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2026 Booking & Revenue Report

What the reservation book says about the season, the channels, and where the next dollar of margin is.

Window Feb – Nov 2026 arrivals **Source** OwnerRez booking detail export **Prepared** July 8, 2026 · Andreas Jackson

GROSS BOOKED REVENUE

$122,272

30 confirmed bookings · 79 room-nights · six listings

NET AFTER CHANNEL FEES	REALIZED TO DATE
$112,170	**$62,640**
91.7% of gross reaches the property	stays already completed

ON THE BOOKS	BLENDED NIGHTLY RATE
$59,633	**$1,548**
confirmed arrivals ahead	avg stay 2.6 nights

BOOKING LEAD TIME	CHANNEL FEE LOAD
107 days	**8.3%**
revenue visible a quarter out	$10,102 paid to platforms

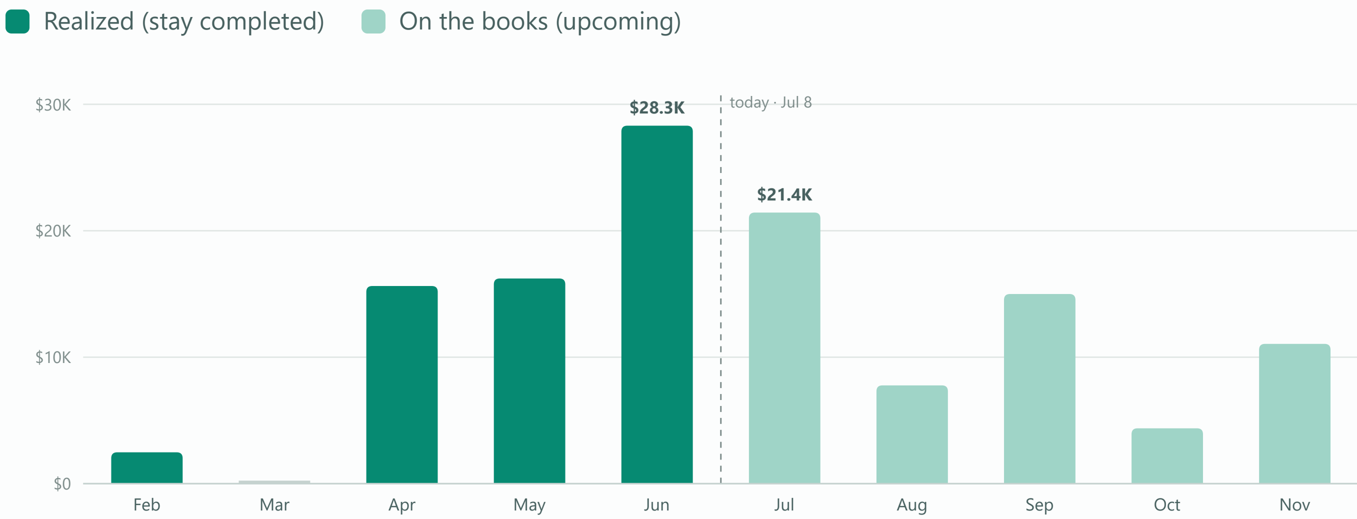
THE SEASON

Half the year is already banked, and the second half is nearly matched

Completed stays through June brought in **$62,640**. Confirmed arrivals from July onward add another **$59,633**, so the back half of the season is already 95% the size of the front half before a single walk-in booking. June was the peak month at **$28,309**, anchored by a seven-night whole-compound stay worth $14,648.

