11 Time Savings Hacks for Distribution Success

Tuesday February 4th, 2025
1:50 pm-2:30 pm

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The **Heart** of Hospitality

Presenters

Vanessa Moore

- Vice President of Revenue Services
- Vanessa is a seasoned professional with over 16 years in the vacation rental industry. Her career started at LeisureLink, where she served as the Director of National Accounts, managing top-performing clients and leading channel distribution and revenue management efforts. Vanessa's success propelled her to Lexicon, where she became Vice President of Revenue and Client Acquisition, playing a key role in the company's growth. She now serves as Vice President of Revenue Services at TravelNet Solutions, where she manages TrackDistribution, Digital Marketing Services and TrackRevenue.

Christina Case

- Distribution Engine Manager
- With her rich experience in hospitality and accounting, Christina has significantly contributed to Track's success story. Her journey started as the Director of Reservations for Resort Collection, where she efficiently managed distribution channels. Later, she transitioned into Pro Services as an Accounting Consultant, bringing invaluable insights from her accounting background. Her expertise in comprehending fees, costs, and other financial aspects has made her an asset to the team. Christina's vast experience and deep knowledge of Track set her apart as a well-rounded professional in the hospitality industry.

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By the end of this session….

You'll learn valuable time-savings strategies that can boost your property's revenue and improve its visibility on the distribution channels.

…. And free up time that you can dedicate to other areas of your business.

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Property Headlines and Descriptions

Capture guest's attention from the beginning

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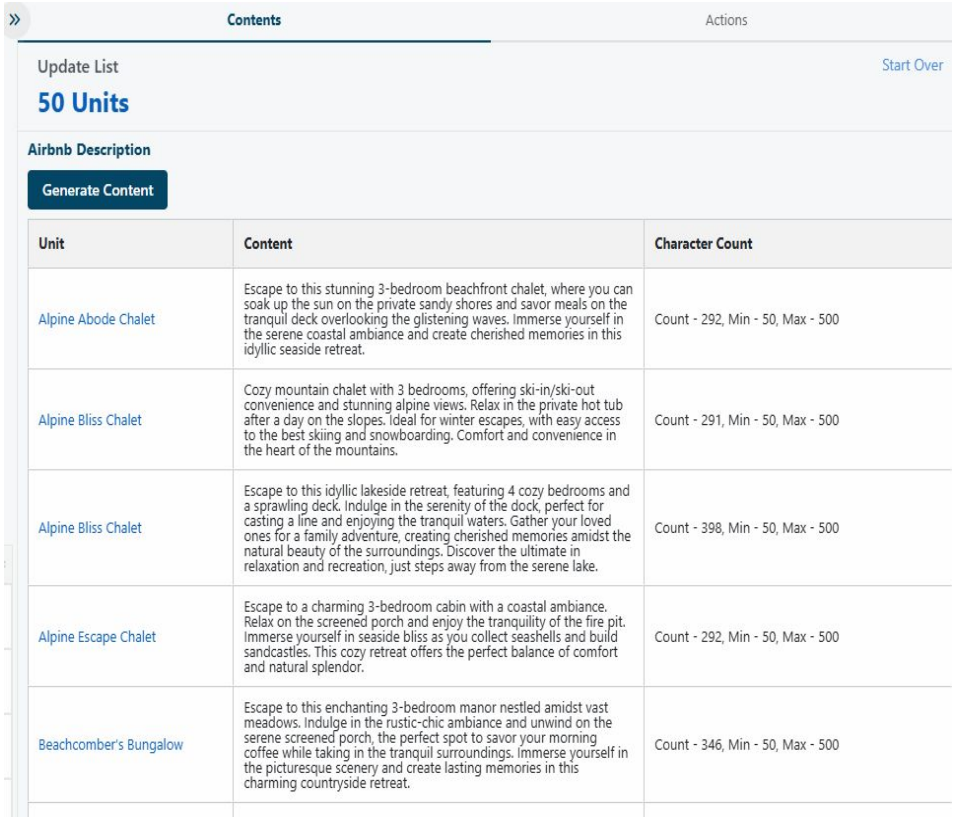
Make the Most of the Headline and Description Space

Be mindful of character limitations per channel

The channels provide you with the space to showcase your creativity and capture guests' attention so use it!

- Change headlines at least twice a year
  - Seasonal
- Address special events or flash sales
  - Concerts and festivals
  - Labor Day sale
- Market company names
  - Point guests back to your site
- Call out key amenities
  - Pet friendly
  - Hot tub/pool
- Views are very important
  - Oceanfront
  - Ski in/ski out



