



Short Term Rentalz Summit

United States, Europe & The United Kingdom

Prepared by Key Data Dashboard™ | © KEY DATA DASHBOARD



Agenda

- Key Performance Indicators YTD and Q3 Changes Year Over Year.
 - US
 - Europe
 - UK
- Booking Activity
 - New net books per active VR
 - Annual booking Source (US)
 - Event demand
- Takeaways



Key Performance Indicators

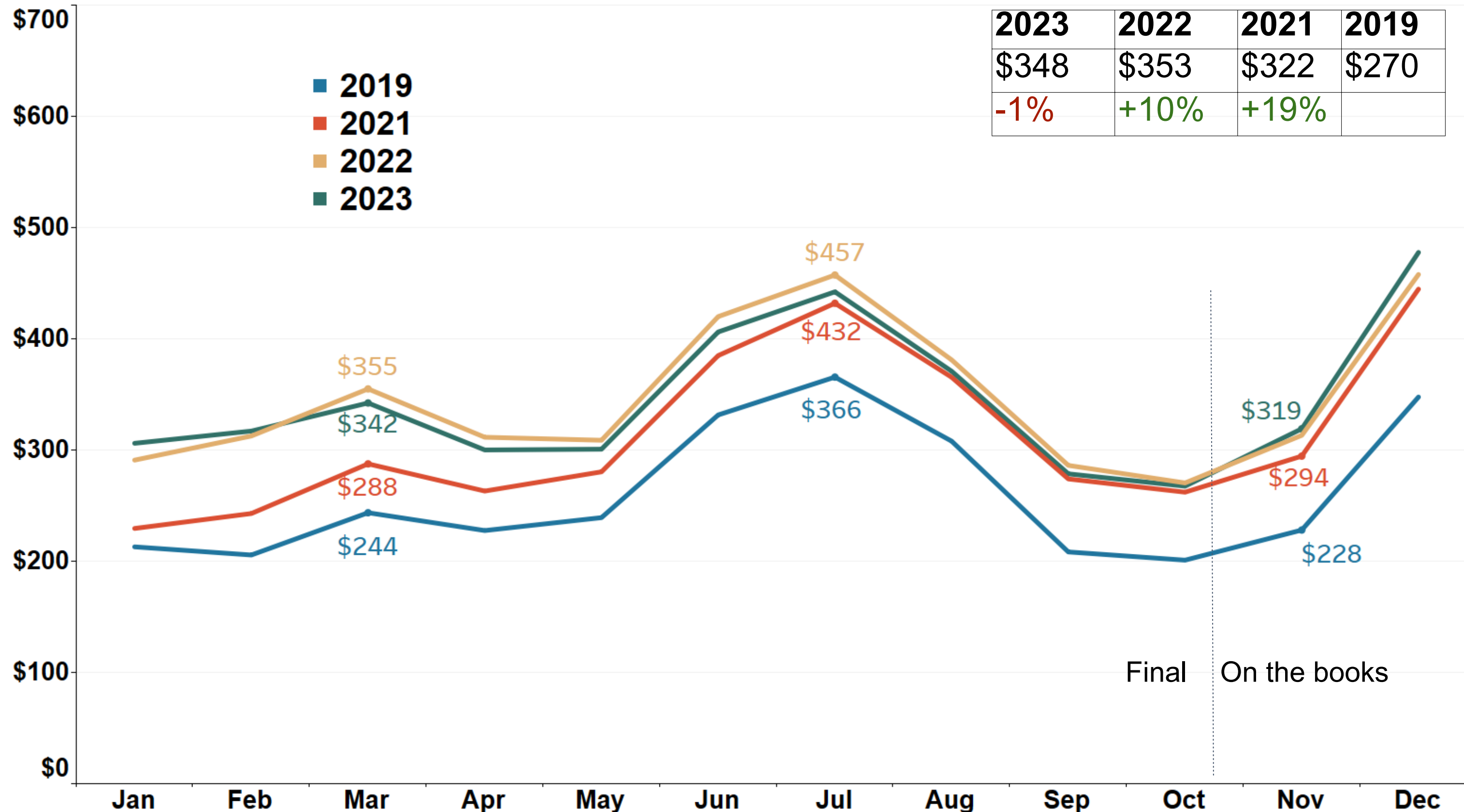
United States

United States Annual Average Daily Rate Pacing

Reservations on the books as of October 9

Direct Data

Vacation Rental Trends



2023	2022	2021	2019
\$348	\$353	\$322	\$270
-1%	+10%	+19%	

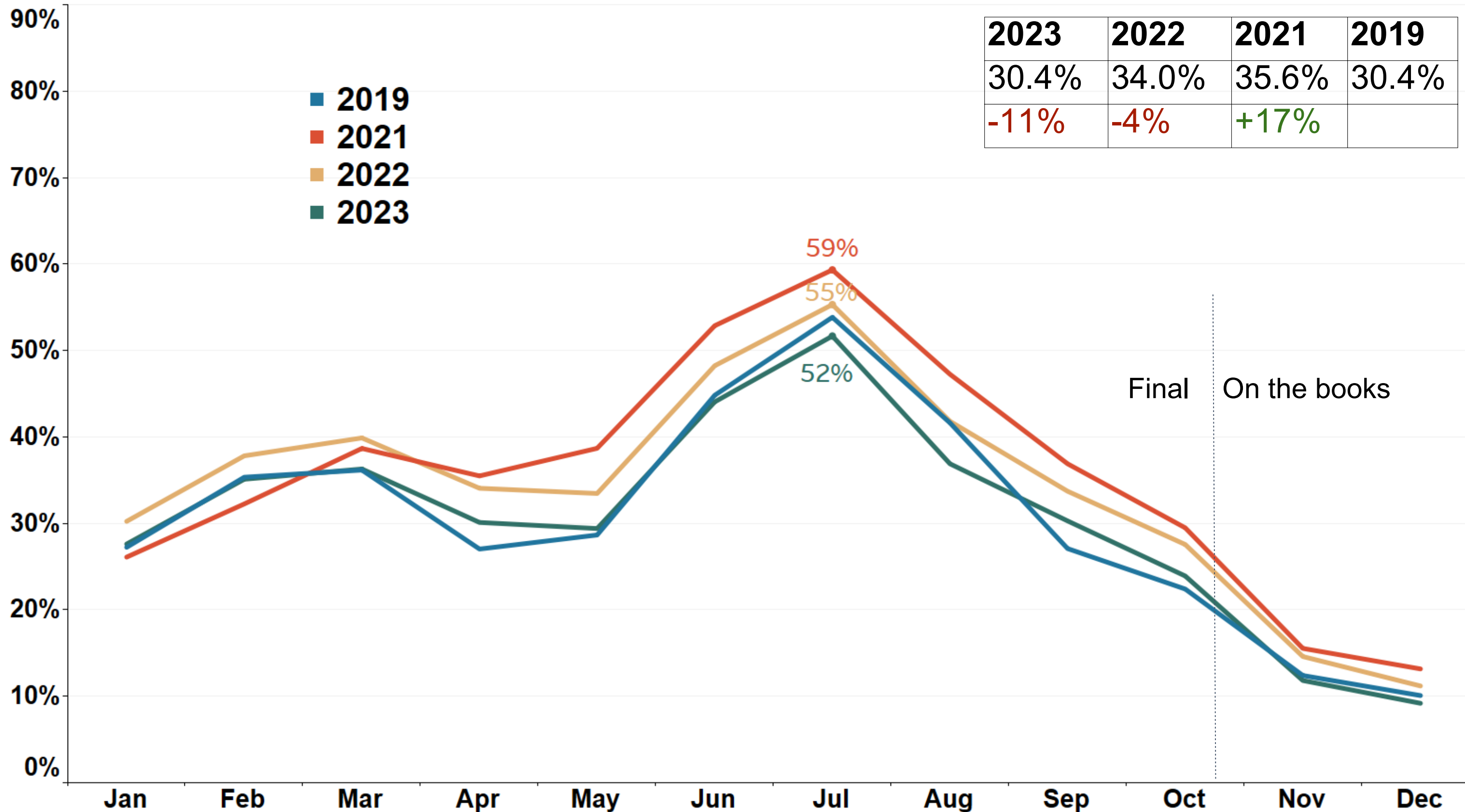
- Rates fell in 2023 after large increases during 2021 and 2022.

