

Steve Milo to challenge OTAs at VRMA conference in Miami

Steve Milo, CEO of VTrips, will be presenting at the VRMA Eastern Conference held in Miami, April 16-17

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/EINPresswire.com/ -- It has been announced that Steve Milo, CEO of www.vtrips.com, one of the fastest growing technology-enabled property management lodging platforms offering exclusive vacation rentals to consumers, will be both presenting and joining four leading property manager panel discussions at the VRMA Eastern Regional Conference, held at the Hyatt Regency Miami on April 16-17.



Founded in 2006 by Mr. Milo with just 15 properties, VTrips headquartered in Florida, currently manages nearly 2000 properties under exclusive contracts in 19 markets across the United States, including Florida, South Carolina, Tennessee, New Mexico and Hawaii.

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Steve Milo, CEO of VTrips

Mr Milo’s solo presentation on Tuesday April 17 at 11 am is titled “The Real Truth of Working with OTAs - Unfiltered and Updated for 2018”. During this session he will be discussing both the real costs and the resurgent opportunity for vacation rental property managers working with online booking platforms. He will also discuss the implications of Google’s increasing interest in the vacation rental industry.

According to Milo, this will be his most unfiltered presentation on the OTA space ever. “I have heard from a few critics that I have been too vanilla in the past with my commentary. Since we are in Miami Beach I intend to add some spice to my presentation.”

During the presentation Mr. Milo will be drawing on his own considerable experience as CEO of VTrips, a growing property management lodging platform managing 2,000 properties, to delve deep into this challenging area for property managers.

He states, “The OTA landscape is changing and it is survival of the fittest. Players that were once seen as a natural fit for owning the vacation rental category are no longer executing consistently for managers. We are also seeing greater opportunity coming from the likes of Booking.com and smaller regional channels. The rise of Google interest will also change the way we market, and subsequently how our customers book vacation rentals. It’s a very interesting time to be a property manager right

now, and I hope to shed light on the opportunities and challenges”.

Mr Milo will also be joining a General Session industry panel on the Tuesday April 17 at 4 pm – “Lessons Learned from Vacation Rental Management Leaders”. This session will focus on business strategy including leveraging the latest industry technology in the vacation rental space to help property managers expand and grow their markets.

Mr. Milo will also be joining Rented.com’s CEO Andrew McConnell on a panel on Tuesday April 17 at 11 am entitled, “Growing the Right Away: Recruiting and Retaining the Owners You Actually Want to Work With”.

On Monday April 16 at 11 am, Mr. Milo will also be hosting an invitation only Property Manager Round-Table alongside Ben Edwards from Weatherby Consulting LLC intended to encourage property managers to discuss candidly with their peers important topics including software systems, technology platforms, marketing channels, regulations, and much more.

For more information on VRMA Eastern Regional Conference, visit <http://www.vrma.org/page/eastern-regional-conference>

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About VTrips

VTrips, formally known as Vacation Rental Pros, is one of the fastest growing vacation rental management companies in North America with almost 2000 properties under exclusive management in predominantly traditional sun-belt locations across the United States.

VTrips bridges the gap between online rental marketplaces and traditional management companies by combining the value added services of traditional management companies with a technology-enabled platform that allows consumers to browse properties and book rental homes. 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 and currently operates 17 sub brands within 19 markets. For further information visit www.vtrips.com

About VRMA

Founded in 1985, the Vacation Rental Management Association (VRMA) is a professional trade association that represents the vacation rental property management and hospitality industries. Headquartered in the United States, membership includes professional vacation rental managers and industry suppliers in countries throughout the world. VRMA provides education and networking opportunities, promotes the value of the vacation rental experience, and drives industry growth and

professionalism.

For more information, visit www.vrma.org, call +1 (202) 367-1179, or email vrma@vrma.org.

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