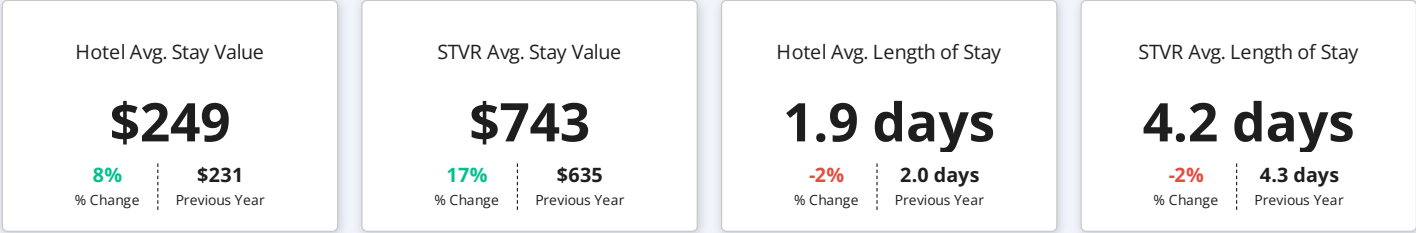## Summary KPIs

Source: Zartico Lodging Data.
KPI metrics display short-term vacation rental (STVR) and hotel performance for your primary geographic area.
Use the filter at the top to filter all insights by STVR or hotel performance. Twelve-month rolling trends can be found in the sections below.

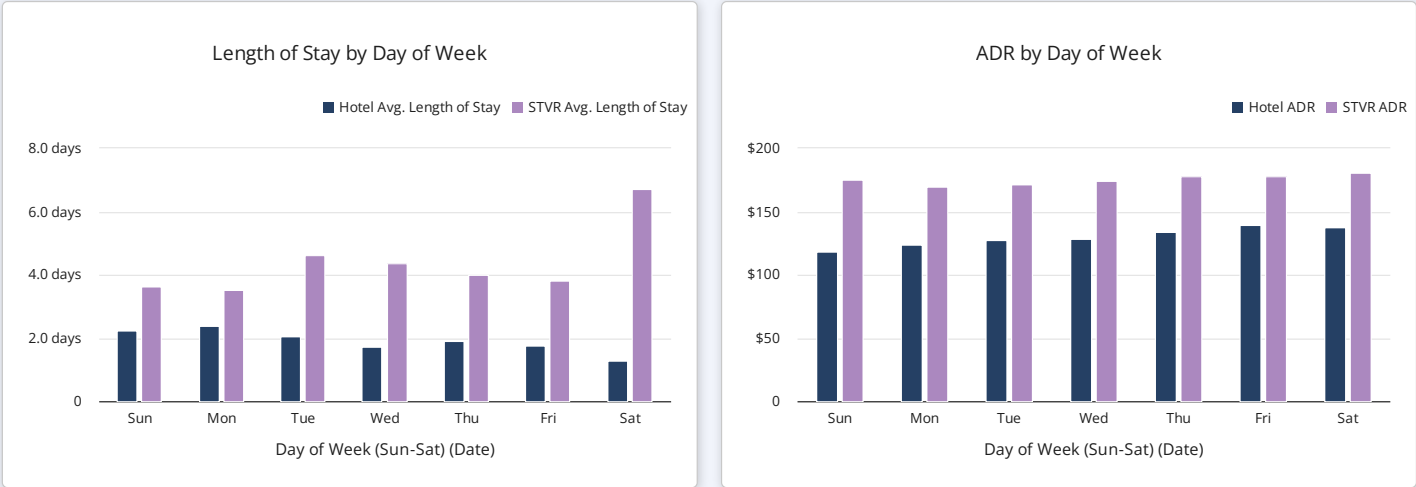| Hotel Avg. Stay Value	STVR Avg. Stay Value	Hotel Avg. Length of Stay	STVR Avg. Length of Stay
$249	**$743**	**1.9 days**	**4.2 days**
8% | **$231**	**17%** | **$635**	**-2%** | **2.0 days**	**-2%** | **4.3 days**
% Change | Previous Year	% Change | Previous Year	% Change | Previous Year	% Change | Previous Year

How does occupancy vary by day?

