

Certainly! Here are **10 practical and effective ideas** you can implement outside of Airbnb to attract guests and increase your occupancy to over 20 days per month:

1. Create a Dedicated Website

Build a simple, mobile-friendly website showcasing:

- Photos & virtual tour of your townhouse
- Availability calendar
- Direct booking option (using tools like **Lodgify**, **HostAway**, or **Tokeet**)
- Guest reviews
- Contact information

This builds trust and gives guests an alternative to booking via Airbnb.

2. Use Social Media Marketing

Promote your townhouse on:

- **Instagram** (beautiful interior photos + reels)
 - **Facebook Page** (for ads and group sharing)
 - **TikTok** (target travel-related content)
- Engage with travel hashtags and run occasional giveaways or discounts.
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3. Partner with Local Businesses

Form alliances with:

- Travel agencies
 - Tour operators
 - Wedding planners
 - Hospitals or universities (for temporary accommodation)
- Offer a commission or discount to partners who refer guests.
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4. List on Other Booking Platforms

Expand visibility by listing on:

- **Booking.com**
- **VRBO (Vacation Rentals By Owner)**
- **Expedia**
- **Agoda**

Make sure your calendars sync to avoid double bookings.

5. Attract Remote Workers and Digital Nomads

Offer:

- Fast, reliable Wi-Fi
 - Comfortable workspace
 - Discounts for weekly or monthly stays
- Promote on platforms like **Nomad List**, **Remote OK**, and **Facebook digital nomad groups**.
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6. Leverage Local Classifieds and Forums

Advertise on:

- **Craigslist** (in travel/housing section)
 - **Locanto Jamaica**
 - Community WhatsApp groups and local Facebook groups
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7. Optimize for Google Search

Use **Google Business Profile** to show up in Google Maps and search results. Include:

- Photos
 - Description of your rental
 - Website and contact info
- Ask guests to leave reviews on Google too!
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8. Build a Local Experience Package

Stand out by offering curated local experiences:

- Private chef for a night
- Local tour guide
- Grocery pre-stocking

Promote these extras on your site and social media.

9. Build an Email List

Start a simple guest newsletter. Offer:

- Return-guest discounts
- Seasonal promotions
- Tips on things to do in the area

Use platforms like **Mailchimp** or **MailerLite** to manage it.

10. Run Local Google/Facebook Ads

Target visitors to Jamaica or nearby cities with:

- Facebook & Instagram ads using geo-targeting
 - Google Ads targeting vacation and accommodation-related keywords
- Start with a small budget and A/B test ad designs.
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Would you like help creating a simple landing page or managing social media for your townhouse?