StayValet

Sample Personal Direct Booking Plan

Duval Corner, Key West

Prepared for Tina, November 2026. A 1-bedroom, pet-friendly condo on Lower Duval, booked on Airbnb, with a direct booking site at duvalcorner.com.

At a glance

- **Direct-Ready Score: 64 out of 100, "Ready to start."** Your listing and pricing are strong. Your direct booking setup is the weakest area.
- **Your Airbnb fee went from about 4.5% to about 13%** of gross earnings when the host-only fee started. On 2025 earnings, that is about **$4,000 more a year**.
- **Each direct stay saves about $104** after card fees. Going direct can pay for you, but not while $300 a month goes to Google Ads that bring no bookings.
- **Likeliest problem: Price, in the slow season.** August to October is hard to fill, Value is your lowest review score, and the cleaning fee doesn't cover your cleaner.
- **Inside this plan:** your numbers, ready-to-paste listing and website text, a slow-season plan, 3 channels to start, a 5-email campaign for direct guests, your card and magnet designs, and a 30-day checklist.

01 Your fee exposure

From your Airbnb earnings reports

Duval Corner (422 Amelia)	2025	February 2026
Gross earnings	$47,573	$11,322
Nights booked	137	25 of 28 (89%)
Gross earnings per booked night	About $347	About $453
Average stay	3.0 nights	3.6 nights
Airbnb service fee	$2,144 (4.5% of gross)	$1,469 (13.0% of gross)

If 2025 were billed at the February 2026 rate	Per year
Airbnb fees at 13.0%	About $6,171
Increase over what you paid in 2025	About $4,027

Fee on an average stay (about $1,034 gross)	About $134

Source: All figures come from your Airbnb earnings reports for 2025 and February 2026. Yearly figures are estimates that assume 2025 booking levels.

02 Does direct booking pay for you?

Your breakeven

Item	Your numbers
Savings per direct stay	About $134 Airbnb fee, minus about $30 card processing (2.9% + 30¢) = **about $104**
Damage cover per direct stay	$0. Included in your Hospitable Direct Premium plan
Fixed cost: Hospitable	$59 a month = $708 a year
Fixed cost: Google Ads	$10 a day = about $3,650 a year
Direct stays to break even, with ads	**About 42 a year**, nearly every stay you get (about 46)
Direct stays to break even, without ads	**About 7 a year** (15% of your stays)

03 Your scenarios

What you keep at each direct share

Direct share	Direct stays a year	Fees saved	Net, ads paused	Net, ads running
0% (today)	0	$0	-$708	-$4,358
10%	5	About $519	-$189	-$3,839
20% (your goal)	9	About $935	+$227	-$3,423
30%	14	About $1,454	+$746	-$2,904

What this means: Fee savings alone grow slowly. The bigger win is new slow-season stays that would not have happened at all. Three extra direct stays in August to October, at an assumed $750 each, add about **$2,250 a year** in new revenue on top of the fees you save. "Net" counts the full $708 Hospitable cost against direct booking, which is conservative if you would keep Hospitable anyway.

04 Your first read: Price, Listing or Visibility

Where bookings stall

Area	What we see	Read
Price	Value is your lowest review score (4.7). August to October is hard to fill. Guests pay a $118 cleaning fee, but your cleaner costs $150, so you lose about $32 every stay (about $1,470 a year).	**Likeliest problem, in the slow season**

Listing	4.86 from 63 reviews, Guest favorite, Superhost, 5.0 for location, check-in and communication. One accuracy issue: the amenities list "Free parking on premises," but the description says the unit has no parking.	Strong, with one fix
Visibility	Peak demand is strong (89% booked in February at about $453 a night). Google Vacation Rentals is connected, but duvalcorner.com gives searchers little reason to book: no reviews, no cancellation policy, no prices until they check dates, and empty "Neighborhood" and "Connect with us" sections.	Fine on Airbnb, weak for direct

05 Your top 3 fixes

In this order

- [ ] **Pause Google Ads now.** At $300 a month with no direct bookings, the ads cost more than direct booking can save. Restart a small test only after fix 2 is done, and measure bookings, not clicks. Saves about $3,650 a year.
- [ ] **Give guests a reason to trust and book duvalcorner.com.** Section 7 has the text to paste in, plus your checklist.
- [ ] **Fill August to October with direct demand.** Section 8 has a month-by-month plan, and section 9 has your 3 channels.

