



Vacation Rental Week Toolkit

Thank you for downloading the official 2020 Vacation Rental Week Toolkit! This toolkit is designed to help you promote Vacation Rental Week across your network, and to spread awareness about the positive impact of professionally-managed vacation and holiday rentals have on guests, property owners, and local economies worldwide.

Questions about Vacation Rental Week or the toolkit? Contact Us!

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SOCIAL MEDIA

Promote Vacation Rental Week by posting the customizable messages below to your social media pages throughout the week. We encourage you to visit the VRMA LinkedIn, Twitter, and/or Facebook pages and share any of our posts about Vacation Rental Week as well.

Social Media Tips

- Posts on social networks should generally be kept to fewer than 280 characters, including hyperlinks and hashtags.
- Consider posting on social networks at high-trafficked times during the week to maximize exposure. The optimal time to post is between 1:00 p.m. and 3:00 p.m., Monday through Thursday.
- Tailor the post to match your or your organization's voice.
- Link the [Vacation Rental Week homepage](#) to your posts to encourage participation.
- Include images from the [Vacation Rental Week graphics library](#) whenever possible.
- Include the official Vacation Rental Week hashtag **#VacationRentalWeek** on all posts to amplify your message and engage the community.

Sample Posts

Targeted to potential guests

- We're excited to kickoff Vacation Rental Week—a week-long celebration of professionally-managed vacation rentals, the industry, and the unmatched benefits & value they offer guests. The possibilities are endless for your next getaway! #VacationRentalWeek <https://bit.ly/2TTokav>
- We're thrilled to celebrate Vacation Rental Week 2020! DYK there are 115,000+ vacation rental companies worldwide? Whether it's a beach cottage, mountain cabin, or downtown apartment, the perfect vacation rental is waiting for you! #VacationRentalWeek <https://bit.ly/2TTokav>



- Happy Vacation Rental Week 2020! With vacation rentals, travelers have more options and are at a greater advantage to customize their trip versus booking a traditional hotel. Find the perfect property for your next trip! #VacationRentalWeek <https://bit.ly/2TTokav>
- As we celebrate Vacation Rental Week 2020, we encourage you to live like a local on your next trip! Vacation rentals offer an unmatched opportunity to explore new surroundings and experience local culture. Imagine what you'll discover! #VacationRentalWeek <https://bit.ly/2TTokav>
- It's Vacation Rental Week 2020! Vacation rentals are the ideal, cost-effective choice for family or group trips—you'll enjoy more space, privacy, and amenities such as extra bedrooms, baths, and your own kitchen. Book your stay today! #VacationRentalWeek <https://bit.ly/2TTokav>

Sample Posts

Targeted to property owners

- This week, we celebrate the 1st annual Vacation Rental Week! Thinking of renting your property with a vacation rental management company? Great timing! Vacation rental revenue reached \$58B in 2019 and is expected to grow significantly. #VacationRentalWeek <https://bit.ly/2TTokav>
- Happy Vacation Rental Week! DYK professional vacation rental managers handle all the logistics of renting your property? That includes securing guests, advertising, payments, agreements, and follow-up—now that's management made easy! #VacationRentalWeek <https://bit.ly/2TTokav>
- During Vacation Rental Week, we encourage you to rent your second property with a professional vacation rental manager. Not only is it a great revenue source, but also helps your community by encouraging job creation and local spending! #VacationRentalWeek <https://bit.ly/2TTokav>
- Vacation Rental Week is a perfect time to remind property owners that a rental typically entitles you to deduct mortgage interest, along with related business expenses. Contact a professional vacation rental manager today & get started! #VacationRentalWeek <https://bit.ly/2TTokav>
- The vacation and holiday rental industry is BOOMING worldwide, and we don't want you to miss out—especially during Vacation Rental Week! Rent your property with a professional vacation rental manager and get in on the action! #VacationRentalWeek <https://bit.ly/2TTokav>



SAMPLE NEWSLETTER ARTICLE/WEBSITE/BLOG POST

Use the sample copy below to inspire an article in your newsletter, a post on your website or blog, and/or other editorial content. Tailor the article to match your or your organization's voice, or personalize with details that resonate locally. Consider posting in the weeks and days leading up to Vacation Rental Week to spread awareness among your readers, or during the week itself.

Celebrating Vacation Rental Week, March 9-13, 2020!

<INSERT YOUR COMPANY/ORGANIZATION> is thrilled to participate in the first annual Vacation Rental Week—the vacation and holiday rental industry's first of its kind! We'd like to use this opportunity to highlight the value and key benefits of professionally-managed vacation rentals for both guests and property owners alike, and to encourage you to book a stay or choose a professional manager to rent your vacation property.

As a guest, vacation rentals are a great alternative to hotels in every aspect, offering you much more for your money, with additional space, privacy, convenience, and amenities included. Along with this added value, your options are constantly increasing as the industry itself experiences rapid growth each year, meaning there are more available properties, more variety, and more destinations to choose from.

Vacation rentals also present you with a unique opportunity to create a more personalized, memorable vacation experience when compared with traditional hotels. You'll have the practical comfort of an actual residence, the ability to explore the neighborhood, and the opportunity to discover aspects of your destination you might not encounter when staying at a hotel. If you're vacationing with a group of family or friends, vacation rentals are an excellent option, typically offering multiple bedrooms, kitchens, laundry rooms, and easy access to local entertainment.

For property owners, renting your second property through a professional manager can be an easy and reliable revenue source, transforming it into an asset that offers a significant return on your investment. You'll also be able to use the property when you choose, spending your own vacations there with family or friends, while renting it to guests the rest of the year.

