



zugrow

PREMIUM TIER

Please note: This is a sample report and some content has been removed for demonstration purposes. Your report will be fully populated with recommendations tailored specifically to your actual listing by one of our STR experts.

LISTING PERFORMANCE REPORT

Analysed by James on 24th March 2026. Tier: Premium

zugrow

Where holiday lets grow

Score Overview

66/100 – Fair

Hi John Doe, this report highlights your overall performance score, showcasing key metrics and insights for your property. We've analysed your listing across six key areas that drive bookings.

Manchester Apartment Sleeps 4 + Free Parking
Greater Manchester, England, United Kingdom

66
out of 100



Score Chart Overview

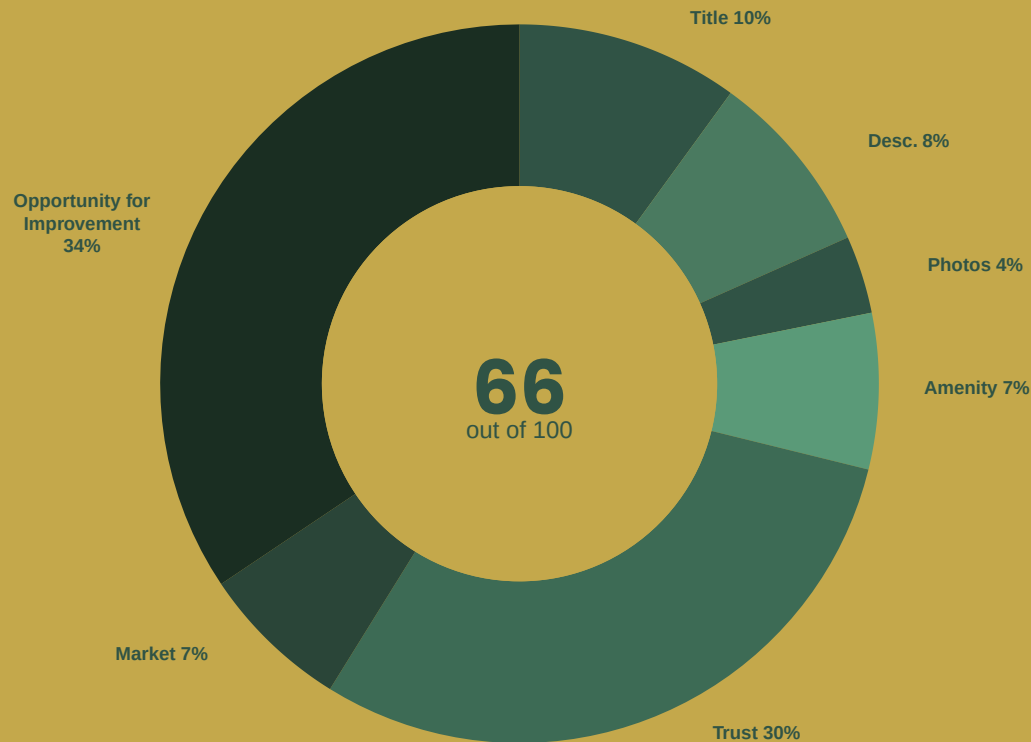
This chart presents a comprehensive overview of your performance scores across all six categories, highlighting strengths and areas for improvement to help you make informed decisions.

Strongest area: Title (10/10)

Biggest opportunity: Market Position (6.75/30)

10 – 20%

Uplift in clicks when hosts optimise their listing title with targeted keywords.



Score distribution across categories

Category Breakdown

01	Title Your title is performing well — It's clearly structured, includes relevant search terms, and is likely helping your listing stand out in results. This is one of your stronger areas.	02	Description Your description is performing well — It's detailed enough, includes relevant keywords, and gives guests a clear picture of the stay. This is helping convert browsers into bookers.
03	Photos Your listing has 18 photos, which is below the level where most top-Performing listings sit. Guests rely heavily on photos to build booking confidence, and thinner photo sets consistently lose out to competitors with stronger visual coverage. The order of your photos matters more than most hosts realise, and professional photography or specialist AI enhancement can dramatically improve how your listing looks at first glance — Driving more clicks and more bookings.	04	Amenities Your amenity set has 51 items listed, but there appear to be gaps in areas that guests commonly search and filter for. When guests compare similar listings side by side, missing amenities can quietly tip the decision toward a competitor. A competitor analysis for your area can reveal which small, affordable additions would have the biggest impact on your ranking — Understanding what guests in your market expect is key, and our experts can guide you through exactly what to prioritise.
05	Trust Signals Your trust signals are strong — Solid review coverage, a high rating, and the kind of profile that reassures guests at a glance. This is one of your biggest competitive advantages.	06	Market Position Your competitive positioning has issues that are likely costing you revenue — Your calendar has large blocks of consecutive open dates, which can signal low demand and push your listing lower in search. These signals directly affect both your search ranking and earning potential. Expert pricing strategy can help you maximise occupancy and revenue — Setting the right minimum rate, reducing calendar gaps, finding the minimum stay that attracts bookings while covering your costs, and ensuring your availability is fully utilised so you're not leaving money on the table.

