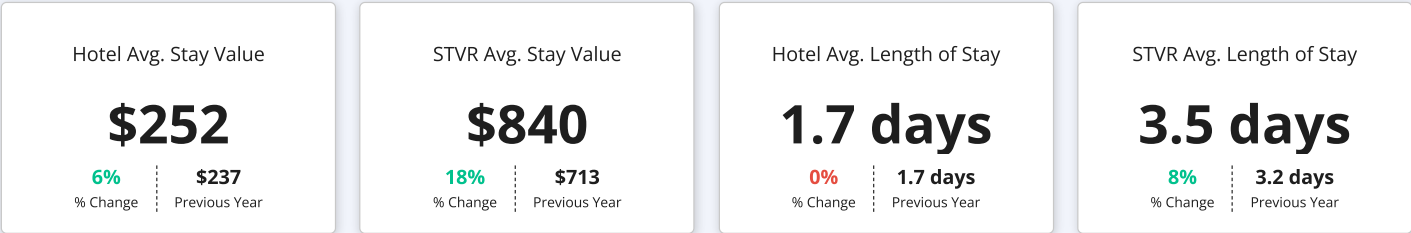## Summary KPIs

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.

| Hotel Avg. Stay Value	STVR Avg. Stay Value	Hotel Avg. Length of Stay	STVR Avg. Length of Stay
$252	**$840**	**1.7 days**	**3.5 days**
6% % Change / **$237** Previous Year	**18%** % Change / **$713** Previous Year	**0%** % Change / **1.7 days** Previous Year	**8%** % Change / **3.2 days** Previous Year

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.
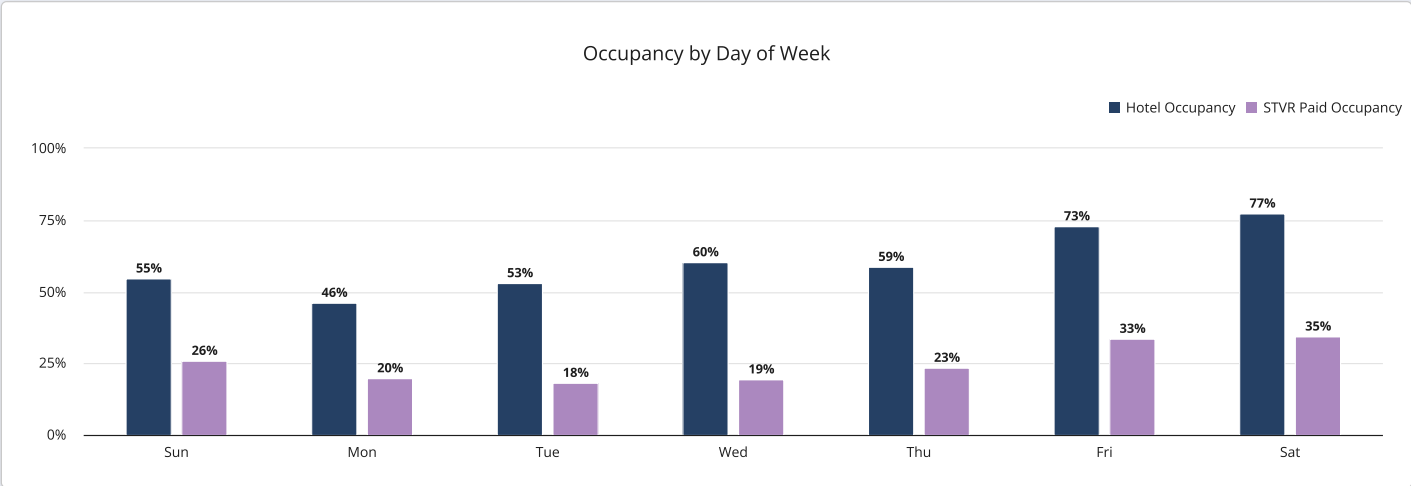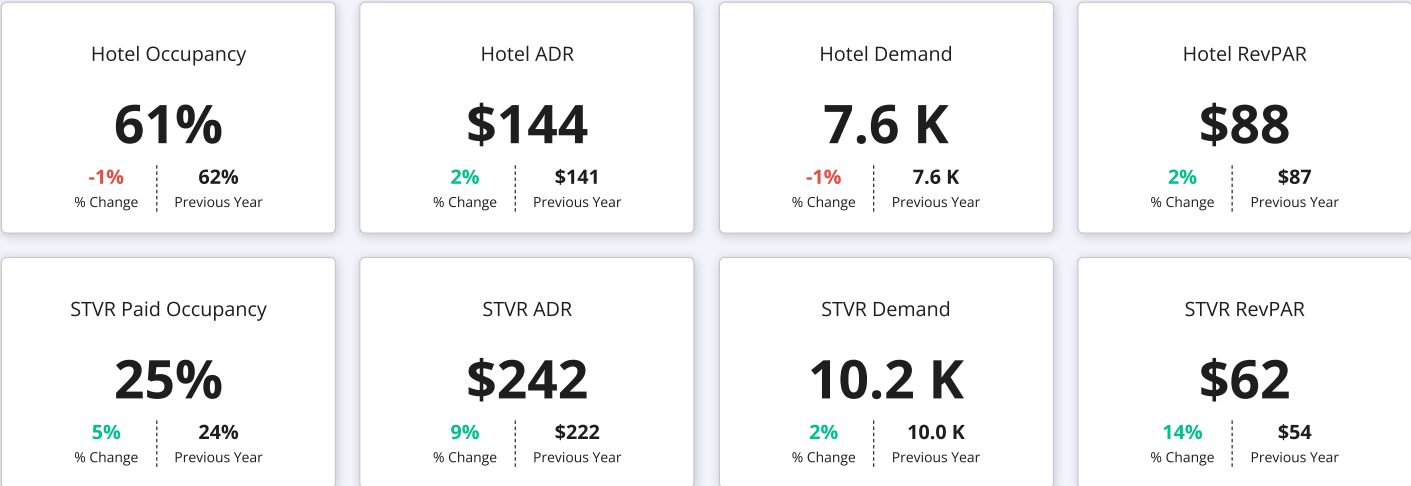

