

Look Ahead - Sept → Dec 2024 PACING

compared to 2023

Lodging Pacing - STVR

09/24/2024

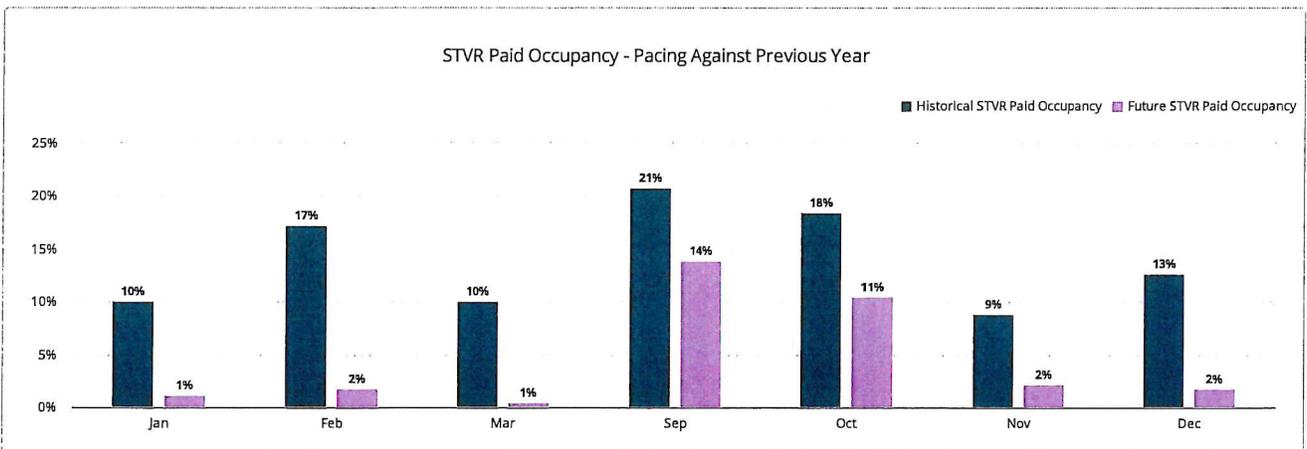
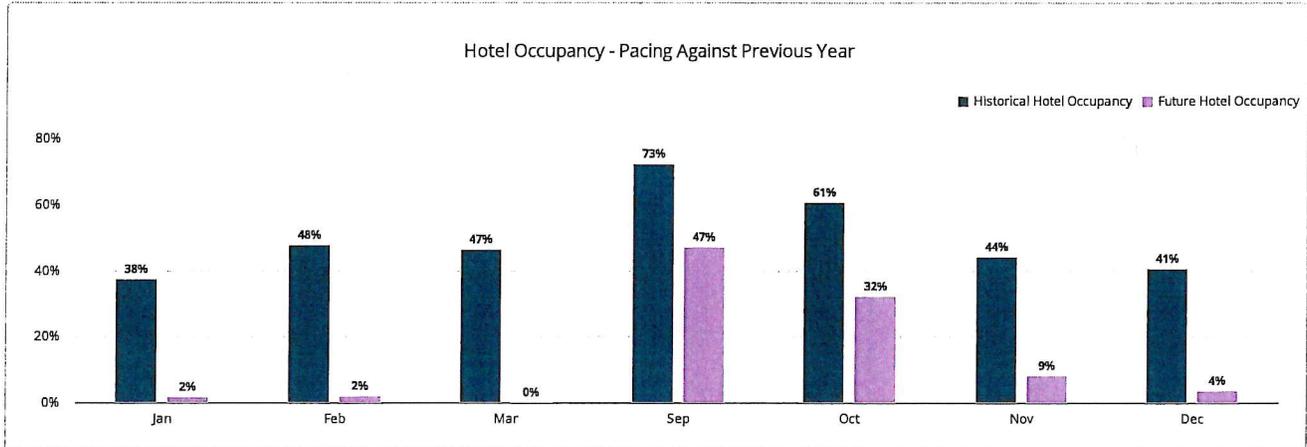
How does current demand compare to last year's demand at this time?

This section reflects bookings for the next 6 months compared to last year's values.



