

PROCESSES & PROTOCOLS

Market your cleaning process! Showcase this with a blurb on your listing about the products & standards you are using to keep guests safe. Be sure your guests are in the know on the latest public protocols in Steamboat, so they feel comfortable when they venture out.



FIRST LOOKS MATTER!

More than ever, listings should be professional with “clean looking” photos and give guests a sense of privacy of the area. Guests are now more inclined to rent properties that don’t share hotel-style hallways or amenities. Got that feature? *Advertise it!*



STAMP OF APPROVAL

Leave a “clean stamp” in each property of when the property was last cleaned, giving guests peace of mind. Showcase the essential cleaning products you give to guests upon arrival - hand soap, disinfectants, masks, gloves, paper products, and more.

Make this fun!



REWARD RETURN GUESTS

Keep talking to your loyal return guests and reward them for coming back. Return guest discount? *Yes, please!*



CONTACTLESS CHECK-IN

Do you have remote check-in & keyless entry in your property? If not, now is the time to update your home with smart locks and simplify your check-in process.



HOW TO MARKET

Be sure you or the company you work with is geotargeting the drive-to market as that will be the demographic visiting Steamboat this year. Focus your marketing on outdoor activities - fresh Colorado air & wide open spaces.



PRO TIP

Consider a flexible cancellation policy, especially for summer stays, that have a ‘Stay at Home Order’ clause that gives guests the option to cancel if an order goes into place.