

# The Xperience Dispatch - June 2025

*Designing For Higher RevPAR*



*Same square footage. Smarter setup. Better returns.*

In this month's Dispatch, we're exploring how design and detail fuel performance—especially in a market where strategy matters more than ever. From rethinking how a home is set up to spotlighting the small, high-impact touches guests love, [we're showing how thoughtful updates can drive RevPAR and keep your property ahead of the curve](#). With insights from our design, operations, and strategy leads, this issue connects the dots between detail and dollars—showing exactly how our team works together to elevate performance.



# Driving Performance Through Design and Detail

## ***Part One: Performance Starts With the Right Setup***

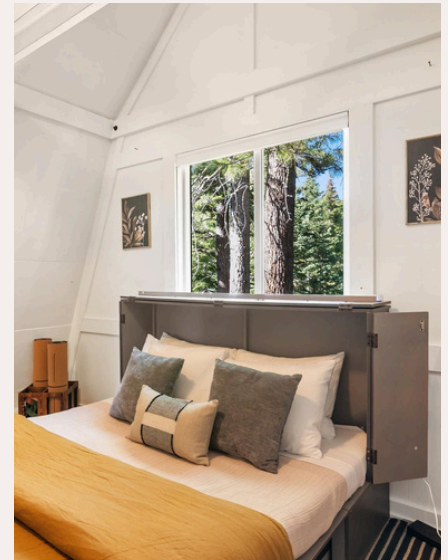
If your home is in our portfolio, you can confidently check the box on setup. We've already ensured it's designed, styled, photographed, and equipped to meet the modern guest's expectations. But here's the key: setup isn't a one-time task—it's an evolving process.

Markets shift. Guest preferences change. Trends emerge. And a great setup from two years ago may feel "played out" today.

Take this example: we manage a home that technically sleeps four—but about 80% of bookings are from honeymooners and couples. That tells us something powerful: the second bedroom is underutilized. By converting that space into a fitness and wellness area with a Murphy bed and updating the listing to speak directly to couples, we reposition the home entirely. It goes from a generic sleeps-four to a targeted, high-converting romantic escape.



*Traditional twin layout*



*Now a flex wellness space with Murphy bed*

This is the level of thinking that keeps properties competitive in a softening market. The data shows that domestic and international travel are down, inventory is up, and nightly rates are being driven down across many markets. We're no longer in the boom times of 2021 or 2022. 2023 was transitional, and 2024 trended downward. The winter season of 2024 through 2025 trended downward, and summer is also trending downward. That's the reality.

So how do we respond? With strategy. And we do it by focusing on RevPAR (Revenue per Available Rental Night).

Curious about how we calculate RevPAR, what strategic levers you can pull to improve it, and how our design, operations, and vendor teams are structured to help you win in this new climate? [Click here to continue reading on our blog →](#)

## Part Two: What Is RevPAR and Why It Matters

RevPAR, or Revenue per Available Rental Night, is a simple yet powerful metric that combines occupancy and nightly rate to reveal the true performance of a property. A high nightly rate doesn't mean much if a home sits empty half the time. Likewise, perfect occupancy at a discounted rate means money left on the table.

The goal is to strike the right balance—and to do so with precision. We use tools like AirDNA to understand:

- Market-level RevPAR benchmarks
- Competitive set pricing strategies
- Occupancy trends by month
- Seasonality and length-of-stay patterns



Armed with this data, we adjust strategies:

- Increasing weekend rates when demand spikes
- Lowering nightly minimums to secure 7-10 day bookings
- Creating value-driven offerings to outshine the competition
- The market is soft. But that just means strategy matters more than ever.

## Part Three: The Power of Small Touches

This is where Tatiana, our design and guest experience lead, brings RevPAR to life. She focuses on the little things that drive big guest satisfaction—details that might seem small, but together create meaningful experiences that guests rave about and remember.

