

Q1 2020 NEWSLETTER



DESTINATION®
RESIDENCES
SNOWMASS



GREETINGS SNOWMASS HOMEOWNERS! Winter is in full form here in the mountains and we are enjoying a great snow year. A series of early season storms and continued snowfall through the holidays has us well lined up for a successful Q1, including some great spring skiing.

Our transition to the Hyatt family of brands is complete, and while there is much work still to be done, we are now an official part of their powerful portfolio. We are already seeing the benefits of new customers, strong bookings, and increased interest for the future.

We hope your travel plans include Snowmass Village this winter, and we look forward to seeing you soon,
The Destination Residences Snowmass Executive Committee



FROM THE GENERAL MANAGER

Greetings homeowners and happy winter. I must begin again with a heartfelt “Thank You” to all of you for choosing us as your property management company. This past off season, we focused much of our energy on the transition to Hyatt systems and on preparing our properties for the coming winter. There was a great deal of work to be done, but we have a great team in place and were not only able to tackle what was needed on property, but our colleagues were able to work with new colleagues at Hyatt to ensure a successful transition behind the scenes as well.

The early storms lined up nicely with our revenue strategy for the winter, and we are confident we will have a positive story to tell this spring. In the meantime, we are focused on leveraging everything we can out of the transition to Hyatt in order to build a strong book of business for the immediate future and beyond.

Stay tuned for details on all fronts.

I hope you have plans to join us in Snowmass this winter. We would love to welcome you home.

Jeff Clough,
Area General Manager

AUTOMATIC
GLOBABLIST
STATUS

WORLD OF HYATT UPDATE

The merger with Hyatt is an exciting time for our company. Not only does it open our properties to an entirely new market worldwide, but it comes with exceptional benefits for owners enrolled in our rental program. These owners will receive membership to the highest status within the World of Hyatt program, as well as owner discounted rates at Hyatt’s 875 properties in over 60 countries worldwide.

The exact details of the World of Hyatt benefit program for you, our owners, are in the final stages of development and will be rolled out shortly.

In the meantime, we would like to expedite enrollment for each of you so there is no delay when you are ready to use the forthcoming benefits.

If you would please send your owner relations manager your World of Hyatt number (if you have one), or the email address you would like to use to enroll (up to two people/email addresses may enroll), we will take care of getting you into the system.

A reminder that each of our owners will be gifted Globalist status in World of Hyatt – the top tier of the Hyatt loyalty program. Perks of this 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 now be a part of it. Learn more at world.hyatt.com.

REFERRAL INCENTIVE

A reminder to all of our homeowners about our incentive to help our company grow organically.

We are happy to offer a \$250 incentive for any new rental program referrals you send our way that go under contract. The process is simple. Just send an introductory email to Jeff Clough with the homeowner's name and contact information and copy the homeowner on the email. We will then reach out directly and should the referral turn into a signed contract, we will credit you \$250 on your next homeowner statement. Feel free to reach out to your owner relations manager if you have questions about this new program.

SALES AND MARKETING UPDATE

We are now live on all Hyatt systems, including Reserve, their proprietary booking engine. The benefits of this can not be understated. Our key performance indicators are telling us a great story – new customers are finding us and booking reservations, existing customers are finding it easy to use, and overall interest for the future is building.

Additionally, our phones are ringing off the hook. Our on-site reservations team is extremely busy with winter reservations from both new and existing customers who want to speak to someone on location for the best advice on where to stay to meet their individual needs. We all know the satisfying feeling of speaking to an actual person when we call any business – our on-site reservations team gives us a huge advantage over competitors who are based outside the area and simply do not have the local understanding that we do.

Please remember to update us when your plans to use your unit change. Our new technology allows us to enter your unit back into available inventory at the touch of a button, so we can maximize rental income to you for all available dates.

MEET THE STAFF

PHILLIP BOGART, DIRECTOR OPERATIONS STONEBRIDGE INN



Phillip Bogart will soon hit one year of working with Destination Residences Snowmass as Director of Operations for the Stonebridge Inn specifically. We are incredibly lucky to have him on our team. Originally from Oklahoma, Phillip graduated from Oklahoma State University with a degree in Hotel & Restaurant Administration and has more than 13 years of experience, including from three Hyatt Regency properties since 2008. His wealth of knowledge when it comes to Hyatt has been invaluable to the rest of our team as we have transitioned to our new company. Additionally, Phillip's calm, welcoming demeanor and level head are appreciated by everyone on his staff and within the entire Destination Residences Snowmass family.

Phillip is married with four children – three sons and one daughter – and lives in Glenwood Springs. He particularly enjoys the summer and fall and all the camping, hiking, and backpacking that his family does. Phillip and his wife have also been foster parents and plan to continue fostering children in the area.

Please say hello to Phillip when you see him at the Stonebridge Inn or The Artisan.



SKI MAGAZINE'S #1 RESORT

Once again, Aspen Snowmass was ranked by SKI Magazine as the #1 Resort – Best of the West. The following is an excerpt from SKI Magazine's 2020 Resort Guide:

Every spring SKI Magazine asks their readers to partake in a survey ranking North American ski resorts. Readers are asked to choose up to five resorts that they have skied at during the past two seasons. SKI magazine combined the survey results and the collective expertise from their editors and contributing writers to focus on answering one single question: Where should you ski this winter?

"Last season, after joining the Ikon Pass, a number of first-time visitors noted that Aspen Snowmass is truly worth the hype, and that the people of Aspen and Snowmass are friendly and welcoming to everyone. Though perhaps what really makes Aspen Snowmass the best is that it has mastered the basics of what make a ski town great. Free transportation between all four mountains and the airport means less cars on the road (No. 1 for Accessibility). Perfectly groomed trails combined with one of the best ski schools in North America can help anyone become a better skier (No. 1 for Grooming). And well-placed lifts mean there's hardly ever a line (No. 3 for Lifts)," said John Jay, Gear & Digital Editor for SKI Magazine.

Don't forget that Aspen Skiing Company offers discounts on lift tickets when purchased at least 7 days in advance, either through our pre-arrival concierge or directly through their web site. More information and links to purchase discounted lift tickets and season passes can be found on our web site, under Things To Do.

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