

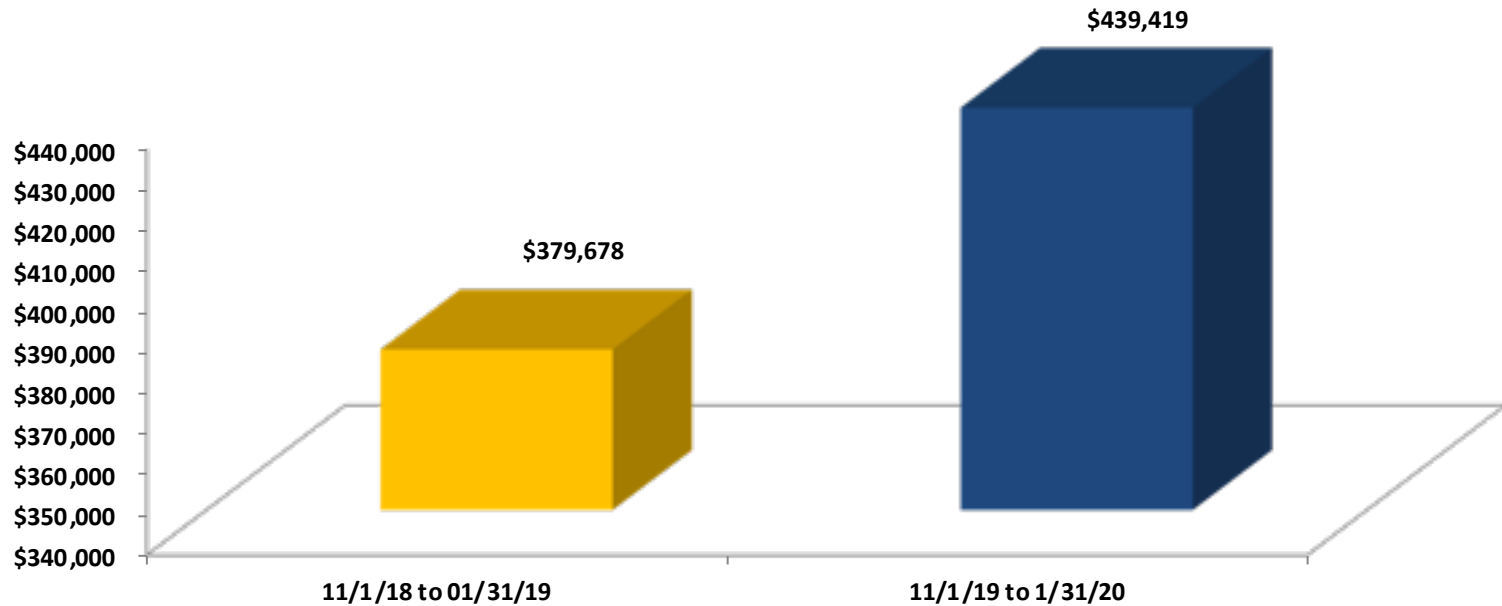
Revenue Review

Adjusted Annual GLR



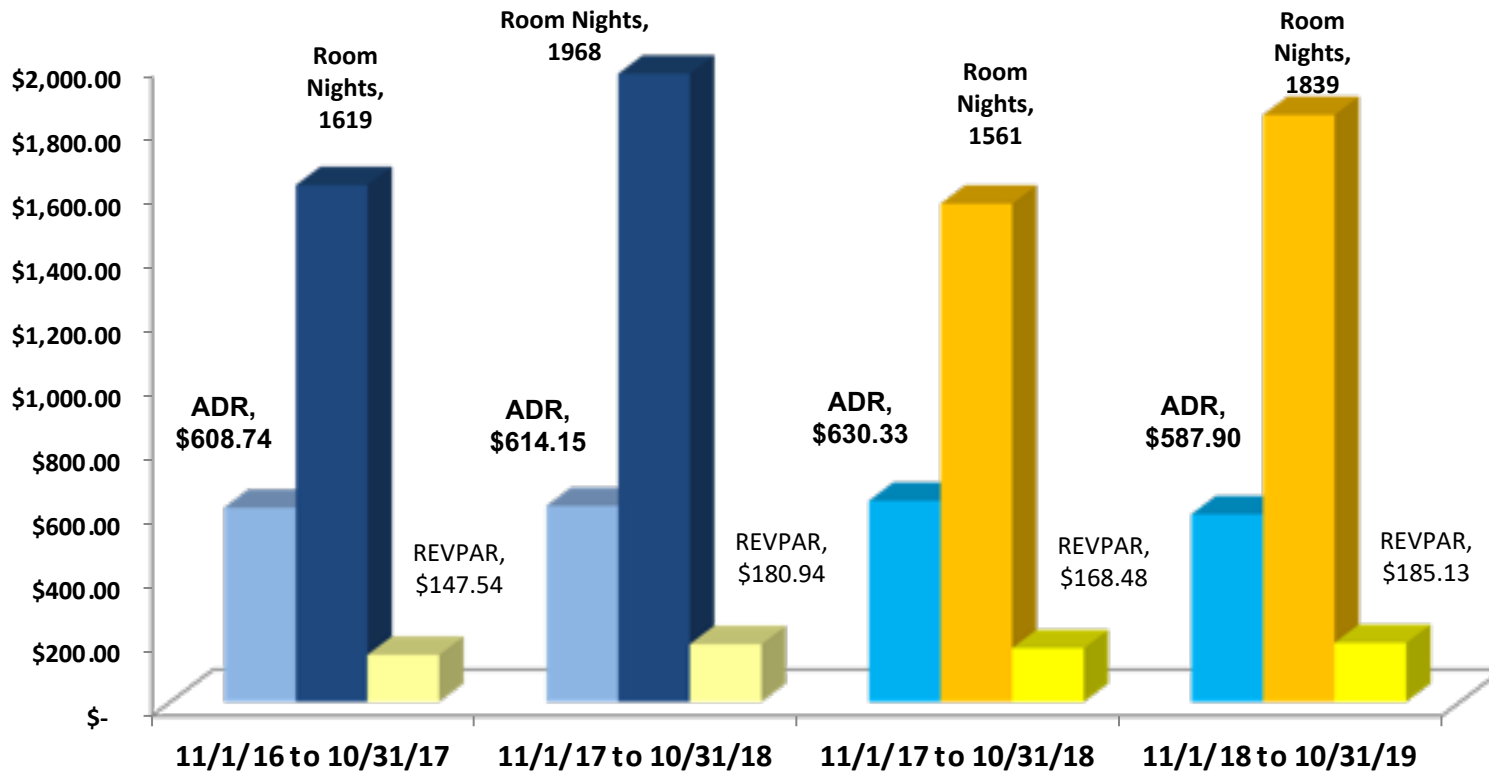
- For an apple to apple comparison of YOY performance of Gross Lodging Revenue (GLR), the above chart displays November 1 through October 31, for each of the past three years and compares only units that participated in the rental pool in both years. Wyndham started in September of 2016.
- First & second blue bar both represent 21 participating units in 16/17 and 17/18
- One 4-bedroom unit joined the program in year two and a two bedroom unit exited the program
- The first & second yellow bar represents 19 participating units in 17/18 and 18/19
- 2018/19 GLR has increased **+10%** (**+\$97,212**) from 2017/18 and **+9.7%** cumulatively since 2016/17

