Key Data's 2025 State of the Industry

Prepared by Key Data Dashboard™ |

Exclusive for Today's Event – VRMA Members Achieve More

*Data shows VRMA members out-perform the industry, commanding **higher rates** and **longer stays**, and **longer booking windows**.*

Become a VRMA member today!

Visit **vrma.org/membership/join-vrma** and use code **KEYDATA26**
Receive bonus access to our Vacation Rental Manager Professional Series
Course 1: Business Operations

~~$300~~

FREE WITH MEMBERSHIP

VRMA Members vs. Non-Members

January 1 – July 31

VRMA Adj. Paid Occupancy

47%

+2% higher
than non-members

VRMA Adj. RevPAR

$353

+15% higher
than non-members

71 days

+35% higher
than non-members

VRMA Avg. Stay Lengths

5.0 nights

+13% higher
than non-members

Key Takeaways

- VRMA members consistently outperform non-members across key revenue metrics, with particularly **strong advantages in pricing power (ADR) and guest booking behavior**.
- The 2024 data shows sustained competitive advantages, with **members commanding higher rates and securing bookings further in advance.**

Meet The Speakers

Jason Sprenkle
CEO

Melanie Brown
VP of Data Analytics & Insights

John Fagerland
Sr Product Manager

How Our Data Works

Breadth

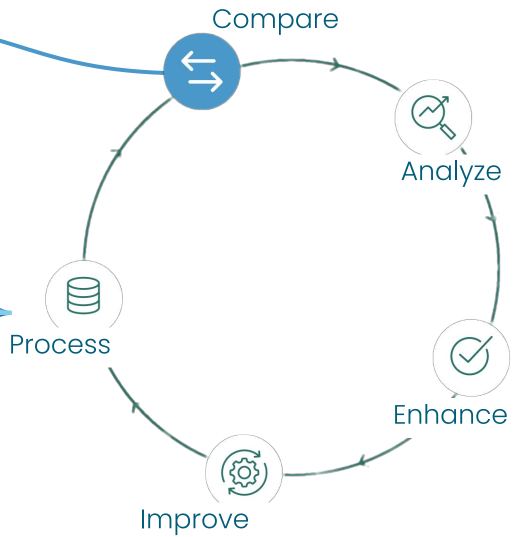
70+ Direct PMS Integrations
600k+ Properties
50% of professionally managed units in US Vacation markets

Vrbo
Daily view of worldwide VRBO listings

airbnb
Daily view of worldwide AirBnB listings

amadeus
Daily delivery of **hotel** reservations accounting for > 56% US Hotel Revenue

Depth



Expertise

Dashboard

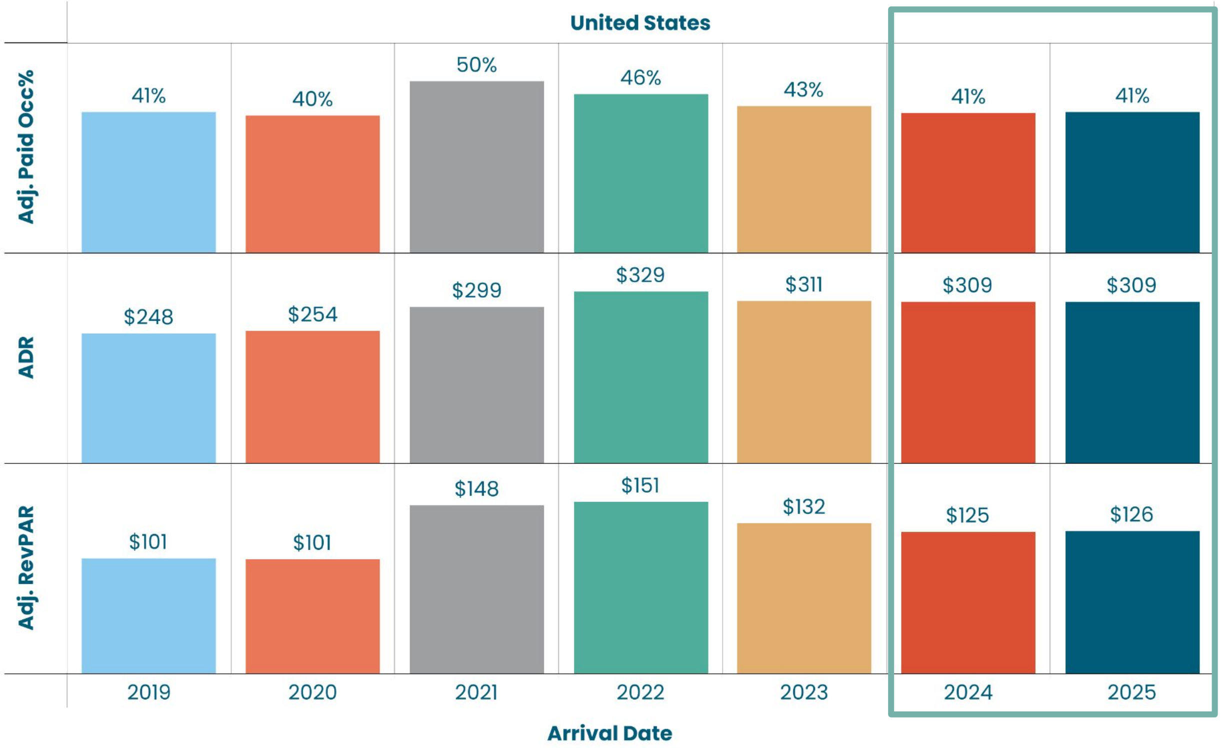
Flat File

API

2025 Review

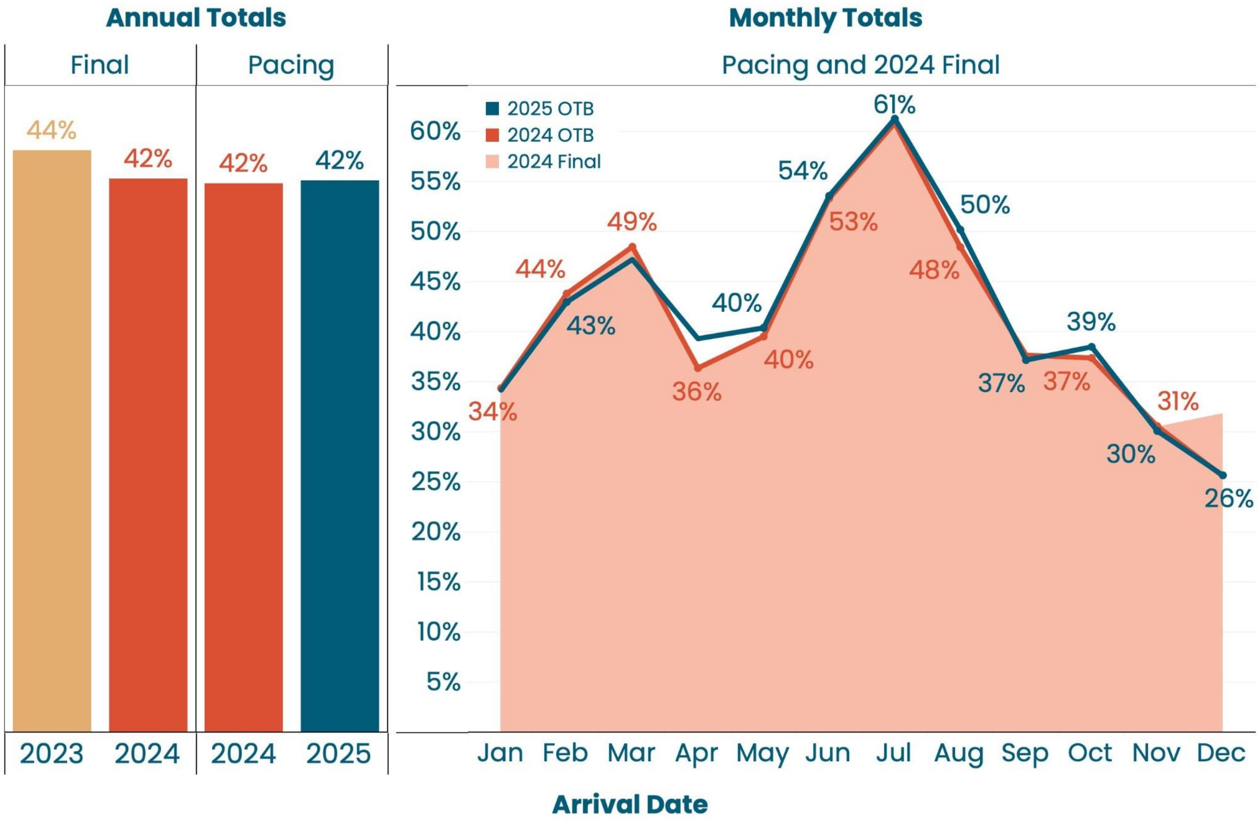
The Vacation Rental Industry has stabilized

After years of declining performance (correcting the boom post-covid), annual 2024 and 2025 figures are pacing almost identically going into the last month of the year.



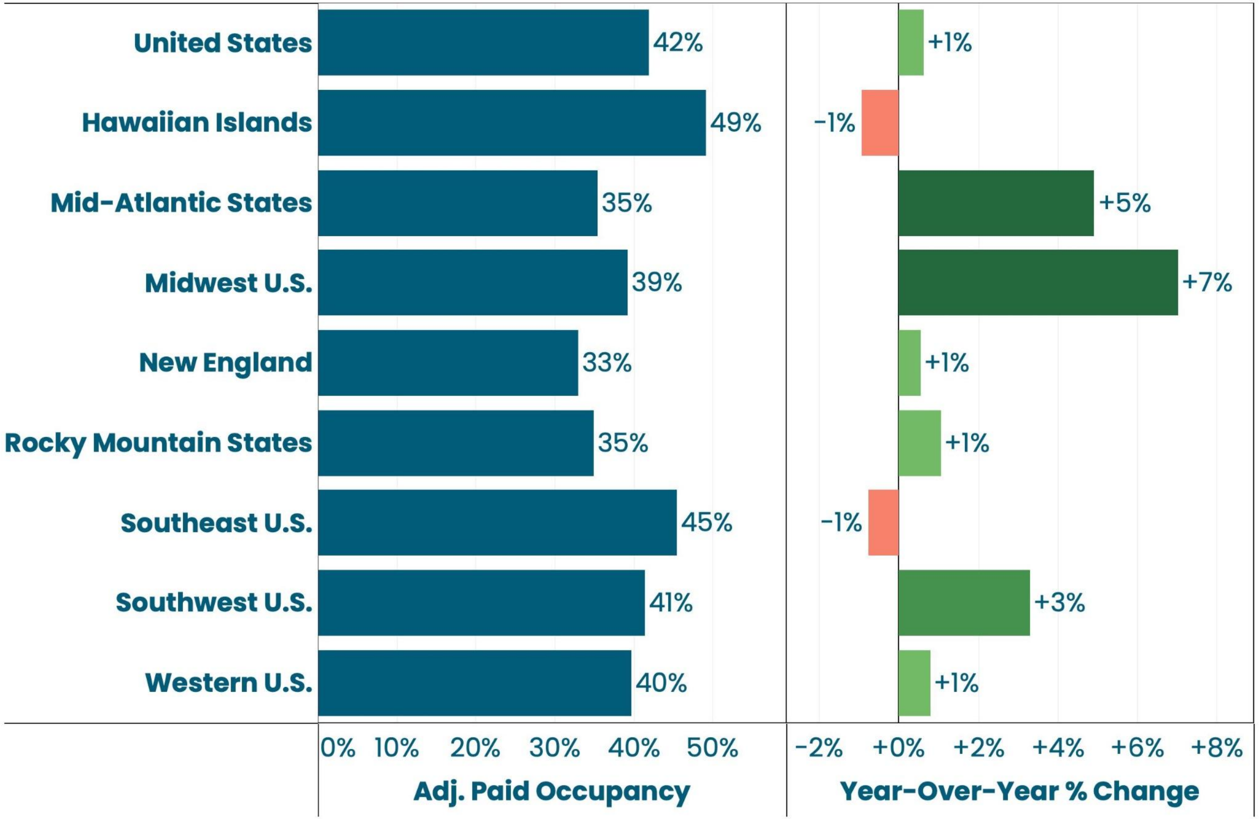
United States Adjusted Paid Occupancy

- **2025 annual pacing is stable, matching 2024.**
- **Monthly pacing closely mirrors 2024, though from April to August, occupancy improved.**