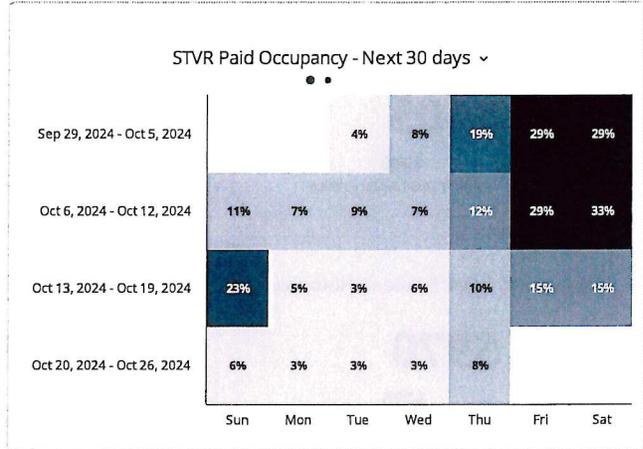
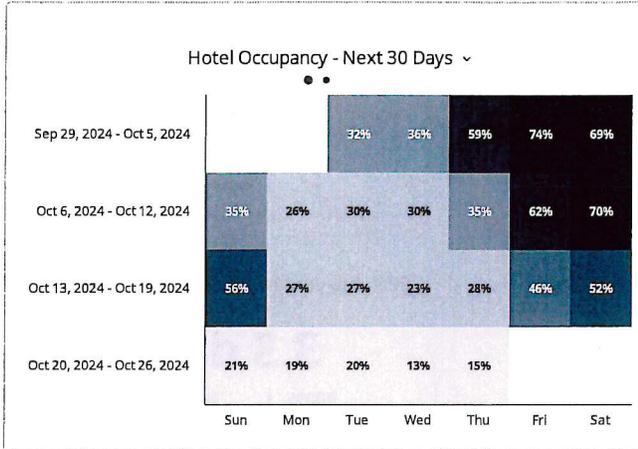
How does future hotel occupancy compare to historical occupancy over the past year?

Use these insights to monitor progress towards occupancy goals.



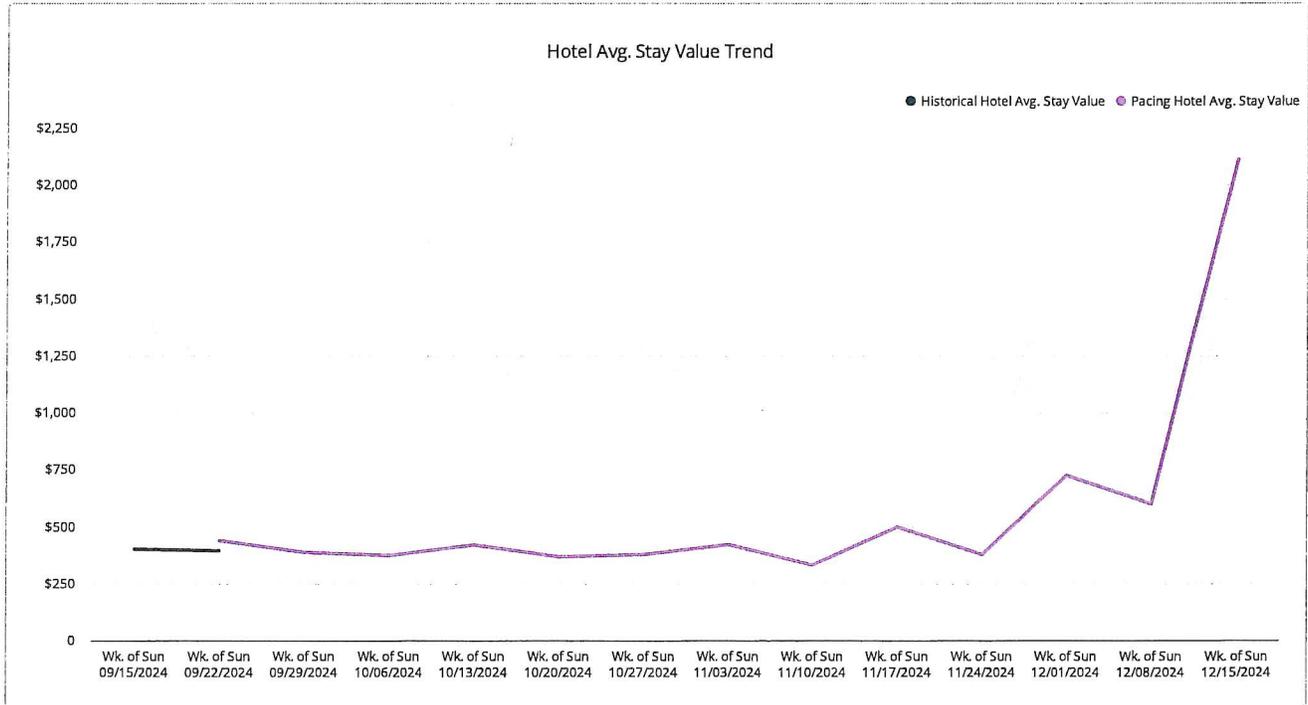
What future reservations are on the books?