United States Annual Paid Occupancy Pacing

Reservations on the books as of October 9

Direct Data

Vacation Rental Trends



2023	2022	2021	2019
30.4%	34.0%	35.6%	30.4%
-11%	-4%	+17%	

- Occupancy has softened from previous years - Similar Occupancy numbers to 2019

United States Annual RevPAR Pacing

Reservations on the books as of October 9

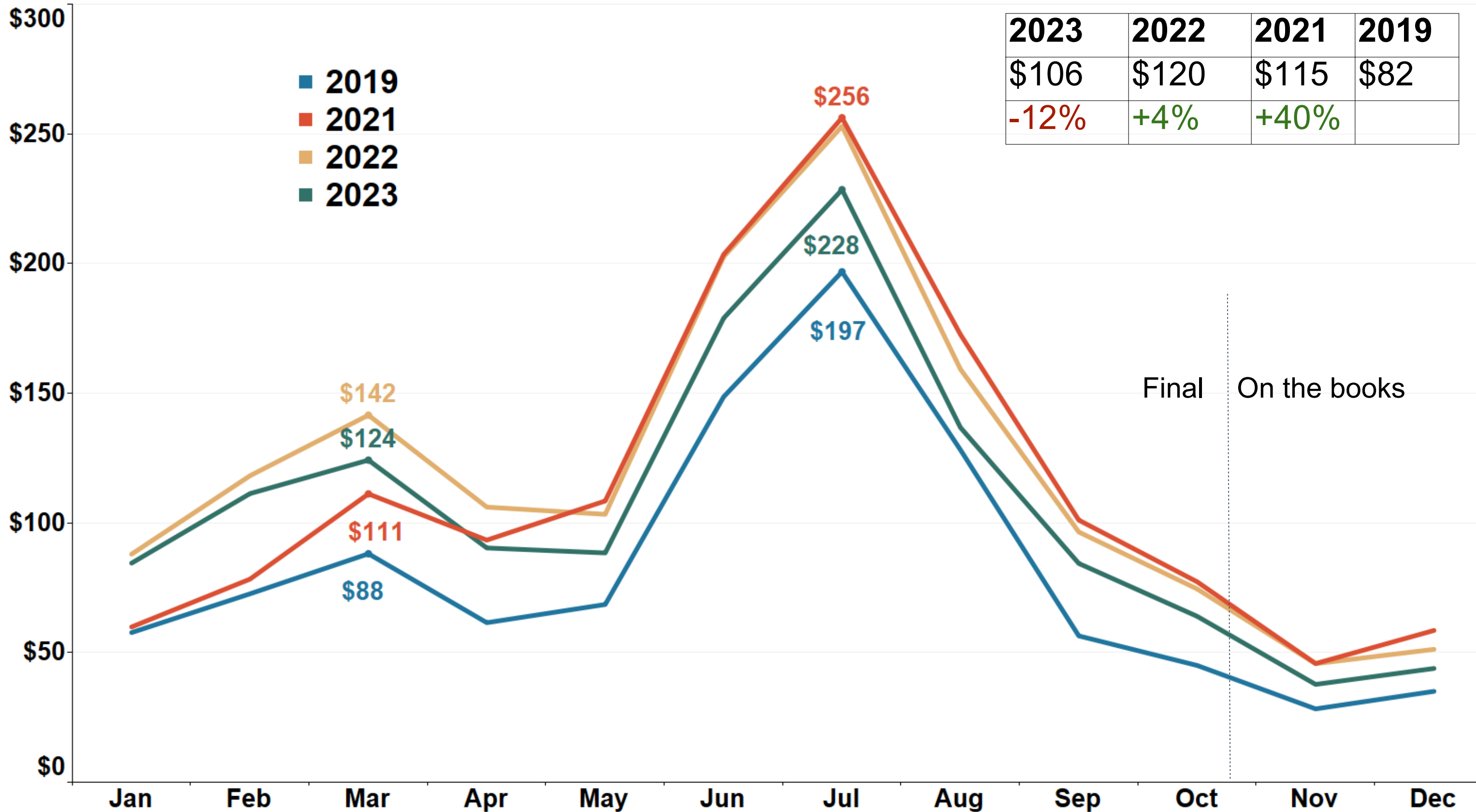
Direct Data

Vacation Rental Trends



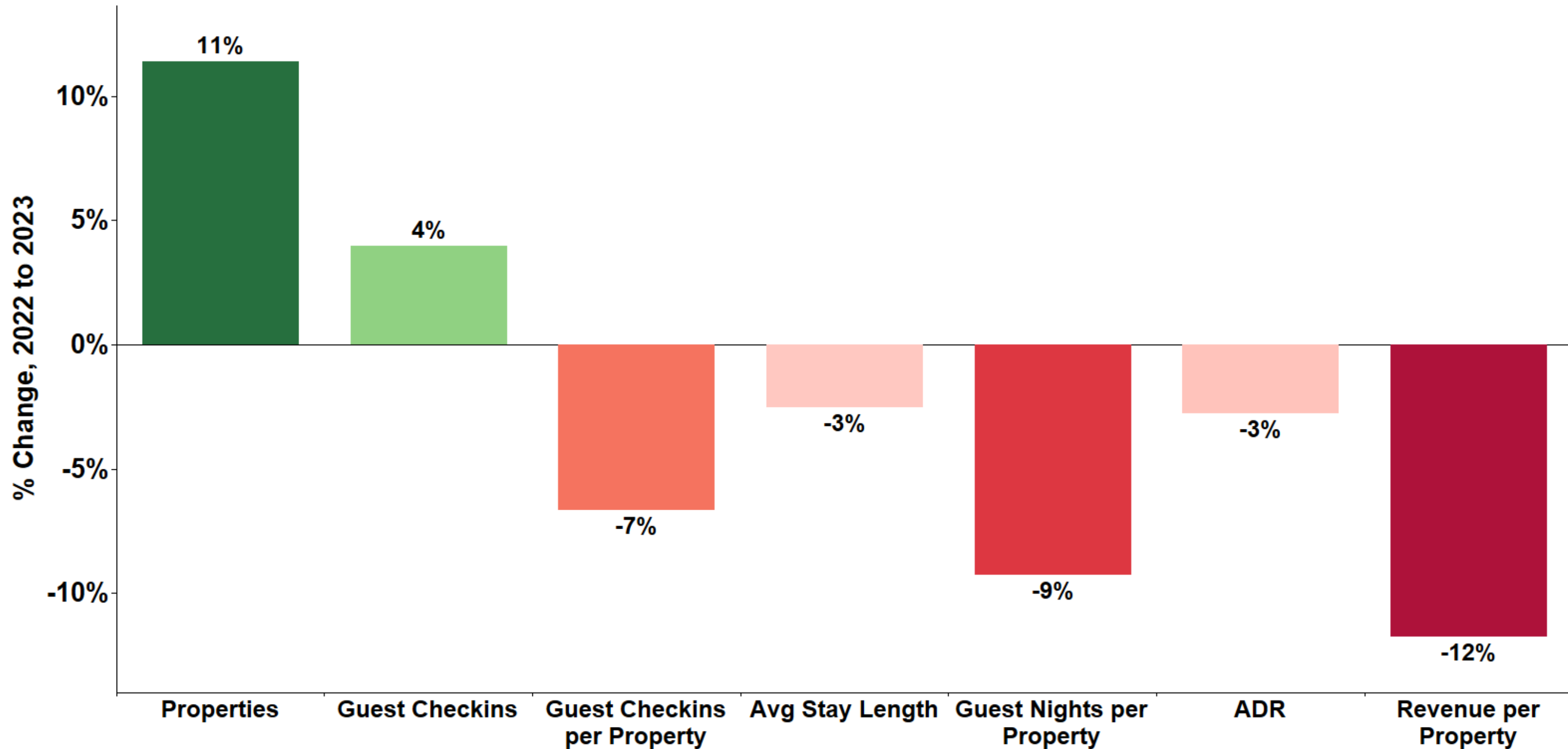
2023	2022	2021	2019
\$106	\$120	\$115	\$82
-12%	+4%	+40%	

- Rate increases are propping up RevPAR but lower occupancy this year has caused **revPAR to drop** from 2021 and 2022





