

Acme House Company



Situation

Acme House Company, a 165-unit PMC based in Palm Springs, CA, hopped on the TrackDistribution platform in September 2023. When Track's distribution strategy team conducted their baseline audit, the goal was to understand what had been working, the challenges in their market, and provide some strategies for increasing revenue and bookings.



Challenge

Acme House has traditionally been on Airbnb and Vrbo and did well. Peak season is typically spring break through early fall. City regulations have been a recent challenge and Acme House realized that the key to success was better visibility on distribution channels.

Solution

After analyzing Acme House's unique situation, the hospitality experts at Track recommended the following changes:

- Retain on booking for Vrbo credit card
- Bulk editing of headlines for major events like Coachella
- Reviews management tips for getting top ratings
- Cancellation policy updates

Results

So, what had the most dramatic impact on Q4 listings? In this case, it was changing the cancellation policies for Airbnb bookings. Guests typically view a super strict 14-day policy as restrictive. A small-scale test in which 20 units changed their cancellation policies from "Super Strict" to either flexible or moderate showed a startling improvement in revenue from 6% to 88%! On average, the homes saw an average increase of 40% in revenue over the previous Q4.