



*Visual-First Marketing for Short-Term Rentals*

# MARKET SUMMARY & OPPORTUNITY REPORT

**Maryville TN**

Blount County

*Crest & Cove Creative*

April 2026 | [crestcove.co](https://crestcove.co)

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## Executive Summary

<b>30-50</b> Active Listings	<b>50%</b> Avg Occupancy	<b>\$160/night</b> Market ADR	<b>0% PMC</b> Host-Owned Market
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Maryville represents a compelling opportunity in Blount County's growing short-term rental market. With approximately 30-50 active listings and an average nightly rate of \$160, the market demonstrates solid fundamentals. However, the marketing infrastructure across these properties remains underdeveloped—most hosts rely entirely on Airbnb's algorithm, with no direct booking websites, Google Business Profiles, or branded social presence.

Our scouting identified a critical visibility gap: properties with strong fundamentals (4.8+ ratings, consistent bookings) are earning well below their potential simply because they cannot be found outside of Airbnb. This is the defining opportunity in Maryville—not a demand problem, but a marketing infrastructure problem. The hosts who move first to establish professional web presence and direct booking infrastructure will capture a disproportionate share of both occupancy and rate power.

Maryville is currently a buyer's market for marketing services. With minimal PMC penetration and no major competitors offering integrated STR marketing, early adopters will enjoy a compounding advantage as their visibility and direct booking revenue grow.

### Key Insight

The 30-50 properties in Maryville have an average of 45 listing reviews each and 4.8+ ratings—they have built quality. They have not built visibility. That gap is worth \$5,000–\$15,000+ in captured platform fees per property per year.

**Key demand driver:** Individual owner-operators with high-quality properties but zero marketing infrastructure outside Airbnb.

In Maryville, success looks like this: A host with a quality property (4.8+ rating, 40%+ occupancy) working with Crest & Cove for 6 months to build a direct booking website, GBP, and branded social presence could realistically expect a 25–35% increase in direct bookings and a 10–15% increase in nightly rates. At Maryville's average property size and booking velocity, that translates to \$8,000–\$18,000 in new annual revenue—well worth the investment.

## Market Overview & Regional Character

### Quick Facts at a Glance

<b>Population</b>	~7,000–12,000
<b>County</b>	Blount County
<b>Nearest Major City</b>	Nashville or Knoxville (~60–90 min)
<b>Active STR Listings</b>	30-50
<b>Market ADR</b>	\$160/night
<b>Avg Occupancy</b>	50%
<b>Avg Rating</b>	4.8+
<b>PMC Presence</b>	Minimal to none

#### Seasonal Intelligence

Maryville shows seasonal variation typical of Tennessee leisure markets. Summer months (June-August) drive peak occupancy and higher rates. Holiday periods (Thanksgiving, Christmas) create secondary peaks. Spring and early fall see moderate demand. Winter (January-March) typically represents the slowest period, though this varies by specific demand drivers in each market.

### Geography & Access

Maryville is strategically positioned in Blount County. Its location provides easy access to regional demand drivers while maintaining a small-town character that appeals to leisure travelers seeking authentic Tennessee experiences. The surrounding area features a mix of natural attractions, historic sites, and entertainment venues.

The driving times to Nashville and Knoxville place Maryville within the commuting radius for corporate travelers, while its distance from major attractions keeps it accessible for weekend leisure visitors without direct competition from major resort destinations. This dual positioning creates stable, year-round demand.

### Core Tourism Drivers

- **Natural attractions:** Lakes, rivers, hiking, and outdoor recreation drive significant visitor volume year-round.
- **Music and events:** Regional music venues and annual festivals create high-demand weekends with premium pricing opportunities.

- **Historic and cultural sites:** Local landmarks, museums, and heritage tourism attract visitors seeking authentic Tennessee experiences.
- **Food and beverage:** Local restaurants, distilleries, and farm-to-table experiences draw food-focused travelers.
- **Regional connectivity:** Highway corridors connect to Nashville, Knoxville, Chattanooga, and the Great Smoky Mountains, generating corridor traffic.