Booked revenue by arrival month

Gross guest total per month of arrival · dashed line marks today

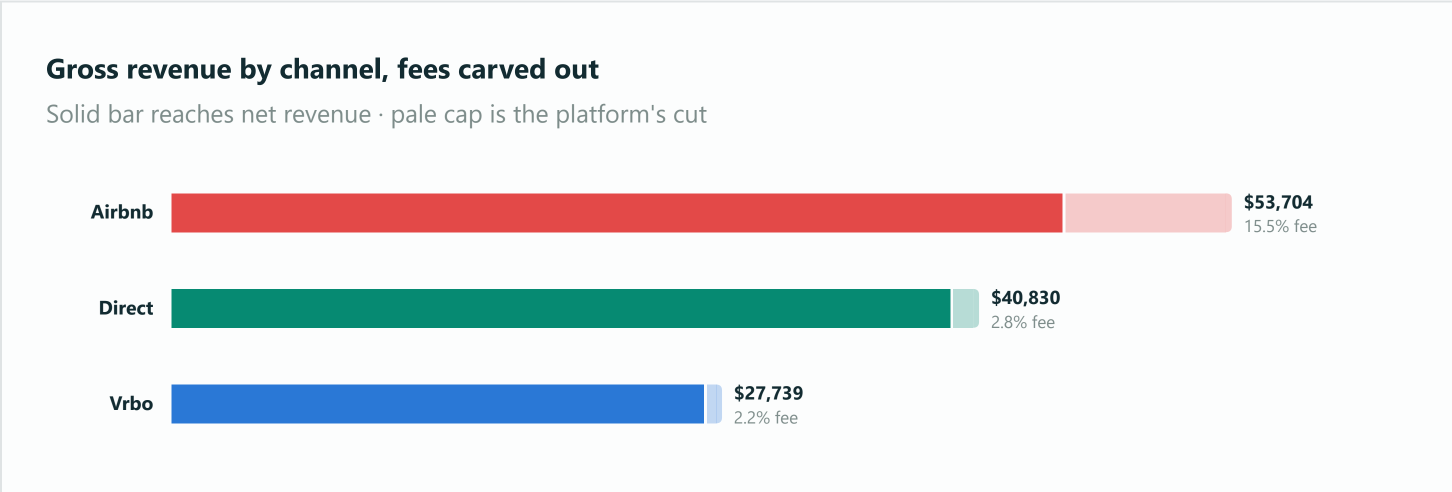


READ **August and October are the open runway.** August holds just $7,770 and October $4,375, against $21,438 in July. With a typical booking made ~107 days out, October demand is being decided right now, and August will only fill through short-lead guests. Both months reward immediate attention: date-targeted pricing, minimum-stay flexibility, and a direct offer to past guests.

CHANNEL ECONOMICS

Every dollar moved off Airbnb keeps thirteen more cents

Airbnb produced the most gross revenue, **$53,704**, but took **15.5%** of it in fees. Direct bookings through the website cost **2.8%** and Vrbo just 2.2%. Direct is already a third of the business, which is unusually strong for a small property, and it is the cheapest channel to grow.