Here are five high-impact touches we consistently include:

1. Heated mattress pads for cozy winter nights and chilly summer mornings
2. Bluetooth clock radios that double as sound machines or podcast speakers
3. Fully stocked coffee and tea bars to start the day right
4. Makeup stations with mirrors, cotton rounds, Q-tips, and removal pads
5. USB and USB-C outlets and bedside charging ports



These touches aren't just “extras”—they're strategic. They boost reviews, drive longer stays, reduce guest questions, and build loyalty. Check out Tatiana's section here in the monthly guide.



## Part Four: Operational Execution with Renay

Renay and our vendor teams are the final key to performance. Their role is to consistently deliver these high standards, from guest readiness to final inspection:

- Inspecting and setting the home for guest arrival
- Ensuring every amenity and detail is ready
- Verifying every lightbulb works, every drawer closes, every towel is fresh
- Coordinating maintenance and upkeep of the property from season to season



This is where hospitality meets operations, and it's how we earn **five-star reviews** time and again. Check out her section of our monthly guide to learn more.

### *In Closing*

The **setup** matters. The **strategy** matters. The **small details and flawless execution** matter.

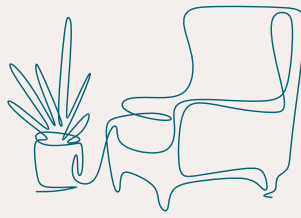
And in a tightening market, our edge isn't just in knowing what levers to pull—it's in pulling them relentlessly, consistently, and with intention.

To see more of what we're doing, explore our latest blog posts, follow us on Instagram, or reach out if you want to schedule a property performance review.

We're here to help you win—no matter the market.



*The smallest details leave the biggest impressions.*



# Designing for Comfort, Style + Higher RevPAR

*By Tatiana Bryant*

We talk about RevPAR a lot—and even though it sounds like something out of a revenue meeting, it's actually rooted in something much more personal: creating spaces people love so much, they book again, leave glowing reviews, and tell all their friends.

And here's the secret: it's not always the big-ticket stuff that moves the needle. It's the tiny, thoughtful details. The ones that make a guest feel like every little comfort was anticipated.

Those are the magic moments we design for. Here are just a few ways we bring that to life:

- **Heated mattress pads** – Tahoe nights can get chilly, and nothing says “welcome” like a bed that's already warm. These are a total game-changer in winter—small detail, big comfort, and a serious upgrade from standard bedding.
- **Plush throw blankets** – Not just for the aesthetic (although yes, they do look great layered on a bed). We place them thoughtfully throughout the home—on sofas, in reading nooks, at the foot of the bed—so they're easy to grab when it's time to unwind. Whether it's wine and a movie, reading by the fire, or just swaddling yourself like a human burrito after a long hike, they're always the right call.
- **Rugs in bedrooms and living spaces** – Look, hardwood floors are pretty. But waking up and stepping onto a cold board? Not exactly five-star comfort. Rugs make the space feel warmer, softer, and a whole lot more inviting.
- **Honor bars with spirits and mixers** – A simple, well-stocked setup that invites guests to settle in with a drink and start relaxing right away. It's a casual “drink some, leave some” system that adds value without adding complexity.



- **Essential oil diffusers** – Because scent is powerful. A little eucalyptus or lavender in the air says, “This isn’t just a vacation rental. This is a sanctuary.” Bonus: it makes everything feel more spa-like, instantly.
- **Bluetooth clock radios** – Guests can cast their favorite white noise, podcast, or playlist. Whether they want to sleep to ocean waves or heavy metal, we’ve got them. Comfort and customization, wrapped in a cute little package.
- **Coffee + tea stations** – We go all in here: complimentary coffee, teas, syrups, sugar, mugs, tea kettles—you name it. Whether they’re espresso loyalists or a sleepy peppermint tea girlie, we’ve got their back (and their caffeine fix).
- **Adventure-ready gear** – Trail maps, bear spray, hiking sticks, and first aid kits are styled in so guests feel like we’ve thought beyond the walls of the home. It’s like sending them off into the woods... but responsibly.