Photo Enhancement

YOUR ENHANCED HERO IMAGE



WHY THIS IS YOUR HERO IMAGE

This living room shot is ideal as the hero image because it showcases the property's most distinctive feature - the stunning wood slat feature wall - while demonstrating excellent natural light and sophisticated modern design. The composition captures the full room layout including the grey sectional sofa, statement lighting fixture, and carefully curated plants and artwork. Living room covers are commonly associated with stronger click-through rates as they immediately convey the lifestyle and quality guests can expect.

Photo Enhancement: Before & After

BEFORE



AFTER



We've enhanced 5 of your listing photos and included them in the email with your report pack. Upload these to your Airbnb listing to immediately improve your photo quality and click-through rate. Access your full pack of enhanced images in the email attachment.

Edits are quality corrections only — No features were added or removed. Enhancement includes HDR balancing, perspective correction, and colour optimisation.



Recommended Photo Order

- 01 Hero — living room with natural light**
Perfect hero shot with excellent natural light, shows the stunning wood slat feature wall, modern furnishings and overall space flow - immediately communicates quality and style
- 02 Primary bedroom**
Shows twin bed configuration clearly for the 4-guest capacity, good natural light and clean presentation establishes sleeping arrangements upfront
- 03 Kitchen**
Clean modern kitchen showing full appliance suite and functionality - essential for guests planning meals and longer stays
- 04 Bathroom**
Bright, clean bathroom showing all fixtures including shower cubicle - critical cleanliness signal and practical information
- 05 Dining area lifestyle shot**
Beautifully styled dining setup showing how guests can enjoy meals, demonstrates the lifestyle potential and attention to detail

Why This Order Matters

Hero living room creates immediate wow factor with distinctive wood feature wall and natural light. Primary bedroom confirms twin bed setup and 4-guest capacity. Modern kitchen shows practical functionality. Bright bathroom signals cleanliness and quality. Styled dining area demonstrates lifestyle potential and completes the essential guest journey through the space.

The Rest of Your Photos

Photos 3 and 17 offer creative angles that could work well in positions 6-7 for visual interest. The bedroom overview (photo 11) provides useful context as a secondary bedroom shot. However, remove all generic branding photos (7, 12-16) as they add no value for guests and dilute the property focus. The multiple similar living room angles (photo 4) and tight bedroom details (photos 6, 10) are redundant and should be omitted. Focus on the strongest 8-10 property photos rather than padding with weaker duplicates.

Missing Photos — We Recommend Taking:

- Exterior building shot or entrance to establish location context
- Overview shot showing living room connected to kitchen/dining for open plan feel
- Free parking space or area mentioned in title
- Any workspace setup if available for business travellers



SEO Wins for Enhanced Visibility

Title Optimisation

Your current title:

Manchester Apartment Sleeps 4 + Free Parking

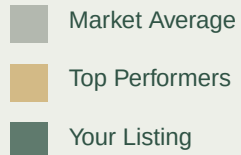
Recommended title:

