Guest Intelligence Report

AI-powered analysis for: https://www.airbnb.com/rooms/1791351840575494282

DW

Denise Whitfield

Your Ideal Guest Avatar

52 years old • Female • Married

Demographic Profile

Location
Alpharetta, Georgia

Occupation
Director of Operations at a regional healthcare group

Income
$165,000 household

Education
BBA, University of Georgia (class of '96)

Household
Married to Mark. Their youngest is a junior at UGA; their oldest has moved out.

Home
Owns a 4-bedroom home in a quiet north Fulton subdivision.

Core Values

Family time | Peace & quiet | Value for money | Southern hospitality

Lifestyle Priorities

Showing up for her kids' milestones without the stress of crowded, overpriced Athens hotels. Weekends that feel restful, not rushed.

Technology Adoption

Comfortable with apps (Airbnb, Facebook, Instagram, Waze). Reads every review and messages hosts before booking.

Travel Behavior

- Frequency: 5-7 trips a year to Athens (games, parents' weekend, birthdays, graduation).
- Duration: 2 nights (Friday to Sunday).
- Lead Time: 2-4 months for game weekends, 2-3 weeks otherwise.
- Budget: $150 - $250 per night
- Channels: Airbnb first, then VRBO and hotel sites to compare game-weekend prices.
- Price Sensitivity: Moderate. Will pay a fair premium for calm and convenience, but resents event gouging.

Travel Party

Usually with her husband. Occasionally brings her daughter and a friend back for a home-cooked meal, which is why the sofa bed matters.

Trip Purpose

To be close to her daughter and the Dawgs without paying Athens game-day rates or staying somewhere loud.

Interests & Preferences

UGA football & tailgating | Birdwatching | Antiquing | Southern cooking | Porch sitting | Small-town main streets

Preferred Amenities

A real king bed | Full kitchen for game-day food prep | Free parking right at the door | Washer and dryer | Quiet outdoor seating | Reliable Wi-Fi for a quick work email | Self check-in with a keypad

Common Pain Points

- Athens hotels tripling prices on game weekends with 2-night minimums.
- Noisy downtown rentals full of student parties.
- Hidden cleaning fees and long checkout chore lists.
- Hosts who are slow to answer before booking.

Booking Behavior

Books UGA football weekends 2 to 4 months ahead, the moment the schedule drops. She trusts a brand-new listing if the host replies quickly and personally and the photos show exactly where she'll sleep.

Travel Patterns

Seasonality

Fall (late August to November) and spring (April to May).

UGA home football Saturdays drive fall demand. Spring brings G-Day, parents' events and May graduation, when every Athens room sells out.

Primary Reason

Visiting her student at UGA, about 20-25 miles away, on a weekend with a game or campus event.

Stay Length

2 nights, sometimes 3 for graduation.

Occasion Types

Football weekend | Parents' weekend | Graduation | Anniversary getaway | Quiet reset weekend

Research Sources

Airbnb search around Athens | UGA parents Facebook groups | Friends' recommendations | Google Maps drive times

Non-Negotiables

- Spotless and exactly like the photos
- A comfortable king bed
- Easy parking and keypad entry
- Under 30 minutes to campus

What Triggers Booking

- Seeing a rate below Athens hotels on a game weekend.

- Photos of the covered patio and meadow at sunset.
- Words like 'peaceful', '11 acres' and 'wildlife'.
- A fast, warm reply from the host ('Responds within an hour').

Guest Journey Map

Dreaming
Inspiration Phase

Emotional Trigger

The UGA schedule is released and she realizes Athens hotels for the big home game are already $400+ a night.

Inspiration Sources

A UGA parents Facebook thread about 'quiet places outside Athens'

Her daughter asking if they're coming for the game

Key Touchpoints

Facebook groups | Airbnb map search | Text thread with her husband

Researching
Consideration Phase

Research Timeline: 1-2 evenings, comparing 5-6 options on a map.

Key Questions

- How long is the drive to campus on game day?
- Is it really quiet, and will we have privacy with hosts on site?
- Are there stairs? (Mark has a bad knee.)

Decision Factors

Drive time to Athens | Price versus Athens hotels | King bed plus sofa bed | Host response speed | The rural setting

Common Objections

- Only 2 reviews so far.
- Shared grounds with the hosts on site.

Booking
Decision Phase

Final Trigger

The host answers her question about game-day traffic within the hour, with a tip on the back-roads route into Athens.

Preferred Method

Request to book after messaging the host.

Last-Minute Doubts

- Will the stairs be manageable with luggage and a cooler?

Expected Communication

A personal thank-you with check-in timing and parking instructions.

Pre-Arrival

Anticipation Phase

Communication Preference

Airbnb messages, plus a text on arrival day.

Information Needed

- Keypad code and where to park.
- Best game-day route and parking tips in Athens.
- Where to grab groceries and breakfast in Jefferson.

Anticipation Enhancers

A short 'Game Day from Songbird Acres' guide | A message the day before: 'Patio lights are on for you.'

Arrival & Stay

Experience Phase

First Impression Priorities

Spotless studio | Bed made like a hotel | Quiet the moment the car door shuts

Daily Routine

Coffee on the covered patio watching for deer, drives to Athens for tailgating and the game, back by evening for a late snack in the kitchen and an early night in the king bed.

Unexpected Delights

- A bird-identification card and binoculars by the window.
- Red-and-black welcome treats on game weekends.
- Local pecans from the property's trees.

Negative Review Triggers

- Dust, hair or a musty smell.
- Feeling watched by hosts on shared grounds.
- Weak Wi-Fi when she needs to answer a work email.

