

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

VRDARM.COM

PRESENTED BY:



VRM intel

DARM

DATA & REVENUE MANAGEMENT CONFERENCE

DECEMBER 2 - 4, 2024

HILTON SANDESTIN BEACH GOLF
RESORT & SPA



4000 Sandestin Blvd. South
Miramar Beach, FL 32550

WELCOME BACK KEYNOTE:



Will Guidara

Register Today! VRDARM.com



Monday, December 2

- 4:00 PM - 6:00 PM Registration Open
- 4:30 PM - 6:00 PM Holiday Welcome Reception, Sponsored by [Besty.ai](#)

Tuesday, December 3

- 7:30 AM - 9:30 AM Registration, Vendor Hall and Breakfast Opens
- 8:30 AM - 9:30 AM Welcome and General Session - Short-Term Rental Outlook: 2025 Trends with Jason Sprenkle, [Key Data](#)
- 9:45 AM - 10:20 AM Breakout Sessions
- 10:20 AM - 10:45 AM Networking Break, 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 Lunch, Sponsored by [Key Data](#)
- 12:35 PM - 1:00 PM Fireside Chats
- 1:00 PM - 2:00 PM DARM Battleground
- 2:10 PM - 2:45 PM Breakout Sessions
- 2:45 PM - 3:10 PM Networking Break, Sponsored by [Key Data](#)
- 3:10 PM - 3:45 PM Breakout Sessions
- 3:55 PM - 4:30 PM Breakout Sessions

Wednesday, December 3

- 7:30 AM - 9:30 AM Registration, Vendor Hall and Breakfast Opens
- 8:30 AM - 9:30 AM Recap and General Session
- 9:45 AM - 10:20 AM Breakout Sessions
- 10:20 AM - 10:45 AM Networking Break
- 10:45 AM - 11:20 AM Breakout Sessions
- 11:30 AM - 12:05 PM Breakout Sessions
- 12:05 PM - 1:35 PM Lunch
- 12:35 PM - 1:35 PM DARM Battleground
- 1:45 PM - 2:20 PM Breakout Sessions
- 2:20 PM - 2:45 PM Networking Break
- 2:45 PM - 3:20 PM Breakout Sessions
- 3:00 PM - 4:30 PM Closing Keynote - Will Guidara is Back!
- 4:30 PM - 6:30 PM Book Signing and Closing Party, Bon Fires and Fireworks

General Sessions

2024 Vacation Rental Performance and 2025 Outlook with Key Data CEO Jason Spenkle

Vrbo and Expedia Q&A with Tim Rosolio, Vice President of Vacation Rental Partner Success at Expedia Group

Entering a New Age of Disruption, Q&A with Vered Schwarz, CEO, Guesty

AI's Potential Impact on Short-term Rental Management, Q&A with Sam Dundas, Cofounder, Besty AI

DARM Keynote: Will Guidara, Bestselling Author, Unreasonable Hospitality, "Hospitality Infiltration"

Marketing and Distribution Sessions

The Future of SEO: How Changes at Google Are Affecting the Vacation Rental Industry

2024 Turned PPC on its Head: Adapting to Changes with Google Ads

Optimizing Listings on Vrbo and Airbnb

How to Win Legislative Campaigns through Marketing and Data

Maximizing Online Conversions: Is There Room for More Direct Bookings? Yes!

Identifying and Communicating Your Authentic Brand Proposition to Guests, Homeowners and Team Members

The Secret Power of Offline Conversion

Shifting Social Strategy: Facebook Tactics, TikTok, and Influencers

Niche Distribution Channels: Often Overlooked Niche Revenue Streams

Unveiling What Travelers Want: HomeToGo's 2025 Travel Forecast

Revenue Management Sessions (In Partnership with RevProf)

Foundational Revenue Management

DARM Introduction for Revenue Management Mentorship Matchup

Revenue Management Basics: Introduction to Concepts, Metrics and Data

Deciphering Trends: Hands-On Masterclass on Interpreting Market and Revenue Data

Dynamic Pricing in the Age of Disruption: Lessons from Paris 2024 and Beyond

The Don'ts of Revenue Management: Lessons from the Trenches

Workshop: Ask the Revenue Management Experts

Aligning Interests: Educating Homeowners and Stakeholders on Revenue Strategies

Revenue Management Predictions for 2025

Vacation Rental Revenue Management vs. Other Industries

Future-Proof Your Revenue Management Strategies

Advanced Revenue Management

The Price is Right: The Art of Compression and Event Pricing

Revenue Management Audit

Fees Unleashed: Navigating the Impact on Your Vacation Rental Pricing Strategy

Nontraditional Data Sources

Dynamic Competitive Sets: The New Benchmark for Performance

Advanced Revenue Forecasting: The Why and How Introduction to New Revenue Management Tools and Features

Future-Proof Your Revenue Management Strategies Revenue Management through Regulations

The Great Debate: Revenue Managers Debate Popular Strategies

Technology and AI Sessions

ChatGPT and Gemini: Are Large Language Models Just Hype or the Beginning of a Civilization-Level Change?

