



Vacation Rental Amenities Guide

Separating the Hobbyist from the Professional

How Property Amenities Have Evolved

Prior to COVID-19, the vacation rental industry reaped the benefits of a steady economic climate, and wanderlust-filled travelers. Professional managers elevated their offerings to adapt to the influx of new-age guests, which helped transform what was once considered a “cottage industry” into hospitality’s fastest growing segment.

When travel resumes, bookings will come with an altered guest psyche. Guests will have a heightened sensitivity to hygiene and safety, and the expectation for high-quality properties, detailed preparation, and services will grow higher. Meeting these elevated guest expectations will determine the speed and extent to which vacation rentals recover from COVID-19.

One way to ‘wow’ your guests when they walk through the front door is by equipping your rentals with professional-level supplies, appliances, and amenities. Providing these extras will elevate your guest experience, increase the likelihood of a return booking, and boost referral business.

After analyzing property details and amenities from over 50,000 homes on our platform, we’ve identified the property items in each that separate the ‘hobby vacation rental owner’ from the ‘professional operator’.

GENERAL



‘The Hobbyist’

- ✓ Landline
- ✓ Printouts for Local Activities
- ✓ Outdated Decor & Furnishings
- ✓ Pictures of Owner’s Family
- ✓ Basic Amenities
- ✓ Clothesline

‘The Professional’

- ✓ Strong WiFi Connection
- ✓ Welcome Tablet
- ✓ Smart Thermostat
- ✓ Central Air Conditioning
- ✓ Modern Entertainment
- ✓ Washer & Dryer

From ‘Cottage Industry’ to Luxury Accommodation

Hotel and vacation rental inventories have converged over the past decade, and big travel brands are crossing segments. This change isn’t isolated to hospitality supply, as demand is different too. The booking window is shorter, and so is the length of stay. Travelers are shopping more fluidly between segments and expect the same quality experience whether they stay in a vacation home or a hotel. These expectations have translated into several non-negotiables for guests staying at a vacation rental property: strong WiFi connection, central air conditioning, IoT devices, new appliances, and modern design. Gone are the days of providing the bare-minimum, and leaving guests to pick up the slack. Each property should be thoroughly stocked to anticipate the needs of each guest.

EXTERIOR



‘The Hobbyist’

- ✓ Plastic Table & Chairs
- ✓ Hammock
- ✓ Creaky Deck & Patio
- ✓ Old Bikes
- ✓ Picnic Table
- ✓ Fire Pit

‘The Professional’

- ✓ Private Pool & Hot Tub
- ✓ Landscaping
- ✓ Modern Patio Set
- ✓ Screened-In Porch
- ✓ Barbeque
- ✓ Outdoor Fireplace

Outdoor Space Differentiates the Experience

The guest experience isn't confined within the walls of the property. Outdoor space is a big advantage for vacation rentals compared to other accommodation categories, and managers should look to double-down on exterior amenities when maintaining property. Exterior amenities will differ depending on the location of each property, though, but private pools, hot tubs and grills are amenable to most markets. Outdoor items don't have to break the bank, though, and might include games like a cornhole set or croquet. These premium extras significantly differentiate property listings, and encourage guests to fully enjoy all of the space your properties have to offer.

KITCHEN



‘The Hobbyist’

- ✓ Basic Cooking Items
- ✓ Mismatched Dish Sets
- ✓ Plastic Dinnerware
- ✓ Diner-Style Coffee Maker
- ✓ Outdated Appliances
- ✓ Old Tablecloths

‘The Professional’

- ✓ Specialized Cookware
- ✓ Matching Dinnerware
- ✓ Nespresso & Keurig Machine
- ✓ Smart Appliances
- ✓ Water & Ice Dispenser
- ✓ Granite Countertop

The Heart of Every Vacation Rental

Besides the bedroom, the kitchen is the most used room in a vacation rental. The ability to prepare meals and enjoy open space to spend time with family and fellow travelers is one of the main differentiators from staying in a hotel, and a big draw for large groups. When guests arrive to a kitchen that is not clean and properly stocked though, their experience is negatively impacted, and the manager is at risk to receive negative reviews. Kitchens should be stocked with basic cooking items, but also appliances that are convenient for guests. Providing items like a Keurig, air fryer, waffle maker, skillet, blender, standing mixer, baking dishes and cookie sheets will enable your guests to take full advantage of the space and feel at home during their stay.

