

4 STEPS TO VACATION RENTAL SUCCESS

Make your property stand out from the crowd.



Vacation rentals are booming in Steamboat and 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, creating happier guests, and ensuring a higher return.

1| PROPERTY LAYOUT

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 dining seating and sleeping occupancy mesh.
Hint: provide a high chair to make parents' lives easier!
- * Scouting a new build? Multiple common areas and high bed/bath ratio are invaluable.

2| DÉCOR

Over 50% of bookings now come from a mobile device. 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 a 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 decor, and thoughtful amenities. **Hint:** mattress quality matters.

3| AMENITIES

The US vacation rental market hit over \$17B in 2019 and is growing rapidly. People are choosing vacation rentals over hotels because they offer more space, better value, and luxe amenities.

- * 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.
- * Pools, heated garages, and walking distance to the slopes are the bees knees.
- * More than ever, guests want to bring their dog on vacation, so check with your Realtor on pet-friendly properties & HOA rules.

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. When guests get locked out, Wi-Fi goes down, or boilers stop working, calls can come in 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 a management company 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.



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