

## Fact Sheet

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### Overview

- ASTRHO is a not-for-profit professional development and education community and was founded specifically for the short-term and vacation rental homeowner.
- With over 10 million short-term rental homeowners around the globe, the association's purpose is to bring together like-minded individuals and companies with a shared interest in offering safe, legal, and successful short-term rentals for owners, guests, and vendors. Short-term rental is defined as a home that is rented for 6 months or less.
- ASTRHO welcomes existing and aspiring short-term rental homeowners, corporate solution and service providers, and academic experts in hospitality and relevant disciplines.
- ASTRHO is offering homeowners a free 14-day trial period, and ongoing membership of \$10 per month or \$100 per year.
- Members will have the opportunity to participate in specialized topics and groups. ASTRHO will ensure members are informed on legal and regulatory discussions and made aware of how they can get involved.
- Perks of being a member include product and service discounts, free educational courses, and access to industry experts.
- ASTRHO was founded by a women-led team with formal education and over 50 years of combined career experience in lodging, hospitality, and short-term and vacation rentals.

### Audience

The association serves every segment of short-term rental homeowners:

- Seeking to invest in a short-term rental or vacation home
- Self-managing a short-term rental or vacation home
- Selecting a property or hospitality management company

### Current topics and stats in the industry

- Approximately 50% of short-term rental homeowners choose to self-manage, and technology advancements will further empower these entrepreneurs and small business owners, making profitability and operational success even easier.
- More branded short-term rental opportunities will continue to be the trend. There will be both new entrants and traditional hospitality management companies, like Marriott Homes and Villas, expanding their lodging portfolio by adding homes.
- With COVID-19, guest demand is increasing. Whether seeking a place to vacation away from crowds or working remotely and embracing a digital nomad lifestyle, travelers are considering homestays now more than ever before. According to Airdna, year over year for May and June, US vacation rental bookings were up 20%.

**Founding date:** May 2020

**Number of employees:** Less than 10

### **Executive leadership:**

**Heather Richer, President:** With a background in the hotel and short-term rental space, Heather has a broad perspective of the lodging industry. Having been involved with AHLA, HSMIA, HEDNA, and VRMA, she sees the value in education and unbiased resources needed for the underserved community of short-term rental homeowners. Heather is currently Principal, Richer Logic Consulting and previously was CMO of RedAwning. Prior to that, she served as VP, Revenue and Distribution at Kimpton Hotels and Restaurants. She holds her Masters in Tourism Administration from George Washington University.

**Heidie Henriksen, Head of Business Development and Membership:** With a BS in International Business from Linfield College and over 19 years of consultative sales experience, Heidie spent the last 3 years focusing on SAAS in the travel industry. Leading a remote sales team and achieving over 2000% growth, while shifting the firm's core product offering to individual vacation rental homeowners. Previously, as Director of Sales and Marketing at Lespri Resorts, Heidie spearheaded sales teams in the highly coveted short-term rental industry, focusing on luxury ski markets and expansion into target destinations once establishing proof of concept.

**Lauren Widmaier, Head of Marketing:** Lauren is a multi-faceted digital marketer with experience ranging from digital and social advertising to graphic, web, and UX design primarily in the travel and technology space. In her most recent role overseeing digital marketing for a tech-hospitality company, Lauren planned and executed all digital initiatives to drive brand awareness and revenue for the consumer facing vacation rental booking websites as well as launched and managed the company's B2B WordPress lead generating website.

**Carrie Marshall, Head of Finance:** Carrie has experience in hospitality finance overseeing hotels and resorts in both the brand and boutique space. She brings expertise in management and franchise environments across multiple different cities. In addition to hotel finance, Carrie also has experience with traditional HOA and other similar association-type organizations. She has done budget and forecast development, and Carrie has led both new build and transition modeling. Carrie values an entrepreneurial approach and she is a graduate of Virginia Tech.

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