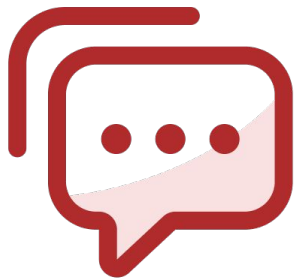




Future of OTAs

Upcoming Releases and Development Trends

slido



Audience Q&A

① Click **Present with Slido** or install our [Chrome extension](#) to show live Q&A while presenting.

1

Discounting and Promotions

Leveling the playing field

Why

Shared Interest

- **Reduces cancellations:** Discounted reservations are less likely to be canceled due to stricter cancellation policies, limited booking windows, or the perceived exclusivity of the offer.
- **Increases revenue:** Helps generate income from off-season periods and inventory that might otherwise go unsold.
- **Targets specific audiences:** Appeals to particular customer segments with tailored offers.

Channel Interest

- **Branding:** Builds brand loyalty through promotional bookings.
- **Acquisition ROI:** Boosts first-time conversion rates

PM Interest

- **Boosts visibility:** Discounted listings are prioritized by channels.
- **Outperform competitors:** Gains a competitive edge in attracting both travelers and owners.

NEXT
STATION

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CHECK-IN 1/24/2025	CHECKOUT 1/27/2025
GUESTS 1 guest	

Reserve

You won't be charged yet

\$76 x 3 nights	\$228
Cleaning fee	\$40
Airbnb service fee	\$38
Total before taxes	\$306

here



Lower price

Your dates are \$24 less than the avg

Channel Development

New Developments

- VRBO discounts and promotions API
 - Last Minute & Early Bird
 - LOS Discount
 - Mobile deals
- Marriott discounts and promotions API
 - Last Minute & Early Bird
 - Seasonal
 - LOS Discounts

Existing Developments

- Airbnb discount and promotion APIs
 - Last Minute & Early Bird
 - LOS Discounts
 - Seasonal discounting
- Booking.com promotions API
 - Basic, Early and Late Deals
 - Open or Secret Deals

Track Development

- API developments
- Airbnb standard pricing
- VRBO standard pricing
- BDC discounts
- Channel promotions centralized management

2

Loyalty Programs

Owning the Traveler

Why

66% of travelers are members of a loyalty program

- 83% feel it's important to book with a brand where they are a loyalty member.
- Top reasons U.S. travelers are interested in loyalty programs:
 - 74% Price discounts
 - 68% Gaining points or cash rewards for future travel
 - 58% Complimentary upgrades
- Rebooking costs are 50% to 90% lower than cost of acquisition of new travelers



Navigating Guest Loyalty

The screenshot shows a search results page for Nashville. At the top, a banner indicates "\$228.30 in OneKeyCash applied". Below, three hotel listings are visible:

- W Nashville**: The Gulch, Pool. "Celebrate and Save in Music City". Earn \$17.00 in OneKeyCash. Price: \$230 (original \$267). Exceptional 4.7 reviews.
- Hutton Hotel**: West End. "Luxury hotel near Vanderbilt University". Earn \$8.46 in OneKeyCash. Price: \$108 (original \$116.46). Excellent 4.6 reviews.
- AC Hotel by Marriott Nashville Downtown**: Nashville. Pool. Earn \$9.81 in OneKeyCash. Price: \$127 (original \$136.81). Wonderful 4.5 reviews.

Expedia/VRBO - OneKey Card

- Up to 3% in OneKeyCash on purchases to spend across Expedia, Hotels.com, and Vrbo

The screenshot shows a booking summary for 3 nights. The total cost is 697.90 USD. A box indicates "Use Points" with a balance of 90,835,766. The points required for the stay are 124,625 PTS. The final amount to pay is 0 USD. A large orange button at the bottom says "BOOK NOW WITH POINTS".