Unit	Content	Character Count
Alpine Abode Chalet	Escape to this stunning 3-bedroom beachfront chalet, where you can soak up the sun on the private sandy shores and savor meals on the tranquil deck overlooking the glistening waves. Immerse yourself in the serene coastal ambiance and create cherished memories in this idyllic seaside retreat.	Count - 292, Min - 50, Max - 500
Alpine Bliss Chalet	Cozy mountain chalet with 3 bedrooms, offering ski-in/ski-out convenience and stunning alpine views. Relax in the private hot tub after a day on the slopes. Ideal for winter escapes, with easy access to the best skiing and snowboarding. Comfort and convenience in the heart of the mountains.	Count - 291, Min - 50, Max - 500
Alpine Bliss Chalet	Escape to this idyllic lakeside retreat, featuring 4 cozy bedrooms and a sprawling deck. Indulge in the serenity of the dock, perfect for casting a line and enjoying the tranquil waters. Gather your loved ones for a family adventure, creating cherished memories amidst the natural beauty of the surroundings. Discover the ultimate in relaxation and recreation, just steps away from the serene lake.	Count - 398, Min - 50, Max - 500
Alpine Escape Chalet	Escape to a charming 3-bedroom cabin with a coastal ambiance. Relax on the screened porch and enjoy the tranquility of the fire pit. Immerse yourself in seaside bliss as you collect seashells and build sandcastles. This cozy retreat offers the perfect balance of comfort and natural splendor.	Count - 292, Min - 50, Max - 500
Beachcomber's Bungalow	Escape to this enchanting 3-bedroom manor nestled amidst vast meadows. Indulge in the rustic-chic ambiance and unwind on the serene screened porch, the perfect spot to savor your morning coffee while taking in the tranquil surroundings. Immerse yourself in the picturesque scenery and create lasting memories in this charming countryside retreat.	Count - 346, Min - 50, Max - 500

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Reviews Management

An all-in-one platform designed to boost placement

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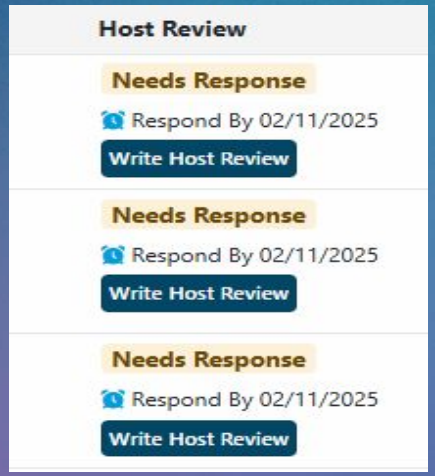
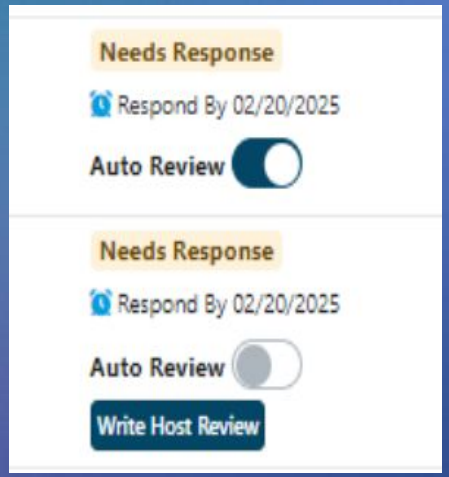
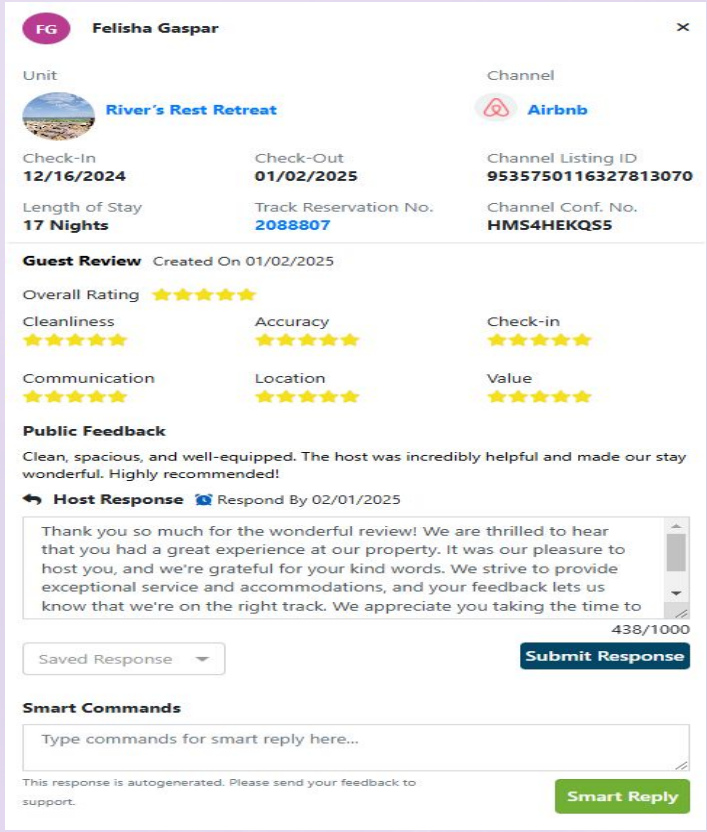




-Automate Host Reviews to save time!
-Set 24-72 hours after checkout with a 5 Star rating.
-Ability to toggle automation off if there is an issue.

- Saved Responses are available.
- Use Smart Commands and Smart Replies!



