

RENT RESPONSIBLY X DMOS

# DMOS X STRS BRIDGE PROGRAM ECLIPSE EDITION

Build connectivity with local  
hosts and maximize their  
positive impact during the  
2024 Total Eclipse

PREPARED AND PRESENTED BY

**RENT**  
RESPONSIBLY

---

## OVERVIEW

# DMOS X STRS BRIDGE PROGRAM

Rent Responsibly is the STR industry's community-building and education platform for hosts. Our DMOs x STRs Bridge Program connects tourism organizations to their local STR host community through a custom-branded campaign leading up to a big destination event or important time of year.



Help local STRs prepare for community challenges of a big destination event through compliance support and good neighborliness education



Work with STRs to maximize the destination event's economic benefit with marketing tips and in-destination guest guidance

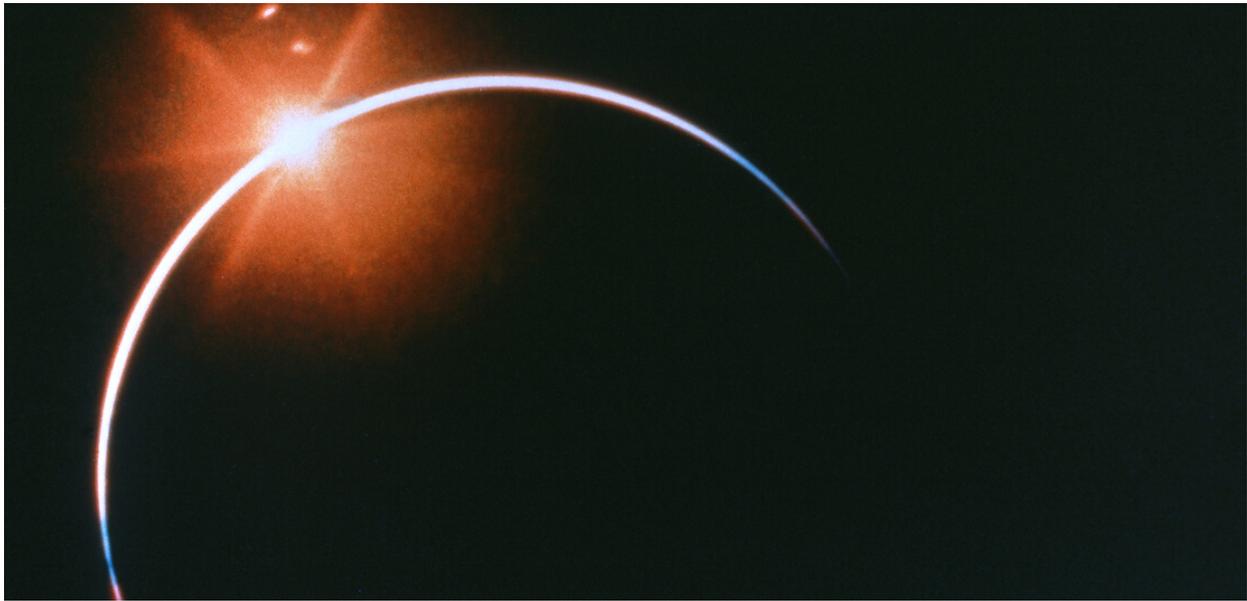


**Foster connectivity and collaboration with local hosts for success long after the event**

## SPECIAL EDITION: ECLIPSE 2024

On April 8, 2024, destinations from Texas to Maine will be in the path of totality for the Great North American Eclipse - **predicted to be the single-biggest mass travel event in the US**. The Bridge Program with Rent Responsibly activates STR hosts in your destination to not just provide a stellar guest experience but also support your elevated destination management needs during the eclipse.





## WHAT'S INCLUDED



### ECLIPSE MICROSITE

Branded destination landing page on Rent Responsibly's eclipse microsite



### VISITOR HANDOUTS

A branded one-sheeter for hosts to supply to guests with eclipse-related tips, like where to get proper eyewear or community areas to avoid



### CONTACT DATA

Capture of hosts' contact information for your remarketing



### MARKETING ASSETS

Marketing templates and assets for your use throughout the campaign



### CAMPAIGN DISTRIBUTION

Rent Responsibly will promote the campaign across our owned channels and in collaboration with key industry partners, including Vrbo



### Optional Add-On:

### LIVE VIRTUAL EVENT

Hosted together with key STR industry partners covering hosting best practices, destination- and eclipse-specific tips for hosts, and important things for guests to know.

