

Summary KPIs

Source: Zartico Lodging Data.

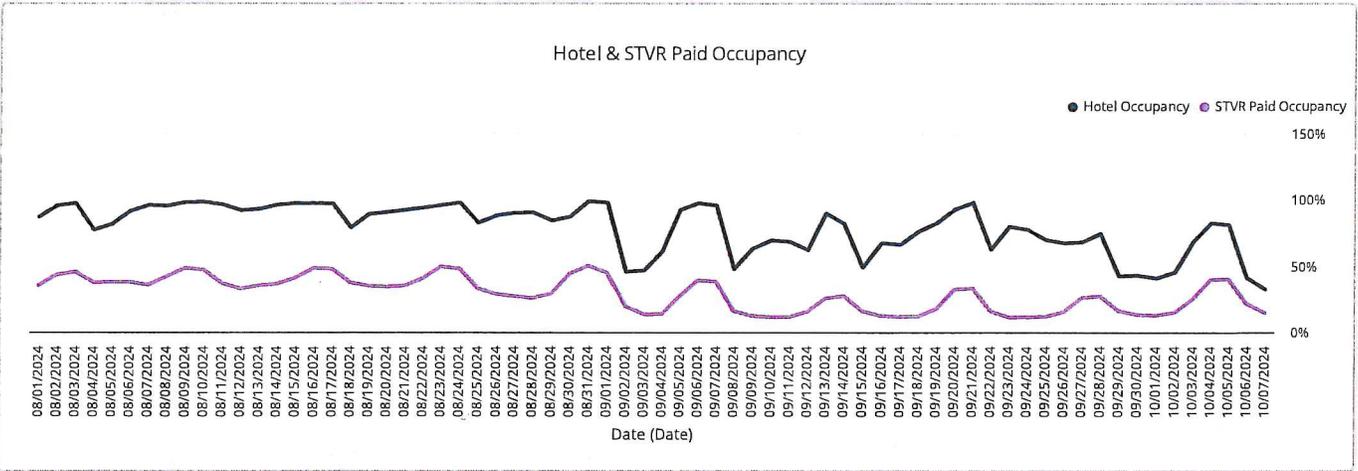
KPI metrics display short-term vacation rental (STVR) and hotel performance for your primary geographic area.

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.



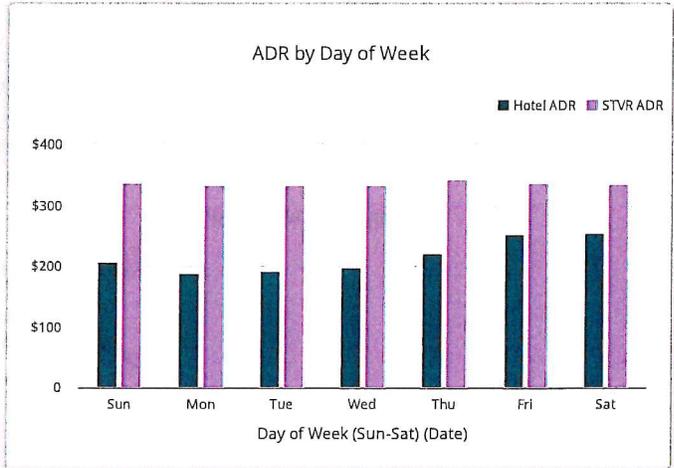
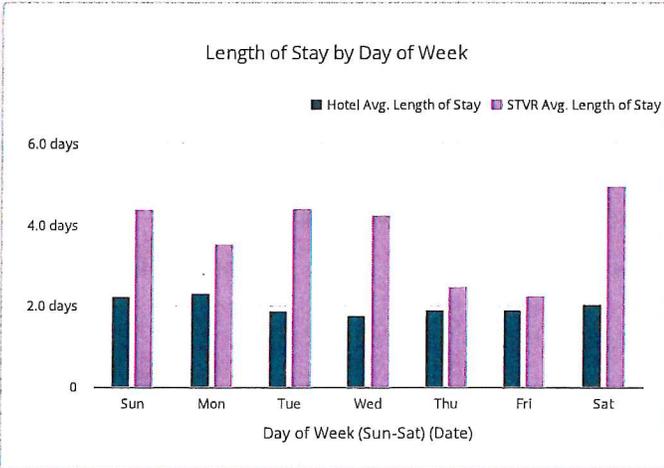
How does occupancy vary by day?

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.



