Oct → Jan 2025
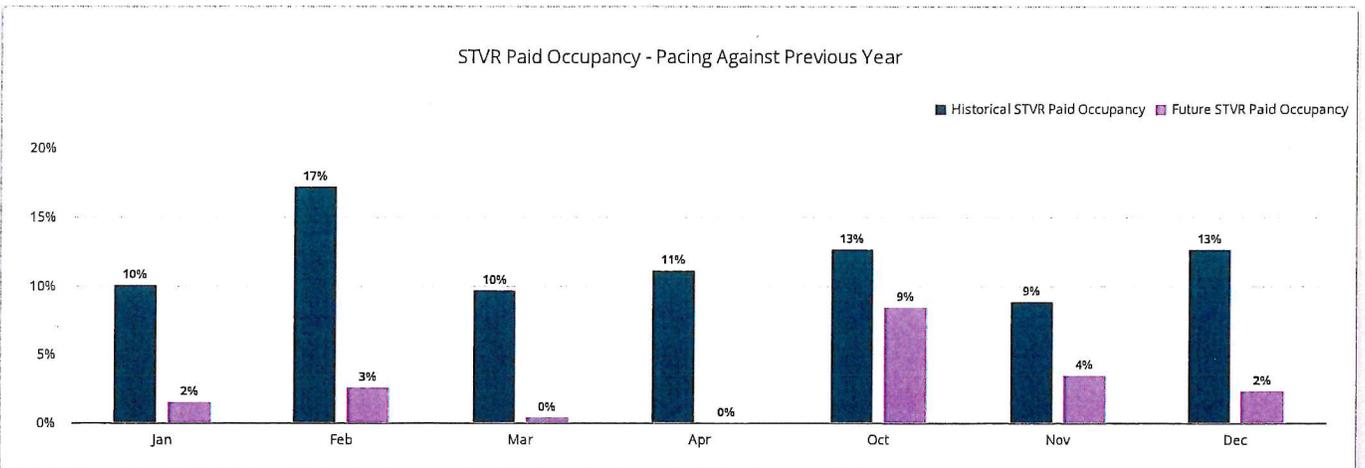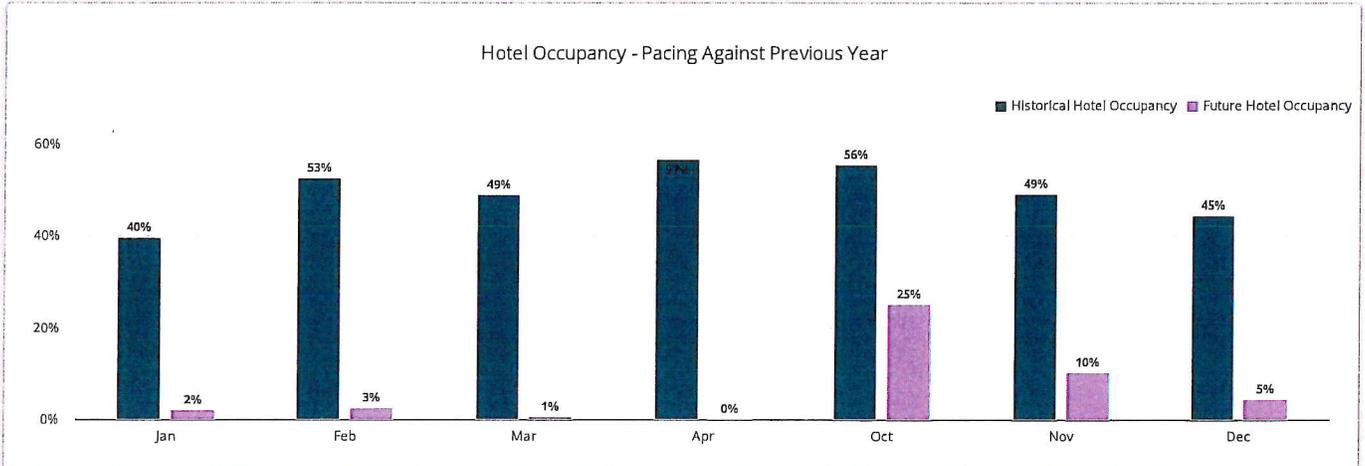
How does current demand compare to last year's demand at this time?

