



STAFF REPORT

MEETING DATE: January 2, 2024

ITEM TITLE, PRESENTER: Request to approve a contract with AirDNA, Elaine Gizler, Economic Development and Visitor Services Director.

RECOMMENDATION: Action

SUMMARY

Several other Utah Counties use AirDNA to track the Overnight Rental Occupancy track trends in our Supply and Demand, Average Daily Rate, and Total Revenue. Since we do not have access to the Smith Travel Retail report where hotels provide occupancy, this will give us updated information for all Overnight Rentals, current occupancy, and Average Daily Rate, as well as looking forward to the amount of bookings.

We will have the ability to look forward six months for the amount of bookings. We will be able to provide historical data for the primary market of San Juan and then drill down into the individual areas of incorporated Cities. The Property Performance Data will give us the listings and each property's monthly, annual, and historical revenue data that we can measure against the reported TRT taxes. Since we do not have a report for Hotel Occupancy, this will provide us with the necessary information coupled with our other programs to

HISTORY/PAST ACTION

AirDNA is a new company for San Juan County Economic Development and Visitor Services.

FISCAL IMPACT

\$12,000 coming from the 2024 Economic Development and Visitor Services Department