Here’s the thing: good design isn’t just about how things look—it’s about how people feel in the space. When a guest walks into a home that’s warm, intuitive, and full of thoughtful moments, they settle in faster. They sleep better. They write the kind of review that starts with, “We didn’t want to leave.”

And all of that drives RevPAR more than any pricing tool ever could.

**We’d love your ideas too:**

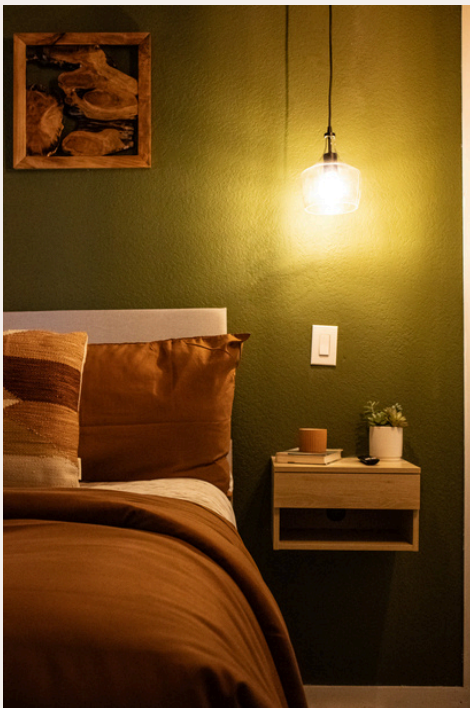
If you were staying in your own home, what would make it extra special? What detail would make you go, “Oh wow, that’s nice”? Send it our way—we’re always dreaming up new ways to make your home the kind of place guests never stop talking about.





## Turning Details Into Dollars: How We Execute on RevPAR in the Field

While the office works its magic behind the scenes with design choices and guest experience planning, my role—and my field team’s—is to bring that vision to life, home by home. I’m not just checking boxes on a list. I’m in every room making sure the details are done right: beds fluffed perfectly, blankets layered with care, scents set intentionally, lighting soft and welcoming. We’re not just staging homes—we’re setting a scene guests remember.

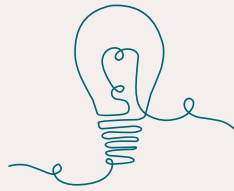


RevPAR isn’t just about raising rates. It’s about earning them—by creating a stay that feels thoughtful, loved, and consistent every single time. In winter, we turn on heated mattress pads so guests slip into a warm, cozy bed from night one. In summer, we prep homes with ceiling fans and extra circulation fans, knowing non-AC properties still need to feel cool and comfortable. Music is set to match the season and the property’s vibe. Honor bars are reset with intention—no half-used mixers or near-empty bottles—just a clean, welcoming setup. If it’s a honeymoon, we add champagne. If it’s a bachelorette weekend or family reunion, we include custom touches, games, and guest-appropriate swag. Because every guest, no matter the season or the occasion, deserves that *“Oh wow, they thought of everything”* moment.

And when we're working with a homeowner to add something new—whether it's a luxury touch, a seasonal detail, or a guest-specific amenity—we're also making sure the home is ready to handle that experience. That means inspecting, adjusting, and ensuring everything functions seamlessly to support it. Every addition is intentional, and every detail is followed through from concept to execution.

– Renay, Co-Founder & Field Lead

*In the homes. In the details. Always thinking five steps ahead.*



## Final Thoughts

Every detail we've shared this month—from setup strategies to RevPAR insights, guest-centric design, and flawless execution—speaks to one bigger truth: success in today's market isn't luck. It's **intention**.

We don't just react to market shifts—we anticipate them. We don't just style homes—we stage memories. And we don't just run listings—we run high-performing, guest-loved experiences.

If you're ready to level up your property's performance—or just curious about your own RevPAR—let's talk. We're here to help you adapt, stand out, and win.

Until next month,

– *The Vacation Xperience Team*