Hotel & STVR Paid Occupancy
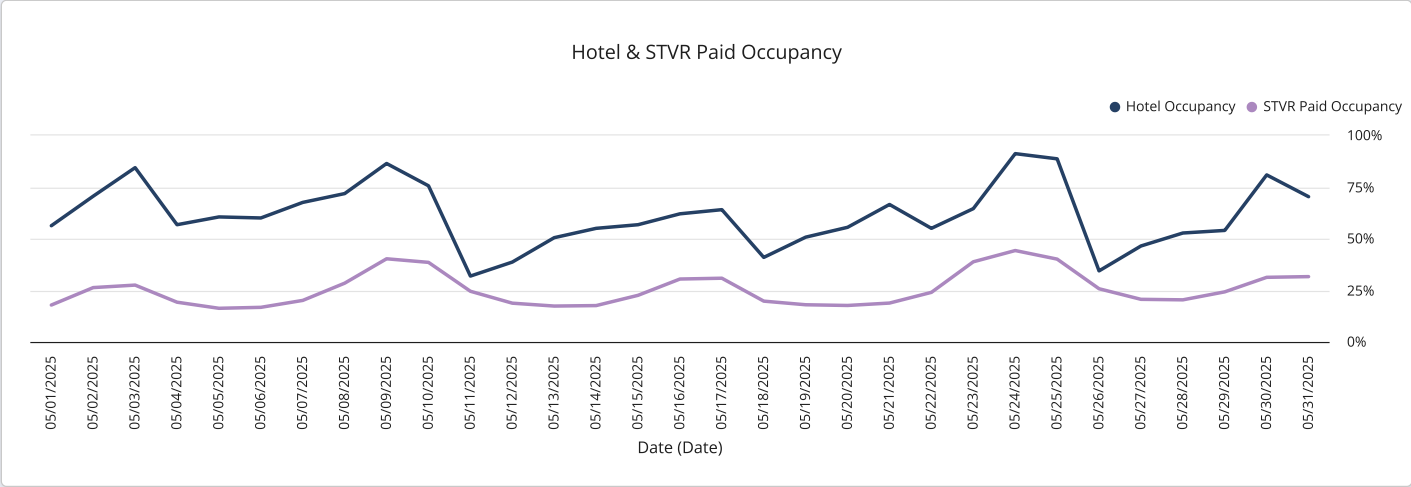
How does lodging performance vary by day of week?