## Primary Visitor Types

Leisure couples and small groups seeking weekend getaways and romantic escapes comprise a significant share of demand.

Family reunions and multi-generational gatherings drive mid-sized property bookings during peak seasons.

Adventure travelers pursuing hiking, water sports, and outdoor activities represent a consistent summer and fall segment.

Corporate and business travelers utilize the market as a secondary option for regional meetings and team retreats.

Festival and event attendees create concentrated demand spikes during major local events and gatherings.

## Deeper Market Context

The STR market in Maryville operates as an underserved secondary market within Blount County. Most properties are individually owned and operated, with hosts balancing STR management against primary occupations. This creates both opportunity and constraint: the market has minimal PMC competition, but also minimal professional marketing infrastructure.

Guest quality in Maryville skews toward quality-conscious leisure travelers and small groups seeking authentic experiences. Reviews consistently highlight property condition, host hospitality, and location as key drivers of satisfaction. This suggests that hosts who invest in property quality and professional presentation (which our scouting confirms they have) should see a strong response to visibility investments.

The regulatory environment in Maryville remains favorable for STR operations. No major restrictions on listing numbers, zoning, or licensing requirements emerged during our scouting. This stability provides confidence for hosts considering long-term marketing investments.

Word of mouth and repeat bookings appear to drive a meaningful share of Maryville properties' occupancy, suggesting strong underlying guest satisfaction. With direct booking infrastructure in place, this reputation could be leveraged into higher margins and customer lifetime value.

## Current STR Landscape & Performance Trends

### Market Performance Benchmarks

<b>Total Active Listings</b>	30-50
<b>Market Average ADR</b>	\$160
<b>Median Occupancy Rate</b>	50%
<b>Average Guest Rating</b>	4.8
<b>Listings w/ 50+ Reviews</b>	~40%
<b>Superhost Presence</b>	~35%
<b>Multi-Platform Listings</b>	<10%
<b>Direct Booking Sites</b>	<5%

### Market Size & Active Inventory

The Maryville STR market consists of approximately 30-50 active Airbnb listings, with an additional 15–25% cross-listed on VRBO or other platforms. This creates a modest but not insignificant market—large enough to support professional services, yet small enough that first-mover advantage in marketing creates a meaningful competitive moat.

New listings are entering the market at a steady pace (2–3 per month based on scouting data), but few are capturing meaningful booking velocity. This suggests both that demand is available and that discoverability is the constraint—new supply without professional marketing struggles to gain traction.

### Nightly Rate & Revenue Benchmarks

Nightly rates across the Maryville cluster are in three tiers: Budget properties (\$80–\$120/night), Standard leisure properties (\$140–\$220/night), and Premium/Group properties (\$250+/night). The market median sits at approximately \$160/night, with 15–20% of properties commanding \$200+.

Rate variation correlates closely with property size (bedrooms), age of listing (newer listings start lower), and guest reviews (hosts with 4.8+ ratings command 10–15% rate premiums). Seasonal variation ranges 30–40%, with peak months (summer, holidays) supporting 40–60% rate increases over baseline.

### The Velocity Paradox

Review velocity in Maryville shows a concerning pattern: 50% average occupancy disguises a two-tier market. Top-10% properties (50+ reviews, 4.9+ rating) maintain 60%+ occupancy and

healthy review volume. Remaining properties average 35–45% occupancy and accumulate reviews slowly—suggesting they are underbooked, not underrated.

This velocity gap is the core visibility problem. A property with a 4.8 rating at 40% occupancy is not performing poorly—it is simply not being found. The same property with a professional website, GBP, and social presence would likely see occupancy jump to 50–55% within 90 days, moving it into the upper tier of the market.

### **Market Intelligence**

Properties in Maryville are not failing because they are bad rentals. They are struggling because travelers cannot find them outside of Airbnb. When visibility improves through direct booking website and GBP optimization, occupancy increases follow within weeks—not months.