In the United States, Changes Have Added Up
Q3, Direct Data





Key Performance Indicators

Europe

Europe Annual Average Daily Rate Pacing

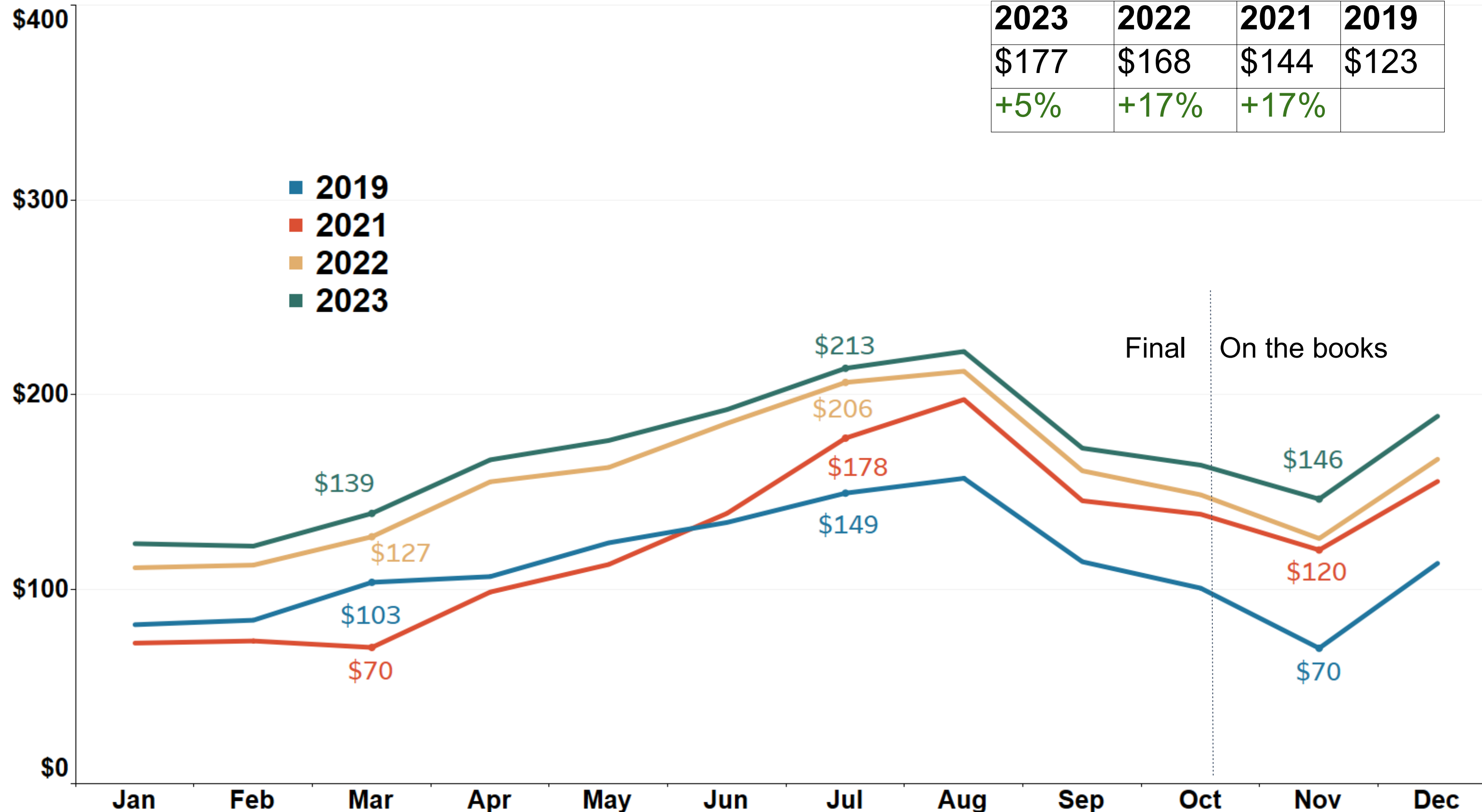
Reservations on the books as of October 9

Direct Data

Vacation Rental Trends



2023	2022	2021	2019
\$177	\$168	\$144	\$123
+5%	+17%	+17%	



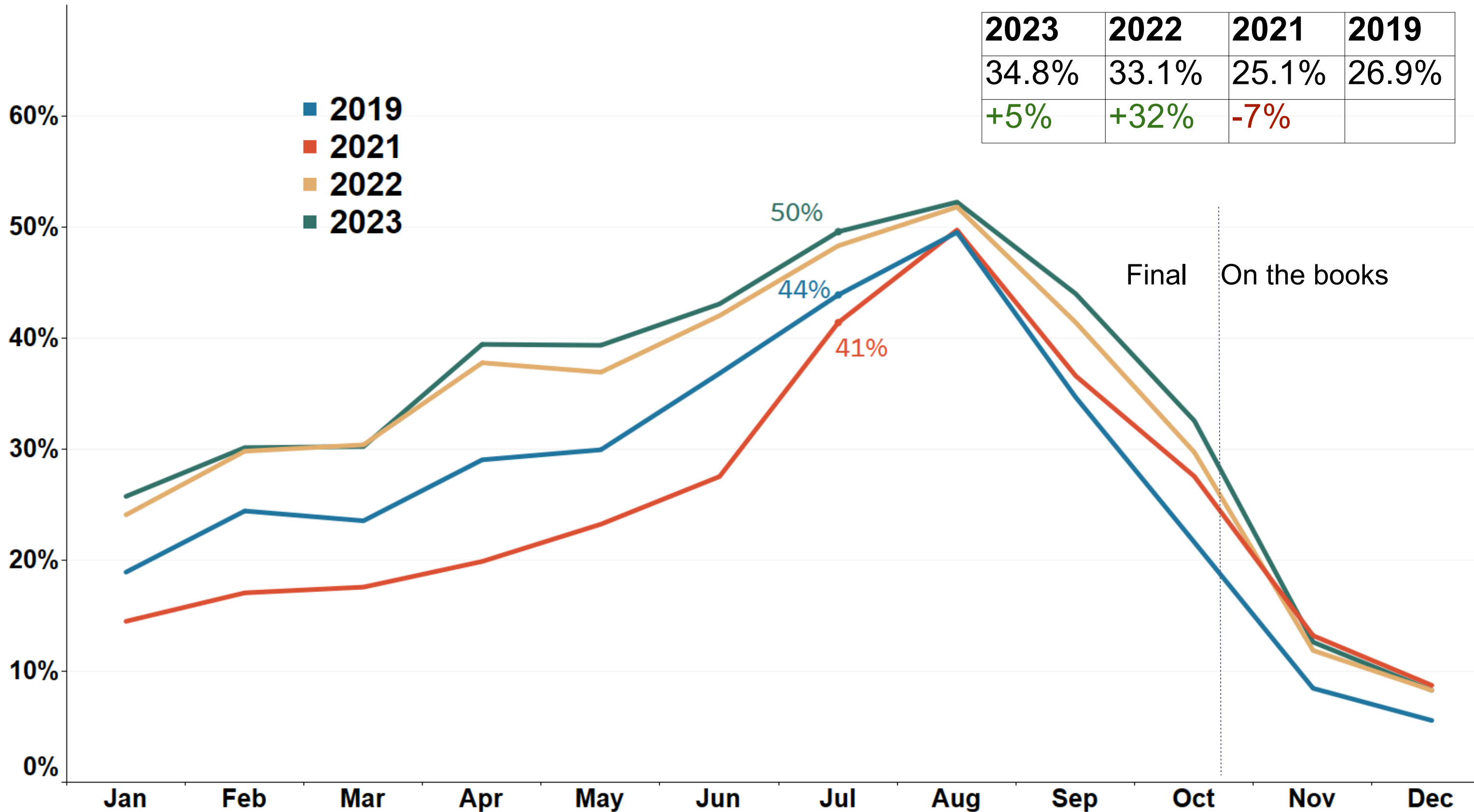
- Rates continue to increase over all prior years