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

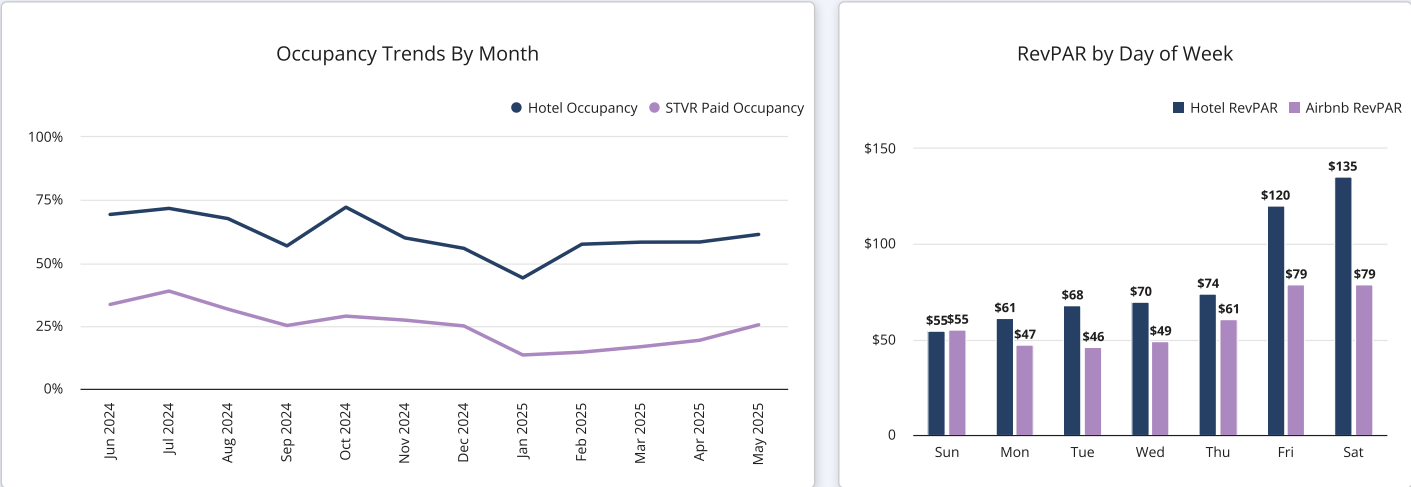Length of Stay by Day of Week

ADR by Day of Week
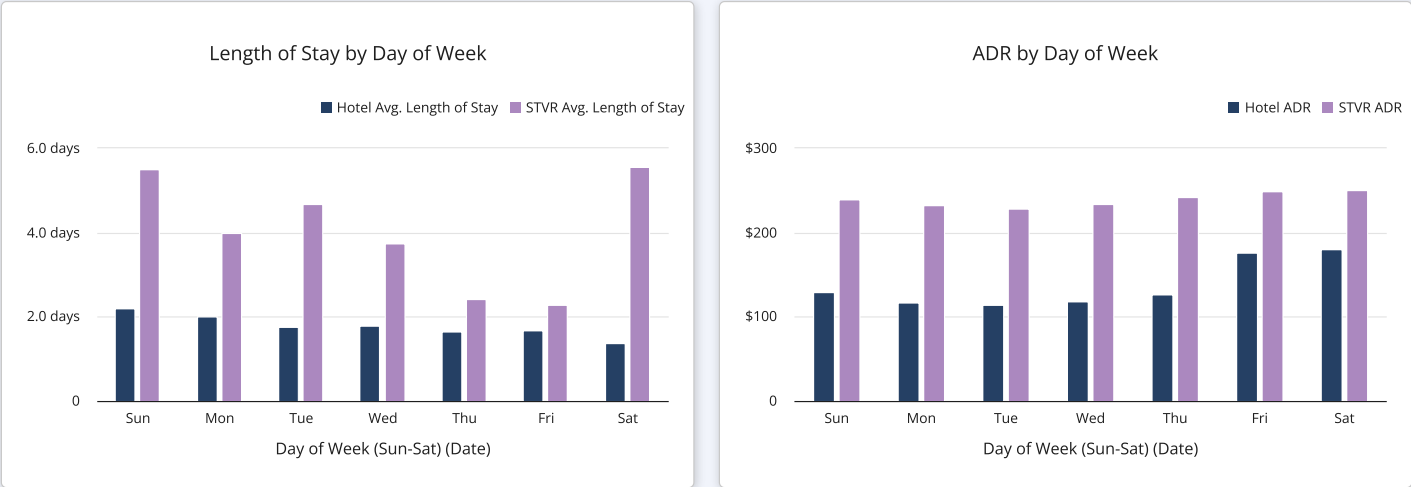
Key Lodging KPIs for Reporting

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.

Hotel Occupancy	Hotel ADR	Hotel Demand	Hotel RevPAR
61%	**$144**	**7.6 K**	**$88**
-1% % Change · 62% Previous Year	2% % Change · $141 Previous Year	-1% % Change · 7.6 K Previous Year	2% % Change · $87 Previous Year

STVR Paid Occupancy	STVR ADR	STVR Demand	STVR RevPAR
25%	**$242**	**10.2 K**	**$62**
5% % Change · 24% Previous Year	9% % Change · $222 Previous Year	2% % Change · 10.0 K Previous Year	14% % Change · $54 Previous Year

Occupancy by Day of Week

Legend: Hotel Occupancy, STVR Paid Occupancy