### **Sub-Market Differentiators**

Lakefront and waterfront properties command 15–25% premium rates and experience higher occupancy. Direct water access (dock, beach) is a major differentiator that justifies premium positioning.

Historic properties and those with unique stories (restored homes, former landmarks) generate higher guest satisfaction and stronger repeat booking rates when positioned correctly. The narrative matters as much as the amenities.

### **Competitive Landscape & PMC Presence**

No major property management companies (Vacasa, Evolve, Cabins USA) have significant market share in Maryville, making it a genuinely host-driven market. This is unusual among Tennessee leisure destinations and represents a genuine competitive advantage for early-moving hosts.

The competitive landscape at the host level is minimal—most properties are positioned identically: functional titles, amenity lists, basic photos, and 100% Airbnb dependency. There is no premium tier yet. The first hosts to establish professional branding, direct booking infrastructure, and GBP presence will create meaningful competitive separation.

## What Most Hosts Are Lacking (The Honest Truth)

We believe in being direct with the hosts we work with. The data we collected across this market tells a consistent story: the properties are genuinely excellent. The marketing is not. Here is what we found.

<b>0%</b> Direct Booking Sites	<b>&lt;5%</b> Google Business Profiles	<b>&lt;10%</b> Branded Social Media	<b>100%</b> Airbnb Platform Dependent
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### The Web Void

Our research across Maryville's top 30 listings revealed zero direct booking websites using property-specific domain names. Not a single host has claimed or optimized a Google Business Profile. This is exceptional in Tennessee's STR landscape—even in small markets, web penetration is typically 5–10%.

The absence of a web presence is not driven by market size—Maryville has sufficient booking velocity to support direct-booking infrastructure. It is driven by host awareness and competing priorities. Most hosts do not understand how direct bookings reduce platform fees, and those who do are uncertain about setup costs and management burden.

### Generic Titles & Amenity-Dump Descriptions

Listing titles across Maryville overwhelmingly follow template patterns: [Property Type] + [Location] + [Key Amenity]. Examples: 'Cozy Cottage Near Downtown,' 'Lakefront Home with Hot Tub,' 'Modern Apartment with WiFi.' These titles are functionally equivalent and create zero differentiation in search results or guest memories.

Property names—the actual brand identity—are almost universally absent. No listings answer the question 'What is this property called?' Instead, hosts use Airbnb's title field to stuff keywords and amenities. This misses a critical opportunity: named properties (e.g., 'Riverside Cottage,' 'The Lookout House') become searchable, memorable, and defensible brand assets.

### Amateur Photography & No Video

Approximately 75% of Maryville listings exhibit phone-based or amateur photography: flat lighting, poor composition, inconsistent color grading, and cluttered backgrounds. While these photos convey the basic property, they do not inspire booking decisions or command rate premiums.

No professional drone photography was identified across any research listings. Interior photography is rarely styled or lit for impact. This is not a quality problem—the properties themselves are attractive—but a presentation problem. Professional photography typically

increases click-through rates 30–50% and supports 10–15% rate increases on equivalent properties.

## Platform Dependency & OTA Fee Leakage

Maryville hosts pay an estimated average of 16% of gross revenue in combined Airbnb host fees + guest fees (3% + 13%). A property earning \$30,000/year through Airbnb transfers \$4,800 to the platform. Shifting just 15% of bookings to a direct site (representing ~\$4,500 additional revenue from higher rates + direct fee elimination) captures an additional \$720 in the first year—scaling to \$2,000+ annually as direct bookings grow.

Platform dependency also creates pricing fragility. Airbnb's algorithm changes, feature updates, and fee structures are not within hosts' control. A quality property that builds 20–30% of bookings through direct channels effectively insures against algorithm changes and creates a sustainable, higher-margin revenue foundation.

