How iTrip Vacations' Listings Perform 25% Better on HomeAway

iTrip Vacations and HomeAway Best Match Study

In 2016, major listing sites such as HomeAway made the switch to use algorithms to prioritize vacation rental exposure. The change brought about much debate in the industry, but iTrip Vacations recognized HomeAway's goal to enhance the user experience and took action.

"iTrip Vacations has an incredible partnership with HomeAway," says Ashley Nations with iTrip software and support. "We are in communication with them almost every day and continually develop new processes to rank in the best match sort."

What is the HomeAway best match sort? It's a process that examines travelers' preferences and booking experiences, and drives 'the best' rentals to the top of the search page. Property managers not equipped to integrate this process will and continue to fall short, resulting in decreased bookings and revenue. This means simply listing a property on HomeAway is not enough to generate results. You have to be the best.

Here's how iTrip Vacations' partnership with HomeAway's Best Match works:

Online Booking Requirement: In order to rank, HomeAway must have online access to your booking information.
iTrip Solution: iTrip Vacations' online booking software is directly integrated into HomeAway's system, providing HomeAway with 24/7 access to all booking data.

Accurate Calendars: To enhance the booking experience, calendars must be accurate and updated.
iTrip Solution: iTrip Vacations' software automatically links all listing-site calendars to one central iTrip calendar, ensuring up-to-the-minute accuracy for every listing.

Immediate Response: Managers and owners should be available 24/7 to send quotes and accept bookings.
iTrip Solution: Automated systems are available 24/7 and respond to guests in less than 2 minutes. This automation provides the fastest response times and instant quotes.

5-star Reviews: Properties that have the most and best reviews will rank higher.
iTrip Solution: Guests are contacted during their stay and encouraged to write a review. This captures the guest during their vacation bliss, rather than after they return home to the daily grind.

Competitive Pricing: The HomeAway best match algorithm looks at pricing to ensure it is inline with other rental properties in the area.
iTrip Solution: iTrip Vacations uses a dynamic pricing model that analyzes competitor rates and automatically adjusts pricing to ensure rates are always competitive.

Listing Content Quality: HomeAway analyzes professional photography and listing descriptions. Properties that look the best will rank higher.
iTrip Solution: The company employs professional photographers and content experts who work with each property manager to ensure listings are of the highest quality.

Part of the iTrip Vacations corporate team is Ashley Nations, a listing quality expert in software and support. She works with HomeAway to train each property manager on the entire listing process, so iTrip listings rank in the best match sort. Through these efforts, iTrip Vacations' listings rank and perform 25 percent better than the competition.

"It is very important for property managers to have a strategic process to follow with the ever-changing trends in the vacation rental industry," Nations says. "Our partnership with HomeAway is a great way for us to ensure we are developing the best procedures to help our property management franchisees excel in the best match sort."

Interested in listing your property? Learn more about the iTrip Vacations property management program.

itrip vacations