

DOLLYWOOD'S SMOKY MOUNTAIN CABINS PROPERTY MANAGEMENT SERVICES



Company Overview

Conveniently located just minutes from Dollywood, Dollywood's Splash Country and many other area attractions and experiences, Dollywood's Smoky Mountain Cabins offer guests a luxurious mountainside retreat. With a variety of accommodations, amenities and sweeping views of the beautiful Great Smoky Mountains, Dollywood's Smoky Mountain Cabins is a valuable piece of Dollywood Parks & Resorts' premier family destination.

Benefits of Choosing Dollywood's Smoky Mountain Cabins Property Management Services

Property owners receive benefits that only Dollywood's Smoky Mountain Cabins can provide, including entry to Dollywood and Dollywood's Splash Country, dedicated revenue management that focuses on maximizing rental revenue, creative packaging and more.

- Dedicated team to ensure strong rental income
- Priority access to Dollywood and Dollywood's Splash Country with exclusive tickets
- Dollywood and Dollywood's Splash Country Season Passes
- Exclusive cabin packages
- On-site management, hosts and security
- Housekeeping and maintenance

Sales & Marketing

When you join Dollywood's Smoky Mountain Cabins rental program, you benefit from one of the strongest and most-trusted brand identities in the entertainment and travel industries. You also benefit from a marketing campaign designed to promote Dollywood parks and our lodging properties on a national level.

- Multi-million dollar annual marketing budget

- Call Center

Frequently Asked Questions

Why should I choose Dollywood's Smoky Mountain Cabins Property Management Services over other property management companies in Pigeon Forge?

Dollywood Parks & Resorts is dedicated to helping our guests create special memories during their Smoky Mountain vacations. The Dollywood Parks & Resorts brand is trusted and well-known for being a premier family destination. Additionally, our dedicated hosts (employees) are committed to providing the highest level of personalized service to every owner and guest. Our resources and guest-service focus set us apart from other companies. The incredible reach of our marketing and sales teams continue to build our guest base, creating a higher return for owners. Some amenities and services provided to property owners include:

- Security services with nightly patrols and periodic property inspections
- Housekeeping staff available seven days a week, providing services upon request to rental guests and owners
- Maintenance staff available seven days a week, ensuring the condition and quality of your residence is well-maintained
- Owner ambassador liaison
- Marketing team working to drive occupancy
- Managed properties featured on Dollywood's website, including professional photography for each cabin
- No restrictions on owner use
- Owners can view occupancy calendar in homeowner portal
- Owners can reserve their properties through the owner portal in our Property Management Software, by calling the office or contacting the Owner Ambassador.

What is required to get my property ready for rental?

Before your residence can be prepared for entering the management program, the following items and details need to be completed.

- Signed Rental Management Agreement submitted to Dollywood's Smoky Mountain Cabins
- Completed IRS form W9 submitted to Dollywood's Smoky Mountain Cabins
- Liability and property insurance in effect
- Utilities in service
- Property furnished with minimum requirements as noted on the "Standards List" of the contract

Are there any special benefits or advantages available to owners through Dollywood's Smoky Mountain Cabins?

- Room discounts at Dollywood's DreamMore Resort and Spa (Based on Availability)
- Two Gold Season Passes to Dollywood
- Two Regular Season Passes
- Four one-day tickets to Dollywood
- Four one-day tickets to Dollywood's Splash Country (open mid-May through Labor Day)
- Everyone Pays Kids Price on Pink Jeep Adventure Tours
- Two tickets to either Dolly Parton's Stampede Dinner Attraction OR Pirates Voyage Dinner & Show

What is the rental revenue split?

Our rental revenue split with our owners varies based on several factors, including property location, operating costs funded by the homeowners association, the level of services provided and more. Contact our Owner Ambassador for more information.

Reservation Activity and Your Cabin:

How are you going to market my property?

Dollywood's Smoky Mountain Cabins has a dedicated and skilled marketing team with extensive experience and long running-relationships with the Sevier County area and lodging business as a whole. Time, resources and money are invested to drive new and repeat guests to our cabins. Cabins are marketed through local, regional and national advertising, as well as printed materials, brochures, traditional media and digital media.

What will the nightly rates be for my property? Can I set my own rates?

As a multi-property management company, much of our success is derived from our extensive experience in operating flexible and dynamic rate yield strategies. Knowing the market mix, maintaining flexibility and applying strategy is what allows for continued growth and increased revenues. Allowing individual owners to set rules or rates would impede success overall and eliminate the strategies in place that allow for revenue maximization.

