STR BOOSTER PLAYBOOK · STEP 5

Songbird Acres

Jefferson, GA

Prepared for **Songbird Acres hosts**
November 2026

OTA DISTRIBUTION PLAN

"Eleven acres between you and noise."

Every channel, title and night below is tested against this promise.

GOAL	IDEAL GUEST	STRATEGY LEAN	GUARDRAILS
Booked nights from Est. 30% to 40% in 12 months, without cutting game-weekend rates From the brain (demo numbers)	**Denise, 52, a UGA parent from Alpharetta** Books game weekends 2 to 4 months ahead. Airbnb first, then compares on Vrbo and hotel sites.	**Event peaks, then fill the soft nights** About 20 event nights make the year. The rest runs Est. 25% to 35%.	**Floor $129 a night, after fees** No parties · 2-night minimum on game weekends · Never discount a game weekend

> Run Airbnb, Vrbo and a direct page as the core. Sell game weekends early and never discount them. Test Hipcamp and Whimstay only on the soft nights the core channels leave empty, and open Booking.com late on peak nights that are still unsold.

1. Where to list

Each channel scored 1 to 5 on how well its users match the ideal guest, the brand, the strategy, the money you keep, and the effort. Core channels carry the calendar. Test channels get a 60-day trial with a clear exit rule.

CHANNEL	VERDICT	GUEST	BRAND	STRATEGY	MONEY KEPT	EASY	TOTAL
Airbnb Where Denise starts. Biggest US audience for rentals near Athens.	Core	●●●●●	●●●●○	●●●●●	●●●○○	●●●●●	**22/25**
Vrbo Denise compares here. Planners and families who book early.	Core	●●●●○	●●●●○	●●●●○	●●●●○	●●●●○	**20/25**
Direct + Google Denise visits 5 to 7 times a year. Her second stay should not pay an OTA fee.	Core	●●●●●	●●●●●	●●●●○	●●●●●	●●○○○	**21/25**
Hipcamp Its users come for land and wildlife, which is the brand. They are not football parents.	Test	●●○○○	●●●●●	●●●●○	●●●○○	●●●○○	**17/25**

CHANNEL	VERDICT	GUEST	BRAND	STRATEGY	MONEY KEPT	EASY	TOTAL
Whimstay Fits the fill-the-soft-nights half of the strategy. Every booking is discounted.	Test	●●○○○	●●●○○	●●●●○	●●○○○	●●●●○	**15/25**
Booking.com Reaches event and hotel shoppers when Athens hotels are full. Guest and brand fit is weaker.	Test	●●●○○	●●○○○	●●●○○	●●●○○	●●●○○	**14/25**
Furnished Finder 30-night stays for traveling nurses don't fit 2-night parents. Revisit if January and February stay empty.	Skip	●○○○○	●●●○○	●●○○○	●●●●○	●●●○○	**13/25**
Glamping Hub Same land-stay audience as Hipcamp. Test one land channel at a time.	Skip	●○○○○	●●●●○	●●●○○	●●●○○	●●●○○	**14/25**
Hopper Homes Mobile deal app with mostly Gen Z and millennial users. Not Denise.	Skip	●○○○○	●●○○○	●●○○○	●●○○○	●●●○○	**10/25**
Marriott Homes & Villas Premium homes through approved professional managers only. A studio on shared grounds is unlikely to qualify.	Skip	●●○○○	●●○○○	●●○○○	●●○○○	●○○○○	**9/25**

2. How to position on each channel

Same facts everywhere. Different first line, because each channel's users arrive with a different question.

Airbnb

Core · Main engine

WHO IS ON IT

The widest US audience: parents, couples and small groups searching the map around Athens and comparing photos, reviews and reply speed.

POSITION IT AS

The quiet, fair-priced base for UGA weekends.