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Airbnb Checkout Tasks

Bulk edit Airbnb Checkout Tasks

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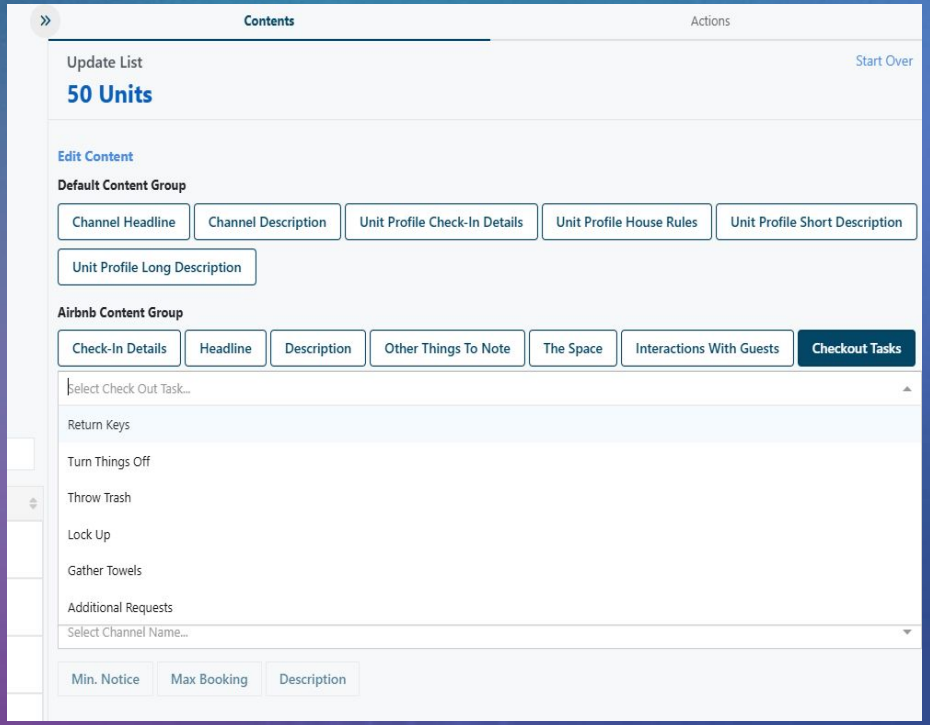

Bulk Edit Checkout Tasks

- Return Keys
- Turn Things Off
- Throw Trash
- Lock Up
- Gather Towels
- Additional Requests

There is a 1,140 character limitation on each task and you can apply to all units in the bulk updater.

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Cancellation Policies

Change Cancellation Policies to be competitive

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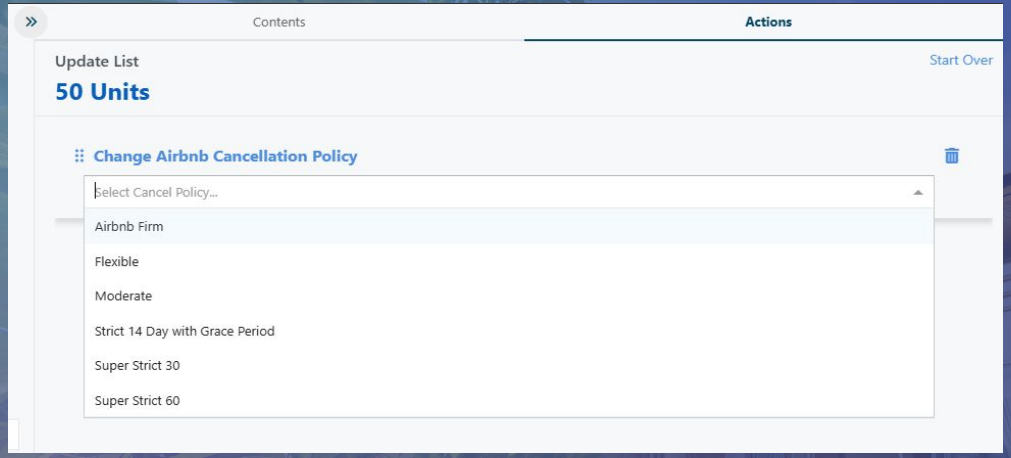

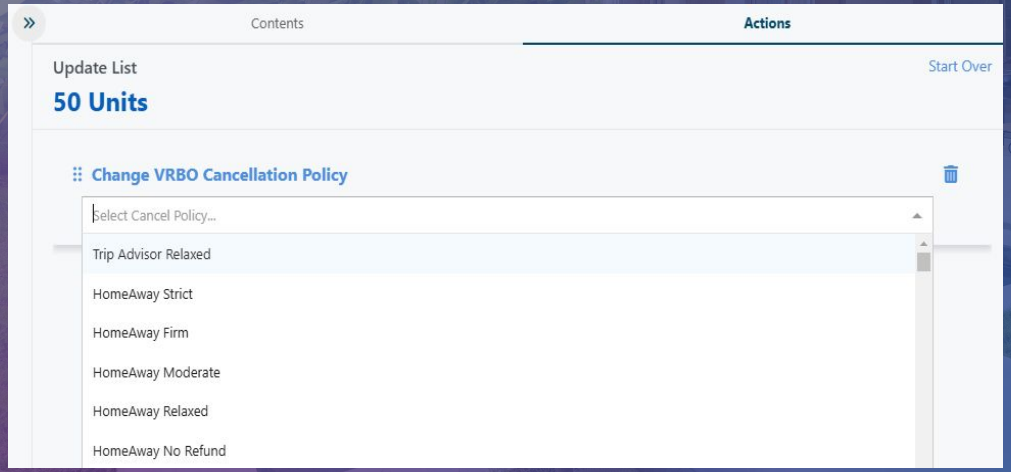

Pairing more flexible cancellation policies with smaller units is an excellent way to experiment with less restrictive cancellation policies the channels offer. This approach allows you to test and evaluate their effectiveness and in many cases show the owners the results.