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

Hotel Avg. Stay Value: Future vs. Historical	Hotel ADR: Future vs. Historical	Hotel Avg. Length of Stay: Future vs. Historical
$389	**$157**	**2.0 days**
168% of — $232 Historical Hotel Avg. Stay Value	**119%** of — $132 Historical Hotel ADR	**116%** of — 1.7 days Historical Hotel Avg. LOS

STVR Avg. Stay Value: Future vs. Historical	STVR ADR: Future vs. Historical	STVR Avg. Length of Stay: Future vs. Historical
$1,108	**$312**	**3.5 days**
154% of — $721 Historical STVR Avg. Stay Value	**129%** of — $242 Historical STVR ADR	**119%** of — 3.0 days Historical STVR Avg. LOS

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

Use these insights to monitor progress towards occupancy goals.

Hotel Occupancy - Pacing Against Previous Year

Legend: ■ Historical Hotel Occupancy ■ Future Hotel Occupancy

Month	Historical Hotel Occupancy	Future Hotel Occupancy
Jan	40%	2%
Feb	53%	3%
Mar	49%	1%
Apr	57%	0%
Oct	56%	25%
Nov	49%	10%
Dec	45%	5%

STVR Paid Occupancy - Pacing Against Previous Year

Legend: ■ Historical STVR Paid Occupancy ■ Future STVR Paid Occupancy

Month	Historical STVR Paid Occupancy	Future STVR Paid Occupancy
Jan	10%	2%
Feb	17%	3%
Mar	10%	0%
Apr	11%	0%
Oct	13%	9%
Nov	9%	4%
Dec	13%	2%

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.

Hotel Occupancy - Next 30 Days ⌄

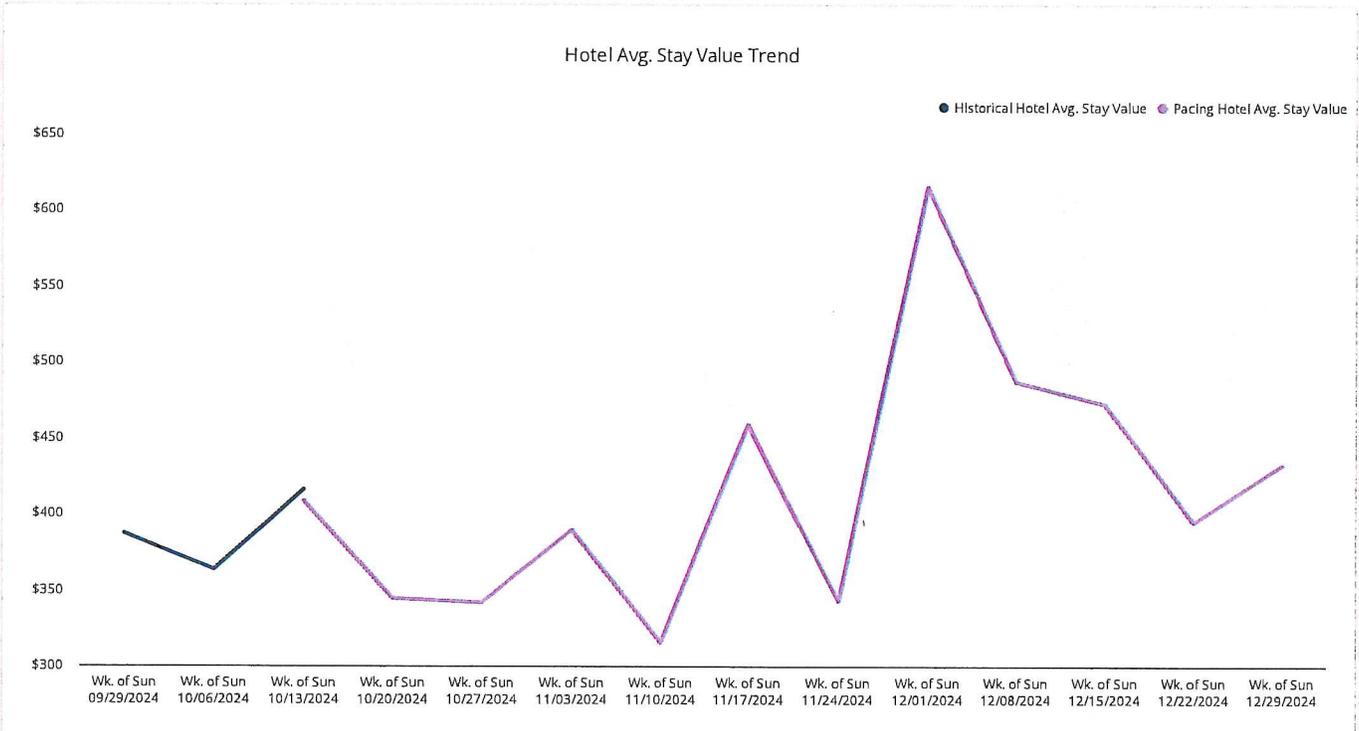|	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Oct 20, 2024 - Oct 26, 2024				18%	20%	35%	41%
Oct 27, 2024 - Nov 2, 2024	10%	9%	9%	7%	8%	17%	20%
Nov 3, 2024 - Nov 9, 2024	8%	7%	9%	11%	12%	20%	21%
Nov 10, 2024 - Nov 16, 2024	8%	6%	5%	6%	9%	28%	