Adjusted Ski Season GLR - Nov - Jan



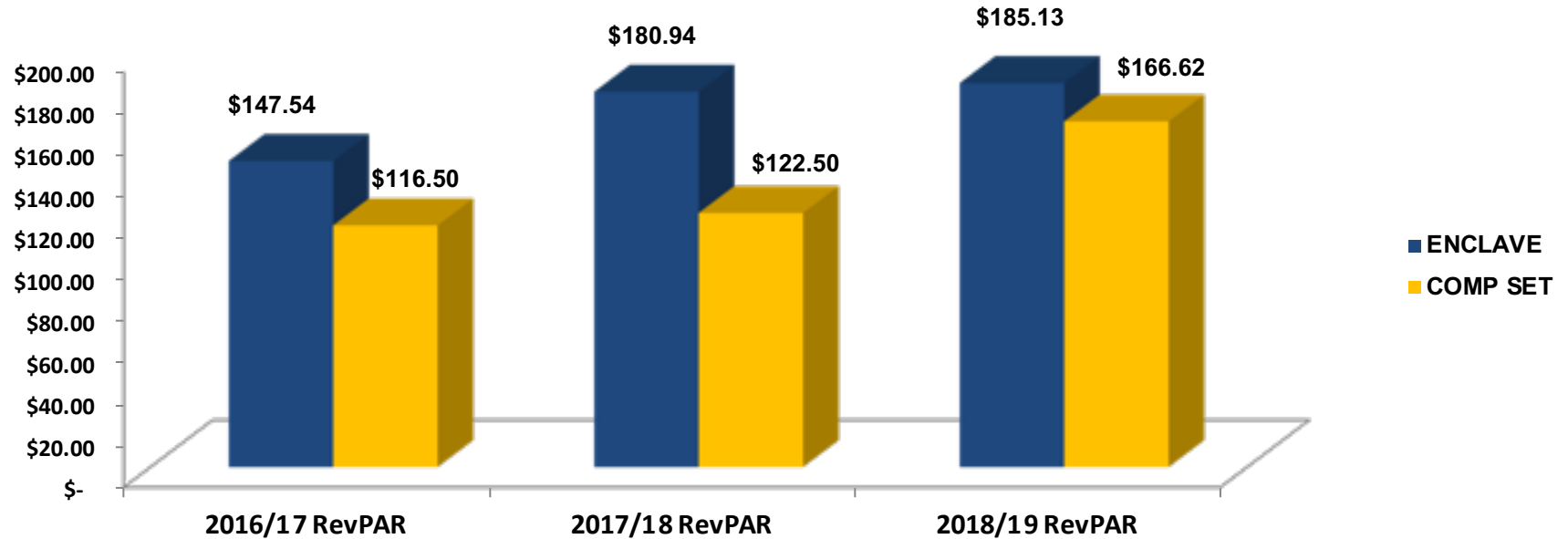
- “Adjusted” refers to actual number of units participating in the rental pool, for the first three months of each winter. 15 units compared to 15 units.
- We actually lost 4 units YOY so Revenue has increased for the remaining 15 units.
- 2019/20 Winter YTD GLR has increased **+16% (+\$59,741)** from 2018/19 for these 15 units.

Average Daily Rates & Rental Nights



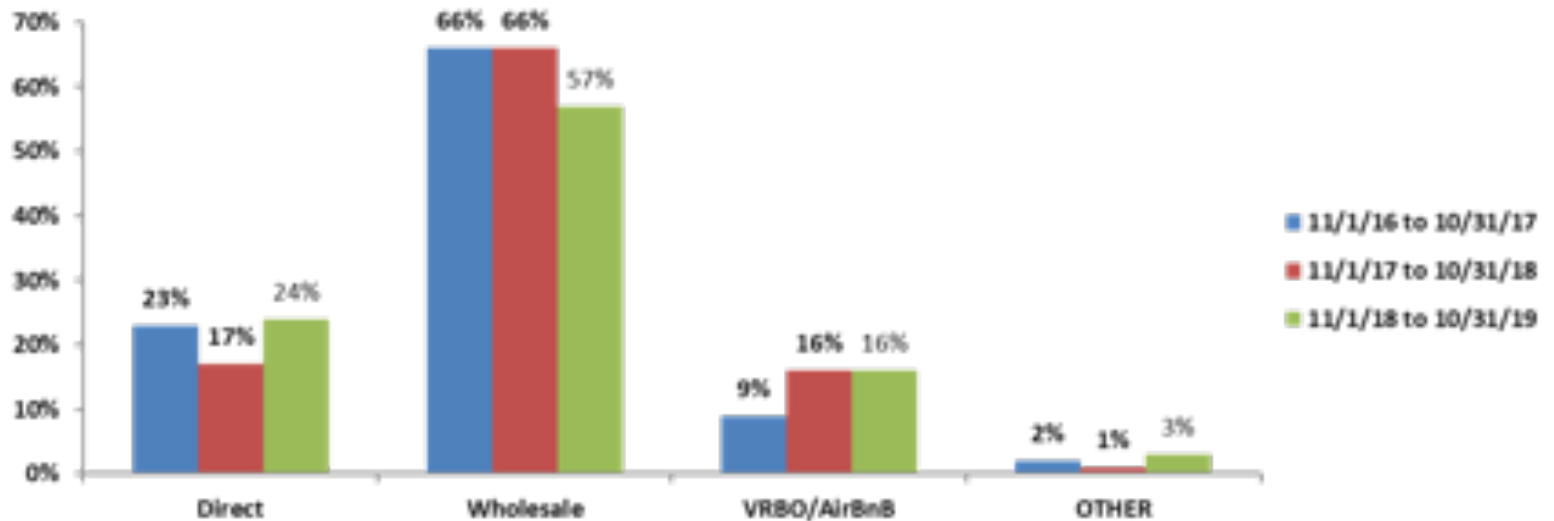
- Occupancy growth of **+21.5%** from 16/17 to 17/18 and **+17.8%** from 17/18 to 18/19
- ADR increased **+8%** from 16/17 to 17/18 and decreased **-6.8%** from 17/18 to 18/19
- RevPAR increased **+22.6%** from 16/17 to 17/18 and increased **+9.9%** from 17/18 to 18/19