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Adding Premium Channels

A Few Seconds to Countless Distribution Channels

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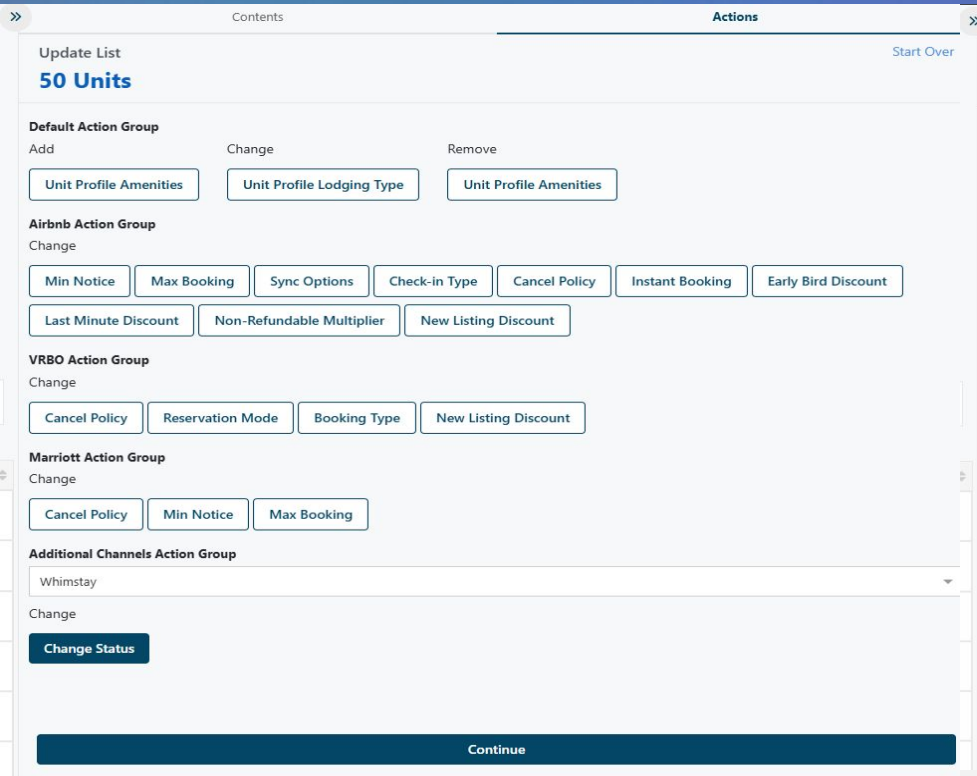
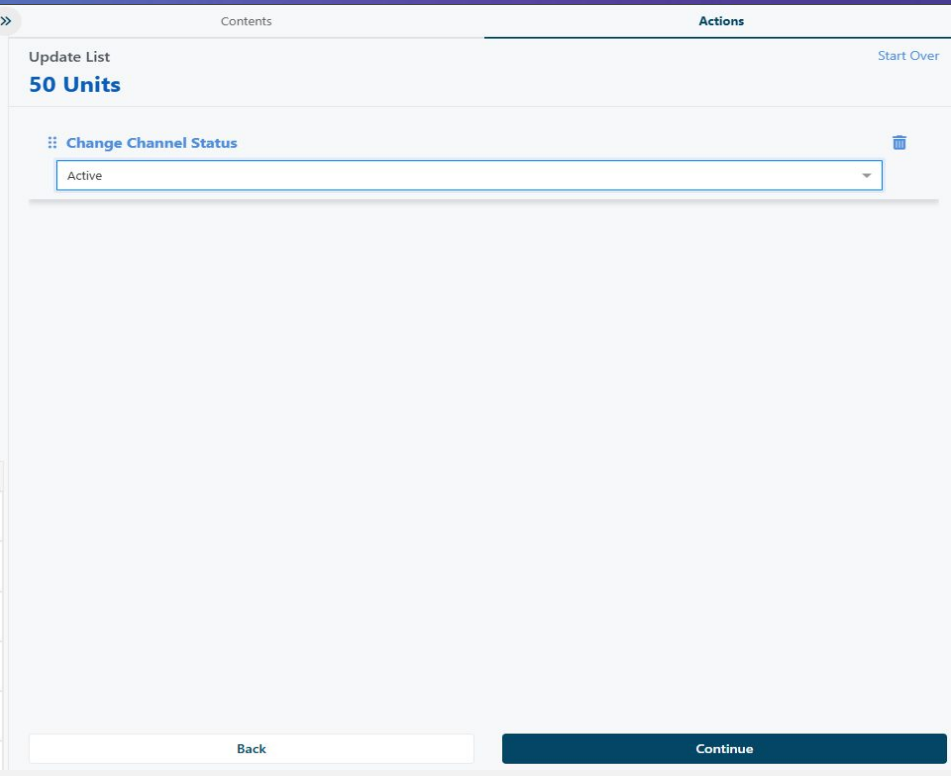
Adding Premium Channels in a Few Clicks





