





Strategy

Destination Next -Strategic Plan for Tourism

FLVC is

Data resource and
Tourism/Hospitality
Policy Advisory for
Ontario County and
the Tourism Industry





Strategy to Action

- Zoning and Code Enforcement asking for samples of code
- Ontario County asking us for quantification for policy, housing study
- **Hoteliers** and others asking us for market assessments
- FLVC Board of Directors
 assessing the competitive
 and opportunistic landscape
 as well as potential
 structural changes needed in
 operations if short term
 rentals are re-prioritized in
 marketing or service.
- **Short Term Rentals** asking for our marketing assistance





Short Term Rentals vs. Traditional Lodging

- Where?
- How many?
- What are the impacts and opportunities?
 - On the Market
 - On the Economy
 - On the Communities

 Trends & Future Projections

Purpose: to determine the impacts of the short term rental market on traditional hotel stays, community and consumerism opportunities.

• lifestyle To determine the "growth trends" vis-a-vis traditional lodging

dollars To determine the potential financial opportunity for "taxing"; "not taxing"

• dollars To maximize indirect opportunity for retail, service industry, employment

planning To determine what Ontario County's STR market looks like versus others;
 with this basis provide connections policy, zoning, market opportunities

data Abate confusion/confluence of thoughts on housing vs. shared rental.

The picture with data – not emotion

competition To document consumer preference in selecting this type of accommodation

roles To determine our role in marketing, managing, and servicing this segment



share

Ontario County, NY



Data & Resources

- Smith Travel Research –
 Occupancy and Average Daily Rate (ADR) by month for hotels
- See Transparent –Commissioned study on volume, occupancy, ADR by month for STR
- Domo/Rove Air DNA Short Term Rental Assessment – volume, potential tax revenues
- Key Data (Similar to Rove) in cooperation with Finger Lakes Premier Properties
- 2022 State of the STR Industry
- 2023 Research by Hobart William Smith – Molly Dutton. Senior Sociology Student

Where are the Short Term Rentals?

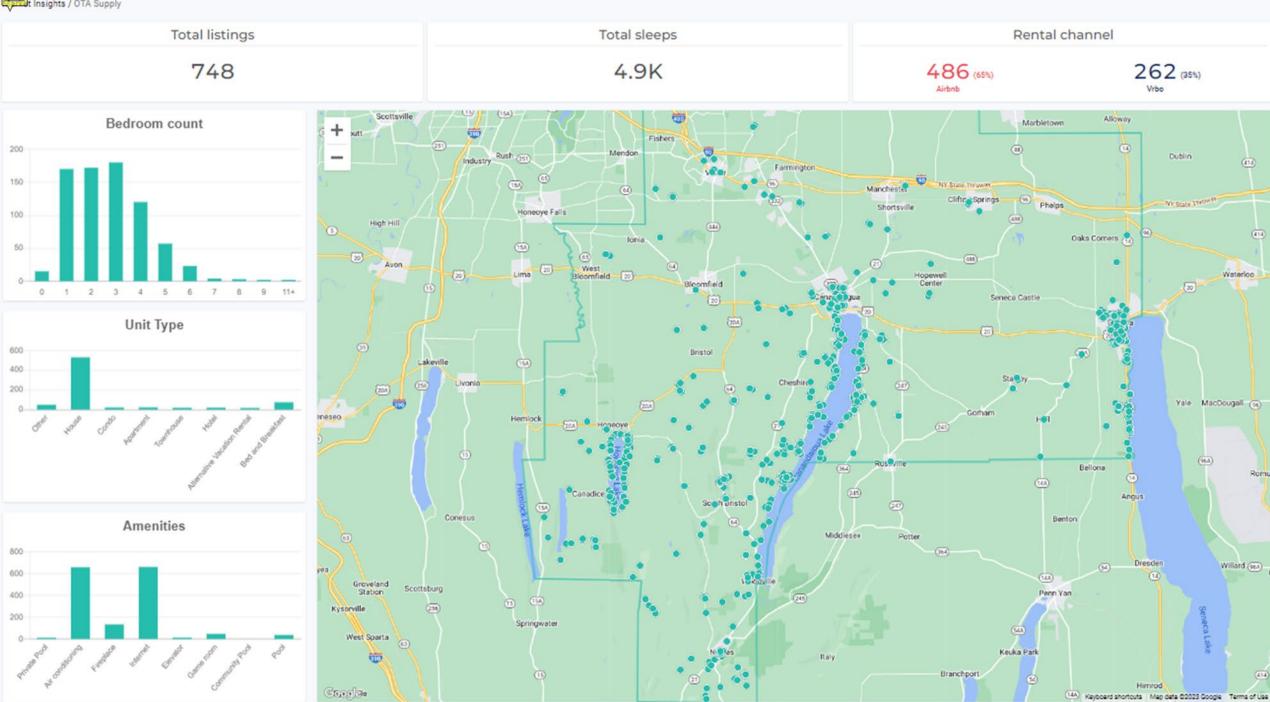


Sources:

See Transparent

Rove/DNA

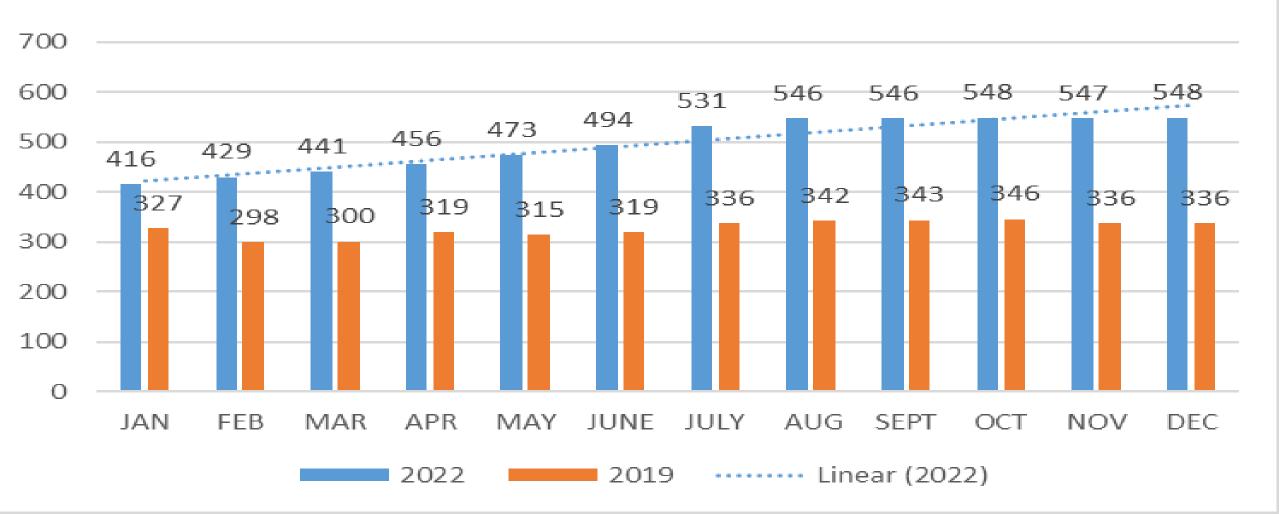
Key Data via Finger Lakes Premier Properties





Short Term Rentals: How many are there?