Europe Annual Paid Occupancy Pacing

Reservations on the books as of October 9

Direct Data

Vacation Rental Trends



2023	2022	2021	2019
34.8%	33.1%	25.1%	26.9%
+5%	+32%	-7%	

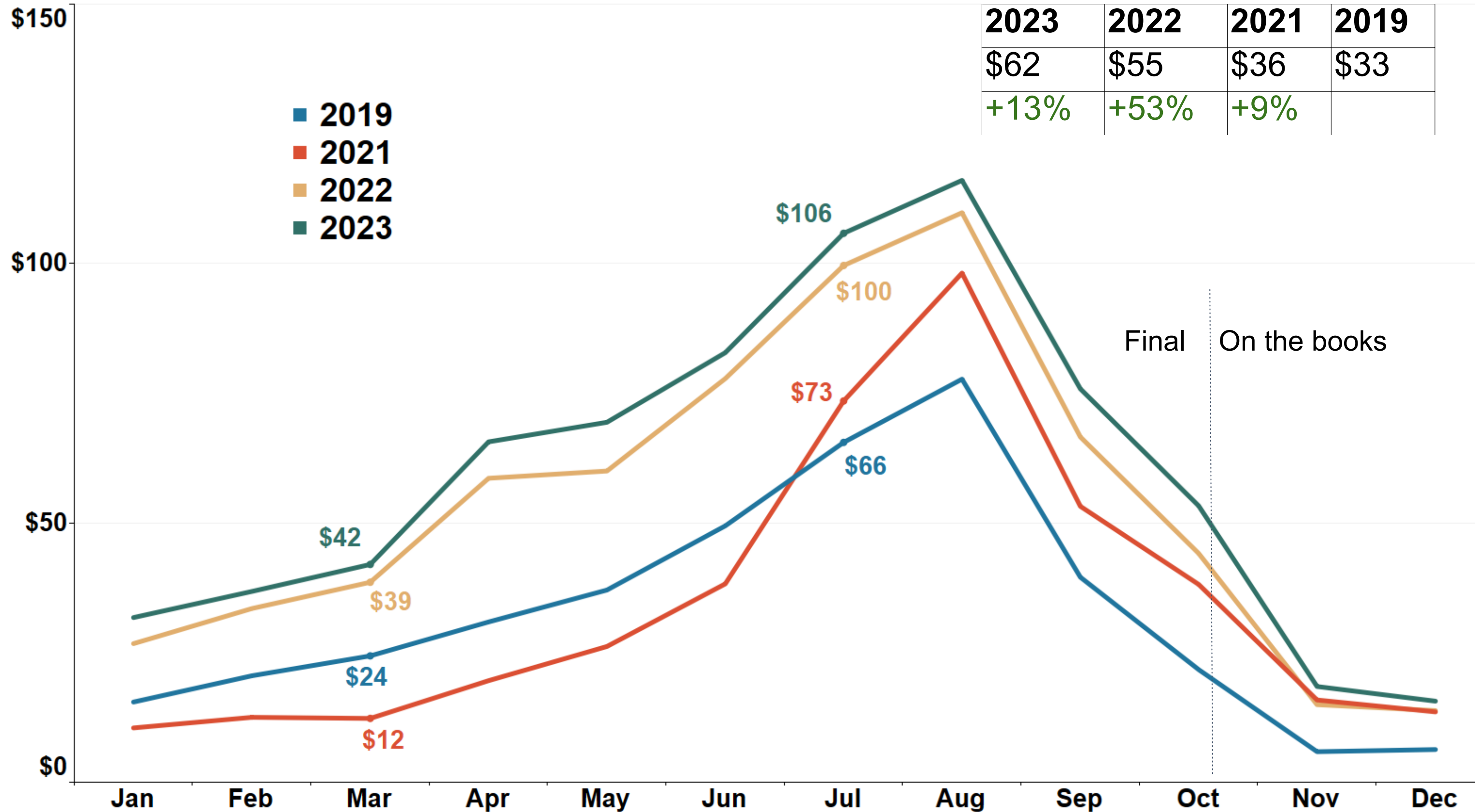
- Occupancy is very close to prior year

Europe Annual RevPAR Pacing

Reservations on the books as of October 9

Direct Data

Vacation Rental Trends



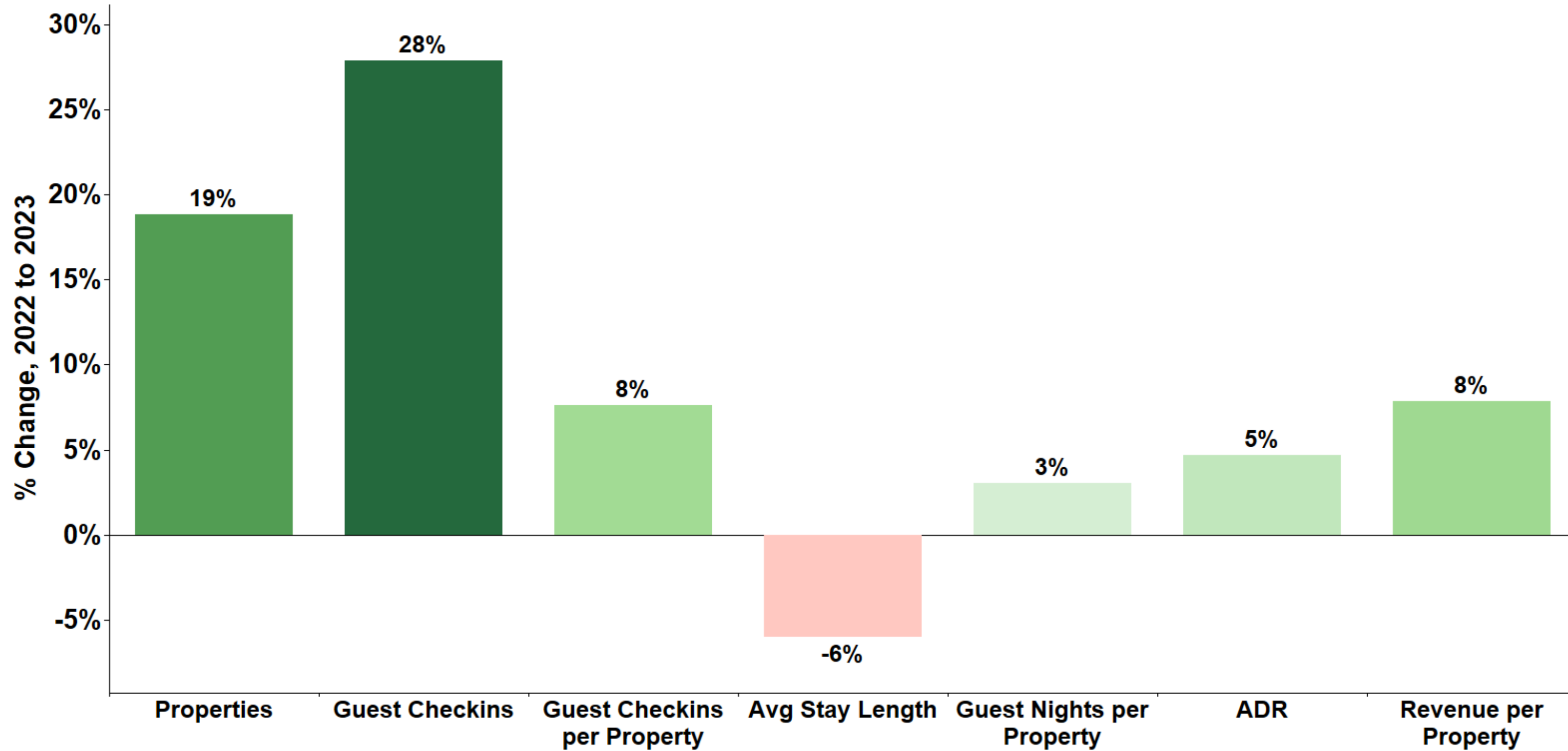
2023	2022	2021	2019
\$62	\$55	\$36	\$33
+13%	+53%	+9%	