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Discounts

Guests are always looking for value so use discounts to appeal to a new audience

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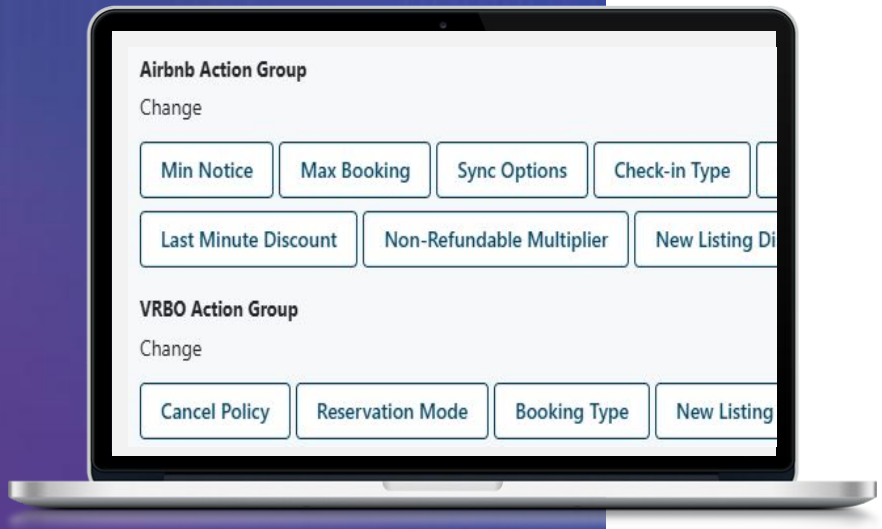
Discounts Boost Placement

Guests Always Look for Value



Airbnb:

- Early Bird Discount
- Last Minute Discount
- New Listing Discount
- Non-Refundable Multiplier

Vrbo:

- New Listing Discount

Within Distribution you have the ability to enable discounting on the Unit Profile or you can enable in bulk via the bulk updater.

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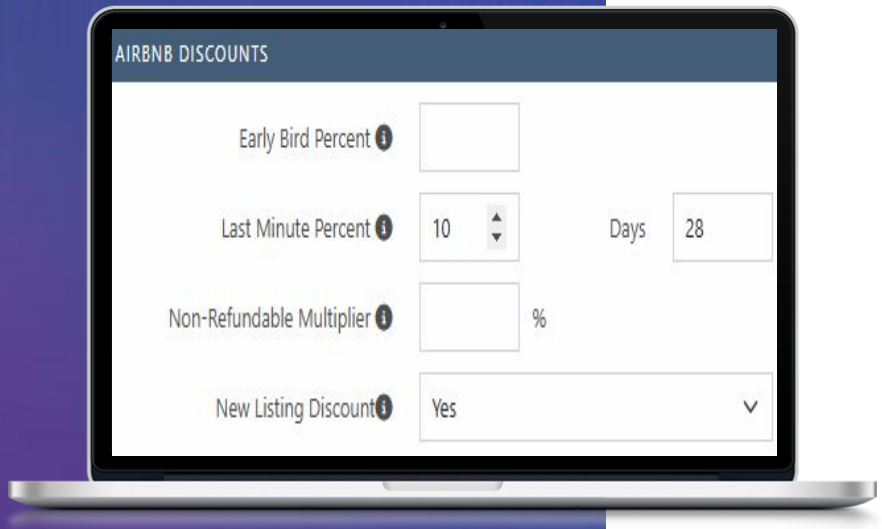
Produce More with Last Minutes Discounts



Last-minute sales on Airbnb are discounts that hosts can offer to guests who book within a certain time frame of arrival. They apply to reservations booked 1-28 days before check in.

- Guests can see special callouts on listings pages and in search results for listings with last-minute discounts of 10% of more
- 70% of reservations on the online channels are booked with a discount
- Connect with us after the session to enable discounting on your account

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Channel Inventory

Manage Inventory in One Place

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Channel Inventory

Unit | Woodland Wonderland Lodge | Start

03/03/2025 - 03/24/2025

Manage Column | Save Inventory

Date	Avail	Rate	Online	Homeaway	Airbnb	Website	Beyond Pricing	HVMI	Key Data	GuestRevu	Track Pulse	Booking.com	sojo	TravelClick	Safely
Monday 03/03/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Tuesday 03/04/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Wednesday 03/05/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Thursday 03/06/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Friday 03/07/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Saturday 03/08/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Sunday 03/09/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Monday 03/10/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Tuesday 03/11/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Wednesday 03/12/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Thursday 03/13/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Friday 03/14/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Saturday 03/15/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Sunday 03/16/2025	0/1	$875.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Monday 03/17/2025	0/1	$1,020.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Tuesday 03/18/2025	0/1	$1,013.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Wednesday 03/19/2025	0/1	$1,023.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Thursday 03/20/2025	0/1	$1,069.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Friday 03/21/2025	0/1	$1,183.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Saturday 03/22/2025	1/1	$1,208.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Sunday 03/23/2025	1/1	$1,083.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)
Monday 03/24/2025	1/1	$1,016.00	Inherit (Open)	Closed	Closed	Inherit (Open)	Inherit (Open)	Closed	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)	Inherit (Open)