Marriott Bonvoy

- Traditional points system
- Over 200 million members, world's largest hotel loyalty program

The screenshot shows a booking summary for a 3-night stay. The price is \$465 (original \$594). It highlights a "12% Genius discount applied to the price before taxes and charges". Other perks include "Free cancellation before January 26, 2025", "Pay online", and "Free Wi-Fi". A button at the bottom right says "I'll reserve".

Booking.com Genius

- Repeat traveler program
- As more bookings made perks increase
- Increased traveler levels see less cancellations, longer stays and increased booking windows

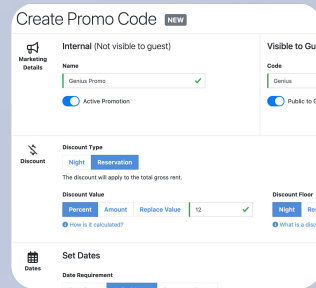
Leaning In

Use loyalty programs to your advantage



Know the members

- Use Track contact tags to track who is a member of various programs.
- Use mailing lists to target travelers with your channel listings during promotions



Know the programs

- For direct site abandonment, use programs to recapture travelers
- Match perks and offers
- Participate in offers on channels

3

Content Improvements

RIP ARRI Tendencies

Why

Content is king

- Websites that regularly update their blogs see **55% more traffic** than those that do not. (HubSpot)
- Listings with **more than 20 photos** receive **150% more engagement** than those with fewer visuals. (Airbnb)
- OTAs with complete and engaging descriptions experience **20% higher booking rates** than those with minimal content. (Expedia Group)
- Travelers spend **53% of their time on travel sites evaluating content**, such as descriptions, reviews, and images. (Expedia Group)
- **75% of users** judge a company's credibility based on its website design and content flow. (Stanford University)
- **74% of travelers** say they are more likely to book if content is well-organized and easy to navigate. (Expedia Media Solutions)
- Properties with localized content see **12% higher booking rates** than those with generic descriptions. (Phocuswright)
- Improving content clarity and flow can reduce abandonment rates by up to **35%**.
- Rich content (detailed descriptions, multimedia, and traveler tips) improves conversion rates by **30%**. (Google Travel)
- Listings with complete content (photos, descriptions, amenities) generate **15-20% more revenue** than incomplete ones. (Airbnb)

NEXT



Host Info

Company review score: 8.4 Based on 3,669 reviews



1699 managed properties

Company info

"Founded in 2002 by Steve Milo, VTrips is a premier property management company across the country, our staff takes great pride in providing quality management. This is a result of hard work, dedication, and a commitment to listening to the needs of our guests. Our friendly options to WiFi availability (FREE in most units!) has been requested by many. In our family, we aren't doing our job right! Our high standards and rigorous screening process for our family and friends. With over 1,600 units across the United States, we have all the amenities you need for your popular units book 12 months in advance!"

Property info

Welcome to Shore Thang, your beachside retreat in the heart of Port Aransas, Texas. This home and accessibility features for a hassle-free stay. Ideal for families or groups, featuring plush king and queen beds. The expansive living room is perfect for a soaked day. The modern, fully-equipped kitchen is your culinary playground. Step out onto the spacious balcony to enjoy breathtaking views and access to the pool. The location couldn't be better; just a short walk or drive separates you from boutique shopping, diverse dining options, and exhilarating water sports and activities. The perfect beach vacation into reality. Enjoy the ease of this second-floor unit. Some HOAs require advance notice. -Smoking is not permitted. -Parties are not allowed. Age limitation that no guests be under the age of 25 for this listing unless otherwise specified. 4 guests under 25. Upon booking, we will request verification of the ages of all guests. According to our company policy, we are required to collect a credit card number and signature.