- Rate increase and occupancy increases are propping up RevPAR



European Changes

Q3, Direct Data



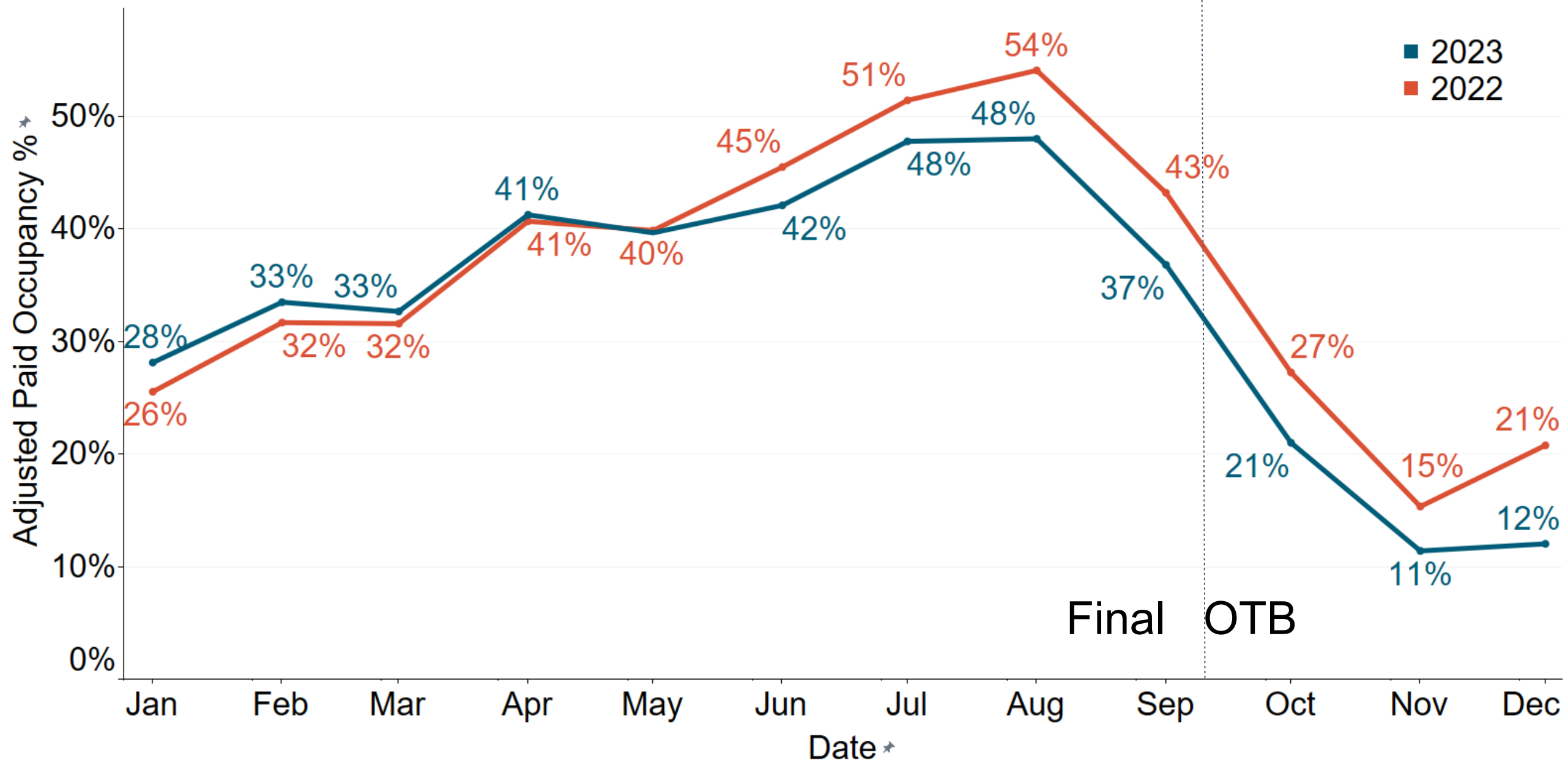


Key Performance Indicators

United Kingdom



Adjusted Paid Occupancy % - United Kingdom



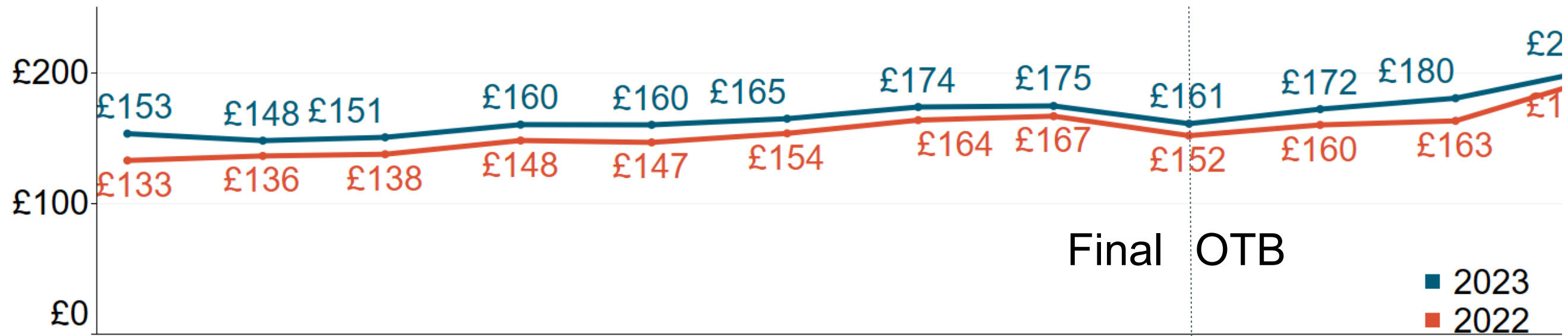
- Occupancy has softened from last year.
- January - May ahead.
- Summer softened
- September - December pacing behind last year



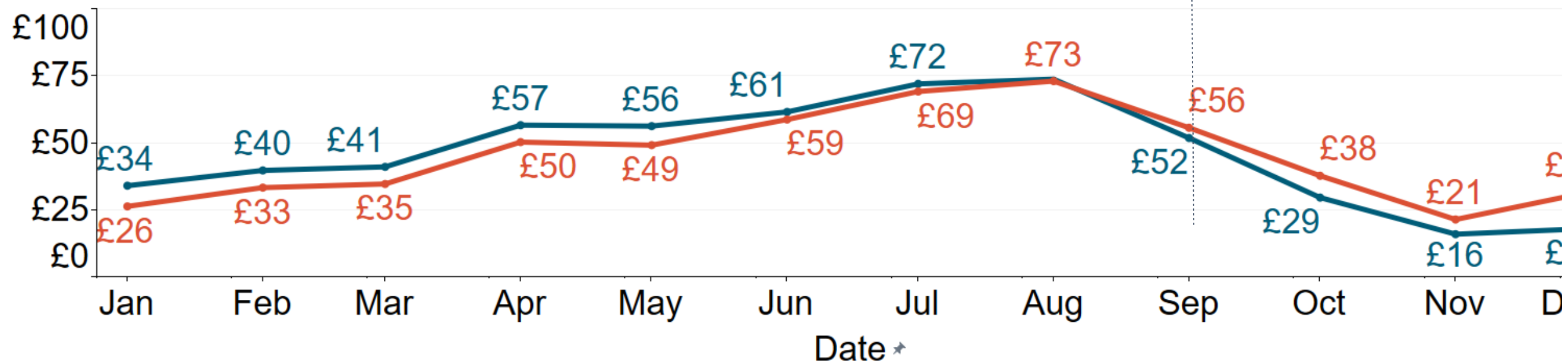
ates in the United Kingdom



Average Daily Rate



RevPAR



- ADRs stayed relatively stable all year.
- +8% higher than '22
- Rate increases propped up RevPAR for the first half of the year.
- As occupancy softens through the remainder of the year, slight rate increases are not enough to improve RevPAR over last year.



