

IT'S **ABOUT**  
**DARM**  
DECEMBER 2 - 4  
SANDESTIN *Time!*

CONFERENCE GUIDE

PRESENTED BY:



VRM intel

[VRDARM.COM](http://VRDARM.COM)

**02**  
**DAY 1**

4:00 PM - 6:00 PM	Registration Open
4:30 PM - 6:00 PM	Holiday Welcome Reception Sponsored by Besty AI
7:30 PM - 9:30 PM	Beach Bonfires Sponsored by Red Sky Travel Insurance



**03**  
**DAY 2**

7:30 AM - 9:30 AM	Registration, Vendor Hall and Southern Hospitality Breakfast
8:15 AM - 9:30 AM	Opening Welcome and General Session: "Heart" with John Suzuki and the "2024 Vacation Rental Performance and 2025 Outlook" with Jason Sprengle
9:45 AM - 10:20 AM	Breakout Sessions
10:20 AM - 10:45 AM	Taste of Women's Summit Mid-Morning Tea Sponsored by Key Data
10:45 AM - 11:20 AM	Breakout Sessions
11:30 AM - 12:05 PM	Breakout Sessions
12:05 PM - 2:00 PM	Bama Surf and Turf Lunch Sponsored by Key Data, Fireside Chat with Vered Raviv-Schwarz, Guesty and DARM Battleground
2:10 PM - 2:45 PM	Breakout Sessions
2:45 PM - 3:10 PM	Cheese and Chocolate Afternoon Break Sponsored by Key Data
3:10 PM - 3:45 PM	Breakout Sessions
3:55 PM - 4:30 PM	Breakout Sessions
5:00 PM - 6:30 PM	FPVRC Advocacy Reception presented by Track, Hotel Effie Ara Rooftop Bar

**04**  
**DAY 3**

7:30 AM - 9:30 AM	Registration, Vendor Hall and Florida Sunrise Breakfast
8:30 AM - 9:30 AM	General Session: "Will AI Replace the Most Important Capital in the Industry?" with Simon Lehmann and Fireside Chat with Sam Dundas, Besty AI
9:45 AM - 10:20 AM	Breakout Sessions
10:20 AM - 10:45 AM	In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Mid-Morning Break
10:45 AM - 11:20 AM	Breakout Sessions
11:30 AM - 12:05 PM	Breakout Sessions
12:05 PM - 1:40 PM	Holiday Luncheon, Fireside Chat with Tim Rosolio, Vice President of Vacation Rental Partner Success, Expedia Group and DARM Battleground
1:45 PM - 2:20 PM	Breakout Sessions
2:20 PM - 2:45 PM	6th Annual DARM Ice Cream Break
2:45 PM - 3:20 PM	Breakout Sessions
3:30 PM - 4:30 PM	Closing Keynote - Will Guidara is Back!
4:30 PM - 5:30 PM	Will Guidara Book Signing, Beer and Wine Reception, Fireworks Sponsored by Red Sky Travel Insurance
6:00 - 8:00 pm	Village of Baytowne Lawn, Niceville High School Chorus Christmas Concert with Carousel, Ice Skating, and Christmas Lights

	Coastal C	Coastal B	Emerald	Coral D	Coral A	Coral B	Coral C	Coastal A
7:30 - 9:30 AM	Registration, Southern Hospitality Breakfast and Opening Welcome and General Session: "Heart" with <a href="#">John Suzuki</a> and the "2024 Vacation Rental Performance and 2025 Outlook"							
9:45 - 10:20 AM	RevProf Revenue Management Mentorship Matchup	The Future of SEO: How Changes at Google Are Affecting the Vacation Rental Industry	Regional Data Deep Dive: Mountain Regions	Revenue Managers' Guide to Effective Reporting: Which Reports, When to Use Them, and How to Create Them	The ESOP Opportunity: Perhaps a Better Exit Strategy	Hospitality Lessons for the Future of Vacation Rentals: Elevating Quality and Service	Executive Roundtable: Empowering Local Teams	
10:20 - 10:45 AM	Taste of Women's Summit Mid-Morning Tea, Sponsored by Key Data							
10:45 - 11:20 AM	Revenue Management Basics: Introduction to Concepts, Metrics and Data	The Price is Right: The Art of Compression and Event Pricing	Market-Tested Ad Strategies for 2025 and Beyond	Regional Data Deep Dive: East Coast	Super Humans: Leveraging AI to Optimize Talent	Reverse Engineering a \$10M Exit: A 5-Year Roadmap for Maximizing Your Business Value	The Unshakable You: Shifting from Reacting to Responding	Executive Roundtable: Changing Your Company Culture/Accountability
11:30 - 12:05 PM	Deciphering Trends: Hands-On Masterclass on Interpreting Market and Revenue Data	Revenue Management Audit	Hear Directly from Booking.com, Vrbo, and Airbnb on All Things Distribution	Own Your Data: Data Privacy and Protection	3 Hidden Gems in Google Analytics 4	Building a Sustainable Business Through Benchmarks and Progressive Operations	Train Your Entire Staff to Elicit Kama Muta	Executive Roundtable: Gulf Coast Regulations
12:05 - 2:00 PM	Bama Surf and Turf Lunch, Sponsored by Key Data, Fireside Chat with Vered Raviv-Schwarz, President & COO, Guesty and DARM Battleground							
2:10 - 2:45 PM	Unlock Revenue Potential: Essential Strategies, Cutting-Edge Tools, and Advanced Techniques to Outperform Your Competition	Fees Unleashed: Navigating the Impact on Your Vacation Rental Pricing Strategy	Elevating Excellence: Hospitality in Luxury Vacation Rentals	Uncover the Power of Property Data and Guest Interactions to Transform Vacation Rental Management	ChatGPT and Gemini: Are Large Language Models Just Hype or the Beginning of a Civilization-Level Change?	Profit Potential: Insider Strategies for Maximizing Revenue & Minimizing Expenses	Marketing and Scalability: How to move from good to great!	Panel Discussion: Purpose Built Vacation Rentals
2:45 - 3:10 PM	Cheese and Chocolate Afternoon Break, Sponsored by Key Data							
3:10 - 3:45 PM	The Don'ts of Revenue Management: Lessons from the Trenches	Nontraditional Data Sources	Safety: Threat or Opportunity?	How to Win Legislative Campaigns through Marketing and Data	Knowing Your Client KPI's to Grow Your Brand and Your Revenue	Connecting the Dots: Financial Management for Vacation Rentals	Maximizing Online Conversions: Is There Room for More Direct Bookings? Yes!	Executive Roundtable: Rising Cost of Technology
3:55 - 4:30 PM	Q&A: Ask the Revenue Management Experts	Dynamic Competitive Sets: The New Benchmark for Performance	Bad Stays and Bourbon Chasers: Your Worst Guest Stories	Communicating Rev Mgt To Owners Who Always Know Better Than You!	2025 Technology Road Map for the Vacation Rental Industry	Risk Management: Changes in Payment System and Travel Insurance	Mastering Property Detail Pages & Property Descriptions To Get More Direct Bookings	Executive Roundtable: Round 2: What PMs are Doing Differently their Second Time Around

