

AIRDNA

AIRDNA

Destination Package Overview



1. Trend Report Subscription

- Monthly report delivered on the 20th
- Comprehensive breakdown of your home-sharing market including Airbnb & Vrbo
- Isolate Seasonal and Monthly trends in Supply & Demand, Occupancy, ADR, and Total Revenue
- Turnkey, ready-to-present format ideal for executive dashboards and presentations
- Custom regions by zip code, city, county, etc. available at client request

2. Monthly & Weekly Pacing Report

- 6 month forward outlook of forward bookings
- Measure and assess the pandemic impacts with granular short-term rental insights
- Calculate the pick-up rate of short-term rentals with weekly updates on Supply, Demand, Occupancy, ADR

3. Market Summary Report

- Gather historical data for your main market to backfill your reporting starting in October 2014
- Track average length of stay and booking lead time data

4. AirDNA Dashboard

- Visualization tool to help you understand the saturation of your markets and to include snapshots for shareholder or board meetings

Total Package Totals: \$9,000/Year

See below for additional solutions to add on.



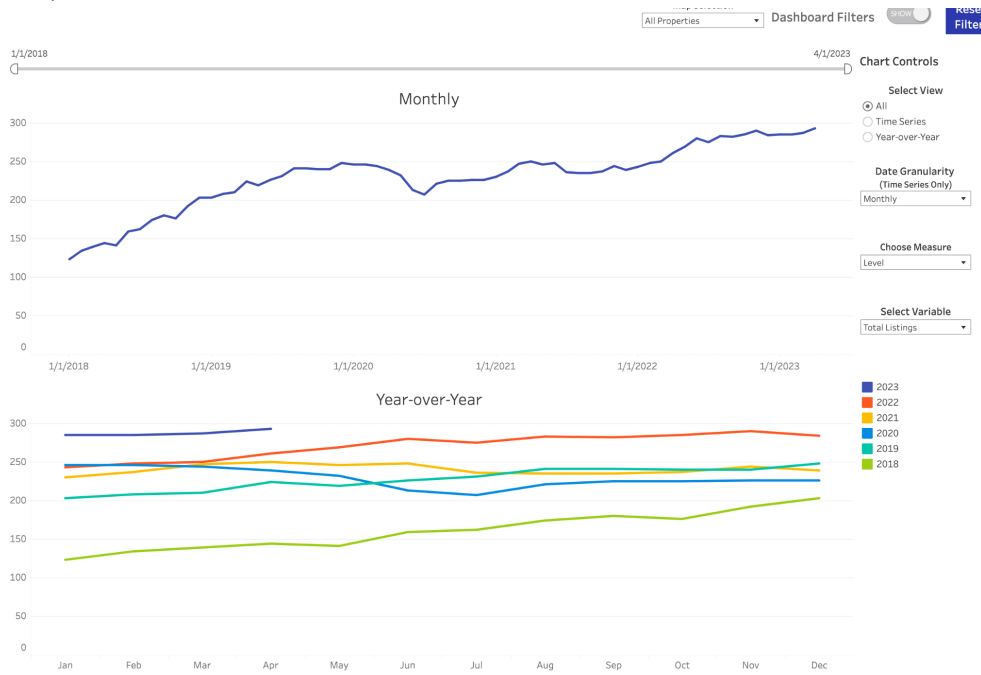
Add ons:

Property Performance Data - \$3,000/year

Raw data files that will provide the lat/longs of the listings in your area and allow you to track the individual names of properties as they are growing in your market. Understand each property's monthly, annual, and historical revenue data. As well as bedroom size, location, etc.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T		
Property ID	Listing Title	Property Typ	Listing Type	Created Dat	Last Scrape	Country	State	City	Zipcode	Neighborhood	Metropolitan	Currency	Na	Average Dai	Average Dai	Annual Reve	Annual Reve	Occupancy F	Number of B	Number of R	B
ab-12250706	Trail Suites Ini Room in hote	Private room		4/4/16	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		194.71	194.71	38552	38552	0.552	92	14	
ab-12250826	Trail Suites Ini Room in hote	Private room		4/4/16	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		194.71	194.71	37968	37968	0.546	88	2	
ab-12250870	Trail Suites Ini Room in hote	Private room		4/4/16	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		206.03	206.03	27608	27608	0.442	67	8	
ab-15024042	The Cottage Cottage	Entire home/a		9/11/16	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		149.29	149.29	30903	30903	0.778	78	268	
ab-16612016	Lodge Rental Farm stay	Entire home/a		1/1/17	8/28/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		477.87	477.87	41575	41575	0.956	24	84	
ab-17988727	Historical Man Castle	Entire home/a		3/29/17	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		956.48	956.48	101387	101387	0.455	30	83	
ab-21500016	Salt River Hou Home	Private room		7/9/23	7/20/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD				0	0		0		
ab-26334642	The Green Ca Cabin	Entire home/a		8/29/18	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		213.54	213.54	38651	38651	0.522	58	229	
ab-27483096	KY Bourbon 1 Home	Entire home/a		8/4/18	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		243.73	243.73	44358	44358	0.545	60	195	
ab-37173347	Restful Bourb Home	Entire home/a		8/30/19	8/28/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		396.33	396.33	30914	30914	0.27	34	151	
ab-40260067	Family Farm Home	Entire home/a		12/13/19	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		398.05	398.05	111852	111852	0.77	105	74	
ab-45253960	Lawrenceburg Rental unit	Entire home/a		11/1/20	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		145.63	145.63	25194	25194	0.573	70		
ab-45258400	Granny & Pap Home	Entire home/a		10/1/20	8/25/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		279.6	279.6	9786	9786	0.278	11	33	
ab-47390816	Bourbon Trail Cabin	Entire home/a		2/8/21	8/29/23	United States	Kentucky	Lawrenceburg	40342		Frankfort, KY	USD		123.51	123.51	29889	29889	0.815	107	361	

Enterprise Visualization Dashboard - \$9,600/year





Suggested Proposal for San Juan County:

AirDNA Destination Package

Inclusive of:

Monthly Trend Report

Monthly Pace Report

Weekly Pace Report

Market Summary Report

AirDNA Dashboard Access

Total Investment per Year: \$9,000/ annually

Our commitment lengths for DMOs are two year contracts with payment received annually.

Prepared By:



Jaime Kamps-Duac

Sales Director, Tourism & Destinations

+1 303 505 1540 | airdna.co