> *Quiet 11-Acre Studio · 25 Min to UGA*

LEAD WITH

- Drive time to Sanford Stadium
- King bed plus sofa bed
- Keypad entry, parking at the door
- Replies within the hour

LEAVE OUT

- Hiding the stairs
- Cozy, nestled, stunning

FEE (CHECKED NOV 2026)

15.5% host-only fee for most US hosts, on the nightly rate plus cleaning and other fees.

CONNECTION

Through the channel manager or PMS (API).

SET UP

- Show the stairs in photo 5 and in line 2
- Game weekends: 2-night minimum, firmer cancellation
- Ask every guest for an honest review: only 2 so far

Vrbo

Core · Second engine

WHO IS ON IT

Planners and families who want a whole private place, book further ahead and stay a little longer. Part of Expedia Group.

POSITION IT AS

A private studio for parents' weekends, with the place to yourselves.

> *Private Meadow Studio for UGA Parents' Weekends*

LEAD WITH

- Private entrance and your own space on shared acres
- Full kitchen and washer for game-day prep
- Clear house rules up front

LEAVE OUT

- Guest-house words that sound shared
- Party or tailgate language

FEE (CHECKED NOV 2026)

12% commission including payment processing on bookings made from Oct 29, 2026 (12% to 15% by region).

CONNECTION

Same channel manager as Airbnb (API, not iCal).

SET UP

- Connect through the channel manager
- Copy every fact from Airbnb word for word
- Same minimum stays as Airbnb on peak nights

Direct + Google

Core · Repeat guests

WHO IS ON IT

Past guests and UGA parents who found you once, plus people searching Google for a quiet stay near Athens. Google can show rentals in search through a supported booking engine.

POSITION IT AS

Book again, directly, and get first pick of game weekends.

> *Songbird Acres · Your Athens Weekend Base, Booked Direct*

LEAD WITH

- Past guests get game weekends 48 hours early
- The porch-to-stadium back-roads route
- Same quiet, same hosts

LEAVE OUT

- Discount codes on peak nights
- Asking past guests to cancel an OTA booking

FEE (CHECKED NOV 2026)

No commission. Card processing about 3% (Est.) plus your booking engine.

CONNECTION

Booking engine in the PMS. Check whether it feeds Google Vacation Rentals.

SET UP

- Booking page from the PMS's booking engine
- Opt-in past-guest list, 2 to 3 emails a year
- Google Business Profile: quiet stay near Athens GA

Hipcamp

Test · Soft nights

WHO IS ON IT

Outdoor and nature travelers looking for land, farm stays and glamping. They often travel on weeknights and in the off-season.

POSITION IT AS

Eleven acres of meadow and pecans: a nature stay with a real bed.

> *Meadow Studio on 11 Acres · Deer at Dawn*

LEAD WITH

- Deer, birds, the meadow at sunset
- King bed and full kitchen, not camping
- Dark, quiet nights

LEAVE OUT

- Game-day messaging
- Anything that sounds like a campsite

FEE (CHECKED NOV 2026)

15% for private landowners, deducted per booking. Free to list.

CONNECTION

Check whether your channel manager connects. If it is iCal only, keep peak nights off it.

SET UP

- Land-first photo order: meadow, patio, then the studio
- Block peak nights before going live

KEEP IT IF

3 or more bookings at or above the floor within 60 days.

Whimstay

Test · Last-minute gaps

WHO IS ON IT

Spontaneous, deal-minded travelers booking inside 30 days, often a weekend away from a nearby city.

POSITION IT AS

A last-minute quiet reset, about an hour from Atlanta's northern suburbs.

> *Last-Minute Quiet Weekend on 11 Acres*

LEAD WITH

- Open this weekend
- The quiet and the acres
- Self check-in, no calls

LEAVE OUT

- Game weekends (never available here)
- Countdown or fake-urgency words

FEE (CHECKED NOV 2026)

3% host fee plus 3% payment processing. Bookings inside 30 days must carry at least 15% off (20% recommended).