Navigate to Channel Inventory in Distribution

- Select Node or Unit in the dropdown
- Click on the calendar to select dates
- Quickly close inventory per channel and save
- Use during emergency closures
- Be cognizant of closures as this will affect placement

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Amenities

The More Amenities You Offer, the Greater the Appeal

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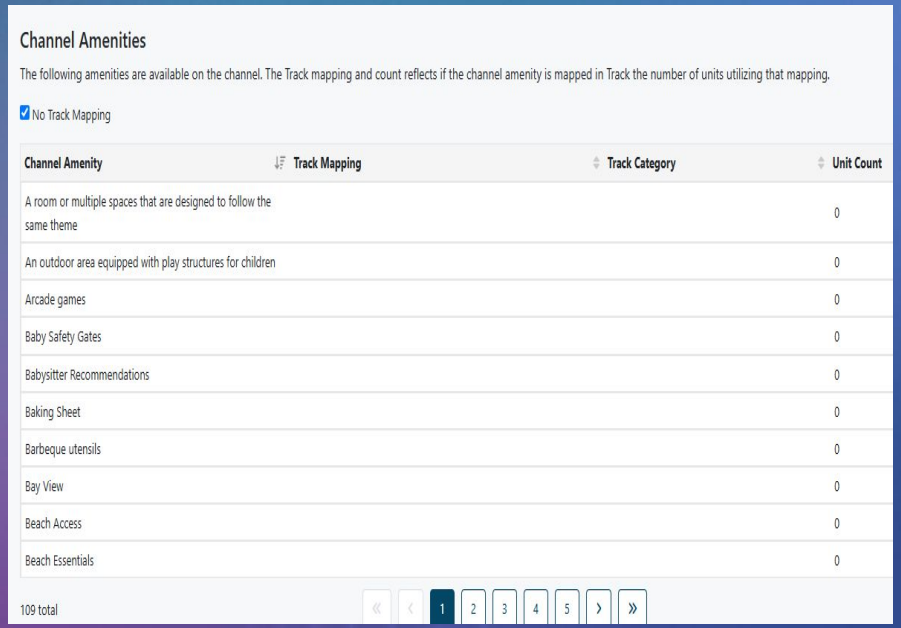
Channel Amenities



Channel Amenities

The following amenities are available on the channel. The Track mapping and count reflects if the channel amenity is mapped in Track the number of units utilizing that mapping.

No Track Mapping

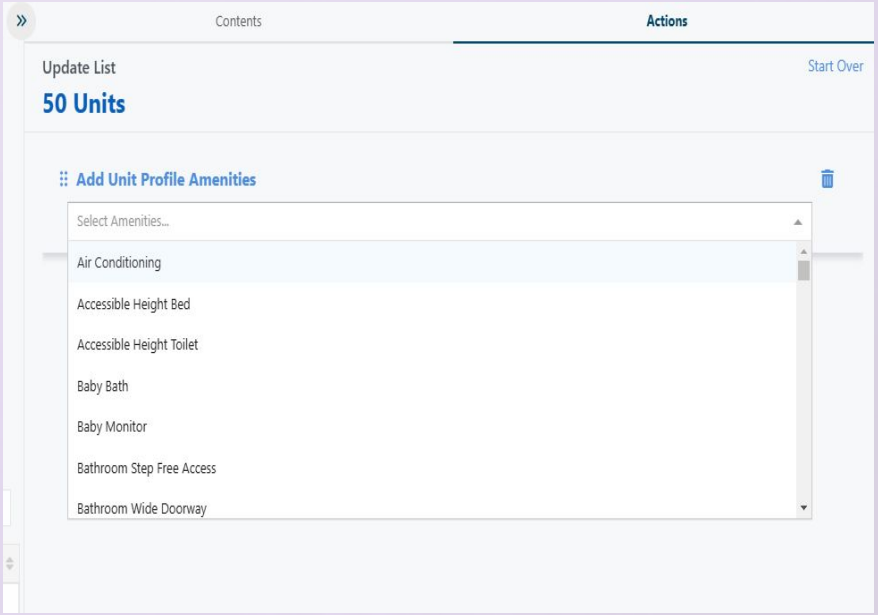
Channel Amenity	Track Mapping	Track Category	Unit Count
A room or multiple spaces that are designed to follow the same theme			0
An outdoor area equipped with play structures for children			0
Arcade games			0
Baby Safety Gates			0
Babysitter Recommendations			0
Baking Sheet			0
Barbeque utensils			0
Bay View			0
Beach Access			0
Beach Essentials			0

109 total

« ‹ 1 2 3 4 5 › »

- Navigate to amenities and click on No Track Mapping
- Make sure to monitor amenities on a quarterly basis

Bulk Updater



Contents | Actions

Update List

Start Over

50 Units

Add Unit Profile Amenities

Select Amenities...