Vacation Rental Property Performance: Booking Activity

U.S. Advance Booking Activity

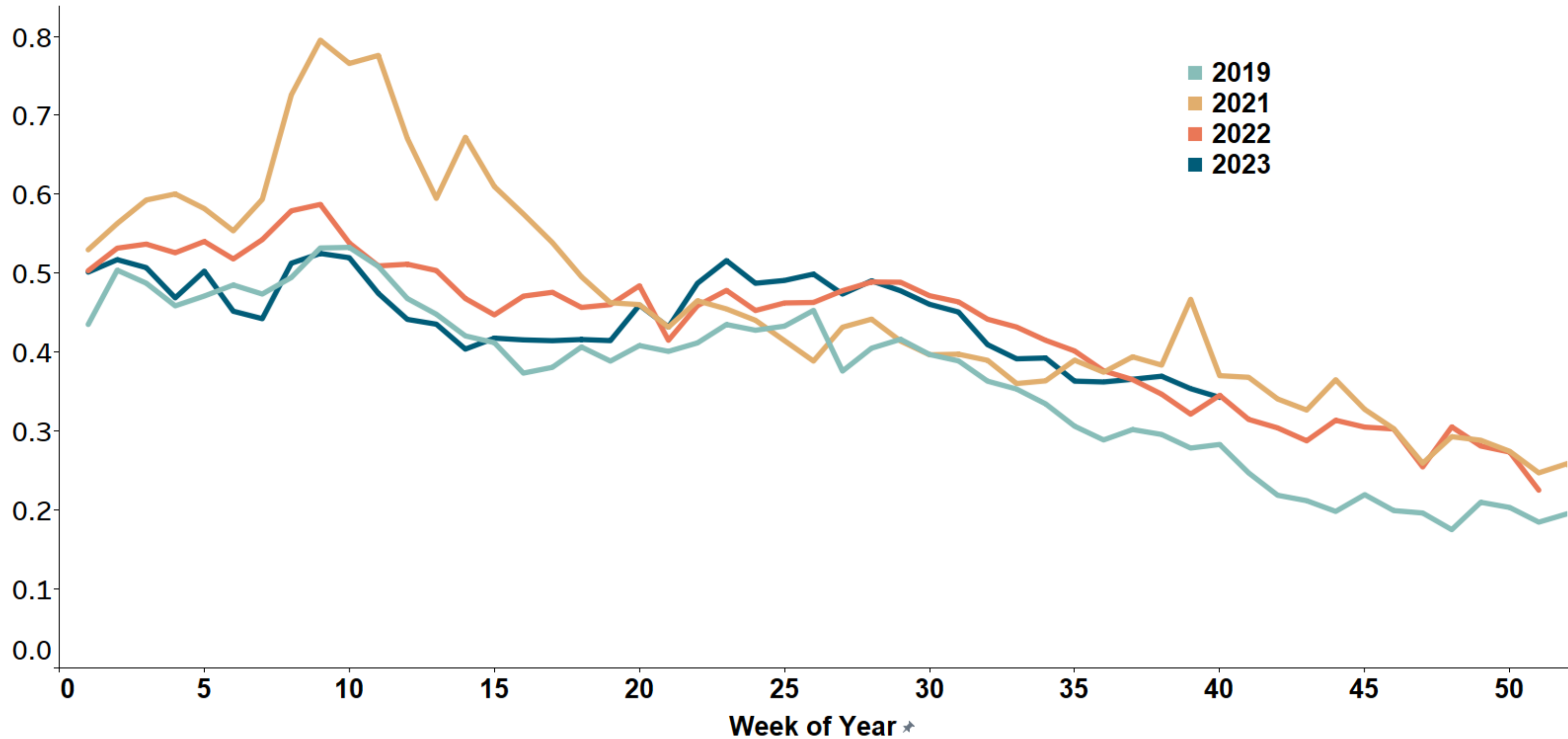
Vacation Rental Trends



New Net Bookings Per Active Vacation Rental

United States, Direct Data

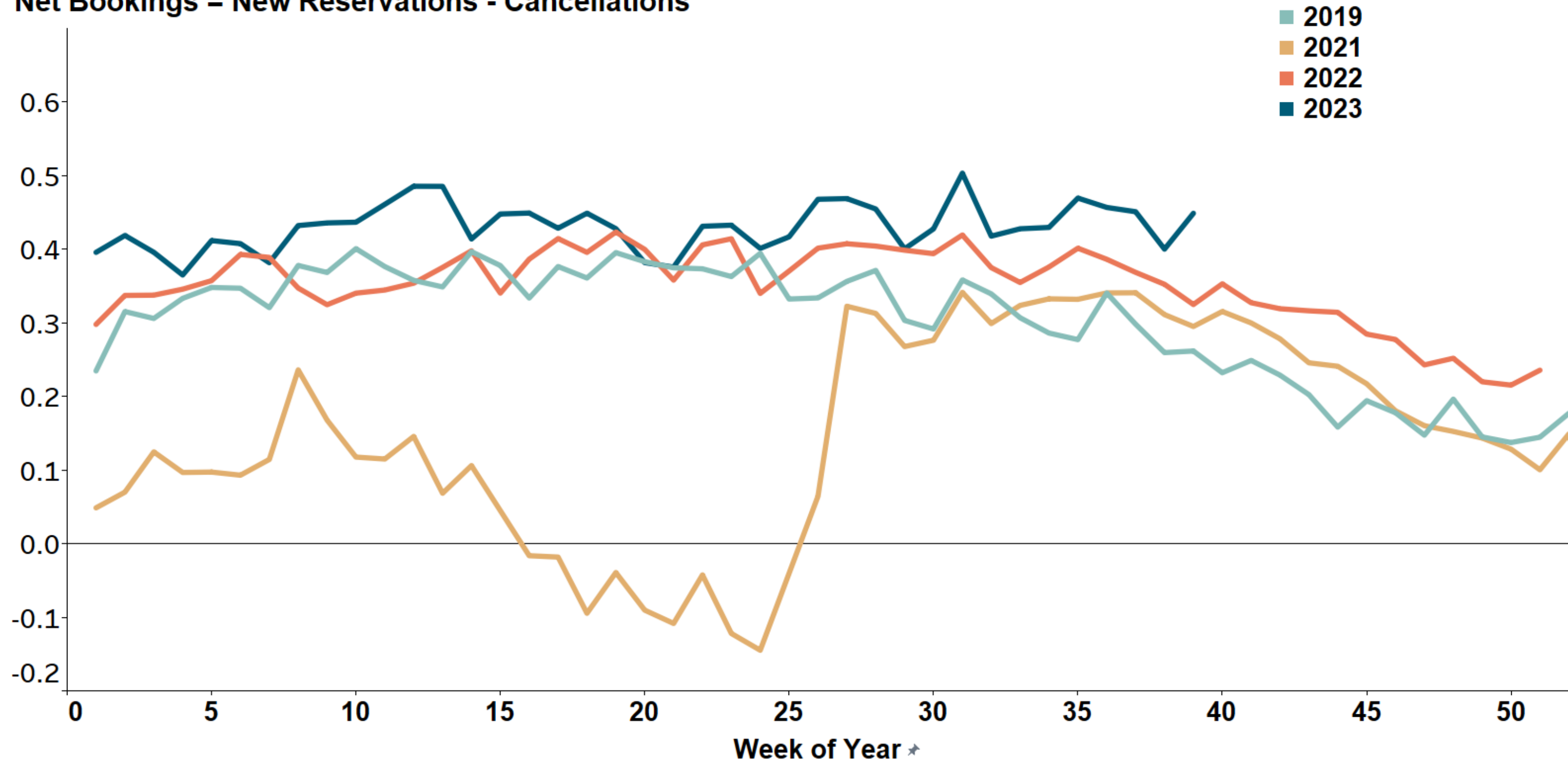
Net Bookings = New Reservations - Cancellations



Europe Advance Booking Activity

Vacation Rental Trends

New Net Bookings Per Active Vacation Rental
Europe, Direct Data
Net Bookings = New Reservations - Cancellations