STVR Paid Occupancy - Next 30 days ⌄

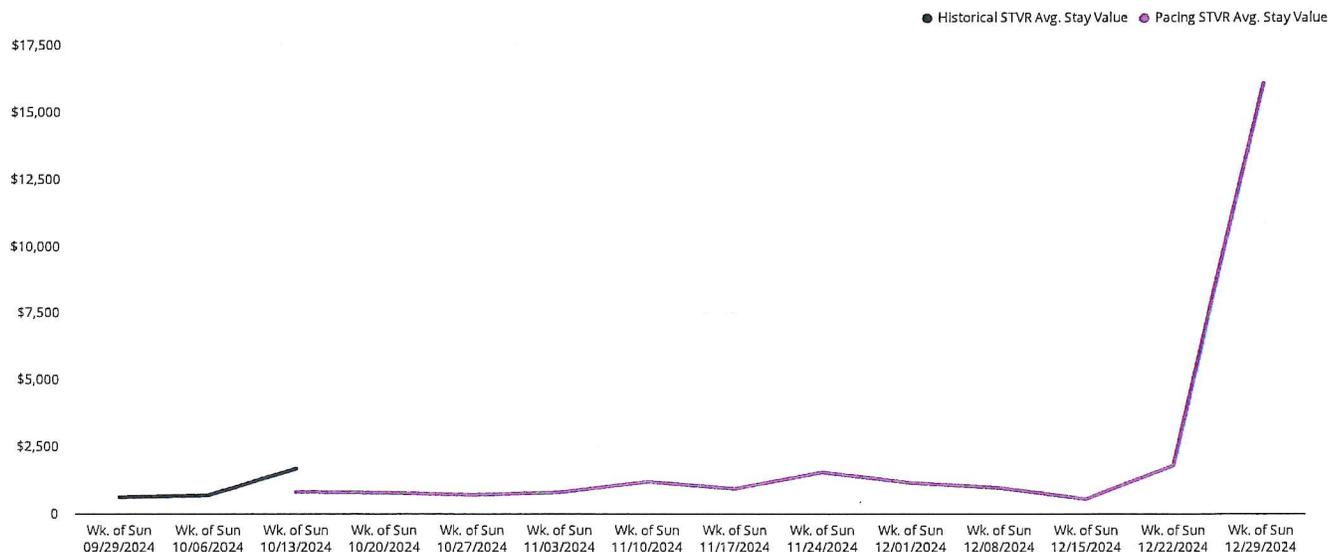|	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Oct 20, 2024 - Oct 26, 2024				4%	10%	16%	15%
Oct 27, 2024 - Nov 2, 2024	6%	4%	3%	3%	1%	7%	7%
Nov 3, 2024 - Nov 9, 2024	3%	1%	2%	2%	3%	7%	8%
Nov 10, 2024 - Nov 16, 2024	4%	1%	1%	1%	3%	6%	
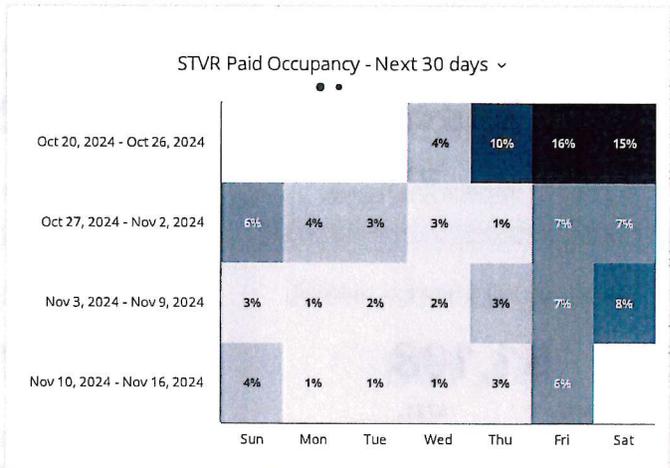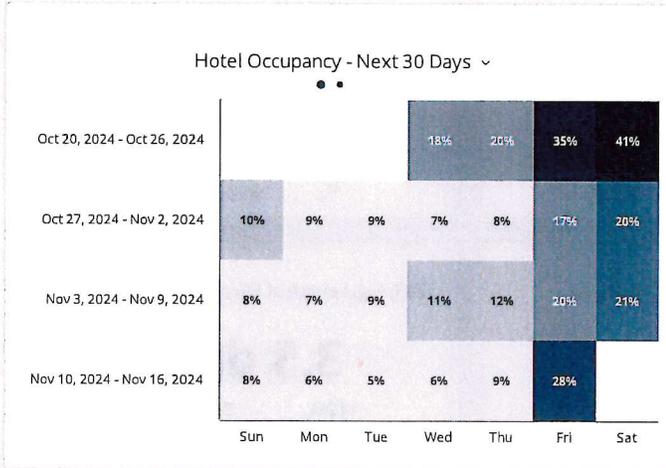
How does the value of your future bookings compare to the current trend?