RevPAR Performance vs. Destimetrics Comp Set



- Enclave RevPAR has grown **+25.5%** since 2016/17.
- Comp Set RevPAR has grown **+43%** since 2016/17.
- Most RevPAR growth occurred in the last year as the Market begins to grow smarter and begins to approach our growth rate
- In 2018/2019 Enclave RevPAR exceeded the comp set RevPAR by **+11.4%** - a healthy margin

Enclave Distribution Channels 2016/17 to 2018/19



- Enclave Direct Business (Phone and Website) increased **+7%** from 2017/2018
- Enclave VRBO and AirBnB remained flat to prior year
- Enclave Wholesale and Central Reservations decreased **-9%** from 2017/2018 – a good trend

Marketing

NEW IN 2019

Events & Sponsorships

In 2019, a new focus was on building our database of consumers through events and sponsorships within the mountain region as well as the front range.

Through these partnerships and events, we were able to gain additional visibility with a targeted market who travels often to mountain destinations.



Events & Sponsorships

- Denver Ski Expo
- XGames
- Art Festivals
- Music Venues
- Bike Events
- Sport Tournaments
- Marathons
- Tourism Boards
- Oktoberfest
- GoPro Games



Trusted by great companies from around the world

Vacasa connects directly with the world's top vacation rental websites, and integrates directly with Google. Our homes get maximum visibility across the web.

Booking.com



Google



Moving Forward

How we got from here



Vacasa is born

Vacation rental management becomes easier for guests and more profitable for owners.

November 2009

Our first website

VacasaRentals.com launches with five homes, four from the Pacific Northwest and one from Utah.

March 2010

We go international

Belize joins the Vacasa family, making us a global company (with seven international homes).

December 2014

Our first pig

The "pet-friendly" policy gets some fine tuning after a 1,000-pound pig visits an Idaho Vacasa home.

July 2015

Welcome, Bob

Vacation rental industry rockstar Bob Milne becomes Vacasa's Chief Operating Officer.

June 2017

100,000 stays

It's a guest milestone. (And to date, we've hosted 50,000 dogs... and that one pig.)

May 2016

Initial funding

We secure \$40M in Series A funding to scale operations.

April 2016

Hello, Europe

We welcome Spain into the Vacasa family.

September 2015

\$103.5 million

We secure record-setting Series B funding to bring Vacasa everywhere our guests want to be.

October 2017

Building our team

We announce the purchase of Wyndham Vacation Rentals (WVRNA), welcoming their strong team.

August 2019

\$319M

We close the largest Series C in our industry to fuel the opportunity ahead of us.