United Kingdom Advance Booking Activity

Vacation Rental Trends

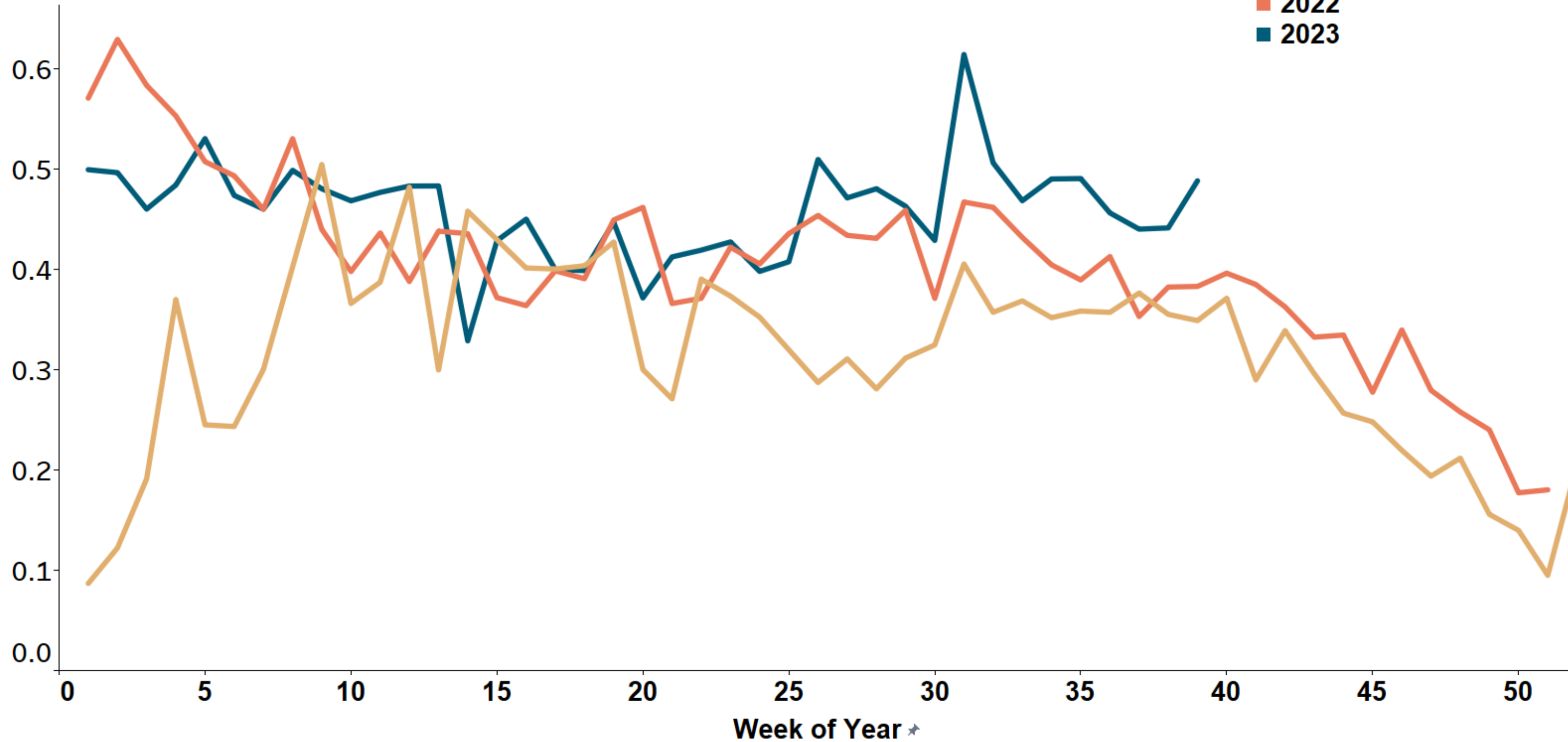


New Net Bookings Per Active Vacation Rental

United Kingdom, Direct Data

Net Bookings = New Reservations - Cancellations

- 2021
- 2022
- 2023

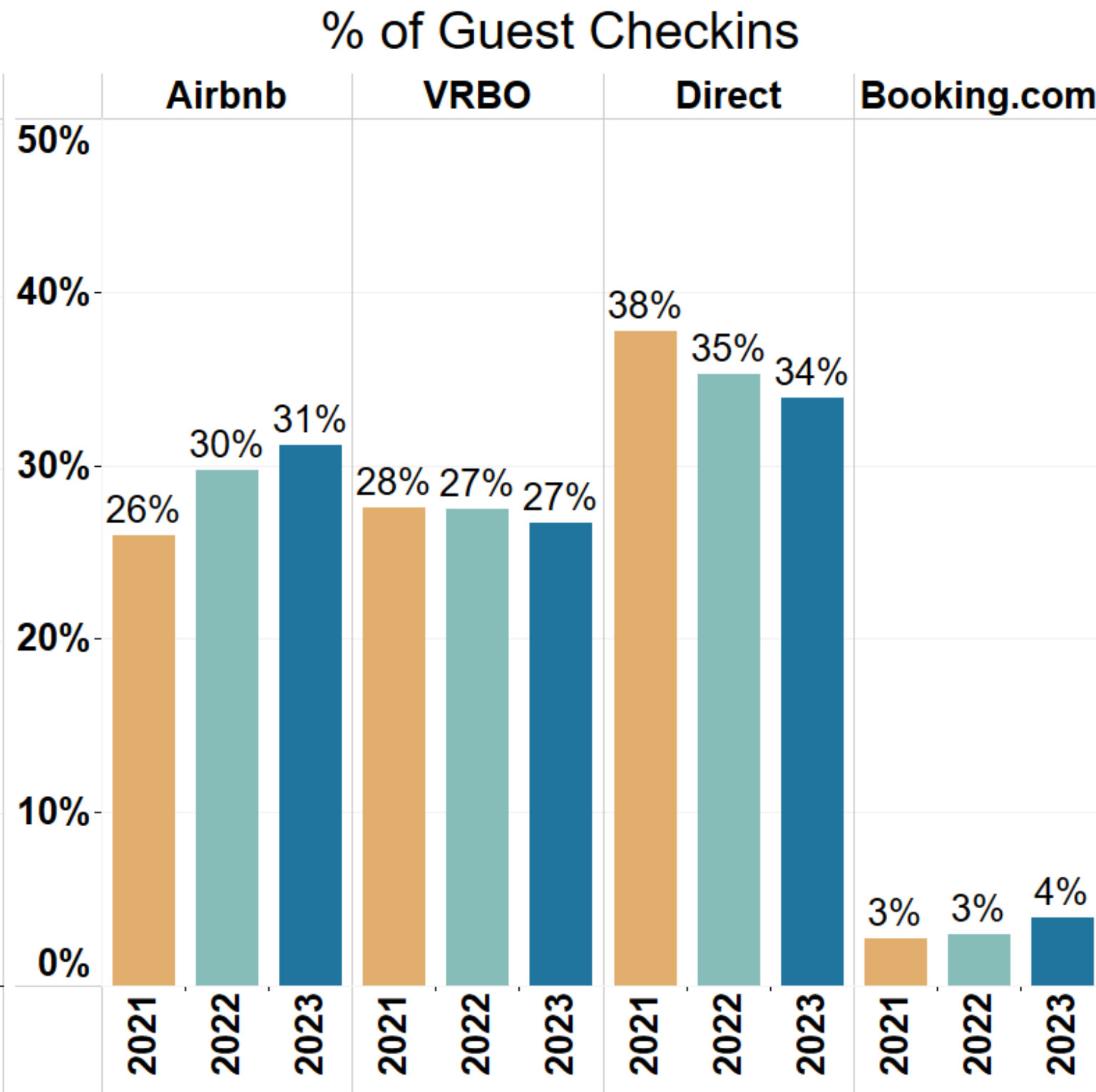
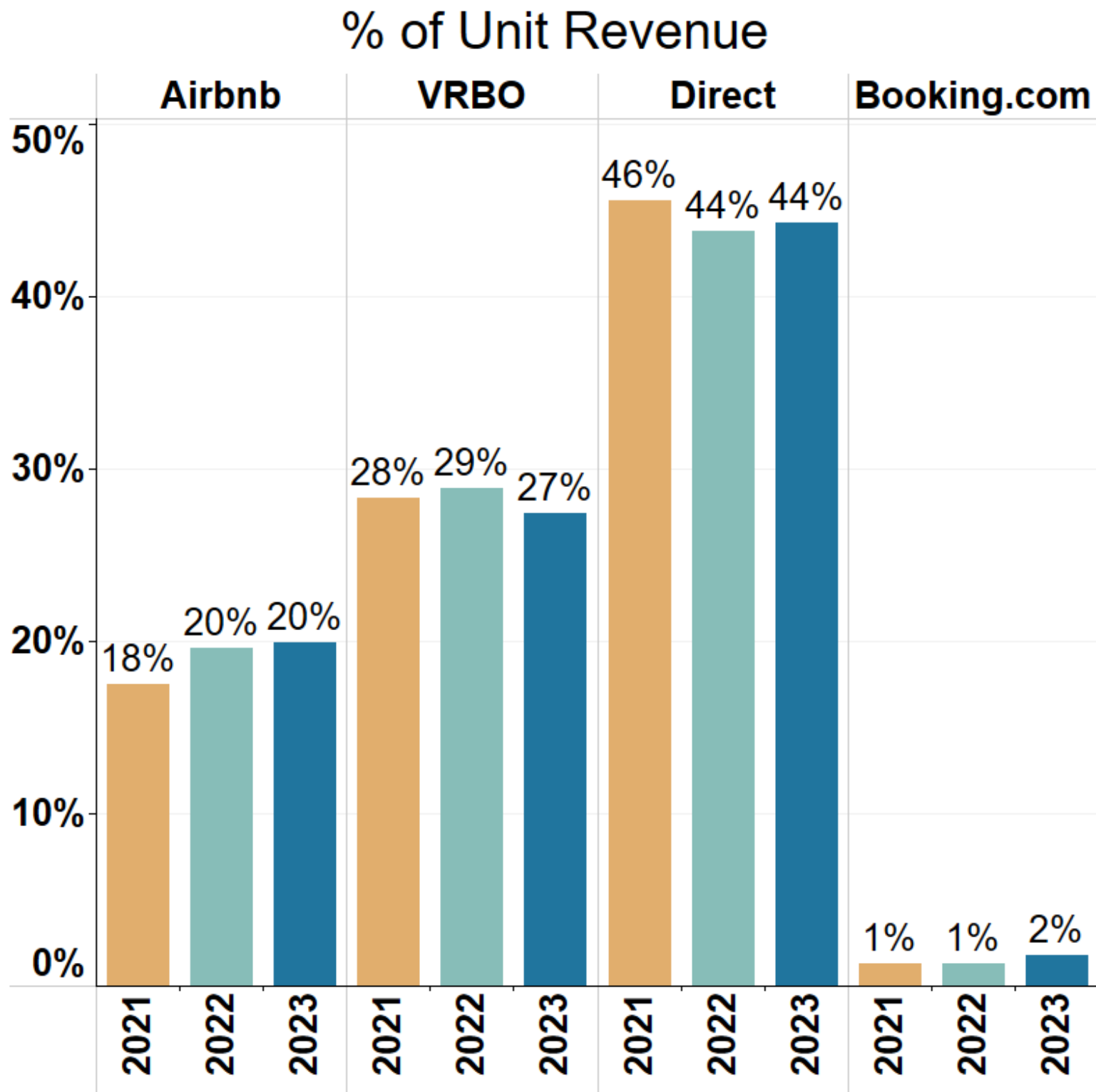


U.S. Booking Source

Vacation Rental Trends

United States

Direct Data. Reservations made by October 9



United Kingdom - Coronation Impact

Vacation Rental Trends



Crowning Glory - an Increase in Holidays Fit for a King!

An extra **6% STR** supply came into the market for London for the coronation weekend.