Description Enhancement

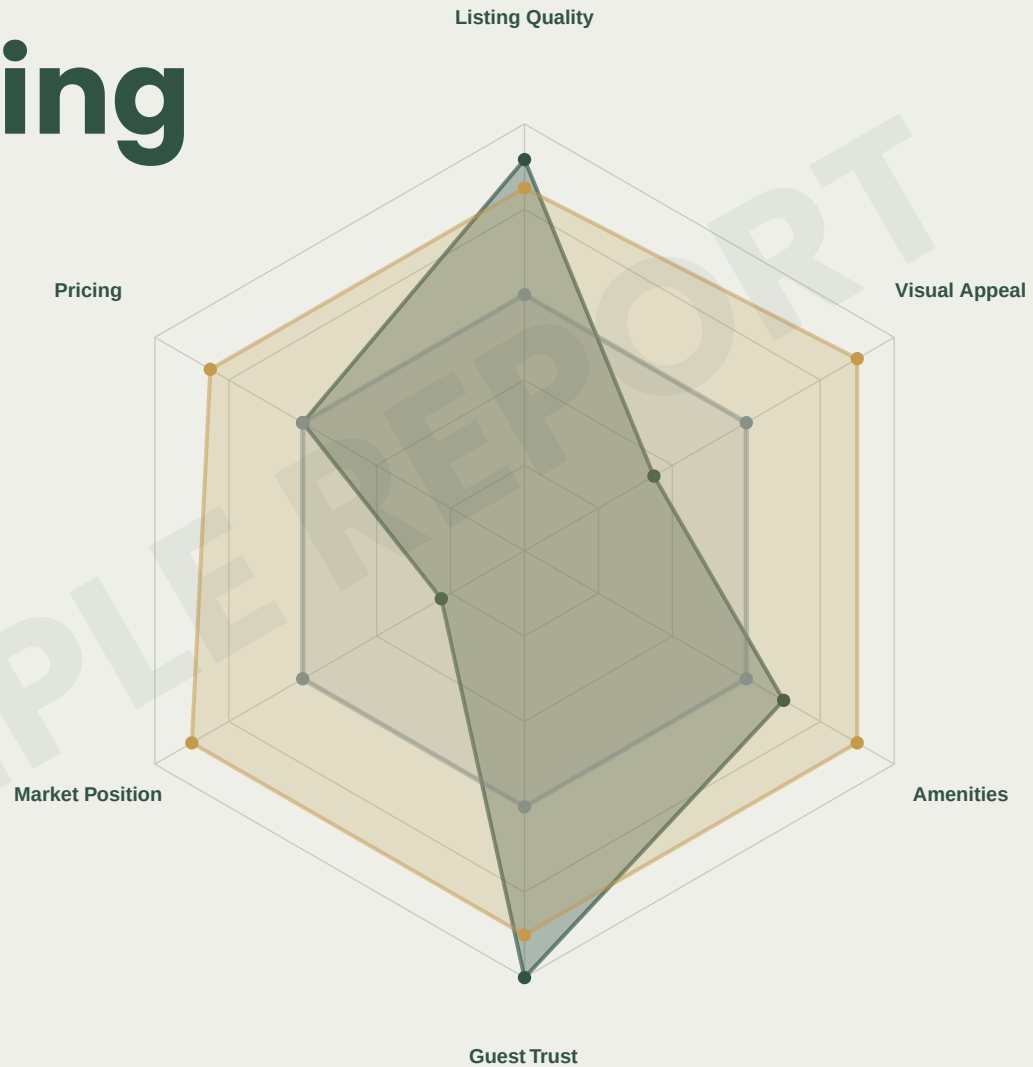
Recommended description:



Competitive Benchmarking



Your strongest dimension is Guest Trust (100%). Your biggest opportunity is Market Position (23%). The chart above shows how your listing compares against the market average and top-performing listings in your area.



Pricing Intelligence

MARKET WEEKNIGHT MEDIAN

£108

Weekend: £135

OUR RECOMMENDED WEEKNIGHT RATE

£81

Weekend: £101

Based on 246 active listings in Greater Manchester

MARKET ADR RANGE (25TH-75TH PERCENTILE)

£98

£146

ESTIMATED ANNUAL REVENUE

£20,448

median

£27,981

top performers

MARKET OCC.

40%

REVPAR

£66

LEAD TIME

28d

AVG STAY

3.9n

PRICING STRATEGY

Market occupancy is only 43% — Significant spare capacity. Pricing 25% below market median to fill your calendar. At this price you should attract far more bookings than competitors charging the market rate.