	Coastal C	Coastal B	Emerald	Coral D	Coral A	Coral B	Coral C	Coastal A
7:30 - 9:30 AM	Florida Sunrise Breakfast, General Session: Will AI Replace the Most Important Capital in the Industry? with Simon Lehmann and Fireside Chat with Sam Dundas, Besty AI							
9:45 - 10:20 AM	Aligning Interests: Educating Homeowners and Stakeholders on Revenue Strategies	Fun with Forecasting: Exploring applications and techniques for VR/STR	Amplify Your Authentic Brand: Captivate Guests, Win Homeowners, and Inspire Your Team	Finding Revenue Streams in the Treasure Trove of Data You're Already Collecting	Beyond the Hype, AI Copilots that Maximize Revenue at Scale	Leveraging Remote Teams and 24/7 Support to Maximize Revenue and Efficiency	Filling Your Hospitality Tank: Team Building to Prevent Burnout	What Marketing Leadership Looks Like 2025-2027
10:20 - 10:45 AM	In-Case-You-Stayed-Out-Too-Late-And-Missed-Breakfast Mid-Morning Break							
10:45 - 11:20 AM	Crystal Ball: Revenue Management Predictions for 2025	Unlocking Advanced Metrics	Concierge vs. Upsells: Revenue Potential	Making Market Data The Core of Your Innovation Strategy	Your Needs, Your Rules: Take Back the Software Buying Process	The Secret Power of Offline Conversion	2025 Strategic Workforce Planning: Balancing Technology, Talent, and Transformation	Repeat Guests: Revenue Management, Marketing, and Value
11:30 - 12:05 PM	Vacation Rental Revenue Management vs. Other Industries	Advanced Tools and Analytics Techniques	Creating Memorable Experiences for Guests, Owners, and Your Team	Turn the Lights On: Making Your Business Path Clear with Business Intelligence	Optimize Data Analysis and Reporting Capabilities with Customized Reports	The Numbers Whisperer: Uncovering Financial Insights to Drive Success	Is Social Media Worth the Hype	The Relationship between Marketing and Revenue Management
12:05 - 1:40 PM	Holiday Luncheon, Fireside Chats with Tim Rosolio, Vice President of Vacation Rental Partner Success, Expedia Group and DARM Battleground							
1:45 - 2:20 PM	Future-Proof Your Revenue Management Strategies	Revenue Management through Regulations	Closed	Data Drives Decisions and Organizational Change: A Case Study with Finger Lakes Premier Properties	Niche Distribution Channels: Often Overlooked Niche Revenue Streams	Safeguarding Revenue: The Essential Role of Travel Protection for Property Managers	Fireside Chat with Steve Milo	The Newlywed Game: Working with Spouses and Partners
2:25 - 2:45 PM	6th DARM Ice Cream Break							
2:45 - 3:20 PM	The Great Debate: Revenue Management Professionals Debate Popular Strategies	Closed	Regional Data Deep Dive: Gulf Coast Beaches	Establishing Your Destination Voice as a Marketing Tactic	Maximizing Workforce Efficiency: Strategic Approaches to Expense Management	Unveiling What Travelers Want: HomeToGo's 2025 Travel Forecast	Impact of Private Equity in VR Tech	
3:30 - 5:30 PM	<b>Will Guidara, Bestselling Author, Unreasonable Hospitality, "Hospitality Infiltration" and Will Guidara Book Signing, Beer and Wine Reception, Fireworks Sponsored by Red Sky Travel Insurance</b>							



# BATTLEGROUND DESCRIPTIONS

## **Besty AI with Sam Dundas**

### **BESTY AI: REVOLUTIONIZING PROPERTY MANAGEMENT WITH SCALABLE AI SOLUTIONS**

Besty was built by hosts for hosts to supercharge property management with AI. Sam, Co-founder of Besty AI, scaled his own management portfolio from two to 35 rentals in eight months and was Besty's first customer. Here's how Besty helps automate your business: AI-powered guest messaging, tasks, review management, conversation summaries, and sentiment all embedded directly in the Guesty unified inbox. Boost conversion with retargeting, gap-night and early check-in offers, retargeting, inquiry winback, and an AI/hybrid direct booking widget. Check out detailed analytics on response time by agent improvement and ROI (two-week free trial). AI super app: From messaging to review management, upsell to direct booking conversion, all under one roof. Built for scale: All AI functionality directly embeds into your Guesty unified inbox via Besty's Chrome extension. Lightning-fast integration: Go live same-day with self-serve onboarding and dedicated account management. Generate faster response times, maximize inquiry conversion, auto-sell gap nights and early check-ins, and convert direct booking traffic.

## **Beyond with Ryan Saylor**

### **RETAIN, GROW, AND IMPRESS WITH OWNER INSIGHTS**

Feeling the pressure of owner churn and retention? Educating owners and communicating performance can be overwhelming. Beyond's new Owner Insights tool is designed to help you develop meaningful relationships with your owners through the power of data. Plus, Beyond's AI Engine ensures your team can quickly respond to owner concerns quickly with clear and concise performance summaries.

## **Boom! with Shahar Goldboim**

### **BOOM! REVOLUTIONIZING GUEST EXPERIENCES: THE FUTURE OF AI-POWERED PROPERTY MANAGEMENT**

As the world's first AI-powered property management system, Boom! is pioneering a new era in vacation rentals. We're not just enhancing guest support, we're transforming it, setting a new standard where AI autonomously delivers a level of guest experience that was previously unattainable. In this session, we'll showcase how Boom! redefines guest interaction by seamlessly integrating advanced AI to anticipate, address, and exceed guest needs 24/7. Imagine a system that doesn't just respond but also predicts by intuitively handling inquiries, offering real-time solutions, and creating personalized guest experiences that feel as natural as a human touch. Boom!'s AI-powered PMS acts as a virtual team member reducing operational strain and elevating service standards across all properties, allowing property managers to focus on growth. In this live demo, you'll witness firsthand how Boom!'s AI-

powered PMS turns guest experience into a competitive advantage. Join us to see how Boom!'s breakthrough technology is transforming vacation rental management and shaping the future of hospitality.

## **Guesty with Shay Many**

### **HARNESSING THE POWER OF REVIEWS: GUESTY'S INTEGRATED APPROACH TO DATA-DRIVEN REVENUE MANAGEMENT**

Guesty will unveil its comprehensive strategy for leveraging review data to optimize revenue management. We'll demonstrate how our innovative system collects, processes, and integrates review data from major platforms like Airbnb, Booking.com, and VRBO into our suite of property management tools. We will demonstrate how Guesty transforms raw feedback into actionable insights, seamlessly incorporates this valuable data into our dynamic pricing algorithms, and empowers users with API access for custom applications. We'll also showcase our automated review response feature designed to save time and maintain consistent guest communication. Learn how Guesty's integrated review data approach can drive informed decision-making, enhance property performance, and ultimately boost your bottom line in the competitive vacation rental market.

## **Key Data Dashboard with Jason Sprenkle**

### **BEST-IN-CLASS DASHBOARDS**

In today's data-rich environment, cutting through the noise to find those key insights is more important than ever. In this high-stakes battleground, we're showcasing best-in-class dashboards designed specifically for short-term rental professionals. Discover how our latest offering, ANKD (All-New Key Data), combines unparalleled flexibility and powerful templates to solve the most pressing challenges property managers face. See firsthand how our clients and team members are creating innovative ways to slice and visualize critical data, empowering you to build reports tailored to your business needs. Join us to witness the best dashboards that drive meaningful results and learn how to unlock deeper insights to elevate your performance.

## **LG Electronics**

### **REVOLUTIONIZING VACATION RENTAL TECHNOLOGY: INTRODUCING PRO:CENTRIC STAY**

LG Electronics has made a bold entry into the vacation rental market with the launch of Pro:Centric Stay, a cutting-edge technology platform designed to revolutionize guest experiences. Pro:Centric Stay combines an exceptional TV entertainment experience with powerful property management and guest engagement tools. This next-generation solution boosts brand visibility for direct rebookings, enhances guest communication, streamlines operations, and drives revenue growth through service upsells. Pro:Centric Stay offers personalized guest

experiences with branded welcome messages and the ability to design curated digital guidebooks to showcase local area restaurant activity and sightseeing recommendations and provide important property details and safety information. Enhanced video capability allows property managers to display welcome greetings and operational instructions and feature other properties and destinations. Additional distinct benefits include unmatched visibility to optimize guest engagement, secure credential clearing to ensure seamless guest transitions, free LG channels to provide a broad range of entertainment options, and embedded TV casting to be released soon. LG's newest technology redefines hospitality by offering a comprehensive solution that is truly a game changer for the vacation rental industry!

