



DMOS X STRS BRIDGE PROGRAM ECLIPSE EDITION

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

RENT
RESPONSIBLY

WHO IS RENT RESPONSIBLY?

ABOUT US

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

In doing so, we work together with industry and travel partners to help ensure private accommodations enable destinations to grow and manage tourism sustainably for decades to come.



WHO IS RENT RESPONSIBLY?

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.



OVERVIEW DMOS X STRS BRIDGE PROGRAM ECLIPSE EDITION

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.

ECLIPSE 2024 HOSTING ESSENTIALS

EVERYTHING SHORT-TERM RENTAL HOSTS AND MANAGERS NEED FOR A STELLAR GUEST EXPERIENCE DURING THE TOTAL ECLIPSE



ECLIPSE MUST-HAVES



**COLLABORATING WITH
YOUR TOURISM BOARD**



FIVE-STAR STAYS

OVERVIEW: DMOS X STRS BRIDGE PROGRAM



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

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



MARKETING ASSETS & CAMPAIGN DISTRIBUTION

Marketing templates and assets for your use throughout the campaign. Rent Responsibly will promote the campaign across our owned channels and in collaboration with key industry partners, including Vrbo



Data

Capture of hosts' contact information for your remarketing

+ PROJECT
MANAGEMENT &
COORDINATION

OPTIONAL VIRTUAL MEETUP ADD-ON

Rent Responsibly will host a statewide Eclipse Hosting Essentials event for STR operators covering need-to-knows for the eclipse, general tips for providing a great guest experience, and how to be a great neighbor. A guest speaker from your state DMO will then share with attending hosts why and how they should collaborate with you, their local DMO, via a call to action of your choice. PLUS:

- Logo featured in the event and marketing
- Links and calls to action of your choice shared in the chat and post-event follow-up materials
- (Optional) Attendance of your staff to engage with hosts directly in the chat



CASE STUDY:

PREGAME PREP: MVP HOSTING BOOTCAMP

WITH ARIZONANS FOR RESPONSIBLE TOURISM

Primary Objective: Get operators across Arizona into compliance following new local laws passed in the wake of SB1168, with an additional focus on responsible renting, especially for new hosts, in the Phoenix-Glendale region ahead of the Vrbo Fiesta Bowl and **Super Bowl LVII**.

Central Components:

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

TEMPLATES, GUIDES & HOSTING BEST PRACTICES



AZRT's Responsible Hosting Oath

***Responsible hosting matters.** Most guests and most hosts of short-term rentals (STRs) are good people, who behave as any good neighbor would. As responsible hosts, we seek to model the practices and behaviors of hosts who make a sincere effort to attract good guests and to be good neighbors.*

TAKE AZRT'S RESPONSIBLE RENTING OATH

Learn More

PREGAME PREP: MVP HOSTING BOOTCAMP

KEY METRICS:

- MEDIA
- NUISANCE MINIMIZATION
- HOST ENGAGEMENT



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

- + AZ Central
- + Glendale Independent
- + More

NUISANCE MINIMIZATION

0

MAJOR SAFETY OR
NUISANCE
INCIDENTS

12

TEMPE + PHOENIX
COMPLAINTS
COMBINED

20

COMPLAINTS IN
SCOTTSDALE

0

COMPLAINTS IN
GOODYEAR +
CHANDLER

HOST ENGAGEMENT

806 Registrants for AZRT x Vrbo event

957 New AZRT subscribers

2X Growth in AZRTR.org site traffic

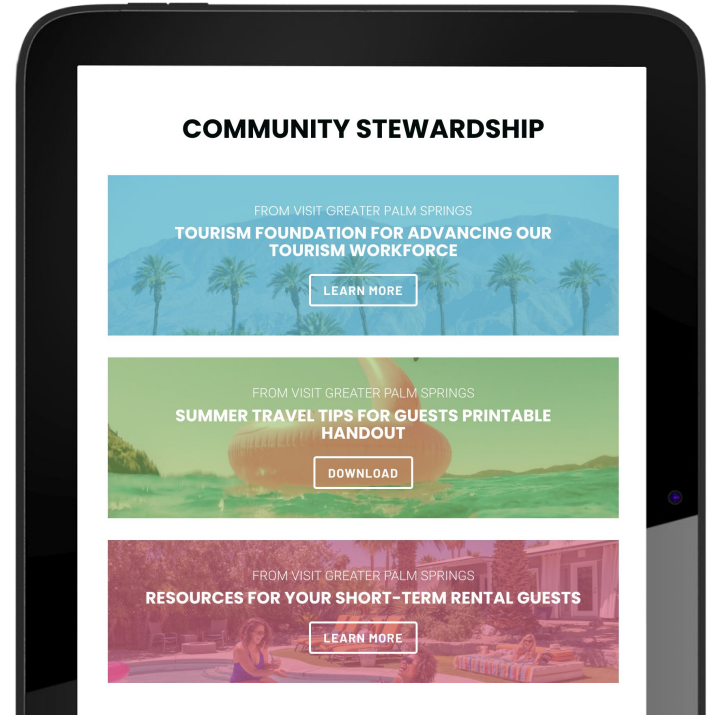
CASE STUDY: FIVE-STAR SUMMER CAMPAIGN WITH



Primary Objective: Educate local hosts and managers on how to provide a great guest and community experience across the Greater Palm Springs Region.

Central Components:

- 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, platform resources, and more



CASE STUDY: FIVE-STAR SUMMER CAMPAIGN WITH



MOST POPULAR MICROSITE CONTENT

Event Calendar
Resource Library
Event Replays: Indio, La
Quinta, Palm Springs



MOST VALUED EVENT CONTENT

Promotion opportunities with
Visit GPS
Tips for Guest
Communication
Regulatory overviews



KEY RESULTS

78 NPS SCORE
47% AVG. EVENT ATTENDANCE
234 LOCAL EVENT
REGISTRATION

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

THANK YOU!

David Krauss

david@rentresponsibly.org

RENT
RESPONSIBLY

WHO IS RENT RESPONSIBLY?

COMMUNITY BUILDERS

- STR alliance support
- Leader network
- Industry partners

EDUCATORS

- Good neighbor
- Regs & compliance
- Professionalism

CONTENT CREATORS

- How to guides
- Humans of STRs
- Virtual events

CONNECTORS

- STR <> STR
- STR <> Gov't
- **STR <> DMOs**

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

HOSTING ESSENTIALS FOR DMOs

- Customized campaigns for DMOs/CVBs
 - Education on sustainable tourism, good neighbor and regulatory compliance
 - Connect DMO resources, marketing and messaging to STR hosting community
- Omnichannel communication plans to reach STR Community
 - End-to-end virtual event management
 - Press releases & media strategy
 - STR industry partner channels
- Creative content and digital assets
 - Campaign branding and messaging
 - Custom microsites hosted by Rent Responsibly



