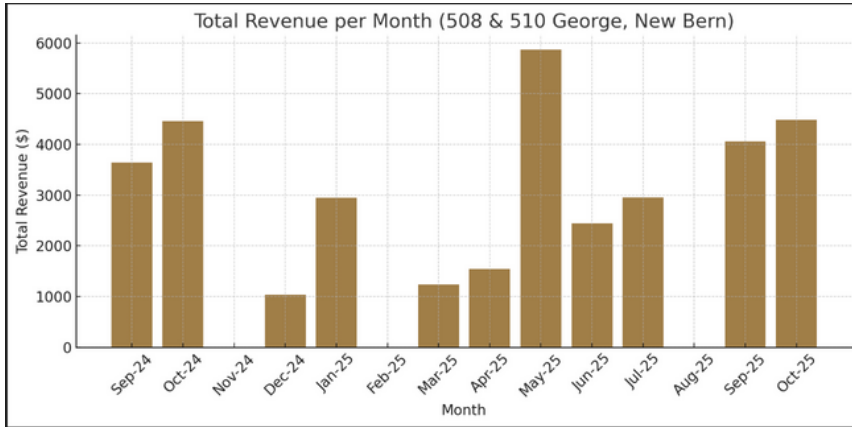


# 508 & 510 George, New Bern



## SUMMARY:

Performance across the past year shows steady revenue, driven mostly by Airbnb with occasional VRBO contributions. Occupancy stays moderate and consistent, with no major disruptions. Cleaning cadence and stay length remain stable.

## KEY POINTS:

- Revenue is consistent month-to-month with predictable seasonal increases (May–Aug).
- Airbnb is the primary source of bookings; Booking.com and VRBO show limited use.
- Cancellations remain low, supporting reliable revenue flow.
- Cleaning fees remain stable and manageable.

## TRENDS:

- Peak performance months: May–Aug, coinciding with higher booked nights.
- Early-year months (Jan–Mar) show softer activity, improving steadily into spring.
- Revenue closely reflects occupancy patterns; when booked nights rise, revenue follows directly.

## NEXT STEPS:

- Continue prioritizing Airbnb as the main channel.
- Add VRBO exposure to diversify and reduce single-platform dependency.
- Consider minor pricing adjustments in shoulder months (Jan–Mar).
- Maintain current cleaning and operational cadence—no major adjustments needed.

