

RESORT RATING SPECIALISTS

IT'S ALL ABOUT BALANCE STRATEGIES TO DEVELOP 5-STAR OWNERS

U.S. Vacation Rental Market - \$24 billion + Today's Guest

- 2/3 of travel HH have HSIA
- 14% of leisure travelers stayed in a vacation home

Most Important Travel Website Features

- Check rates
- Easy to use booking features
- Photos, Reviews

Factors influencing buying decision

- Price / Value
- The biggest challenge: CHOICE
 - More vacation options and inventory

Primary Luxury Segments – Unity Marketing

- HENRYs
HH Income – \$100,000 - \$249,000
- Ultra-Affluents - Top 2%
HH Income \$250,000 and above

Long-term issues

- Economic Concerns, recession
- Foreclosures, excess inventory
- Unemployment
- Shorter Vacations
- Lower Prices / Higher Value

The bar keeps being raised. That property that you thought was so amazing two years ago... now is just nice or even standard.

You have to spend money to make money.

Issues Impacting Property Upgrades

- The Economy
- Guest Expectations
- Newer or updated properties

Benefits of a Rating System

- Higher quality properties
- Increased guest satisfaction
- Maximize return potential

New Class of Amenities

- Free wireless Internet
- High quality electronics
- High quality bedding
- Upgraded bathrooms
- Name brand toiletries
- Daily housekeeping

Photos and Reviews

- Legitimize your product & service
- Sell the property

Motivating Owners

Ongoing information on industry trends to your owners via newsletters or blogs is essential. The best systems take 3-5 years to reap the rewards of on-going education and communication with owners.

For further information, contact

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RESORT RATING SPECIALISTS

*Inspiring people to create extraordinary
vacation experiences*

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Email Liza to sign up for Blog and updates or Sign-up on our website

<http://www.linkedin.com/in/lizahogan>

Services include consulting, training, and rating services to managers and owners of vacation rental properties, and speaking on industry trends. Our mission is improving the guest's experience and increasing revenue and value by addressing the quality and trends affecting vacation rentals.