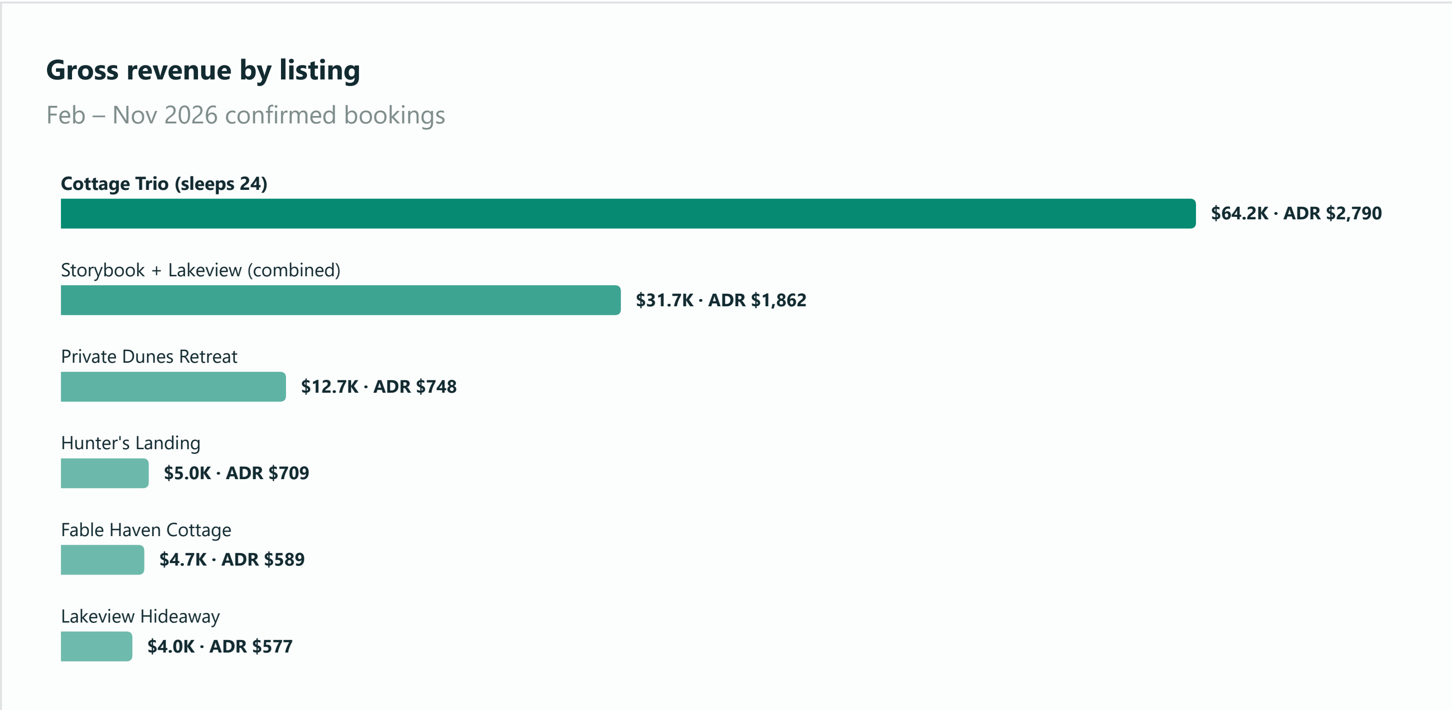


READ **The same Airbnb volume booked direct would have saved about $6,800 this season,** roughly 5.6% of gross straight to margin. The playbook is standard and cheap: a repeat-guest email list, a card in each cottage with a book-direct code, and a direct price that beats Airbnb's all-in total after guest fees.

UNIT PERFORMANCE

The compound is the product

The whole-compound listing, **Cottage Trio (sleeps 24)**, is 52% of all revenue at a **$2,790** average nightly rate: family reunions, wedding parties, group getaways. The individual cottages average $577 to $748 a night and mostly fill around the big bookings.



READ **Sell the compound first, backfill the cottages second.** One group weekend outearns a month of single-cottage stays. Weekends should default to whole-compound availability and group-event positioning; the individual cottages are the midweek and shoulder-season play, where a $600 room-night that would otherwise be empty is pure contribution.

CANCELLATION RISK

Seventeen cancellations, two that actually cost money

The raw cancellation count looks alarming. The cash reality is calmer: 15 of the 17 canceled before paying anything. The two that had paid, both large-group Vrbo bookings, were refunded **$7,506** in full, and the platform even kept $218 of processing cost.

CANCELED BOOKINGS	HAD ACTUALLY PAID	REFUNDED
17	**2**	**$7,506**
of 47 real reservations made	both Vrbo, both large groups	plus $218 in unrecovered fees

READ **This is a booking-funnel behavior, not a revenue leak, but Vrbo terms deserve a look.** Both paid-and-refunded cancellations came through Vrbo on group bookings. A firmer deposit schedule or a 30-day cancellation window on the large-group listings would put a fence around the only cancellations that actually touch cash.