A professional vacation rental manager will handle all the logistics, securing responsible guests, and maximizing your return through an expert understanding of the industry and in-depth knowledge of the local community. They'll also advertise the property, handle inquiries, collect deposits and balances, generate agreements, and follow-up post-rental, so you can sit back and simply enjoy the experience.

Finding a vacation rental to book or a professional manager to represent your property is fast and easy. Our friends at the Vacation Rental Management Association (VRMA) [*insert link: www.vrma.org*] provide a free search tool [*insert link: <https://www.vrma.org/page/find-a-frm>*] to locate property managers and their available properties worldwide. Find a vacation rental or professional manager for your property and get started in this exciting industry today!

If you would like to join <INSERT YOUR COMPANY/ORGANIZATION> and get involved in Vacation Rental Week, visit the Vacation Rental Week homepage [*insert link: <https://bit.ly/2TTokav>*] to download the toolkit, and help spread the word about professionally managed vacation rentals. Be sure to join the conversation on social media as well with the official #VacationRentalWeek hashtag.



SAMPLE EMAIL COMMUNICATIONS

Use the sample email copy below to inspire communication with your contacts, both within and outside the industry. Tailor the emails to match your or your organization's voice, or personalize with details that resonate locally.

Email #1: Send the week of March 2-6

Target: Industry Contacts

Subject: Vacation Rental Week Kicks Off Next Week!

Join **<INSERT YOUR COMPANY/ORGANIZATION>** NEXT WEEK as we celebrate the first annual Vacation Rental Week, March 9-13, 2020—the vacation and holiday rental industry's first of its kind!

All next week, we'll join vacation rental professionals around the globe in spreading public awareness about the positive impact that professionally-managed vacation rentals have on guests, property owners, and local economies.

We encourage you to get involved along with us! Head over to the official Vacation Rental Week website [insert link: <https://bit.ly/2Ttokav>] and download the Vacation Rental Week Toolkit, featuring social media messages and sharable graphics, website copy, email communications, newsletter articles, and more. Be sure to use the #VacationRentalWeek hashtag on all your social posts.

Let's join together and make the first annual Vacation Rental Week a success—spread the word and advance our industry together!

Email #2: Send the week of March 9-13

Target: General Contacts

Subject: Why Should You Book a Vacation Rental for Your Next Trip?

This week, **<INSERT YOUR COMPANY/ORGANIZATION>** celebrates the first annual Vacation Rental Week, March 9-13, launched to spread awareness about the many benefits of professionally managed vacation and holiday rentals. To get in the spirit of the week, we'd like to take a moment to highlight the tremendous value of professionally-managed vacation rentals for guests, and to encourage you to book a stay for your next vacation!

Consider some of these key benefits professionally managed vacation rentals offer you over hotels and resorts:

- **Better Value:** Enjoy additional space, privacy, and amenities all included.
- **Endless Options:** More available properties, more variety, and more destinations worldwide to choose from.
- **Comfort of Home:** Create a more personalized, memorable vacation experience with the comfort and convenience of an actual residence.



- **Local Flavor:** Explore the neighborhood and discover aspects of your destination you might not encounter otherwise.
- **Great for Groups:** Multiple bedrooms, kitchens, laundry rooms, and easy access to local entertainment.

Ready to book your stay? Finding a vacation rental is fast and easy! Our friends at the Vacation Rental Management Association (VRMA) [insert link: www.vrma.org] provide a free search tool [link: <https://www.vrma.org/page/find-a-vrm>] to locate property managers and their available properties worldwide. Find the perfect property for your next vacation today!

If you would like to learn more about Vacation Rental Week, we encourage you to visit the official Vacation Rental Week website [insert link: <https://bit.ly/2TTokav>] for more information and resources.

Email #3: Send the week of March 9-13

Target: Property Owners

Subject: Why Should You Rent Out Your Vacation Property?

This week, **<INSERT YOUR COMPANY/ORGANIZATION>** celebrates the first annual Vacation Rental Week, March 9-13, launched to spread awareness about the positive impact professionally-managed vacation and holiday rentals have on guests, property owners, and local economies across the country.

To get in the spirit of the week, we'd like to take a moment share several reasons why renting your second property through a professional vacation rental manager is an excellent option that can increase your income and benefit your community.

Why rent your second property through a professional vacation rental manager?

- **Easy and Reliable Revenue Source:** Vacation rental revenue reached \$58 billion worldwide in 2019 and is expected to grow dramatically. Renting your second property transforms it into a valuable and reliable asset that offers a significant return on your investment for many years to come.
- **Vacation When You Want:** Use the property when you choose, spending your own vacations there with family or friends, while renting it to guests the rest of the year.
- **Management Made Easy:** Professional vacation rental managers handle all the logistics of renting your property, securing responsible guests, and maximizing your return through an expert understanding of the industry and in-depth knowledge of the community.
- **Hassle-Free Renting:** Your professional vacation rental manager will also advertise your property, handle inquiries, collect deposits and balances, generate agreements, and follow-up post-rental, so you can sit back and simply enjoy the experience!
- **Tax Deductions:** Owners of vacation rental properties typically have the ability to deduct mortgage interest on their properties along with other expenses related to the rental.



- **Impact Your Community:** You'll also positively impact your community's economy by facilitating guest spending locally and stimulating local job creation and growth.

Ready to rent your property? Finding a professional manager to represent your property is fast and easy. Our friends at the Vacation Rental Management Association (VRMA) [*insert link: www.vrma.org*] provide a free the search tool [*insert link: <https://www.vrma.org/page/find-a-vrm>*] to locate property managers worldwide. Find the perfect professional manager for your property and get started in this exciting industry today!

If you would like to learn more about Vacation Rental Week, we encourage you to visit the official Vacation Rental Week website [*insert link: <https://bit.ly/2Ttokav>*] for more information and resources.