Dynamic Pricing Framework

RECOMMENDED PRICING STRUCTURE

Weeknights: £81
Weekends: £101

Strategically positioned to outprice competitors on occupancy

MINIMUM NIGHTLY RATE

£61

Never drop below this — It protects your revenue floor and brand positioning

REVENUE OPPORTUNITY

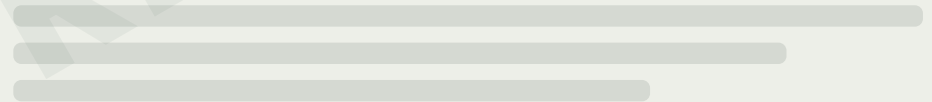
Currently well-positioned

Your pricing is close to our recommended rate — Focus on occupancy optimisation

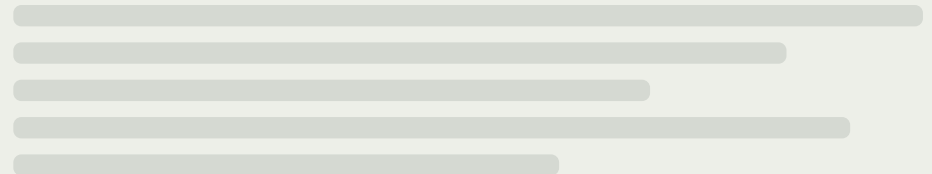
Our Pricing Philosophy



Fee Structure



Price Per Guest Strategy



ADR & Occupancy Benchmarks

PAST OCCUPANCY

99%
past 90 days

UPCOMING OCCUPANCY

43%
next 90 days

BOOKED NIGHTS

38

confirmed · next 90 days

AVAILABLE TO BOOK

51

open nights · next 90 days

BLOCKED / OTHER OTA

1

other platforms or host holds

PAST OCCUPANCY

99%

last 90 days (market: 40%)

TARGET ADR

£81

recommended nightly rate · next 90 days

MARKET ADR

£118

median nightly rate

Monthly Forecast

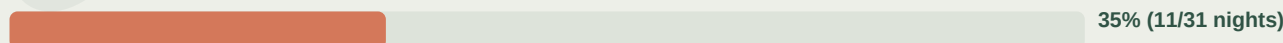
March 2026



April 2026



May 2026



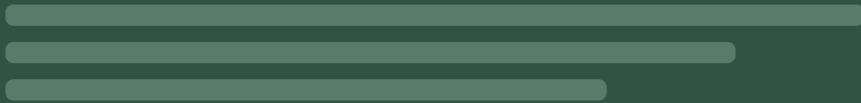
Market average occupancy: 40% (based on comparable listings in your area)



Market Insights & Strategy

01

99% past occupancy vs 40% market average



02

28-day average booking lead time



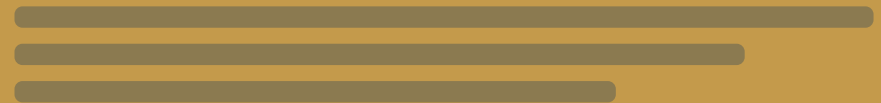
03

£20,448 current estimate vs £36,188 top 10% revenue



04

£89 weeknight average vs £108 market median



Where You May Be Losing Revenue

01 Kitchen equipment inadequacy driving negative experiences [medium impact]



02 Inconsistent cleaning execution undermining premium positioning [medium impact]



03 Weeknight pricing significantly below market potential [high impact]

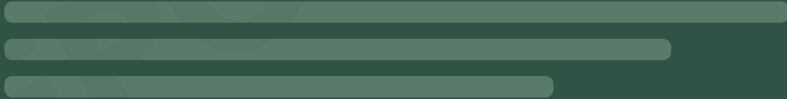
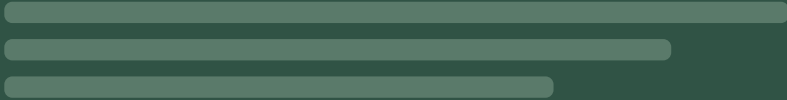


04 Parking availability ambiguity reducing conversion [medium impact]



Strengths

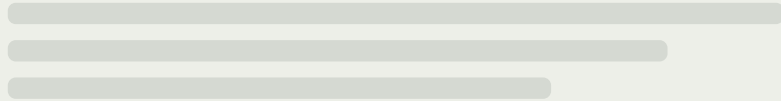
- 01 **Exceptional guest satisfaction and host trust**

