



VACATION MARBELLA

★★★★★

Vacation  
Marbella  
LUXURY ACCOMMODATION

# Did you purchase a property in Marbella?

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Perhaps you want to rent your vacation home **because you haven't used** it as much as you planned?

Or you would like **to offset some of the cost** because of owning it?

Or you just want to **share the experience of vacationing in Marbella** with others?



# Marbella is a unique place for tourists

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More than 300 sunny days a year, internationally recognized, luxury shops, one of the most popular marina in Spain, the most sophisticated cuisine and **the first GOLF destination in Europe** with more than 30 golf courses in the area.



Due to its fantastic location, beaches, security and its variety in terms of leisure, **Marbella is a highly desirable place by tourists**, so the **market for vacation rental is in full growth**.



Marbella is a **popular family destination** with plenty of activities like zoo, tennis and golf academies and summer camps.



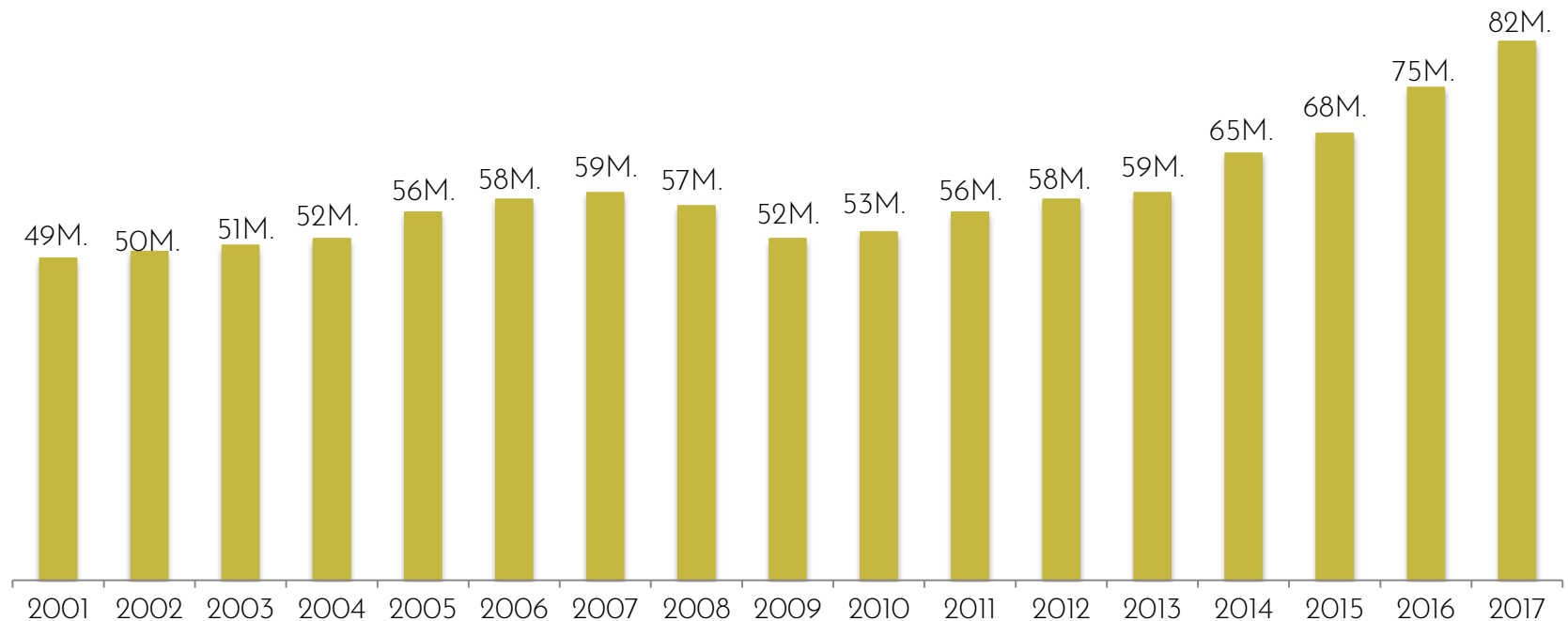
Marbella is also **one of the most frequent golfer tourism destination** considering the high level of its well known golf courses. Popular destination for the perfect weather conditions and **great quality of sports facilities**.



In recent years, tourism is breaking records in Spain, establish itself as a worldwide leader and being 2<sup>nd</sup> top International tourist destination.