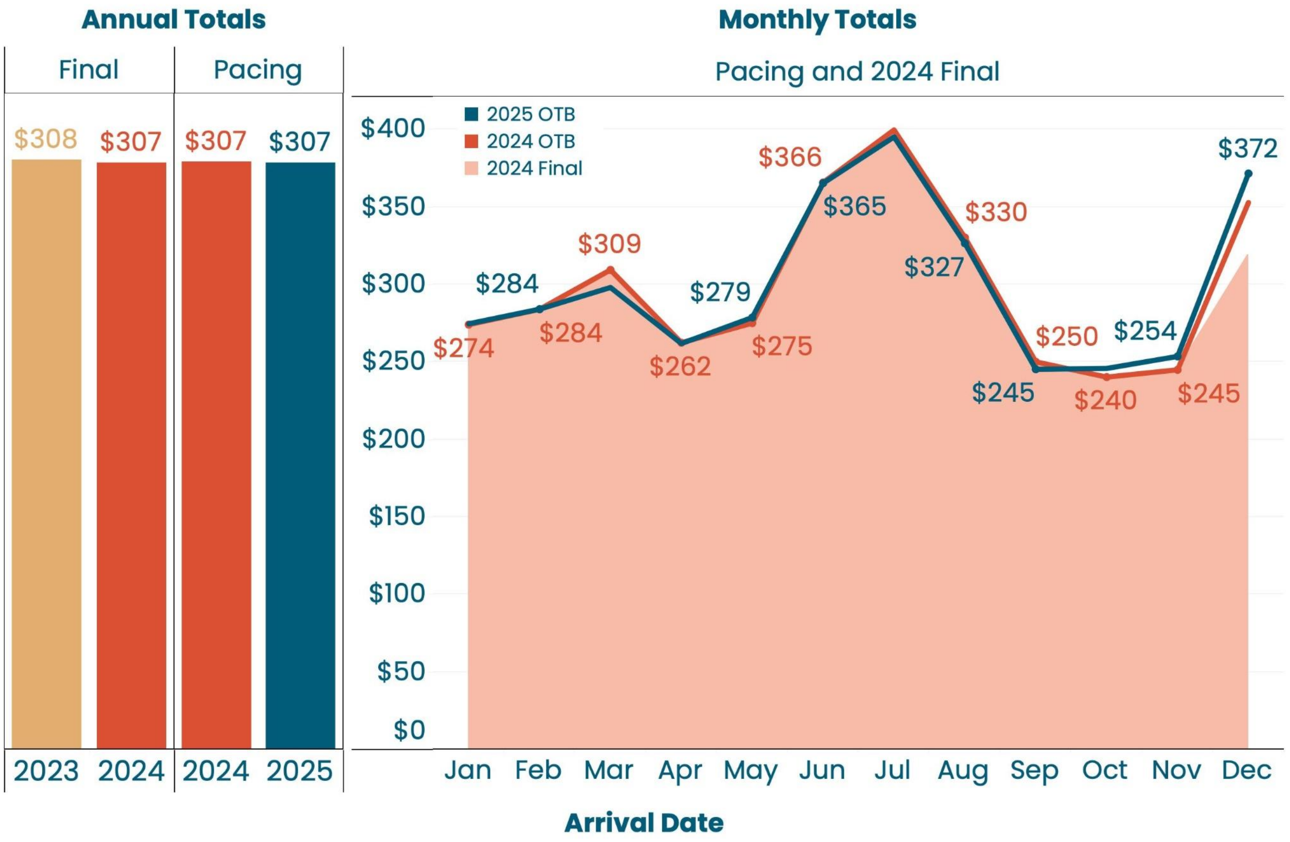
Annual Adjusted Paid Occupancy by Region

- Midwest (+7%) and Mid-Atlantic (+5%) lead the U.S. in occupancy growth YoY.
- Most other regions saw modest improvements around +1%.
- Hawaii and the Southeast posted slight YoY declines (-1%).



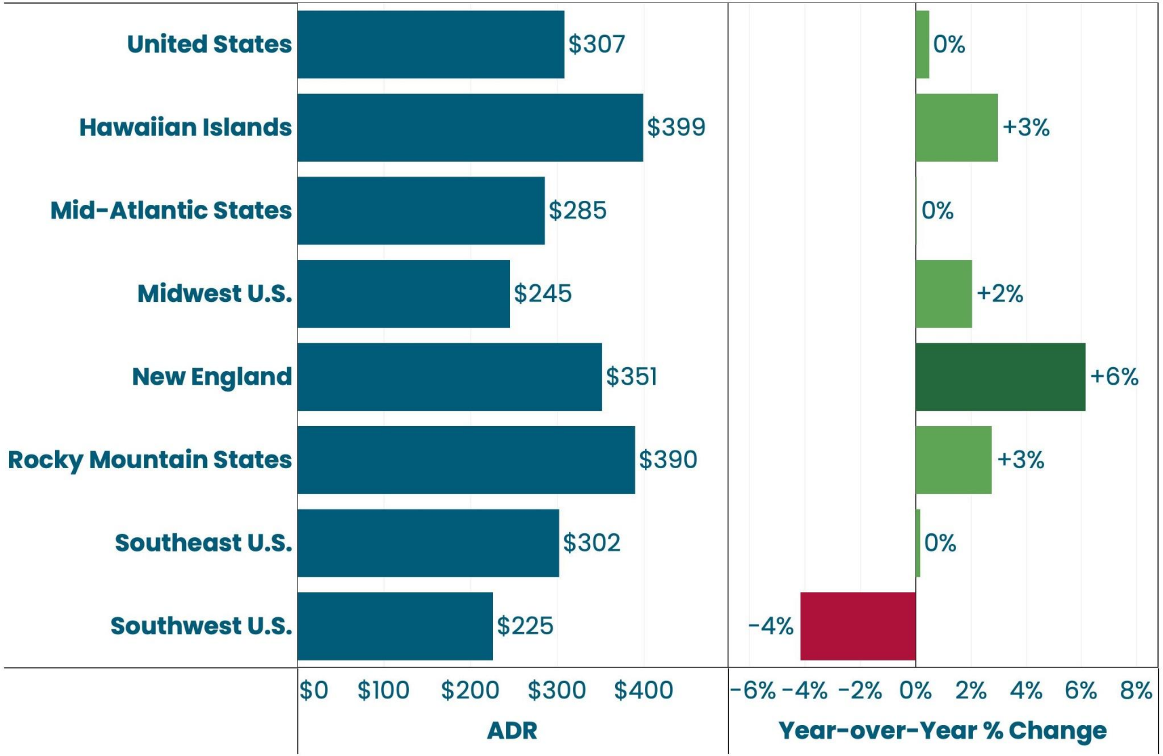
U.S. Average Daily Rates

- 2025 pacing similarly to 2024, showing slight MoM differences and consistent seasonal price peaks/troughs.
- December is pacing above 2024, suggesting better holiday-rate positioning.



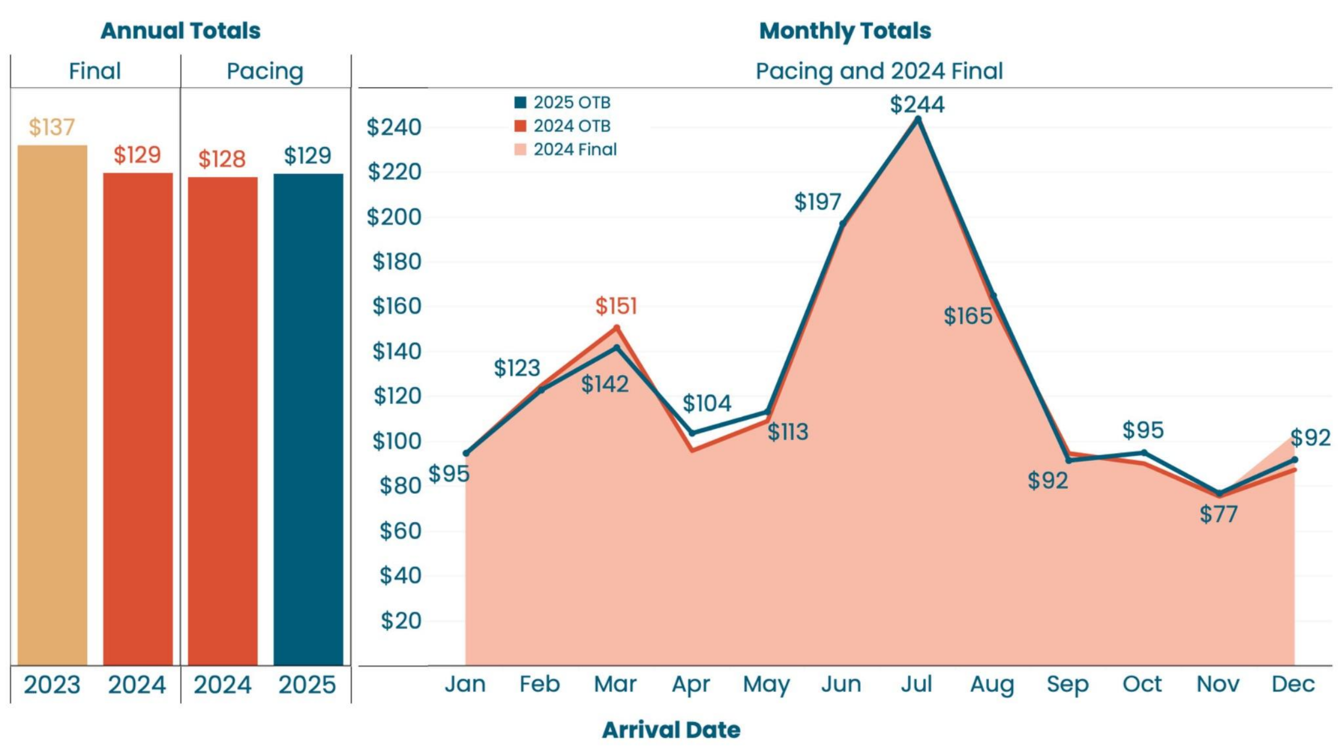
Annual Average Daily Rates by Region

- New England (+6%) and the Rocky Mountain States (+3%) lead YoY ADR gains, suggesting pricing power in high-demand, high-rate destinations.
- The Southwest saw the only material ADR decline (-4%), indicating price pressure



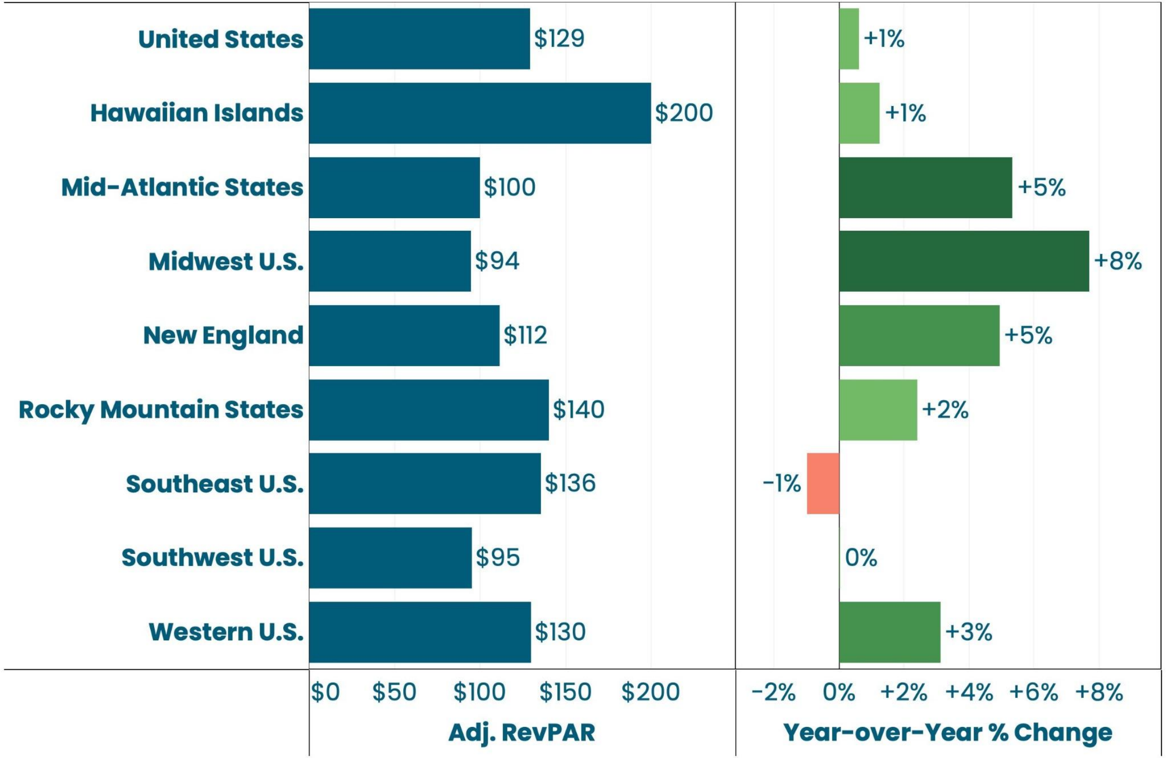
U.S. Adjusted RevPAR

- 2025 pacing is almost flat with 2024 pacing
- December shows modest improvement YoY, hinting at firmer demand and rates heading into holiday periods.