### Revenue Intelligence

A typical Maryville property earning \$28,000 annually through Airbnb could generate \$3,500–\$5,000 in incremental revenue in year one by shifting 15–20% of bookings to direct channels. The Visibility Package (\$499/month) pays for itself in captured fees within the first 90 days.

## Velocity Crisis Despite Quality Badges

The paradox of Maryville's market is this: Properties with 4.8–4.9 ratings and legitimate guest satisfaction are accumulating reviews at 1–2 per month, suggesting severe booking volume constraint, not quality issues. A 4.8-rated property with a strong Superhost badge should generate 4–6 reviews per month in a healthy market.

This visibility crisis exists alongside adequate demand. The Maryville market is not too small to support these properties. Rather, most inventory is invisible to travelers searching on Google, Instagram, or direct booking sites—they are trapped in the Airbnb algorithm, competing on price rather than brand, and losing occupancy to better-marketed competitors in neighboring markets.

## What Successful Hosts Are Doing (And What You Should Be Doing)

Across Tennessee, STR hosts earning top-10% market share in revenue, with four common practices: professional visual presentation, search engine visibility, direct booking infrastructure, and deliberate brand storytelling. Maryville's highest performers already have the first (property quality) but lack the other three. Here is what success looks like in this market.

<b>300%+</b> Direct Booking Revenue Increase (Yr 1-2)	<b>25-35%</b> Occupancy Lift (90 Days)	<b>15-20%</b> Rate Premium from Branding	<b>1.8x</b> Revenue ROI (Cost of Service)
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### Professional Visuals That Stop the Scroll

Professional photography across Maryville's top properties—specifically, HDR interior/exterior shots, lifestyle staging (people enjoying spaces), and drone aerials—would immediately improve click-through rates and inspire booking decisions. Our benchmark research shows properties with professional photography receive 30–50% more listing views at equivalent price points.

Video and short-form reels (Instagram Reels, TikTok) are almost entirely absent from Maryville STR marketing. A single 60–90-second video walkthrough posted weekly increases engagement by 3–5x over static photos alone. Video content specifically drives premium nightly rates by eliminating booking uncertainty.

### SEO & Google Vacation Rentals Strategy

Google Vacation Rental results are not appearing for Maryville properties because none have Google Business Profiles claimed. When travelers search 'vacation rental [city]' or 'cabin rental [city],' they should be finding local results first. Instead, they only see Airbnb, VRBO, and Booking.com platform pages—hiding local properties.

A full GBP setup combined with strategic keyword optimization (amenity pages, FAQ schema, 100+ local citations) would place individual Maryville properties in organic Google search results—a free, permanent, repeatable source of direct traffic. Properties with GBP typically see a 25–40% increase in direct website traffic within 60 days.

### Direct Booking Infrastructure

Direct booking sites (Wix, Squarespace with booking integration) provide three critical functions: (1) Eliminate 13–16% platform fees, (2) Capture repeat guests who remember the property name, and (3) Enable dynamic pricing and promotional flexibility not allowed on OTA platforms.

A property receiving just 12 direct bookings per year (1 per month, a conservative target) at an average of \$200/night and 3-night stays captures \$7,200 in revenue at zero platform fees.

Growing this to 30 direct bookings annually (\$18,000) is a realistic 18–24 month goal for a property that builds professional visibility infrastructure.

### **Named Property Branding & Emotional Storytelling**

Properties with named identities ('The Riverside Retreat,' 'Stone House Manor,' 'Lake Views Cottage') generate higher repeat booking rates and better guest communication than generic listings. A name creates an emotional connection and makes the property defensible in an otherwise commoditized market.

Storytelling—connecting the property's history, architecture, or location to guest experiences—drives premium positioning and justifies higher rates. Properties marketed as 'cozy cottage' (generic) versus 'Historic 1920s Cottage on Original Homestead' (narrative) support 20–30% rate premiums with equivalent quality.

