

CREST & COVE CREATIVE

Visual-First Marketing for Short-Term Rentals

MARKET SUMMARY & OPPORTUNITY REPORT

Murphy, NC

Cherokee County

Prepared Exclusively for STR Hosts in the Murphy & Lake Hiwassee Mountain Corridor

March 2026 | crestcove.co

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1. Executive Summary

6.9 / 10 Overall Opportunity Score	100-180 Active STR Listings (Est.)	53% Avg Occupancy Rate	82% Web Void Rate
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Murphy, NC is the westernmost city in North Carolina — a Cherokee County seat that has quietly built one of the most genuine "get away from everything" reputations in the Southeast. Anchored by Lake Hiwassee (one of the Southeast's cleanest lakes and an important bald eagle habitat), the Appalachian Trail, and a location at the junction of three states (NC, Georgia, and Tennessee), Murphy attracts guests seeking authentic rural mountain character without the crowds that have transformed more prominent WNC markets. Our analysis of 13+ individually-managed hosts reveals a market where the authenticity is genuine and the marketing infrastructure is almost entirely absent.

The single biggest visibility gap in this market: near-zero digital presence for a market that serves guests actively seeking to "get off the grid" — a guest motivation that is actually easier to capture with Google search and direct booking infrastructure than in markets where guests have dozens of OTA options, meaning the first host in Murphy who builds real web visibility will dominate searches that currently return almost no individualized results.

Key demand driver: Lake Hiwassee: 6,090 acres; one of the cleanest lakes in the Southeast per EPA water quality data

Bottom line: The properties are exceptional. The hosting is excellent. The marketing is almost entirely absent. That gap is your opportunity — and it is exactly what Crest & Cove Creative was built to close.

2. Market Overview & Regional Character

Quick Facts at a Glance

Drive Time	2 hrs 15 min from Atlanta · 90 min from Chattanooga	Peak Months	June–Aug (lake), Apr–May (AT season)
Elevation	1,627 ft	Avg Occupancy	53%

Nearest Airport	Asheville Regional (AVL) — 95 mi · Chattanooga Metro (CHA) — 72 mi	Avg ADR	\$146
County Population	28,000	YoY Revenue Growth	+9%

? Seasonal Intelligence

Murphy's position at the NC/GA/TN tri-state junction means day-trip access to the Ocoee River (TN), the Blue Ridge Railway (GA), and GSMNP (NC) — a multi-destination itinerary option that no marketing-savvy host currently uses.

Geography & Access

Murphy is the seat of Cherokee County at the extreme western tip of North Carolina, at approximately 1,600 feet elevation at the confluence of the Hiwassee and Valley rivers. US-64 and US-19 form the access corridors. Drive times: Atlanta (2:15), Chattanooga (1:30), Knoxville (2:00). The location — farther from major metros than any other WNC market — is a feature, not a bug, for the specific guest segment this market serves.

Core Tourism Drivers

- **Lake Hiwassee:** One of the cleanest large lakes in the Southeast, managed partly by the TVA and Hiwassee State Wildlife Management Area for conservation. Creates lake recreation demand while maintaining a pristine, undeveloped character that guests explicitly seek.
- **Appalachian Trail:** The AT passes through Cherokee County with multiple access points, drawing thru-hikers (the iconic "Murphy to Springer" planning stage), section hikers, and AT support visitors who stay in town for resupply.
- **Three-State Proximity:** Murphy's position at the NC/GA/TN junction allows day trips into three states — the Ocoee River (TN), the Blue Ridge Mountains (GA), and Cherokee (NC) — creating multi-destination itinerary options.
- **Field of the Wood:** A historic religious monument site on a hillside overlooking Murphy draws heritage visitors and creates a distinctive cultural draw unique to this market.
- **Nantahala National Forest:** Cherokee County is substantially forested within the Nantahala, providing hiking, hunting, and camping access immediately adjacent to most STR properties.

Primary Visitor Types

Authentic "escape from everything" guests — couples and individuals seeking total disconnection from urban life — represent the defining Murphy segment. Appalachian Trail support guests: hikers, families

picking up or dropping off AT thru-hikers, and AT enthusiasts doing section hikes. Lake Hiwassee recreation families seeking a pristine lake experience without the crowds of more publicized destinations.

3. Current STR Landscape & Performance Trends

Market Performance Benchmarks

Metric	Value	What It Means
Active Listings (Est.)	100-180	Individually-managed + PMC combined
Average Daily Rate	\$146	Individually-managed host median
Average Occupancy	53%	Market-wide annual average
YoY Revenue Growth	+9%	Year-over-year listing revenue change
Platform Split	86% Airbnb · 11% VRBO · 3% direct	Where guests are currently booking
Listings w/ Direct Website	~18%	An alarming minority
Listings Analyzed (Scouting)	13+	Deep-dive individually-managed focus
Annual Revenue Range	\$18,000-\$34,000	Individual host spread

Market Size & Active Inventory

The Murphy, NC corridor supports an estimated **100-180 active short-term rental listings** across Airbnb, VRBO, Booking.com, and direct booking channels. Our scouting analysis focused specifically on individually-managed hosts visible on Airbnb's deeper search pages, where properties with strong guest satisfaction but weak marketing infrastructure tend to cluster.

