



# 2020 OUTLOOK – THE DECADE AHEAD: DIRECTIONS IN REAL ESTATE

Travel Experience and Trends Council

September 20, 2019

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**RCLCO**  
REAL ESTATE ADVISORS

# 10 NEW DIRECTIONS IN DESTINATION HOUSING, HOSPITALITY AND RETAIL

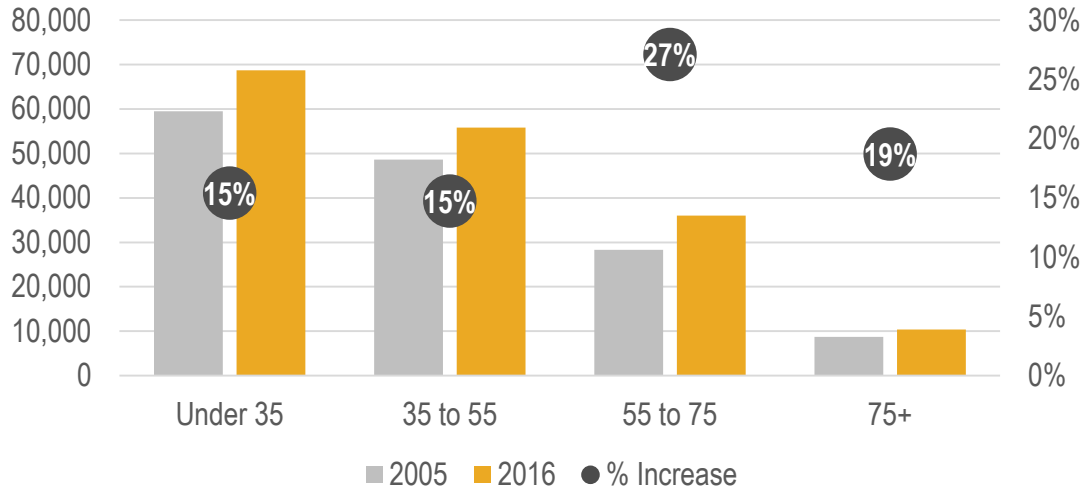
## INNOVATIONS SEEN IN URBAN MARKETS COMING TO A DESTINATION NEAR YOU(?)

1. You can rent it?
2. Housing and hospitality blur
3. I live here!
4. House and location disaggregate
5. The rise of cute
6. “Super condo” is the new single-family
7. More modern, more simple (cheaper to build?)
8. Glamping goes mainstream
9. The crash pad phenomenon
10. Pop up retail for real (Or, retail is craft)

