







# YOUR LOCAL LEADERSHIP TEAM

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- David Moore - Partner & General Manager Flathead Valley
- Laura Dwight - Partner & Director of Marketing
- Luis Lynch - General Manager Gallatin Valley
- Amber Vogl - Director of Owner Relations
- Charlotte Lynch - Director of Guest Experience
- Rashelle Sargent - Business Development Executive
- Morgan Guenther - Revenue Manager



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- Revenue Management Update
  - Marketing Update
  - Owner Relations Update
  - Guest Services Update
  - Business Developement
  - Q&A

# AGENDA



# REVENUE MANAGEMENT METRICS

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REAL-TIME INSIGHTS → REAL RESULTS

## **Adjusted Paid Occupancy (APO)**

→ Guest nights sold/nights available to sell minus owner blocks, maintenance blocks, and cleaning blocks from available inventory

## **Average Daily Rate (ADR)**

→ Rental revenue/guest nights sold

## **Adjusted Revenue per Available Rental Night (Adj RevPAR)**

→ Rental revenue/nights available to sell

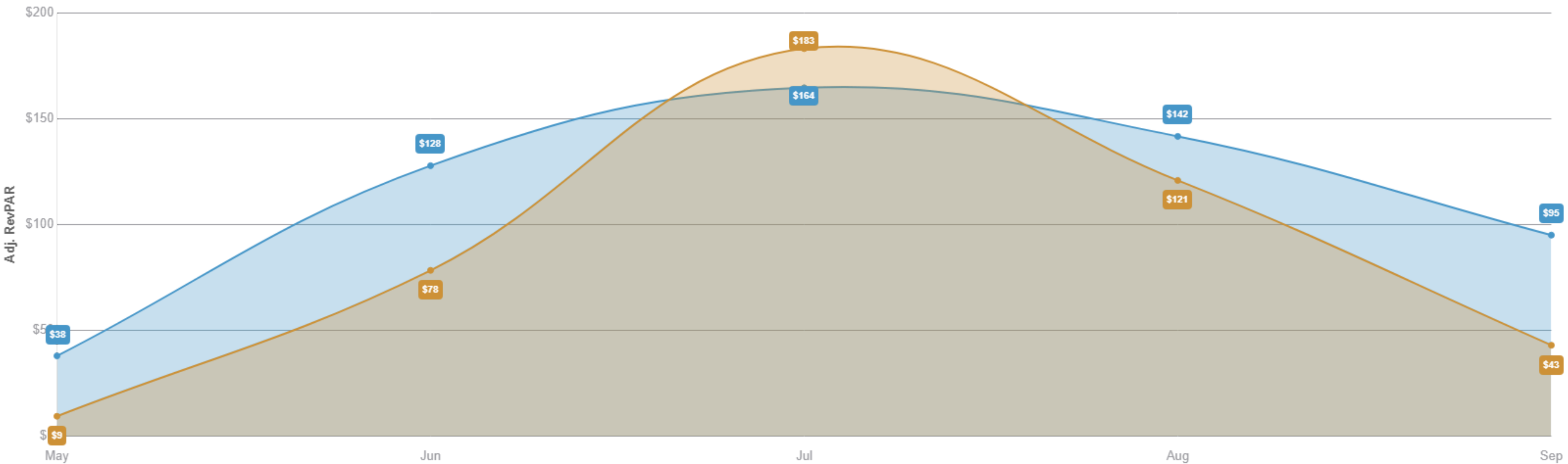
→ This is \$\$ in the bank and the best metric to track performance