Annual Adjusted RevPAR by Region

- Midwest (+8%) and Mid-Atlantic (+5%) show the strongest RevPAR growth due to both occupancy and rate improvements.
- The Southeast is the only region with a YoY decline (-1%); Hawaii and the Southwest were flat (0% YoY), reflecting occupancy pricing dynamics.



Recap

2025 mirrored 2024 (net bookings, ADR, RevPAR), with slight outperformance in early summer and late-year.

Pricing and revenue strengthened in the Midwest, Mid-Atlantic, New England, and Rocky Mountain States (largest YoY gains across ADR, occupancy, RevPAR).

Uneven demand recovery is evident as the Southeast and Hawaii softened (YoY declines or flat performance).

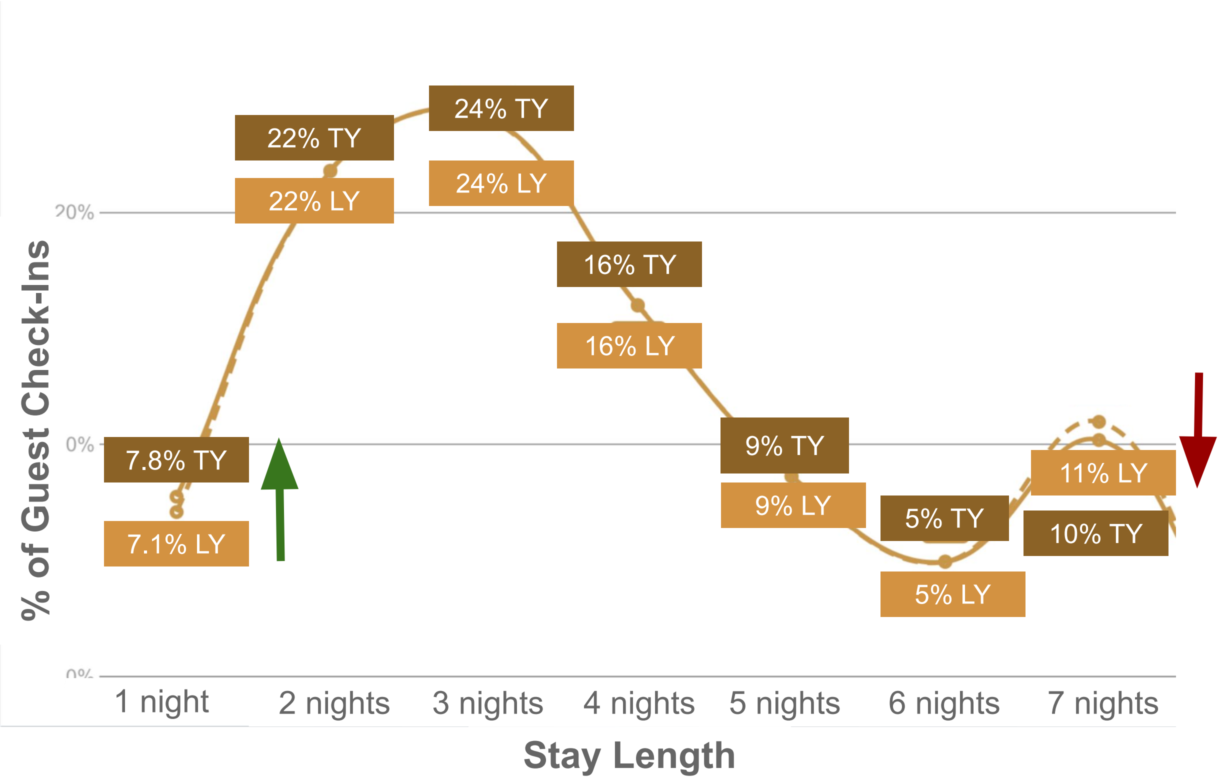
2025 Traveller Trends

U.S. Guest Check-ins by Stay Length 2025 vs. 2024

Guests are booking even shorter stays in 2025. The challenge for managers is balancing quick turnovers with profitability.

Stay lengths are following the same general trend as last year, with two exceptions

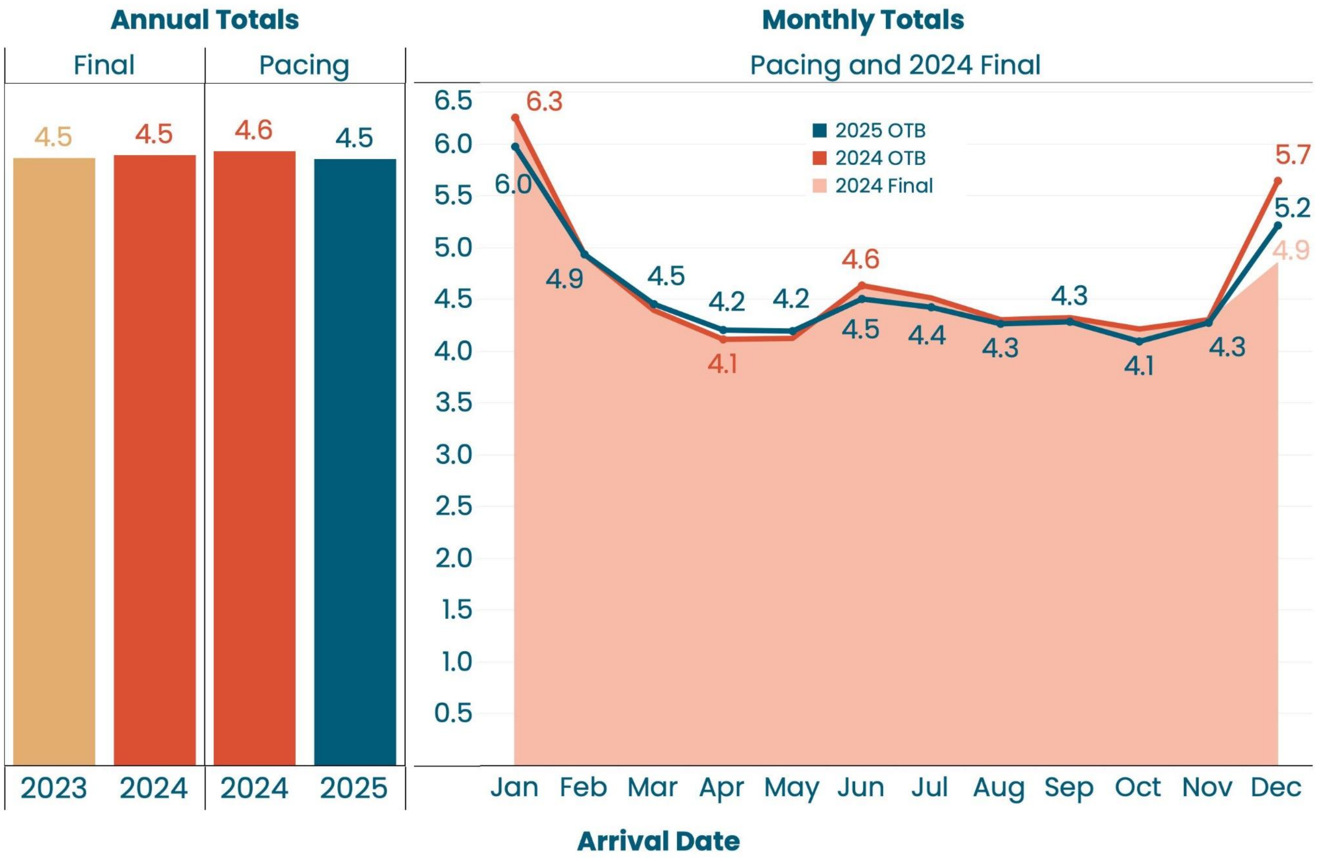
- A bump (10%) in 1 night stays
- A decrease in 7 day stays (7%)



2025 vs 2024 as of Nov 20, United States, direct source data

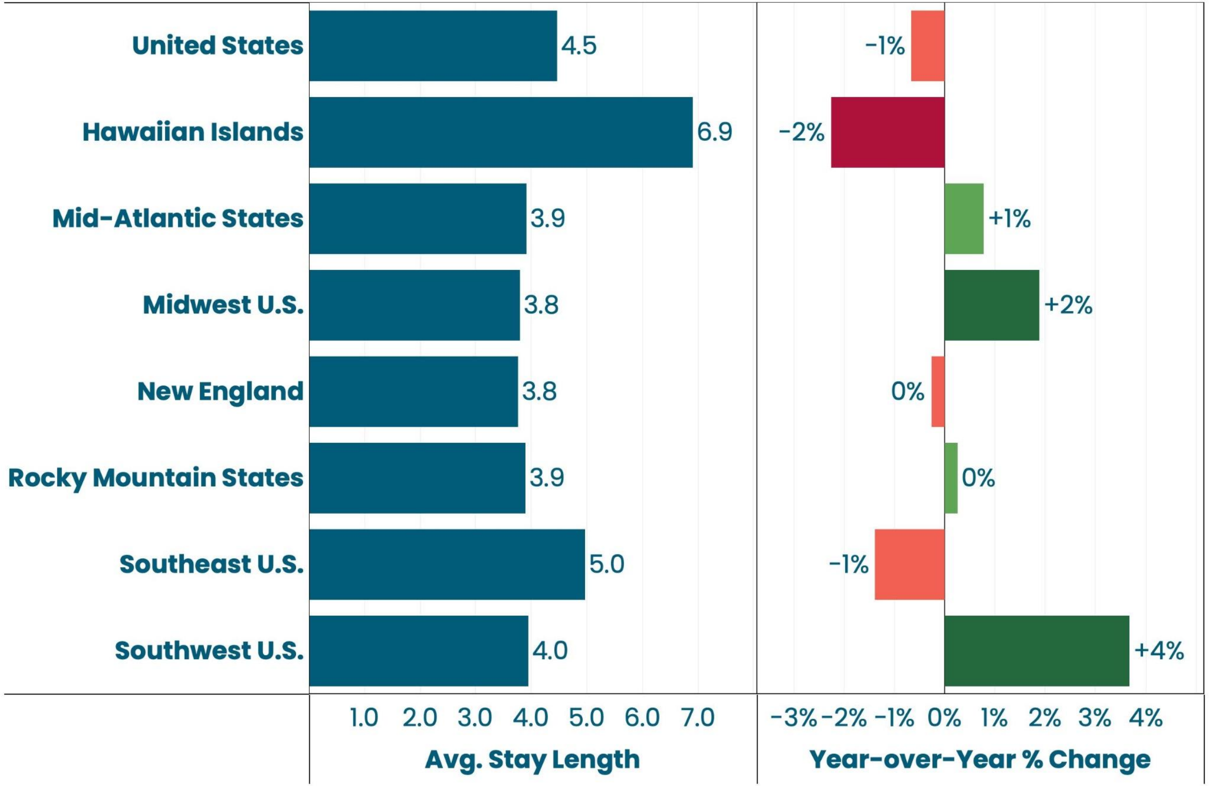
U.S. Average Stay Lengths

- 2025 ALOS pacing is slightly shorter than last year
- Stays were longer YoY in Mar - May but shorter for the remainder of the year
- Seasonal patterns remain unchanged