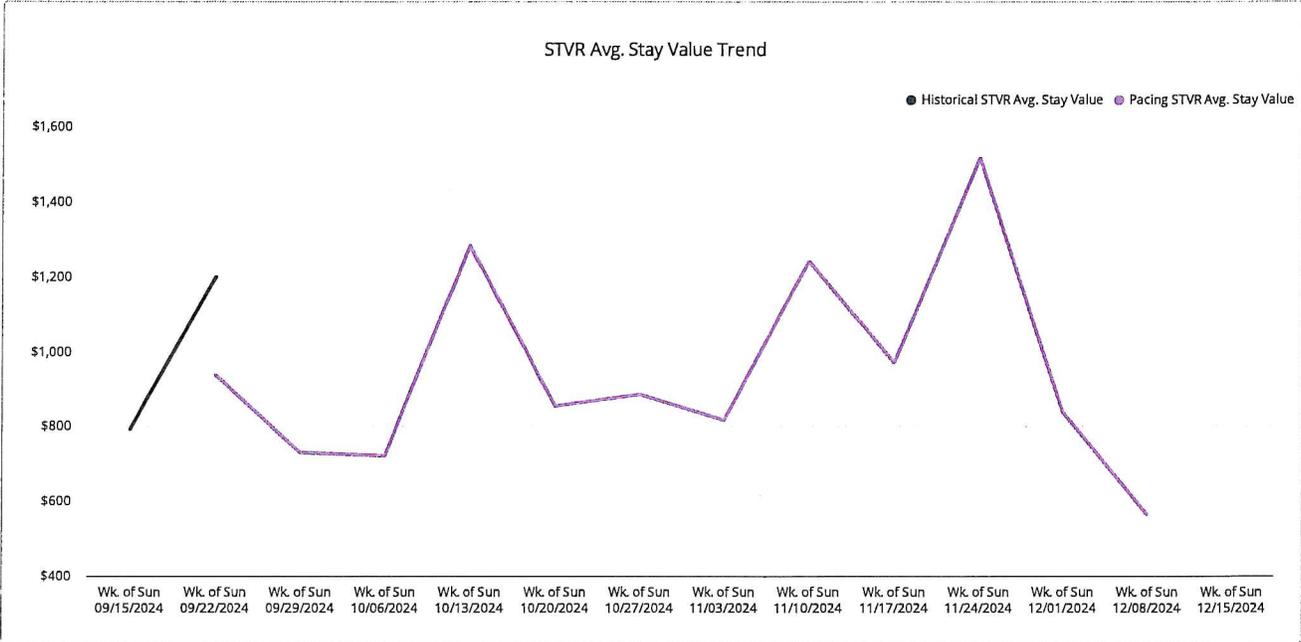
The first insight shows occupancy pacing by day for the next four weeks. Toggle to the next insight to see the next 90 days of occupancy. Use these insights to identify opportunities to fill mid-week or weekend gaps.



How does the value of your future bookings compare to the current trend?