# Adj RevPAR Big Sky Summer Update

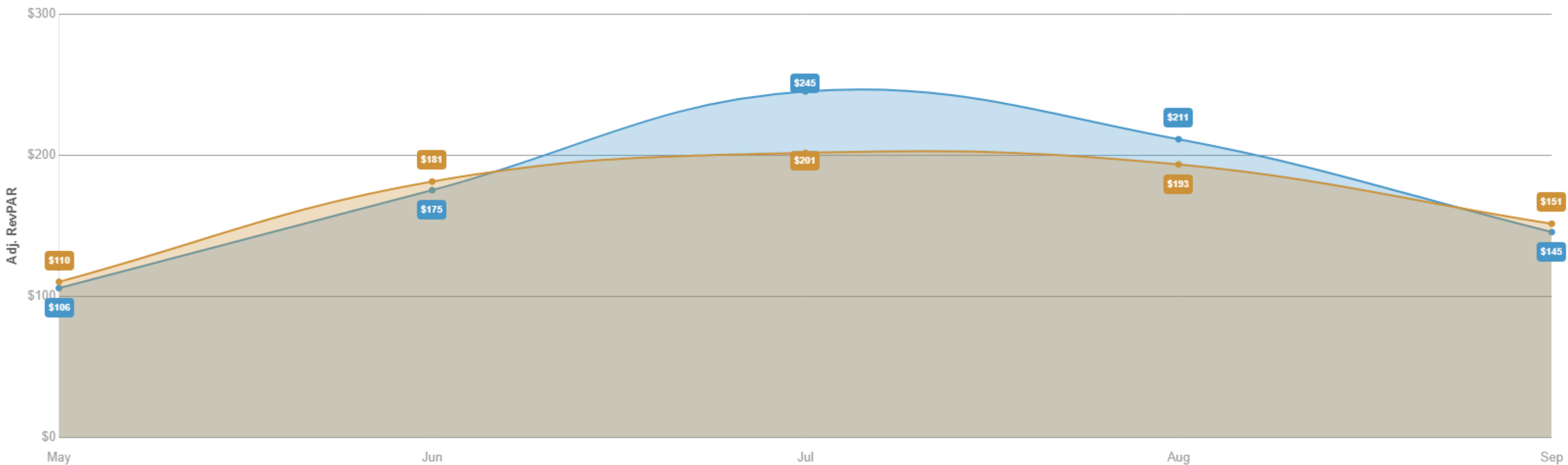
- Greater Big Sky: May 1, 2025 – September 30, 2025 | \$85
- Stay Montana: May 1, 2025 – September 30, 2025 | \$112





# Adj RevPAR Bozeman Summer Update

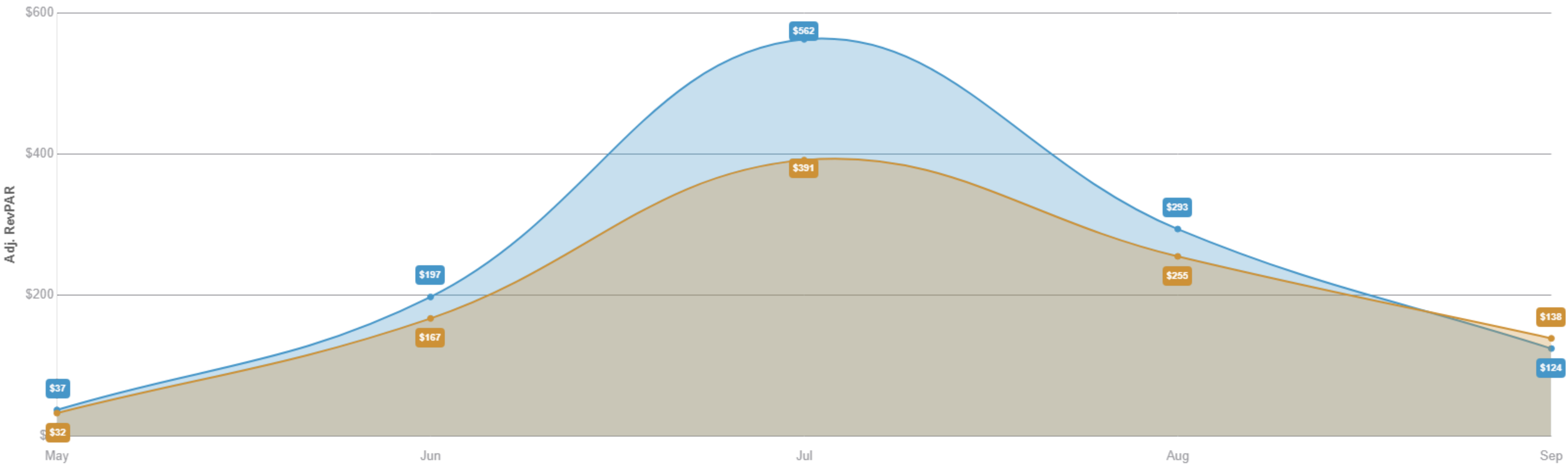
- Gallatin: May 1, 2025 – September 30, 2025 | \$168
- Stay Montana: May 1, 2025 – September 30, 2025 | \$178