## **PriceLabs with Anurag Verma**

### **CUT THE CLUTTER: SIMPLIFIED REPORTING, INSTANT INSIGHTS WITH REPORT BUILDER**

Managing large portfolios often means getting lost in endless data streams, manual Excel reports, and time-consuming tasks that repeat month after month. What if there were a tool that could help you cut through all that clutter and deliver instant, actionable insights across your entire portfolio? Report Builder from PriceLabs is designed specifically for revenue managers who handle hundreds of listings. It automates data collection and report generation, saving you hours of manual effort and allowing you to view and analyze multiple segments simultaneously, something many existing tools don't offer. Whether you use Excel for data manipulation or prefer other reporting tools, Report Builder bridges the gap, giving you flexibility, control, and deeper insights. In 30 days, 21 percent of our 50+ listing users accessed Report Builder, with 81 percent actively using it to view reports, reflecting the tool's strong appeal among large portfolio managers. With Report Builder, you'll save time through automated data collection and report generation, eliminating manual tasks. You also get comprehensive insights across listings, portfolio trends, and market data, allowing for smarter decision-making. The tool enables you to customize reports or use ready-made templates, helping you act quickly by identifying underperforming listings and uncovering untapped revenue potential. In Q1 2025, you'll get AI-generated text summaries of your reports so you can quickly understand key insights.

## **Rentalz with Larry Hoffer**

### **TRAVELPOINT, THE CUSTOMER DATA PLATFORM BUILT FOR VACATION RENTAL MANAGERS**

TravelPoint is the first customer data platform designed from the ground up to allow vacation rental managers to leverage their historical inquiry and booking data to drive direct bookings. Most property management companies are sitting on treasure troves of customer data, which means they're sitting in their PMS and random data lists of guests and bookings. In most cases, the data are disorganized and inaccessible for effective targeted marketing, and most industry marketers recognize that their data are valuable and underutilized. Everything changes with TravelPoint.

Guest data (inquiry and booking records) are standardized, normalized, appended with third-party data and proprietary algorithms, and housed in a secure customer data platform. With TravelPoint, marketers can, in a secure customer data platform. With TravelPoint, marketers can generate marketing lists for highly targeted and customized email, phone, and SMS marketing and outreach. Online audiences for Facebook and Google are created in minutes, allowing for cost-effective delivery of digital ads and even highly targeted direct mail. Imagine for the first time ever being able to target a valuable subset of your customer base and deliver highly customized messages within minutes, such as women with children who have booked with you during spring break in large luxury homes, and generating a customized email that speaks to that audience and delivers ads on Facebook with matching messaging that includes imagery of a family staying in one of your beachfront homes. The possibilities are endless to allow vacation rental managers to quickly, easily, and cost-effectively deliver the right message to the right people at the right time.

## **Track with Brett Wright**

### **632,000 OWNER STATEMENTS CAN'T BE WRONG, AND THEY WEREN'T!**

Discover how connectivity, collaboration, and communication among all stakeholders in the guest journey are critical to success. The communication innovation within Track is revolutionizing how we connect with guests, employees, and owners to keep them engaged and satisfied. Effective communication is the key to success, especially with the three core personas in property management. This session will explore innovations in communication strategies designed to make operations more efficient, smarter, and more well-informed. Learn how Track enhances guest and owner communications through cutting-edge tools such as our guest and owner communications portals, automated owner statements, and scalable workflows all geared toward building stronger, happier relationships. We'll dive into: Leveraging Track's advanced communication solutions. Everything from real-time guest interactions to owner-specific dashboards, resulting in operators' saving time, maintaining accuracy, and exceeding expectations. The impact of innovations like bulk updates and integrated messaging to ensure no opportunity for optimization is missed.

## **Wheelhouse with Oliver Stern**

### **THE NEW BENCHMARK FOR PERFORMANCE**

The accommodations landscape is increasingly complex. New properties appear overnight; serve guests for one to 300+ nights; are managed by a host, property manager, or hotelier; and feature dozens of amenities. In this diverse landscape, comparing pricing strategies and performance can prove exceptionally difficult. Enter Wheelhouse's Navigator, a powerful and intuitive mapping and data platform designed to provide the context teams need to drive any revenue or growth decision, all via Dynamic Sets.

# SESSION DESCRIPTIONS

## Monday, December 2nd, 2024

4:00–6:00 p.m. DARM Open Registration

4:30–6:30 p.m. Holiday Welcome Reception Sponsored by Getbesty.ai

## Tuesday, December 3rd

7:30 a.m.–9:30 a.m. Breakfast Sponsored by Key Data

8:15 a.m.–9:30 a.m.

**OPENING WELCOME AND GENERAL SESSION: “HEART” WITH JOHN SUZUKI AND THE “2024 VACATION RENTAL PERFORMANCE AND 2025 OUTLOOK” WITH JASON SPRENKLE AND MELANIE BROWN, KEY DATA DASHBOARD (EMERALD BALLROOM)**

9:45 a.m.–10:20 a.m.

**REVPROF REVENUE MANAGEMENT MENTORSHIP MATCHUP**

Room: Coastal C & B

Description: In this interactive session, we'll introduce RevProf, a dedicated community for revenue professionals in the short-term rental industry, and present our lineup of experienced mentors eager to support the next generation of industry leaders. The session will follow a "speed dating" format, allowing mentees to meet their potential mentors in quick rounds to learn about their expertise, background, and personality. This format will allow mentees to connect with and identify the mentor who aligns best with their goals. By day two of the conference, mentees will pair with their chosen mentors for a structured mentorship relationship.

Presenters: Becca Madigan and Meg Park

Track: Foundational and Advanced Revenue Management

**THE FUTURE OF SEO: HOW CHANGES AT GOOGLE ARE AFFECTING THE VACATION RENTAL INDUSTRY**

Room: Emerald Ballroom

Description: This presentation will discuss the future of SEO, how Google has been changing over the years, and how to compete in a much more complex Google Search ranking algorithm. Barry will provide specific tips and advice tailored to the vacation rental industry, including various schema markups available for the industry, Google Search result treatments, and other tips for helping your vacation rental business perform better within Google Search.

Presenter: Barry Schwartz

Track: Marketing and Distribution

**REGIONAL DATA DEEP DIVE: MOUNTAIN REGIONS WITH MELANIE BROWN, KEY DATA DASHBOARD**

Room: Coral D

**REVENUE MANAGERS' GUIDE TO EFFECTIVE REPORTING: WHICH REPORTS, WHEN TO USE THEM, AND HOW TO CREATE THEM**

Room: Coral A

Description: Join us at the DARM Conference for an essential session tailored to revenue managers in the vacation rental industry. Learn the best practices for selecting, timing, and creating key reports that lead data-driven decisions. Discover which reports to use daily, weekly, monthly, and annually; how to source accurate data; and strategies for presenting insights effectively in your meetings. Elevate your revenue management game with actionable insights and practical tips to optimize your reporting processes.

Presenter: Amber Prickett

Track: Technology and AI

**THE ESOP OPPORTUNITY: A BETTER EXIT STRATEGY**

Room: Coral B

Description: There are many ways to exit your business; internal buy-sell agreements, strategic partnerships, or third-party buyers are common options. If you haven't explored the Employee Stock Ownership Plan (ESOP) solution, you might find it to be the best option for meeting your goals. This session will help you understand why some owners are selling all or part of their business through an ESOP. For owners who are passionate about their employees and care about what happens to their company and community after they exit their business, an ESOP might be the perfect solution. Learn what is involved in selling your company to an ESOP and understand the potential tax benefits an ESOP sale can provide. Learn who the key advisors are in helping an owner execute an ESOP transaction. Finally, understand the benefits of an ESOP to the owner and their valuable employees. An ESOP can be a win-win-win for the owner(s), employee(s), and community.

Presenter: Meredith Fiocchi

Track: Risk and Revenue

**HOSPITALITY LESSONS FOR THE FUTURE OF VACATION RENTALS: ELEVATING QUALITY AND SERVICE**

Room: Coral C

Description: Explore how insights from hotels and restaurants can guide vacation rental managers in establishing a quality framework to communicate standards and service levels, helping meet evolving guest expectations and building a sustainable future for the industry.