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Evaluation of number of foreign tourists(2001-2017)

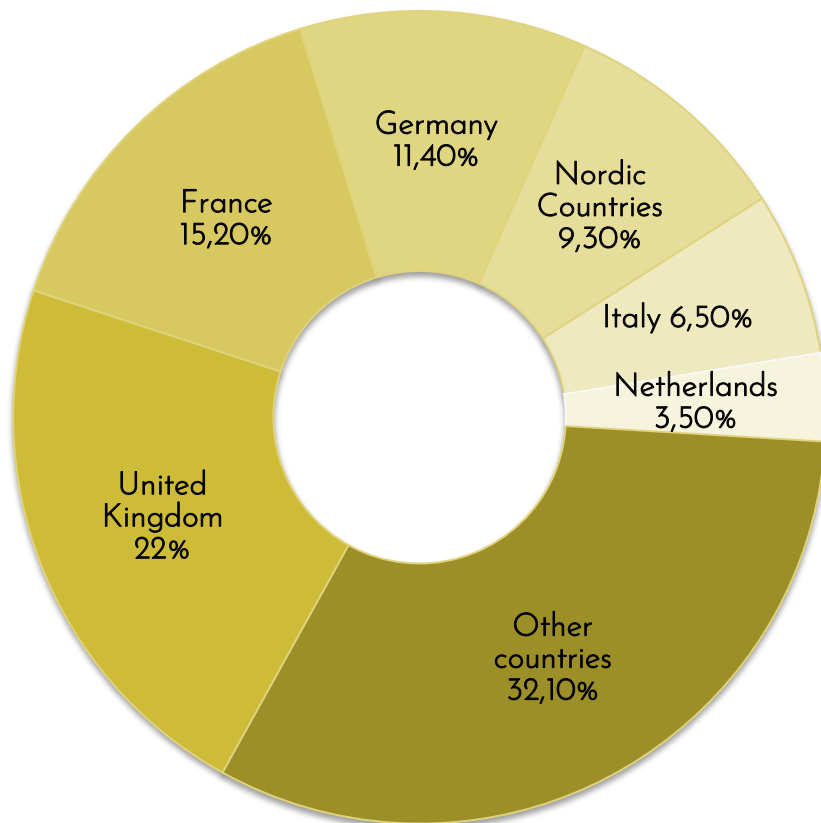


Source: Instituto de Estadísticas Turísticas Frontour..

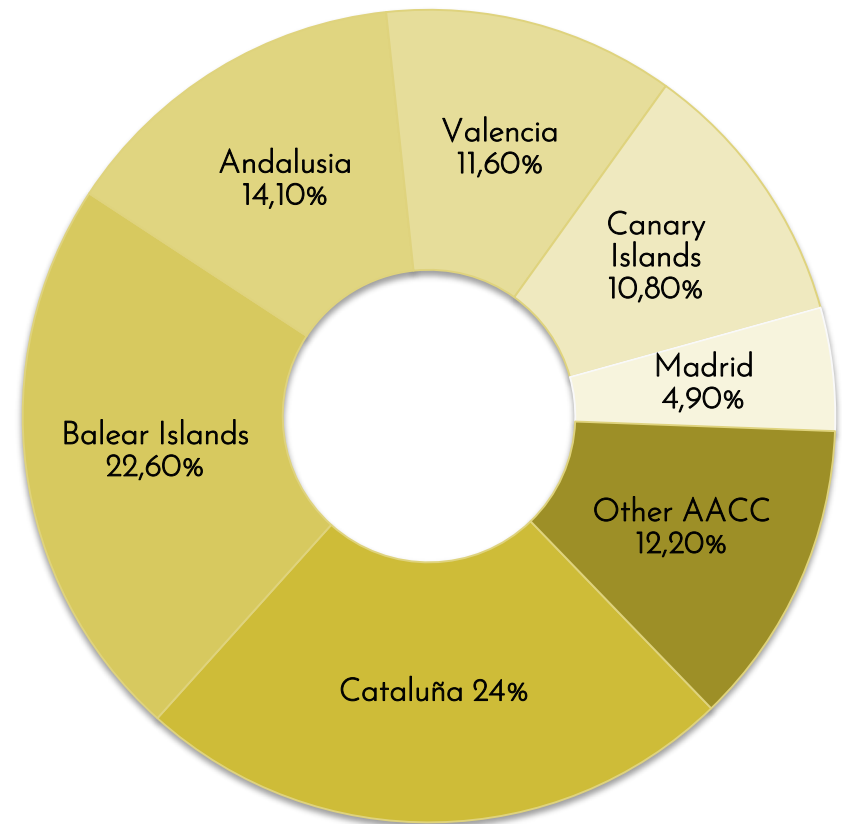
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Spain has increased the number of visitors, almost 40 million, in less than 17 years.