RevPar up 50%



STRs enjoyed **+60% revenue**



Highest inbound from Ireland – with **flight searches** to London up **580%** when coronation date announced



U.S. - Taylor Swift's Eras Tour

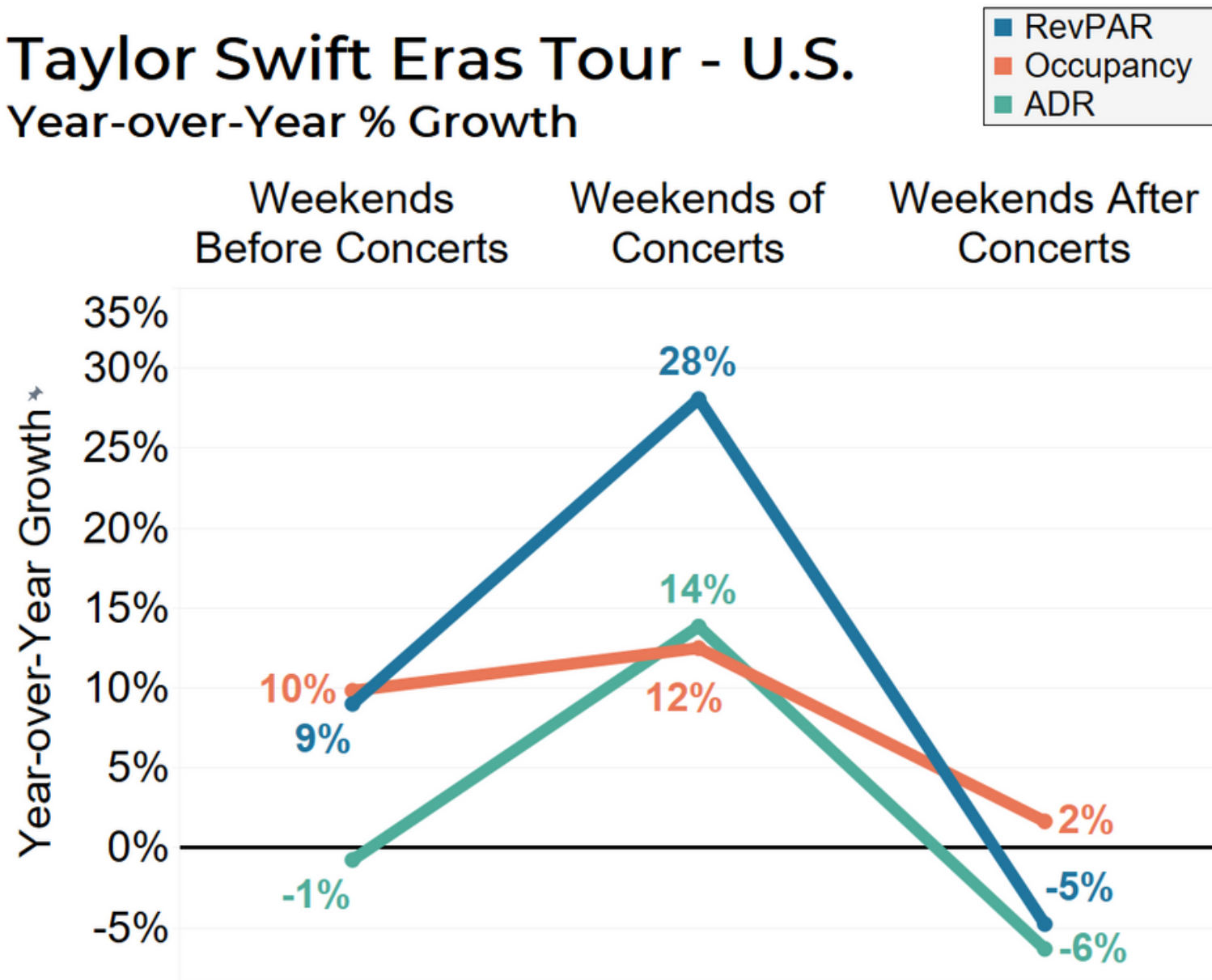
Vacation Rental Trends



Estimated that the Taylor Swift Eras Tour contributed **\$10 million** to the STR industry in the US in 2023!

U.S. - Taylor Swift's Eras Tour

Taylor Swift Eras Tour - U.S. Year-over-Year % Growth

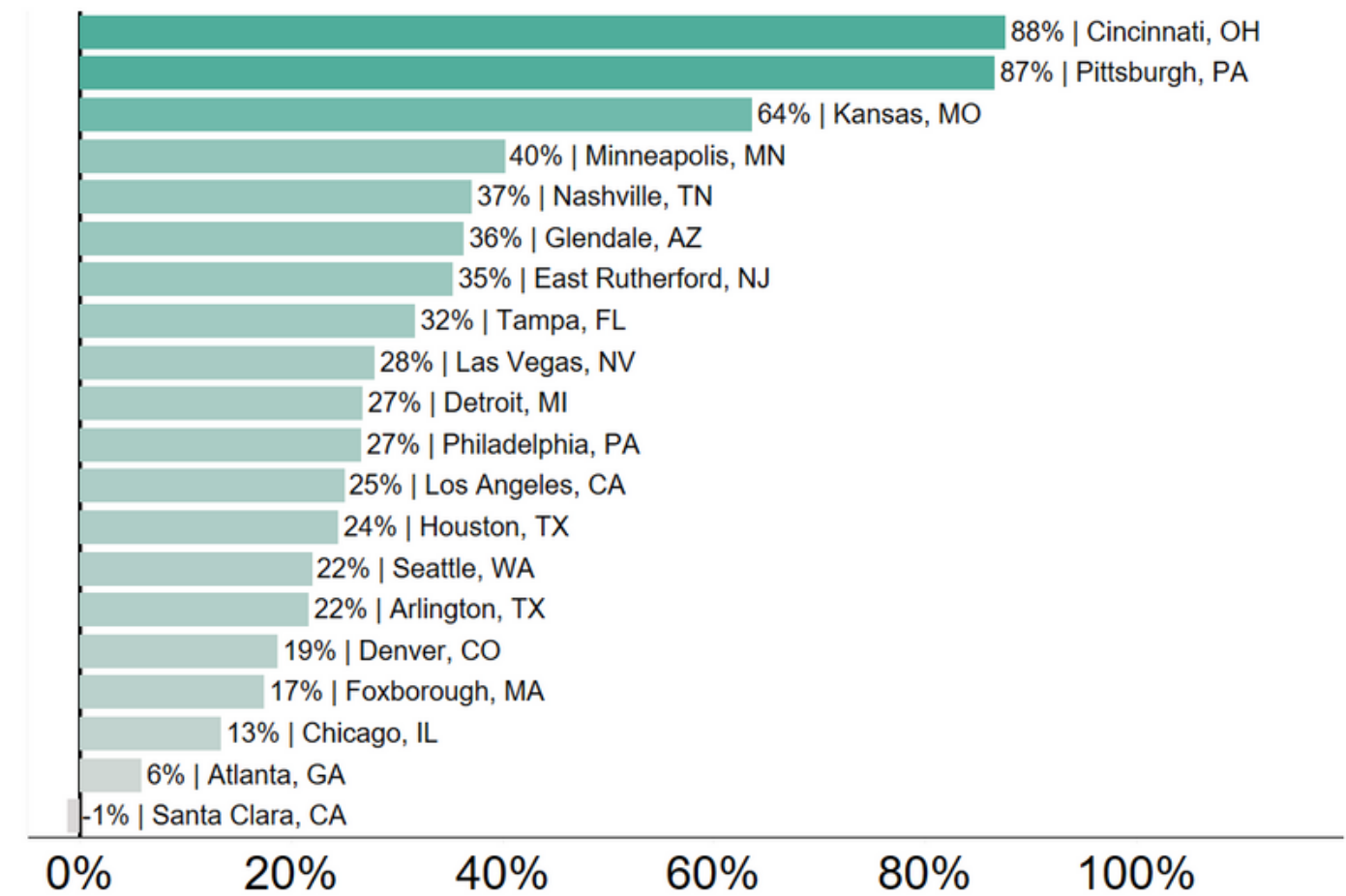


- RevPar up 28% in host cities.
- ADR up 14% in host cities
- Occupancy up 12% in host cities

Vacation Rental Trends



Taylor Swift Eras Tour - U.S. RevPAR YoY Growth by City



European tour starts: 9th May in Paris and finishes on 17th August.



Key Takeaways

- RevPAR, Occupancy and ADR have **softened in the United States** in the last year but still **pacing ahead of 2019** numbers.
- **RevPAR continues to climb** each year in Europe from a mix of ADR and Occupancy growth.
- Direct booking source continues to be the main source of revenue for bookings in the U.S, Airbnb is gaining momentum and Booking.com are increasing their presence.
- **One to watch** – Mid term rentals are the seeing the highest % growth on major OTAs (Booking.com and Airbnb). Are these conversations to have with owners?
 - Event data – are you capitalising on opportunities?
 - Are you geared up for the digital nomad?
- **2024 will need strong navigation.** More supply, hotels back, guests wanting value for money, owners are wanting more revenue..



Thank You!

Sally Henry

sally.henry@keydatadashboard.com

KeyDataDashboard.com