

# Ways To Market Your Vacation Rental To Domestic Travelers



Vacation rental owners should adapt and alter their marketing strategies to attract bookings by domestic travelers.

## 1 **Adjust Prices**



Local travelers tend to look for a place at the last minute and prioritize a good deal. Adjust vacation rental pricing to attract these guests.

## 2 **Reconsider Minimum Stay Policy**



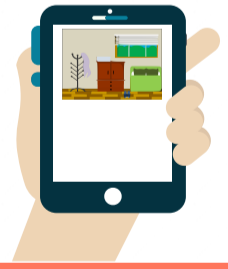
Consider adjusting the minimum stay policy as local travelers opt for a short trip or weekend getaways.

## 3 **Optimize Online Listings**



Travelers may look for booking a vacation rental online. So, optimize your listings for online booking of rentals.

## 4 **Showcase Services & Amenities**



Let the domestic travelers experience an incredible stay. Showcase various amenities in the listings for more bookings.

## 5 **Promote Through Online Marketing**



Advertise your vacation rental on Facebook ads and Google ads to get your business at the forefront.

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