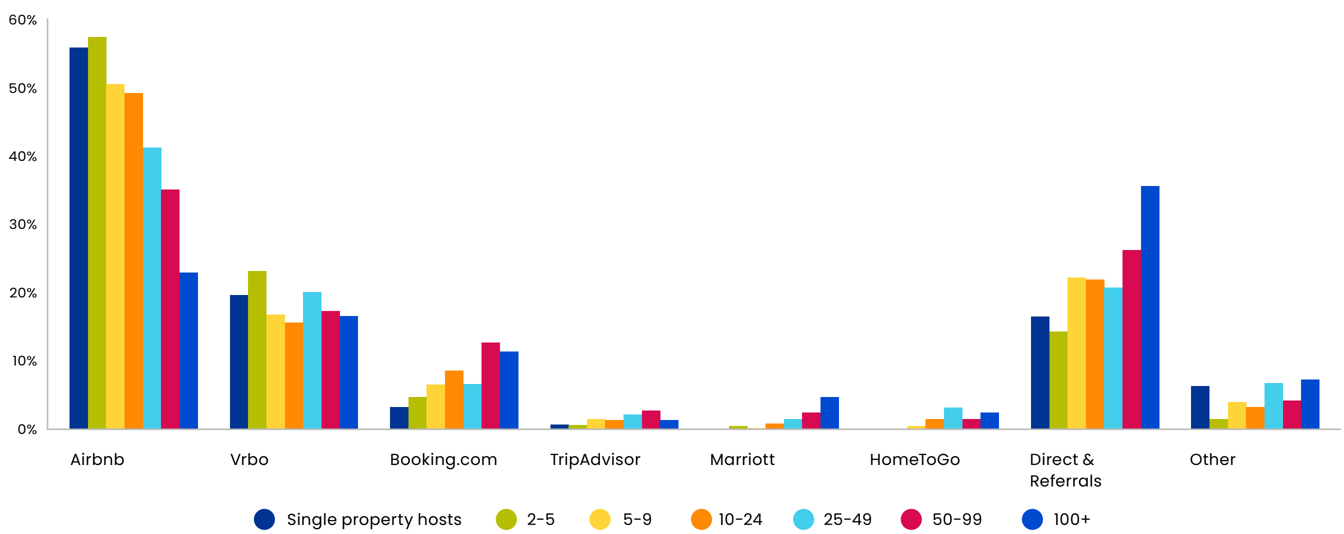
2022 Report on Hospitality Trends in Vacation Rentals

Aside from the major short term rental sites noted above, hosts and managers marketed their properties on 33 other listing sites and OTAs.

Agoda	Farm Stay UK	Hopper	Pitchup	VacationRenter
Belvilla	FurnishedFinder	Houfy	Riparide	VacationStay
Bnbfinder	Glamping Hub	leboncoin	Sublet.com	Veepee
Boutique Homes	Golightly	Locasun	Sykes	WhereToStay
Despegar	Google	Misterb&b	Travel Nurse Housing	Whimstay
Ecobnb	Hipcamp	OwnerDirect Canada	TravelGround	
Expedia	Holidu	Peerspace	TravelStaytion	

Booking origins varied according to properties managed. Hosts and small property managers rely heavily on Airbnb. However, the larger the vacation rental company, the more important direct bookings become.

Top 5 source of booking based on portfolio size



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Large vacation rental management companies also rely on multi-channel distribution to get more bookings. This is natural given that the larger the portfolio managed, the more likely a PMS–which can automate distribution–will be used.

Average number of booking sources	
Single property host	2.3
2-5	2.6
5-9	2.9
10-24	3.5
25-49	3.9
50-99	4.2
100+	4.6

Markets
Expert insights

Christophe Salmon
Co-Founder - Revyoos

Having a direct booking strategy should be on the top of any property manager and host mind. We can see in this report that so many of them are still too OTA-dependent, which is a very risky situation. We are not talking about getting 100% direct bookings but building a balanced distribution between the different booking channels and your direct bookings. Keep in mind that your reviews can play an important role in your direct booking strategy, increasing your trust, SEO and conversion on your own website.

Arthur Colker
Founder & CEO - StayFi

We've seen more and more operators of all sizes prioritize reducing their dependence on any single demand channel. Building an independent brand with a solid #direct booking strategy is an integral part to achieving this goal. At StayFi, we have been laser-focused on not only making it easy to collect guest data, but also how we can enable operators of all sizes to execute marketing campaigns that convert bookers. In this time of economic uncertainty, we are confident that it is operators who have invested in their brand and marketing that will command the guest loyalty that can counter any weakness that emerges on the OTA channels.

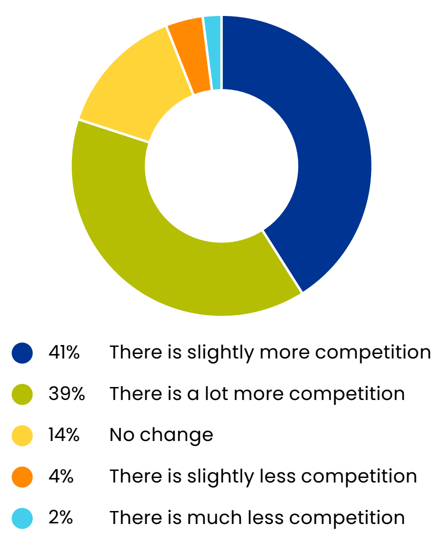
Mark Simpson
Founder - Boostly

It's clear that the book direct movement is here to stay. Similarly to last year, vacation rental companies with larger portfolios generated the most direct bookings in 2022, but there's evidence that the movement is trickling down to property managers with smaller portfolios and even single-property hosts, too. As property managers face an upcoming squeeze on operating costs due to a recession and inflation, booking strategies are shifting. Having a bespoke direct booking website is a prerequisite for portfolios of all sizes - and it's positive to see direct and referral bookings becoming a priority in property managers' booking strategies, as they likely realize that OTA fees, listing visibility, and a saturated marketplace may be damaging their bookings.

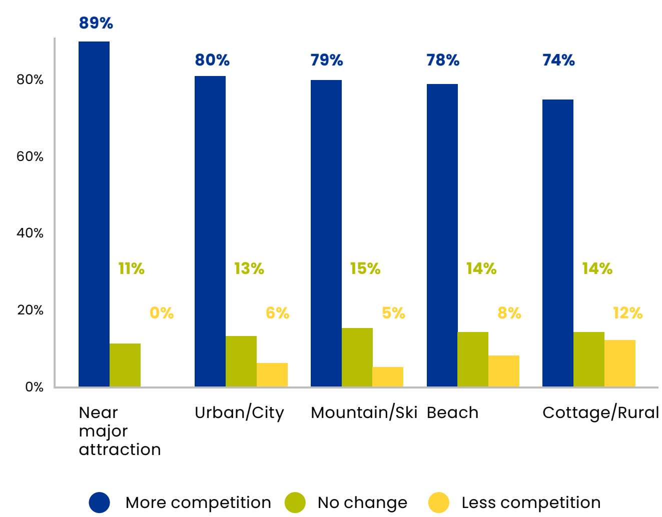
Markets
Competition

The majority of respondents indicated feeling more competition within their markets than in the previous year. The location of vacation rental properties had little impact on the felt competition, other than for hosts and managers who operate properties near major attractions (i.e., amusement parks, national parks):

Over the past year in your region, do you notice an increase or decrease in competition?