TODAY'S SPEAKERS



DAVID KRAUSS

Co-Founder
& CEO



JENNIFER BARBEE

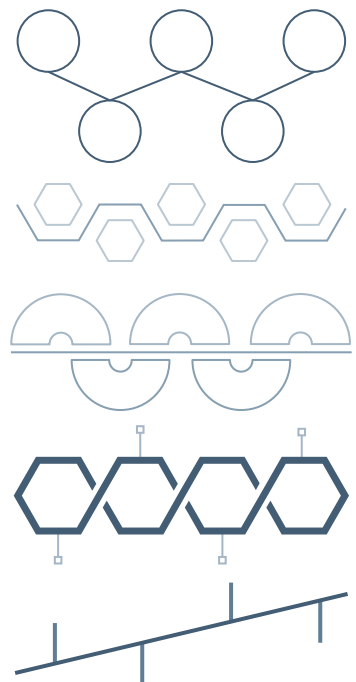
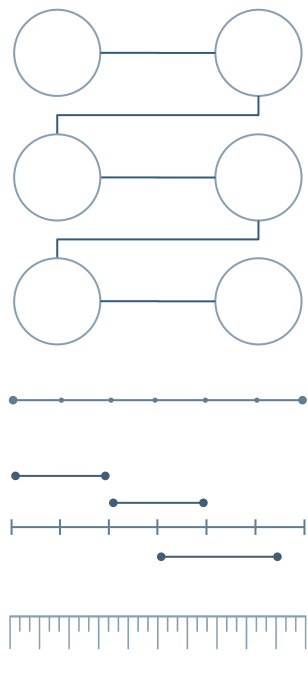
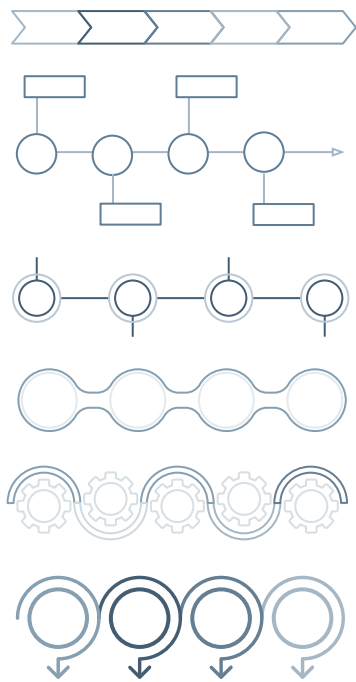
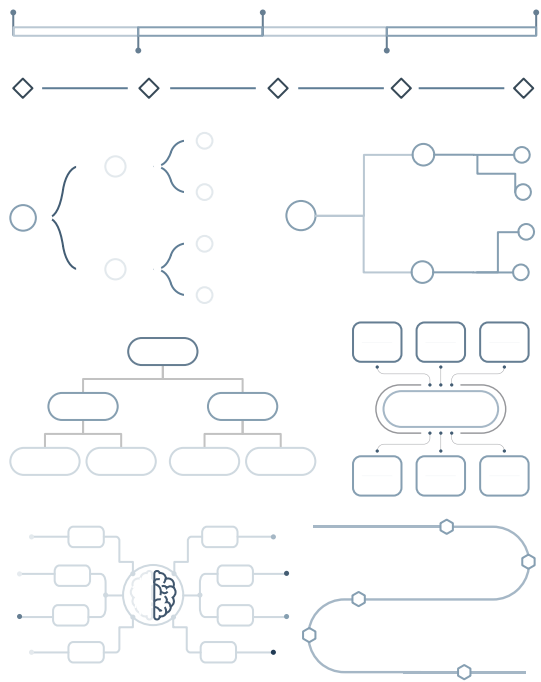
Co-Founder
& Partner



DAVIS MEYER

Senior Director of
Community Engagement

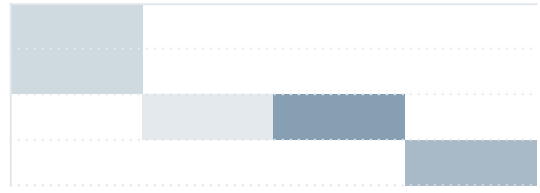
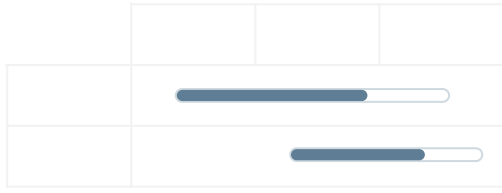