Use this chart to understand your daily occupancy trend and how it differs between hotels and short-term vacation rentals (STVR) for your primary geographic area.

Hotel & STVR Paid Occupancy

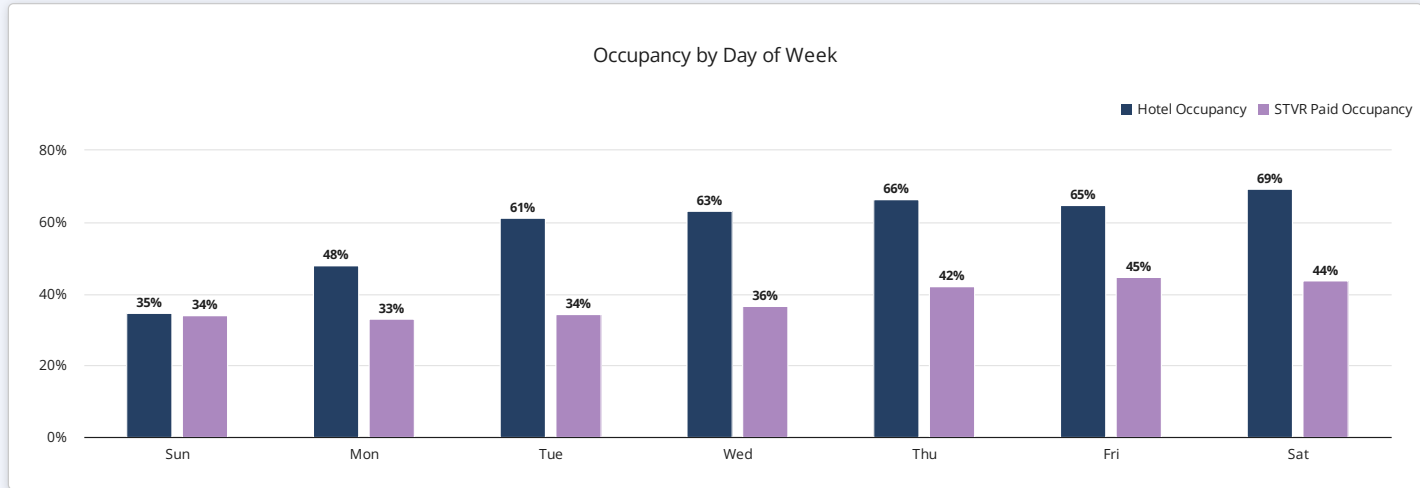● Hotel Occupancy ● STVR Paid Occupancy

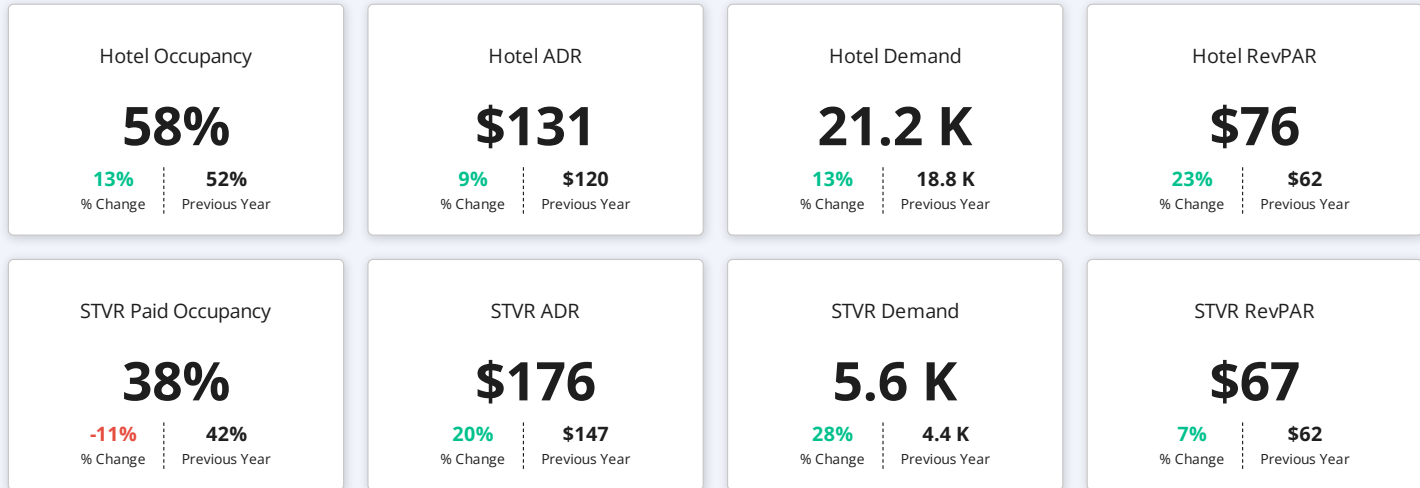

Date (Date)