Competition perception as a function of portfolio location



Over the past three years, hosts and managers have reported higher competition levels. The trend rapidly accelerated in 2022:

% of vacation rental operators who reported more competition than the year before		
2020	2021	2022
57%	61%	80%

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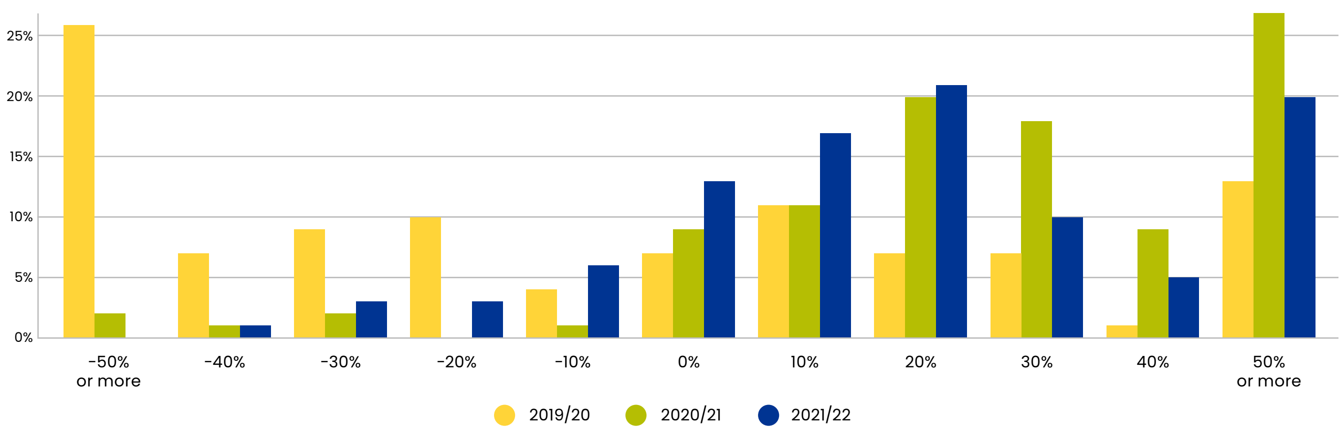
Markets
Revenue

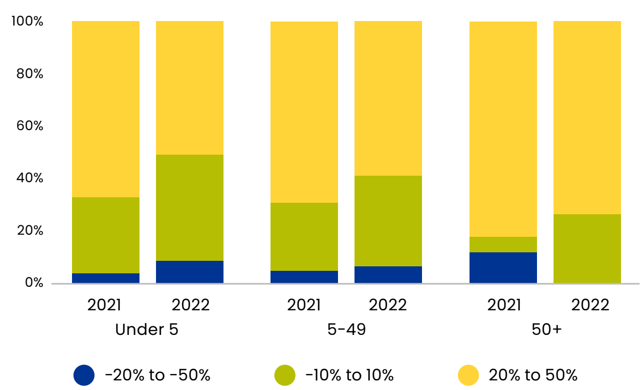
For a second year in a row, the majority of survey respondents reported a positive revenue change from the previous year. However, this year the increases aren't as significant compared to the period of 2020 to 2021. It appears that the effects of the 2020 cancelation wave and uncertainty surrounding travel have passed.

% Revenue change over last three years



Large portfolio managers continued to capitalize on the market rebound. In 2021, 12% of companies with 50 or more listings reported a loss of 20% or more, while 82% reported a gain of 20% or more. In 2022, none of the respondents with large portfolios reported a loss.

% Revenue change as a function of portfolio size



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Markets
Expert insights

Melanie Brown
Executive Director of Data Insights - Key Data Dashboard

Short-term rental supply dropped during 2020 but came back quickly during 2021 and 2022. Airbnb listings in the United States reached 1.22 million in October 2022, a 15% increase over October 2021. During 2021 and early 2022, demand outpaced supply and occupancy rates rose. Towards the middle of the year, supply began to outpace demand in many markets, leading to drops in occupancy rates. More vacation rental reservations are being booked than ever, but the competition for those reservations is steep. It’s time to reassess your pricing and marketing strategies to make sure you stay competitive.

Julie Brinkman
CEO - Beyond

As we can see in this report, property managers and hosts are feeling the effects of increased competition. Coupled with an expected economic downturn, operators need to start preparing. First, bring the unknown to the known by staying on top of booking pace and watching booking on a dollar and quality basis to see if you are coming in at historically normal levels. Make sure that your business tactics, tools, tech, and processes are responding to current conditions. At Beyond we empower users to have data-backed action to do the right things to ultimately drive more bookings and revenue. Second is diversification. Make sure you have bets in all the right places so that seasonality and other factors are not such peaks and valleys. If you are in a fly-to market, can you start marketing and capturing guests from a driving distance? Can you expand your owner base into different markets? We can get protection against economic blowback from a diverse inventory.

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Markets
Expert insights

Heather Bayer
Training Director - Vacation Rental Formula

With the increase in competition and the potential for demand to slow, it's no longer an option to sit back and let the OTAs do it all. A proactive strategy to build a brand, develop content and communicate effectively with potential and booked guests will be necessary to create a better guest experience and drive repeat bookings. For smaller operators who juggle multiple roles and day-to-day activities, this can add a lot to the workload, so having solutions to automate marketing processes is essential. The cost of adopting automated processes is far outweighed by the amount of time that is freed up to concentrate on physical aspects of hospitality.

Steve Milo
Founder & CEO - VTrips

Unfair regulations are the #1 threat to the vacation rental industry – and it is shocking how few property managers raise money until it is literally too late. As housing prices and rents rise, we are seeing calls for zoning out vacation rentals throughout the country due to fair housing concerns. The vast majority of property managers claim they do not have money to donate to lobbyists, state chapters and advocacy funds like the VRMA – yet when you look at their watches and pocket books – it is hard to take them credibly. The bottom line, is the vast majority of property managers think the OTAs like Airbnb and Vrbo will fight against unfair regulations. Vacation rental property managers have acted like lambs as these issues affect communities around them. And, if property managers are not represented by lobbyists in advance, vacation rentals will be on the menu.

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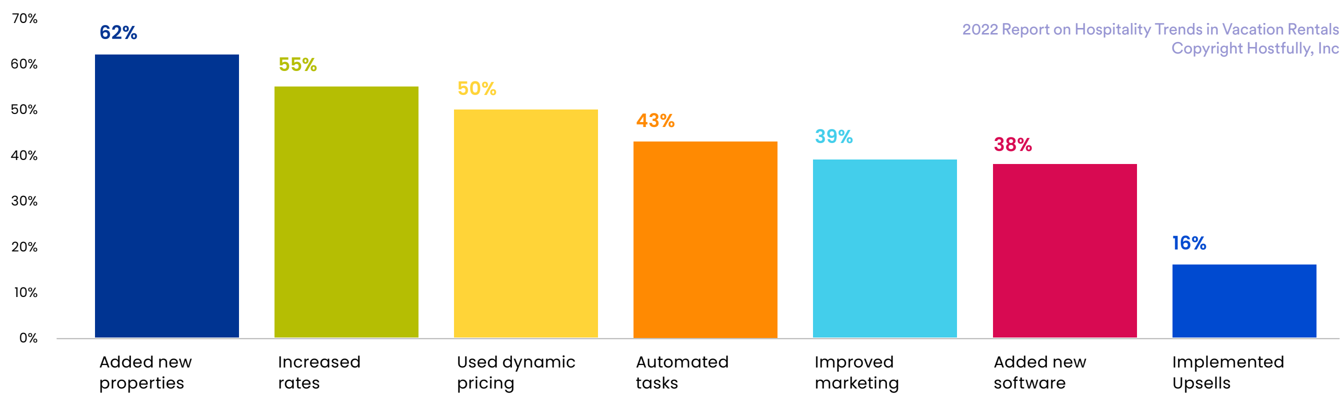
Growth
Past strategies

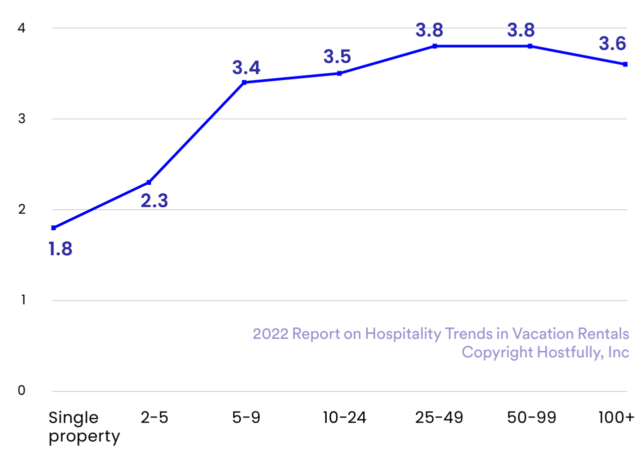
In 2021, portfolio expansion was the most popular future growth strategy. Hosts and managers stayed true to their plan as, in 2022, adding new properties became the top growth strategy. Companies with 10 or more properties were twice as likely than those with 9 or less to have grown their portfolio.