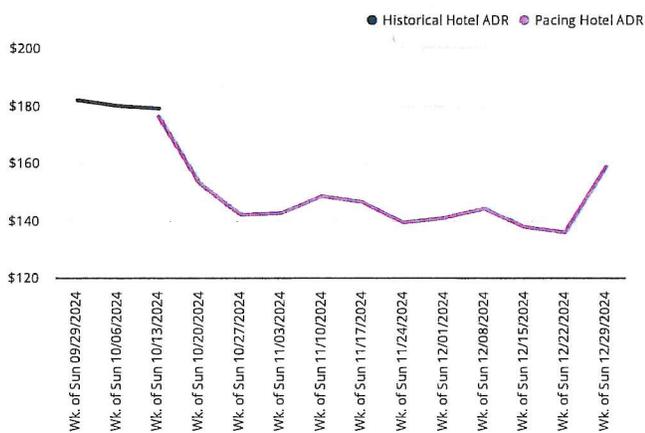Use these insights to identify opportunities for generating quality visits to your destination.
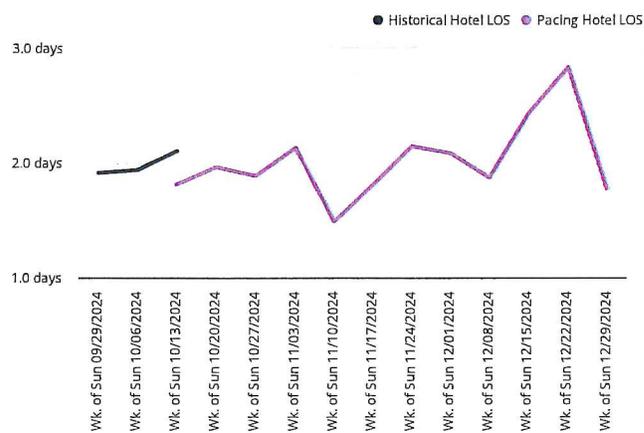
Hotel Avg. Stay Value Trend

● Historical Hotel Avg. Stay Value ● Pacing Hotel Avg. Stay Value

STVR Avg. Stay Value Trend

● Historical STVR Avg. Stay Value ● Pacing STVR Avg. Stay Value

Weekly trend showing values from Wk. of Sun 09/29/2024 through Wk. of Sun 12/29/2024, with a sharp increase to approximately $16,000 at 12/29/2024.

