

TRAVEL AND HOSPITALITY

Inspirato aims to simplify second-home buying with real estate service

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A luxury property available through Inspirato. Image credit: Inspirato

By SARAH RAMIREZ

Private travel club Inspirato is looking to make luxury vacation home ownership more accessible and streamlined for buyers through a new brand.

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With the launch of Inspirato Real Estate, the luxury hospitality company will be able to add properties at a quicker pace, while providing real estate professionals with a curated list of pre-vetted properties. This new service comes on the heels of other disruptions in the luxury travel industry.

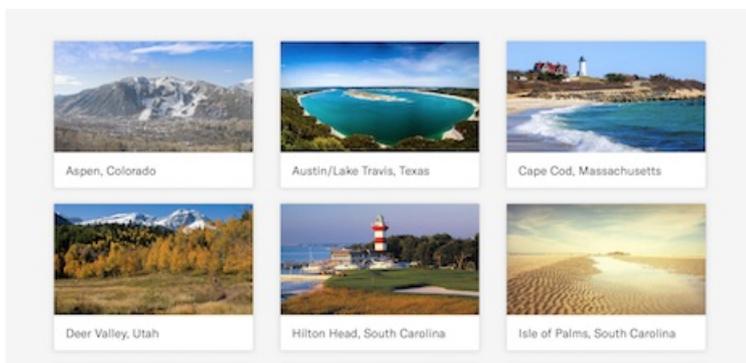
"Summer is a high time for travel and real estate alike, making it a prime time for Inspirato to launch with equal relevance to both markets it serves," said A. Taylor Rains, managing partner [Flugel Consulting](#), Charleston, SC. "Airbnb and VRBO have provided proof of concept for the viability of the vacation rental market in the luxury industry."

Mr. Rains is not affiliated with Inspirato, but agreed to comment as an industry expert. [Inspirato](#) was reached for comment.

Vacation home ownership

Some of the potential drawbacks of owning an upscale vacation home include not being able to use the property enough to make the investment worthwhile, or devoting too much time to managing the property.

Inspirato Real Estate is leveraging its luxury vacation home rental business in an effort to solve some of those problems for vacation homeowners. While Inspirato currently offers luxury rentals across the globe, its real estate side is currently focusing on North America, including Mexico and the Caribbean.



A screenshot of the Inspirato Real Estate site, showing destinations with available homes. Image credit: Inspirato

The homes currently listed range in price from \$1.3 million and up. The properties range from two-bedroom apartments in locations such as Miami, FL to four-bedroom homes, and larger, in Aspen, Colorado or resort areas in Mexico.

By purchasing a vacation home through Inspirato, buyers can choose a variety of options that aim to simplify the process of renting out their new, part-time residence.

Buyers can choose to sign a five-year lease with Inspirato, which would allow the vacation home to be rented through the club's original luxury home rental service. Additionally, homeowners can choose to have Inspirato handle the property management, including marketing, booking, housekeeping, bill payment and maintenance.



Inspirato Real Estate is promoting properties across North America. Image credit: Inspirato

Since the vacation home will be used primarily as a rental, Inspirato gives owners complimentary use of their home during special dates and discounted rates outside of those set time periods. Owners can also choose to enroll in Inspirato's luxury rental platform, giving them the opportunity to rent other homes when they are not enjoying their own vacation home.

These benefits would allow buyers who purchase through Inspirato Real Estate to enjoy the flexibility of luxury vacation rentals, while being able to make a long-term real estate investment.

Luxury rentals

The introduction of Inspirato Real Estate also marks a return to the brand's roots with its emphasis on residential properties.

When Inspirato launched in 2011, it worked with affluent travelers to book high-end rental properties around the globe. In 2015, it later expanded with its Hotel & Resort collection to offer members additional options aside from residential properties. Hotel & Resort allows members to book rooms and suites at member-only value at more than 85 luxury hotels, including St. Regis, Waldorf Astoria and Fairmont properties ([see story](#)).

Meanwhile, other vacation rental brands are pivoting in an effort to attract more affluent consumers.

Earlier this year, home-sharing service Airbnb introduced Beyond, a new luxury tier that offers custom-designed trips, including personalized experiences along with high-end rentals. Airbnb also assists luxury home renters with

high-quality photograph and top placement on their travel app, to encourage views when customers search for luxury accommodations ([see story](#)).

"Vacation rental management services are not a new operation, but Inspirato is taking a different approach by stepping away from mass market and deep diving into the luxury market," Mr. Rains said. "Secondly, Inspirato has fine-tuned a unique set of offers that serve both the investor looking for a property and the owner looking for a management company.

"They are taking a highly-specialized approach by working with a network of local realtors who are specialized in their own market," he said. "They minimize the risk for their owners by offering a regular rental income throughout the year."

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