



PROPERTY MANAGEMENT



DESTINATION RESORTS
VAIL

VAIL, COLORADO | 970.470.6130
DESTINATIONRESORTSVAIL.COM



DESTINATION
BY HYATT



AN INTRODUCTION TO DESTINATION BY HYATT

As you consider your options for a property manager, we want to make you aware of the advantages we offer our owners and guests.

Started in 1972, Destination Hotels was purchased by Hyatt Hotels in late 2018. Today, Destination by Hyatt is an independent collection of one-of-a-kind residences that are backed by a renowned operations team and Hyatt’s best-in-class commercial organization.

The benefits of joining with Hyatt are myriad – both in terms of benefits to each owner personally, as well as the benefits that come from doing business with a global family. Our systems have been curated over time to manage short term vacation rentals and our properties are able to capture strong transient and group travel through our extensive digital infrastructure, growing loyalty program, and global sales & marketing organization.



WHAT’S IN IT FOR YOU?

Owners who rent their vacation rentals through Destination by Hyatt can enroll in World of Hyatt at the Globalist status. This is the top tier of the loyalty program, usually achieved by staying at least 60 nights a year in a Hyatt property, but you get to skip all that. All you have to do is sign onto our rental program! What does that mean?

- Instant top tier World of Hyatt loyalty program status
- Benefits at all 1,000 Hyatt properties around the world
- Discounted rates, premium internet, room upgrades including standard suites, elite check-in, late checkout (4PM), waived resort fees, an American Airlines partnership, and more



PARTNERS IN REVENUE

Our average daily rate (ADR) for vacation rentals is among the highest in class, and our occupancy is also very strong throughout the year. More occupancy + higher ADR = higher overall revenue return for you, the owner.

Commission percentages are discussed directly. Please contact our General Manager or Owner Services Manager for more information.

The initial contract term is for one year, with automatic renewals on an annual basis. The agreement may be terminated with at least 60 days' notice. Owners are required to honor existing guest reservations after termination if the booking can't be relocated to other accommodations.

When you initially join our rental program, there is a \$500-\$1k fee (based on unit size) to cover the linen program, photography, operating fees, and other onboarding fees.

There are no rental fees when you use your condo. This applies to the actual property owner as well as family and friends. The owner will be responsible for any fees associated with housekeeping requests during these stays as well as the departure cleaning fee.



ONSITE ASSISTANCE

THE FRONT DESK:

Beyond checking guests in, our front desk agents are more than happy to help owners and guests alike with making recommendations and reservations for activities and restaurants in the area. We also have several team members that live on-property and are accessible to owners and guests 24/7. This includes assistance with late night check-ins, maintenance issues, emergency situations, or simply answering questions.

MAINTENANCE:

We employ a locally-based team of maintenance engineers who are dedicated to each property's HOA. Our engineers understand the nuances of each property, and each unit, and can respond 24/7 to calls from owners and guests. Our maintenance team is a core component in ensuring each unit is in excellent condition. Should your residence require work that is beyond the scope of our staff, we will arrange contracted labor.

HOUSEKEEPING:

Our housekeeping team knows that cleanliness is the first thing that you and your guests will notice when you arrive. Our lead housekeepers and inspectors provide the quality control to ensure that proper attention is given to the details. Your property manager ensures that your condo is in impeccable working order and is maintained in a fashion that is consistent with guest expectations and your pride of ownership, while enhancing the long-term value of the property.



OWNER SERVICES:

The Vail Valley Partnership has created a detailed interior inspection from which our vacation rentals are assigned a Lodging Quality Assurance (LQA) rating of Diamond, Platinum, Gold, or Silver. This valley-wide program ensures an unbiased and accurate depiction of each lodging property demonstrating the Vail Valley's commitment to offering guests an exceptional experience.

Our onsite Owner Services Manager works hand-in-hand with owners to increase their LQA ratings by upgrading/updating interiors, ultimately increasing your property values. Being part of the Hyatt brand allows for strategic sourcing, and savings are passed along to owners.

ACCOUNTING:

Each month, our in-house accounting team provides each owner with an accounting of income and expenses.

REVENUE MANAGEMENT AND MARKETING:

Our revenue management team closely monitors market trends, and sets nightly rates accordingly. Our yield management techniques seek to maximize rental revenue based on demand. Rates are based on the number of bedrooms and bathrooms in a home, as well as the LQA rating. We also establish minimum length of stay and deposit/cancellation policies.

Our marketing efforts are among the best in Vail. Our team executes a multi-channel strategy that includes branding, email marketing, e-commerce, reputation management, public relations, and social media.

BENEFITS OF A BIG FAMILY:

As part of Destination by Hyatt, we are able to leverage World of Hyatt member marketing to more than 16 million members. This includes email marketing, global promotional campaigns, and the World of Hyatt app. Three things we know about World of Hyatt members:

- 27% higher spend per stay
- 30% more often to return year over year
- 84% of the members book direct

Additionally, we are included in the comprehensive Hyatt digital ecosystem that targets guests worldwide, including another 8 million non-member subscribers. Hyatt's digital ecosystem touches more than 15 million potential guests every single month.

Our integration into the overall Hyatt brand family creates awareness and opportunity with a global reach.



REACH OUT TODAY TO LEARN MORE ABOUT WHAT WE CAN DO FOR YOUR FAMILY'S INVESTMENT.

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