

Understanding and Managing Short-Term Rentals

Elizabeth Sodja

05/19/2025

Understanding and Managing Short Term Rentals

Summer travel plans are set. For many of us, that means discovering new trails, restaurants, and cultures—and staying in a short-term rental like an Airbnb or VRBO. But these “vacation rentals” are doing more than just hosting travelers. In places like Summit County, Colorado, they account for nearly 90% of the overnight lodging market. They also make up 10% of all travel and tourism revenue in the U.S. That’s a massive economic impact—and a complex challenge for planners, policymakers, and destination managers.

Yet many communities feel lost when it comes to managing short-term rentals. Even harder? Having productive conversations with residents about their concerns—noise, traffic, safety, and more.

That’s why we created a new course:

Understanding and Managing Short-Term Rentals

Built on dozens of interviews with community leaders and a deep dive into policies across the West, this course provides the tools to engage your community, evaluate your options, and tailor solutions that work.

Want to feel confident navigating this issue in your town?

Check out the course overview and ***SIGN UP TODAY.***

YouTube video player<https://www.youtube.com/embed/Q-WievCcCxc?si=WVGSUIXyB1drBvTI8004500allowfullscreen>