CONNECTION

Independent hosts: pricing imports from Airbnb every 2 to 3 hours. PMs connect through a supported PMS.

SET UP

- Set the last-minute discount at 15%
- Block peak and high nights
- Only offer nights priced $152 or more, so 15% off stays above the $129 floor

KEEP IT IF

Fills 2 or more gap nights a month above the floor after fees.

Booking.com

Test · Late release

WHO IS ON IT

International and hotel-minded travelers and event crowds (race fans, graduation families) who compare hotels and rentals side by side and expect instant booking and clear policies.

POSITION IT AS

A private studio when Athens hotels are full.

> *Songbird Acres Studio near Athens and Road Atlanta*

LEAD WITH

- Facts first: check-in, parking, stairs, policies
- Distance to campus and Road Atlanta

LEAVE OUT

- Soft, story-first copy
- Unclear house rules

FEE (CHECKED NOV 2026)

Commission usually about 15% (Est., varies by market and programs). Confirm in the extranet before listing.

CONNECTION

Channel manager (API). Never iCal on peak nights.

SET UP

- Build the listing with all nights closed
- Open nights only when a release rule says so
- Read its rate and availability terms before pricing it differently

KEEP IT IF

Sells released peak nights at the same net as Airbnb.

3. What you keep on a $200 night

Rough: fees as checked in November 2026, on the nightly rate only, before taxes. Most channels also take their cut of the cleaning fee.

CHANNEL	HOW IT IS WORKED OUT	YOU KEEP
Direct	$200 less about 3% card processing (Est.)	**About $194**
Vrbo	$200 less 12%	**$176**
Hipcamp	$200 less 15%	**$170**
Booking.com	$200 less about 15% (Est.)	**About $170**
Airbnb	$200 less 15.5%	**$169**
Whimstay	$200 less 15% last-minute discount = $170, less 3% + 3%	**About $160**

4. Which nights open where

Nights are sorted into classes by demand. Each class opens on some channels, opens late on others, and stays closed on the rest.

Open · Opens late, if still unsold · Closed

NIGHT CLASS	AIRBNB	VRBO	DIRECT + GOOGLE	HIPCAMP	WHIMSTAY	BOOKING.COM
Peak UGA home game weekends, commencement, Petit Le Mans Min stay: 2 nights	**Open** Schedule day, premium	**Open** Same day, same net	**Open** Past guests 48 h first	**Closed** Held for planners	**Closed** Never discount	**Late** If unsold 21 days out
High Parents' weekend, G-Day, late-December visits, other fall and spring Fri-Sat Min stay: 2 nights	**Open**	**Open**	**Open**	**Late** If unsold 30 days out	**Closed** Never discount	**Late** If unsold 14 days out
Shoulder Other Friday and Saturday nights Min stay: 2 nights, 1 inside 7 days	**Open**	**Open**	**Open**	**Open**	**Late** Inside 30 days, priced $152+	**Closed** Phase 2
Soft Sunday to Thursday outside events, most of January and February Min stay: 1 night	**Open**	**Open**	**Open**	**Open** Main target	**Open** Priced $152+ only	**Closed**
Gap 1 or 2 empty nights between stays, inside 14 days Min stay: 1 night	**Open**	**Open**	**Open**	**Open**	**Open** Main target	**Closed**

5. High-demand nights

The dates that make the year. Set these first, before anything else on the calendar.

WHEN	WHY	CLASS	RELEASE PLAN
UGA home football weekends, Sept to Nov 2027 Add the exact dates the day the 2027 schedule is published.	Athens hotels sell out or triple in price.	Peak	Price and open on Airbnb, Vrbo and direct the day the schedule drops. Past guests get 48 hours first. Booking.com only if unsold 21 days out. Never on Hipcamp or Whimstay.
UGA spring commencement, May 2027 Confirm the date on UGA's commencement page.	Every Athens room sells out early.	Peak	Open 6 months out at a premium, 2-night minimum, 3 nights allowed. Booking.com late release for out-of-state families.
UGA fall commencement, Dec 2027 Confirm the date on UGA's commencement page.	Same pattern, smaller crowd.	Peak	Same as spring. Joins late-December holiday visits, so check minimum stays don't block family trips.