Presenter: Ashley Ching

Track: Hospitality

**EXECUTIVE ROUNDTABLE: EMPOWERING LOCAL TEAMS WITH LESLIE ADCOCK, RACHEL ALDAY, HEATHER CRAIGEN, ELIZABETH FRANCISCO, HUNTER HARRELSON, ELIZABETH YOHO AND MODERATED BY AMBER HURDLE**

Room: Coastal A



## **10:20 a.m.–10:45 a.m. Networking Break Sponsored by Key Data Dashboard**

**10:45 a.m.–11:20 a.m.**

### **REVENUE MANAGEMENT BASICS: INTRODUCTION TO CONCEPTS, METRICS, AND DATA**

Room: Coastal C

Description: Discover the meaning behind the many revenue management concepts, metrics, data, and acronyms in this beginner-level session. Learn when these concepts are used and how to calculate them on your own.

Presenters: Austin Ford and Sarah Franzen

Track: Foundational Revenue Management

### **THE PRICE IS RIGHT: THE ART OF COMPRESSION & EVENT PRICING**

Room: Coastal B

Description: Implementing a strategy for a unique event can be more of an art than a science. Hear from the experts on how they recommend approaching pricing your listings for compression events in the market.

Presenter: Rebecca Ballart

Track: Advanced Revenue Management

### **MARKET-TESTED AD STRATEGIES FOR 2025 AND BEYOND**

Room: Emerald Ballroom

Description: Are you feeling overwhelmed by the rapidly evolving landscape of digital advertising? Wondering how to stay ahead in a post-cookie world? In this action-packed session, you'll discover a powerful framework for Google Ads that will revolutionize your approach. Using the innovative BOT (Build, Optimize, Transfer) methodology, you'll learn how to leverage data yourself, create a feedback loop for faster revenue growth, and implement a step-by-step playbook for enhancing ad performance. Whether you're a seasoned marketer or just starting out, this session will equip you with market-tested strategies to significantly boost your ad performance and prepare you for the advertising challenges of 2025 and beyond.

Presenter: Jeff Sauer

Track: Marketing and Distribution

### **SUPER HUMANS: LEVERAGING AI TO OPTIMIZE TALENT**

Room: Coral A

Description: Join us for an insightful breakout session where industry-leading experts will explore the transformative potential of AI in talent management. Moderated by Steve Trover of Better Talent, this panel will delve into innovative AI strategies that enhance and optimize your team. Gain valuable insights on integrating AI to unlock the full potential of your human resources.

Panel with Steve Trover

Track: Technology and AI

### **REGIONAL DATA DEEP DIVE: EAST COAST BEACHES WITH MELANIE BROWN**

Room: Coral D

### **REVERSE ENGINEERING A \$10M EXIT: A FIVE-YEAR ROAD MAP FOR MAXIMIZING YOUR BUSINESS VALUE**

Room: Coral B

Description: Are you ready to transform your vacation rental management company into a multimillion-dollar enterprise? Join us for an in-depth session where industry experts Jacobie Olin of C2G Advisors and Brooke Pfautz of Vintory share their proven strategies for achieving a multimillion-dollar exit within five years. Jacobie has extensive experience in facilitating over \$300,000,000 in vacation rental management company sales, and Brooke has helped over 800 companies grow their inventory. Both will provide a detailed playbook to accelerate your company's growth and position you for a lucrative exit. This session will cover key tactics for scaling your inventory, optimizing your business for maximum valuation, and navigating the M&A landscape to enhance your company's appeal to potential buyers. Whether you're new to the industry or a seasoned veteran, this session offers actionable insights and practical steps tailored to your specific goals. Don't miss this opportunity to learn from the best and set your business on the path to a \$10,000,000 exit.

Presenter: Jacobie Olin and Brooke Pfautz

Track: Risk and Revenue

### **THE UNSHAKEABLE YOU: SHIFTING FROM REACTING TO RESPONDING**

Room: Coral C

Description: Finally, a session that's all about you. No filters, no perfection—just an honest, raw look at how you respond to tough situations. In this interactive workshop, you'll dig into real-life scenarios that push your buttons, like “the guest you'll never please” or “the owner who knows it all.” Through guided exercises, you'll explore the connection between mind and body, uncovering how to transform your natural reactions into authentic, empowering responses. Expect laughter, maybe a few tears, and a whole lot of insight into the powerful version of you that's ready to emerge. P.S. to wallflowers: this interactive session isn't one where you can rest on the sidelines. Everyone in the room is required to participate. We'll all come out glowing a little brighter!

Presenter: Brittany Blackman

Track: Hospitality

### **EXECUTIVE ROUNDTABLE: CHANGING YOUR COMPANY CULTURE (EOS) WITH LESLIE ADCOCK, KIM BALSAMA, JIM BIZILY, JODI CLEER, DENNIS GOEDHEID, ALYS MACIAS, ELISABETH YOHO AND MODERATED BY AMBER HURDLE**

Room: Coastal A

11:30 a.m.–12:05 p.m.

## **DECIPHERING TRENDS: HANDS-ON MASTERCLASS ON INTERPRETING MARKET AND REVENUE DATA**

Room: Coastal C

Description: Join team members for this interactive workshop to decipher real data and understand how they impact revenue management analysis and strategy.

Presenters: John deRoulet, Emily Patillo, and Ryan Saylor

Track: Foundational Revenue Management

## **REVENUE MANAGEMENT AUDIT**

Room: Coastal B

Description: Learn how to conduct a health check of revenue management strategy when taking over someone else's role. Discover methods to set goals, track short-term results, and evaluate changes. Find out what works, what doesn't, and how to replicate successful strategies.

Panelists: Sarah Franzen, Jordan Locke, Becca Madigan, and Heather Richer

Track: Advanced Revenue Management

## **HEAR DIRECTLY FROM BOOKING.COM, VRBO, AND AIRBNB ON ALL THINGS DISTRIBUTION**

Room: Emerald Ballroom

Description: Distribution is a core strategy in any revenue management plan. Come hear from the largest distribution sites about what they see in the market for the future (data and guest trends), and learn a few best practices for increasing results from these important channels.

Panelists: Maribel Calderon, Shannyn Jones, and Matt Sartar

Moderated by Michelle Marquis

Track: Marketing and Distribution

## **OWN YOUR DATA: DATA PRIVACY AND PROTECTION**

Room: Coral D

In today's fast-paced vacation rental industry, data are more than just numbers—they're a powerful tool that can drive decision-making, optimize operations, and boost revenue. Join Chad, who has 15 years of experience in the vacation rental industry, for an insightful session on the importance of owning your data. Discover how to leverage your property's data to gain a competitive edge, understand market trends, and make informed decisions that maximize your revenue potential.

Presenter: Chad Blankenship

Track: Data

## **THREE HIDDEN GEMS IN GOOGLE ANALYTICS 4**

Room: Coral A

Description: Have you ever had that feeling that you're not getting enough from your Google Analytics? Are you always wondering if it could tell you more if only you knew how to use it? From automatically calculating conversion rates to reporting customization tips that'll save you time, in this action-oriented session you'll discover three powerful levers to unlock the full power of your Google Analytics 4 to help you see better results from your marketing.

Presenter: Chris Mercer

Track: Technology and AI

## **BUILDING A SUSTAINABLE BUSINESS THROUGH BENCHMARKS AND PROGRESSIVE OPERATIONS**

Room: Coral B

Description: This session articulates key takeaways for creating a business built to last. Using numerous progressive operating strategies and comparable benchmarks can ensure your business is on a long-term, sustainable track.

Presenter: Ben Edwards

Track: Risk and Revenue

## **TRAIN YOUR ENTIRE STAFF TO ELICIT KAMA MUTA (COMMONLY CALLED "THAT WARM, FUZZY FEELING")**

Room: Coral C

Description: It's something that virtually all humans have experienced in their lives, especially those who work in guest-facing jobs in the hospitality industry. It happens when we make authentic, personalized, and heartfelt connections with other humans. It is a mutually experienced feeling across cultures, nationalities, and languages. There is even a common gesture used around the globe when this feeling arises: raising the right hand and placing it over the heart. While we in Western cultures don't have a word for this feeling, the ancient Sanskrit language does: Kama Muta, which means "being moved by love." It is written in as प्रेम्णा प्रेरितम्. Participants will acquire "train the trainer" content to share with their company's staff to help them inspire guest loyalty and create legacy guests while realizing that hospitality can be a philosophy for daily living that just might make you a happier human. What's good for the guest and good for the company is also good for us personally! Understanding the diversity of human travel experiences being lived every day on the other side of the doors of your homes and condos helps bring out the best in others and in ourselves. In other words, when we deliver authentic hospitality experiences, we have a lot more fun at work, using the power of release to avoid ruminating, stomping out the spread of cynicism caused by "rosy retrospection," and shining the light of hospitality on everyone we encounter.