Growth strategies used by hosts and managers in 2022



Overall, large vacation rental management companies continued to use multiple approaches for growth. This explains why large portfolio companies (notably those with over 25 properties) were more likely to report significant income gains (see page 8).

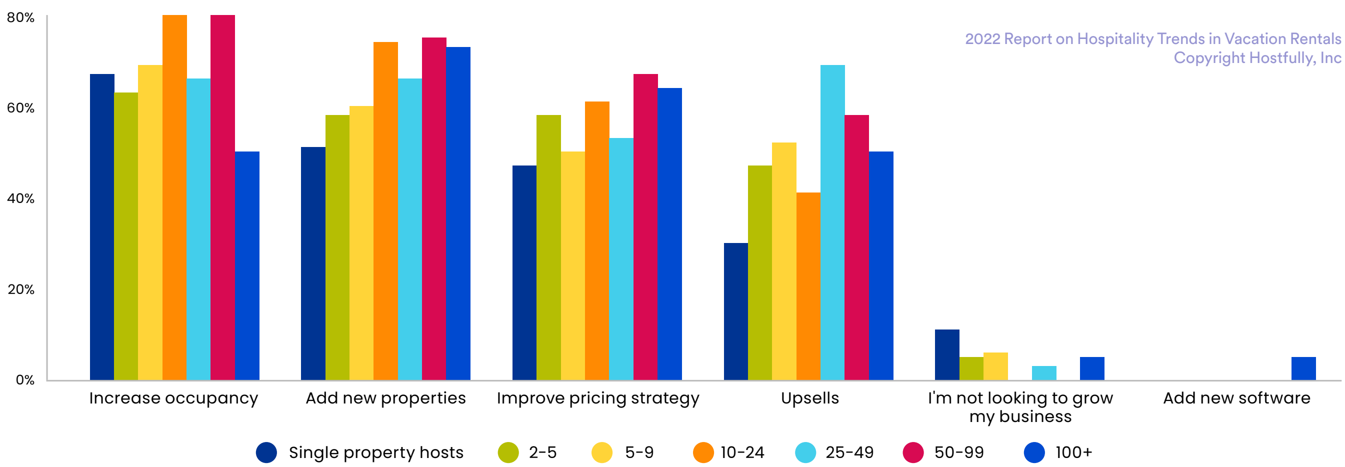
Average number of growth strategies as a function of properties managed



Growth
Future strategies

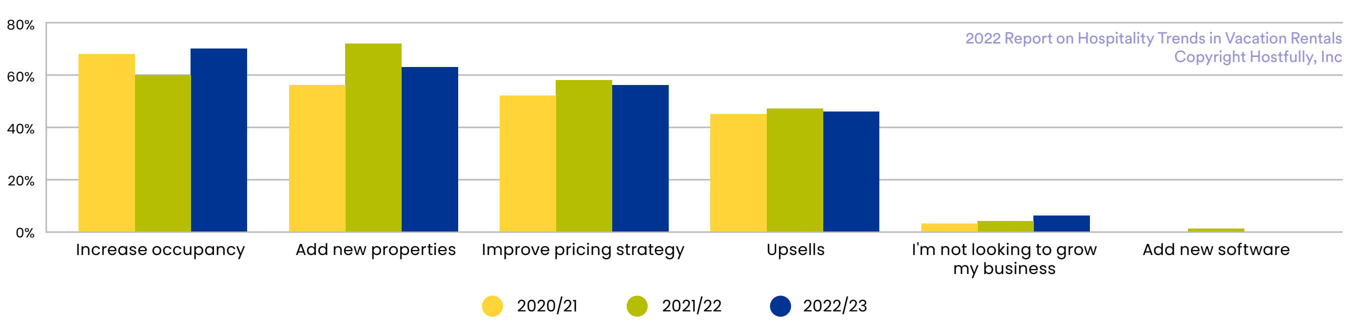
The majority of vacation rental hosts and managers intend to grow their business in 2023. Single-property hosts will focus the majority of their efforts on revenue management strategies, while multi-property vacation rental businesses will attempt to grow using a multitude of strategies, notably portfolio expansion.

Growth strategies for 2023 based on portfolio size



Growth strategies planned for the next year have remained consistent over the past three hospitality surveys. There was a slight dip in portfolio expansion in 2020 through 2021, likely due to the pandemic and uncertainty surrounding travel. The impact of the pandemic appears to have waned in the two following years.

Future growth strategies over the years



Growth
Expert insights

Wil Slickers
Founder - Hospitality.FM

Upsells remain stagnant as a way for operators to grow their revenue. Yet, once the upsells are put in place and set up (either through software or other tools) they become an amazing direct source of company revenue that doesn't need to be shared with property owners. Things like upsells are easier for newer or smaller hosts and property managers because of the limited home inventory. If you start by doing upsells from the beginning, it's easier to implement as you grow. Then as you scale, you will generate more revenue from that direct source. Don't let money just walk out the door. You got them to stay with you and now you can provide a better hospitality experience by getting creative with upsells that guests want.

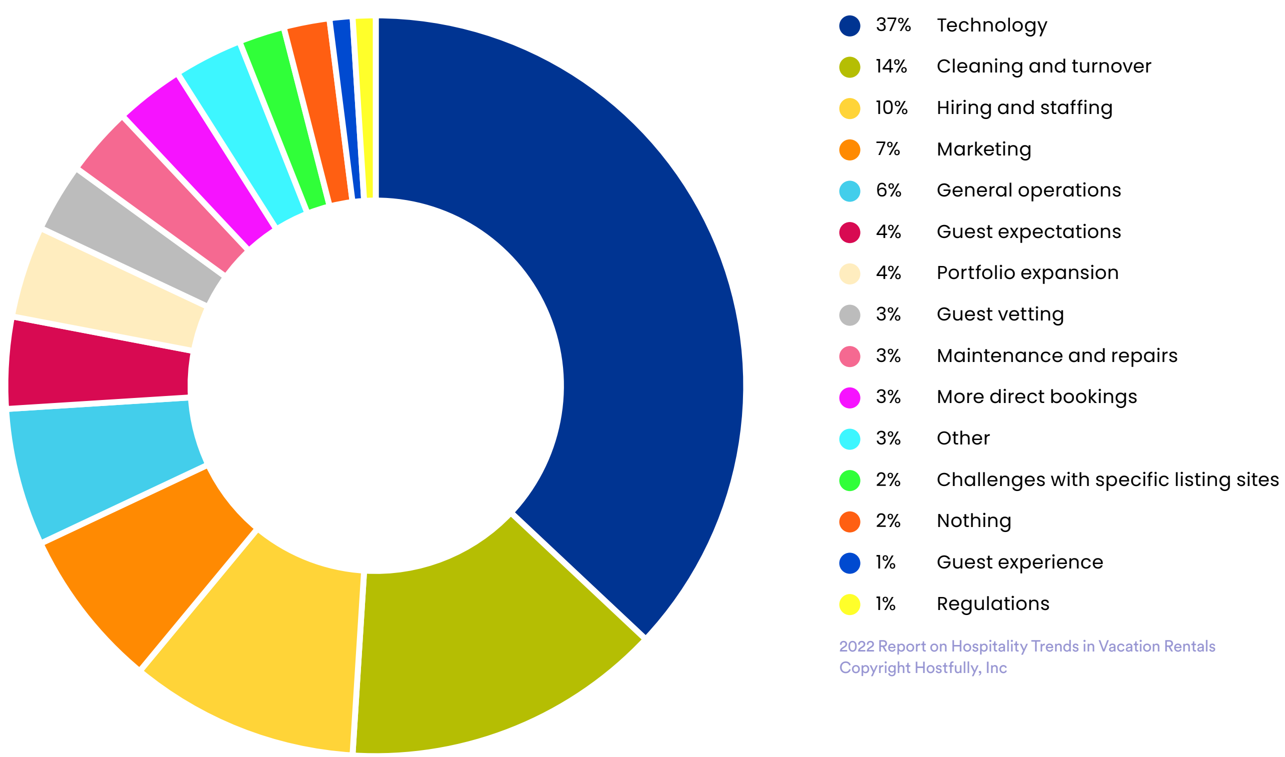
Allison Bayley
Owner - Bayley Vacation Rentals