Annual Stay Lengths by Region

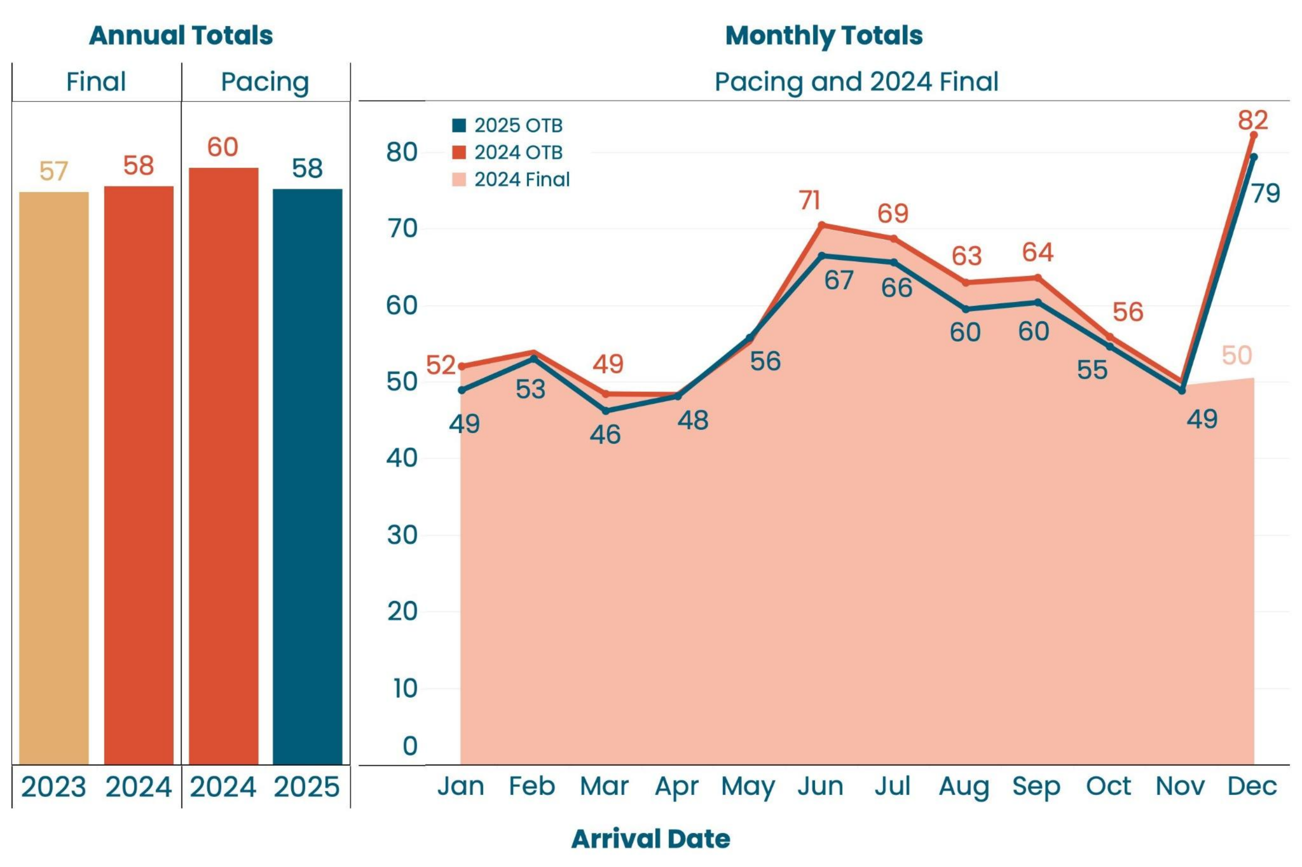
- Southwest (+4%) and Midwest (+2%) lead in YoY trip length growth, signaling longer guest stays
- Hawaii (-2%), the U.S. overall (-1%), and the Southeast (-1%) show shorter stays YoY, suggesting softer demand and increased short-trip behavior.



2025 vs 2024 as of Nov 20, United States, direct source data

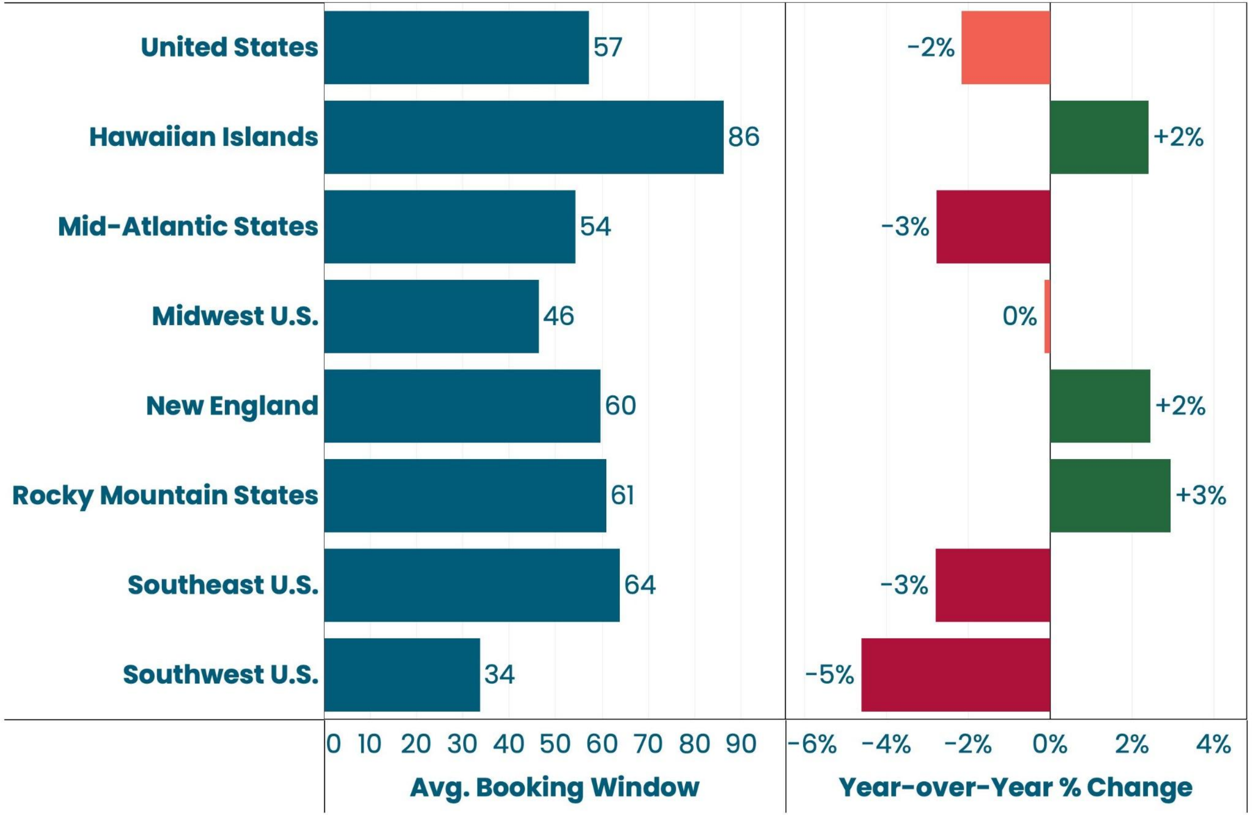
U.S. Average Booking Window

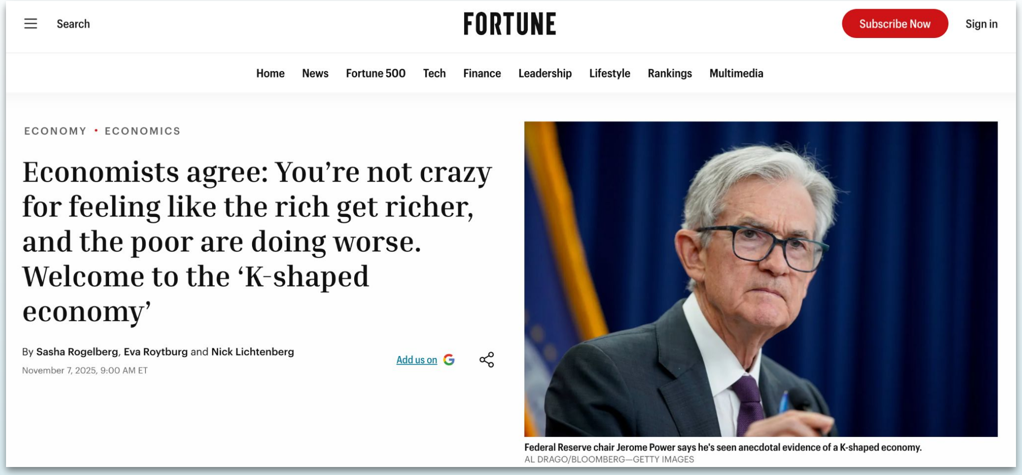
- 2025 guests are booking closer to arrival compared to last year.
- Dec 2025 is pacing behind 2024 by a few days, indicating fewer early holiday bookings.



Annual Booking Windows by Region

- Rocky Mountains (+3%) and New England (+2%) saw the strongest YoY increases, with travelers booking earlier.
- The Southeast (-3%), Southwest (-5%), and Mid-Atlantic (-3%) experienced notable YoY declines

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Economists agree: You're not crazy for feeling like the rich get richer, and the poor are doing worse. Welcome to the 'K-shaped economy'

By Sasha Rogelberg, Eva Roytburg and Nick Lichtenberg

November 7, 2025, 9:00 AM ET

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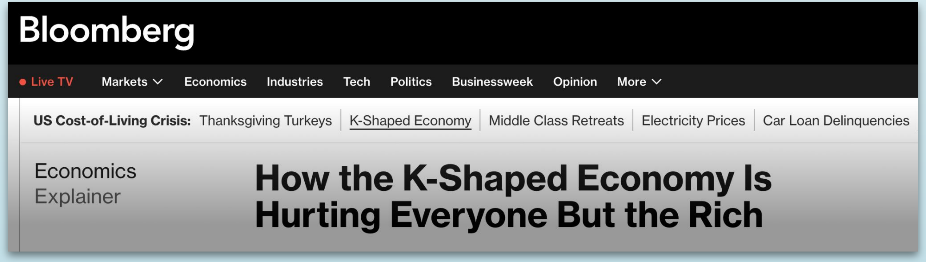
Federal Reserve chair Jerome Power says he's seen anecdotal evidence of a K-shaped economy.

AL DRAGO/BLOOMBERG—GETTY IMAGES


PBS NEWS HOUR

K-shaped economy: Why the wealthy are thriving as most Americans fall behind

Oct 14, 2025 6:35 PM EST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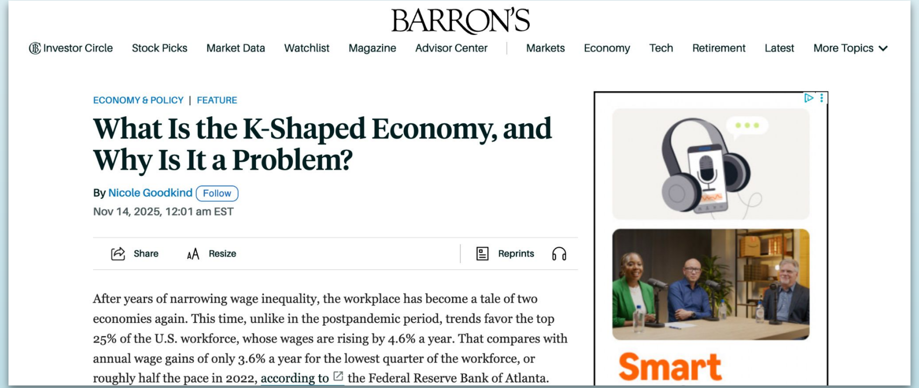
Economics Explainer

How the K-Shaped Economy Is Hurting Everyone But the Rich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ECONOMY & POLICY | FEATURE

What Is the K-Shaped Economy, and Why Is It a Problem?