Presenter: Doug Kennedy

Track: Hospitality

## **EXECUTIVE ROUNDTABLE: GULF COAST REGULATIONS WITH LOUISA BALDOCK, GINGER HARRELSON, SCOTT LEGGAT AND KEN WAMPLER AND MODERATED BY TIFFANY EDWARDS**

Room: Coastal A

12:05 p.m.–2:00 p.m. Lunch

12:35 p.m.–1:00 p.m. Fireside Chat with Vered Raviv-Schwarz, President & COO, Guesty

1:00 p.m.–2:00 p.m. DARM Battleground Day One



2:10 p.m.–2:45 p.m.

## **UNLOCK REVENUE POTENTIAL: ESSENTIAL STRATEGIES, CUTTING-EDGE TOOLS, AND ADVANCED TECHNIQUES TO OUTPERFORM YOUR COMPETITION**

Room: Coastal C

Description: In the competitive vacation and short-term rental market, effective pricing is essential for maximizing revenue and occupancy. This session delves into advanced pricing strategies tailored to property managers, focusing on adaptability to market changes and major events. Using real-world examples, including the challenges Parisian rentals faced during the 2024 Olympics, we'll explore the pitfalls of static pricing and the complexities of dynamic pricing. Key topics include common pricing mistakes, essential factors for building a resilient pricing model, best practices for dynamic pricing tools, and balancing short-term gains with long-term market positioning. Attendees will leave with actionable insights to avoid common errors, utilize data-driven tools, and create adaptive pricing strategies that respond to market shifts, ultimately driving profitability and competitive edge.

Presenters: Shay Many and Alison Wendum

Track: Foundational Revenue Management

## **FEES UNLEASHED: NAVIGATING THE IMPACT ON YOUR VACATION RENTAL PRICING STRATEGY**

Room: Coastal B

Description: Fee strategy can get complicated—not only for revenue managers but also for guests and business owners. Learn how to implement, manage, and analyze fees in this session.

Presenter: Chad Blankenship

Track: Advanced Revenue Management

## **ELEVATING EXCELLENCE: HOSPITALITY IN LUXURY VACATION RENTALS**

Room: Emerald Ballroom

Join our panel of hospitality experts as they discuss what it takes to deliver truly exceptional service in luxury vacation rentals. From creating personalized guest experiences to managing elevated expectations, our panelists will share insights into the unique challenges and opportunities within the luxury sector. Topics will include service personalization, premium amenity management, and balancing unreasonable hospitality while getting buy-in from your team. Participants will leave with actionable strategies to elevate their luxury offerings, cultivate lasting guest loyalty, and set a new standard of excellence in vacation rentals.

Panelists: Robin Craigen, Dennis Goedheid, Nir Maimon, and Beverly Serral and Moderated by April Burns

Track: Hospitality

## **UNCOVER THE POWER OF PROPERTY DATA AND GUEST INTERACTIONS TO TRANSFORM VACATION RENTAL MANAGEMENT**

Room: Coral D

Description: Staying ahead in vacation rental management requires more

more than just focusing on guest satisfaction; it demands smarter, more efficient operations. Join Breezeway's Jeremy Gall as he explores how leveraging data can drive automation to streamline operations, elevate guest experiences, and optimize service revenue. By understanding critical property data, operators can implement workflows to automate routine tasks such as check-ins, checkouts, cleaning, and maintenance. Additionally, they can capitalize on insights from the latest deep tech innovations, including AI and IoT. In this session, Gall will share findings from over 1,000,000 guest interactions through Breezeway's Assist product, showcasing how automation powered by property data and guest communication analysis enhances operational efficiency while delivering seamless and personalized guest experiences. Discover how to transform every guest interaction into valuable data, unlocking new opportunities for exceptional service and operational excellence.

Presenter: Jeremy Gall

Track: Data

## **CHATGPT AND GEMINI: ARE LARGE LANGUAGE MODELS JUST HYPE OR THE BEGINNING OF A CIVILIZATION-LEVEL CHANGE?**

Room: Coral A

Description: In this talk, Dr. Marie Haynes will share how language models like ChatGPT and Gemini work. We'll learn how these tools use math to make predictions on what words to say. We'll discuss the limitations of these tools in their current form, including the potential for spreading misinformation and serving nefarious purposes. Then we'll get excited about the future. The last part of this talk may possibly (quite literally) blow your mind as we talk about brain computer interfaces such as Elon Musk's Neuralink, the potential for incredible scientific advancements, and more. AI is potentially more transformative for humanity than electricity or fire!

Presenter: Dr. Marie Haynes

Track: Technology and AI

## **PROFIT POTENTIAL: INSIDER STRATEGIES FOR MAXIMIZING REVENUE & MINIMIZING EXPENSES**

Room: Coral B

Description: Join seasoned industry veterans Ben Edwards (property manager), Anurag Verma (revenue expert), and Shaan Franchi (expense expert) as they reveal insider tactics to boost your bottom line. Discover practical tips, proven strategies, and hidden opportunities that you can implement immediately to enhance your management company's profitability.

Presenter: Shaan Franchi

Track: Risk and Revenue

## **MARKETING AND SCALABILITY: HOW TO MOVE FROM GOOD TO GREAT**

Room: Coral C

Description: In this dynamic breakout session, we'll dive into powerful marketing strategies that not only attract guests but also lay the

groundwork for sustainable growth. Learn how to build a strong brand presence, leverage digital tools, and create targeted marketing campaigns that drive bookings and engagement. This session will also cover practical scaling techniques that allow you to expand from 10 properties to 1,000. Whether you're managing 50 properties or have property in multiple locations, you'll walk away with actionable insights to scale your business confidently.

Presenter: Jodi Cleer

Track: Marketing and Distribution

## **PANEL DISCUSSION: PURPOSE BUILT VACATION RENTALS WITH SUSAN GABERINO, BRIAN HARRIS, STEVE MILO, JODI REFOSCO, CJ STAM AND MODERATED BY STEVE TROVER**

Room: Coastal A

### **2:45 p.m.–3:10 p.m. Networking Break Sponsored by Key Data Dashboard**

**3:10 p.m.–3:45 p.m.**

## **THE DON'TS OF REVENUE MANAGEMENT: LESSONS FROM THE TRENCHES**

Room: Coastal C

Description: We've all heard the best practices, but what are some things not to do as a revenue manager? Join this lively panel of experienced revenue managers to hear how they have learned from prior mistakes.

Presenters: Carson Dabbs, Miles Chew, and Natasha Koporulina

Track: Foundational Revenue Management

## **NONTRADITIONAL DATA SOURCES**

Room: Coastal B

Description: We all know the "classic" data available to revenue managers today, but what else is out there? Explore the wild, wild west of data available today and learn how differentiated datasets can help you.

Presenters: Henry Correll, Jamie Lane, and Heather Richer

Track: Advanced Revenue Management

## **EXECUTIVE ROUNDTABLE: SAFETY: THREAT OR OPPORTUNITY?**

Room: Emerald Ballroom

Panelists: Rob Alday, Robin Craigen, Daniel Galbraith, Patrick Kennan, and Nir Maimon

## **HOW TO WIN LEGISLATIVE CAMPAIGNS THROUGH MARKETING AND DATA**

Room: Coral D

Description: In the intricate realm of legislative advocacy, mastering the art of marketing campaigns is essential for achieving success. This session offers a comprehensive guide to strategizing and executing marketing campaigns that not only win legislation but also drive business development and effectively persuade elected officials. Led by seasoned

expert Tiffany Edwards, president of Coletta Consulting, this session delves into the core principles and practical strategies behind successful advocacy campaigns. From grassroots mobilization to grassroots communication and digital outreach, attendees will explore case studies and best practices that illustrate how innovative marketing techniques can shape public opinion, mobilize stakeholders, and ultimately influence legislative outcomes. Participants will learn how to craft compelling messaging based on specific needs by using a diverse range of marketing channels to amplify their impact.