As we all know, running a vacation rental business isn't just renting homes; it's kind of like putting on your best dress while curating an exotic three-ring circus that has the ability to perform relatable acts for all who have invested in the experience, plus your staff! This is why utilizing technology to leverage the daily challenges we are facing is key. Looking over not just one section of the business but how those parts can be blended to give you the best return on your time and investments. The past two years have forced everyone to adapt to the challenges and identify a quick solution. Whether the solution is a new technology, policies, staffing, or procedures, a change had to be made in order to survive. As the economy continues to change, it's imperative to keep this mindset for evolving your business into the next chapter of growth.

Obstacles
General challenges

Every year, respondents are asked which problem they would like to make disappear if they had a magic wand. Consistent with previous years, technology remains the biggest challenge. Over the past three years, this category has grown from 30% (2022), to 32% (2021), and finally 37% (2022).

Challenges faced by vacation rental companies in 2022



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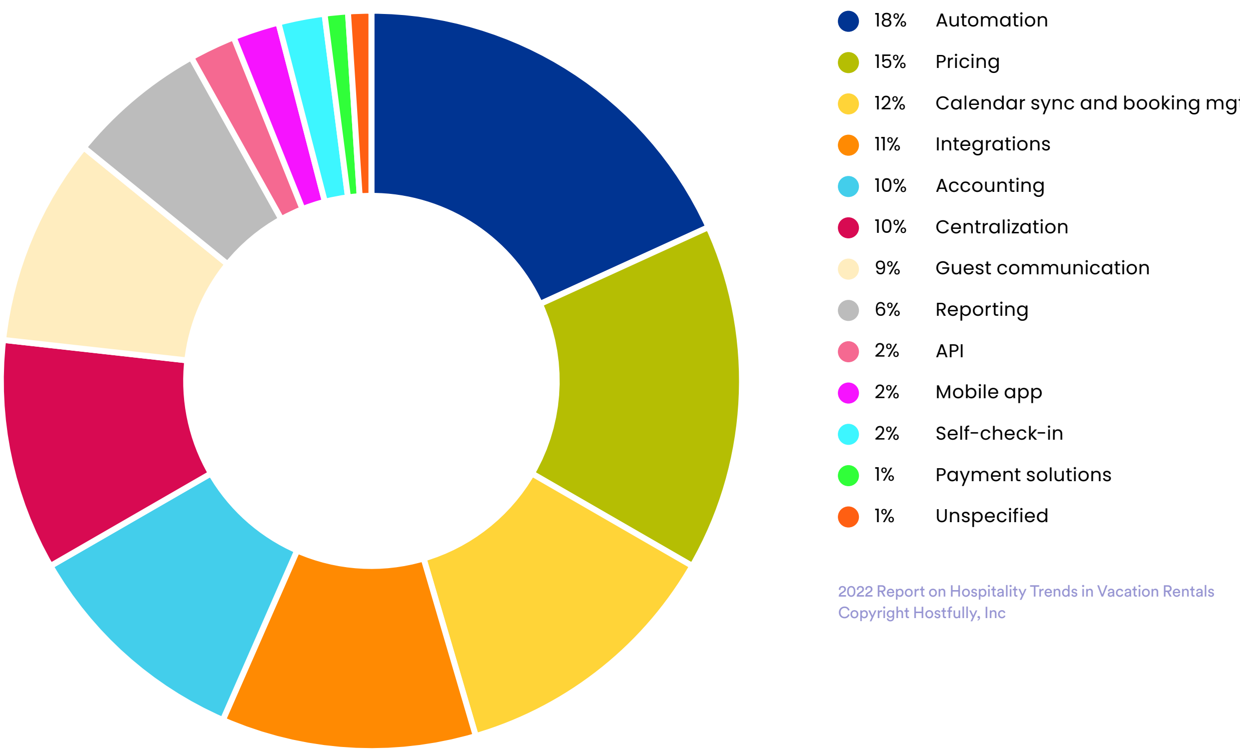
Obstacles
Technology challenges

Breaking down technology challenges into categories shows how varied vacation rental businesses are structu-red, with no category being over 20%.

Tech challenges by category



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Following the pandemic, vacation rental operators noted new guest expectations surrounding communication. This trend was observed in the 2021 report which showed 21% of tech-related responses touched on guest communication challenges. In 2022, this category fell to 9%. This may be due to maturation in guest communi-cation technology, with PMSs and ancillary software adding SMS, email and WhatsApp as means to stay in touch with guests.

Obstacles
Technology challenges

Technology challenges are also varied based on whether or not the respondent reported using a PMS. Operators who don't use PMSs are more likely to face challenges like pricing, calendar synchronization, and task centralization.

There are also commonalities that aren't dependent on portfolio size. Except for single property hosts, automation is a common pain point. However, past 10 properties, some challenges get resolved, while others appear. Notably, accounting becomes a common obstacle.

	Without a PMS	With a PMS
Pricing	22%	14%
Automation	19%	19%
Calendar sync and booking mgt	19%	10%
Centralization	16%	8%
Integrations	9%	11%
Guest communication	9%	9%
Accounting	3%	12%
Payment solutions	3%	0%
Reporting	0%	8%
Mobile app	0%	3%
Self-check-in	0%	3%
API	0%	3%

Top 3 tech challenge categories by property count			
Single property host	Pricing	Calendar sync and booking mgt	Integrations
2-5	Automation	Guest communication	Centralization
5-9	Automation	Guest communication	Calendar sync and booking mgt
10-24	Automation	Accounting	Centralization
25-49	Automation	Accounting	Reporting
50-99	Automation	Accounting	Integrations
100+	Automation	Accounting	Pricing

Obstacles
Expert insights

Steve Davis

CEO - Operto

Building a technology stack that truly works for your business isn’t a "one-size-fits-all" proposition. Finding solutions that will fully automate your common daily pain points can be a daunting task for even the most technologically advanced managers. Not to mention having multiple vendors providing multiple different solutions, and then praying that all of the systems “talk nicely” to each other. As you scale your portfolio, automation can absolutely have a step-change effect on your daily operations, but it's important to work with a vendor (or small group of vendors) who works alongside you as your strategic partner as you go. They need to understand your business, both your current reality and 5+ year vision, and help you design a technology plan to help achieve your goals.

Jesse Ehret

CEO - Ximplifi

Typically, vacation rental managers start looking for additional help with accounting when they get to 10 properties and beyond. Even though many property management systems offer built-in accounting functionality, these solutions are ultimately limited by a fundamental lack of professional accounting expertise, and operators end up doing the bulk of their financials manually. To get the level of accuracy and timeliness in reporting that operators need to successfully grow their businesses, we recommend integrating the VRM technology stack with tried and true accounting software like QuickBooks Online or Sage Intacct. These tools then allow us to open the door to automating and scaling these processes.