October 2019



to here.

Better Marketing Through Technology

Vacasa has built on the latest technology innovations and tools to create an industry leading platform that delivers higher value to homeowners.

1

Unit Listing to Update

Direct API integrations allows unit listings to be updated in 1 place, and then published to multiples channels in near real time

1M+

Data points used for dynamic pricing

Vacasa's "Dynamic pricing" relies on advanced algorithms that factor in millions of data points to set the right price, for the right customer, at the right time. This in turn optimizes your revenue as an owner.

14+

Automated Email Touches

Automated emails are optimized to deliver a great booking, stay, and re-booking journey across the customer lifecycle.

13K+

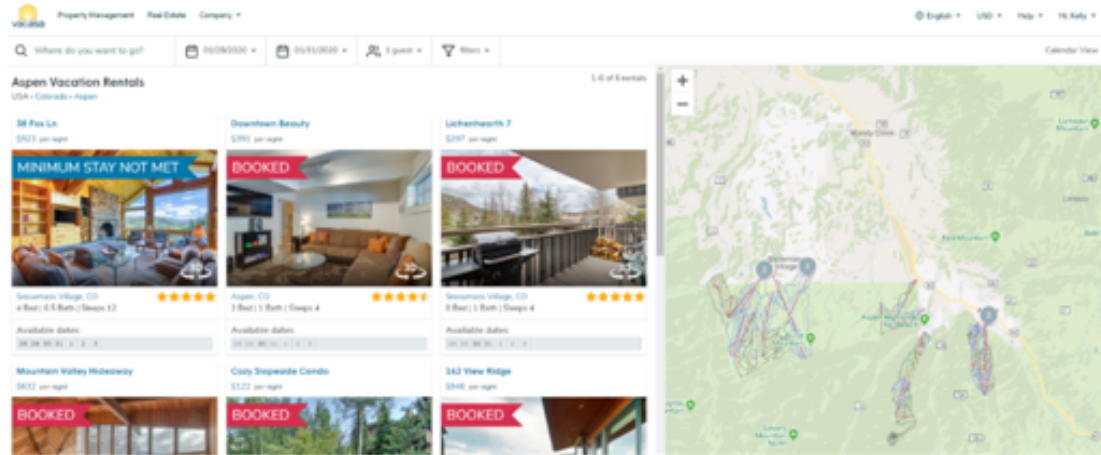
Virtual Tours Filmed

Virtual tours allow a 3-D walkthrough of your property to give customers confidence in their reservation decision.

Website & Advertising

Website

- Easy-to-navigate search results with area map included
- Vacasa.com
- Vacasa.ca caters to Canadian audience



