

# THE CONNECTED HOST

2023 Newsletter

## MEET MY NEW HIRE!

It is my pleasure to announce that Pepper Vaughn has recently joined my team. She will be working with me on a part-time basis, focusing on maintaining a Social Media presence for properties in the Destin/Miramar Beach area.

Pepper is very familiar with the most popular Social Media tools and frequently vacations in the state of Florida. She brings a fresh sense of enthusiasm, and I am thrilled to have her on board!



<https://BlueRoseVacationHomes.com>

## REFLECTING ON 2023

Over this past year, we continued to see residual effects from the recent pandemic across all markets. For example, we saw travelers shift from Domestic to International destinations. With that shift, some of you were able to greet guests once again from the UK, Canada, and South America. But, with Americans also traveling abroad, that created a challenge to balance our occupancy during otherwise popular times.

Add to that the economic downturn and global unrest, both of which contributed to a noticeable reduction in booking lead times and lower nightly rates.

Market shifts like these happen frequently in the travel industry and it's important that we stay in tune with factors that can impact our KPIs so we react timely and appropriately.

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*"Sometimes it's good to look back just to remind yourself how far you've come."*

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## LOOKING FORWARD TO THE NEW YEAR

I am expecting to see US travelers to shift back to Domestic destinations in 2024. With that shift, you should see Occupancy Rates return to normal levels for your area.

However, I don't expect nightly rates to continue trending upward in 2024 as we have seen in recent years. Experts in our industry suggest our rates will remain similar to what we saw in 2023, or perhaps a little lower.

With technology rapidly changing, I am currently seeking out and evaluating new tools to help me better manage operations. These include on-line services, communication options, AI tools, and even alternate OTAs.

I will continue to align my pricing strategy with algorithms used by Airbnb and Vrbo. To enhance market visibility and increase occupancy I will also be exploring Price Optimizing tools that focus on competitive pricing models.

I will continue to promote your Book Direct sites on my property website, Blue Rose Vacation Homes. This is a complimentary service I am providing and I welcome your feedback. Personally, I love having the built in "promo code" functionality. *FUN FACT: My talented niece created my new logo!*

## WE'RE GROWING!

I am excited to share the recent addition of two new properties to the TCH portfolio! These properties are located in Miramar Beach and Sevierville, TN (Smoky Mountains). A huge “**Welcome**” to each of you!

My goal for 2024 is to add two more properties, focusing on the areas I’m already covering (Florida Panhandle, Central Florida, and the Smoky Mountains). If you know of other dedicated property owners that might fit my model, please feel free to pass along my contact information.

Lastly, I plan to obtain my Real Estate License in the state of Florida at the beginning of 2024. I feel the knowledge gained from this experience helps me better serve YOU as vacation property owners in the short-term rental business.



“Exploring the Emerald Coast” –  
Digital Guest Guidebook  
[Link to Guidebook](#)

## VALUE-ADDED SERVICES

Some of you have already reached out requesting other services and/or tasks to help market and grow your property’s visibility. I’d like to share some of those ideas and invite you to reach out if you’d like to chat about any of these services:

- **Email Marketing** – Take advantage of upcoming peak seasons by offering a limited PROMO Code to previous guests.
- **Holiday Marketing** – Stay in touch with your guests by sending an email message to celebrate an upcoming holiday.
- **Property Website** – Develop a landing page for your guests that includes property and/or resort information, a photo gallery, rates and availability, guest resources, and more.
- **Digital Guest Guidebook** – I currently use Hostfully to create on-line and location-specific Guest Guidebooks. I include a link to the Guidebook in my guest communications and can also provide a QR Code to use on-site so your guests can access your House Manual and vacation recommendations.

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*Thank you for being a part of **The Connected Host** family this year.*

*I wish you a wonderful holiday season and the Happiest New Year!*

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