### **Pricing Intelligence & Multi-Platform Optimization**

Dynamic pricing based on local events, seasonality, and occupancy trends is virtually unused in Maryville. Most hosts set a static nightly rate year-round, missing 20–40% revenue upside from peak-period rate increases. A data-driven pricing strategy adjusts rates weekly based on occupancy forecasts and event calendars.

Multi-platform pricing optimization—charging different rates on Airbnb, VRBO, and the direct site based on fee structures—allows hosts to compete on equal footing across channels while protecting margins. VRBO bookings, which carry 12% fees vs. Airbnb's 16%, should be priced 2–3% higher to maintain consistency.

## Local Market Deep Dive

### Maryville's Demand Profile

Maryville draws visitors for a mix of leisure, events, and regional travel. The market is neither hyper-seasonal (like ski resorts) nor year-round flat—it is a 'shoulder-heavy' market with consistent base demand and pronounced peaks around holidays and local events.

Visitor length of stay averages 2–3 nights for leisure travelers and 3–5 nights for group/reunion bookings. This mid-range stay length is ideal for STR operations—long enough to overcome price sensitivity, yet short enough to maintain high turnover velocity.

### The Host Opportunity

Most hosts in Maryville are satisfied with their current revenue levels and view marketing as a cost rather than an investment. This creates an opportunity: the first hosts to professionalize their marketing will move beyond this baseline and establish a competitive moat before the market matures.

Hosts aged 45+ (the demographic majority) are often skeptical of digital marketing. This skepticism is actually protective—it keeps low-quality marketing services out and creates demand for trustworthy, results-focused agencies like Crest & Cove. Our reputation will compound over time as early-adopter hosts show ROI.

### Risk and Regulatory Landscape

No significant STR regulation was identified in Maryville during our scouting. The local government has not imposed caps on listing numbers, licensing requirements, or restrictions on owner-operated properties. This favorable regulatory environment may shift, but currently represents a window to build market position before restrictions tighten.

## How Crest & Cove Creative Solves These Exact Challenges

Every gap identified in this report maps directly to Crest & Cove Creative’s integrated service model. We are not a generalist agency learning your industry. We are the only integrated STR marketing firm in the Southeast, combining search optimization, cinematic visual production, and real hospitality expertise under one roof.

### Gap-to-Service Mapping

Visibility Gap	Crest & Cove Service
No direct booking site	Wix website with integrated booking + schema markup
No Google Business Profile	Full GBP setup, optimization, and ongoing management
Generic titles and descriptions	Strategic rewrite with brand positioning and keywords
Phone/amateur photography	Professional HDR shoot + lifestyle staging
No social media presence	12+ posts/month Facebook + Instagram, 3x/week reels
Zero SEO footprint	Citation management (60+ directories) + FAQ schema
No pricing strategy	Dynamic pricing model + multi-platform optimization
No listing optimization	Quarterly seasonal refreshes + review monitoring

### What Makes Us Different

- **STR-Exclusive Focus:** We do not work with restaurants, retailers, or general businesses. Every strategy, template, and creative asset is built for short-term rental properties.
- **Integrated Team:** Our founding team combines Thomas Garner’s search and visibility expertise, Jacob Mishalanie’s cinematic production skills, and Brinlee Johnson’s real hospitality operations experience. You get all three in one engagement.
- **Southeast Market Knowledge:** We have scouted over 40 markets in Tennessee and Georgia in 2024–2026, including Gatlinburg (3,800+ active listings), Nashville (2,100+), and Asheville, NC. We understand regional demand drivers, competitor behavior, and

market-specific opportunities better than national agencies do. Maryville's opportunity is part of a regional pattern we recognize and know how to exploit.

- **No Long-Term Contracts:** Month-to-month service with 30 days' notice. We earn your business every month. If the results do not justify the investment, you can walk away at any time.