The **main sources** of foreign tourism in Spain are: **United Kingdom**, followed by, **France**, **Germany**, **Nordic Countries**, **Italy**, **Netherlands**.



The most popular destinations are: **Barcelona**, **Andalusia**, **Balear Islands**, **Madrid**, **Canary Islands** and **Valencia**.



Source: Data , HomeAway 2016.

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75% of the reservations are from foreign travelers, mainly from Europe.



Tourists have clearly changed their mind-set, demanding less traditional accommodation as hotel rooms towards a flexible, economical and familiar accommodation as

## VACATION RENTALS

producing a growth of 2,7 million of rental accommodation in tourist accommodation vs 2,4 million of hotel rooms in Spain in 2016.

Source: Exceltur.





Are you already  
renting or  
new in  
the holiday  
rentals?

# WHY VACATION RENTALS INSTEAD OF LONG TERM RENTALS?

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**MORE MONEY:** if your occupancy rate is high.

**MORE SECURITY:** no defaulter tenants.

**MORE FLEXIBILITY:** You can use your property a few weeks a year.

**BETTER MAINTENANCE of the property:** the property has to be in perfect condition every time a new guest is arriving.



# Self management, comes with plenty of hidden costs in both time and money if you really want to be successful

Waste lots of time



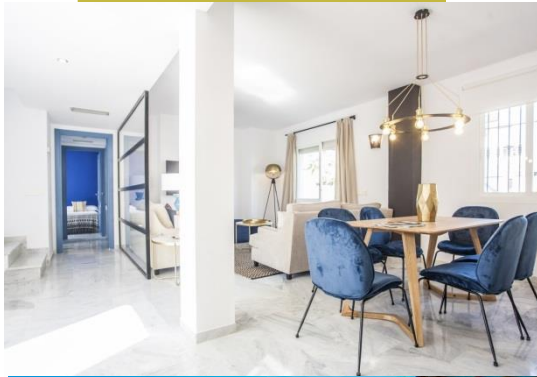
On call 24h/7 days



So, say goodbye to your **own vacation** when you manage your property yourself, because **you will be specially busy in summer holidays and weekends.**

# We are FULL SERVICES “VACATION PLANNERS”, MANAGEMENT COMPANY in Marbella

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Vacation Marbella was born in 2015. Nowadays we manage more than 100 properties, we are around 20 employees.

Vacation Marbella is a full - service vacation rental management company.

Not only does Vacation Marbella take care of everything, you will make more money - guaranteed.

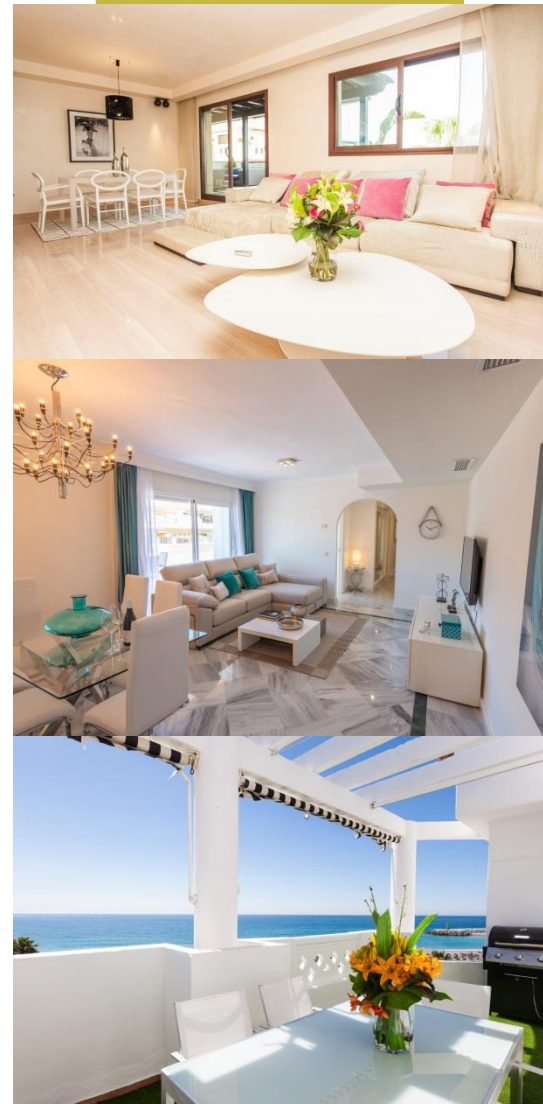
We focus on an excellent service, a great rental should be authentic: taking the guests back to GENUINE customer service, HIGH END properties, and REAL locals living next door.