# Adj RevPAR Whitefish Summer Update

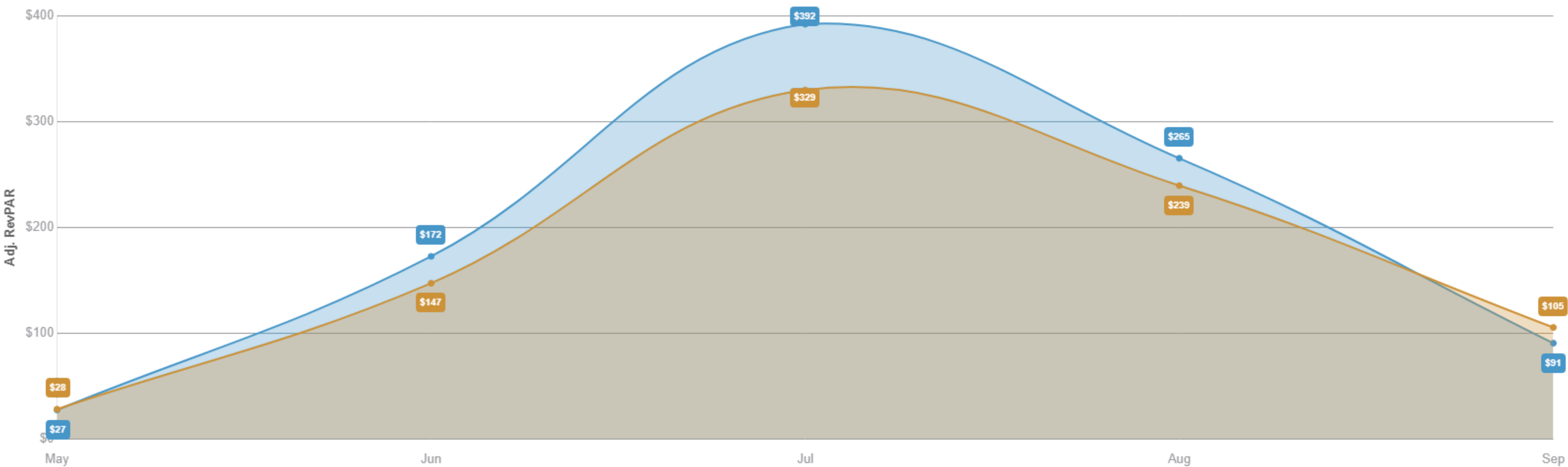
- Whitefish: May 1, 2025 – September 30, 2025 | \$195
- Stay Montana: May 1, 2025 – September 30, 2025 | \$242





# Adj RevPAR Bigfork Summer Update

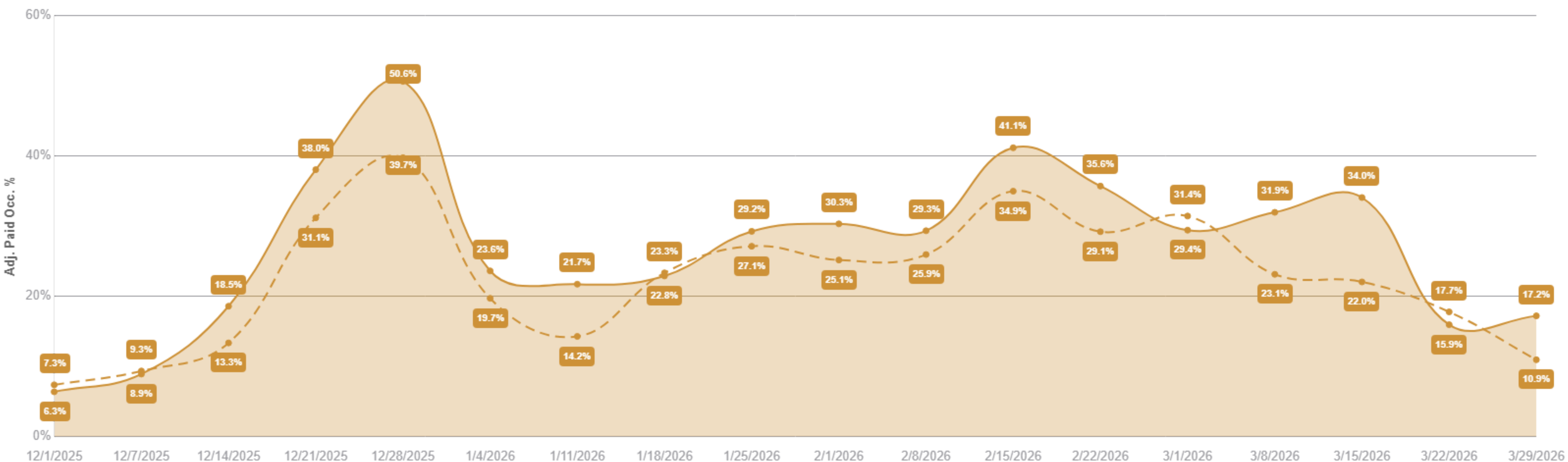
- Bigfork: May 1, 2025 – September 30, 2025 | \$173
- Stay Montana: May 1, 2025 – September 30, 2025 | \$198