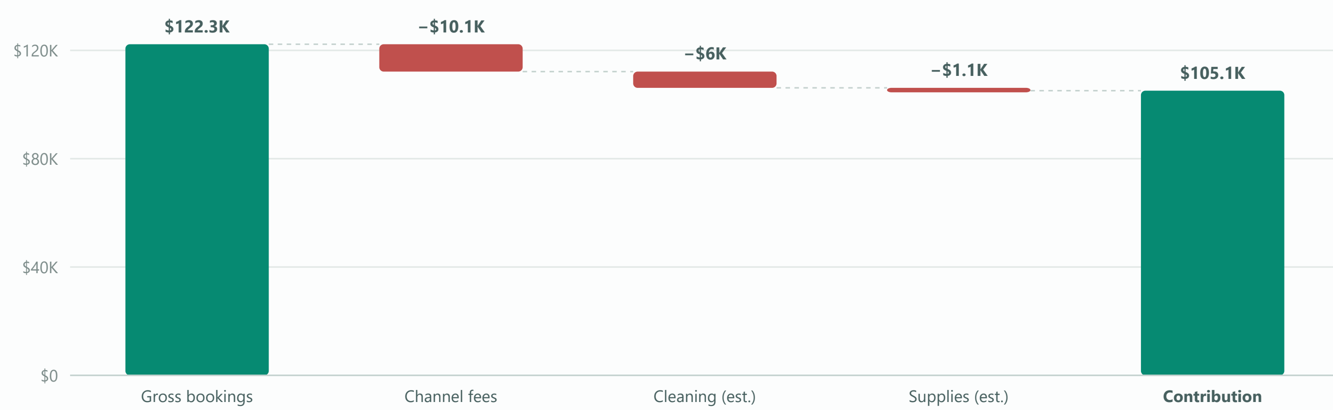
UNIT ECONOMICS

Eighty-six cents of every booked dollar reaches contribution

After platform fees and the direct cost of turning over each stay, the season's **$122,272** gross leaves **$105,120** of contribution before fixed costs. Self-management is the structural advantage: there is no 20 to 30% property-manager fee in this waterfall.

From gross bookings to contribution

Cleaning and supplies are per-stay estimates, marked below



READ **Contribution margin is 86%, so volume is worth more than rate right now.** With costs this lean, an extra filled night at almost any defensible price is nearly all margin. That argues for aggressive shoulder-season and midweek pricing rather than protecting rate on dates that would otherwise sit empty.

WHAT I'D DO NEXT

Four moves, ranked by expected impact

1

Grow the direct channel

Repeat-guest email list, in-cottage book-direct cards with a code, and a direct price that undercuts Airbnb's all-in total. Direct is already 33% of revenue; each shifted booking keeps ~13 points of fees.

Worth ≈ $6,800 a year at current volume

2

Fill August and October now

Targeted rate cuts and relaxed minimum stays on the light dates, plus a direct offer to past guests. At 86% contribution margin, a discounted filled night beats an empty one by a wide margin.

≈ $10–15K of open peak & shoulder inventory

3

Package the compound for groups

Weekends default to whole-compound listings aimed at reunions and wedding parties, the segment already producing $2,790 nightly. Add a simple group landing page on the direct site to capture that demand at 2.8% cost.

Protects the 52%-of-revenue core

4

Tighten Vrbo group terms

A firmer deposit schedule or 30-day cancellation window on large-group listings. Both cash-touching cancellations this season were Vrbo groups, refunded $7,506 in full.

Fences the only real cancellation cost

METHOD & HONEST CAVEATS

- **Source:** OwnerRez booking detail export covering Feb – Nov 2026 arrivals. A handful of Dec 2026 and 2027 bookings sit outside this window and are excluded.
- **De-duplication:** OwnerRez writes $0 linked "block" rows on component cottages whenever a bundle is booked. Only revenue-carrying bookings are counted; block rows are filtered out.
- **Net revenue is data-driven:** platform fees come from the export's own totals (gross minus net), not from an assumed rate.

- **Occupancy is deliberately not reported.** It requires each cottage's availability calendar, which this export does not contain. Omitting a metric beats faking one.
- **Cleaning ($200/stay) and supplies ($35/stay) are estimates** pending actuals; the contribution figure will move modestly with real costs. Fixed costs (insurance, tax, utilities) are tracked separately in the model and excluded from the seasonal waterfall.

Prepared by Andreas Jackson · analysis pipeline built in Python (pandas) with a reproducible one-command build · charts hand-rendered from the same dataset.