How many nights can I expect my property to be rented during the year? How much revenue can I expect to earn?

While we cannot predict revenue or nightly use, we do have historical data that can be helpful in elaborating on your residence's potential bookings and use. The number of rental nights generated by the property can be impacted from year to year based on weather, the economy and owner use.

How does your property compare to the other properties that you manage?

Dollywood's Smoky Mountain Cabins takes pride in high-quality properties, and we do not use a rating system. Each cabin is classified by its bedroom size and location and will generally compete with other cabins of similar offerings. One of the best ways to measure the quality of a cabin in comparison to another is to ask the on-site management team to show you other cabins at Dollywood's Smoky Mountain Cabins that represent similar setup and a high-quality standard for that cabin.

How do you decide which property to book for a rental guest? Is there a method to disbursing reservations amongst all cabins for rental?

There are several options for our guests to complete the reservation process. When a guest calls into our reservation call center requesting a particular size, location, features, type of cabin or any special needs, they are led through an extensive consultative process by one of our vacation planners who assists them in selecting the property best suited to them. Based on this process, we do everything possible to fulfill our guests' requests and needs. Guests may also choose to arrange their entire reservation through our website, Dollywood.com/cabins. The website searches specific criteria, including amenities, number of bedrooms and price range. When guests call or book online with no specific requests or needs, our management system suggests the best placement for the reservation based on the revenue and owner usage.

How can I reserve my property for personal use?

Dollywood's Smoky Mountain Cabins has an Owner Ambassador who you utilize as your primary point of communication for personal property use throughout the year. However, a detailed explanation of owner use and booking parameters can be found in the Rental Management Agreement. The agreement states that each spring, an Owner Reservations Form is sent out to all owners so that they request can dates for the year. Outside of this official process, owners may contact the liaison to make or change reservations at any time, depending on availability of the cabin.

Is there a limit on the number of nights that I can use my residence?

There is no limit on the number of nights that owners may use their cabin. If the owner's goal is to maximize revenue and maintain a profitable asset, they should make the cabin available for as much of the year as possible. If your goal is to maximize revenue, it is important to recognize that significant owner occupancy reduces the overall opportunity for revenue. While this is most obvious during holiday and peak periods, regular and shoulder seasons yield the remainder of revenue opportunity.

Can I let friends and family stay in my cabin? Can I rent the cabin myself?

While your cabin is under contract with Dollywood's Smoky Mountain Cabins, use by family and friends is allowed with the understanding that you as the owner are not to rent the cabin directly or through any other entity other than Dollywood's Smoky Mountain Cabins. This restriction is explained fully in the Rental Management Agreement.

How is my residence secured?

If at any time someone other than a host from Dollywood's Smoky Mountain Cabins is authorized access to the cabin, they must present identification to receive a key from the Dollywood's Smoky Mountain Cabins office. They key must be returned by the end of the day. Each evening, our security team inspects each property for which a key was issued to make certain everything is in order and secure. After each guest check-out, our housekeeping team completes a post-stay inspection of the property. Our hosts check the residence for damage/belongings left behind and ensure all doors and windows are secure. They also make sure the heat and air is turned down, and all appliances and lights are turned off.

If a guest damages my property, who pays for it?

While each owner is responsible for carrying insurance to protect any significant disaster, each guest is required to provide a credit card upon check-in. Properties are monitored daily by the housekeeping and maintenance staff. When damage is reported, Dollywood's Smoky Mountain Cabins uses reasonable efforts to ascertain the identity of the responsible party and to assess the costs of such repair or replacement against the responsible party.

How does housekeeping work?

As an important part of any guest experience, our housekeeping team maintains continuous training and quality control. Housekeeping services are provided to all rental properties by Dollywood's Smoky Mountain Cabins. Pre-arrival inspections and randomized mid-day cleaning inspections are performed by our housekeeping area managers and inspectors. Whenever possible, our cabins are organized by location, each of which is assigned an area manager and a staff of housekeepers. This enables our hosts to become familiar with each individual property and improves the quality of service provided.

How is my residence secured?

At no time will a non-Dollywood's Smoky Mountain Cabins host be authorized to access the property. Each evening, our security team inspects each property to make certain everything is secure and in proper order. After each guest departs, our housekeeping hosts complete a post-stay inspection of the residence. Our hosts check the residence for damage, belongings left behind and ensure all doors and windows are secure, all appliances are turned off, the heat is turned down and the lights are turned off.

