

# Income Growth Strategy Report

Prepared for James Fry  
by  
HostStrategy Advisory Team  
1<sup>st</sup> November 2025



## **1. Executive Summary**

Provide a concise overview of the property or portfolio performance, key findings, and initial base forecast

## **2. Key Data & Metrics**

Summarise key metrics such as occupancy rates, average daily rates (ADR), revenue per available unit, and year-on-year comparisons. Include charts or tables where relevant.

## **3. Putting it all together**

Interpret the data, highlight trends, and identify opportunities for income growth. Use this section to explain the story behind the numbers.

## **4. Recommendations**

List actionable strategies to improve yield and operational performance. Each recommendation should be specific and measurable.

## **5. Next Steps**

Outline the key follow-up actions, responsible parties, and expected timelines.

## Executive Summary

Customer name:	James Fry
Email:	<a href="mailto:jf68@gmail.com">jf68@gmail.com</a>
Mobile:	07987 425436
Property Type:	2 bedroom ground floor flat
Property details:	2 Eton Road Plymouth PL1 4JQ
Current position:	New to market serviced apartment
Base Forecast income:	£25,000 pa
Forecast occupancy:	68% next 12 months 72% following 12 months
Average nightly rate:	£111
Average length of stay:	2 nights
Potential uplift:	<b>£10,000</b> pa which is 40% increase