Departure

Transition Phase

Checkout Preferences

Two or three simple tasks, with a late checkout on Sunday after a night game.

Post-Stay Feelings

Relieved, rested, and glad she found 'our place' for Athens weekends.

Post-Stay

Advocacy Phase

Review Likelihood

High. A warm 5-star review within a few days that mentions the quiet, the wildlife and the host.

Social Media Sharing

Posts the property in UGA parents Facebook groups when someone asks for places to stay.

Rebook Triggers

First pick of next season's game weekends | A returning-guest message when the schedule drops

Referral Triggers

Other UGA parents asking for 'somewhere quiet that isn't $500 a night'

High-ROI Upsells

ADD-ON High Demand

Game Day Package: late Sunday checkout plus a cooler stocked with ice, waters and snacks.

Offer for $45 on home-game weekends. About 6 to 7 home games a season at 1-2 takers a month.

$ $90 est. /month

ADD-ON Medium Demand

Southern Breakfast Basket: local eggs, biscuits, jam and pecans from the property.

Stock before arrival for $35. Fits the farm story and the full kitchen.

$ $105 est. /month

EXPERIENCE Medium Demand

Guided Dawn Bird Walk with the host on the 11 acres.

Hosts live on site and already spot birds, deer and owls. Offer for $30 per guest.

$ $60 est. /month

Amenity Additions

COMFORT High Demand

Stair Help: luggage cart and handrail lights

Stairs are the main objection for older parents. A cart and lit handrail ease it, and the listing can say so.

$ $80 est. /month

OUTDOOR High Demand

Private Hot Tub on the downstairs patio

A top-searched amenity near Athens that justifies a higher game-weekend rate.

$ $450+ est. /month

NATURE Medium Demand

Bird-Watching Kit: binoculars, field guide and feeders by the patio

Low cost, matches the 'Songbird' name and gives guests a photo-worthy reason to stay in.

$ $60 est. /month

OUTDOOR Medium Demand

Propane Fire Table (allowed where open fires are not)

The listing bans fires in the fire pit. A propane fire table restores the evening gathering spot safely.

$ $100 est. /month

Strategic Recommendations

Marketing Message

Core Message

Your quiet home base for Athens weekends: 11 acres of meadow and pecan trees, 25 minutes from Sanford Stadium.

Headline Angle

"Skip the Game-Day Gouge: A Peaceful 11-Acre Studio Near Athens"

Features to Emphasize

- 850 sq ft studio with a king bed and a sofa bed for up to 4
- Covered patio with bistro lights over the meadow
- Full kitchen, washer and dryer, and a workspace
- Self check-in and free parking at the door

Visual Style

Golden-hour shots of the patio and meadow, a deer or bird in frame, and one clear photo of the stairs so there are no surprises.

Experience Optimization

Amenity Additions

- Bird-watching kit by the patio.
- Propane fire table.
- Luggage cart for the stairs.

Friction Points to Eliminate

- Only 2 reviews: answer every inquiry within the hour and ask each guest for a review.
- Shared grounds: say clearly where guests can and can't wander.
- Stairs: show them in the photos and say so in the first lines.

Signature Moment

On game weekends, Denise finds a handwritten 'Go Dawgs!' card, a jar of the property's pecans and a printed back-roads route into Athens. It tells her the host gets why she came.

Channel Strategy

Best Marketing Channels

1. Airbnb: set game-weekend minimums and pricing early, as soon as the UGA schedule is out.
2. UGA parent Facebook groups: share through past guests, not ads.
3. Google Business Profile: rank for 'quiet stay near Athens GA'.

Content Types

Short video: 'From our porch to Sanford Stadium in 25 minutes.'

Seasonal photos of wildlife on the property.

A 'Game Day from Songbird Acres' guidebook page.

Partnership Opportunities

- Jefferson cafés and restaurants for a guest discount card.
- Athens tailgate caterers for a pre-order option.

Market Intelligence: Jefferson, Georgia, USA

Avg. Daily Rate

Est. $150-$200 for comparable 1-bedroom units

Occupancy Rate

Est. 25-35%, much higher on UGA game weekends

RevPAR

Est. $45-$65

Peak Seasons

UGA football season (Sept-Nov) | Graduation and spring events (April-May) | Holiday family visits (late Dec)

Occupancy Drivers & Attractions

University of Georgia & Sanford Stadium, Athens — Approx. 20-25 miles	Historic downtown Jefferson — Short drive
Crawford W. Long Museum — Jefferson	Château Élan Winery & Resort — Approx. 15-20 miles
Michelin Raceway Road Atlanta — Approx. 15-20 miles	Tanger Outlets, Commerce — Approx. 15 miles

Upcoming Events

UGA home football games
Saturdays, September-November
Highest demand, premium rates

UGA commencement
May and December
Sells out early

Petit Le Mans at Road Atlanta
October
High weekend demand

Competitive Landscape

Jefferson has a small Airbnb supply (around 15 listings on Mashvisor), ranging from about $96 to $299 a night with low year-round occupancy. Demand is lumpy: it spikes on UGA weekends when Athens hotels and rentals sell out or triple in price. The winners near Athens are farm stays with clear 'peaceful' positioning, fast hosts, and early game-weekend pricing. Songbird Acres' 11-acre setting and on-site hosts are a real edge; its gaps are review count, the stairs, and no hot tub.

Market figures are estimates from public sources (Mashvisor, Nov 2026) and comparable listings. The guest avatar is a composite, not a real person.