

Steve Milo of Vacation Rental Pros challenges Airbnb disruption of the core vacation rental market at VRMA

ORLANDO, FLORIDA, UNITED STATES, October 12, 2017 /EINPresswire.com/ -- [Vacation Rental Pros](#), one of the fastest growing vacation rental property management companies in North America is set to challenge the assumption that Airbnb can disrupt the core North American vacation rental industry at the annual [Vacation Rental Management Association](#) (VRMA) National conference held in Florida on October 15-18th. The VRMA is the largest industry specific conference for vacation rental property managers.

Steve Milo, founder and managing director of Vacation Rental Pros, a Florida based company that manages over 2100 property listings located across the US, states, "Although 2017 has been a challenging year for many property managers due to the disruptive impact of the OTAs like Expedia/HomeAway and Airbnb, currently only 5% of our online revenue is generated by Airbnb which challenges the assumption that Airbnb is making significant headway in the traditional vacation rental space."



Steve Milo, Vacation Rental Pros

In a recent interview on the [Vacation Rental Success podcast](#) hosted by Heather Bayer, Mr Milo also predicted that in three years, demand for vacation rentals will outstrip supply in North America. This will lead to a supply imbalance with property managers able to leverage supply through embracing technology and ensuring ownership of exclusive contracts with owners, leading the way in a transforming vacation rental industry.

Mr Milo goes on to say, "Similar to changes in retail, publishing, and transportation, the vacation rental industry is evolving faster and faster. A digital divide has been created between companies that can leverage technology to drive more efficient models for marketing and operations and those that cannot. This disruption will create winners and losers. The property managers who embrace technology as a core competency will win in this new environment and will gain more market share and ultimately gain leverage on the OTAs".

Mr Milo will be discussing the impact of the OTAs on the vacation rental industry during the VRMA's General Session: Is There a Future for Property Managers? This panel will be moderated by Simon Lehmann, Senior Advisor of Phocuswright.

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*Steve Milo,
Founder/Managing Director of
Vacation Rental Pros*

Notes to editors

About Vacation Rental Pros

Vacation Rental Pros is one of the fastest growing vacation rental management companies in North America with over 2000 properties under exclusive management and locations in Hawaii, New Mexico, Hilton Head SC, Gatlinburg TN, St Augustine FL, St Pete Beach FL, Palm Coast FL, Daytona Beach FL, Orlando FL, Ft. Myers Beach FL, and Siesta Key Florida. Vacation Rental Pros is a growing and innovative property management and rental reservation system which

leverages a proprietary technology platform to maximize occupancy and revenue. As a result of the Company's integration platform and marketing expertise, the company is successfully expanding through both acquisition and organic growth into its new markets.

<https://www.vacationrentalpros.com/>

About Vacation Rental Success Podcast

The Vacation Rental Success Podcast is hosted by Heather Bayer, and is part of the Cottage Blogger. The podcast features regular interviews with leading experts in the vacation rental industry as well as successful vacation rental owners. The podcast recently celebrated 200 episodes and more than a quarter of a million downloads.

<http://www.cottageblogger.com/>

Steve Milo Bio

Steve Milo is the founder, owner and managing director of Vacation Rental Pros. Mr. Milo is a graduate of the University of Virginia, McIntire School of Commerce and previously held several senior level executive ecommerce and internet marketing positions before forming Vacation Rental Pros in 2006.

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