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Travina Opens Launch Partner Program for Vacation Rental Property Managers

New marketplace connects property managers with vetted travel advisors; founding partners receive waived fees and full listing setup

CHATTAHOOCHEE HILLS, Ga., July 9, 2026 — Travina, a curated B2B marketplace connecting vetted travel advisors with vacation rental property managers, announced today the opening of its Launch Partner Program, inviting a founding group of property managers onto the platform to promote their vacation rentals directly to travel advisors.

Travel advisors book more than \$100 billion in US travel annually, according to Phocuswright, yet vacation rentals have remained largely closed to them. Major listing platforms pay advisors no commission and offer no way to contact the property managers behind listings, leaving a growing accommodation category disconnected from a growing distribution channel.

Travina removes that barrier. Property managers list their properties with commission rates displayed upfront, and advisors search, compare, and connect with them directly. Bookings run through the property manager's own direct booking channel, and commissions are paid directly from property manager to advisor. Travina never processes the booking and never takes a percentage of any reservation. Property managers pay a flat subscription; advisors join free.

"Advisors hear the same request from clients constantly: find us a vacation rental," said Sara Hollander, co-founder of Travina and a working travel advisor. "Until now, we had no professional way to do it. No commission, no relationship with the property manager, no confidence in what we were recommending. Travina gives advisors what we've always had with hotels and cruise lines: a real channel, with real relationships."

Every property manager and advisor on the platform is individually vetted, and all members sign the Travina Pledge, a code of conduct covering listing accuracy, timely commission payment, and professional communication.

"We built the platform around what advisors actually need to recommend a property with confidence," said Leigh Scott, co-founder of Travina, who leads the platform's development. "Advisors can filter by the details that matter to their clients, whether that's a waterfront home or a mountain cabin, and every listing shows the commission rate and direct booking information upfront. Advisors and property managers message each other directly, both sides track bookings and commissions in a shared dashboard, and advisors can build client proposals from the properties they find. Everything an advisor does in this channel has a home on the platform."

Platform features include advanced search filters built around advisor criteria such as property type, location type, and setting; listing fields for commission rates and direct booking details; direct messaging between advisors and property managers; a booking and commission tracking dashboard for both sides; and client proposal tools for advisors.

Travina integrates with Hospitable, the property management software used by professional vacation rental operators, allowing property managers to connect their account and sync listings and availability automatically.

The Launch Partner Program includes waived platform fees through the beta period, full listing setup handled by the Travina team, and direct access to the company's founders throughout onboarding.

Property managers can learn more at travina.co/launch-partner-program. Travel advisors can apply for free at travina.co/agent-registration.

About Travina

Travina is a curated marketplace connecting vetted travel advisors with vacation rental property managers. Property managers set and display commission rates upfront, advisors connect with them directly, and all bookings and payments happen between the two parties. Travina is headquartered in Chattahoochee Hills, Georgia, and was founded by Sara Hollander and Leigh Scott. Travina has been featured in Travel Weekly. Learn more at travina.co.

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