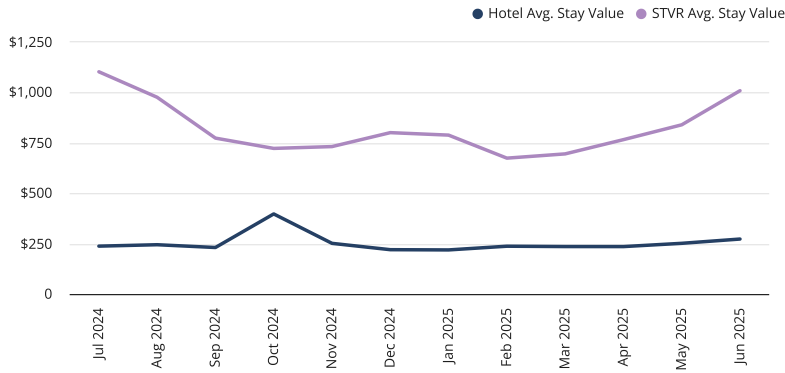|	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Hotel Occupancy	55%	46%	53%	60%	59%	73%	77%
STVR Paid Occupancy	26%	20%	18%	19%	23%	33%	35%

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.

Occupancy Trends By Month

Legend: Hotel Occupancy, STVR Paid Occupancy

(Line chart spanning Jun 2024 through May 2025)

RevPAR by Day of Week

Legend: Hotel RevPAR, Airbnb RevPAR

	Sun	Mon	Tue	Wed	Thu	Fri	Sat
Hotel RevPAR	$55	$61	$68	$70	$74	$120	$135
Airbnb RevPAR	$55	$47	$46	$49	$61	$79	$79

Avg. Stay Value by Month

Legend: ● Hotel Avg. Stay Value ● STVR Avg. Stay Value

Avg. Stay Value - Previous 12 Months

Legend:
- ■ Hotel Avg. Stay Value
- ■ Hotel Avg. Stay Value - Prev. Year
- ■ STVR Avg. Stay Value
- ■ STVR Avg. Stay Value - Prev. Year