Presenter: Tiffany Edwards

Track: Data

## **KNOWING YOUR CLIENT KPIs TO GROW YOUR BRAND AND YOUR REVENUE**

Room: Coral A

Description: Learn more in this super-informative session about the KPIs associated with not only your vacation rental clients but also your owners. Chris Walker is an 18-year owner-operator in Hilton Head, South Carolina, and has created one of the most successful operations on the island. Learn how he views the actions of his vacation guests and his ownership to sustain an incredible business in a very competitive market.

Presenter: Chris Walker

Track: Technology and AI

## **CONNECTING THE DOTS: FINANCIAL MANAGEMENT FOR VACATION RENTALS**

Room: Coral B

Description: Financial management in the vacation rental sector is a constant challenge. It requires juggling multiple stakeholders—like owners, employees, and vendors—across different bank accounts, credit cards, and software systems. As your business grows, these complexities only intensify. We'll explore how every aspect of your business is connected, from operations and technology to financial products and bookkeeping. We'll walk through best practices across each area and share strategies you can implement to streamline workflows so your systems talk to each other more effortlessly. This will help you save time, reduce costs from fees and owner leakage, and maximize returns. We'll also share a diagnostic checklist for you to complete after the session.

Presenter: Johnathan Sukhia

Track: Risk and Revenue

## **MAXIMIZING ONLINE CONVERSIONS: IS THERE ROOM FOR MORE DIRECT BOOKINGS? YES!**

Room: Coral C

Description: "I want more direct bookings!" says every property manager everywhere. You then increase your PPC budget or maybe start Facebook ads to gain extra leads. Unfortunately, this leads to an increase in the cost of sale for each rental—not the most efficient way to increase direct bookings. However, focusing on increasing your website's conversion rate

from a 0.4 percent to 0.5 percent will yield a 25 percent uptick in bookings with the traffic you may already have! How can you get a higher conversion rate on your website? Learn the “secrets” that are really not that secret. You just need to implement them!

Presenter: Paul Hanak

Track: Marketing and Distribution

**EXECUTIVE ROUNDTABLE: RISING COST OF TECHNOLOGY WITH AMBER CARPENTER, JEREMY GALL, SIMON LEHMANN, NED LUCKS, JEFF ROBERTSON, STEVE SCHWAB, LANCE STITCHER**

**ROOM: COASTAL A**

**3:55 p.m.–4:30 p.m.**

**Q&A WORKSHOP: ASK THE REVENUE MANAGEMENT EXPERTS**

Room: Coastal C

Description: Have a question for a revenue expert? Bring anything and everything to this panel of experts to get their unfiltered opinions on strategies, technology, market trends, and more!

Presenters: John An, Bryant Loy, and Meg Park

Track: Foundational Revenue Management

**DYNAMIC COMPETITIVE SETS: THE NEW BENCHMARK FOR PERFORMANCE**

Room: Coastal B

Description: The accommodations landscape is increasingly complex. New properties appear overnight; serve guests for one to 300+ nights; are managed by a host, property manager, or hotelier; and feature dozens of amenities, such as pools, porches, patios, pet policies, and more. In this diverse landscape, comparing pricing strategies and performance can prove exceptionally difficult. Hence, Navigator, a powerful and intuitive mapping and data platform, is designed to provide the context teams need to drive any revenue or growth decision.

Presenter: Oliver Stern

Track: Advanced Revenue Management

**BAD STAYS AND BOURBON CHASERS: YOUR WORST GUEST STORIES**

Room: Emerald Ballroom

Description: Like bourbon, your guest stays can be smooth or on the rocks. We know you've seen it all! Join the Safely Team for cocktails and commiseration as we share the good, the bad, and the hilarious guest stays we have all experienced. We'll also share tips and tricks to prepare you for future shenanigans.

Presenter: Amanda Martins and Zach Grimes

Track: Hospitality

**COMMUNICATING REVENUE MANAGEMENT TO OWNERS WHO ALWAYS KNOW BETTER THAN YOU!**

Room: Coral D

We all have property owners who believe they are God's gift to revenue management. They want to tell you how to price or how to use length-of-

stay restrictions, or they say you've priced so low you only let in riffraff and that their neighbors are always filled, so why is their unit not booking as much? They don't understand (or want to understand) RevPAR or that discounting is bad for their property, they don't trust revenue management algorithms, and many more misguided comments and perceptions.

Presenter: Scott Bunce

Track: Data

**2025 TECHNOLOGY ROAD MAP FOR THE VACATION RENTAL INDUSTRY**

Room: Coral A

Description: Get ready to explore the future of the vacation rental industry in this session featuring top technology leaders. As innovation continues to shape the way we do business, this session will dive deep into upcoming tools and technologies set to transform the vacation rental landscape in 2025 and beyond.

Panelists: Ryan Baily, Jeremy Gall, John Vingia, and Vered Raviv-Schwarz and Moderated by Amy Hinote

Track: Technology and AI

**RISK MANAGEMENT: CHANGES IN PAYMENT PROCESSING AND TRAVEL INSURANCE**

Room: Coral B

Panelists: Laird Saeger and Matt Gollis

Track: Risk and Revenue

**MASTERING PROPERTY DETAIL PAGES & PROPERTY DESCRIPTIONS TO GET MORE DIRECT BOOKINGS**

Room: Coral C

Description: In a competitive vacation rental landscape, crafting engaging and conversion-oriented property listings is essential to attracting direct bookings. This session dives into the art and science of creating property detail pages and descriptions that not only draw attention but also drive action, helping managers minimize reliance on OTAs.

Presenter: Conrad O'Connell

Track: Marketing and Distribution

**ROUND 2: WHAT PMS ARE DOING DIFFERENTLY THEIR SECOND TIME AROUND WITH JIM BIZILY, MIKE CONNOLLY, BRIAN HARRIS, JODI REFOSCO, CHRIS WHEELER**

Room: Coastal A

**5:00 p.m.–6:30 p.m.**

**FPVRC ADVOCACY RECEPTION PRESENTED BY TRACK, ARA ROOFTOP**



## Wednesday, December 4th

7:30 a.m.–9:30 a.m. Breakfast

8:30 a.m.–9:30 a.m.

**GENERAL SESSION: “WILL AI REPLACE THE MOST IMPORTANT CAPITAL IN THE INDUSTRY?” WITH SIMON LEHMANN AND FIRESIDE CHAT WITH SAM DUNDAS, BESTY AI (EMERALD BALLROOM)**

9:45 a.m.–10:20 a.m.

**ALIGNING INTERESTS: EDUCATING HOMEOWNERS AND STAKEHOLDERS ON REVENUE STRATEGIES**

Room: Coastal C

Description: Revenue managers are often responsible for communicating revenue strategy and performance to all stakeholders. Hear how others have mastered the art of delivering results successfully.

Presenters: John deRoulet and Satori Wilson

Track: Foundational Revenue Management

**FUN WITH FORECASTING: EXPLORING APPLICATIONS AND TECHNIQUES FOR VR/STR**

Room: Coastal B

Description: Wondering how to forecast 2025 for your listings? Learn why forecasting is important for not only revenue managers but also entire vacation rental businesses in this session.

Presenters: Natasha Koporulina, Meaghan Moylan, and John deRoulet

Track: Advanced Revenue Management

**AMPLIFY YOUR AUTHENTIC BRAND: CAPTIVATE GUESTS, WIN HOMEOWNERS, AND INSPIRE YOUR TEAM**

Room: Emerald Ballroom

Description: You won't want to miss this high-energy session packed with actionable strategies to help you clarify your brand's message, boost confidence, and streamline decision-making. And yes, you will even learn AI-powered hacks. By defining your brand's true essence, marketing becomes easier, customer service more naturally aligns with your core values, and your team knows exactly what they can count on in exchange for their efforts. Attendees will leave equipped with tools to simplify processes and ensure consistency across every touchpoint, making it effortless to connect with guests, attract homeowners, and empower your team. Amber's approach helps you find your brand's edge so your communication hits the mark every time with less effort and more impact.