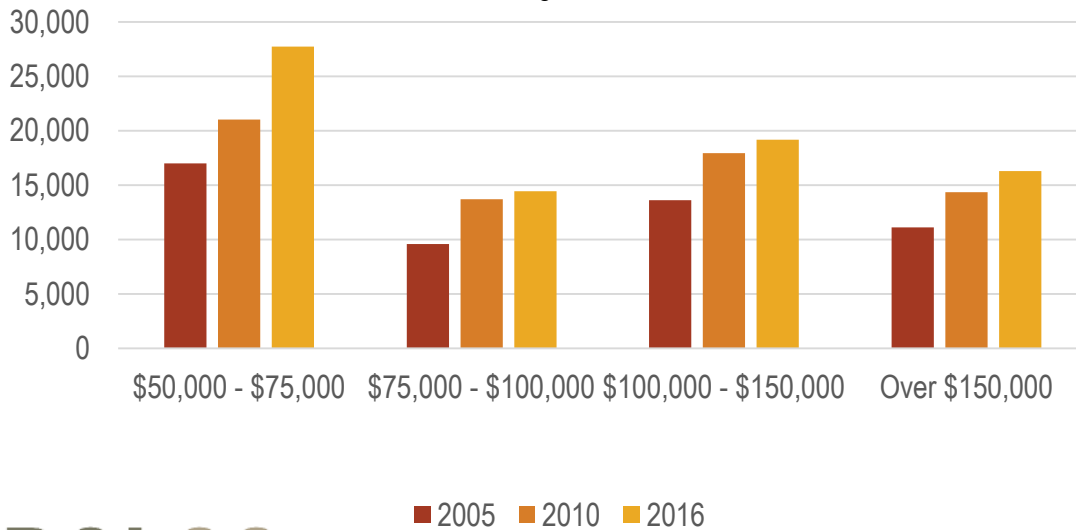


# 1. YOU CAN RENT IT?

**Historic and Current Renter Households by Age Bracket, 2005-2016;**  
Washington, D.C.



**Existing Mature Affluent Renters, 55-74**  
Washington, D.C.



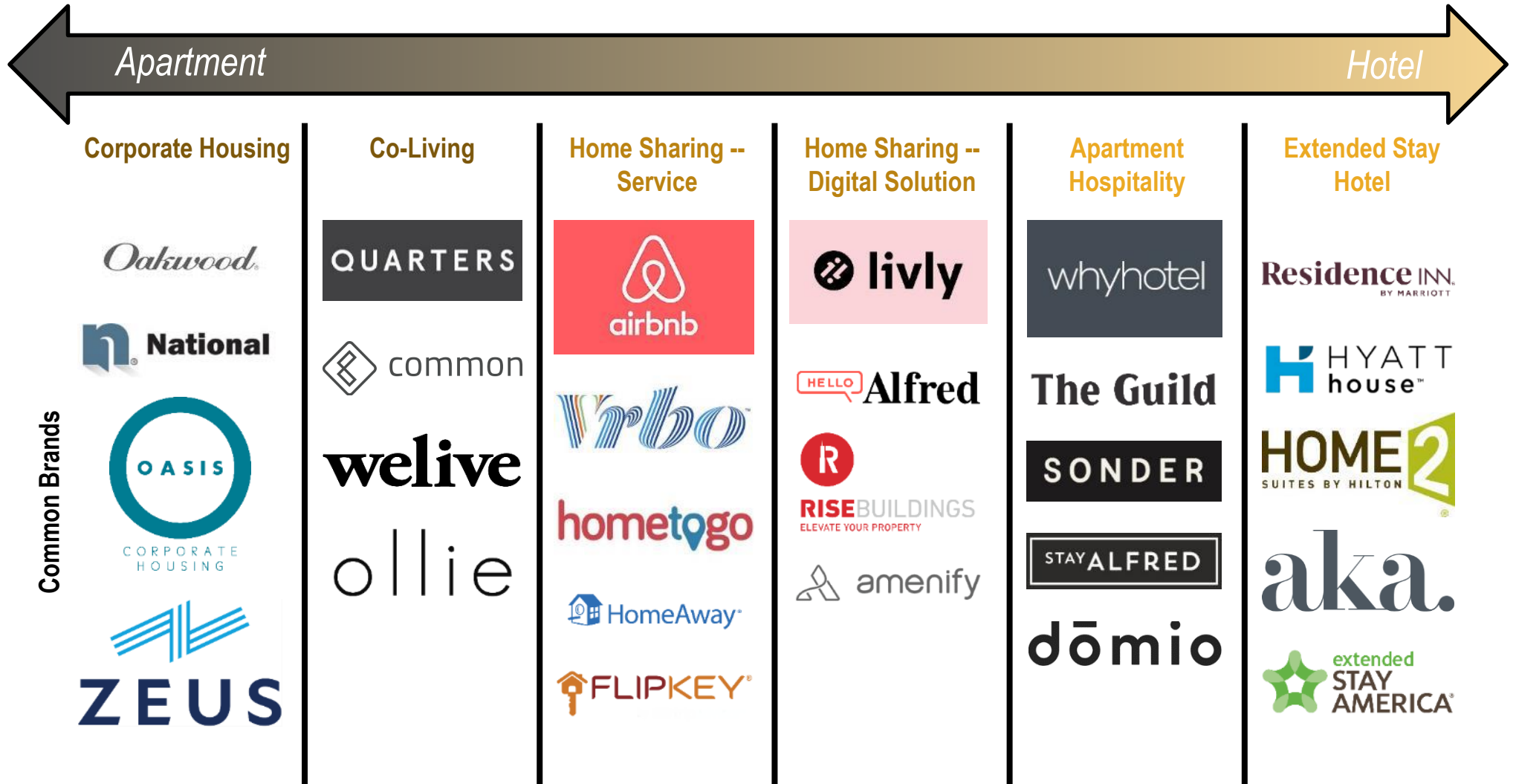
**79 West;**  
Panama City Beach, Florida



