

U.S. Vacation Rentals 2009 - 2014: A Market Reinvented

Description: The rapid evolution of the U.S. vacation rental industry has captured the attention of travel companies, media and investors, and inspired a surge of traveler interest in online vacation rental.

As the real estate and hospitality industries rebound from several years of economic uncertainty, disruptive new entrants, shifting vacation rental technology, and rising consumer expectations are shaking up the vacation rental landscape.

PhoCusWright's U.S. Vacation Rentals 2009-2014: A Market Reinvented provides a comprehensive look at the U.S. vacation rental market. The report tracks the dramatic changes that have reshaped vacation rental over the past several years and identifies the trends that will impact the industry in the years to come.

Topics include:

- Sizing and forecasts for the U.S. vacation rental total and online markets (2007-2014)
- Key players and market structure
- Characteristics of vacation rental guests and trips
- The evolving dynamics of rental-by-owner (RBO) and professionally managed market segments
- The future of online marketing, transactions, and payment
- Online shopping behavior and the role of search
- Technology challenges, opportunities and trends

Contents: Introduction and Overview

- What is a Vacation Rental?
- About This Study
- Methodology
- Key Findings
- Key Terms and Definitions

Vacation Rentals: Background and State of the Category

- Size and Structure of the Market
- Supply, Demand and Revenue
- Management Method: RBO & VRMC
- Traveler's Choice: Destinations, Vacations Style and Trip Spend
- Other Characteristics of Vacation Rental Trips

The Vacation Rental Decision

- The Vacation Rental Guest: Who They Are and Why They Book
- Homeowners: A New Breed
- The Changing VRMC Landscape

Online Market and Forecasts Not Booking, but Looking: Online Research

Online Distribution: New Models, Challenges and Consumer Expectations

- The Rise of Online Listing Sites
- Distribution: Rock or Hard Place?
- Distribution: Square Peg or Round Hole?
- Booking, Spaces and Social: The Airbnb Phenomenon

Managers in the Middle: The VRMC Decision for Homeowners and Travelers

- The Homeowner's Decision
- No End to Disruption
- Traveler Perceptions

Partners and Sponsors

LIST OF CHARTS

- U.S. Online and Total Market by Segment, 2012
- Size of the Market 2012: Supply, Demand & Revenue
- Key Market Metrics, 2007 and 2012
- Supply and Demand by Management Method, 2012
- Share of Accommodation Type by Demand (Trips) and Supply
- Share of Available (Supply) and Rented (Demand) Unit Nights by Region
- Vacation Style for Last Vacation Rental Stay
- Vacation Rental Consideration Among Leisure Travelers
- Reasons for Choosing Vacation Rental Over Other Accommodation Types
- Number of Years Renting
- VRMC Population by Number of Units
- VRMC Current Offering or Use of Select Technology
- U.S. Vacation Rental Online and Total Market and Online as a Share of Total Rental Revenue, 2007-2014
- Mean Length of Stay, Rental Spend and ADR by Method of Finding and Booking Last Vacation Rental
- Information Sources for Researching Vacation Rentals, 2008 and 2012
- Monthly Unique Visits to Vacation Rental Listing and VRMC Website Categories, November 2010 - August 2012
- Average Monthly Unique Visits to the Nine Largest Vacation Rental Category Websites, January - August 2011 and 2012, and Average Annual Change
- Vacation Rental Market Revenue by Channel, 2012
- VRMC Distribution Economics
- Importance of Website Features in Researching Vacation Rentals
- Primary Residence Renting by Vacation Type and Number of Years Renting
- Services Offered to Rental Guests by VRMCs
- Reasons RBO Owners Do Not Use a VRMC
- Reasons Owners Use a VRMC
- Homeowner Use of Management Method (RBO vs. VRMC)
- Preference for Working with Homeowner vs. VRMC in Booking a Vacation Rental
- Attributes/Features of Rental Stay - Association With RBO vs. VRMC

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