Includes:

- Tech setup and support of a Zoom Webinar
- Speaker webinar access setup and support
- Event content, including creation of branded event slide deck and population of partner content, pre- and post-event communications with registrants
- Rent Responsibly guest speaker to cover good neighbor content

*See a sample run-of-show on page 6.*

**+ FULL-SERVICE PROJECT MANAGEMENT**

---

# ABOUT RENT RESPONSIBLY



*Team Rent Responsibly with the board of Arizonans for Responsible Tourism and the Scottsdale STRA*

## ABOUT US

Rent Responsibly is an education and community-building platform for short-term rental operators. We help owners, hosts, and managers navigate local laws, professionalize their hospitality businesses, and **rent responsibly**.

In doing so, we work together with industry and travel partners to cultivate symbiotic relationships between the short-term rental sector and local travel ecosystems. Thus, we help ensure that private accommodations enable destination communities to grow and manage tourism sustainably for decades to come.

## OUR DNA

Property Management · Hosting & Homesharing · B&B Management · Association management · STR Management Software · STR Noise Monitoring Tech · Industry Journalism · Marketing · Advocacy & Civic Engagement · **Travel & Community Enthusiasts**

## OUR MISSION

*We empower short-term rental communities to collaborate and further responsible renting for the benefit of people, places, and planet.*



# HOSTING ESSENTIALS CASE STUDY: FIVE-STAR SUMMER WITH VISIT GREATER PALM SPRINGS



## PRIMARY OBJECTIVE

Lead a campaign to educate local hosts and managers on providing a great guest and community experience across the Greater Palm Springs region.



Event series for six different markets on guest experience, good neighborliness, travel trends, and regulations



Post-event content packages with recordings, slide decks, and resource links



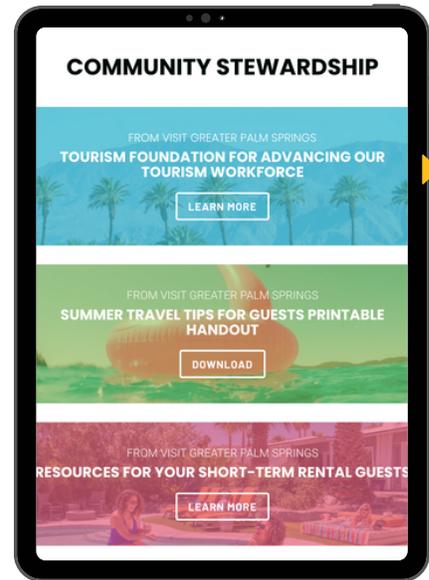
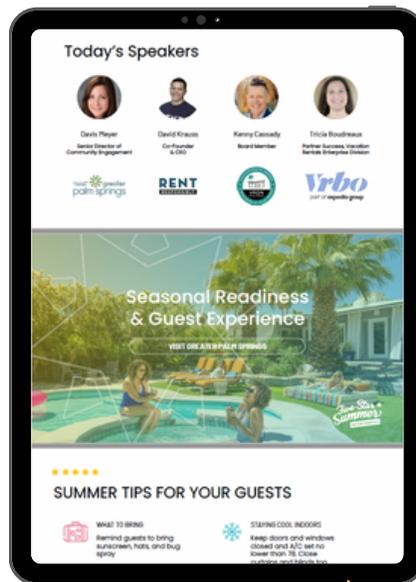
A library including city ordinance information, templates, guides, OTA resources, and more

## MOST POPULAR MICROSITE CONTENT

- Event Calendar
- Resources
- Event Replays: Indio, La Quinta, Palm Springs

## MOST VALUED EVENT CONTENT

- Promotion opportunities with Visit GPS
- Tips for guest communicatons
- Regulatory overviews



## KEY RESULTS

- 200 New Property Listings on VGPS Site
- 234 Event Registrants
- 78 NPS Score



**BOTTOM LINE, THIS WAS SUPER SUCCESSFUL AND I AM ALL-IN TO CONTINUE DOING THIS.**

– Davis Meyer, Senior Director of Community Engagement at Visit Greater Palm Springs



# HOSTING ESSENTIALS CASE STUDY: SUPER BOWL PREGAME PREP WITH ARIZONANS FOR RESPONSIBLE TOURISM



## PRIMARY OBJECTIVE

To lead a coordinated education campaign to get operators across Arizona into compliance following new local laws passed in the wake of SB1168, with an additional focus on responsible renting best practice education, especially for new hosts, in the Phoenix-Glendale region ahead of the Vrbo Fiesta Bowl and Super Bowl LVII.



