



Vacation Rental Week Frequently Asked Questions

What is Vacation Rental Week?

Vacation Rental Week, March 9-13, 2020, is a week-long celebration of the vacation rental industry. During Vacation Rental Week, we will work together to spread public awareness about the positive impact that professionally-managed vacation and holiday rentals have on guests, property owners, and local economies large and small.

What are the goals of Vacation Rental Week?

The goals of Vacation Rental Week are multifaceted. Through VRMA member and industry stakeholder participation, Vacation Rental Week aims to:

- Educate the general public on the value and benefits professionally-managed vacation rentals offer guests, property owners, and local economies large and small.
- Drive vacation and holiday rental bookings worldwide.
- Increase industry awareness among policymakers to encourage fair and balanced regulations that benefit both communities and the vacation rental market.
- Gain official congressional recognition of a “Vacation Rental Day” during Vacation Rental Week 2021.

Who should participate in Vacation Rental Week?

VRMA members, industry stakeholders, including property managers and owners, suppliers, and anyone interested in supporting our industry by spreading the word on the value and benefits of vacation and holiday rentals.

How can I participate?

Download the free Vacation Rental Week Toolkit available on the VRMA website at vrma.org/vrweek, and share its social media messages, website copy, email communications, and newsletter articles across your network. Be sure to customize the messages to fit your or your organization’s voice! Supplement these with ready-to-use Vacation Rental Week graphics, also available for download at vrma.org/vrweek, to enhance your posts and increase engagement.

VRMA also encourages industry professionals to send us photos or videos of your team in action: at the office, having fun together, or displaying how you plan to celebrate Vacation Rental Week. During Vacation Rental Week, we'll share your photos or videos on our website, in emails, and across our social media channels to show the world the friendly faces of our industry. We encourage you to get creative and have some fun!

Send your photos or videos to vrma@vrma.org and be sure to include any names or information you would like included.

Have another question about Vacation Rental Week? Contact Us!

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