# Adj Paid Occ. Outlook Big Sky Ski Season

- Greater Big Sky: December 1, 2025 – March 31, 2026 | 27.2%
- Greater Big Sky: December 1, 2024 – March 31, 2025 | 23%

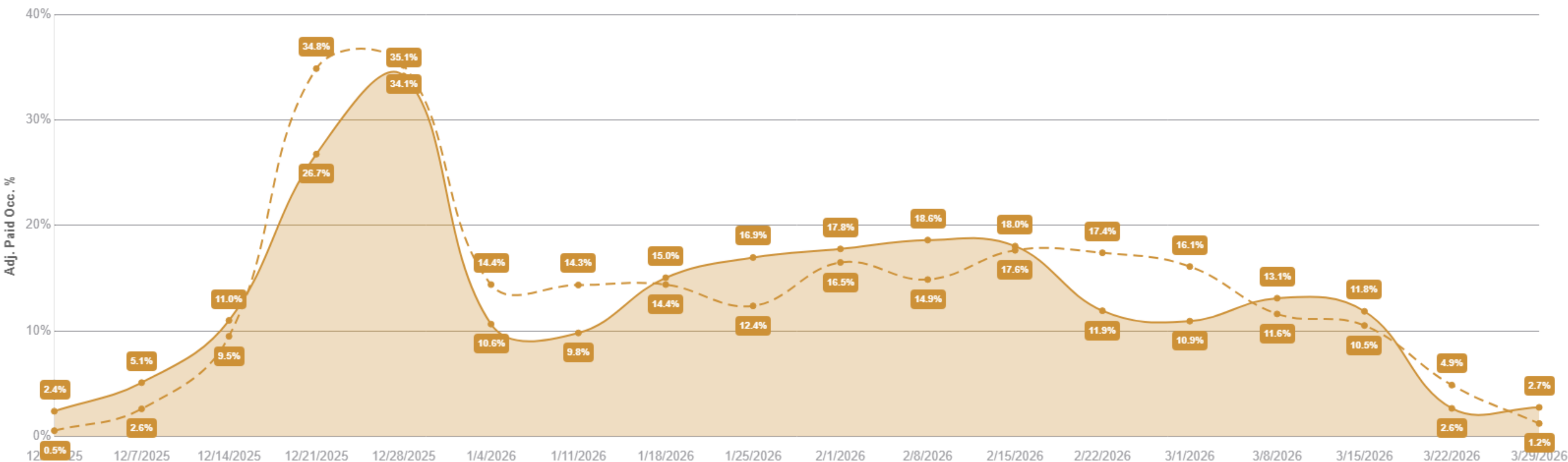




# Adj Paid Occ. Outlook

## Whitefish Ski Season

- Whitefish: December 1, 2025 – March 31, 2026 | 13.5%
- Whitefish: December 1, 2024 – March 31, 2025 | 14%





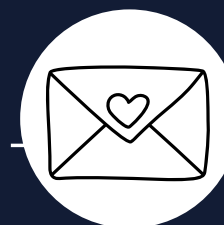


# OUR BOOKING POWERHOUSE

MULTI CHANNEL MARKETING  
THAT WORKS FOR YOU

## Facebook

4.6K Facebook followers.



## Email Marketing

33k+ distribution lists



## Instagram

17K + Instagram followers  
@gostaymt.



## Direct Bookings

33% direct bookings &  
45% revenue booked  
directly.



## Airbnb

Superhost 3+ years.



## VRBO

Premier Host  
5+ years.



## Marriott Homes & Villas

Expertly curated, luxury vacation  
rental platform reaching 153M  
international Bonvoy members.





# Marketing

MARKETING THAT MOVES MOUNTAINS

## Q2 – Q3 Website YOY

+11%

Total Revenue

+24%

Email

+10%

Returning Users

+6%

New Users

+30%

Organic Social

+11%

Paid Social

## Q2 – Q3 Campaign Wins

327

Total Campaigns

52

Email Bookings

6,043%

Google & Bing ROAS

#1 Source of Revenue

PPC





# OWNER RELATIONS

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PARTNERSHIP  
COMMUNICATION  
PEACE OF MIND

- Our Owner Relations Team is expanding!
- Updated Owner Handbook
- End of Season Reports coming soon!
- Owner Blocks
- Minimum restrictions



# ZEN DESK

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ONE TEAM  
ONE INBOX  
ZERO MISSED MESSAGES

**Owners@staymontana.com**

→ Every email, message, and inquiry from owners is logged as a ticket with full history.

