

# 4 STEPS TO VACATION RENTAL SUCCESS

**Make your property stand out from the crowd.**



Vacation rentals are booming and second homeowners want to maximize their investment. Finding ways to differentiate your property from the next while creating an unforgettable guest experience is key to your success. Use these tips for listings that shine, happier guests, and a higher return.

## 1| PROPERTY LAYOUT

65% of guests are traveling with families or groups.<sup>1</sup> Appeal to a wider audience with sleeping options for all ages and space for groups to relax and dine together.

- \* King beds and space saving bunks are in high demand.
- \* Ensure seating and sleeping occupancy mesh. **Hint:** provide a high chair to make parents' lives easier!
- \* Scouting a new build? Common areas, smart storage, and high bed/bath ratio are invaluable.

## 2| DÉCOR

55%+ of all bookings now come from a mobile device.<sup>2</sup> It's key that design, photos, and listings reflect the experience guests want. In Steamboat, people want "Hygge"- the Danish word for "a warm, cozy, inviting space".

- \* Harmonize design with location and keep furnishings fresh. **Hint:** mountain modern style with sense of charm.
- \* Have a neat feature? Give guests an #Instagram moment that adds to your online presence!
- \* Spice it up with fun wall art, unique décor, and plush bedding. **Hint:** mattress quality matters.

## 3| AMENITIES

The vacation rental market is projected to hit \$37 Billion in 2018 and is growing quickly.<sup>3</sup> People are choosing vacation rentals over hotels because of more space, better value, and more amenities.

1. "Hospitality by the Numbers", Homeaway Discovery Hub, homeaway.com/discoveryhub
2. Phocuswright 2017; A Market Transformed: Private Accommodation in the U.S.
3. Phocuswright 2017; A Market Transformed: Private Accommodation in the U.S.
4. "What's in Store for 2018", VRM Intel, Winter 2018, 76.

- \* We're in a ski town! Hot tub access is #1 for many guests.
- \* High tech electronics are now the norm, and game tables add more fun! **Hint:** foosball is a fan favorite.
- \* Shuttle access, garages, and walking distance to town are the bee's knees.

## 4| GUEST EXPERIENCE

Guest expectations are rising and let's face it, we live in a culture of immediacy. Success relies on your response time. Guests get locked out, Wi-Fi goes down, boilers stop working, calls come at all hours. Be prepared with a trusted team of local professionals who'll be at your guests' door within minutes, day or night.

## HERE'S THE RUB

Steps 1-4 don't mean squat without bookings and repeat guests! To compete, choose management that knows the Steamboat market and can maximize your return with comprehensive marketing and loyal customers. Having a foundation of repeat guests is critical to sustainability.<sup>4</sup>

**Sarah Bradford, Partner Development**

Sarah is a huge fan of Ski Town, USA. She would love to chat with you about your goals and what you are looking for in a vacation rental manager.



970.457.4785 | STEAMBOATLODGINGCOMPANY.COM  
675 SOUTH LINCOLN AVENUE #5, STEAMBOAT SPRINGS, CO 80487