Obstacles
Expert insights

Jeremy Gall
CEO & Founder - Breezeway

Property managers are heading into tough macroeconomic headwinds operating with lower ADRs, rising inflation, and higher costs. Hiring the right staff at an affordable price is a challenge, especially with data showing that cleans and turnovers are still one of an operators' most significant obstacles. To remain sustainable and profitable, managers must adopt smart tools and processes to help minimize time, work, and coordination - overall streamlining more efficient and cost-effective operations.

Dipen Gala
Co-Founder - Lynx Automation

First impression is everything and it starts with check-in. After COVID-19, almost 80% of guests prefer contactless check in/out experience via a guest mobile/web app (branded guest portal). And with the current labor shortage, 62% of property managers now like to manage their guest communication, check-in/out and operations virtually. Smart automation is the answer, and allows property managers to offer keyless entry, upsell opportunities, monetize early check-ins, late check-out, etc. on their branded guest app/portal. A tech company that can do most of these things and be aligned with your long-term vision will be the right partner.

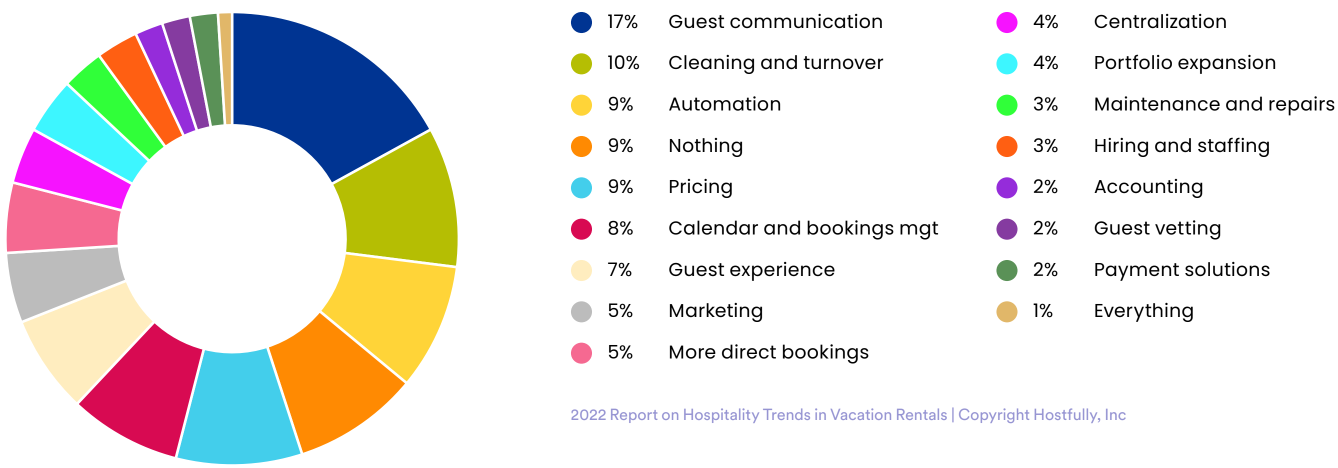
Ela Mezhiborsky
Co-Founder & President - Autohost

There's a growing discussion around the need for specialized tech solutions and that is exactly how improvement can be achieved. All-in-one platforms are great starting points, but then, as you scale, it's your job to fill in the gaps that are hindering growth. Don't compromise on quality tech, the cost is worth it. When done right, you gain the convenience of an automated process, the revenue increase that comes with scale, and the true effectiveness of tech where human error is just too expensive - that's your ROI. When it comes to specialized tech solutions, choose partners that have the expertise to solve the problem and focus their ongoing efforts on continuing to do just that, better and better.

Obstacles
Improvements

In the last year, vacation rental operators have solved lingering post-pandemic challenges: dealing with increasing guest communication expectations, and cleaning and turnover. Both were noted as top obstacles in 2021, which appear to have become easier in 2022:

What has gotten easier for short-term rental companies



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Top 3 categories that got easier by property count

Single property host	Guest communications	Cleaning and turnover	More direct booking
2-5	Guest communications	Automation	Pricing
5-9	Guest communications	Cleaning and turnover	Guest experience
10-24	Guest communications	Cleaning and turnover	Pricing
25-49	Hiring and staffing	Cleaning and turnover	Pricing
50-99	Calendar and booking mgt	Guest experience	Pricing
100+	Guest communications	Nothing	Portfolio expansion

Obstacles
Expert insights

Assaf Karmon
Co-Founder & CEO - TurnoverBnB

Vacation rental hosts and property managers face continuing pressures from increased competition, economic uncertainty, and technology challenges. By centralizing and streamlining critical operational tasks such as cleans and turnovers – from finding, sourcing, and scheduling all the way through checklist verification and automated payments – managers save time, resources, and real-world hassle. In turn, this productivity lift directly improves your cost efficiencies and supports positive guest experiences, all helping to fuel your business growth.

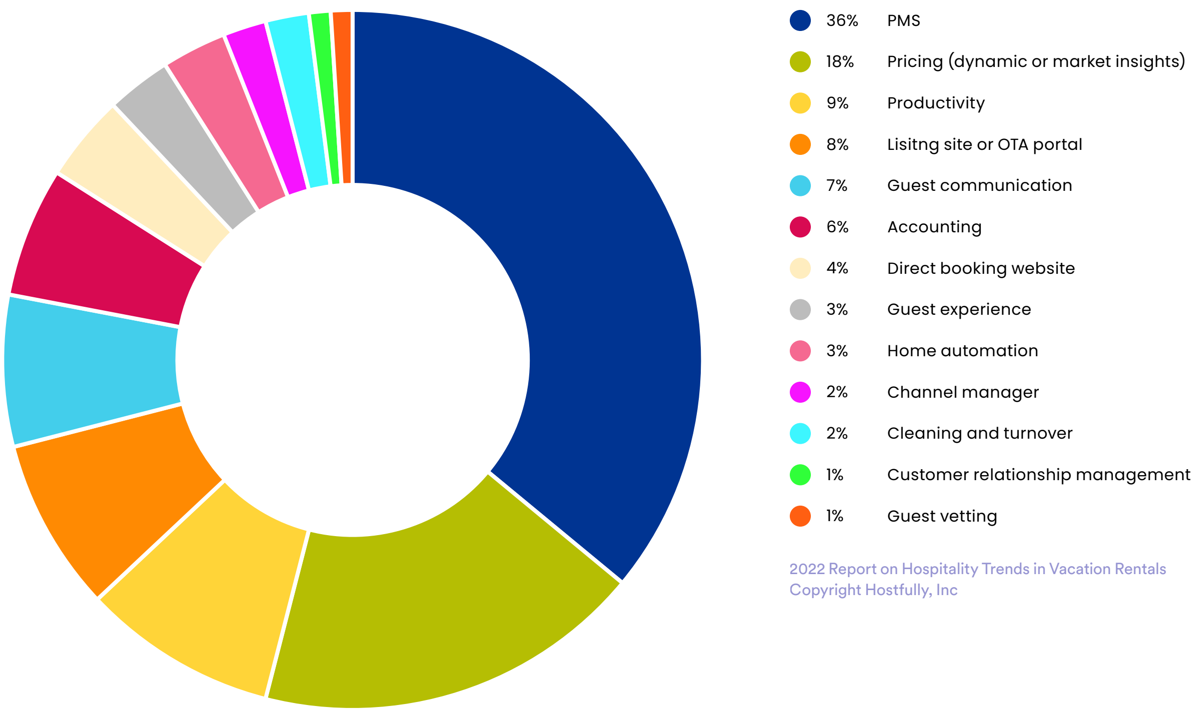
Brad Mushovic
CMO - RemoteLock

Leveraging the automation capabilities of best-in-class technology solutions for things like payment processing, guest communications and smart access control is a surefire way to help put high guest expectations well within reach. As in the case of rental access, technologies like smart locks paired with the right access control software can be integrated directly with your PMS to ensure guests have the access credentials they need for a seamless experience. Property managers and guests get the convenience and peace of mind of not having to coordinate key handoffs and owners can get one step closer to those all important 5-star reviews.

