



GREETINGS SNOWMASS HOMEOWNERS!

I am pleased to formally introduce myself to all of you, and particularly those whom I have not yet had a chance to meet in person. I joined the team of Destination Residences Snowmass as the new Area General Manager during the fall and with winter in full swing as I write this, we are experiencing a **RECORD-BREAKING Q1**. Meanwhile, Snowmass is looking as gorgeous as ever and all of our guests are enjoying a terrific ski season.

I come to the role of Area GM having worked extensively with Destination Residences Snowmass in my previous role as Vice President of Sales and Marketing for all of the Destination Residences – here in Colorado, as well as Hawaii, California, and Utah. I have lived in the Roaring Fork Valley for 20 years, raising both of my children here, and I am pleased to rejoin the Destination by Hyatt family at such an exciting time.

As 2022 progresses, we anticipate seeing just how big of an impact the Hyatt ecosystem will have on our ability to book revenue into each and every one of your condos. This record-breaking winter is not without challenges to our operation, but we are meeting and addressing the challenges so that we can continue to move forward.

We look forward to **WELCOMING YOU BACK TO SNOWMASS**. Thank you for choosing us as your property management company.

Rob Henderson,
Area General Manager





WINTER UPDATES

After receiving your December owner statements, many of you reached out in gratitude (and a bit of disbelief) at the current rates and occupancy levels we are seeing. To be sure, this winter is record-breaking in more ways than one. Demand, being driven both naturally as a result of the pandemic, as well as by Hyatt and their incredible distribution network, is at an all-time high and we are taking advantage of it at every turn. A rising tide floats all boats. But with the demand, and these current rates, comes a guest with very high expectations. Our operational teams are working as hard, as fast, and as much as they can to meet those guest expectations – no easy task given that we, like the rest of the hospitality world, are understaffed to a degree never seen before. We continue to actively recruit for all positions, and seek to empower those who are already on our team to rise above and take advantage of the opportunity of challenging times.

Summer bookings are coming in strong and we are already seeing demand for next winter. There are no signs of demand letting up, despite the mid-winter pandemic surge. So what can we do? We can continue to position ourselves as the best choice for our guests, we continue to push rates and occupancy to see the highest returns for you, our owners, and we continue to support our colleagues who come to work each day anticipating both challenge and reward.

We will remain vigilant in our operations, strategic with our revenue management, and personally hopeful that things continue to improve across the country and globe.

Should you decide to return to Snowmass this winter or spring, we would love to welcome you home.

– The Destination Residences Snowmass Executive Team

WORLD OF HYATT RESIDENTIAL OWNER PROGRAM



Have you signed up for World of Hyatt yet? As an owner with Destination Residences Snowmass, you are entitled to Globalist status, the top tier within the World of Hyatt program, as well as owner discounted rates at Hyatt properties worldwide. These benefits are exceptional and require only that you enroll in World of Hyatt to take advantage of them.

Perks of the World of Hyatt loyalty program include room upgrades, Club lounge access, late check-out upon availability, bonus points that allow you to earn free nights faster, and more specifics across all Hyatt brands and partners. World of Hyatt is one of the most comprehensive and powerful loyalty programs in hospitality and we are thrilled to be a part of it.

Learn more and enroll at [WORLD.HYATT.COM](https://www.world.hyatt.com). Once enrolled, please contact your owner relations manager to be elevated to Globalist status as an owner within our rental program.

UPGRADE TO SEE MORE REVENUE

Sometimes, it is best to let the numbers speak for themselves.

2021 SUMMER RENTAL REVENUE GREW 42%

over pre-pandemic 2019 summer rental revenue.

WINTER 2021-22 is pacing **UP 33%** over pre-pandemic

2019-2020, which was in itself a record-breaking winter

pace as of January. These numbers are hard to believe,

but they illustrate that the demand for vacation rentals is

above anything we have ever seen.

Much of this revenue is being driven by new guests who are

booking with us directly, thanks to the leverage of Hyatt.

These guests are new to our business and they are new to

Snowmass. The opportunity exists for us to create a foundation

of loyal repeat guests who will drive our rental revenues for

the next ten years.

It is essential that these guests, who are paying the highest

rates we've ever seen, enjoy the experience of staying in

your condo and that means it must be maintained at a very

high standard. The condos in our rental pool that have been

regularly upgraded are seeing the highest increases in revenue,

both overall and per occupied night. If you are ready to make

an upgrade, please reach out to your owner relations manager

for assistance with logistics.



SALES & MARKETING UPDATE



We have now entered the phase of our transition to Hyatt

where we are fully reaping the rewards of being part of

their family of brands, and specifically being a part of their

global distribution network. In addition to the efforts of our

property-based sales & marketing team, Hyatt has put their

global team to work promoting the entire Colorado Residential

collection, and we are seeing tangible results from their efforts.

Additionally, the Aspen/Pitkin County Airport (ASE) is seeing a

RECORD NUMBER OF FLIGHTS, almost all of which arrive

at full capacity. Our marketing efforts largely target our direct

flight markets and we are able to track the response the efforts

generate. This winter, as we set new records for revenue, we have

seen business from these direct flight markets strengthen as well.

CYNTHIA ZESAGULI, RESERVATIONS MANAGER

Cynthia joined the Destination Residences Snowmass team this fall and brings a wealth of

knowledge of both the role and the area from her previous position at the St. Regis Aspen.

Originally from Harare, Zimbabwe, Cynthia came to the United States at age 14. After graduating

summa cum laude from Johnson & Wales University with a degree in Hospitality Management,

Cynthia began her career in Charleston before coming to Aspen where she worked her way

up first at Hotel Jerome and then at the St. Regis. We are thrilled to have Cynthia leading our

reservations team into the next phase of success.

Cynthia has a son, Ronan, and a dog, Star. She is a traveler at heart, and also loves to take walks

with her dog, play tennis, read, swim, and cross-country ski. Please welcome Cynthia to the

team the next time you speak with her on the phone, or see her on the trails!





VILLAS AT SNOWMASS CLUB

"Absolutely loved our stay at the Villas - Beautiful property with a pool, golf course, child play room, fitness center and adult game room! Perfect for families and generational trips with grandparents. Staff was wonderful. We did not dine here but our villa had a fully equipped kitchen including a grill. Highly recommend this property!"

— Villas at Snowmass Club guest



TOP OF THE VILLAGE

"A wonderful experience! Spent a fabulous week with our family in a beautifully decorated and comfortable condo on the side of the slope. Ski in/out location made it very easy to ski each day and even return for lunch. Great snow conditions and blue skies all week certainly helped!! We would be happy to return again."

— Top of the Village guest

THE DESTINATION BY HYATT COLLECTION IN SNOWMASS INCLUDES:

Top of the Village | Villas at Snowmass Club | Woodrun Place | Tamarack
Aspenwood | Lichenhearth | Capitol Peak Lodge | Terracehouse | Interlude
Willows | Countryside at Snowmass | Shadowbrook | Stonebridge Inn



DESTINATION®
RESIDENCES
SNOWMASS

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