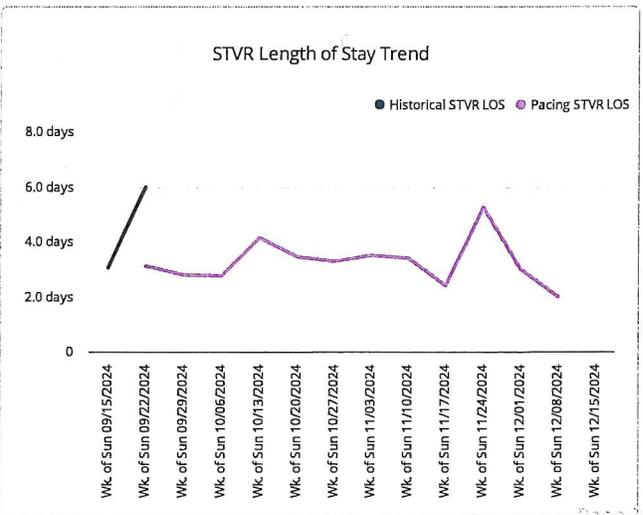
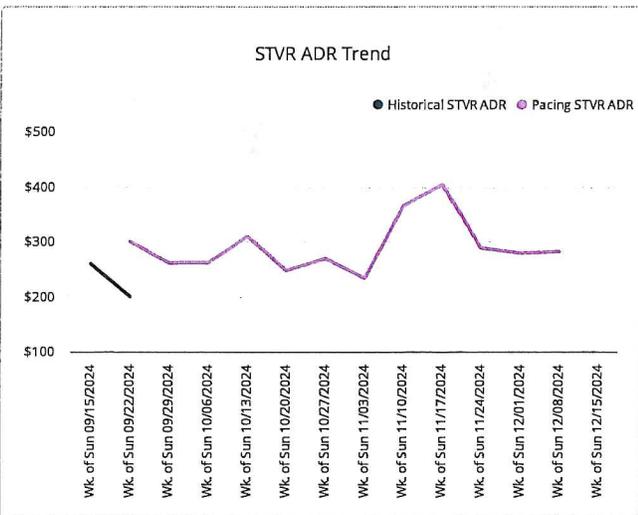
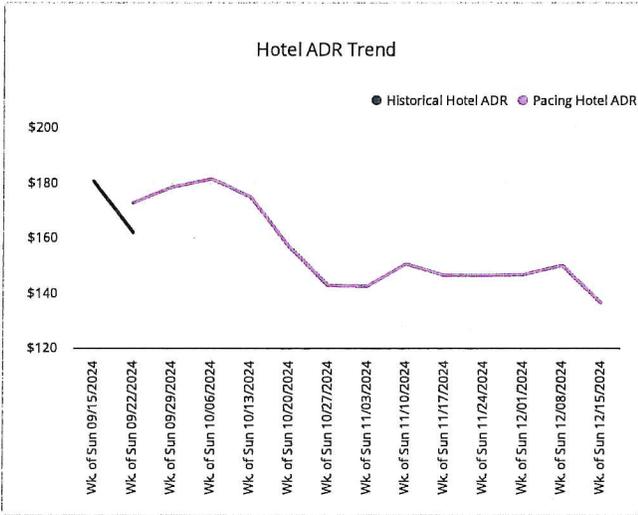
Use these insights to identify opportunities for generating quality visits to your destination.





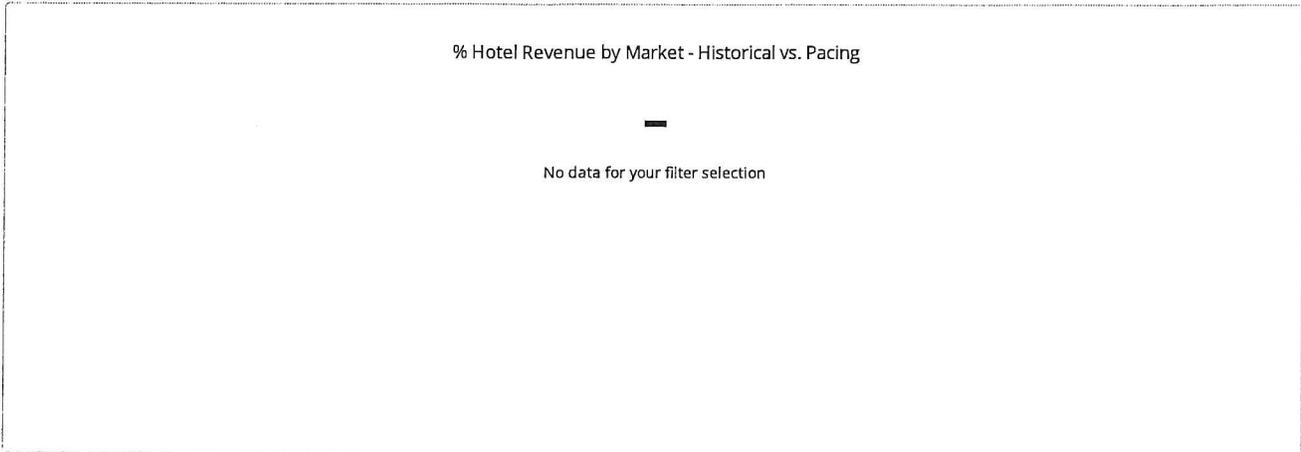
How are the components of stay value trending individually?