Software
Impact

Vacation rental operators across the industry report for a third year in a row that the PMS is their most valuable software. However, this year saw an increase for pricing software from 8% (2021) to 16% (2022). This is predictable given the responses surrounding growth strategies that focused on revenue management (page 11).

What is the most valuable software vacation rental managers use?



2022 Report on Hospitality Trends in Vacation Rentals

Hosts and property managers reported using 39 different PMS solutions, showing a wide range of options available to industry operators:

365Villas	Cloudbeds	Host Tools	Kigo	SabeeApp	Track
AppFolio	Escapia	Hostaway	Kross Booking	Smartbnb	Vacation RentPro
Avantio	Eviivo	Hostfully	LMPM	Smoobu	
Barefoot	Freetobook	HotelRunner	Lodgify	Streamline	
Beds24	Guesty	Icnea	MyVR	SuperControl	
BookingSync	Guesty For Hosts	iGMS	OwnerRez	ThinkReservations	~5% of respondents
Ciirus	Hospitable	i-Rent.net	RMS	Tokeet	built custom PMSs

Large property management companies tended to report PMSs as their most valuable software.

% who report PMS as most valuable software (based on property count)						
Single property	2-5	5-9	10-24	25-49	50-99	100+
21%	30%	46%	38%	63%	40%	50%

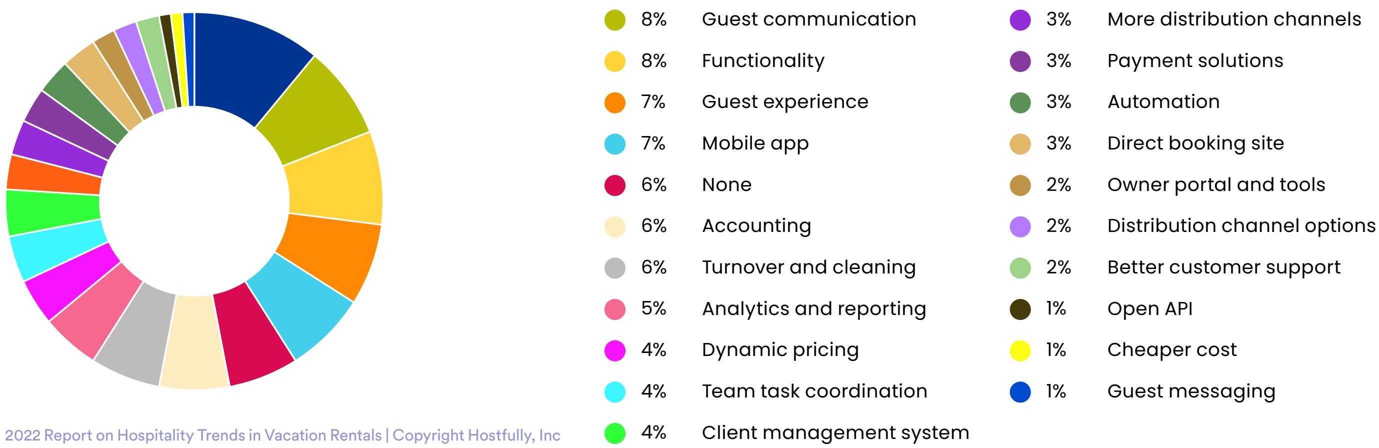
Other than PMSs, 32 different software solutions were identified as being most valuable in vacation rental businesses.

AirDNA	Breezeway	Hospitable	Operto	SimpliSafe	Zapier
Asana	Brivo	Hubspot	Pricelabs	Stripe	Zipwhip
August Home	Chekin	Key Data Dashb.	Quickbooks	Touch Stay	
Autohost	Eero	Monday	RemoteLock	Wheelhouse	
Beyond	FreshAir Sensor	MySuite	Revyoos	WP Booking	
Bookalet	FreshBuzzer	Notion	Schlage	Xero	

Software
PMS gap

Despite being the most popular software vacation rental operators use in their businesses, PMSs still have their shortcomings. Responses show a wide range of desired features, which indicates how diverse vacation rental management companies are structured and operate across the industry.

Most desired feature in a PMS



Vacation rental operators with more than 10 properties most often noted that an accounting module was their most desired feature in a PMS.

Top 3 desired features in a PMS by property count			
Single property host	Functionality	Integrations	Guest communication
2-5	Mobile App	Integrations	Guest communication
5-9	Mobile App	Turnover and cleaning	Analytics and reporting
10-24	Accounting	Integrations	Payment solutions
25-49	Accounting	Analytics and reporting	Owner portal and tools
50-99	Accounting	Guest experience	More distribution channels
100+	Accounting	Analytics and reporting	Dynamic pricing

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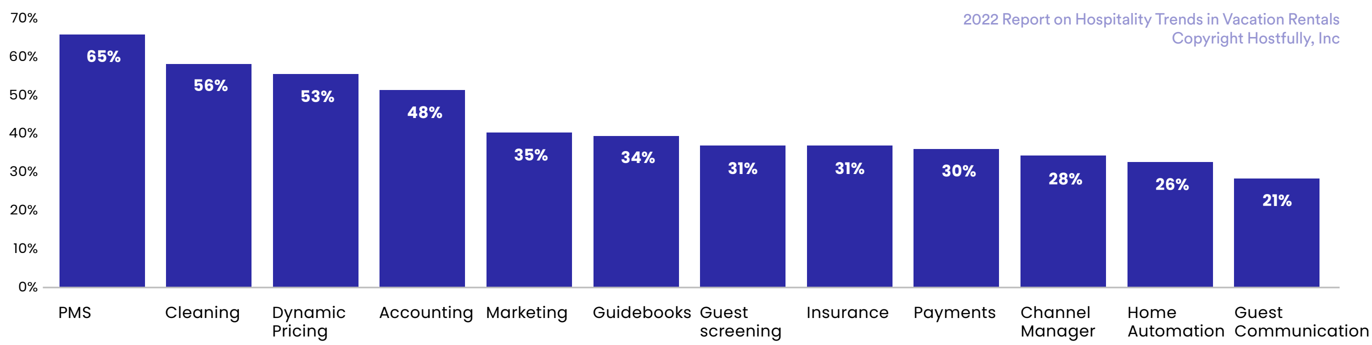
Software
Tech stacks

On average, respondents use 3.4 software solutions on top of their PMS in their vacation rental management business. PMSs were the most popular software purchased, followed by cleaning, and dynamic pricing.

Software tools vacation rental operators are buying



Companies of varying portfolio sizes also purchase and use much different software combinations (also known as a tech stack). The combinations of PMS, cleaning, and dynamic pricing software form the core of smaller vacation rental businesses' tech stacks. Payment solutions and marketing software become popular in larger vacation rental businesses–a direct result of emphasizing direct bookings to secure the majority of bookings (page 5):

Most common tech stacks						
Single prop. host	PMS	Cleaning	Dyn. pricing	Accounting		
2-5	PMS	Cleaning	Dyn. pricing	Accounting	Home Automation	
5-9	PMS	Cleaning	Accounting	Dyn. pricing	Marketing	
10-24	PMS	Dyn. pricing	Accounting	Cleaning	Payments	
25-49	PMS	Marketing	Payments	Dyn. pricing	Accounting	Guidebooks
50-99	PMS	Marketing	Payments	Dyn. pricing	Accounting	Guidebooks
100+	PMS	Marketing	Accounting	Payments	Channel managers	Guest screening

Software
Expert insights

Nils Mattisson

Co-Founder - Minut

We provide STR monitoring services, and our products work the best when they're well integrated with other software our customers rely on, like their PMS. In the past year we've seen a big increase in demand for integrations. Integrations enable ever more automations which lets property managers run their operations more efficiently which is top of mind for all our customers these days. That's why we've been working hard to expand our list of integrations, including Airbnb and Hostfully as well as other top software, smart lock and even climate control providers in the past year.