**Overture Orlando**  
Orlando; Florida



# 2. HOUSING HOSPITALITY BLUR

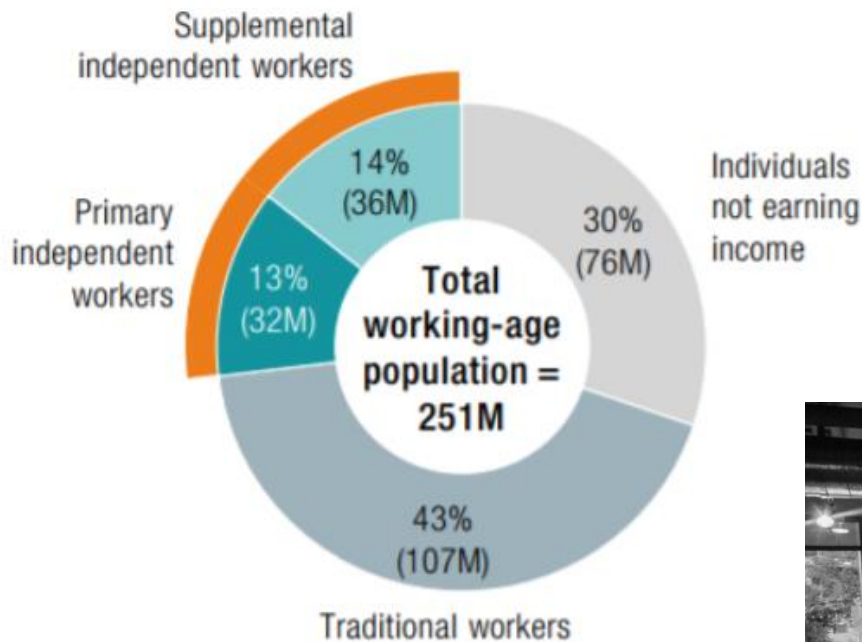


# 3. I LIVE HERE!

## Sizing the “Gig Economy” United States

**68 million**

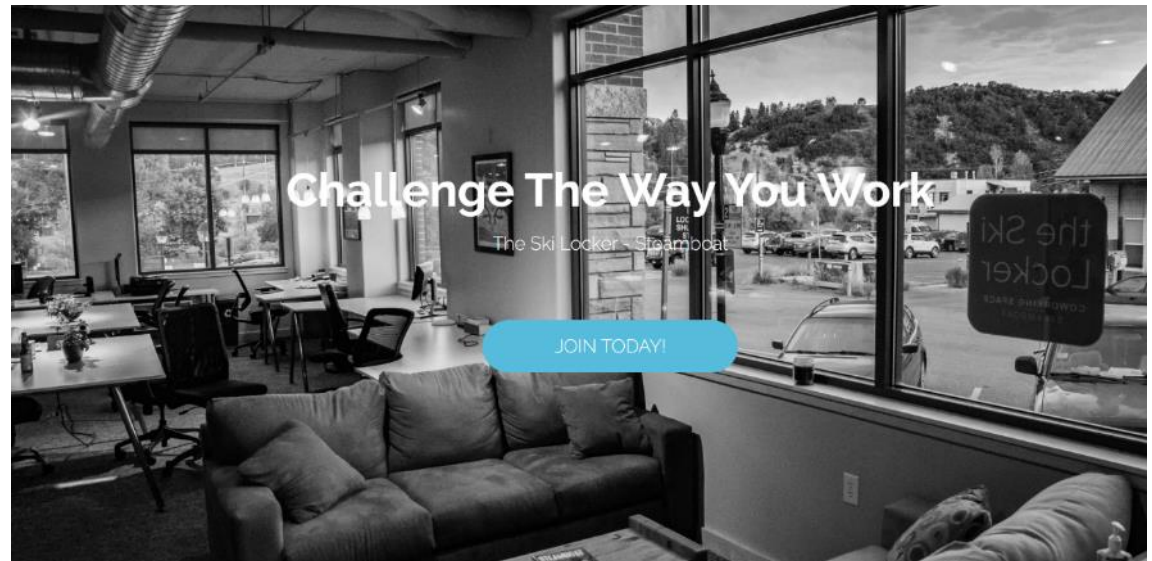
people engaged in independent work<sup>2</sup>



## Highest Rates School Districts Colorado

1. Cheyenne Mountain (Colorado Springs)
2. **Aspen**
3. **Telluride**
4. Cherry Creek (Denver)
5. Boulder
6. Littleton (Denver)
7. **Steamboat Springs**
8. Poudre (Fort Collins)
9. Lewis Colony (Monument)
10. Academy (Colorado Springs)

## New Co-Working Space – “Ski Locker” Steamboat Springs, Colorado



Source: Pew Trust Research; Niche Schools Ranking; RCLCO

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# 4. HOUSE AND LOCATION DISAGGREGATE

Portable Home and Racking System “Kasita”