LIVING AREA



‘The Hobbyist’

- ✓ Hand-Me-Down Furniture
- ✓ Basic Cable
- ✓ Deck of Cards
- ✓ Old Board Games
- ✓ DVD Player
- ✓ Limited Seating

‘The Professional’

- ✓ Smart TV
- ✓ Cable & Streaming Services
- ✓ Fireplace
- ✓ Gaming Console
- ✓ Extra Pillows & Blankets
- ✓ Variety of Games

Relaxation and Entertainment for All

Vacation homes are meant to provide comfort and relaxation. Guests take well to large, welcoming space with plenty of seating to sit back and relax. These rooms are the perfect area to splurge on things like a SmartTV, streaming services, and other entertainment items like gaming consoles and surround sound speakers. The living room is also a good area to invest in large, comfortable furniture that can accommodate the maximum capacity of your property. Including these amenities will make your living space an oasis for every age group and can make the difference between a one-time guest and a repeat booking.

BATHROOM



‘The Hobbyist’

- ✓ Bar Soap
- ✓ Old Shower Curtain
- ✓ Low Water Pressure
- ✓ Worn-Down Linens
- ✓ Stained Tub
- ✓ Limited Storage

‘The Professional’

- ✓ Heated Towel Rack
- ✓ Luxury Walk-In Shower
- ✓ Waterfall Shower Head
- ✓ Jacuzzi Tub
- ✓ Premium Toiletries
- ✓ En Suite Bathroom

The Cleanest Room in the House

Rivaling the kitchen, travelers pay close attention to the cleanliness and quality of bathrooms. Believe it or not, a sparkling bathroom with modern upgrades and lighting can be a make-or-break at booking. Guests want to be assured that the property has been properly prepared for them, and one of the first rooms they will check is the bathroom. A modern, clean and updated space will meet the needs of even the pickiest of guests, but it also helps to provide high quality toiletries along with a full set of fresh towels for every guest. Making necessary upgrades to your outdated bathroom outfitted with a pink toilet and matching sink will go a long way.

BEDROOM



‘The Hobbyist’

- ✓ Inherited Mattress
- ✓ Outdated Decor & Bedding
- ✓ Alarm Clock & Radio
- ✓ Wire Clothes Hangars
- ✓ Stained Carpet
- ✓ Bulky TV

‘The Professional’

- ✓ New Mattress
- ✓ Hotel-Grade Linens
- ✓ SmartTV
- ✓ Smart Home Device
- ✓ Black Out Curtains
- ✓ Hypoallergenic Pillows

Home Away from Home

Hand-me-down mattresses and mismatched bedding won't cut it for today's travelers. Guests expect a vacation rental to have a homey feel, and that starts with what they sleep on. A restless vacation will be a lasting memory for any guest and will definitely impact the chance of a repeat booking. Each bedroom in your property should be outfitted with a high-quality mattress, mattress topper, top-notch linens, and at least two pillows for each guest to provide travelers the ultimate space to relax and unwind. These items will not go unnoticed when your guests wake up to start their day.

About Breezeway

Breezeway automates property maintenance, care and service interactions to make it easy to deliver the best experience to guests, tenants, and owners.

Combining deep learning technology, robust property data, smart messaging, and mobile-first task management, Breezeway is bringing service optimization to the vacation rental property management space. Our predictive task scheduling and quality assurance tools enable vacation rental managers and operators to improve the quality of their services, increase operational efficiency, and transform their business.

We are serving a global customer base across a broad set of verticals, including short-term vacation managers, residential property managers, cleaning and maintenance providers, and hospitality providers. Created by the founder of FlipKey (acquired by TripAdvisor), the Breezeway team is using 90+ years of experience to build the future of property care.