Y-axis values: $17,500, $15,000, $12,500, $10,000, $7,500, $5,000, $2,500, 0

X-axis labels: Wk. of Sun 09/29/2024, Wk. of Sun 10/06/2024, Wk. of Sun 10/13/2024, Wk. of Sun 10/20/2024, Wk. of Sun 10/27/2024, Wk. of Sun 11/03/2024, Wk. of Sun 11/10/2024, Wk. of Sun 11/17/2024, Wk. of Sun 11/24/2024, Wk. of Sun 12/01/2024, Wk. of Sun 12/08/2024, Wk. of Sun 12/15/2024, Wk. of Sun 12/22/2024, Wk. of Sun 12/29/2024

How are the components of stay value trending individually?

Compare trends in average daily rate and length of stay.

Hotel ADR Trend

● Historical Hotel ADR ● Pacing Hotel ADR

Y-axis values: $200, $180, $160, $140, $120

Hotel Length of Stay Trend

● Historical Hotel LOS ● Pacing Hotel LOS

Y-axis values: 3.0 days, 2.0 days, 1.0 days

STVR ADR Trend

● Historical STVR ADR ● Pacing STVR ADR

Y-axis values: $800, $600, $400, $200, 0

STVR Length of Stay Trend

● Historical STVR LOS ● Pacing STVR LOS

Y-axis values: 30.0 days, 20.0 days, 10.0 days, 0
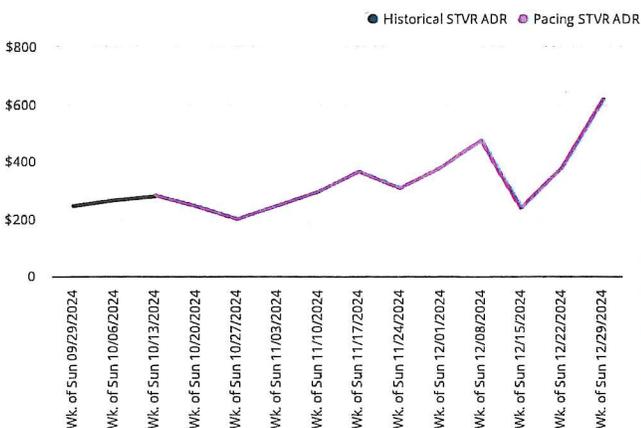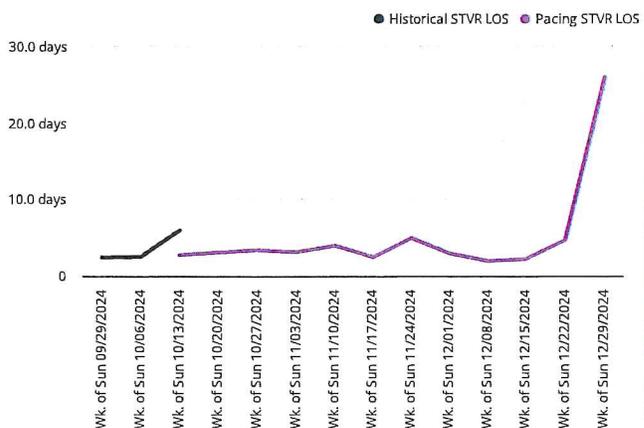
How do your future booking markets compare with historical booking rates?

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.

