

Purgatory Resort, Colorado

Host Compliance helps ensure everyone has a good stay in Purgatory

\$320K

collected to put toward
community programs

1,200

Supports 1,200
homeowners

600

STRs identified

99%

STR compliance rate

OVERVIEW

Purgatory Resort is a destination located in the San Juan Mountains in southwest Colorado. The area's recent growth created a need for more efficient short-term rental (STR) tracking and monitoring. Purgatory partnered with Granicus to implement Host Compliance to help identify STR properties and recoup critical revenues.

SITUATION | Economic boom creates need for automated processes

Over the past three years, the area has seen a tremendous amount of development, and the expansion shows no signs of slowing down. This boom created the need to track STRs to ensure revenues are being collected and regulations are being followed.

SOLUTION | Technology helps establish STR tracking methods

Using manual methods to identify STRs within Purgatory's footprint was nearly impossible. Implementing the digital Host Compliance solution allowed Purgatory to easily create STR policies, enforce regulations and safety guidelines, and collect revenues that are reinvested into the community.

RESULTS | Digital tools improve community experience

Once Host Compliance became part of the fabric of Purgatory STR oversight, the process resulted in strong, meaningful results for the community. The compliance rate is 99% and the \$320,000 in fees collected through Host Compliance from homeowners were reinvested into community programs and benefits.

"Before we began using Host Compliance, we had no compliance process whatsoever. Having Host Compliance by my side helps me implement our short-term rental policies." — Amy Ward, Homeowner Services Support Manager, Purgatory Resort, CO

MUST HAVE SOLUTION

Host Compliance

“Being able to provide homeowners and guests with events and amenities helps us give them a memorable experience. We could not do this without the fees we can collect and track through Host Compliance.”

Amy Ward, Homeowner Services Support Manager, Purgatory Resort, CO