06 Listing fixes, written for you

Paste these into Airbnb and your site

Title options (Airbnb allows 50 characters):

- [ ] **Pet-Friendly Duval St Condo + Balcony, Walk All** (47 characters) Leads with your niche.
- [ ] **Lower Duval Balcony Condo, Pets Welcome, Walkable** (49) Leads with the location.
- [ ] **Updated 1BR on Duval, Balcony + Pet Friendly** (44) Leads with the renovation.

> **New opening paragraph (the lines guests read first):**
> Stay on the quiet end of Duval Street in a freshly renovated 1-bedroom with vaulted ceilings, a queen bed, a queen sleeper sofa and a shared balcony. Bring your dog: up to 2 pets are welcome. Walk to the Southernmost Point, the Hemingway Home and Blue Heaven in minutes.

Photo slot	Show	Why
1 (cover)	The balcony, with the Duval and Amelia corner in view	Location and outdoor space, your two strongest points
2	Living room with the vaulted ceiling	Shows space and the renovation
3	Bedroom with the queen bed	Answers "where do I sleep?" fast

4	Renovated kitchen	Supports longer slow-season stays
5	A pet on the balcony or the sofa	Your niche, shown, not just told

Also: Remove "Free parking on premises" from your amenities and keep "Free street parking." This protects your 4.8 Accuracy score.

07 Your direct site checklist

duvalcorner.com, item by item

Item	Today	What to add
Description, amenities, pet and parking details	Done	Keep. They match Airbnb.
Cancellation policy	Missing	Add in Hospitable. Use the same policy as Airbnb so guests compare like for like.
Rental agreement at checkout	Missing	Turn on in Hospitable Direct and require it before payment.
Reviews or proof of quality	Missing	State your status in your own words (below). Add direct-guest reviews as they come in.
"Neighborhood" section	Empty	Paste the text below.
"Connect with us" section	Empty	Add your email or a contact form, and your Instagram if you start one.
A reason to book direct	Missing	Paste the block below and waive the pet fee for direct guests.
Prices match or beat Airbnb	Check	Test 3 date ranges on both sites each season.

"Why book direct" block:
Best rate when you book here. Your stay is never cheaper on another site. **Pets stay free.** We waive the $50 pet fee for direct guests. **Talk to Tina directly.** The same Superhost care and fast replies, with no middleman. **Flexible rebooking in hurricane season.** If a storm cancels your trip, move your dates at no charge.

"Neighborhood" section:
Duval Corner sits on Lower Duval, the quieter end of Key West's famous street. Walk to the Southernmost Point, the Butterfly Conservatory and the Hemingway Home, and to Blue Heaven, Santiago's Bodega and the Green Parrot for food and music. Mallory Square sunsets are a 15-minute stroll.

Quality line for the top of your site:
Hosted by Tina, a Superhost with 63 guest reviews and a 4.86 average rating.

08 Your slow-season plan

August to October

Month	What to do	Direct offer
August	Key West Lobsterfest is in August (check this year's dates). Raise prices that weekend. The rest of the month, target Florida drive-in guests with pets.	7+ nights: 10% off, direct only
September	Your quietest month. Hurricane-season worries keep people away, so flexible rebooking matters most now.	Florida residents, 3+ weeknights: 10% off, direct only
October	Early October is a shoulder period. Fantasy Fest is in late October (check dates): use event pricing and a 4-night minimum, and offer it to past direct guests first.	Early-booking list: first access to Fantasy Fest dates

Rule: Put each offer on duvalcorner.com and in your Google Vacation Rentals rate, never as a message to Airbnb guests.

