



Take your destination to the next level with AllTheRooms' short-term rental data

[Case Study](#)

A Destination marketing organization is promoting tourism in Ventura, California. As a DMO, their primary focus is on marketing hotels, resorts, and other lodging options to visitors. However, they have also recognized the rising popularity of short-term rentals like Airbnb and have included these types of accommodations in their marketing strategies.

Biggest Challenge

The DMO is encountering stiff competition from short-term rental platforms such as Airbnb. To stay ahead, the organization has partnered with AllTheRooms to leverage data analysis and gain valuable market insights. However, integrating short-term rentals onto its website without diluting the promotion of traditional hotel options presents an additional challenge for the DMO.

In addition to this, the DMO is also seeking to improve its understanding of the occupancy rates and pricing of short-term rentals in the region. By doing so, it can refine its offerings and provide more value to its customers.

How are they using our data



Understand STR Occupancy rates

Our data is utilized to analyze occupancy and booking trends in short-term rentals. This helps the DMO understand the demand and preferences of its customers, allowing it to tailor its offerings to better meet their needs.



Understand pricing & people's buying patterns

Our data helps comprehend pricing, compare hotels/non-hotels, and gauge vacationers' willingness to pay, which is valuable for understanding market trends and optimizing revenue.



Short-term Rental data Integration

The DMO is using our data to improve the integration of short-term rentals on its website, which will benefit both vacation rentals and the development of the state's tourism industry.

The Results



Insights into today's travelers

Utilizing our data, the DMO has improved their offerings and remained competitive in the hospitality industry. They provide actionable solutions based on traveler needs, enhancing visitors' experiences in the region.



Understanding STR industry

Our data services have made the DMO an expert in short-term rentals. We've helped the DMO understand this market, incorporate short-term rentals into its offerings, and provide its customers with an exceptional experience.



Understanding key metrics

Our interactive dashboard keeps the DMO informed on the progress of STR in the area. It provides essential information on revenue, rates, occupancy, and supply, enabling the DMO to make data-driven decisions and improve its offerings for customers.

Reports they use



Enterprise dashboard

The Analytics dashboard offers market insights and data analytics for vacation rental properties globally. It aids informed decision-making by providing data on market demand, competition, and pricing, and tracks performance over time.



Competitive analysis

This analysis provides valuable information and insights into the short-term rental market, including information on competitors, market trends, and customer preferences; helping companies to be more competitive in the market.

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