

# Vrbo Specific Listing Content

The following key fields need to be present and updated within BookingCenter as this information is pushed directly to Vrbo to help market and promote your property. Please ensure these fields are updated with accurate content.:

- **Headline**
  - The Headline must include at least 20 characters (max of 80)
  - Within BookingCenter the "Headline" is enter in the 'VRBO Content Details' section and in the "Vrbo Listing Headline"
- **Description**
  - Description must include at least 400 characters (max of 10,000)
  - The Vrbo Description draws on the same content as the 'Room Type Description' section.
- **Location (address, latitude/longitude codes)**
  - To update your address, this is done under the Site Details page. To update your latitude and longitude codes, please go to the Settings General Settings of the BookingCenter Set-up area.
- **Property Registration Number**
- **Bedrooms and Bathrooms**
  - To update the number of Bedrooms, this is done in the Room Type section under 'Num of Bedrooms'.
  - To update the Bathrooms, this is done in the Room Type section under 'VRBO Content Details'
- **Maximum number of guests**
  - The maximum number of guests is set in the Room Type section under 'Max Guests'.
- **Minimum length of stay**
  - To specify a minimum length of stay for a property, this is done in the 'Manage Rates' section of the software under 'Restrictions'.
- **Photos**
  - We summarize the photo details for Vrbo at: [Manage Vrbo Photos](#)
- **Advertiser ID**
  - Your Advertiser ID within Vrbo is the same as your Site ID in BookingCenter. You can find this under the Site Details page and Site ID.
- **Check-in and Check-out Time**
  - You are able to set your check-in and check-out times in the Settings General Settings of the BookingCenter Set-up area.
- **Custom house rules**
  - To create and set custom house rules, this is done in the Room Type section under 'VRBO Content Details'.
- **Suitability for children**
  - The property can define if either children and/or infants are allowed in the Settings General Settings of the BookingCenter Set-up area
- **Traveler age**
  - The property can define the adult/traveler age in the Settings General Settings of the BookingCenter Set-up area
- **Suitability for events**
  - To define if the property is suitable for events, please go to the Room Type section under 'VRBO Content Details' and either enable or disable (Yes/No) the 'Events Allowed' flag.
- **Suitability for smoking**
  - Properties can define their smoking policy in the Settings Marketing and Policies section of the software under 'Smoking Policy'
- **Suitability for pets**
  - Properties can define their pet policy in the Settings Marketing and Policies section of the software under 'Pet Policy'

## Minimum content requirements on Vrbo

To ensure that all listings meet basic quality standards, all new listings must meet the following requirements:

- Headline must include at least 20 characters (max of 80)
- Description must include at least 400 characters (max of 10,000)
- Each listing provide have at least 6 photos
- Bedroom and bathroom count should be included for each listing
- An accurate address and latitude/longitude are required for each property
- Updated calendar and rates information must be provided
- Registration number must be specified for listings in jurisdictions that require it

AirBnB Direct Connection