Short Term Rentals Units Available 2019 vs. 2022

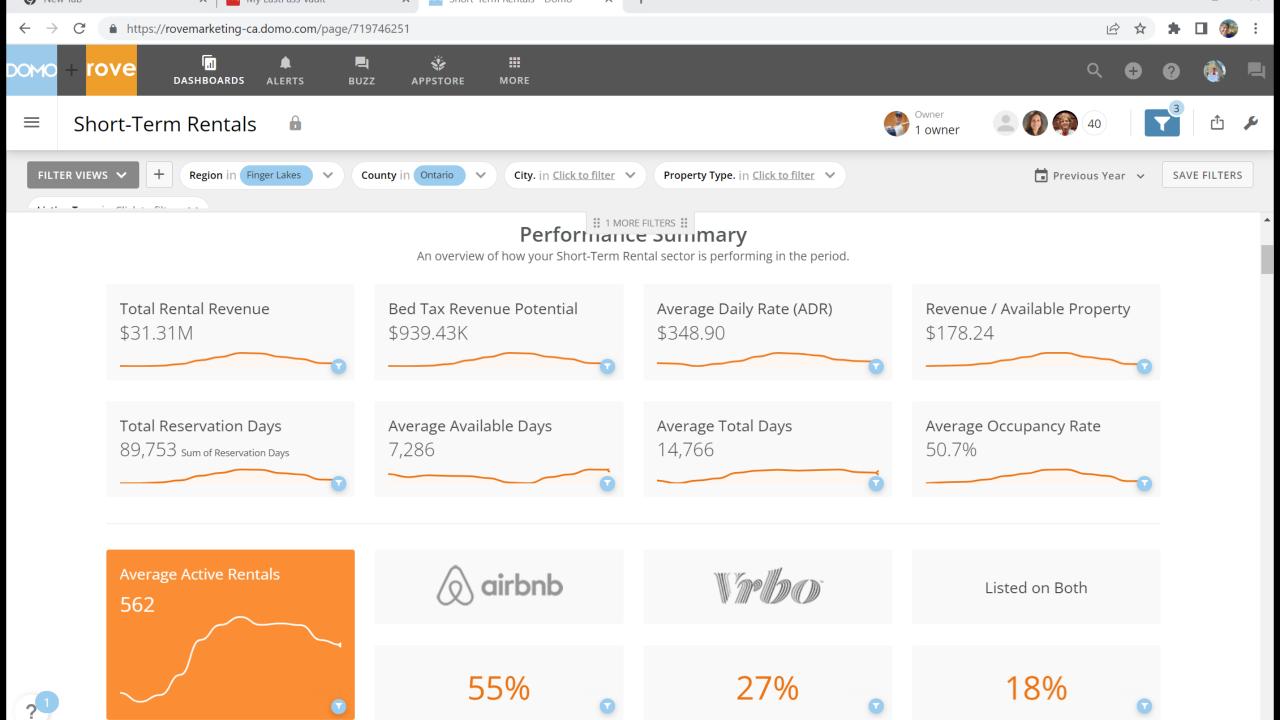


What is the economic potential of short term rentals?

Direct – Indirect – Induced







Economic potential of STR? Indirect and Induced

562 Active Rental hosts – amplifying how to spend money in Ontario Co.

92% recommend restaurant and cafes

56% recommend cultural attractions

41% of the spending occurs in the neighborhood where they stay



Ontario County, NY



Source: RBJ – Finger Lakes Airbnb hosts earned \$3.6 million (in 2019) January 21, 2020 article

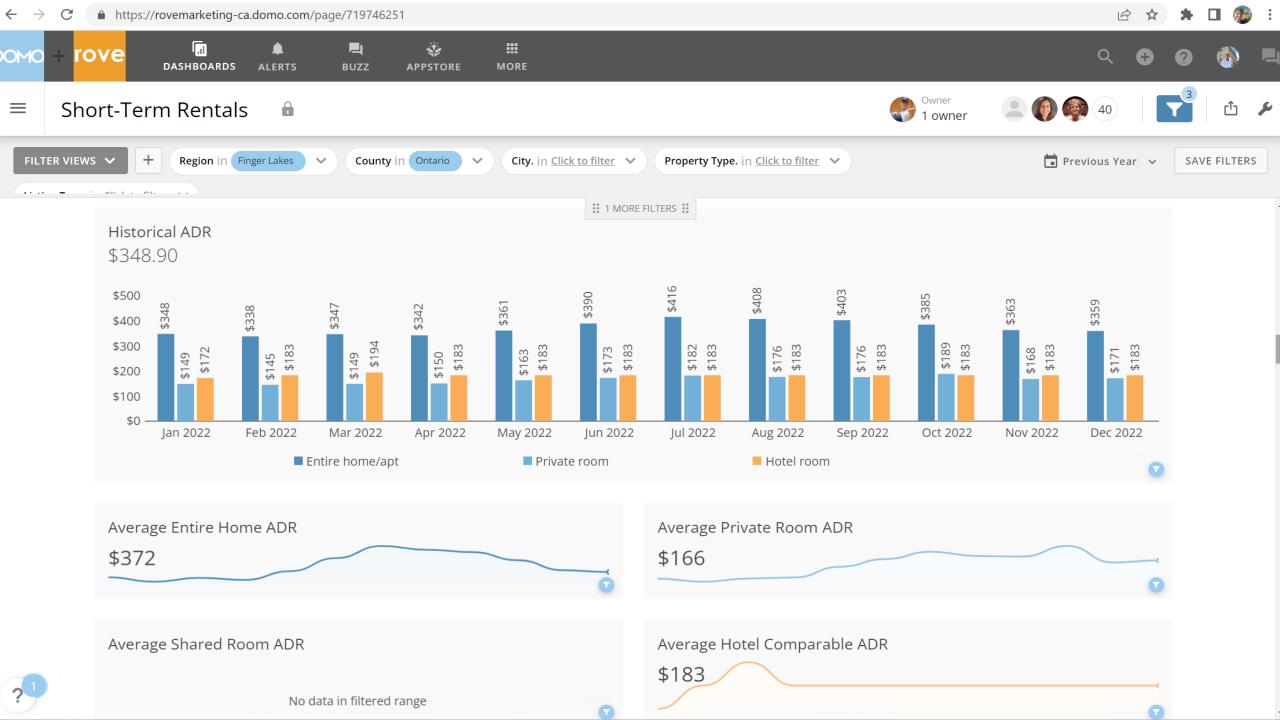
How do the changes in short-term rentals impact Ontario County's traditional hotels