→ Any team member can see what's been discussed, what's pending, and what's been resolved — reducing miscommunication and duplication.







# GUEST SERVICES

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" GUEST MAY FORGET WHAT YOU SAID ,  
BUT THEY NEVER FORGET HOW YOU  
MADE THEM FEEL "

- New Guest Reservations Agent
- Guest Reviews
- Airbnb & VRBO Update
- Top Five Searched Amenities





## GOOGLE REVIEWS

★★★★★ Great location, very clean. Competitively priced for the area. We had everything we needed. Check in and Check out was easy. Would definitely stay again!

★★★★★ The home and Stay Montana were top-notch. The home was perfectly suited to our family, and communication with Stay Montana was seamless. We were particularly happy with the location and quality of the home, so we will definitely be back! Thanks for a great stay!

★★★★★ Stay Montana did a great job for us! The condo was perfect and they checked in every day to make sure we had everything we needed. We will be back!

→ **Big Sky - 4.8 (870)**

→ **Bozeman - 4.8 (337)**

→ **Bigfork - 4.9 (199)**

→ **Whitefish - 4.9 (312)**



# AIRBNB

## 🏆 SUPERHOST!

- We've got a dazzling **4.8-star average** rating
- A flawless 100% booking acceptance rate
- Our cancellations are as rare as unicorns (less than 1%).

## 🌟 Guest Favorites!

We're winning hearts with **41 guest favorite listings**, and 5 of those are strutting in the **top 10% globally**. Plus, 102 of our homes are on the brink of snagging that coveted badge.







## Premier Host Alert:

We have achieved an **impressive 4.7 rating**, an exceptionally **low cancellation rate**, and an outstanding **600 five-star reviews** this year. 🎉

## Upcoming Changes:

Starting January 1st, the Premier Host badge will be awarded on a per-listing basis, rather than per account.

Here is the criteria to earn this prestigious badge:

- A booking acceptance rate of 99% or higher
- An owner-initiated cancellation rate of 0%
- At least 5 Vrbo reviews
- An average review score of 4.6 or higher
- A minimum of 5 bookings or 60 booked nights

**Prepare to maintain your exceptional standards! 🌟**



## Amenity

Noun | /ə'menədē/  
something that helps to provide  
comfort, convenience, or  
enjoyment



- **Hot tub** – the ultimate vacation luxury, especially in mountain or winter spots.
- **King-sized beds** – spacious, comfy, and perfect for a great night's sleep.
- **Smart TV** – easy streaming so guests can relax after a day of exploring.
- **High-speed Wi-Fi** – whether for work or sharing adventures online, it's a must.
- **Fully Equipped Kitchen** – every detail counts, from crockpots to rice cookers, making it effortless for guests to feel right at home while cooking their favorite meals.



# BUSINESS DEVELOPMENT

## HEARTS AS BIG AS OUR MOUNTAINS

- We love to sponsor local events & volunteer in our community!
- Did you hear? We won Best Property Manager for **Best of Montana**, for the **third year in a row**!
- Refer a friend, neighbor, or family member to Stay Montana and earn a **\$1,000** when they join our family.
- Use promo code **SMOWNERS** to enjoy 20% off to book another Stay Montana property when booking directly on our website—a simple way to give back to the people who matter most.







# AWARDS & ACCOLADES

PROVEN  
TRUSTED  
AWARDED



FINALISTS  
2023 & 2025



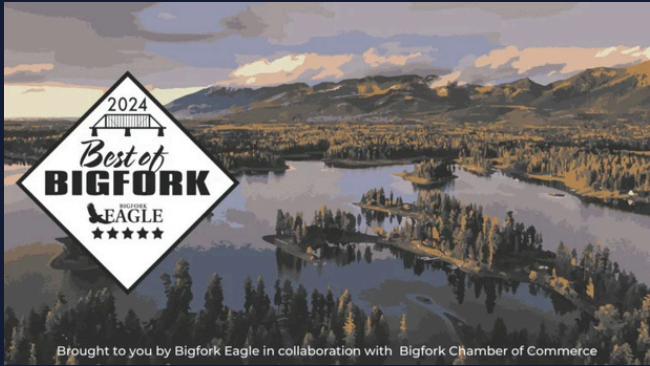
WINNERS  
2023 → 2025



FINALISTS  
2024 & 2025



WINNERS  
2024 & 2025  
THE TOP 1% OF ALL  
PROFESSIONAL  
VACATION RENTAL  
MANAGERS.



2024 & 2025



WINNERS  
2025  
2022 - 2023









**THANK YOU!!**