By Nicole Goodkind Follow

Nov 14, 2025, 12:01 am EST

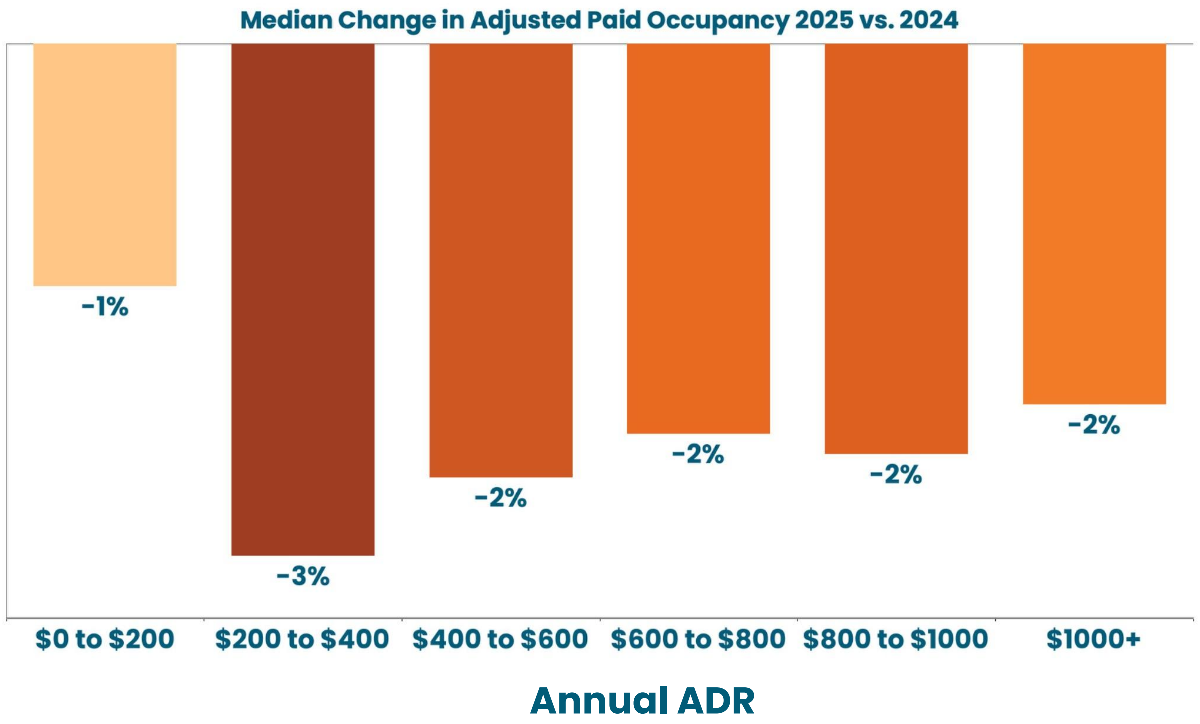
Share Resize Reprints

After years of narrowing wage inequality, the workplace has become a tale of two economies again. This time, unlike in the postpandemic period, trends favor the top 25% of the U.S. workforce, whose wages are rising by 4.6% a year. That compares with annual wage gains of only 3.6% a year for the lowest quarter of the workforce, or roughly half the pace in 2022, according to the Federal Reserve Bank of Atlanta.

Adjusted Paid Occupancy has decreased slightly for each rate category

Even though some higher-end properties are holding rate, occupancy softness is widespread. Especially where supply is most concentrated.

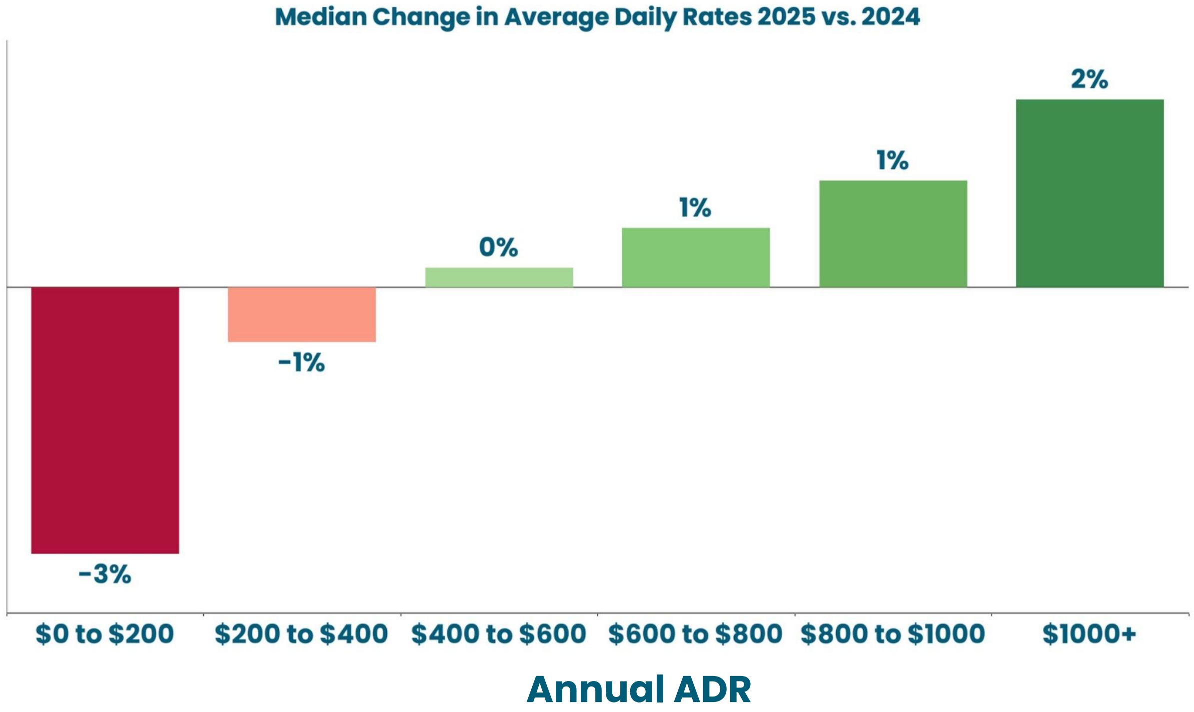
Mid-range inventory is in least demand because those travelers are choosing more budget-friendly options.



ADR Trends are diverging by tier

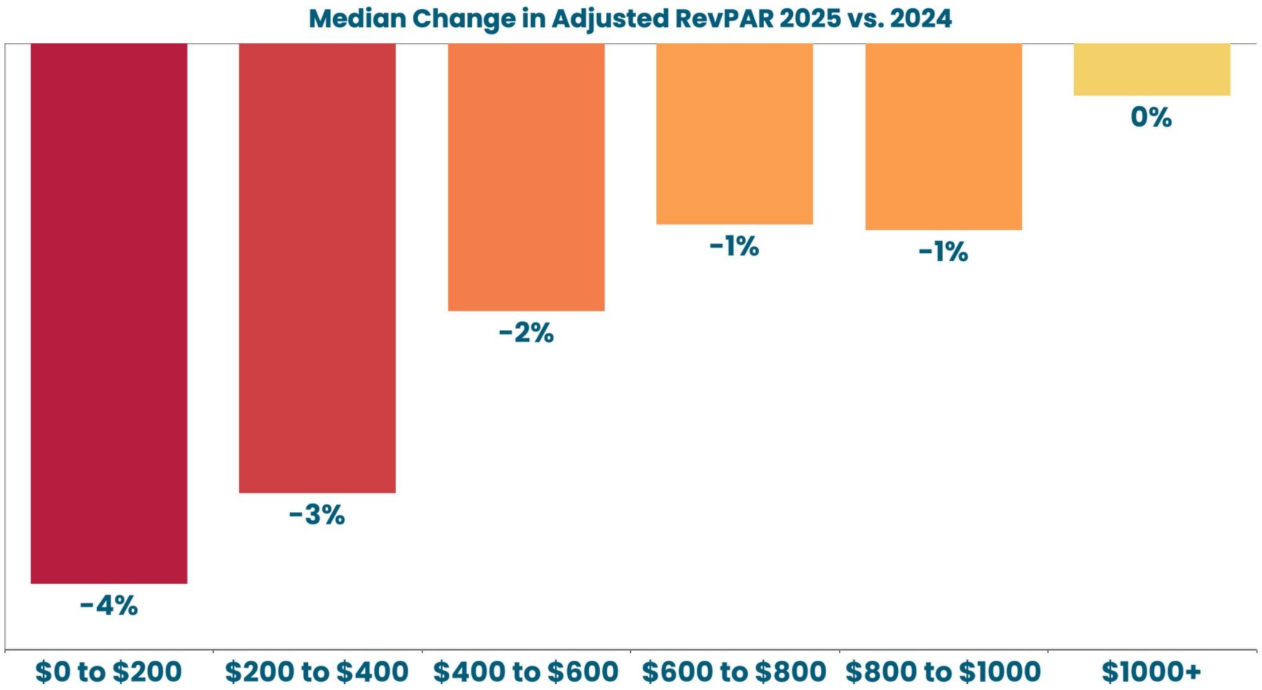
Managers at the lower end are discounting to stay competitive, while high-end properties maintain pricing power.

- Lower-priced units ($0–$400) are seeing rate declines (−3% and −1%).
- Mid-to-upper tiers ($600+) are experiencing rate gains (+1% to +2%).



RevPAR Trends are diverging by tier

- Lower-priced properties (under $400) face the steepest RevPAR declines
- Mid-range properties ($400–$800) are more stable, with smaller RevPAR YoY decreases (-2% to -1%).
- High-end properties ($1000+) are holding steady, the only segment without YoY RevPAR erosion.



K-Shaped Economy: Everyday Examples

- **Airfare:** First-class and premium outpacing economy
- **Restaurants:** Fine dining waitlists grow → mid-priced restaurants discount
- **Retail:** Lululemon thriving → Kohl's & Old Navy struggling
- **Travel:** $1,000/night hotels booming → budget hotels cutting rooms
- **Grocery:** Whole Foods up → Dollar General up → the middle squeezed
- **Autos:** Mercedes/BMW record sales → entry-level cars stagnate

Bottom Line: *Demand is splitting. Luxury buyers pay more. Budget buyers trade down. Middle-market pricing is where you get crushed.*

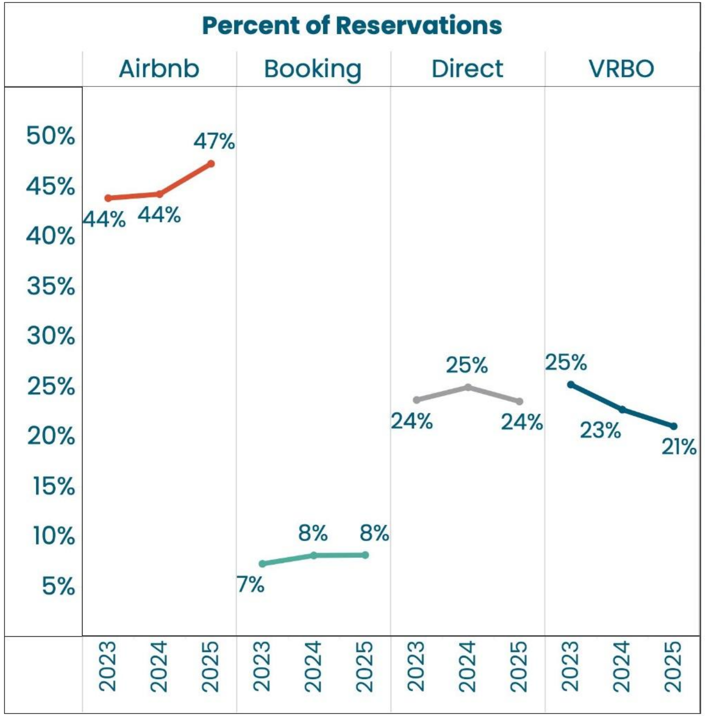
K-Shaped Economy: What it means for your pricing strategy

