

# Media Release



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## For immediate release

### RMS Cloud Unveils Game-Changing Integration with Vrbo, Unlocking New Revenue Horizons for Property Managers

In a significant move to enhance revenue opportunities for property managers, RMS Cloud is excited to announce its partnership and successful integration with Vrbo, a global leader in vacation rental marketplaces. This collaboration marks another milestone in delivering innovative solutions to property managers and guests worldwide.

Renowned for its cutting-edge Property Management Software, RMS Cloud empowers hospitality operators to manage accommodations from hotels and resorts to holiday parks and short-term rentals, with unparalleled efficiency. Its platform is designed for scalability and flexibility, encompassing all property sizes and types.

Well-known in the vacation rental marketplace for its emphasis on memorable experiences for families and friends, Vrbo connects millions of active users seeking accommodations tailored to group travel. It has established itself as the preferred platform for planning family vacations and group stays.

The collaboration between RMS Cloud and Vrbo represents a significant advancement for RMS Cloud property managers. By integrating with Vrbo, a seasoned player in the vacation rental market, RMS Cloud enhances its Property Management Software to now include direct access to Vrbo's substantial family- and friend-focused audience.

"Integrating Vrbo with our platform is a strategic enhancement for our users," explains Peter Buttigieg, CEO of RMS Cloud. "RMS Cloud property managers can now effortlessly reach a broader, more diverse group of travellers, particularly those travelling for leisure with family and friends."

Buttigieg adds, "We're thrilled to connect Vrbo's loyal user base with the high-quality, diverse properties managed through RMS Cloud, ensuring memorable experiences for our shared customers."

The integration of Vrbo with RMS Cloud's PMS opens up new avenues for property managers. This partnership is particularly advantageous for those catering to families and groups, a demographic that typically brings higher occupancy rates and longer stays.

- Increased visibility: gain access to Vrbo's extensive audience, significantly boosting booking potential, especially in high-demand markets.
- Enhanced revenue opportunities: families and groups often book longer stays in larger accommodations, leading to increased revenue per booking.

- Strategic market incentives: Vrbo offers unique incentives for properties in regions with high demand and low availability, encouraging optimal listing and pricing strategies.
- Upsell potential: more guests per booking presents increased chances for upselling amenities and services tailored to group needs.

## Looking ahead: a bright future for RMS Cloud and Vrbo

The partnership between RMS Cloud and Vrbo is another step in the ongoing journey towards redefining hospitality management and bringing continued success and growth for our properties. As we continue to innovate and expand our offerings, RMS remains dedicated to equipping our users with the tools and opportunities essential for thriving in a dynamic market.

END STATEMENT

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## About RMS Cloud

RMS delivers scalable, cloud technology trusted by more than 7,000 properties across 70 countries to manage, operate and grow hospitality accommodation businesses. As an innovative market-leader for over 40 years, RMS has unparalleled expertise and insight informing the constant evolution of our robust and fully integrated platform. Our comprehensive suite of native features and broadening product offer enables operators to increase revenue, streamline operations and engage and retain loyal customers.

RMS's innovative approach drives our expanding reach into global markets, and our focus on constant improvement and customer experience positions our product as a key partner with properties of all sizes – including groups looking to optimise multi-national enterprises. We are the world's fastest growing property management software for good reason and our dedicated global teams strive to achieve more for our customers every day.

Join us at the forefront of hospitality technology.

Visit [www.rmscloud.com](http://www.rmscloud.com) or follow us @rmscloud on social media.



Peter Buttigieg - Founder and CEO of RMS Cloud