Using Advanced Technology for In-House Guest Communications and Upselling

Will AI Replace the Most Important Capital in Our Industry?

2024 Changes to GA4 and Online Conversion Tracking

Knowing Your Client KPI's to Grow Your Brand and Revenue

2025 Technology Road Map for the VR Industry

Beyond the Hype, AI Copilots that Maximize Revenue at Scale

Using AI to Save Time and Increase Operational Efficiency

Optimize Data Analysis and Reporting Capabilities with Customized Reports

Standardized Industry API: Are We Close?

Impact of Private Equity on STR/VR Technology Landscape

Data Sessions

Own Your Data: Data Privacy and Protection

Uncover the Power of Property Data and Guest Interactions to Transform Vacation Rental Management

Regional Data Deep Dive Workshops (Mountain Markets, Pacific Coast, East Coast, Southeast Atlantic Beaches, and Gulf Coast Beaches)

Making Market Data the Core of Your Innovation Strategy

Turn the Lights On: Making Your Business Path Clear with Business Intelligence

Finding Revenue Streams in the Treasure Trove of Data You're Already Collecting

Revenue Managers' Guide to Effective Reporting: Which Reports, When to Use Them, and How to Create Them

Risk and Revenue Sessions

The ESOP Opportunity: Perhaps a Better Exit Strategy

Reverse Engineering a \$10M Exit: A 5-Year Roadmap for Maximizing Your Business Value

Are You Spending Too Much? Vacation Rental Industry Benchmarking by Budget Line Item

Unlocking Profit Potential: Insider Strategies for Maximizing Revenue & Minimizing Expenses

Risk Management in the Age of Changing Weather Patterns

Bad Stays and Bourbon Chasers: Your Worst Guest Stories

Leveraging Remote Teams and 24/7 Support to Maximize Revenue and Efficiency

Safeguarding Revenue: The Essential Role of Travel Protection for Property Managers

Connecting the Dots: Financial Management for Vacation Rentals

Data Drives Decisions and Organizational Change: A Case Study with Finger Lakes Premier Properties

Maximizing Workforce Efficiency: Strategic Approaches to Expense Management

Plus ... Executive Roundtable Discussions Covering Timely Topics, Capital Investments, Regulations, Evolving Market Share, Supply and Demand Shifts, and More.

Hotel Information

Hilton Sandestin Beach Golf Resort & Spa

4000 Sandestin Blvd. South

Miramar Beach, FL 32550

Website: www.hiltonsandestinbeach.com

Phone: (850) 267-9500

REGISTER

Starting at \$199 / Night

Room Block Code: DAR

Room Reservation Deadline:

November 8, 2024



IT'S ABOUT DARM

DECEMBER 2 - 4

SANDESTIN

Time!

VRDARM.COM



TRACK
A TravelNet Solution

VRM intel



Besty AI



Guesty



KEYDATA™



BEYOND

BOOM
Real Estech



LG Business Solutions



PriceLabs



RedSky
travel insurance

Comes through when plans don't.

Rentalz



REVPROF



vintory



Wheelhouse



Accountable



DIRECTBOOKING TOOLS
Powered by Booking Insights



breezeway



C2G ADVISORS, LLC®



extenteam



GENERALI
GLOBAL ASSISTANCE

home to go



25ICND
YEAR ANNIVERSARY

safely

Topkey

AutoRank
by Otamiser

BeHome 247



BETTER TALENT

Booking.com

dormakaba

escapia

inhaven



NEXTPAX
TRAVEL TECHNOLOGY



SendSquared

sojo



STREAMLINE®
VACATION RENTAL SOFTWARE
by 9inhabit



STRETCHBILL



Touch Stay
#MakeGuestsHappy

vrbo
part of expedia group

Weatherby
Consulting, LLC.

WHICHARD WOOLARD & MITCHELL
WEALTH MANAGEMENT