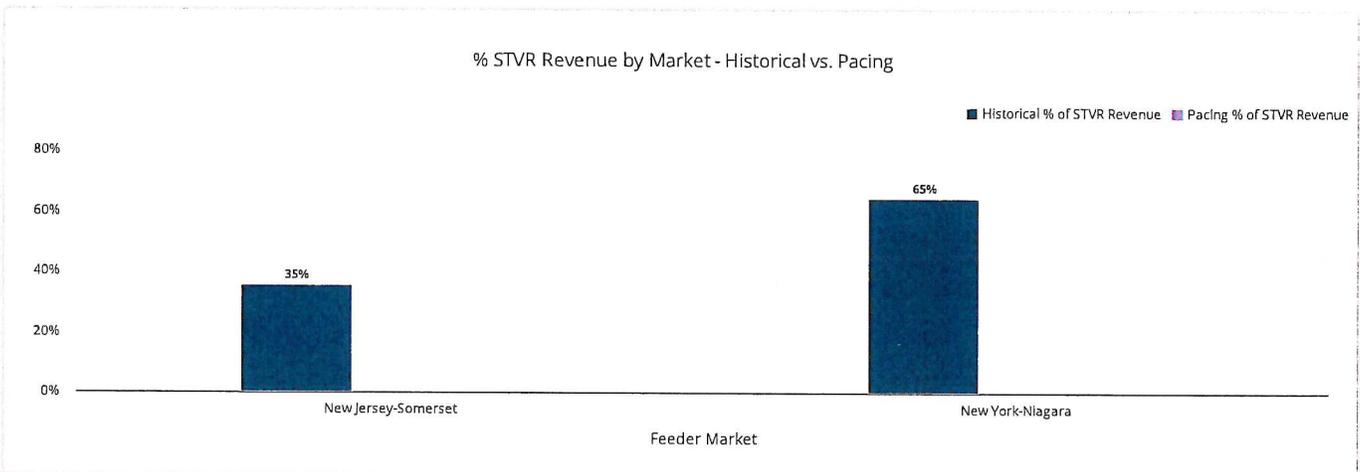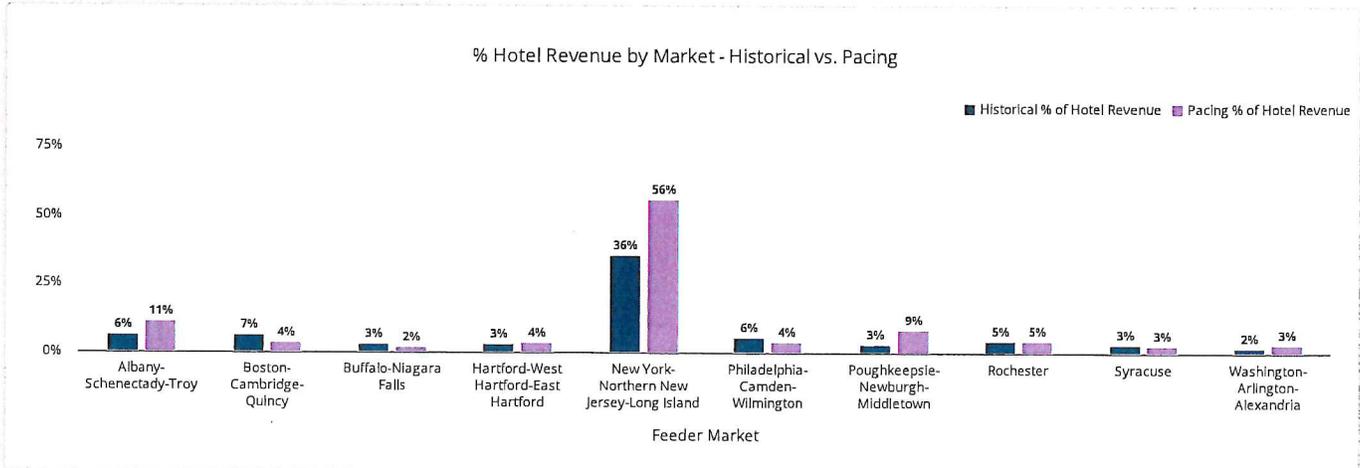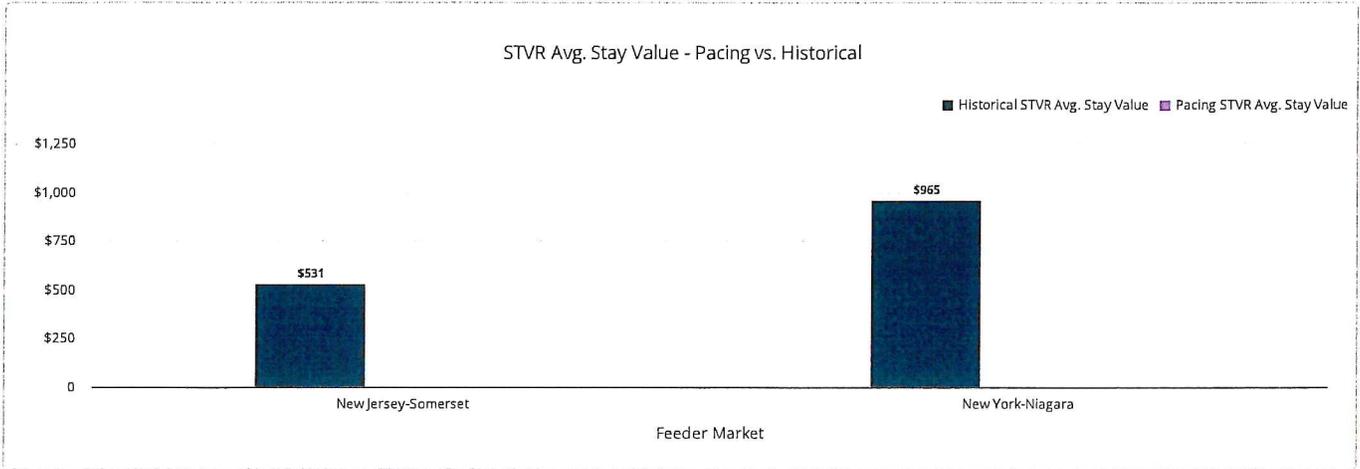## % Hotel Revenue by Market - Historical vs. Pacing

