

ASPEN LEISURE CO.

Investment Guide

6 Improvements for Maximizing Your Vacation Rental Income

Vacation rentals in the Valley are more competitive than ever. The homes that perform best aren't always the largest or most centrally located. They're the ones with soul. The ones that photograph beautifully, live comfortably, and leave guests with something to remember. These are the lessons we've learned from years of managing properties in the Roaring Fork Valley, and the ones we continue to recommend to every homeowner we work with.

01.

Property Layout

Function is luxury. King beds still reign, but the most booked homes offer flexible sleeping arrangements: twin-over-queen bunks, convertible media rooms, secondary living spaces. A well-thought-out floorplan doesn't just improve the guest experience, it attracts a wider range of guests and increase revenue potential.

02.

Design & Decor

Design is one of the first things guests notice, and it often drives booking decisions. Great photos start with great spaces: layered textures, warm lighting, and interiors that feel both elevated and lived in. A few intentional design choices can stop casual browsers and turn them into guests.

03.

Professional Mindset

This is an investment, and smart investments require structure. From dynamic pricing and STR permitting to guest support and property care, working with a management team that values organization, consistency, and communication leads to fewer surprises and stronger long-term performance.

04.

Location

High-performing homes often have one thing in common: a sense of place. While ski-in/ski-out access is still in high demand, we're seeing strong returns on properties that offer privacy, views, or walkability to town. Guests aren't just booking square footage; they're booking atmosphere. Proximity and homes that feel connected to place.

05.

Guest Experience

In today's market, elevated expectations come standard. Guests want more than a clean house. They expect seamless communication, hotel-quality consistency, and a warm sense of welcome. Thoughtful touches, local recommendations, and attentive service lead to repeat bookings, five-star reviews, and long-term success.

06.

Enviably Amenities

Features like hot tubs, air-conditioning, workspace, and pet-friendly policies are all factored into whether a listing gets bookmarked or passed by. These thoughtful additions make a stay feel more comfortable and memorable. They also increase visibility in search filters, drive stronger reviews, and support higher nightly rates.