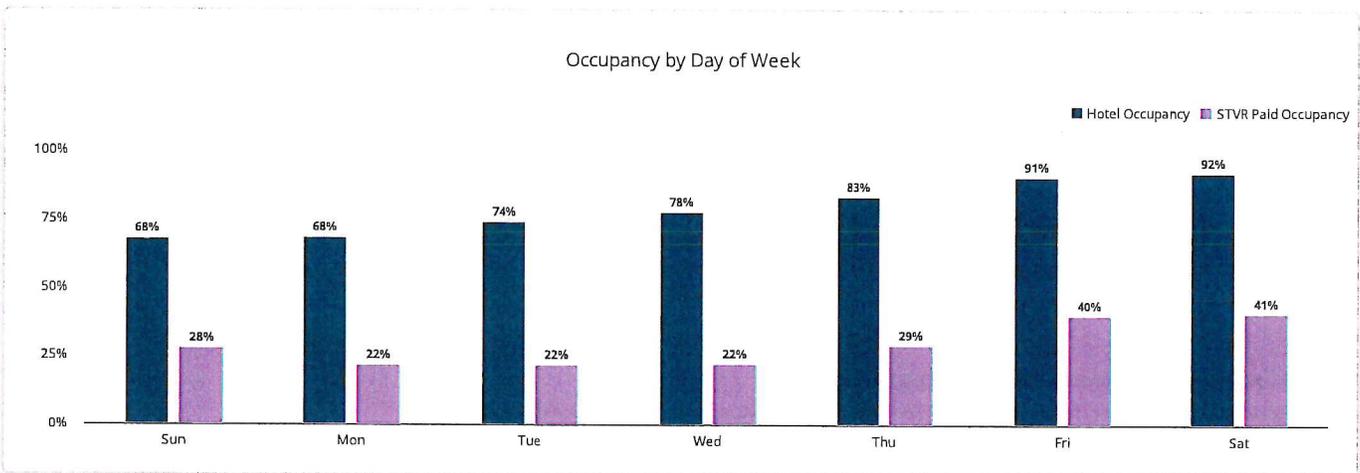
How does lodging performance vary by day of week?

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



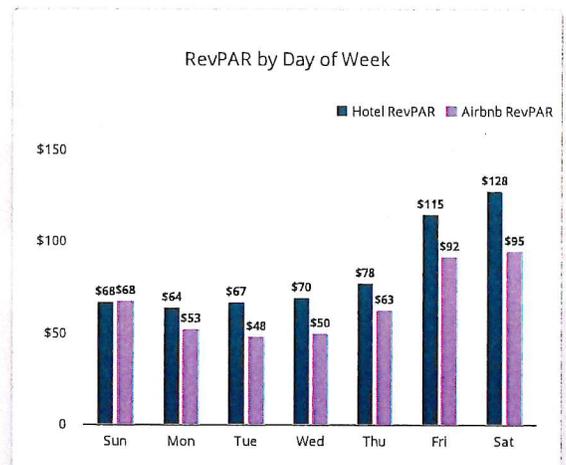
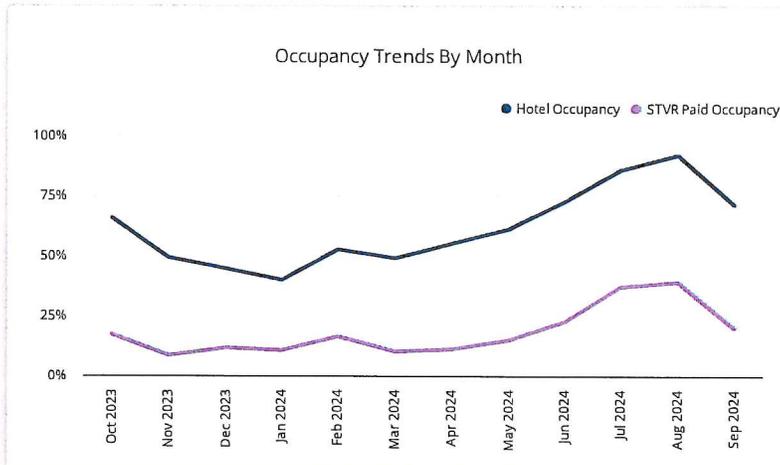
Key Lodging KPIs for Reporting