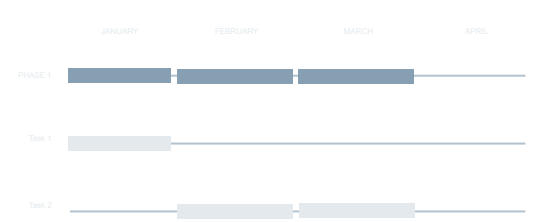
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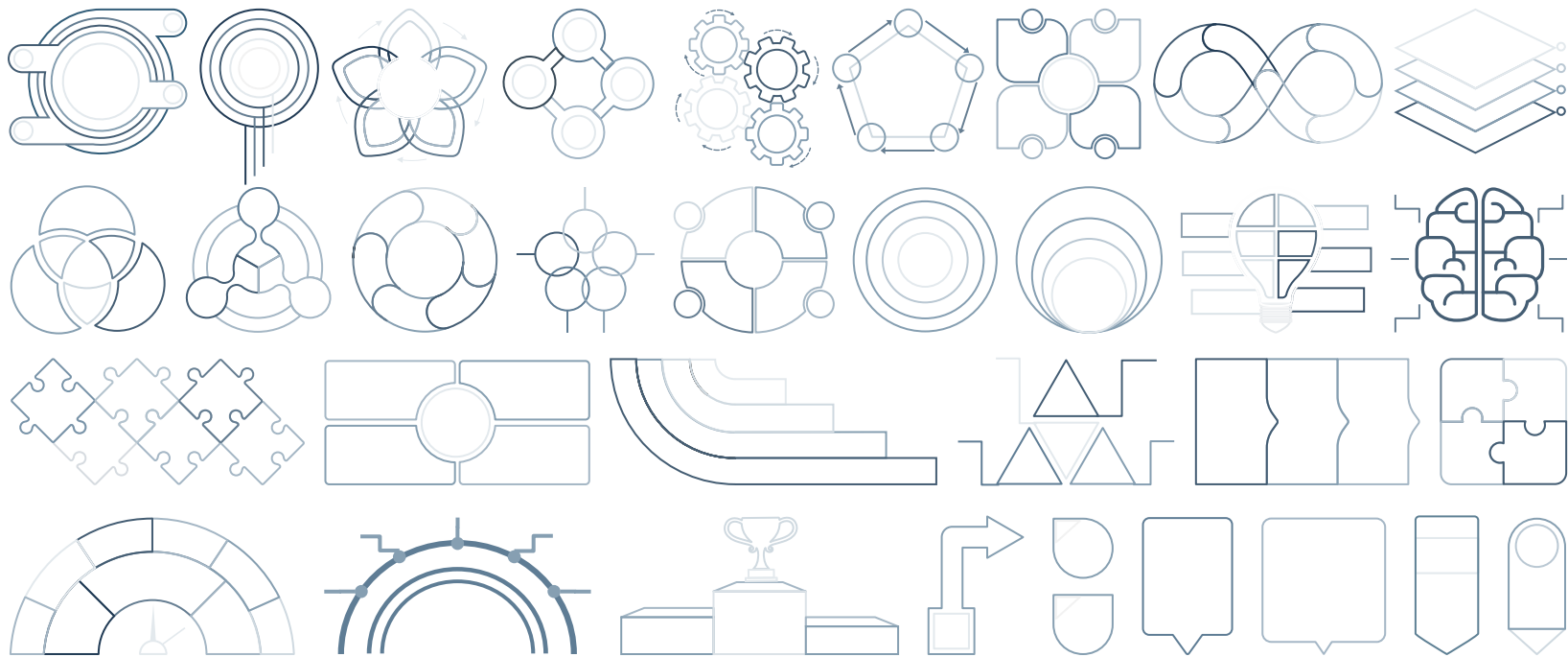