WHEN	WHY	CLASS	RELEASE PLAN
Petit Le Mans at Road Atlanta, Oct 2027 Confirm the race dates on Road Atlanta's site.	Race fans fill the area, about 15 to 20 miles away.	Peak	Open on core channels. Booking.com at 21 days, where race fans shop hotels. Check it doesn't clash with a home game.
G-Day (April) and Parents' Weekend (fall) Confirm both dates with UGA.	Campus weekends for families.	High	Open on core channels. Hipcamp at 30 days, Booking.com at 14 days, only if still unsold.

6. Rollout and rules

NEXT 90 DAYS

Week 1	Enter peak and high dates in the pricing tool. Set 2-night minimums and firmer cancellation on peak nights.	Host, with the pricing tool
Week 1	Rewrite the Airbnb title and first lines for Denise. Show the stairs.	Claude drafts, host approves
Week 2	List on Vrbo through the channel manager with identical facts.	Host
Week 2	Turn on the direct booking page and Google Business Profile. Email past guests about early access.	Host, Claude drafts the email
Week 3	List on Hipcamp, land-first photos, peak nights blocked.	Host
Week 4	List on Whimstay with a 15% last-minute discount. Block peak and high nights.	Host
Day 30	Build the Booking.com listing with every night closed. Release by the rules above.	Host
Day 60	Check each test channel against its keep rule. Keep or cut.	Claude runs the numbers
Day 90	Run this plan again with fresh pace data.	Claude

NEVER

- Discount a peak night on any channel.
- Put peak nights on a channel that only syncs by iCal. Sync lag can double-book you.
- Let any channel sell below the $129 floor after its fees and discounts.
- Change a fact on one channel and not the others.
- Offer anything for a review, on any channel.
- Price differently across channels before reading each channel's rate terms.

MEASURE IT MONTHLY

- Booked nights and revenue by channel, after fees
- Share of peak nights sold 60 or more days out
- Direct and repeat stays as a share of all stays
- Each test channel against its keep rule at day 60
- Reply time to first messages

7. What the research found

RESEARCHER	QUESTION	FINDING
Channel scout	Which channels fit this property and guest, including niche ones?	The guest report says Denise uses Airbnb first, then Vrbo and hotel sites. The 11 acres and wildlife fit land-stay sites. Whimstay is the last-minute niche. A full scout of local supply was not run for this sample. Guest Intelligence Report sample
Fee checker	What does each shortlisted channel charge today?	Airbnb: 15.5% host-only for most US hosts. Vrbo: 12% including processing from Oct 29, 2026. Whimstay: 3% plus 3%, with at least 15% off inside 30 days. Hipcamp: 15% for private landowners. hostfully.com/blog/airbnb-host-fees · expedia.com/newsroom/vrbo-compensation-model-changes · help.whimstay.com · support.hipcamp.com
Demand mapper	Which nights sell out every year?	UGA home games, May and December commencement, Petit Le Mans in October, and late-December family visits. Exact 2027 dates still need confirming. Guest Intelligence Report sample (Mashvisor, Nov 2026)
Comp checker	Where do the best nearby comparable listings list?	Not run for this sample. On a real plan, search each shortlisted channel for 5 to 10 comparable listings near the town.

Sample plan. Songbird Acres is a real listing, but the goal, floor and rules were written for this demo, not by its hosts. Fees were checked on Nov 23, 2026 from platform and partner pages and change often. Event dates must be confirmed. Denise is a composite guest from the Guest Intelligence Report sample, not a real person.

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