Leo Walton

VP of Growth & Co-Founder - Know Your Guest

With increased demand, the need for integrated technologies is more important than ever. As this report shows, 31% of operators buy guest screening and protection - and for a reason. Risk management strategies allow hosts to stay proactive, not reactive, enabling them to focus on direct bookings and day-to-day operations. New technologies can automate guest screening for bookings across any channel, easing operations and removing human error, no matter how large or small a host's property portfolio is. It's super simple, safe, and will be a value-added solution throughout 2023 as the focus on direct bookings continues to grow.

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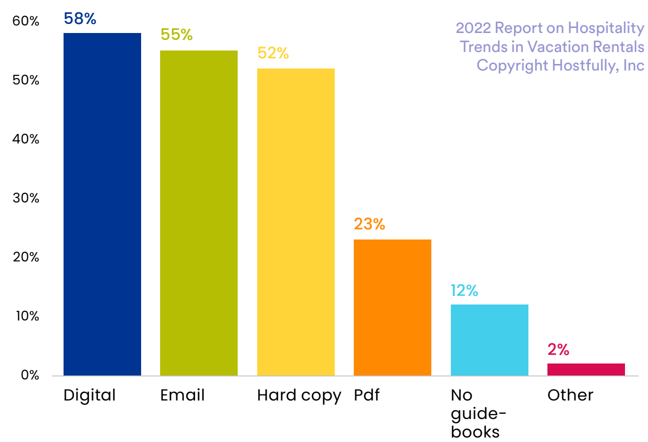
Hospitality Recommendations

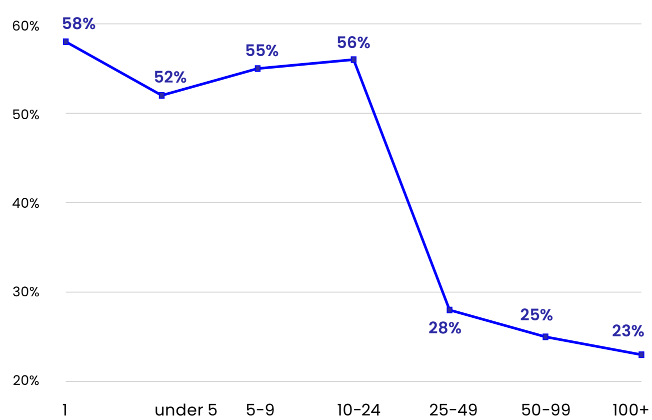
The majority of respondents share local recommendations to guests digitally (email or guidebooks). In previous surveys, it was found that the pandemic resulted in hard copies dropping and touchless solutions like digital guidebooks rising. 2022 data shows this trend has stabilized, with digital version and hard copies remaining more or less the same from 2021 to 2022.

This result was counter to trends in hospitality that show contactless methods are on the rise. 2022 survey data shows that the only factor which affects hard copy use is portfolio size. For large portfolio managers, digital formats (guidebooks, email, or other) are easier to update at scale when modifications are needed. They also require no physical maintenance, which is one less check cleaning and turnover teams must perform. On the other hand, hard copy recommendations are easy for single property hosts to maintain and update, which explain the lower adoption rates in this category.

How property information and local recommendations are shared



Vacation rental businesses that share local recommendations through hard copies



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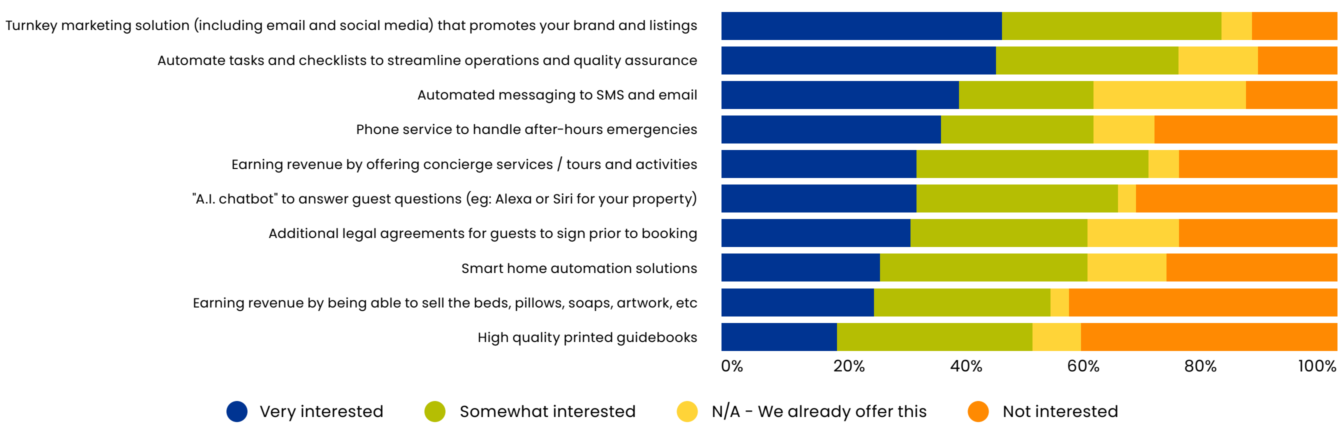
Hospitality
Guest experience

Hosts and managers across the industry responded favorably when asked if they would be interested in software to help them boost the guest experience, with the most popular categories being marketing solutions and automation.

Interest in potential software solutions to boost the guest experience



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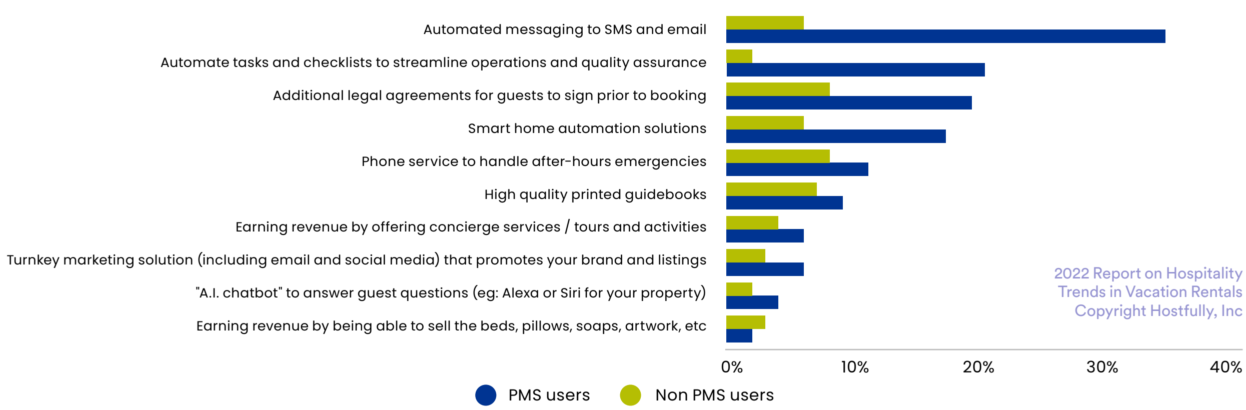
The impact of a PMS on the guest experience was also observed given that such tools streamline and automate this process:

Vacation rental operators who indicated "Already offer/have this"