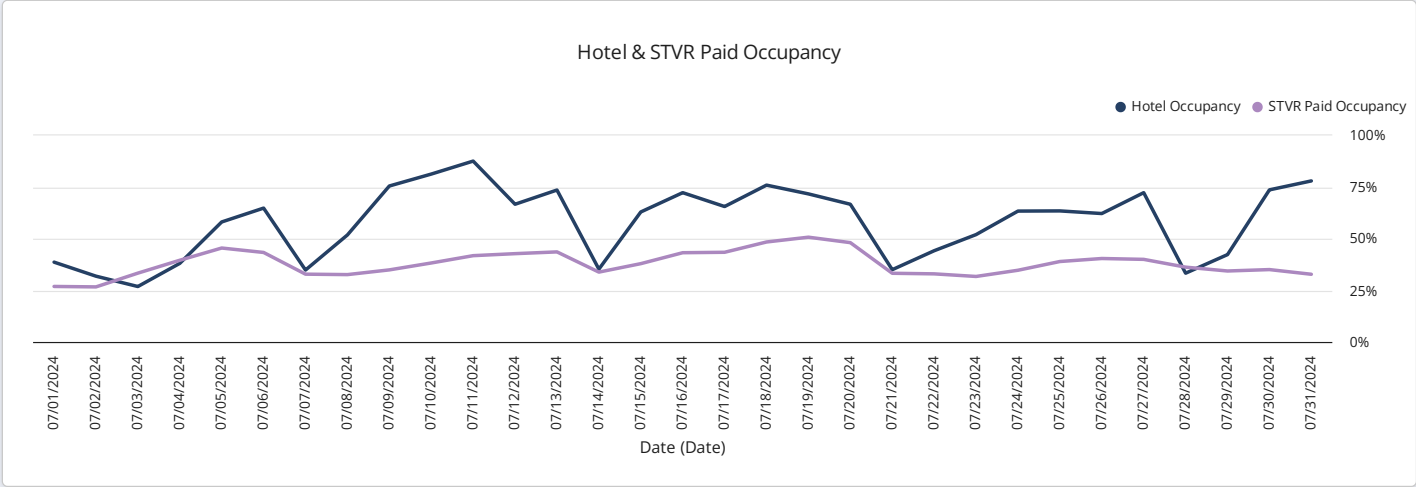
How does lodging performance vary by day of week?

Changes in length of stay or ADR help to illuminate different visitor groups and the reasons why they visit your destination.

Length of Stay by Day of Week

■ Hotel Avg. Length of Stay ■ STVR Avg. Length of Stay

Day of Week (Sun-Sat) (Date)