Presenter: Amber Hurdle

Track: Marketing and Distribution

**FINDING REVENUE STREAMS IN THE TREASURE TROVE OF DATA YOU'RE ALREADY COLLECTING**

Room: Coral D

Description: Large companies have used customer data platforms (CDPs) for decades to build profiles of existing and prospective customers. A CDP

is a unified database that consolidates customer information from various sources, providing a comprehensive, real-time profile of each customer. By aggregating data from interactions, transactions, and behaviors, a CDP enables businesses to create personalized marketing strategies and improve customer experiences. It integrates seamlessly with other marketing tools, ensuring data consistency and accuracy across channels. With advanced analytics and segmentation capabilities, companies can identify trends, predict behaviors, and drive targeted campaigns. Essentially, a CDP empowers businesses to understand and engage their customers more effectively, leading to increased loyalty and revenue growth. In this session, we will explore the use of CDPs and how vacation rental managers can leverage their customer data to reach prospective guests to generate high-value direct bookings.

Presenter: Larry Hoffer

Track: Data

**BEYOND THE HYPE, AI COPILOTS THAT MAXIMIZE REVENUE AT SCALE**

Room: Coral A

Description: Still skeptical about adding AI to your tech stack, or wondering if it's all just hype? This session is for you! With the release of ChatGPT, we've entered a new era comparable to the internet boom of the 90s. Promises of AI transforming our industry are everywhere, but where are the results so far? While we've relied on human methods to maximize revenue, juggling the daily demands of large-scale operations can feel impossible. Enter AI, a 24/7 copilot with perfect recall, handling tasks no human could—or would want to—do manually. Besty AI is on a mission to revolutionize STR operations with AI-driven revenue automation tools. Join this session to hear from Besty AI's cofounder, who will share insights from Besty's 124+ operator customers, all with 100–1,700 properties. Discover firsthand how AI charges for early check-ins and gap nights, improves response times, increases inquiry conversions, boosts direct bookings, and automates tasks—all through real-time guest interactions. We'll showcase real-world customer examples of Besty's AI copilot in action and explore the exciting, broader capabilities on the horizon for our industry. The future is bright for STR operators with AI in their corner. Don't miss out—see you there!

Presenter: Sam Dundas

Track: Technology and AI

**LEVERAGING REMOTE TEAMS AND 24/7 SUPPORT TO MAXIMIZE REVENUE AND EFFICIENCY**

Room: Coral B

Description: Revenue management is more than just dynamic pricing, especially in a competitive short-term rental market. Join Extenteam as it dives into additional ways property managers can maximize revenue and improve internal operations using offshore talent.

Presenter: Rich Sippos

Track: Risk and Revenue

## **FILLING YOUR HOSPITALITY TANK: TEAM-BUILDING TO PREVENT BURNOUT**

Room: Coral C

Description: In the high-energy hospitality industry, team members often find themselves facing burnout toward the end of the season because of relentless demands and long hours. This session dives into actionable strategies for creating a supportive, connected workplace that fosters staff energy and resilience. Participants will learn effective team-building exercises, discover ways to keep morale high, and explore how to create a hospitality culture where all team members feel valued and empowered. We'll discuss how a well-fueled team can better serve guests and achieve lasting success.

Presenter: April Burns

Track: Hospitality

## **EXECUTIVE ROUNDTABLE: WHAT MARKETING LEADERSHIP LOOKS LIKE 2025-2027 WITH AMBER CARPENTER, CEDRIC DEGRUYTER, GINGER HARRELSON, ALEX HUSNER, JEFF ROBERTSON, ROBYN SCOTT, EMILY THOMPSON AND MODERATED BY JODI CLEER**

Room: Coastal A

### **10:20 a.m.–10:45 a.m. Networking Break**

### **10:45 a.m.–11:20 a.m.**

## **CRYSTAL BALL: REVENUE MANAGEMENT PREDICTIONS FOR 2025**

Room: Coastal C

Description: You've seen the trends for 2025; what do revenue managers now think will really happen next year? Get ready for hot takes, takeaways, and bold predictions from the experts in this session.

Presenters: Kate Kirschner, Emre Illgaz, John Malone, and Meaghan Moylan

Track: Foundational Revenue Management

## **UNLOCKING ADVANCED METRICS**

Room: Coastal B

Description: Go beyond the big three (occupancy, ADR, and revenue) in this session, and explore new and advanced metrics that provide detailed insight into revenue management strategy and performance.

Presenter: Jordan Locke

Track: Advanced Revenue Management

## **CONCIERGE VS. UPSELLS: REVENUE POTENTIAL WITH HEATHER CRAIGEN, VALERIE GANGAS, NIR MAIMON, MODERATED BY RACHEL ALDAY**

Room: Emerald Ballroom

## **MAKING MARKET DATA THE CORE OF YOUR INNOVATION STRATEGY**

Room: Coral D

Description: This session analyzes vacation rental market trends, focusing

on the past 18 months of demand decline and financial impacts. It covers anticipated recovery metrics, action steps to maximize gains, and innovative strategies to outperform competitors.

Presenter: Justin Panzer

Track: Data

## **YOUR NEEDS, YOUR RULES: TAKE BACK THE SOFTWARE BUYING PROCESS**

Room: Coral A

Description: Join Dawn Yeskulsy, founder of PMS Pros Consulting, and Kathleen Fitzpatrick, co-owner of Switchback Email, as they guide property managers through taking back control of their tech buying process. In this session, Dawn and Kathleen present a standard business approach often used in other industries and show how it applies to building a strategic tech stack in property management. Take back control, protect your business, and purchase confidently as you reclaim the tech buying process and make informed software choices for continued and future success.

Presenters: Kathleen Fitzpatrick and Dawn Yeskulsy

Track: Technology and AI

## **THE SECRET POWER OF OFFLINE CONVERSION**

Room: Coral B

Description: Demand is down, and inventory is up. How can you capture more revenue from the demand you already have? We've forgotten about offline bookings, but with the right strategies, we can leverage the data we have to drive more offline bookings and make a significant impact.

Presenter: Michelle Marquis

Track: Marketing and Distribution

## **2025 STRATEGIC WORKFORCE PLANNING: BALANCING TECHNOLOGY, TALENT, AND TRANSFORMATION**

Room: Coral C

Description: The rapid advancement of technology in 2025, combined with a shortage of necessary skills, presents significant challenges for employers. Widening skills gaps, obsolete roles, redundant skills, and increased automation anxiety are examples of issues facing businesses today. These concerns highlight the need for strategic workforce planning, a continuous learning culture, and an investment in employee development to remain competitive in 2025 and beyond. From high turnover rates and skills gaps to the financial impact of misaligned staffing, the risks are real—and so are the opportunities for growth and transformation. Join Sue Jones, CEO of HR4VR, and Linny Kresch Jones, cofounder of Tandemly, as they discuss retention strategies, approaches to re-skilling, and recognizing when it's time to release an employee, sharing insights about the costs and ROIs of the actions and consequences of inaction.

Presenters: Linny Jones and Sue Jones

Track: Hospitality



**REPEAT GUESTS: REVENUE MANAGEMENT, MARKETING, AND VALUE WITH LOUISA BALDOCK, KIM BALSAMA, JIM BIZILY, DESIREE GARCIA, RANDY HALL, NED LUCKS, LANCE STITCHER AND MODERATED BY TIM CAFFERTY**

Room: Coastal A

**11:30 a.m.–12:05 p.m.**

**VACATION RENTAL REVENUE MANAGEMENT VS. OTHER INDUSTRIES**

Room: Coastal C

Description: What can we learn from hotel, airline, and even rental car revenue managers? Peel back the curtain on popular strategies, interesting data, and success stories from revenue managers in these industries.

Presenters: Ben Day, Jamie Lane, Vinayak Mahtani, and Heather Richer

Track: Foundational Revenue Management

**ADVANCED TOOLS AND ANALYTICS TECHNIQUES**

Room: Coastal B

Description: Manipulating data in BI tools and Excel is easier said than done. Get an introduction to using these tools effectively in this advanced session.