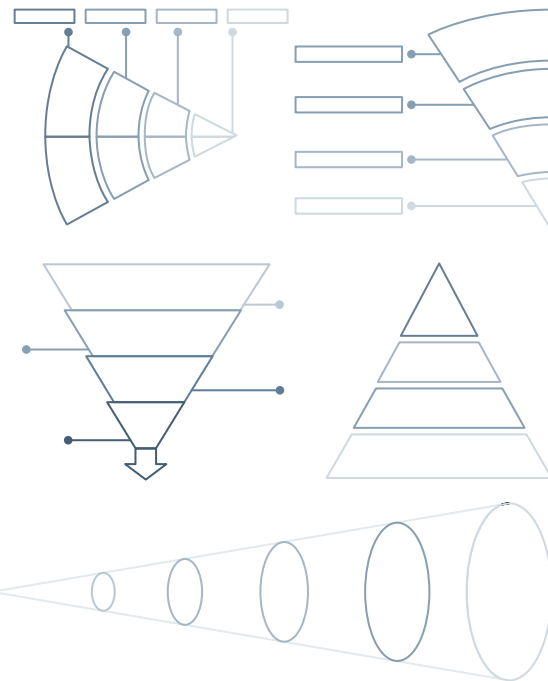
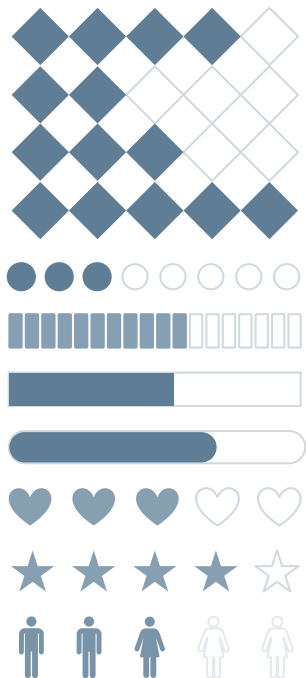
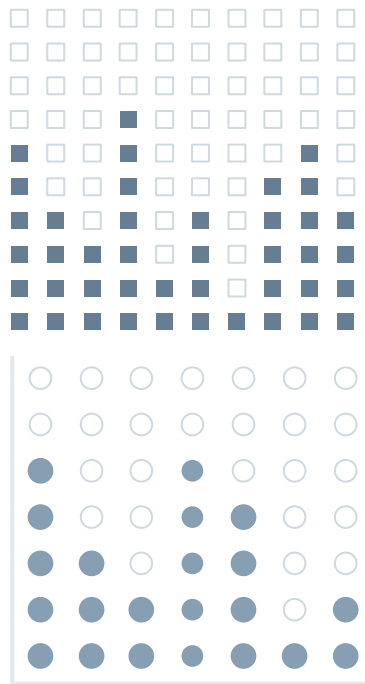
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	✓	✗	✗	✗
	✗	✓	✓	✓









Tourism icon pack



...and our sets of editable icons

resize
change the stroke and fill color
FlatIcon's extension

paint bucket/pen





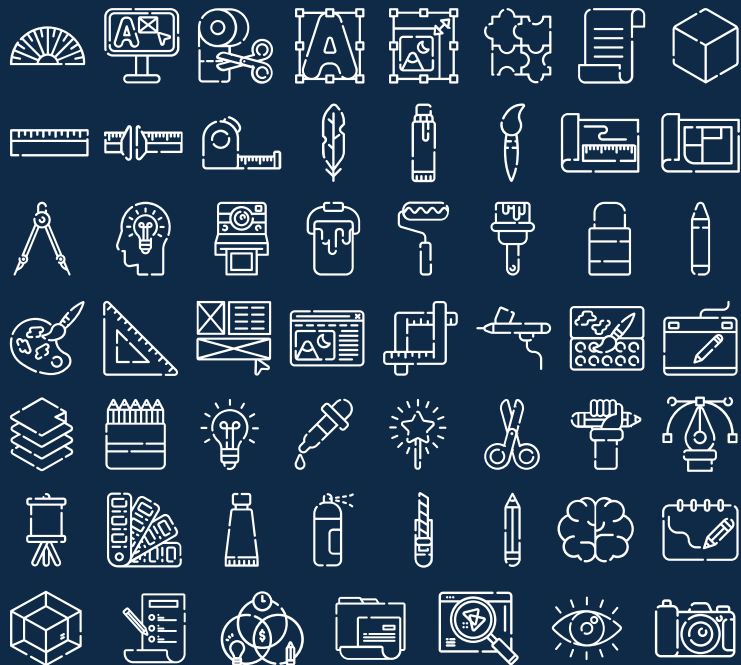
Business Icons



Teamwork Icons



Creative Process Icons



Performing Arts Icons



Nature Icons



SEO & Marketing Icons