## Key Data & Metrics

Existing number of short term rentals within 3 miles

**331**

Number of properties with the same bedrooms

**124**

Average occupancy over last 12 months

**58%**

Average length of stay

**2.3 nights**

Average nightly rate achieved

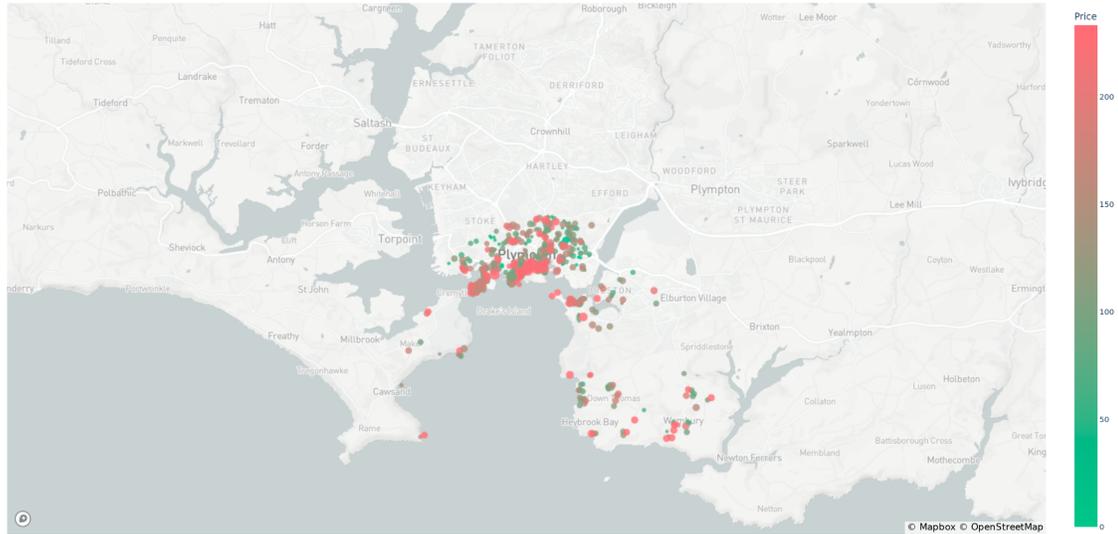
**£109.73**



## Listing Map

### Location

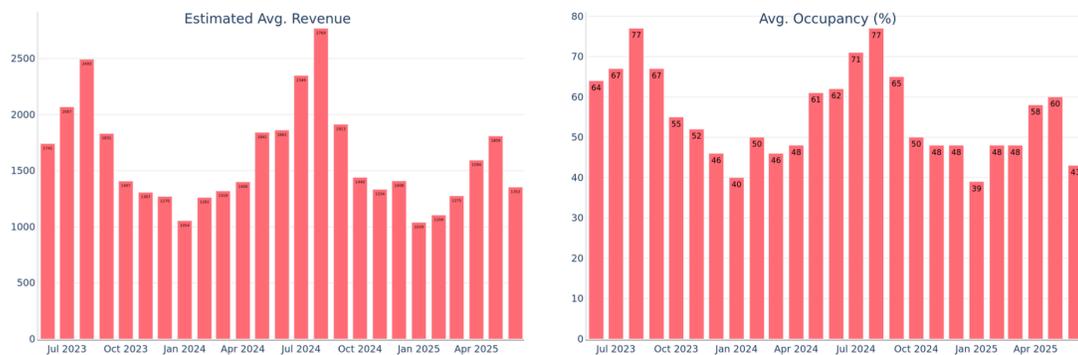
Shows the approximate location of the listings used in this report. The color of each dot shows the average price for that listing over the next year, the size of each dot represents the number of bedrooms.



## Market Summary

### Market History

These charts track monthly averages for past dates. Included are average Revenue, average Occupancy, median Booking Window by stay date, and median Length of Stay by stay date.



## Putting It All Together — The Power of Marginal Gains

Every individual strategy in this report delivers only a small improvement on its own — a few percentage points here, a modest saving there. However, when applied collectively and consistently, those marginal gains compound to create significant, sustainable growth in income and profit.

To illustrate this, let's take a typical two-bedroom serviced apartment achieving £25,000 gross annual income at 65% occupancy (approximately 238 nights per year at an average nightly rate of £105). We'll apply five of the 26 strategies described in this report, estimating a realistic uplift for each based on industry averages and data from comparable operators. Some gains come from higher occupancy or ADR; others from reduced costs or incremental income streams.

These figures are not guaranteed but represent achievable results when strategies are implemented properly, monitored, and refined over time.

<u>Strategy</u>	<u>Description</u>	<u>Estimated Additional Annual Income (£)</u>		<u>Comment / Mechanism</u>
1	Day-of-week pricing	+400	1.6%	Slight ADR lift from premium Fri/Mon rates
2	Occupancy-based pricing per person	+300.	1.2%	Extra-person fees on multi-guest stays
5	Length-of-stay optimisation	+250	1.0%	Fewer turnovers, higher avg stay
6	Orphan-gap premiums	+150.	0.6%	Selling odd gaps at premium price
14	Add-on income opportunities	+1,500	6.0%	Early/late fees, parking, hampers, etc.
	<b>Total Potential Additional Income</b>	<b>£2,600</b>		<b>10% uplift on current gross income</b>

If all strategies were implemented diligently, the example property could grow from

£25,000 to around £35,000 gross annual income — a potential **40%** uplift. Even if only half of these initiatives delivered their expected results, the property would still gain roughly £5,000 per year, directly increasing profitability.

The key takeaway is that sustainable income growth rarely comes from one major change. Instead, it's achieved through the steady layering of small, smart improvements — each reinforcing the next — to build a data-driven, high-yield, and resilient business model.

## Recommendations

The property is well positioned to achieve strong year-round returns, particularly as a newly launched serviced apartment. The data and analysis indicate a realistic opportunity to lift annual income by 35–40% through structured implementation of the strategies detailed in this report.

Key priorities should be:

1. tbc
2. tbc
3. tbc
4. tbc
5. tbc

## Next Steps

### TBC

Review Schedule:

- 30-Day Review: Confirm automation and event pricing setup complete.
- 90-Day Review: Assess early performance uplift and adjust base rates.
- 6-Month Review: Compare actual income vs. forecast; identify next property optimisation phase.