Presenter: Heather Haire

Track: Advanced Revenue Management

**CREATING MEMORABLE EXPERIENCES FOR GUESTS, OWNERS, AND YOUR TEAM RACHEL ALDAY, MEAGHAN MOYLAN, AND KORYN OKEY**

Room: Emerald Ballroom

**TURN THE LIGHTS ON: MAKING YOUR BUSINESS PATH CLEAR WITH BUSINESS INTELLIGENCE**

Room: Coral D

Description: In this workshop, you'll learn how to clearly define and implement KPIs for every team member in your vacation rental business. We'll show you how to use these KPIs to provide direction, increase efficiency, and drive success. Join us to light up your business path and navigate your operations with confidence.

Presenter: Shahar Goldboim

Track: Data

**OPTIMIZE DATA ANALYSIS AND REPORTING CAPABILITIES WITH CUSTOMIZED REPORTS**

Room: Coral A

Description: This session will be invaluable for property managers, owners, and stakeholders in the vacation rental industry seeking to enhance their data analysis and reporting. Attendees will learn how to create customized reports tailored to their business needs, driving informed decision-making and operational efficiency. Key topics include an introduction to standard vacation rental reports, the benefits of

custom reports, and techniques for combining data from various sources like booking platforms and financial software. Participants will receive step-by-step guidance on creating reports, selecting data fields, applying filters, and utilizing advanced customization options such as calculated fields and automated report generation. Real-world case studies will demonstrate how custom reports can improve revenue management, guest behavior tracking, and overall business performance. The session also includes a hands-on workshop and Q&A to address specific reporting challenges, leaving attendees with practical tools like customizable report templates and best practices for optimizing their reporting processes.

Presenters: Maria Lancaster and Malina Lieven

Track: Technology and AI

**THE NUMBERS WHISPERER: UNCOVERING FINANCIAL INSIGHTS TO DRIVE SUCCESS**

Room: Coral B

Description: Join Jen Ford, former chief commercial officer and CFO at TurnKey Vacation Rentals, as she shares a fresh perspective on financials that goes beyond the numbers. In this interactive session, you'll learn techniques for decoding financial statements, spotting trends, and identifying strategic opportunities that directly impact your bottom line. Discover how to transform your financial data into clear insights, empowering you to make informed decisions that drive growth, profitability, and sustainability. Whether you're an experienced property manager or a newcomer, you'll leave with practical tools to leverage your financial data for measurable success.

Presenter: Jen Ford

Track: Risk and Revenue

**IS SOCIAL MEDIA WORTH THE HYPE?**

Room: Coral C

Description: Do Instagram, TikTok, and other social media channels actually drive bookings? Red Rock Vacation Rentals is proof that they can. Hear how it built its program from scratch in just a few short years on a limited budget and is now reaping the benefits. Its success could be your next strategy!

Presenter: Cheyenne Hayes

Track: Marketing and Distribution

**EXECUTIVE ROUNDTABLE: THE RELATIONSHIP BETWEEN MARKETING AND REVENUE MANAGEMENT WITH ALEX HUSNER, AMBER CARPENTER, LOUISA BALDOCK, RANDY HALL, SCOTT BUNCE AND MODERATED BY EMILY THOMPSON**

Room: Coastal A

**12:05 p.m.–1:45 p.m. Lunch**

**12:20 p.m.–12:40 p.m. Fireside Chat with Tim Rosolio, Vice President of Vacation Rental Partner Success, Expedia Group**

## 12:40 p.m.–1:40 p.m. DARM Battleground

### 1:45 p.m.–2:20 p.m.

#### **FUTURE-PROOF YOUR REVENUE MANAGEMENT STRATEGIES**

Room: Coastal C

Description: In constantly shifting markets, the right revenue management strategy can be a moving target. During this moderated session, three industry veterans will share the ultimate playbook for future-proofing your business. Discover how to build scalability, efficiency, and transparency into your revenue management strategy, ensuring your success in any market conditions.

Presenter: Ryan Saylor

Track: Foundational Revenue Management

#### **REVENUE MANAGEMENT THROUGH REGULATIONS**

Room: Coastal B

Description: Regulations aren't going away, and revenue managers need to adapt to unique conditions. Hear from a panel of revenue managers with experience handling rentals in heavily regulated markets.

Presenters: Alana Gall, Jenna Goedecke, Kate Kirschner, and Keven Knight

Track: Advanced Revenue Management

#### **DATA DRIVES DECISIONS AND ORGANIZATIONAL CHANGE: A CASE STUDY WITH FINGER LAKES PREMIER PROPERTIES**

Room: Coral D

Description: Join Brian Zerges, president of Finger Lakes Premier Properties (FLPP), as he shares the invaluable insights gained through an in-depth review of his business by several subject matter experts. In this session, Brian will discuss his decision to seek outside expertise, the challenges FLPP faced during the process, and the strategies now being implemented as a result. The deep dive uncovered overlooked areas and complacent practices across departments, revealing the need for innovation and improvement. Brian will explain how going “back to the basics”—verifying data sources, KPIs, and metrics—has been crucial to driving change. Attendees will gain valuable takeaways on how FLPP's focus on culture, systems, and processes aims to foster a culture of innovation and continuous improvement, positioning the company for success in 2025 and beyond. Learn how these insights could inspire meaningful change in your own organization.

Presenters: Leslie Adcock, Sue Jones, and Brian Zerges

Track: Data

#### **NICHE DISTRIBUTION CHANNELS: OVERLOOKED NICHE REVENUE STREAMS**

Room: Coral A

Description: Is the juice worth the squeeze? This panel thinks so! Hear how property managers use niche channels to capture bookings (some direct) at low cost.

Panelists: Anthony Gannt, Sean Beckham, and Lorraine Woodward and Moderated by Steve Schwab

Track: Marketing and Distribution

#### **SAFEGUARDING REVENUE: THE ESSENTIAL ROLE OF TRAVEL PROTECTION FOR PROPERTY MANAGERS**

Room: Coral B

Description: In an ever-evolving travel landscape, protecting revenue is paramount for hosts and property management companies. This session delves into the vital importance of offering travel protection, a strategy that not only shields your income but also enhances guest satisfaction and trust.

Presenter: Tony Santilli

Track: Risk and Revenue

#### **FIRESIDE CHAT WITH STEVE MILO, VTRIPS**

Room: Coral C

#### **THE NEWLYWED GAME: WORKING WITH SPOUSES AND PARTNERS WITH RACHEL & ROB ALDAY, ROBIN & HEATHER CRAIGEN, GINGER & HUNTER HARRELSON, LANCE AND ELAINE STITCHER AND WITH HOST APRIL BURNS**

Room: Coastal A

### 2:20 p.m.–2:45 p.m. Networking Break

### 2:45 p.m.–3:20 p.m.

#### **THE GREAT DEBATE: REVENUE MANAGEMENT PROFESSIONALS DEBATE POPULAR STRATEGIES**

Room: Coastal C & B

Description: Join us for a lively debate on popular revenue management strategies. Gain new perspectives on hot topics, challenge your thinking, and walk away with fresh insights to elevate your approach.

Presenters: Bryant Loy, Jordan Locke, and Michael Vialpando

Track: Foundational and Advanced Revenue Management

#### **REGIONAL DATA DEEP DIVE: GULF COAST BEACHES WITH MELANIE BROWN**

Room: Coral D

Track: Data

#### **ESTABLISHING YOUR DESTINATION VOICE AS A MARKETING TACTIC**

Room: Coral A

Panelists: Rachel Alday, Valerie Budd, Ginger Harrelson, and Alex Husner

Track: Marketing and Distribution

#### **MAXIMIZING WORKFORCE EFFICIENCY: STRATEGIC APPROACHES TO EXPENSE MANAGEMENT**

Room: Coral B

Join us for an educational session designed for HR professionals, CFOs, and business owners focused on mastering workforce expense management. In today's competitive environment, managing workforce costs is key to maintaining financial health while attracting and retaining top talent. This session will cover innovative strategies to reduce liability,

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