Platform distribution: **86% Airbnb · 11% VRBO · 3% direct**. That concentration matters — it signals that most hosts have no multi-channel strategy, and that any single algorithm change could devastate their revenue overnight.

Nightly Rate & Revenue Benchmarks

The ADR (Average Daily Rate) in this market averages **\$146** for individually-managed properties. The full range is **\$110-\$185**, with premium properties — those with strong branding, photography, and direct booking channels — commanding rates at the high end or above. Annual revenue for individually-managed hosts ranges from **\$18,000-\$34,000**, and the spread is almost entirely explained by marketing investment, not property quality.

The key insight: properties at the lower end of this range are not necessarily inferior. Many are excellent, well-maintained homes with strong guest satisfaction scores that simply lack the marketing infrastructure to command premium rates and maintain high occupancy.

The Velocity Paradox

Our analysis uncovered a recurring pattern: hosts with Superhost or Guest Favorite badges who nonetheless have critically low booking velocity. In the Murphy, NC dataset, we identified multiple hosts showing classic velocity crisis patterns — established hosts with 5+ years on Airbnb, quality badges, yet fewer than 15-20 reviews per year. For context, a Cherokee County lake-access 5-year SH has been hosting for 5 years with only 39 total reviews (7.8/year average) despite holding quality badges. This is a **marketing gap, not a quality gap.**

Market Intelligence

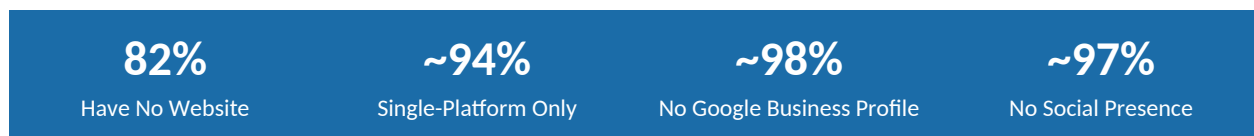
Lake Hiwassee bald eagle population — one of the largest in the Southeast outside of Alaska — generates significant wildlife tourism that is entirely uncaptured in local STR marketing.

Sub-Market Differentiators

The Murphy, NC market has several distinct sub-market pockets that create niche positioning opportunities for hosts. Understanding which niche your property naturally fits — and marketing accordingly — is one of the highest-leverage optimizations available.

4. 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.



The Web Void

Of the individually-managed hosts we analyzed, the digital presence numbers are stark: approximately **82% have no direct booking website.** Nearly 100% have no claimed Google Business Profile. Nearly

100% have no property-specific Instagram account. The majority are listed on only one booking platform — Airbnb.

When a potential guest searches Google for "**Murphy, NC cabin rental**" or "**Murphy, NC vacation home**," these hosts are invisible. They do not appear in Google search results, Google Maps, or Google Vacation Rentals. Their entire business depends on Airbnb's algorithm deciding to show their listing on a specific day. That is not a marketing strategy. That is a lottery ticket.

Generic Titles & Amenity-Dump Descriptions

The listing title audit revealed that the majority of individual host listings in this market have no recognizable property name. Hosts default to keyword-stuffed descriptions that read like search queries rather than destinations.

A listing title is the single most visible piece of copy in your entire STR business. A generic title means a forgettable property. A named property with a distinctive identity means a recommendation-worthy destination that guests share without being asked.

Amateur Photography & No Video

An estimated 95% of individual host listings in this market rely on phone-captured photography with no professional lighting, staging, or composition. In a market where your listing appears alongside hundreds of competitors, the hero image is your storefront. **Professional HDR photography increases listing views by 25–40%**. Cinematic video walkthroughs generate **85% higher engagement**. Zero hosts in our dataset have professional video content on their listings.

Platform Dependency & OTA Fee Leakage

Every host in our analysis is paying Airbnb's **15.5% service fee** on every booking. For a host generating \$32,000 in annual revenue, that is **\$4,960 per year** paid to Airbnb for the privilege of being buried in search results. Even shifting **20% of bookings to a direct channel** saves **\$558–\$1,054 per year** for a typical Murphy, NC host.

Revenue Intelligence

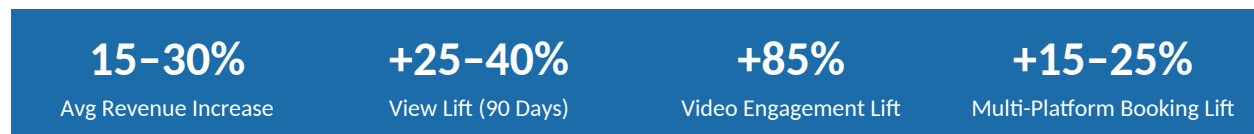
"Most remote mountain rental in NC" is a search phrase with growing Google volume from urban burnout travelers. Murphy is the most credible claimant in the state — and zero hosts currently use that positioning.