ADR by Day of Week

■ Hotel ADR ■ STVR ADR
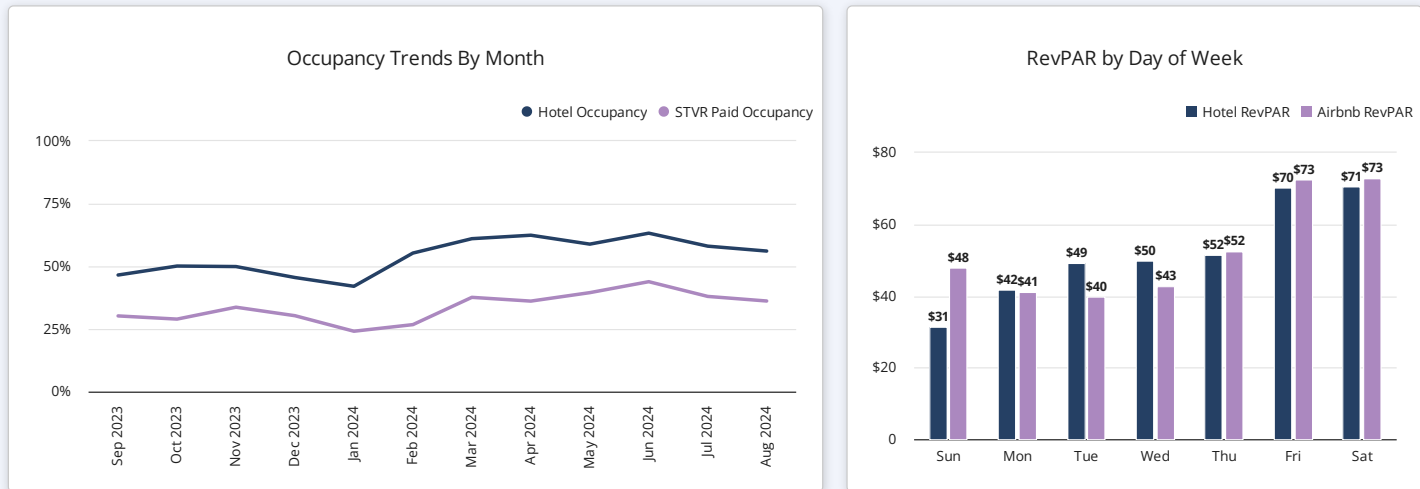

Day of Week (Sun-Sat) (Date)

Key Lodging KPIs for Reporting

Use this section to report key insights about your hotels and short-term vacation rentals (STVR). Observed hotel demand is for properties reporting into the Amadeus system and will not reflect 100% of all properties in your destination. Use this to understand year-over-year demand trends. Zartico recommends using lodging tax data as the most authoritative measure of total lodging revenue and demand.

Hotel Occupancy	Hotel ADR	Hotel Demand	Hotel RevPAR
58%	**$131**	**21.2 K**	**$76**
13% % Change / 52% Previous Year	9% % Change / $120 Previous Year	13% % Change / 18.8 K Previous Year	23% % Change / $62 Previous Year

STVR Paid Occupancy	STVR ADR	STVR Demand	STVR RevPAR
38%	**$176**	**5.6 K**	**$67**
-11% % Change / 42% Previous Year	20% % Change / $147 Previous Year	28% % Change / 4.4 K Previous Year	7% % Change / $62 Previous Year

Occupancy by Day of Week

Legend: Hotel Occupancy, STVR Paid Occupancy

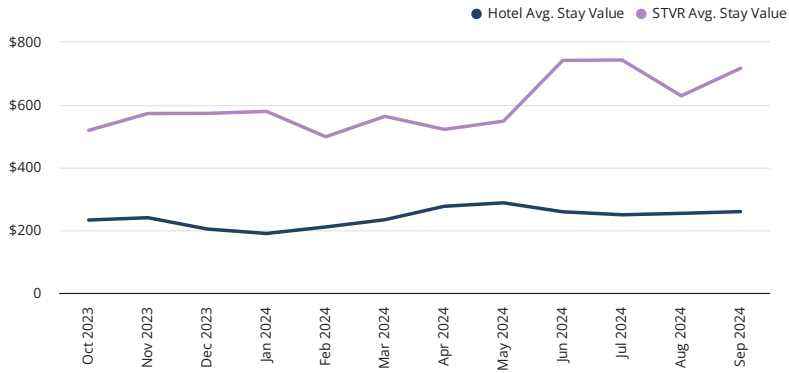| Day	Hotel Occupancy	STVR Paid Occupancy
Sun	35%	34%
Mon	48%	33%
Tue	61%	34%
Wed	63%	36%
Thu	66%	42%
Fri	65%	45%
Sat	69%	44%

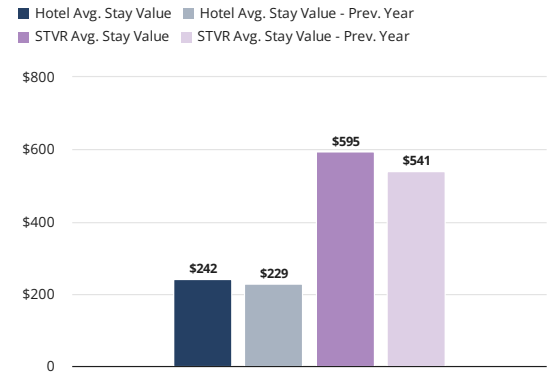# What are your destination-wide trends over the past 12 months?