Compare trends in average daily rate and length of stay.

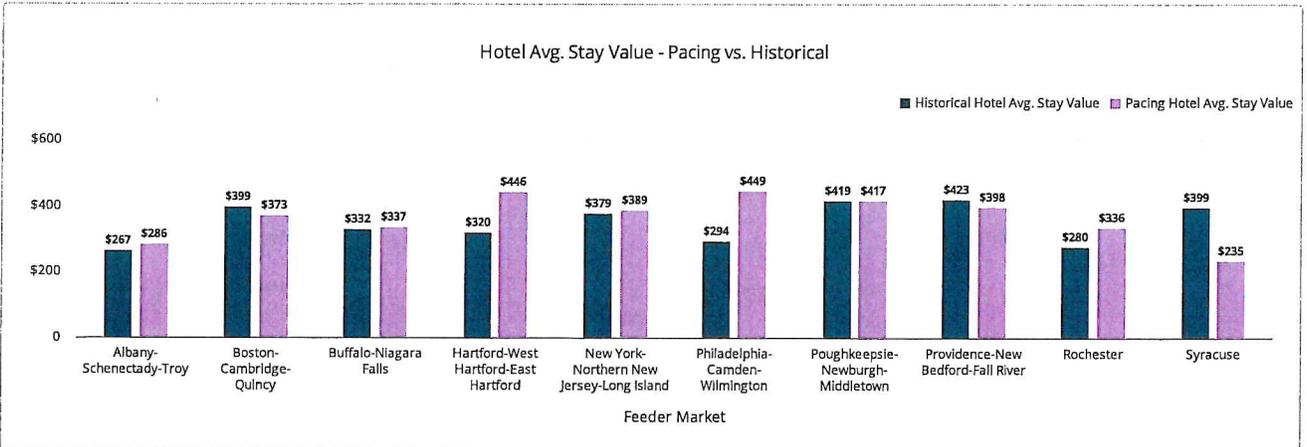


How do your future booking markets compare with historical booking rates?

Shows the percentage of historical revenue (left) against future bookings (right) to identify markets that are over or under-pacing relative to their historical averages. Use these insights to influence visitor volume by market area and optimize targeting.



Are future bookings of your top 10 markets pacing at a similar stay value compared to their historical trend?



STVR Avg. Stay Value - Pacing vs. Historical

No data for your filter selection

Complete Lodging Data Table

Use this chart to 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	Avg. Length o
Mar 2025	Warren - NY	Hotel	hotel	primary	County	\$402	0%	\$153	-	13,268.89	87	
		STVR	airbnb	primary	County	\$1,832	1%	-	-	64,125.45	193	
			direct	primary	County	\$1,380	1%	-	\$229.96	4,139.31	18	
Feb 2025	Warren - NY	Hotel	hotel	primary	County	\$534	2%	\$197	-	101,926.83	517	
		STVR	airbnb	primary	County	\$1,708	2%	-	-	278,455.55	798	
			direct	primary	County	\$1,495	2%	-	\$369.08	29,895.22	81	
Jan 2025	Warren - NY	Hotel	hotel	primary	County	\$389	2%	\$168	-	85,629.24	511	
		STVR	airbnb	primary	County	\$1,636	1%	-	-	284,723.99	774	
			direct	primary	County	\$840	1%	-	\$327.64	19,330.83	59	
Dec 2024	Warren - NY	Hotel	hotel	primary	County	\$518	4%	\$146	-	152,951.97	1,048	
		STVR	airbnb	primary	County	\$1,932	2%	-	-	454,125.89	1,136	
			direct	primary	County	\$1,569	2%	-	\$320.89	28,238.47	88	
Nov 2024	Warren - NY	Hotel	hotel	primary	County	\$379	9%	\$148	-	322,331.10	2,183	