Facebook



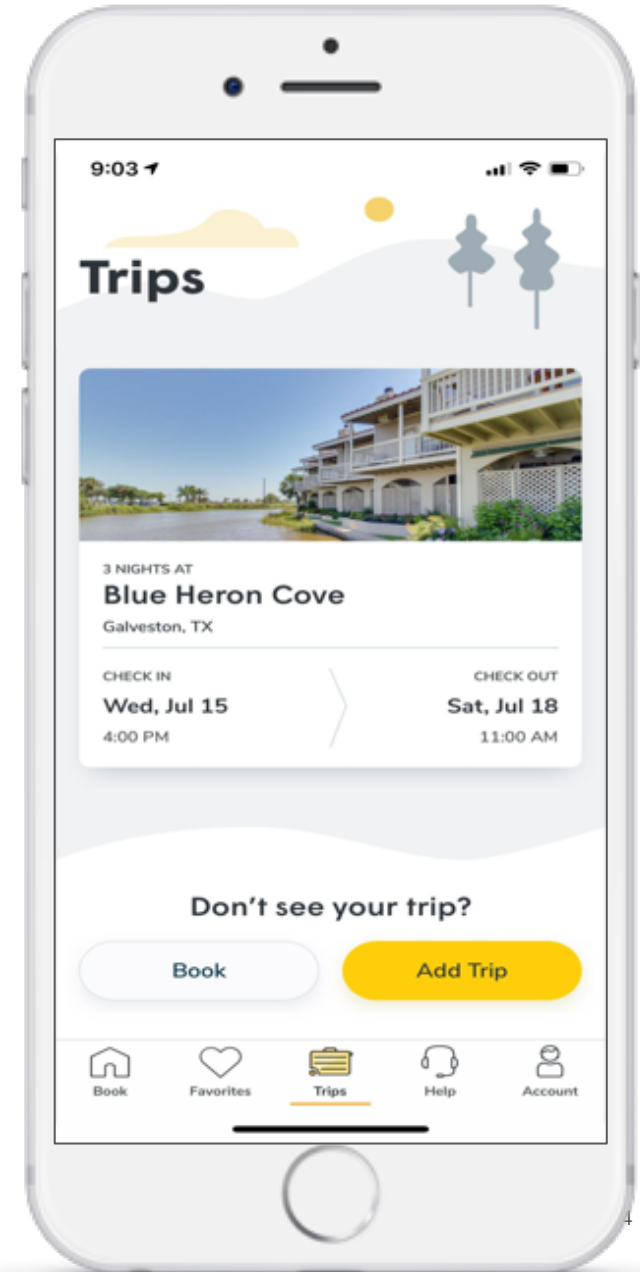
Instagram

Search Engine Marketing and Search Engine Optimization

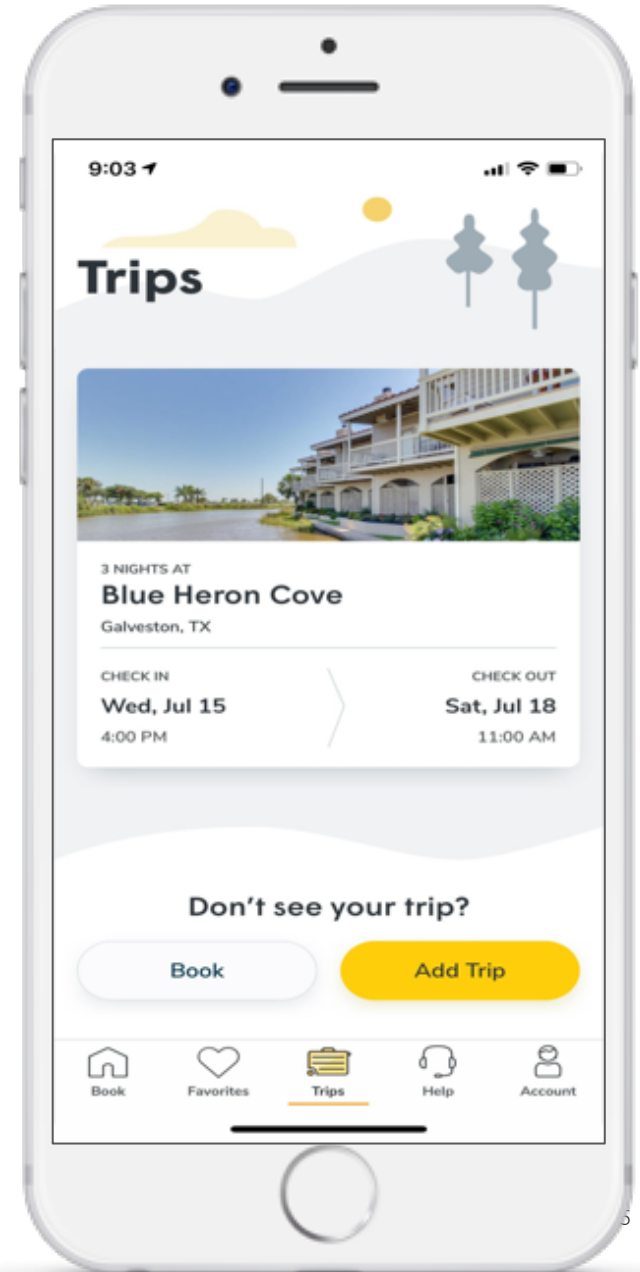
- Organic search optimization
- Paid Search and Display advertising across Google, Bing, Facebook, Instagram, etc.