09 Your 3 channels

Start with these

- [ ] **A pet-travel directory.** List Duval Corner on one directory for pet-friendly stays, linking to duvalcorner.com. Check each one's current terms and fees first. About 1 hour to set up.
- [ ] **Two local partners.** Ask a pet groomer and one restaurant you already recommend to keep a stack of your cards. Offer their customers your direct perk. About 2 visits.
- [ ] **One Instagram account for Duval Corner.** Post the balcony, the street and guests' pets (with permission) twice a week, with duvalcorner.com in your bio. About 30 minutes a week.

10 Your direct-guest email campaign

5 emails, ready to load

Who gets these: Send these only to guests who booked on duvalcorner.com or signed up on your site. Never to Airbnb guests. Every email needs your mailing address and an unsubscribe link.

1 · DAY AFTER CHECKOUT

Thanks for staying at Duval Corner

Hi {first name}, thank you for staying with us on Duval. If you have a minute, a short review on our site helps other travelers find us. Next time, book direct at duvalcorner.com for our best rate, and your pet stays free. Tina

2 · THREE MONTHS LATER

Your Key West dates for next season

Hi {first name}, peak season fills fast on Duval. As a past guest, you get first pick of dates before they open everywhere else. Reply or book at duvalcorner.com. Tina

3 · SIX MONTHS LATER

Know someone who'd love Duval Corner?

Hi {first name}, if a friend books direct, they get free late checkout and you get $50 off your next stay. Just ask them to mention your name. Tina

4 · BEFORE THE SLOW SEASON (JULY)

10% off a week in Key West this fall

Hi {first name}, August to early October is the quiet, local side of Key West. Book 7+ nights direct and save 10%, with flexible rebooking if a storm changes your plans. Tina

5 · ONE YEAR AFTER THE STAY

A year ago you were on Duval

Hi {first name}, it's been a year since your stay. Planning a return? Your past-guest rate and free pet stay are waiting at duvalcorner.com. Tina

11 Your card and magnet designs

Set up in Canva with your details





Included: a business card (front and back) and two fridge magnets, a die-cut 3 x 4.5 in and a square 3.5 in, sized for printing.

Hand them to direct guests and local partners, or mail them with a thank-you note after a direct stay. Don't place them in the condo during Airbnb stays.

Balcony photo

KEY WEST · LOWER DUVAL

Duval Corner

Pet-friendly condo with a balcony, steps from Duval Street

Book your next stay direct

Best rate and pets stay free

duvalcorner.com

Tina · Superhost

QR code to duvalcorner.com

12 Your Pricing & Revenue sheet

Pre-filled, yours to keep

Tab	What it does
Monthly numbers	Enter nights, earnings and fees each month. It shows your occupancy, nightly rate and fee rate.
Direct vs Airbnb	Shows what each direct stay saved and your running direct share.
Slow season	Tracks August to October nights against last year.
Breakeven	Your section 2 math, updated when your costs change.

Your 30-day plan

- **Week 1:** Pause Google Ads. Fix the parking amenity and the cleaning fee (raise it to $150, or build the $32 into your nightly price). Pick a new title.
- **Week 2:** Add your cancellation policy and rental agreement. Paste in the "Why book direct" and "Neighborhood" text, and waive the pet fee for direct guests.
- **Week 3:** Set your August to October direct offers. Set up the pet-travel directory listing and order your cards.
- **Week 4:** Visit your two local partners. Load the 5 emails. Fill in your Pricing & Revenue sheet.

13 How we will measure it

Check these monthly

Number	Today	90-day target
Direct stays	0	2 or more
Direct share of stays	0%	On track for 20% within 12 months
Ad spend with no bookings	$300 a month	$0
Cleaning loss per stay	$32	$0
August to October booked nights	Below your other months	Up on last year

Want this plan for your rental?

The $49 Direct Booking Starter gives you this full plan for your own listing, with the email campaign, card and magnet designs, and your Pricing & Revenue sheet. **See the Starter**

This sample uses real numbers from the owner's Airbnb earnings reports and public listing pages, shared with permission. Yearly figures and slow-season revenue are estimates. Event dates change each year. This plan is general guidance, not financial, legal or tax advice. © 2026 StayValet.