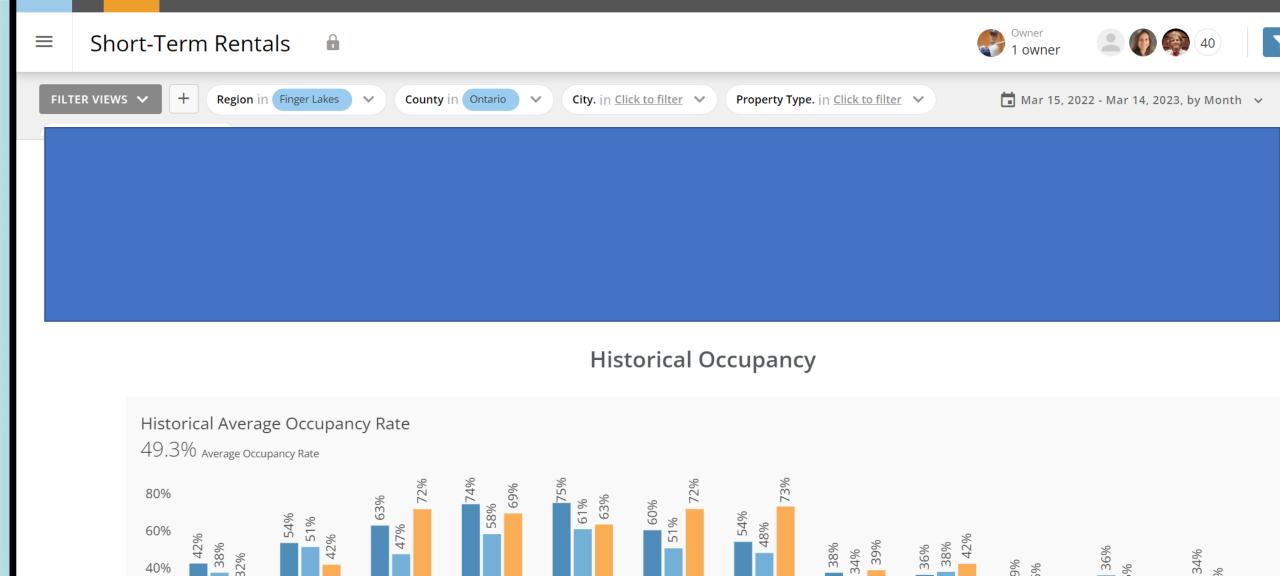


Sources:

See Transparent

Rove/DNA







40%

20%

Apr 2022

May 2022

Jun 2022

■ Entire home/apt

Jul 2022

Aug 2022

Sep 2022

Private room

Oct 2022

Nov 2022

Hotel room

Dec 2022

Jan 2023

Feb 2023

Mar 2023



As STR Rentals have grown

 ADR is up in both hotels and STRs (July)