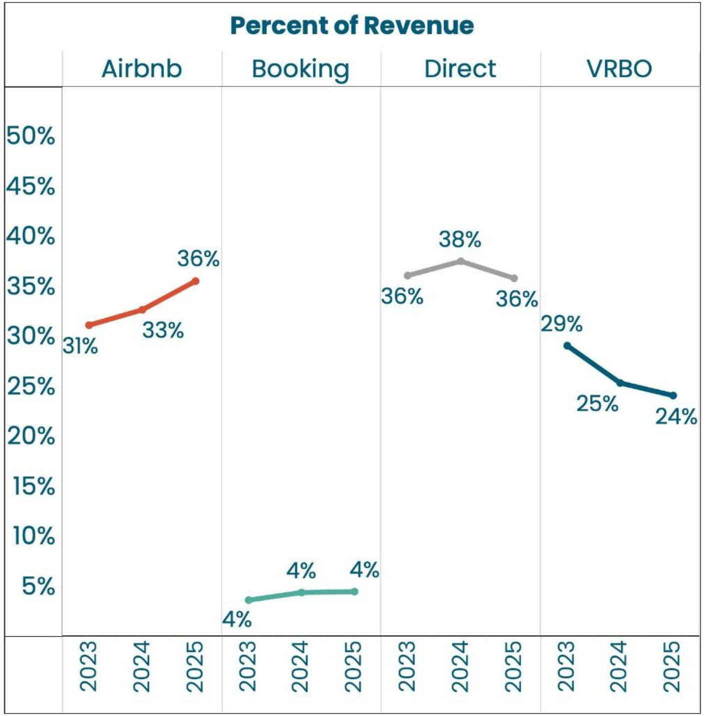
- **Luxury properties hold pricing power**
- **Budget units are under the most pressure**
- **Middle-market is the danger zone**
- **Most U.S. rentals sit at the low end**
- **Pricing must diverge by tier — not rise and fall uniformly**
  - Luxury: push rate / protect value
  - Mid-tier: compete or reposition
  - Budget: discount earlier and optimize occupancy

Bottom Line: *There is no "average guest" anymore. Price for two economies — not one.*

OTA Booking Trends

- Airbnb continues to expand its share, rising steadily in both reservations and revenue
- VRBO's share is consistently declining
- Direct bookings remain stable to slightly down, while bringing in a majority of revenue.

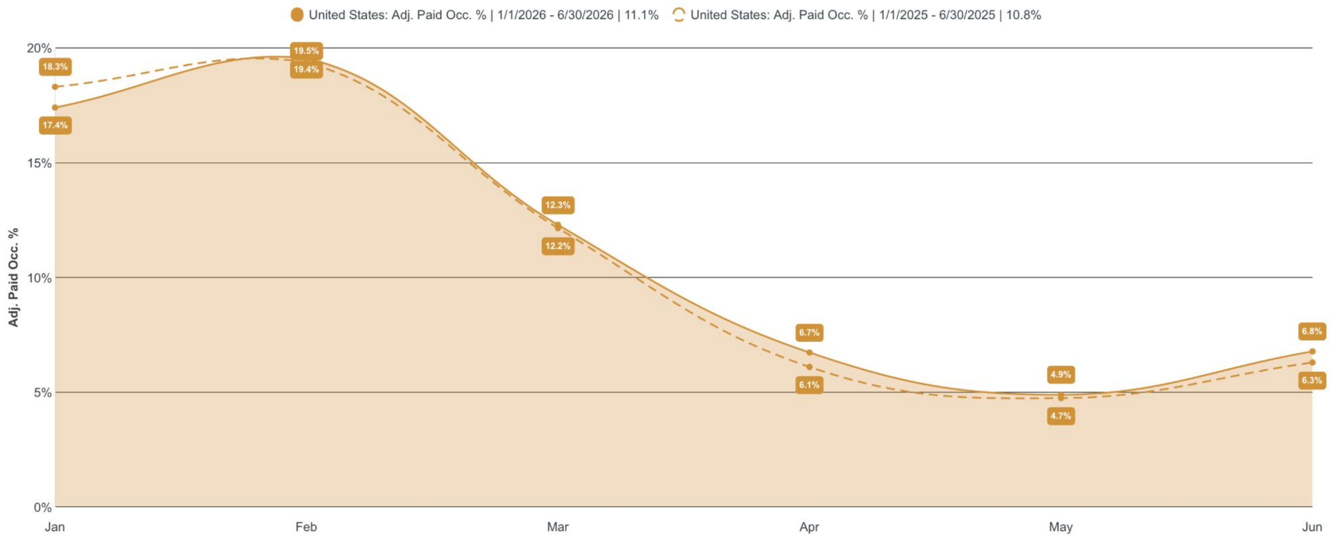




2026 H1 Pacing Trends

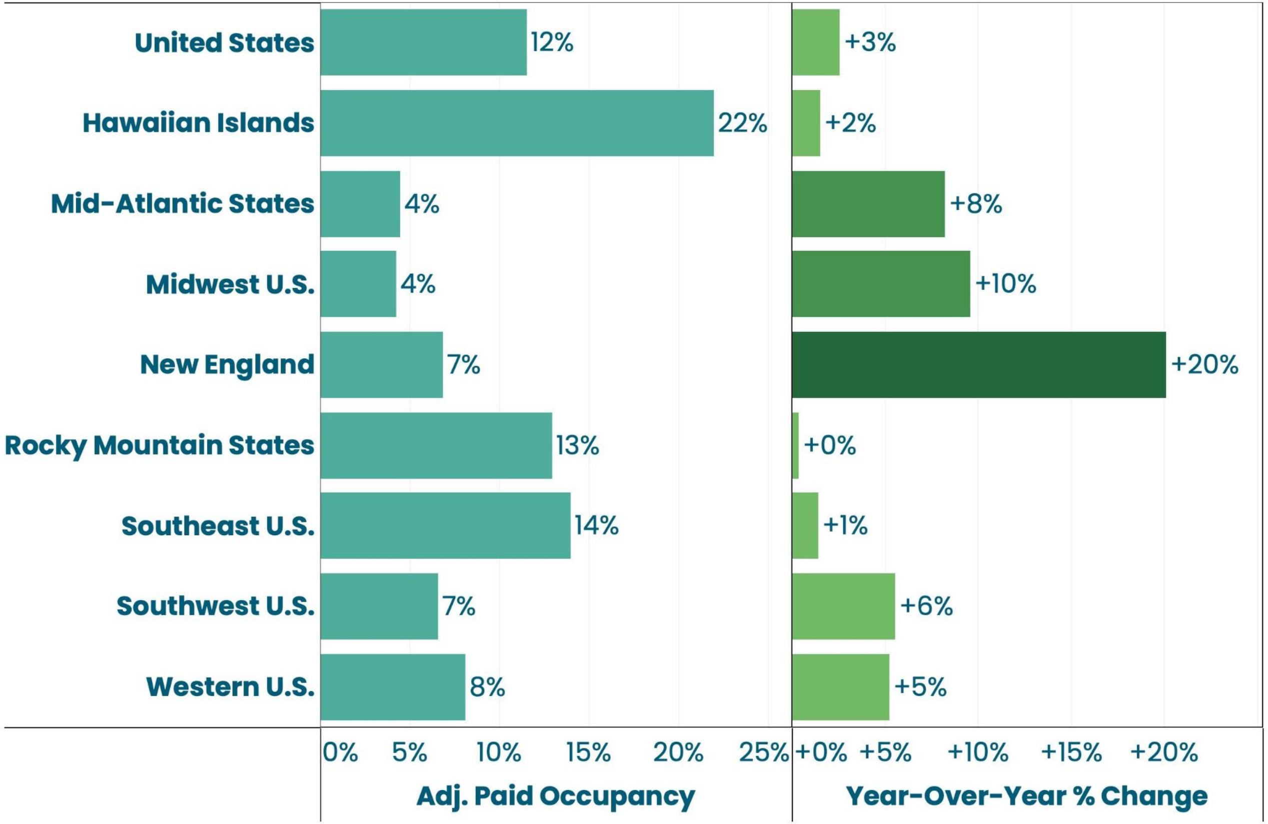
H1 2026 U.S. Adj. Paid Occupancy

- 2026 begins behind 2025 in January, but quickly closes the gap.
- From March through June, 2026 pacing slightly outperforms 2025, with small but consistent gains.
- Seasonality remains identical YoY



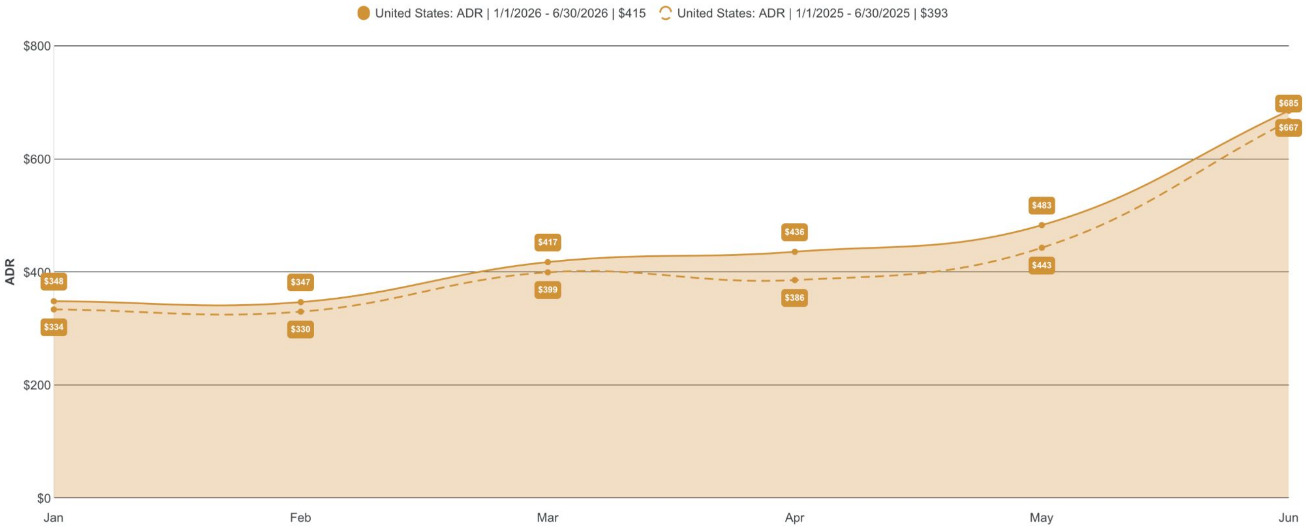
H1 2026 Adjusted Paid Occupancy by Region

- The Midwest (+10%) and Mid-Atlantic (+8%) are showing strong pacing gains
- Most other regions are pacing modestly ahead (+1% to +6%).
- There are no regions pacing behind 2025 for H1 occupancy.