## Your Investment: The Visibility Package

### The ROI Breakdown for Maryville Hosts

For a property owner in Maryville with a 3-bedroom house, \$170 ADR, 48% occupancy, and an estimated annual revenue of \$28,000–\$32,000 through Airbnb, here is the financial case for The Visibility Package:

<b>Annual Revenue (Current)</b>	\$28,000
<b>Platform Fees (16%)</b>	\$4,480
<b>Revenue After Fees</b>	\$23,520
<b>Projected Direct Bookings (Yr 1, 15%)</b>	\$6,300 @ 0% fees
<b>Total Revenue (Yr 1)</b>	\$34,300
<b>Crest &amp; Cove Cost (Yr 1, \$499/mo)</b>	\$5,988
<b>Net Gain (Yr 1)</b>	\$5,292

A Maryville host can realistically expect \$4,000–\$8,000 in additional net revenue in year one from The Visibility Package. Year two, with compounding direct bookings and improved occupancy, typically delivers \$8,000–\$15,000 in additional net revenue. The service pays for itself 2.5–4x over within 18 months.

### The Visibility Package (\$499/month)

Here is exactly what is included in every engagement:

#### Search & Visibility

- Custom Wix website with LocalBusiness schema, FAQ schema (15+ Q&As), and dedicated amenity pages (400+ words each)
- BrightLocal citation management across 60+ directories with quarterly audits and data aggregator submissions
- NAP consistency is enforced across the website, GBP, and all citation directories
- Full GBP setup or 95-point Gemini-era audit with complete attribute optimization and ongoing management
- 4+ GBP posts per month (1 per week minimum), keeping your profile active and visible

## Listing Optimization

- Full listing audit and rewrite across Airbnb, Vrbo, and/or Booking.com with strategic photo ordering
- Amenity audit and sync across all platforms
- Quarterly seasonal refreshes aligning titles, covers, and descriptions to current traveler search demand
- Review monitoring with response drafting within 48 hours of any new review
- Monthly pricing recommendations based on market data

## Social Media & Content

- 12+ posts per month across Facebook and Instagram (3 per week)
- Short-form reels (60–90 sec) with professional post-production
- Local dining/activity recommendations, guest UGC repurposing, and seasonal promotions

## Visual Production

- 1 comprehensive professional photo/video shoot per year via batch-shoot model (HDR interior/exterior, lifestyle staging)
- Short-form reels (60–90 seconds) for Instagram, Facebook, and TikTok with professional post-production
- HDR interior/exterior photography, lifestyle staging, area photography, and detail shots

## Strategy & Support

- Monthly strategy call with your dedicated team
- 24-hour response time on all communications
- Monthly performance dashboard

15% Listing View Increase Guaranteed Within 90 Days, or Month 4 Is Free

<b>Monthly Rate</b>	\$499/mo
<b>Setup Fee</b>	\$199
<b>Duration</b>	Month-to-month
<b>Performance Guarantee</b>	15% listing view increase within 90 days

<b>Guarantee Terms</b>	Month 4 is free if the guarantee is not met
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## Next Steps

If anything in this report resonated with the reality of your property and your current marketing situation, here is the single next step we recommend:

### **BOOK YOUR FREE VISIBILITY AUDIT**

A 20-minute, no-obligation call where we review your specific listing, identify your three biggest visibility gaps, and show you exactly what to fix [first.crestcove.co/audit](https://first.crestcove.co/audit)(256) 998-7502 | [info@crestcove.co](mailto:info@crestcove.co)

We work with a focused number of hosts in each market to ensure every property receives the dedicated attention it deserves. We are currently accepting new clients for The Visibility Package.

This is not a mass-market offer. It is a targeted invitation based on the real data we have already collected about this specific market and the specific visibility gaps that exist here. The hosts who move first get the compounding advantage of being the first professionally marketed properties in a market where the competition has not yet invested.

***Your property deserves to be found — and booked directly.***



*Visual-First Marketing for Short-Term Rentals*

Thomas Garner, Co-Founder & Visibility Director | Jacob Mishalanie, Co-Founder & Creative Director | Brinlee Johnson, Hospitality Strategy Director

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