Greetings Snowmass Homeowners!

Fall is a fleeting season in the mountains – one that needs to be enjoyed to the fullest the moment it happens. The cooler temperatures, blazing aspen trees, empty trails, and busy wildlife all point toward the winter to come, and snow might arrive at any moment. Like the wildlife, we are busy preparing your property for the winter. We hope you are making plans to come to Snowmass.

We look forward to seeing you soon,

The Destination Residences Snowmass Executive Committee
Greetings homeowners and happy autumn. I must begin again with a heartfelt “Thank You” to all of you for choosing us as your property management company. This summer was successful, though occupancy throughout Snowmass Village was slightly softer than last summer. Despite demand being down across the board, our superior revenue management and operational aptitude allowed us to continue to grow rate, increase direct bookings, and improve our position in the marketplace. We are expecting a strong winter this year, and have room to increase rate yet again as winter bookings pick up in the next few weeks.

The full integration with Hyatt is now underway and you will be able to see some of the guest-facing systems live before we open our doors for winter. Our team is busy working with new Hyatt colleagues to ensure we take full advantage of their platforms and systems to our benefit.

The new Condo Booking Engine is already live, a project that was in the works before the Hyatt acquisition was announced. It boasts a contemporary user interface, enhanced functionality, and we are already seeing increased bookings through it. More about this in the Sales & Marketing update.

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

Jeff Clough,
Area General Manager

SALES & MARKETING UPDATE

The new Condo Booking Engine is now live! This project was started well over a year ago by the entire collection of Destination Residences properties and represents a significant technology upgrade that will translate into increased direct bookings through our web site.

The overall user interface is more contemporary, there is added functionality like the ability to favorite specific condos and the map view, the filters are cleaner and more user-friendly, the bedding arrangements are more visual, and the photos and Matterport tours are larger.

Now more than ever it is vitally important that we know your plans for using your unit. We are selling Unit Guarantees at a 20% rate increase to every guest who calls in and we are featuring our Condo Booking Engine in more places on our web site. If you have not yet returned your owner calendar for the winter season, please do so right away so we can help you make the most rental revenue from your unit.
REFERRAL INCENTIVE PROGRAM

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.

WORLD OF HYATT UPDATE

As we continue to evolve our operation to become part of the Hyatt family, we are particularly excited to announce the details of the proposed homeowner program. All of our homeowners will be gifted the top-tier Globalist Elite status in the World of Hyatt loyalty program. The perks and benefits of World of Hyatt are myriad including an owner rate and special rates and treatment at select golf clubs.

Additionally, in 2020, our homeowners will be eligible to earn additional benefits at each 10 night increment, up to 40 nights, as well as receive American Airlines trial gold status. The partnership with American Airlines was only recently announced so this is a new program that homeowners will be able to walk right into.

The details are being finalized and we expect to send out an official communication in the near future. But the benefits to you, our homeowners, are simply too exciting to keep quiet any longer.

MEET THE STAFF

LYNSY SHULTZ, DIRECTOR OF FINANCE

We’d like to introduce you to our new Director of Finance – Lyndsy Shultz. From rural southwest Nebraska, Lyndsy came to Denver in 2004 and then to Edwards earlier this year. She is thrilled to now be living and working in the mountains where she can enjoy all of her favorite things - running, hiking, skiing, backpacking, and all other things outdoors.

Lyndsy’s professional career includes 14 years working as a CPA in a Denver-based accounting firm, where her niche focus was in hospitality, with specific emphasis on the condo resort/vacation rental sector. She joined the Destination family in August 2017 as the Regional Director of Finance for the entire Destination Residences portfolio, which included the financial oversight of Destination Residences Snowmass. While filling the DOF role on an interim basis this spring, Lyndsy quickly realized how much she enjoyed working at the property level. She is excited to now be fully dedicated to Snowmass and looks forward to getting to know and work with all of the owners throughout our properties. She loves visitors to the accounting office, so please stop by and say hello the next time you’re in town!
DISCOUNTED LIFT TICKETS

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. If you buy before November 8, 2019, there is an additional discount.

Additionally, the Classic Pass, IKON Pass, and Mountain Collective passes all offer substantial savings for those who ski more than 5 or 6 days a year. If you buy this fall, you can often pay less for a pass than you might for a 7 day lift ticket. Even if you have never bought a pass before, it might be the best way to save depending on how many days you plan to ski next winter.

More information and links to purchase discounted lift tickets and season passes can be found on our web site, under Things To Do.

NEW ON MOUNTAIN DINING AT SNOWMASS

With the 2019-20 season, Aspen Snowmass will introduce Sam’s — a new Italian restaurant located at 10,620 ft. at the top of Sam's Knob on Snowmass. The new restaurant features a modern Italian concept that will offer diners sweeping views of the Elk Mountains and a sophisticated but lively food experience. The $2.5 million remodel features an open bar area, live-action kitchen, fireplace with relaxed seating and a stylish deck. An added slipper room will greet diners with the option to remove ski boots and slip into a pair of comfy slippers. Quick-serve and grab-and-go breakfast options will be available daily beginning at 9am from the Italian style coffee bar.