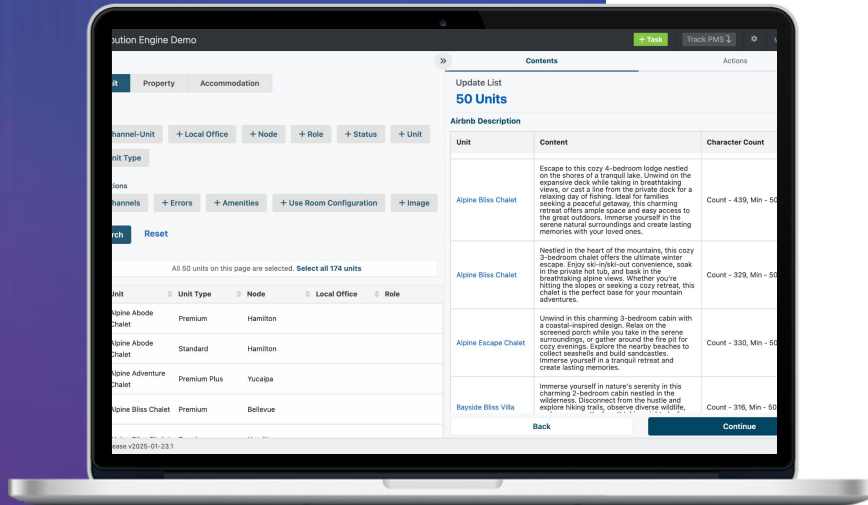
Area info

View map

Coming Developments

TRACKing the development

- VRBO Property Capabilities
 - GraphQL content updates
 - Seasonal cancellation policies
 - New listings <24 hours
- Booking.com CAPI
 - CAPI: Modular updates, allows for simplification and reliability
 - Home foundational: contracting, licences, host profile, house rules
- Whimstay
 - Self Serve Onboard, complete onboarding in minutes



4

Payments

Smoothing the friction

Why

A streamlined payment process reduces booking time by 37%, leading to 25% more completed transactions. (Akamai)

- Consistent experience
- Access to OTA programs and
- Expanded payment methods and localization
- Clear accounting
- Lower fraud and chargeback risk
- Expanded payment methods and localization

NEXT
SOLUTIONS

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+ TaskTrack PMS ↓⚙Matt Raab

TagModifyDocumentsCheck-In

ReservationGuestNotesE-SignAttachmentsHousekeepingAudit Logs

Payment Logs

Rent	\$1,415.00	<
Discounts	\$0.00	<
Fees	\$1,166.20	<
Taxes	\$103.25	<
Travel Insurance	\$0.00	<
Reservation Guarantee	\$0.00	<

Primary☐ Show VoidsTransferPost PaymentPost ChargePost Unlinked Refund

Folio #2088741

#	↓↑ Date	↓ Type	Manual 1	Description	Qty	Tax	Amount	
+ 148545	Mar 13, 2025	payment	N	Net Commission Payment on Reservation #*****	--	--	(\$2,684.45)	Actions

Showing 1 to 1 of 1 entries

Previous1Next

Entries25

Recent and Future Development

Solutions to assist both the traveler and PMS with OTA payments

- Payments by VRBO
 - Loyalty access
 - Vrbo, Expedia, Expedia Group Private Label
- HVMI payouts
 - Integrated solution
- Booking.com Payments Clarity Package
 - New to BDC, already integrated in Track
- Airbnb Monthly Payout Records
 - Integration with payments endpoint
- Whimstay payments
 - Fully integrated net commission payment solution

NEXT
STAY

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Choose when to pay

Pay \$760.42 now ☒

Pay over time, interest-free ☐

Starting at \$50/mo or 0% APR with **affirm**. [See if you qualify.](#)

Choose how to pay



Credit or debit card

Card Number

VISA 4111 1111 1111 1111

Expiration

02 / 29

CVC

123

☒ Use the address on my account as the billing address

By clicking 'Complete Booking', I agree to the [Terms and Conditions](#)

Total Payment \$760.42

(USD) includes taxes and fees

Complete Booking

Booking on Whimstay will save you \$97.26!



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