- Weekly events on state and local regulations + responsible renting practices
- A library of compliance resources, including city ordinance guides and interactive self-check assessments
- A library of hosting resources focusing on new hosts joining the market around the Vrbo Fiesta Bowl and Super Bowl



- ### KEY METRICS:
- MEDIA
  - NUISANCE MINIMIZATION
  - HOST ENGAGEMENT

## MEDIA



AZ Central: [Arizona short-term rentals caused few issues during Super Bowl. Was it a fluke or real progress?](#)

- + [AZ Central](#)
- + [Glendale Independent](#)
- + More





# SAMPLE EVENT RUN-OF-SHOW

|               |  |   |
|---------------|--|---|
| 12 - 12:05    | Introductions                              | DMO or Rent Responsibly                                     |
| 12:05-12:15   | Eclipse Readiness                          | DMO   |
| 12:15 - 12:25 | Good Neighbor Practices                    | Rent Responsibly or your local STR alliance or association* |
| 12:25 - 12:35 | Creating a Great In-Destination Experience | DMO   |
| 12:35 - 12:45 | Marketing Tips to Keep Guests Coming Back  | Rent Responsibly partners at Vrbo* and/or other companies*  |
| 12:45 - 12:55 | Q&A  | Moderated by DMO  |
| 2:55 - 1:00   | Closing Remarks                            | DMO   |

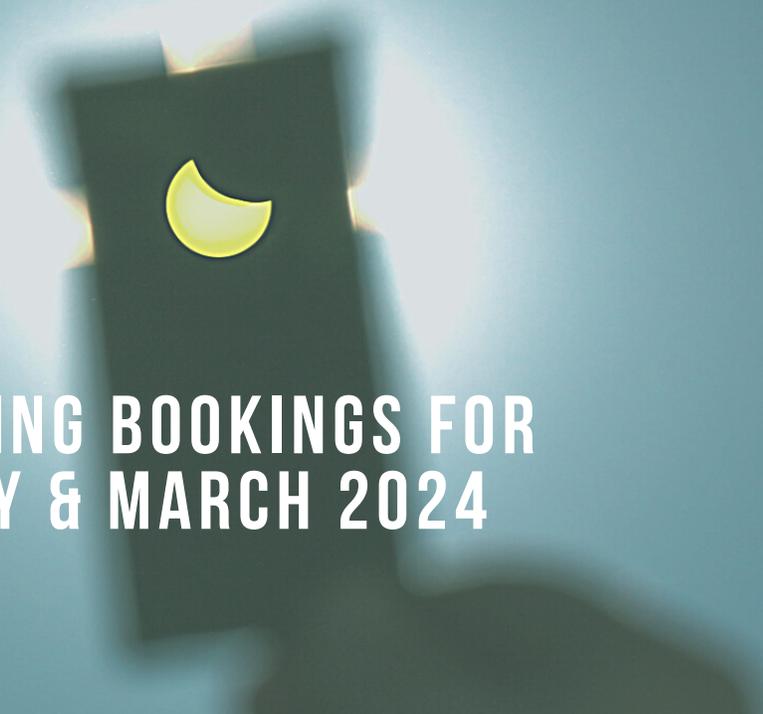
*\* Pending participation and speaker availability.*

RENT RESPONSIBLY X DMOS

# DMOS X STRS BRIDGE PROGRAM

ECLIPSE EDITION

NOW TAKING BOOKINGS FOR  
FEBRUARY & MARCH 2024



---

## THANK YOU!

FOR QUESTIONS OR NEXT STEPS,  
CONTACT DAVID KRAUSS

DAVID@RENTRESPONSIBLY.ORG

**RENT**  
RESPONSIBLY