Values: $251, $223, $832, $814
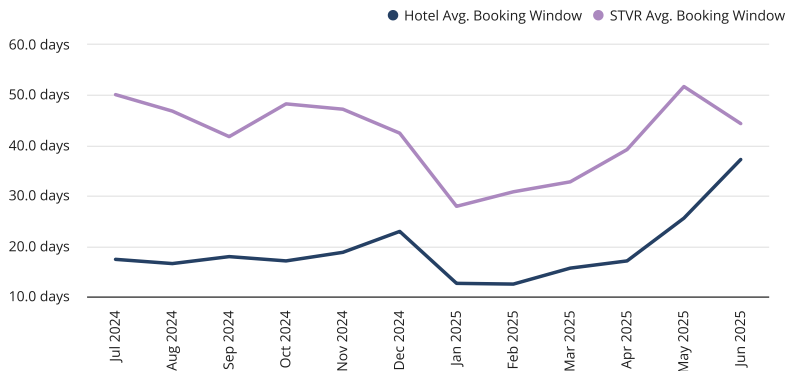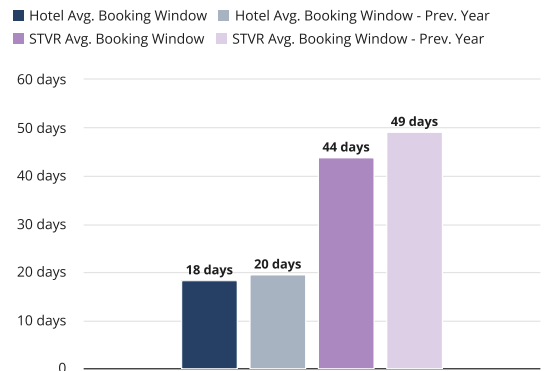
How does your average booking window change over time?

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.

Avg. Booking Window by Month

Legend: ● Hotel Avg. Booking Window ● STVR Avg. Booking Window

Avg. Booking Window by Lodging Type

Legend:
- ■ Hotel Avg. Booking Window
- ■ Hotel Avg. Booking Window - Prev. Year
- ■ STVR Avg. Booking Window
- ■ STVR Avg. Booking Window - Prev. Year

Values: 18 days, 20 days, 44 days, 49 days

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. Ler
Jun 2025	Jackson - NC	Hotel	hotel	primary	County	$273	43%	$134	–	$226,686	1,694	
		STVR	airbnb	primary	County	$1,010	27%	–	$272.87	$958,319	3,512	
			direct	primary	County	$1,064	23%	–	–	$191,467	713	
May 2025	Jackson - NC	Hotel	hotel	primary	County	$252	61%	$144	–	$1,087,290	7,568	
		STVR	airbnb	primary	County	$840	25%	–	$242.22	$2,475,772	10,221	
			direct	primary	County	$818	21%	–	–	$449,858	1,940	
Apr 2025	Jackson - NC	Hotel	hotel	primary	County	$236	58%	$133	–	$926,638	6,963	
		STVR	airbnb	primary	County	$767	19%	–	$215.39	$1,619,279	7,518	
			direct	primary	County	$606	12%	–	–	$218,661	1,425	
Mar 2025	Jackson - NC	Hotel	hotel	primary	County	$236	58%	$131	–	$945,196	7,188	
		STVR	airbnb	primary	County	$696	17%	–	$210.26	$1,414,192	6,726	
			direct	primary	County	$669	12%	–	–	$223,584	1,451	
Feb 2025	Jackson - NC	Hotel	hotel	primary	County	$237	57%	$131	–	$838,264	6,401	

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

2025-06-10

Lodging Core Coverage Measures

Column (Left):
■ Lodging Core - Room Count H...

Line (Right):
● Lodging Core - Property Coun...
● Lodging Core - Property Coun...