Guest App

- For guests on their trip, Vacasa's app includes driving directions, instant WiFi connection, and early check-in availability notifications.
- For those searching for a home, the app offers in-home 3D tours and direct bookings.



Guest App Session Growth



**Make bucket lists,
not shopping lists**



This Black Friday, skip the mall and plan your next getaway.

[Explore Destinations](#)



★★★★★
Comfort at the Cottonwoods - Sun Valley, ID
3 Bed | 3 Bath | Sleeps 6



★★★★★
Mountain Luxury - Fayston, VT
4 Bed | 4.5 Bath | Sleeps 9



★★★★★
Villa 4 Sisters - Nerja, Andalusia, Spain
4 Bed | 2 Bath | Sleeps 6



★★★★★
Rustling Waters Getaway - Rhododendron, OR
2 Bed | 2 Bath | Sleeps 7



Vacasa partners with Resort Property Management

Vacasa is thrilled to welcome Resort Property Management to our family of homes. We offer a diverse selection of one of a kind homes in Big Sky, Montana - perfect for your weekend getaway or family vacation. Book your home today!

[Browse Homes in Big Sky](#)



Now you can explore a home before you book with our virtual tours. We're adding more homes every day!



Your vacation is our full-time job

Booking at the last minute can save you a bundle. Check out some of our best deals near you this weekend.

[Search Vacation Rentals](#)

McCall, ID Vacation Rentals

August 9-10, 2018



[Browse McCall Homes](#)

Find a vacation rental

Where would you like to go?

You've received this email because you previously stayed with us in Vacasa, September 19, 2018.



Did you fall in love with your Vacasa?

Book this home again for your next getaway!

[Rebook Your Home](#)



Try somewhere different in Alabama

Looking to stay somewhere different in Alabama? Check out some of our other homes.

[Book A New Home](#)

National
Segmented by Region
High Exposure

Local
Used for Announcements of newly acquired companies
Used for lagging Inventory

Personalized Branded Journeys
Targeted with relevant inventory based on where individuals live and where they have traveled.

Automated Personalized
Sent to individuals based on demographic or behavioral data



Did you enjoy your trip?



Poulsbo Beach Hideaway
Poulsbo, WA
Jul 23, 2019 - Jul 27, 2019
Reservation #1898573

Vacasa LLC - PO Box 10130 Portland, OR 97296



It's almost time for your trip.

We hope you're excited for your trip to Boise. This email contains everything you need to know to get in the door of your Vacasa home. [Download the Vacasa app](#) to quickly access this information and more on the go. Or, print or take a screenshot of this email so you don't have to search for it later.

Reservation #2419049
Check-in: 4:00 pm, Tuesday, December 3, 2019 ([Early check-in details](#))
Check-out: 11:00 am, Friday, December 6, 2019 ([Late check-out details](#))
Guests: Adults 1, Children 0, Dogs 0
[Modify/Cancel](#)

[View My Trip](#)

Get there

Casa Fina
[702 North 20th Street, Boise, ID, 83702](#)

Get parked

There are 4 dedicated parking spaces.
There is one parking space in front of the garage and plenty of street parking.

Get inside

Lockbox: 2514, lockbox located inside back side gate on the front door key is located in the lockbox inside the fence, on the post. the back up Entrance is the side door it has an electronic keypad.

Get online

Network: Casa Fina and Casa Fina 5G
Password: Northend702

26 reviews ★★★★★

★★★★★ **Jamie F.** | Sep 2019
We were all impressed with this cabin. You can hike around right outside of it, and the views were great. Even walked to town sometimes. Loved the wood-burning fireplace and thank you for including wood! Perfect place to stay with family.

★★★★★ **Juanita G.** | May 2019
I love how the house was fully furnished with everyday things you need. Things like plenty of towels and linens, toilet paper, paper towels and even toiletries. Beautiful views throughout the entire house! Plenty of room for my large family of 7.

★★★★★ **Aaron M.** | Dec 2018
Very comfortable accommodations with everything we needed. Extremely convenient to everything in Aspen.