Velocity Crisis Despite Quality Badges

Perhaps the most revealing pattern in our data: multiple hosts hold Superhost or Guest Favorite status with dramatically low booking velocity. In Murphy, NC, a Cherokee County lake-access 5-year SH has maintained quality badges for 5 years with an average of just 7.8 reviews per year. The guests who do stay leave excellent reviews. The problem is not the property — it is that potential guests cannot find it.

5. What Successful Hosts Are Doing (And What You Should Be Doing)

The difference between an \$18,000/year property and a \$50,000+/year property in the Murphy & Lake Hiwassee Mountain is rarely the property itself. It is the marketing infrastructure around it. Here is what the highest-performing hosts in this market — and successful operators across the Southeast — are doing differently.



Professional Visuals That Stop the Scroll

Professional HDR photography increases listing views by 25–40% within the first 30 days. Properties with cinematic video walkthroughs see **85% higher engagement** and dramatically longer time-on-listing, which signals to Airbnb's algorithm that your property deserves higher search placement.

The investment in professional visuals pays for itself within the first month of improved performance. A single additional booking at market ADR rates covers the cost of a professional photo session several times over.

SEO & Google Vacation Rentals Strategy

Google Vacation Rentals (GVR) is the single largest untapped discovery channel in this market. When a potential guest searches for "**cabin rentals Murphy, NC**" on Google, GVR listings appear at the top of the results page — above even Airbnb's organic results. Zero individually-managed hosts in our Murphy, NC dataset appear in GVR.

A claimed and optimized Google Business Profile, combined with local citation building across tourism directories and travel aggregators, creates a permanent, compounding discovery channel that works 24/7 without paying per-click or per-booking fees.

Direct Booking Infrastructure

A purpose-built direct booking website does three things simultaneously: captures repeat guests at zero commission, builds an email list of qualified prospects, and creates a brandable destination guests can share. In Murphy, NC, where the majority of individually-managed hosts have no direct booking site, the **first-mover advantage is significant**. Even a modest 20% shift to direct bookings saves **\$558-\$1,054 per year**.

Named Property Branding & Emotional Storytelling

The most bookable properties in every STR market share one trait: they have a name and a story. Guests do not dream about booking Listing #48211676. They dream about staying at a place that evokes something — a riverfront retreat, a ridgetop haven, a woodland escape.

In Murphy, NC, properties have extraordinary storytelling potential — distinctive landscapes, local heritage, and natural character that are going completely untapped. A named property with a compelling origin story becomes a recommendation engine that works through every channel simultaneously.

Pricing Intelligence & Multi-Platform Optimization

The top-performing STR operators in this market use dynamic pricing tools and are listed across multiple platforms simultaneously. Multi-platform presence increases total booking volume by **15-25%** and reduces dependency on any single algorithm.

Occupancy in this market averages **53%** market-wide — but optimized hosts with proper pricing calendars and multi-channel presence routinely outperform that baseline by 15-20 percentage points.

6. 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 website	Website Development & Direct Booking

No Google Business Profile	SEO, Websites & Keyword Strategy
No property-specific social media	Social Media Management & Content Creation
Generic listing titles & descriptions	Listing Optimization & Platform Management
Amateur photography and no video	Professional Photography & Videography
No named property brand	Brand Development & Identity
Single-platform dependency	Digital Marketing & Paid Advertising
No pricing intelligence	Listing Optimization (pricing recommendations)

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 know the Murphy, NC market specifically. We understand the difference between positioning for Lake Hiwassee visitors versus quieter retreat seekers. This local specificity is something no national agency can replicate.
- **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.

7. Your Investment: The Visibility Package

The ROI Breakdown for Murphy, NC Hosts

At \$499 per month, the Visibility Package needs to generate just **1.5-2 additional bookings per month** to break even at Murphy, NC market ADR rates. Based on documented performance across similar Southeast markets, professionally optimized listings typically see a **15-30% increase in views** within the first 60 days, translating to **4-8 additional bookings per month** at maturity.

Scenario	Conservative	Strong Performer	Context
Annual Host Revenue	\$18k	\$34000k	Market range
Airbnb Fees (15.5%)	-\$2.8k	-\$5270.0k	Your annual OTA tax
Direct Booking Savings (20%)	\$600	\$1054000	From a direct site alone
Visibility Package Cost	-\$499/mo	-\$499/mo	\$5,988/yr

Break-Even Bookings/Month	1.5 bookings	2.0 bookings	At market ADR
Estimated Payback Period	2.4 months	2.4 months	Historical C&C average

Estimated payback period based on C&C historical performance in comparable markets: 2.4 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 enforced across 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

Monthly Rate	\$499/mo
Setup Fee	\$199
Duration	Month-to-month
Performance Guarantee	15% listing view increase within 90 days
Guarantee Terms	Month 4 is free if guarantee not met

8. 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
 (256) 998-7502 | 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.

CREST & COVE CREATIVE

Visual-First Marketing for Short-Term Rentals

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