

Aspen Travelers Shift to Direct Booking as Luxury Rental Demand Surges in 2025

AspenVacationRentals.com sees a surge in direct bookings as Google Vacation Rentals reshapes how luxury travelers find homes.

ASPEN, CO, UNITED STATES, August 3, 2025 /EINPresswire.com/ -- [Aspen Vacation Rentals](#) is reporting a major spike in direct bookings as travelers increasingly sidestep third-party rental platforms in favor of commission-free options made visible through Google Vacation Rentals.

“Aspen has always been a high-demand market,” said Jamie Feagler, Partner at Aspen Vacation Rentals. “But now we’re seeing a shift — guests are doing their own research, finding us directly through Google, and avoiding unnecessary fees. They want more control and a personal connection to their stay.”

The growing visibility of Google Vacation Rentals has made it easier than ever for travelers to discover and book [luxury homes](#) directly with verified property managers. At [AspenVacationRentals.com](#), bookings have climbed steadily throughout 2025, especially in the high-end segment, where traditional platform commissions are often steep.

Direct booking offers added benefits like access to exclusive homes, local concierge service, and transparent pricing. Aspen Vacation Rentals, a locally operated firm based in the core of Aspen, specializes in high-end, designer-furnished homes curated for discerning guests.



Official logo of Aspen Vacation Rentals, a luxury vacation rental company based in Aspen, Colorado.



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*Jamie Feagler, Partner at
Aspen Vacation Rentals*

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About Aspen Vacation Rentals

Aspen Vacation Rentals is a luxury property management company offering curated vacation homes in Aspen,

Colorado. The company emphasizes personalized service, local expertise, and seamless guest experiences.

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