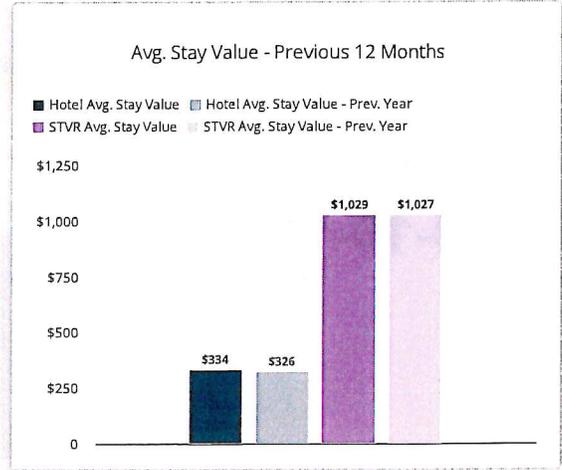
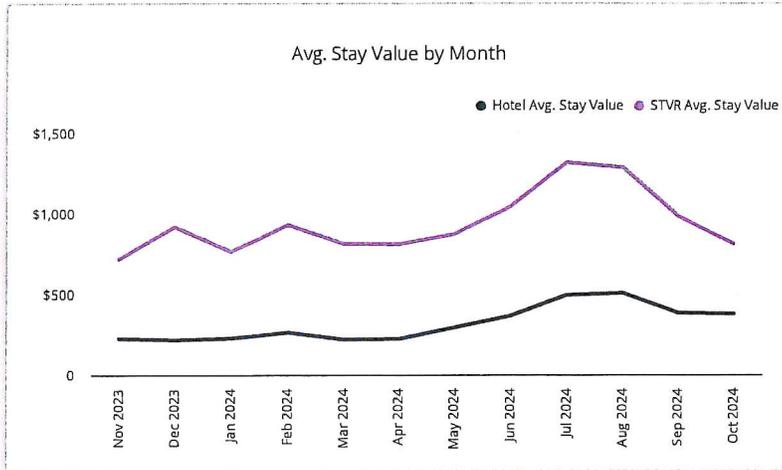
Use this section to report key insights about your hotels and short-term vacation rentals (STVR). Observed hotel demand is for properties reporting into the Amadeus system and will not reflect 100% of all properties in your destination. Use this to understand year-over-year demand trends. Zartico recommends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



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

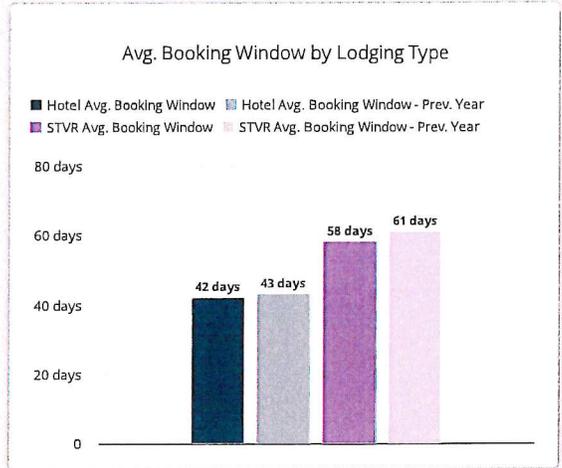
Use these charts to see destination-wide trends over the previous 12 months, independent of the date filter specified above. Average Stay Value is total revenue divided by the number of guest check-ins, reflecting the amount for the entire stay timeframe. These insights reflect your primary geography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





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.



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 Avg. Leng
Oct 2024	Warren - NY	Hotel	hotel	primary	County	\$379	54%	\$181	-	\$1,154,918	6,393	
		STVR	airbnb	primary	County	\$812	24%	-	\$283.61	\$2,104,084	7,419	
			direct	primary	County	\$718	20%	-	-	\$128,499	495	
Sep 2024	Warren - NY	Hotel	hotel	primary	County	\$386	71%	\$191	-	\$3,493,164	18,278	
		STVR	airbnb	primary	County	\$985	20%	-	\$304.43	\$3,538,652	11,624	
			direct	primary	County	\$926	20%	-	-	\$248,220	911	
Aug 2024	Warren - NY	Hotel	hotel	primary	County	\$508	92%	\$248	-	\$6,047,049	24,366	
		STVR	airbnb	primary	County	\$1,286	39%	-	\$361.54	\$8,458,646	23,396	
			direct	primary	County	\$1,180	41%	-	-	\$647,883	1,899	
Jul 2024	Warren - NY	Hotel	hotel	primary	County	\$497	86%	\$243	-	\$5,515,190	22,740	
		STVR	airbnb	primary	County	\$1,319	37%	-	\$358.99	\$8,105,701	22,579	
			direct	primary	County	\$1,343	37%	-	-	\$619,018	1,698	
Jun 2024	Warren - NY	Hotel	hotel	primary	County	\$368	73%	\$181	-	\$3,377,945	18,623	

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

2024-10-16

Lodging Core Coverage Measures