- 02 **Strong value positioning with repeat appeal**

- 03 **Family-friendly market penetration**


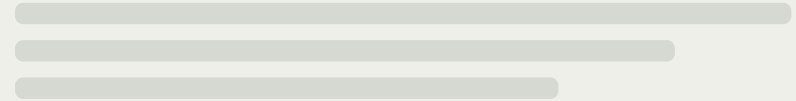


What Your Guests Are Saying

01 Insufficient cooking equipment and kitchen utensils ¹



02 Inconsistent cleaning standards and missed details ²



03 Parking space availability issues ³



04 Technical issues with internet and appliances ⁴



Improvements

01

Comprehensive kitchen equipment audit and upgrade

02

Professional cleaning consistency system

03

Family amenity positioning enhancement

04

Parking area photography and communication upgrade

05

Weekend pricing strategy optimisation

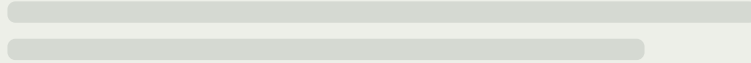
06

Guest communication template enhancement

Amenity Suggestions

01

Books and reading material



02

Travel cot upgrade



03

Portable fans



04

Blackout curtains or eye masks



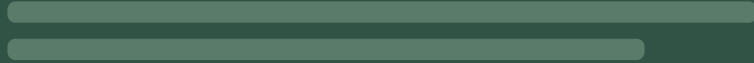
05

Basic Bluetooth speaker



Instant Fixes

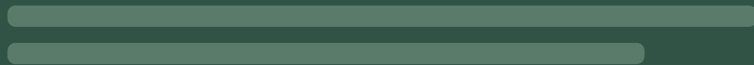
01 Update your listing title to the rewritten version



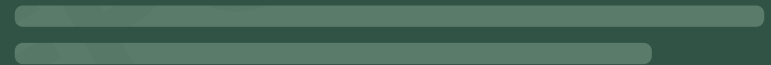
02 Add 'Coffee maker' amenity using a basic cafetière



03 Increase weeknight base rate to £81



04 Add toaster to kitchen and amenity list



Click-Through Optimisation

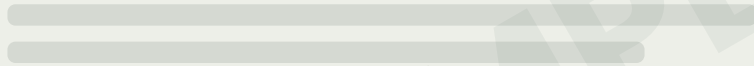
01 Lead with your living space in the hero image



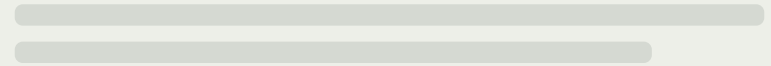
02 Ensure parking is visible in your first five photos



03 Highlight family setup in early photos



04 Add natural light emphasis to captions



Positioning Strategy

Placeholder text consisting of seven horizontal lines of varying lengths.

SAMPLE REPORT

Bonus Host Optimisation Tips

01 Use Other Platforms as Free Advertising

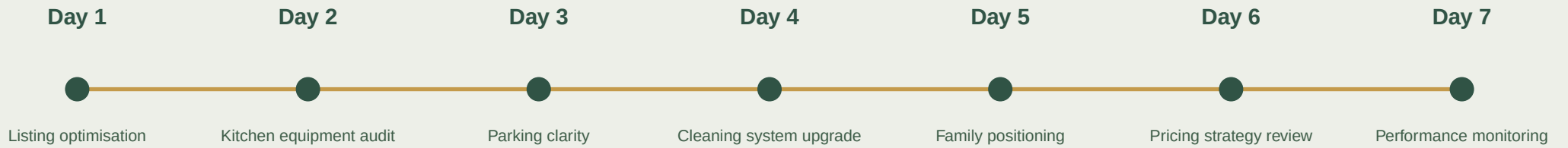
[Redacted text block for tip 01]

02 Use a Pre-Booking Message to Guarantee Rule Visibility

[Redacted text block for tip 02]



7-Day Plan



References

- 01

Guest Review 1
- 02

Guest Review 2
-
- 03

Guest Review 3
- 04

Guest Review 4

Glossary

Key terms and abbreviations used in this report

ADR

Average Daily Rate — The average nightly price across your bookings. Used to compare your pricing against the local market.

RevPAR

Revenue Per Available Room — Your ADR multiplied by your occupancy rate. Measures actual earning efficiency, not just price. A high ADR with low occupancy can mean lower RevPAR than a cheaper listing that books more often.

Market Occ.

Market Occupancy — The average occupancy rate across comparable listings in your local area. Helps you understand whether your booking rate is above or below the market norm.

Lead Time

Booking Lead Time — The average number of days between when a guest books and when they check in. A shorter lead time means guests are booking last-minute; a longer one suggests strong forward demand.

Avg Stay

Average Stay Length — The typical number of nights per booking in your market. Useful for tailoring minimum night requirements and pricing strategy.

Occ. Rate

Occupancy Rate — The percentage of available nights that are booked over a given period. Past occupancy shows track record; future occupancy shows how far ahead you are booked.

CTR

Click-Through Rate — The percentage of people who see your listing in search results and click through to view it. Driven by your cover photo, title, price, and rating.

Thank You

Thank you for using Zugrow, John Doe. We hope this report helps you improve your listing and grow your bookings.

zugrow.com



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