



“Analyzing Vacation Properties” Monthly Meetup

with Judi Paré

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When considering a vacation property as a rental property, there are a number of factors you should consider to maximize revenue. To get started, consider the acronym “GOALS” which stands for: Geo-Demand, Occupancy, Amenities, Location, and Supply.

Vacation Rental “GOALS”

Geo-Demand

- How popular is this geographical location for travelers? Does the geo-demand for the property you’re considering change based on the time of year?

Occupancy

- When travelers are considering vacation home rentals vs. hotels, they often do a cost per person comparison
- Offering more sleeping accommodations increases your nightly rate (bunk rooms, sofa beds, cots/air mattresses, etc.)
- There are certainly other factors to consider, but increasing occupancy will be a major factor in being able to command a higher nightly rate.

Amenities

- Amenities are added value that help in attracting renters
- Travelers are looking for features like:
 - Access to water activities (beaches, pools, hot tubs)
 - Bicycles
 - Hammocks, fire pits, outdoor seating
 - WIFI
 - Kitchens
 - Laundry (in-suite or nearby)

Location

- Travelers want:
 - Close to transportation/east of access
 - Epic views and activities
 - Modern properties providing solitude
 - New cuisine and culture
 - Natural beauty and historic monuments
 - Hospitality and tourist-friendliness

Supply

- Vacation properties in low-supply area can charge a premium

- Many successful businesses have peak profit times of year that carry them through low seasons. You can set lower prices during low tourist seasons to attract *some* income instead of no income. Conversely, you should raise your prices during high tourist times to maximize profits when demand outweighs supply of short-term rentals.

Analyzing Vacation Properties Excel Tool

- Judi created this excel tool to help analyze property revenue. This tool allows users to calculate occupancy rates, nightly rates, and additional revenue from amenities.
- To use the tool, input data on the shaded cells only
- The information you enter (number of units, days open, nightly rates, other revenue, etc.), will auto-populate with the data you need.