Air Conditioning

Accessible Height Bed

Accessible Height Toilet

Baby Bath

Baby Monitor

Bathroom Step Free Access

Bathroom Wide Doorway

- Once you add the amenity in settings navigate to Bulk Updater and add to units in seconds

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9

Errors and Validations

Resources Designed to Help You Proactively Address Challenges and Maximize Revenue Growth of the Distribution Channels

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Address Issues Proactively

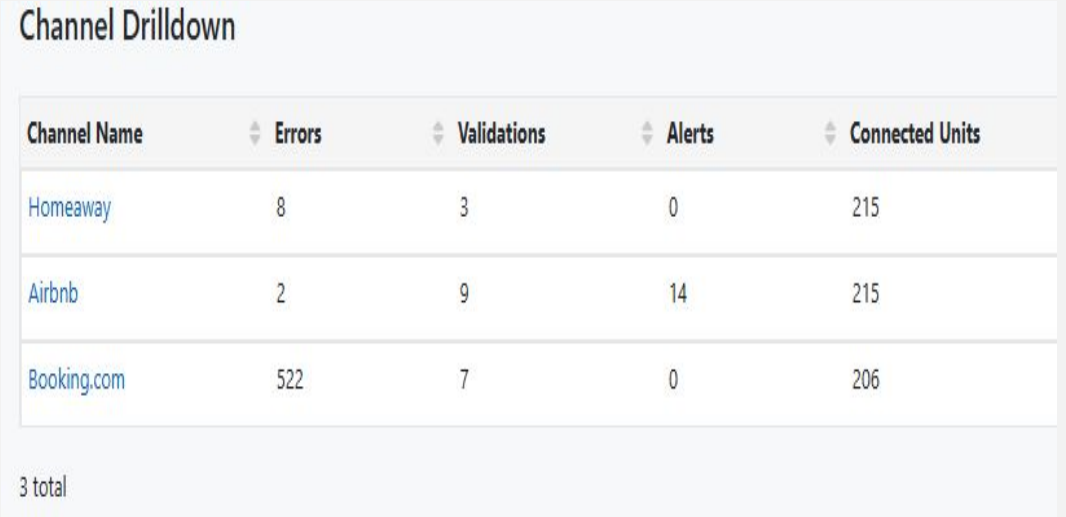
Errors:

- Need to be addressed immediately
  - Fees not displaying

Validations:

- Checks and balances
  - Headlines surpass 50 characters on Airbnb
  - Emojis being used in the Summary

Make it a daily practice to log in to the Distribution Dashboard and resolve Errors and Validations. This can prevent roadblocks on the channels and keep owners happy.



Channel Drilldown

Channel Name	Errors	Validations	Alerts	Connected Units
Homeaway	8	3	0	215
Airbnb	2	9	14	215
Booking.com	522	7	0	206

3 total

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10

Metadata

Adding Descriptive Summaries to Sought-After Amenities

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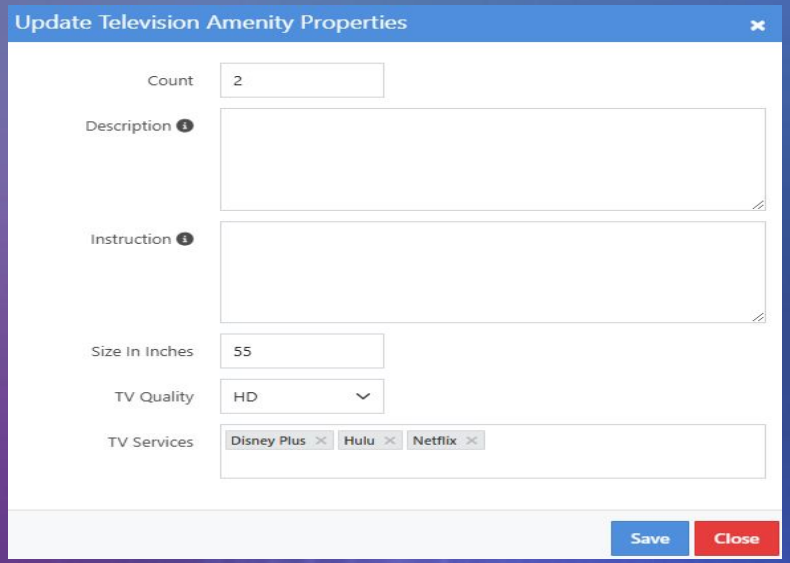
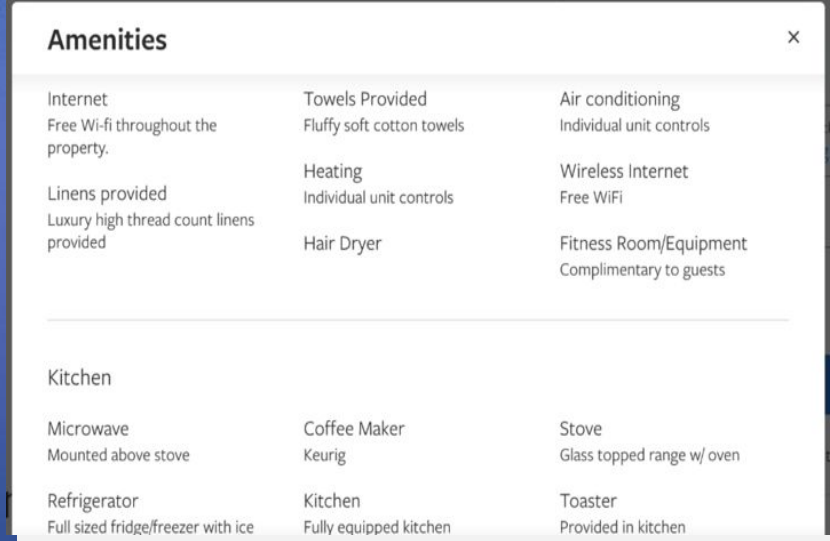
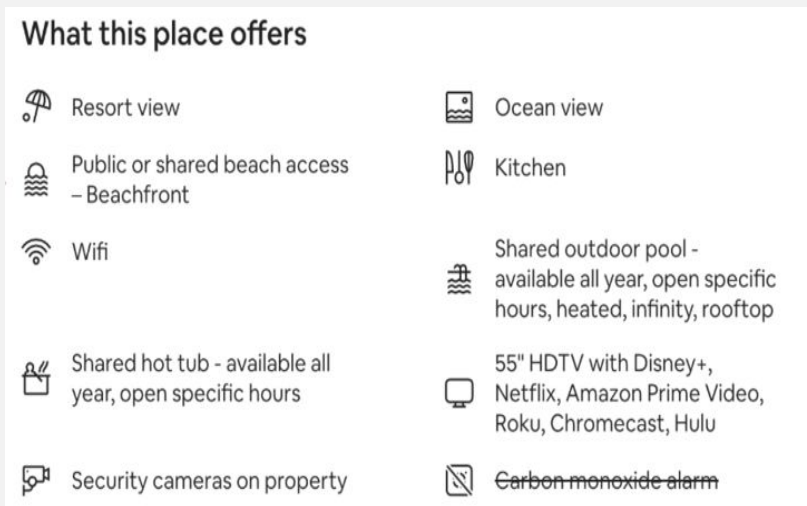
Metadata