Use these charts to see destination-wide trends over the previous 12 months, independent of the date filter specified above. Average Stay Value is total revenue divided by the number of guest check-ins, reflecting the amount for the entire stay timeframe. These insights reflect your primary geography only.

Occupancy Trends By Month

Legend: Hotel Occupancy, STVR Paid Occupancy

(Line chart spanning Sep 2023 through Aug 2024)

RevPAR by Day of Week

Legend: Hotel RevPAR, Airbnb RevPAR

Day	Hotel RevPAR	Airbnb RevPAR
Sun	$31	$48
Mon	$42	$41
Tue	$49	$40
Wed	$50	$43
Thu	$52	$52
Fri	$70	$73
Sat	$71	$73

Avg. Stay Value by Month

● Hotel Avg. Stay Value ● STVR Avg. Stay Value

Avg. Stay Value - Previous 12 Months

■ Hotel Avg. Stay Value ■ Hotel Avg. Stay Value - Prev. Year
■ STVR Avg. Stay Value ■ STVR Avg. Stay Value - Prev. Year

$242 | $229 | $595 | $541

How does your average booking window change over time?

Use these insights to understand the difference in booking window between hotels and short-term vacation rentals (STVR) in your primary geography. The dates used in the graphs below indicate the check-in date, while the booking window indicates the number of days in advance of check-in the room or rental was reserved. Insights are not connected to the date filter and are auto-set to a rolling 12 months.

Avg. Booking Window by Month

● Hotel Avg. Booking Window ● STVR Avg. Booking Window

Avg. Booking Window by Lodging Type

■ Hotel Avg. Booking Window ■ Hotel Avg. Booking Window - Prev. Year
■ STVR Avg. Booking Window ■ STVR Avg. Booking Window - Prev. Year

21 days | 22 days | 24 days | 27 days

Complete Lodging Data Table

Export this data to either CSV or Excel. This chart shows data for all geographic areas in your subscription.

Month/Year (Date) ▼	Market	Lodging Type	Source	Market Flag	Market Type	Avg. Stay Value	Occupancy	Hotel ADR	STVR ADR	Revenue	Demand	Hotel A
Sep 2024	Cleveland - OK	Hotel	hotel	primary	County	$264	13%	$124	–	$79,198	640	
		STVR	airbnb	primary	County	$735	23%	–	$185.17	$88,881	480	
			direct	primary	County	–	8%	–	–	$1,708	7	
	Columbia	Hotel	hotel	competitive	Vacation Area	$229	17%	$103	–	$109,595	1,061	
		STVR	airbnb	competitive	Vacation Area	$673	24%	–	$132.27	$60,581	458	
	Edmond	Hotel	hotel	competitive	Vacation Area	$168	24%	$95	–	$68,518	720	
		STVR	airbnb	competitive	Vacation Area	$793	34%	–	$147.62	$34,099	231	
			direct	competitive	Vacation Area	$1,380	28%	–	–	$1,380	10	
	Fayetteville	STVR	airbnb	competitive	Vacation Area	$954	21%	–	$195.41	$129,753	664	
			direct	competitive	Vacation Area	$1,712	24%	–	–	$23,967	127	
	Moore	Hotel	hotel	competitive	Vacation Area	$292	12%	$91	–	$12,257	135	
		STVR	airbnb	competitive	Vacation Area	$628	26%	–	$134.63	$9,424	70	
	Norman	Hotel	hotel	primary	Vacation Area	$259	14%	$133	–	$66,941	505	

Module Diagnostics

Indicates the most recent date of data loaded. Use this to validate that you have a full month of data prior to reporting. Technical support: If the Core Coverage Measures insight is blank, please check the Primary Geography Variable.

Lodging Core - Max Date Loaded

2024-09-03

Lodging Core Coverage Measures

Column (Left):
■ Lodging Core - Room Count H...

Line (Right):
● Lodging Core - Property Coun...
● Lodging Core - Property Coun...