H1 2026 U.S. ADR

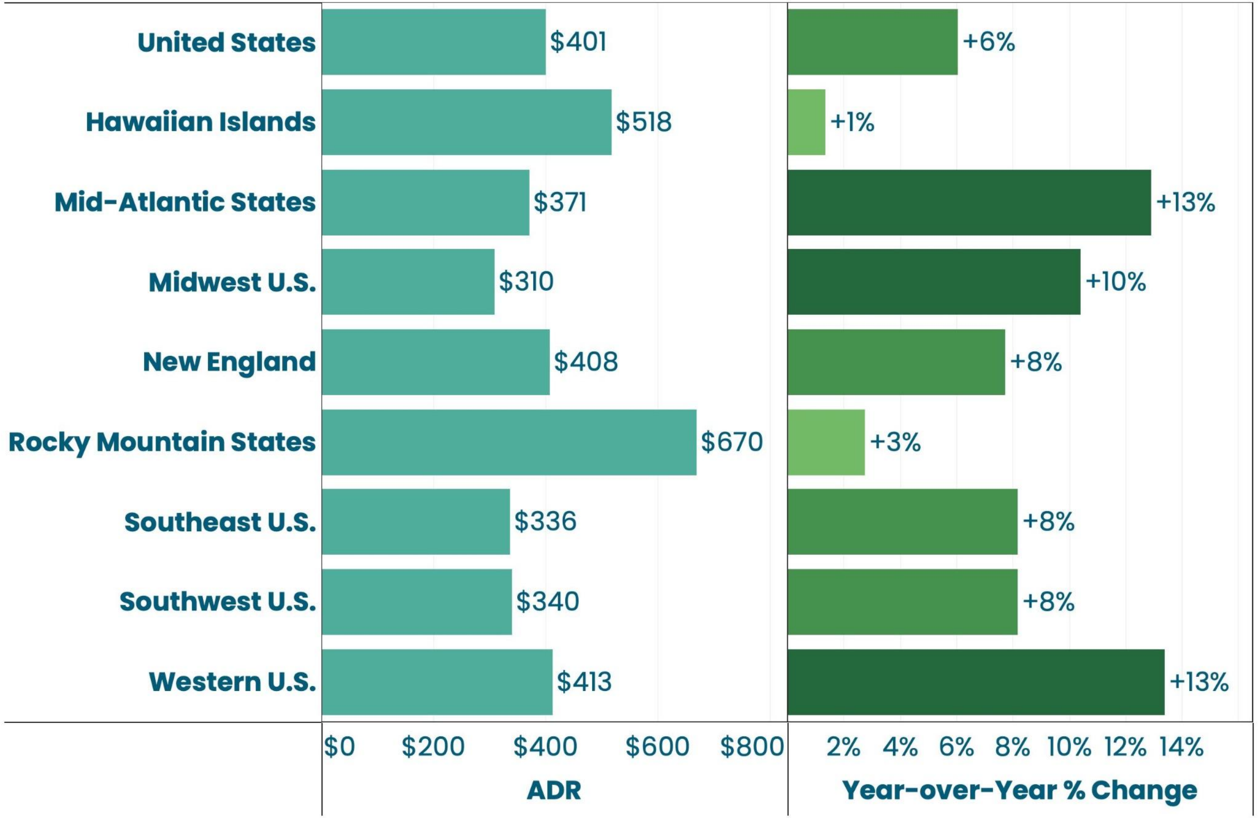
- 2026 ADR is pacing significantly higher than 2025, indicating stronger year-over-year rate positioning.
- The largest increases are seen from March–June, suggesting stronger early-summer pricing power.



H1 2026 Avg Daily Rates by Region

ADR is pacing up across every region in H1 2026, particularly in the Mid-Atlantic (+13%) and Western U.S. (+13%),

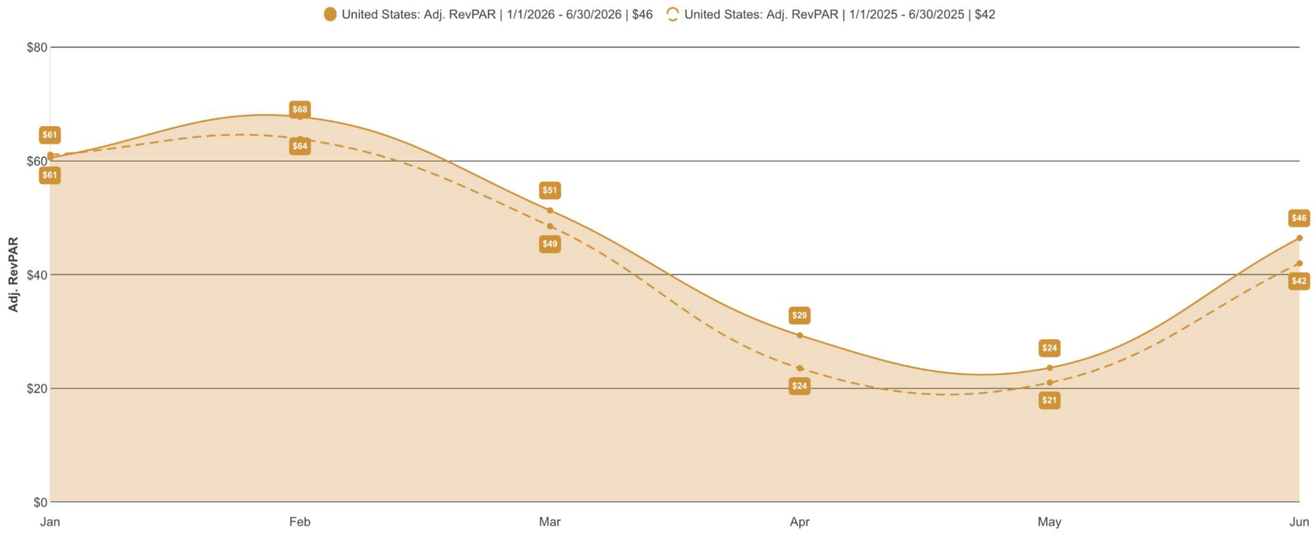
Rate-sensitive regions like the Southeast (+8%) and Southwest (+8%) are also pacing well, confirming a universally positive ADR outlook for early 2026.



H1 2026 U.S. Adj. RevPAR

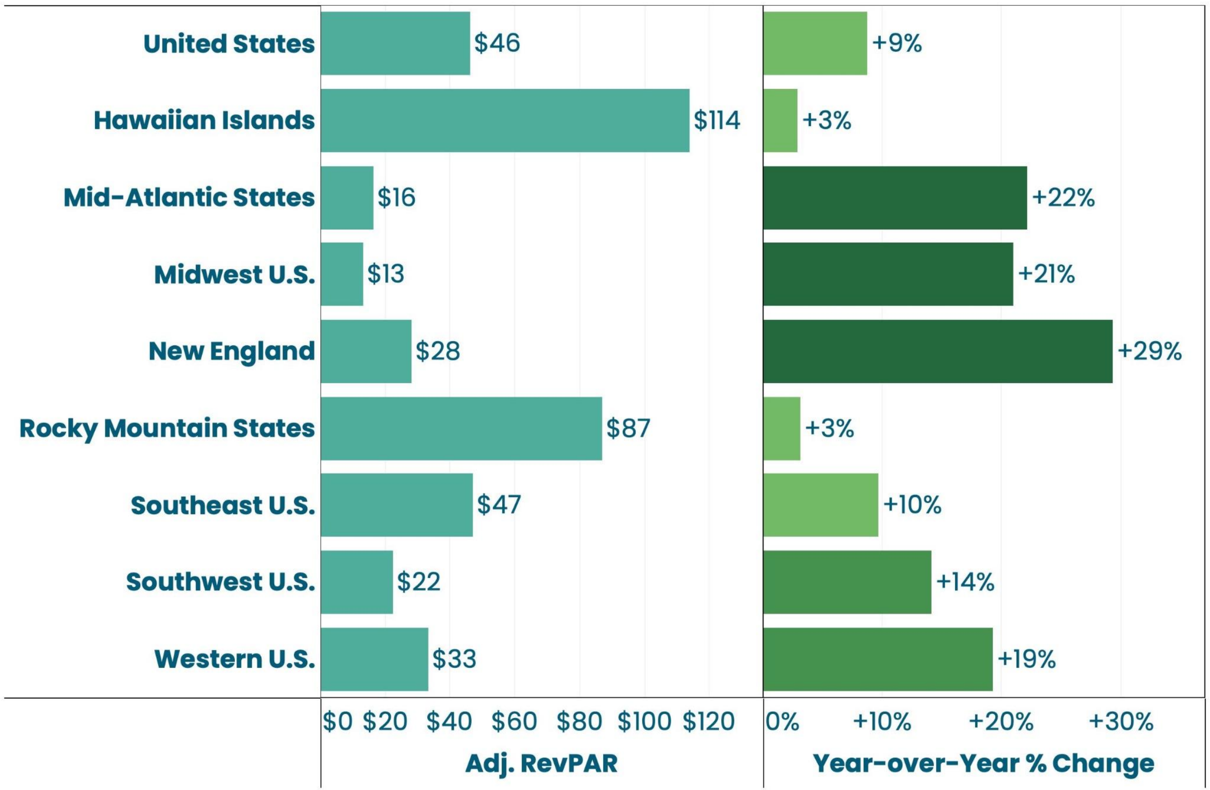
- 2026 RevPAR is pacing ahead of 2025, rising from a $42 to $46 average.

- This is driven by stronger rates and slightly improved occupancy



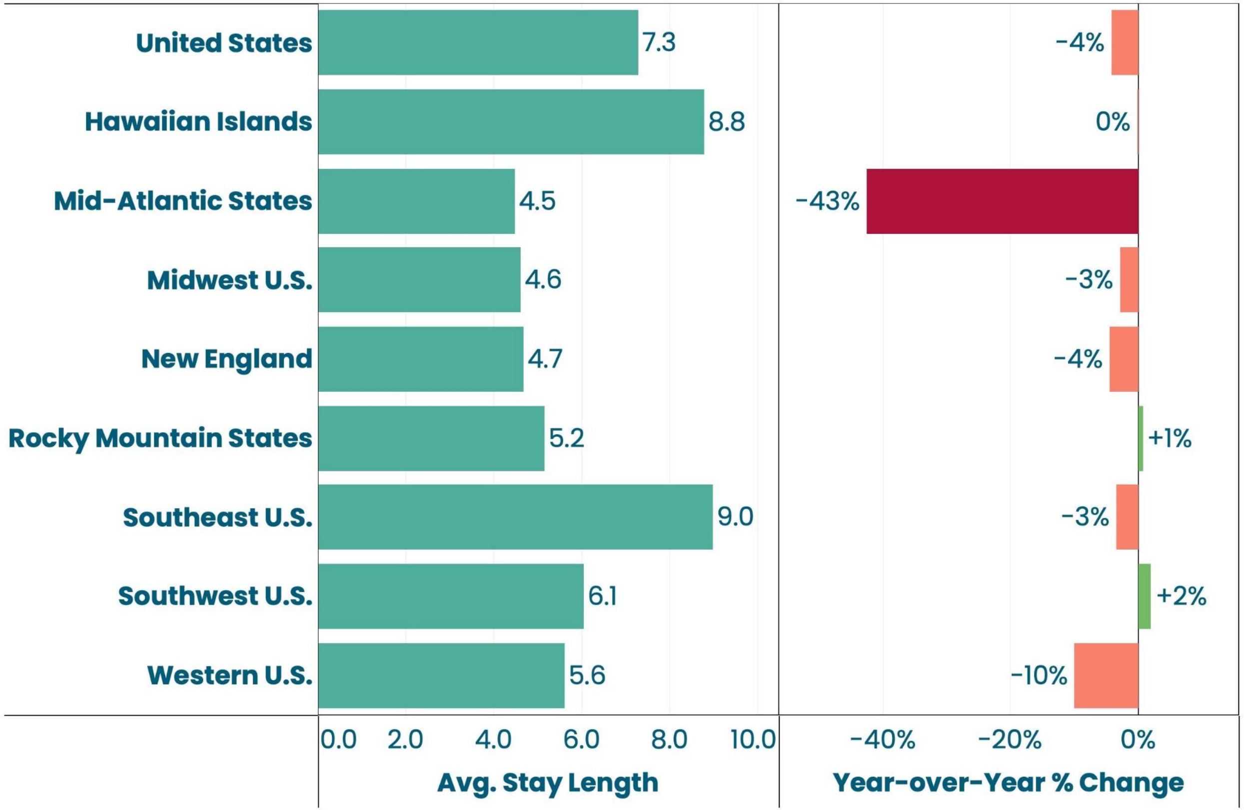
H1 2026 Adj. RevPAR by Region

- The Mid-Atlantic (+22%) and Midwest (+21%) are leading RevPAR gains
- All other regions are also pacing ahead of last year