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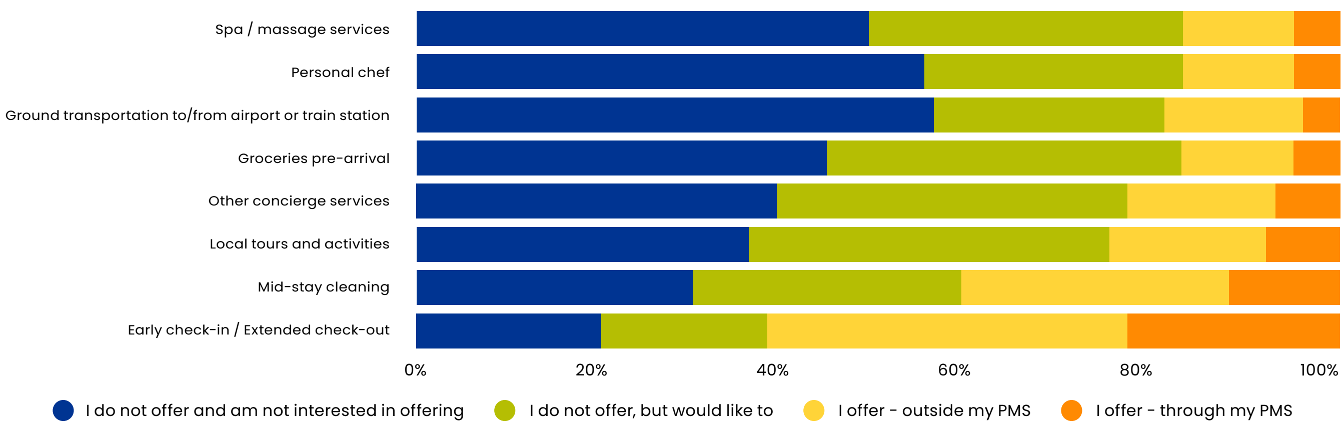
Hospitality
Upsells

The majority of hosts and managers offer at least one upsell to their guests. The most popular ones being check-in and check-out flexibility, mid-stay cleaning, and local tours and activities:

Products and services offered to guests



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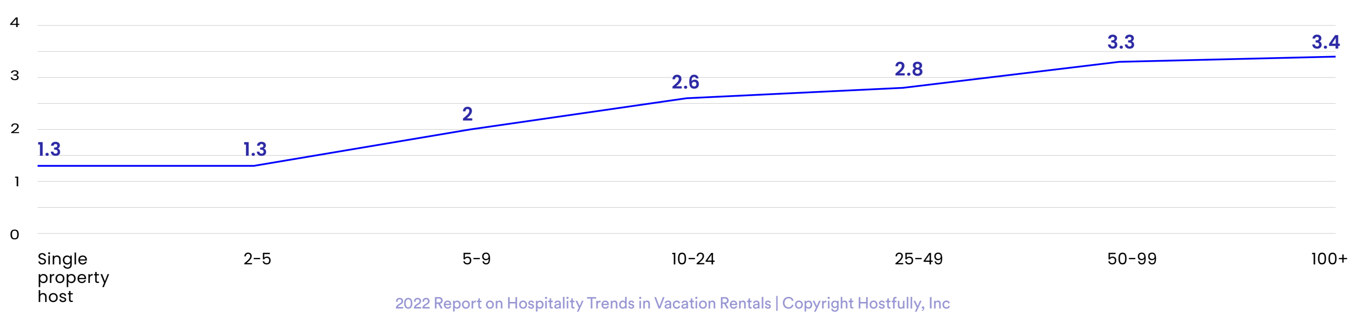
How many upsells are offered to guests varies depending on portfolio size and automation.

The impact of scale on upsell offerings



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Regardless of technology use, vacation rental operators continue to find it challenging to integrate this income stream with technology, with only 17% of respondents being satisfied with their PMS's ability to facilitate upsells (average since 2017 was 15%).

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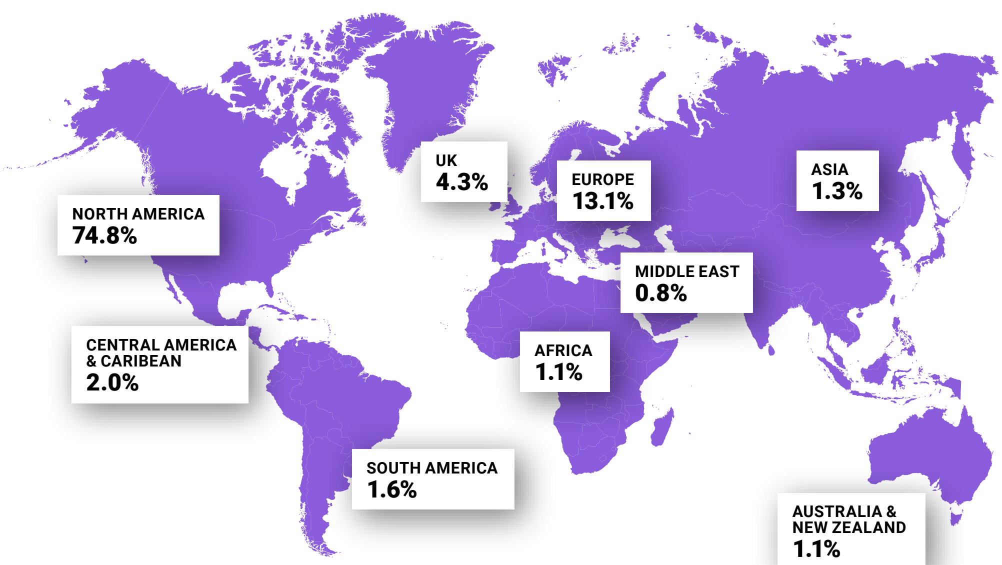
About this report

This report would not be possible without the contribution and responses of 375 vacation rental operators, ranging from single property hosts to large vacation rental management companies. We would like to express our gratitude to our respondents.

Most questions are structured to allow respondents to select more than one response. Some questions allow respondents to leave freeform answers, which we process and sort into categories.

To gain an understanding of our industry over time, the questions touching on challenges, technology use, and operations remain the same each year. However, if a new trend surfaces, we create a new category to reflect the change.

Survey respondents location



- 3.7% of our respondents indicated managing properties in two or more areas.
- The most popular setting for properties was 'Beach', followed by 'Urban/City', 'Mountain/Ski' and finally 'Cottage/Rural'. 36% of respondents managed properties in more than one setting.

Survey respondent property count

1	2-5	5-9	10-24	25-49	50-99	100+
23%	28%	17%	14%	9%	3%	6%

About Hostfully

Hostfully helps vacation rental managers run their business and provide 5-star hospitality. With property management software that is directly integrated with Airbnb, Vrbo, Booking.com, Homes and Villas Marriott International, and HomeToGo, as well as a market-leading digital guidebook platform, Hostfully supports 30,000+ properties in 80 countries.

Property Management Software

- Multi-channel distribution
- Mobile app
- Automation tools
- Integrations
- Direct booking site
- Messaging hub
- SMS-enabled
- Operations pipeline
- Advanced reporting

Digital Guidebooks

- Local recommendations
- Loads on any device
- Commissions from tours
- Upsell marketplace
- Scalable across properties
- Easy to set up

To learn more about Hostfully and how it can support your business

Email us | Check out our features | See our products in action | View our reports

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About Hostfully

We believe the best travel experiences are when people get closer to locals and local experiences. When that happens, people learn to cross cultural divides, gain an appreciation for their own lives, and bridge connections with those they never would have otherwise. This makes the world a better place.

We're starting with vacation rental travel. Our software products give property managers the tools they need to automate their business, reach more customers, and deliver a 5-star guest experience.

Hostfully is a complete, end-to-end property management platform that helps vacation rental property managers increase bookings and boost revenues. By streamlining the workflow and simplifying daily operational needs of vacation rental businesses, Hostfully empowers property managers to provide 5-star hospitality at scale in an affordable, easy-to-use solution.

Achievements

VRMB Keystone Awards 2019 · Software Advice Most Recommended 2021 · Keystone Awards 2021 VRMB · GetApp Category Leaders 2021 · Capterra Shortlist 2021 · The Shortyz Winner 2022

Team statistics

58
Hostfully team members

25
Babies born to Hostfully parents

54%
of team identify as people of color

14%
of team identify as LGBTQIA+

21
First Gen college students

15
Countries where team members live

Certified preferred partners status

airbnb — Preferred Software Partner 2022

Booking.com 2022 Premier partner

Preferred 2022 Vrbo Connectivity Partner

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