- Navigate to the Unit Profile
- Click on Amenities
- Add Metadata to any amenity
- Description is for Vrbo
- Instruction is for Airbnb







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Inventory Drilldown

Identify Missing Fields and Discrepancies Instantly

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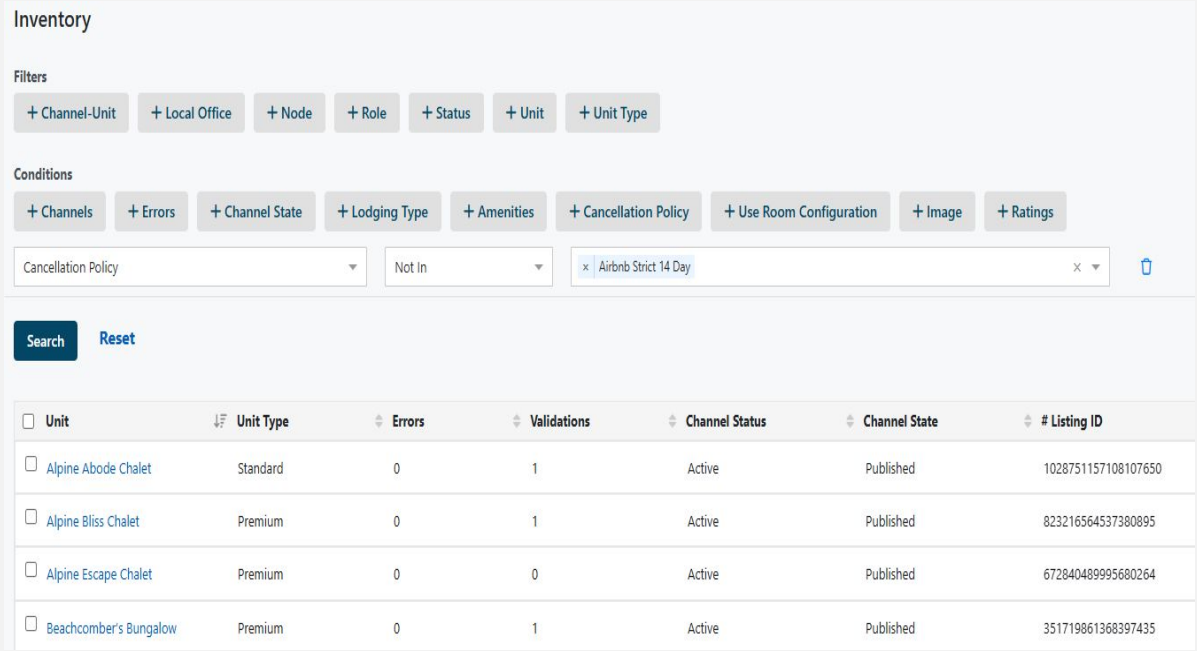
Quickly Identify and Resolve Discrepancies

Filters:

- Channel-Unit
- Local Office
- Node
- Role
- Status
- Unit
- Unit Type

Conditions:

- Channels
- Errors
- Channel State
- Lodging Type
- Amenities
- Cancellation Policy
- Room Configuration
- Image
- Ratings



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Questions?

distribution@tnsinc.com

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