★★★★★ **Alison G.** | Nov 2018
The Mountain Valley Hideaway was the perfect home for our family vacation. Great views, perfect location, and a warm and cozy setting. Will definitely be coming again!!

★★★★★ **Brian G.** | Nov 2018
House was perfect for us and very close to town. The walking trail across the street was excellent and really enjoyed the great kitchen. Only complaint would be the light switches.

★★★★★ **Susan S.** | Sep 2018
House was just what we needed, plenty of space. Loved the trail access on Roaring Fork. Loved that we could take the shuttle to town and back and that it ran until 1:45 a.m. so we could be out late at a wedding and after party and not have to drive. Did not need to cook, but could have...everything needed was there. Not fancy, but everything we needed and super convenient. With all the construction and traffic in town, it was really great to be up the road just a bit.

Transactional Emails

Includes pertinent trip related information and helps generate reviews which are featured on the website.

3rd Party Brand Reputation



4.4/5 Excellent

17 verified reviews

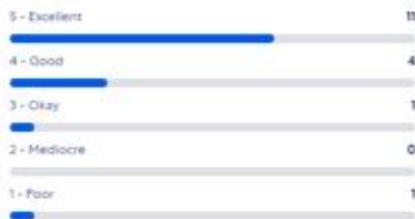


8.7 Excellent - 22 reviews



4.4 Excellent

17 reviews



4.5
Cleanliness

4.8
Service and Staff

5.0
Amenities

4.5
Property condition



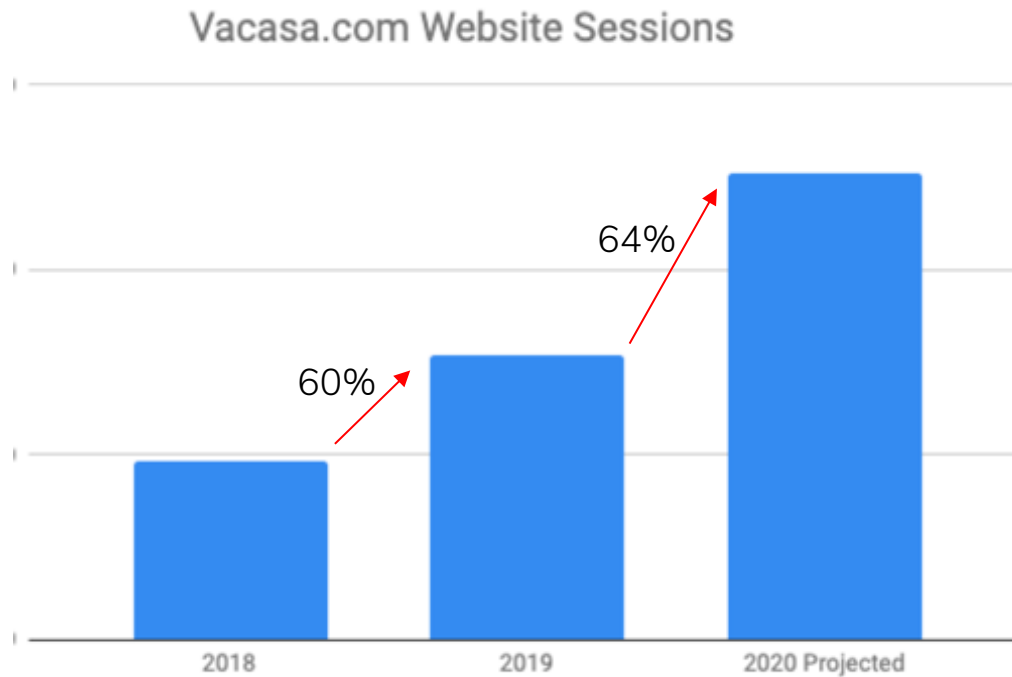
4.8 ★★★★★ Excellent

24 reviews on Google



Website Traffic Shows Tremendous Growth

Net impact of marketing strategies show solid and consistent growth YOY.



Note: 2020 Projection based on Jan/Feb trends. Left out 29 Feb to make an accurate YOY comparison to 2019

Thank You

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