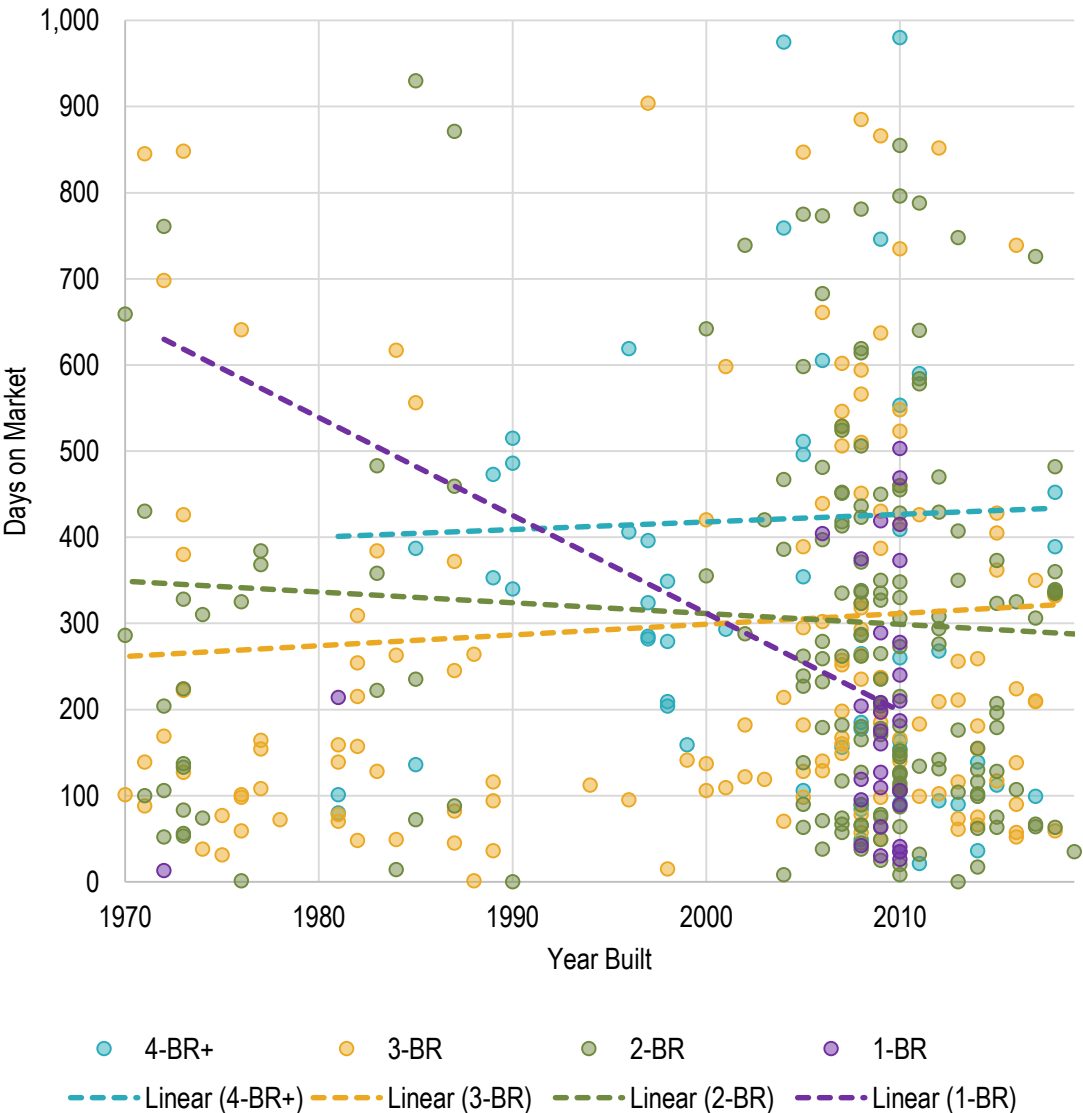
Mobile Tiny Homes Manufacturer “Escape”





# 5. THE RISE OF CUTE

**Days on Market by Unit Type**  
Snowmass Village, CO; 2013-2019



**Lakeside Cabins**  
Moonlight Basin; Big Sky, Montana



**Cape Arundel Cottage Preserve**  
Cape Arundel, Maine



# 6. “SUPER CONDO” IS THE NEW SINGLE-FAMILY

**Existing Large Lot Single-Family**  
Lonely, Dated, Expensive to Maintain



**The Balsam**  
Boulder, Colorado



**Cleo at Playa Vista**  
Los Angeles, California



**Casita at El Dorado**  
San Jose del Cabo, Mexico





# 7. MORE SIMPLE, MORE MODERN (CHEAPER TO BUILD?)

**Limelight Hotel**  
Ketchum, Idaho



**Moreland Village**  
Palmetto Bluff, South Carolina





# 8. THE CRASH PAD PHENOMENON

**Yotel Pad**  
Canyons; Park City, Utah



**Bivvi Hostel**  
Breckenridge, Colorado





# 9. GLAMPING GOES MAINSTREAM

**Playa Papaya Project – Semi-Permanance**  
Tulum, Mexico



**El Cosmico – Product Type Proliferation**  
Marfa, Texas



**ArtisTree**  
Lake Travis, Texas





# 10. POP UP RETAIL FOR REAL

**The Pop Shop**  
Stratton, Vermont



**Pop Up Craft Market**  
Not in a Resort



**Kombi Bar**  
Bondi Beach; Sydney, Australia



**Pop Up Beer Garden**  
Not in a Resort







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