■ Historical % of Hotel Revenue ■ Pacing % of Hotel Revenue

Feeder Market	Historical %	Pacing %
Albany-Schenectady-Troy	6%	11%
Boston-Cambridge-Quincy	7%	4%
Buffalo-Niagara Falls	3%	2%
Hartford-West Hartford-East Hartford	3%	4%
New York-Northern New Jersey-Long Island	36%	56%
Philadelphia-Camden-Wilmington	6%	4%
Poughkeepsie-Newburgh-Middletown	3%	9%
Rochester	5%	5%
Syracuse	3%	3%
Washington-Arlington-Alexandria	2%	3%

% STVR Revenue by Market - Historical vs. Pacing

■ Historical % of STVR Revenue ■ Pacing % of STVR Revenue

Feeder Market	Historical %
New Jersey-Somerset	35%
New York-Niagara	65%

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

Hotel Avg. Stay Value - Pacing vs. Historical

■ Historical Hotel Avg. Stay Value ■ Pacing Hotel Avg. Stay Value

Feeder Market	Historical Hotel Avg. Stay Value	Pacing Hotel Avg. Stay Value
Albany-Schenectady-Troy	$273	$249
Boston-Cambridge-Quincy	$355	$290
Buffalo-Niagara Falls	$416	$243
Burlington-South Burlington	$466	$306
Hartford-West Hartford-East Hartford	$398	$259
New York-Northern New Jersey-Long Island	$410	$308
Philadelphia-Camden-Wilmington	$458	$282
Poughkeepsie-Newburgh-Middletown	$336	$299
Rochester	$345	$322
Syracuse	$342	$219

STVR Avg. Stay Value - Pacing vs. Historical

■ Historical STVR Avg. Stay Value ■ Pacing STVR Avg. Stay Value

| | $965 |
| New Jersey-Somerset: $531 | New York-Niagara |

Feeder Market

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 of
Apr 2025	Warren - NY	Hotel	hotel	primary	County	$219	0%	$124	–	2,847.36	23	
		STVR	airbnb	primary	County	$1,012	0%	–	–	15,177.84	57	
			direct	primary	County	$1,092	0%	–	$546.11	1,092.22	2	
Mar 2025	Warren - NY	Hotel	hotel	primary	County	$354	1%	$154	–	25,854.28	168	
		STVR	airbnb	primary	County	$1,783	1%	–	–	106,952.65	309	
			direct	primary	County	$1,234	0%	–	$224.42	4,937.34	22	
Feb 2025	Warren - NY	Hotel	hotel	primary	County	$563	3%	$204	–	126,641.81	620	
		STVR	airbnb	primary	County	$1,720	2%	–	–	435,221.71	1,170	
			direct	primary	County	$1,508	3%	–	$364.38	43,725.75	120	
Jan 2025	Warren - NY	Hotel	hotel	primary	County	$382	2%	$169	–	97,038.00	574	
		STVR	airbnb	primary	County	$1,488	2%	–	–	415,288.27	1,114	
			direct	primary	County	$846	2%	–	$314.55	24,534.75	78	
Dec 2024	Warren - NY	Hotel	hotel	primary	County	$454	5%	$143	–	174,166.55	1,217	