Blue Ridge
Escapes

5 Surprising Factors That Affect Your STR Income

Short-term rentals (STRs) can be incredibly profitable, but most homeowners don’t realize how much the details matter. Here are five lesser-known factors that can significantly impact your rental income:

- Seasonal Demand Fluctuations
  - Many owners assume steady year-round bookings, but occupancy varies dramatically by season. Understanding your local peak and shoulder seasons helps optimize your rates and marketing.
- Listing Photos and Visual Appeal
  - Professional photography can increase your bookings by 40% or more. Guests book with their eyes—highlight your property’s unique charm, great lighting, and clean design.
- Response Time to Inquiries
  - Airbnb and Vrbo reward fast responders with better search placement. Even a 1–2 hour delay can cost you a booking. Consider using automated replies or a co-host.
- Guest Experience Details
  - A good night's sleep, strong Wi-Fi, local guides, and coffee stations may seem minor, but they greatly impact your reviews and repeat bookings.
- Local Events and Attractions
  - Tailor your listing to include nearby festivals, sports events, or university weekends. Many travelers search based on events—timely updates can drive traffic.