

Let's Flamingo - Key West, FL


1121 WHITEHEAD ST, KEY WEST, FL 33040

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Unlocking The Full Potential of your key west property

Your property at 1121 Whitehead St holds remarkable promise in one of Florida's most sought-after destinations. Key West's vibrant market offers immense opportunities, but fully capitalizing on them requires the right expertise and strategic approach. At Luxury Lodging, we specialize in transforming properties like yours into market leaders, leveraging tailored strategies to optimize revenue, occupancy, and guest experience.

Together, we can ensure your property stands out, attracts the right guests, and achieves its maximum earning potential. This is the start of a successful partnership, and we are excited to work with you to elevate your property to new heights.

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Executive Summary

Your property offers a unique opportunity to excel in Key West's extended-stay market despite its 30-night minimum restriction. The property stands out with its distinct charm and untapped potential to rival competitors like "Casa Amelia - Key West." While competitors have an advantage in guest reviews and established performance metrics, Ellen's property has the foundational strengths to achieve similar success. With a focused strategy on increasing guest reviews, optimizing long-term pricing, and establishing its unique features, the property is well-positioned to thrive.

Our analysis highlights the growing demand for long-term rentals in the Key West market, paired with the property's potential to achieve significant RevPAR growth and a strong revenue trajectory. Through enhanced guest experience, thoughtful pricing adjustments, and strategic marketing initiatives, we can unlock opportunities to attract high-quality tenants and secure positive feedback. These steps will bridge the gap with top competitors and establish your property as a leader in its niche.

Luxury Lodging is committed to ensuring your property not only meets but surpasses its market potential. By leveraging our expertise in managing premium properties and building a strong reputation for our clients, we aim to transform this property into a cornerstone of success in the extended-stay market. The journey to establishing your property as a top contender begins now, and we are excited to be your partner in making that happen.

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Revenue Projection

MONTH	CLIENT	MARKET AVG	COMPETITOR (CASA AMELIA)
January '25	\$10,700	\$15,300	\$12,500
TOTAL	\$131,300	\$187,400	\$153,600

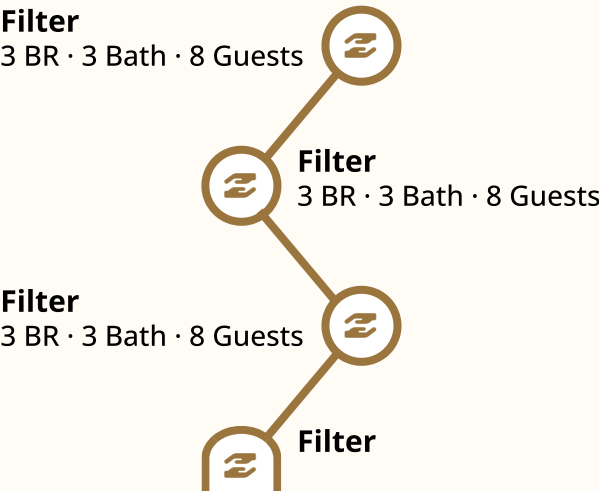
This projection for your property is realistic given the extended-stay market dynamics in Key West and the 30-night minimum restriction. While the total projected revenue of \$131,300 is below the market average of \$187,400 and the competitor Casa Amelia at \$153,600, the gap can be narrowed with strategic improvements. The key factors influencing the difference include fewer guest reviews and pricing that may not fully capitalize on high-demand months like February and March, where competitors excel. Your property has significant potential to close this gap by building a stronger review profile, optimizing pricing strategies for peak seasons, and establishing its unique features to appeal to extended-stay guests. With Luxury Lodging’s expertise, the property can achieve a higher ADR, attract more bookings, and move closer to or exceed the competitor’s performance, making these projections achievable and setting the foundation for long-term success.


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starting with market data

Market Overview

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