2019 Hotel Rate \$120

2022 Hotel Rate

\$188

2022 STR Rate

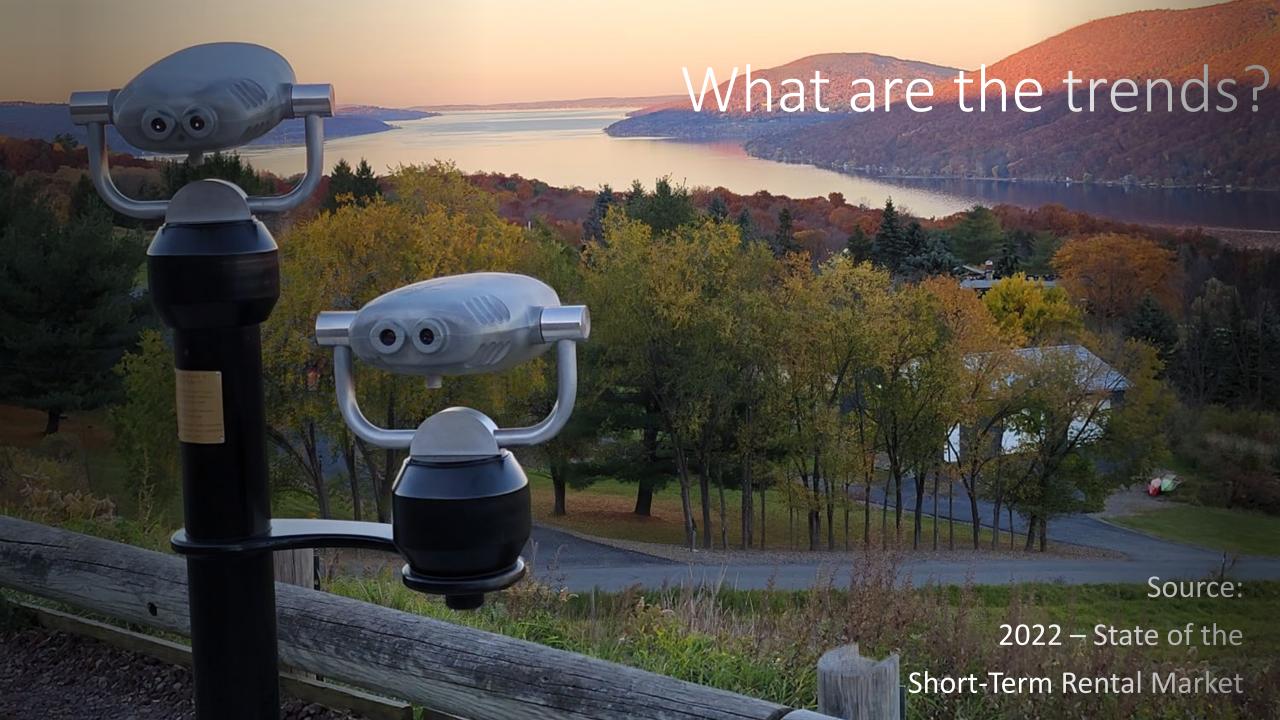
\$372

Occupancy % decreasing in hotels

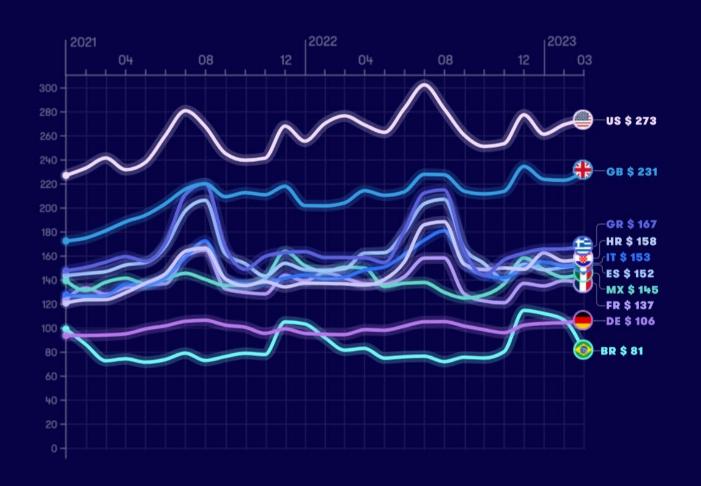
2019 Hotel Occupancy 79.1%2022 Hotel Occupancy 68.2%2022 STR Occupancy 74.0%

- Geographical Spread creates opportunity, but competition for traditional bed and breakfasts.
- Source: Smith Travel Research and Domo-Rove Data Molly Dutton, HWS









Daily Rates have increased 11%

Nations see gradual but continued ADR growth in the aftermath of the pandemic, with somewhat specific but repeated seasonal patterns.





The Facts

- STRs have grown:
- 35% since 2019
- STR Tax Revenue potential is between:
- \$929,000 \$1.2M Annually
- For every \$1 spent in lodging, there is \$7 spent in while in the area in other sectors.

Source: Tourism Economics





Mixed News

- Financial Opportunity when at capacity
- Leakage of occupancy tax dollars when not at capacity
- Has pushed ADR upward
- Cannot turn the back on consumer demand trends
- Don't forget that wherever the people stay they are spending money in additional venues

Considerations

Lack of Regulation

 Change in "Community Character"

FLVC – ability to service

Municipal ability to regulate

Resource: Molly Dutton, Hobart William Smith Colleges Senior Seminar





What's Next?

FLVC to Share Data

- Coming to a City/Town near you – your town's data in-depth
- Data provided to the Ontario County housing study, for potential occupancy tax change
- Continued participation in the Finger Lakes Vacation Rental Alliance
- Monitor our competitive and complementary sets: Saratoga County, surrounding counties, Monroe County





FLVC - just taking a different look at "what used to be" vs. "what could be"



Nothing looks like it used to ...