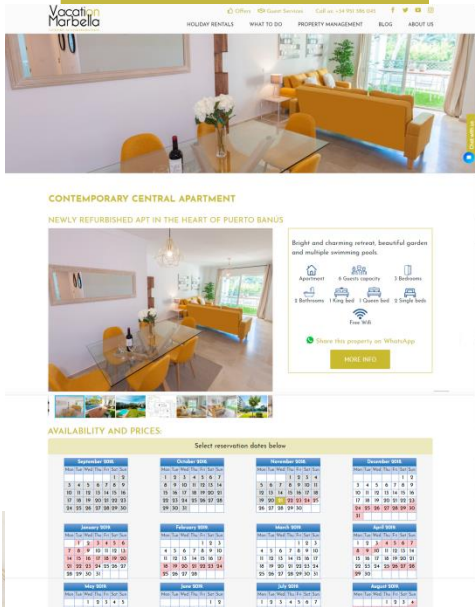
We strive to provide an exceptional level of service for guests, and even more than that, our goal is for guests to take great memories home with them.

**Multi-Channel marketing:** A team specialized in online marketing with a qualified management, creating a specific business plan for each property to have the best positioning and profitability.

**Interior design projects:** We place great importance and commitment to building strong client relationships always tailoring our approach to meet each individual client's needs and delivering on time and budget. Potential guests request modern properties.

**Technology:** Investment is our mantra, that's why we have an IT department. We use a channel management software and a virtual payment platform that help us to have higher occupancy rates and achieving it efficiently: managing multiple calendars, synchronizing availability instantly, updating content and providing transparency to our landlords.





Our website and booking platform get bookings 24h/7 days a year.

**Payments department:** Dedicated team specialized in payment management, vacation rentals zonings law and business licenses offering a great efficiency on the billing process asking for passports, locking credit cards with the final objective of compliance with the latest regulation, which allow us to offer the owner a warranty in case of any damage.

**Excellent customer service:** Guest relations team offers a high quality & personalized service to our guests, down to the smallest details with 24/7 on hand support while you are on the ground.

**Cleaning and maintenance:** Our dedicated team of conscientious and trustworthy, people, whose aim is to ensure the security, cleanliness and maintenance of your Spanish home.





# As “VACATION PLANNERS” we also offer several services to our guests

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Yacht charter / fishing charter



Golf green fees



Transfers from / to the airport

We do not only offer accommodation, we offer a tailored service. These extra services help us to get more reviews and a good online reputation because we offer a personalized service to every guest.

We have more than 2000 reviews in all our online platforms at the moment.



When you work with Vacation Marbella you are hiring a **dedicated team** to market and manage your home. We will **take super care of your investment** and offer you a better return than you ever thought.

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+ EARNINGS



+ ASSURANCE



+ TRANSPARENCY



= - DISADVANTAGES

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According to media, such as Expansión newspaper:  
*"31% of the tenants in Spain do not pay the rent and it takes a minimum of 11 months approximately to make an eviction. In most cases they are tenants with no assets in Spain which have no wealth under their names, so it is very complicated to get some compensation back from them in case of demand".*

We always look after your investment, that is why we charge 100% of the booking plus a refundable deposit upfront.

# WE COLLABORATE WITH THE BIGGEST VACATION RENTAL PLATFORMS ON THE WORLD

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# A property well positioned means more viewings and more bookings.

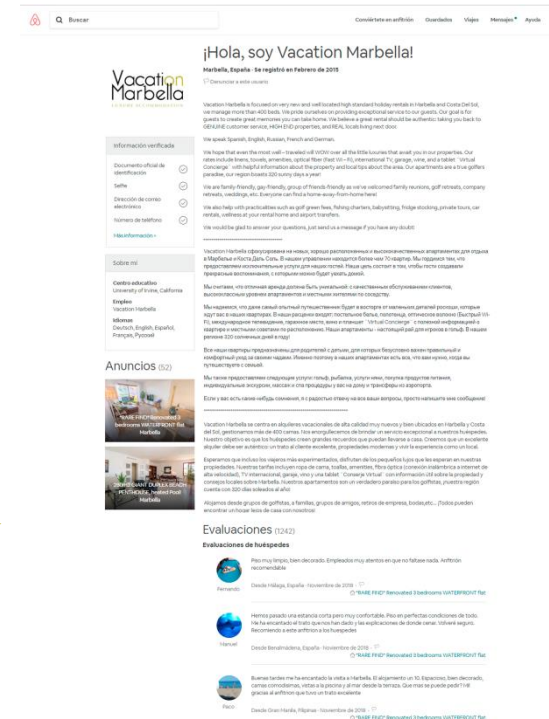
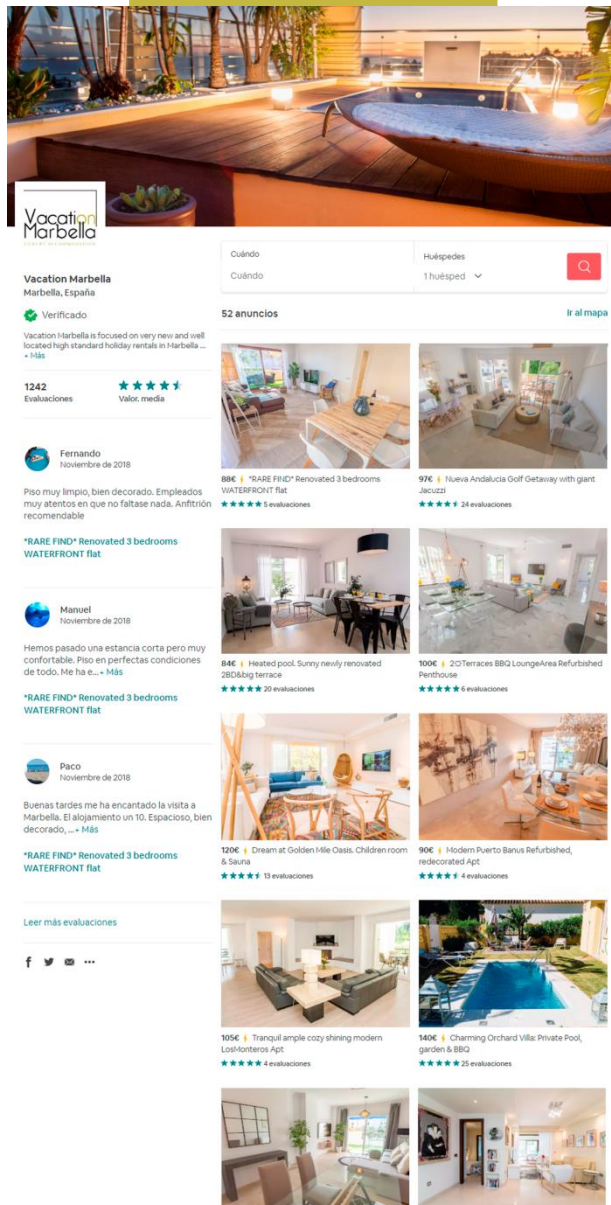
We are the most important client for Airbnb in Marbella

It is very important to build a great online reputation, but it takes a long time.

Through our professional project management, in less than 18 months we achieved more than 400 reviews on the leading online platforms.

A sample of it is our Airbnb profile:

<https://www.airbnb.es/users/show/27654121>





*"You have a huge advantage as a PM [professional manager] against your competitors [self managers]"*

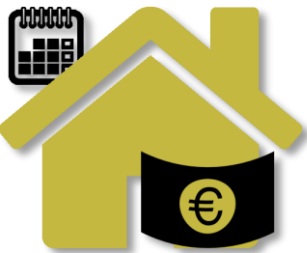
Brian Sharples, co-founder and CEO of Homeaway

Source: <https://www.tnooz.com/article/self-management-dying-on-airbnb-and-vacation-rentals>

If Booking or Airbnb makes more from one of those types of "hosts" (professional manager) than the other, might they be tempted to provide preferred placement to listings managed by one type of host versus the other (self managers).

## WHY TO WORK WITH VACATION MARBELLA?

Long term rental



vs

Short term rental



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**+€14.392/year**

\*Average underestimation in the 1st year

Do you want to know the efficiency you can get from your property?

Contact us and our professional team will study your project:

[info@vacationmarbella.com](mailto:info@vacationmarbella.com)

+34 951 386 045

**€24.000/year**

€2000/month x 12 moths

**€ 38.392/year**

\*Moderate scenario

THANKS FOR CHOOSING US..

# Vacation Marbella

LUXURY ACCOMMODATION