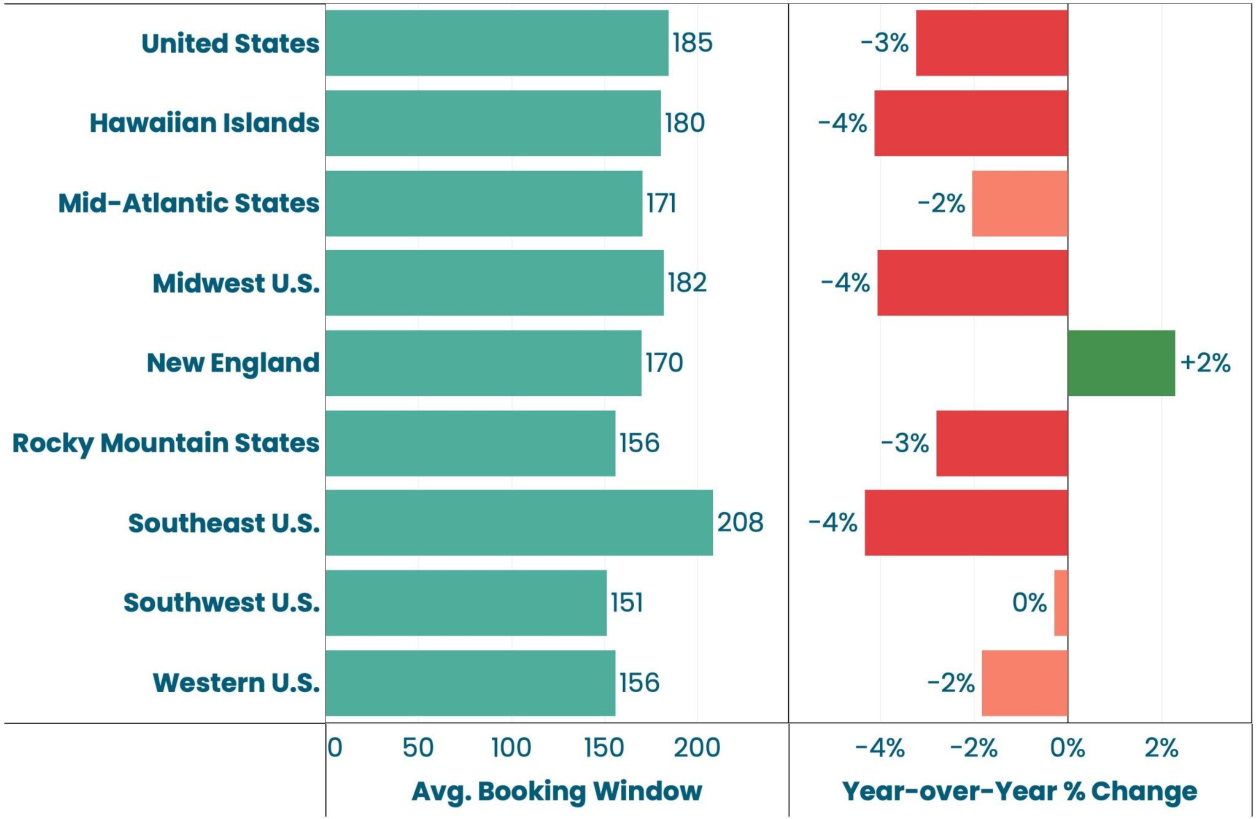
H1 2026 Avg Stay Lengths by Region

- Most regions show slightly shorter average stay durations for H1 2026, continuing the trend toward shorter trips.
- A few regions are pacing longer: the Southwest (+2%) and the Rocky Mountains (+1%).



H1 2026 Avg Booking Window by Region

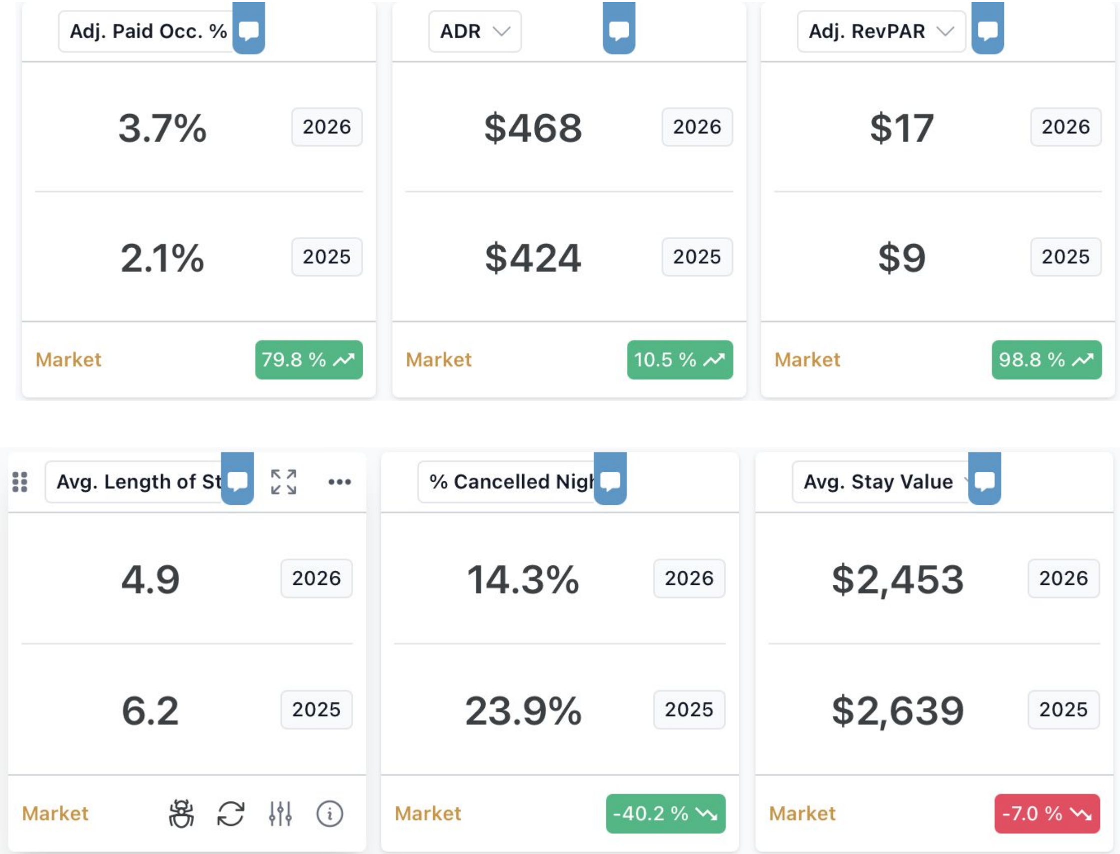
- Most regions' booking windows are pacing shorter in H1 2026, as travelers book closer to arrival.
- New England is the sole region pacing ahead (+2%), indicating earlier booking



Keep an Eye on Major Events Ahead of Time!

The 2026 FIFA World Cup is hosted in many major cities across the United States, Canada, and Mexico!

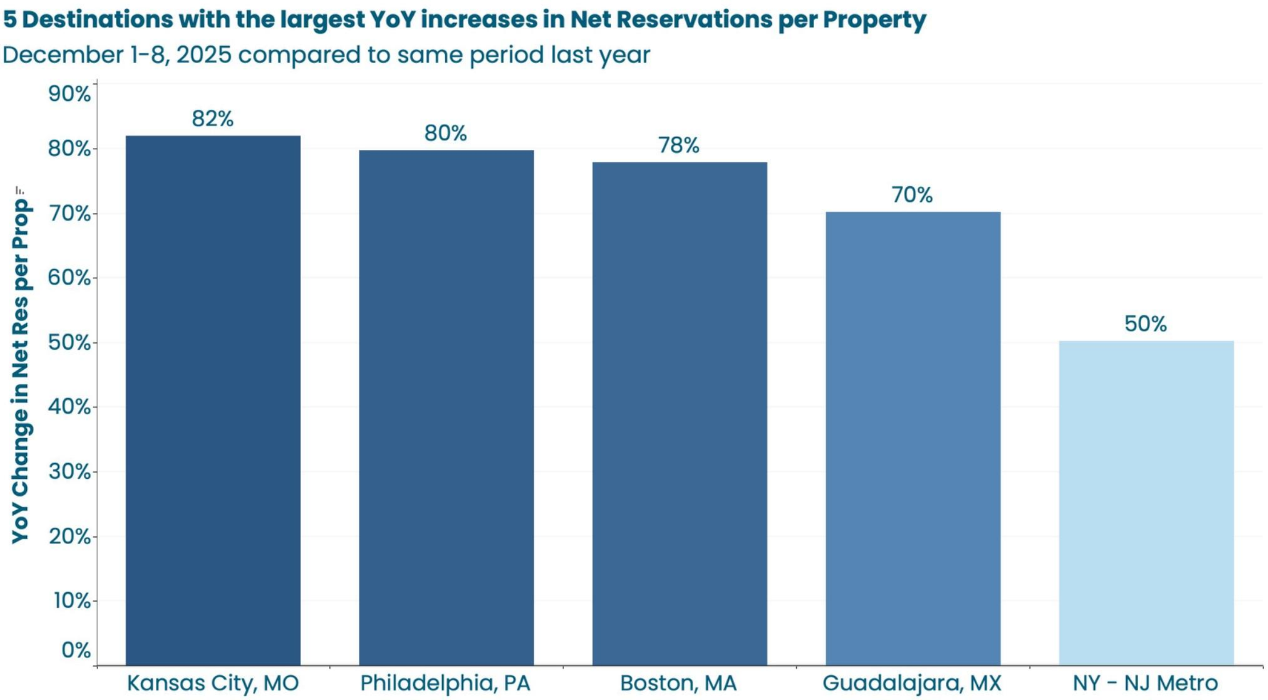
- Occupancy is already pacing ahead
- Rates should be higher during this high demand period



FIFA 2026 World Cup Bookings Increase after schedule announced Dec 5

Bookings skyrocketed after FIFA 2026 Schedule was announced on December 5, 2026

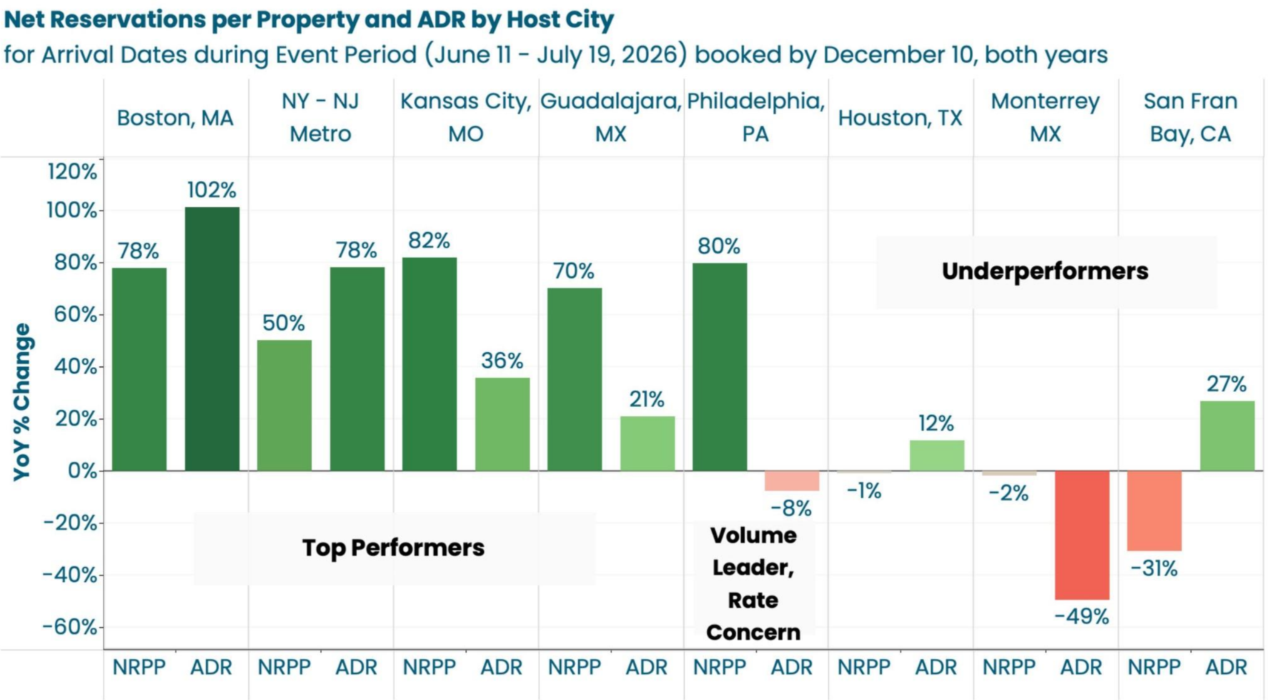
- These are typically markets that do not see a large number of bookings in early December



FIFA 2026 World Cup - Net Reservations per Property and ADR

Net Reservations per property and ADRs increased for some host cities, but not all

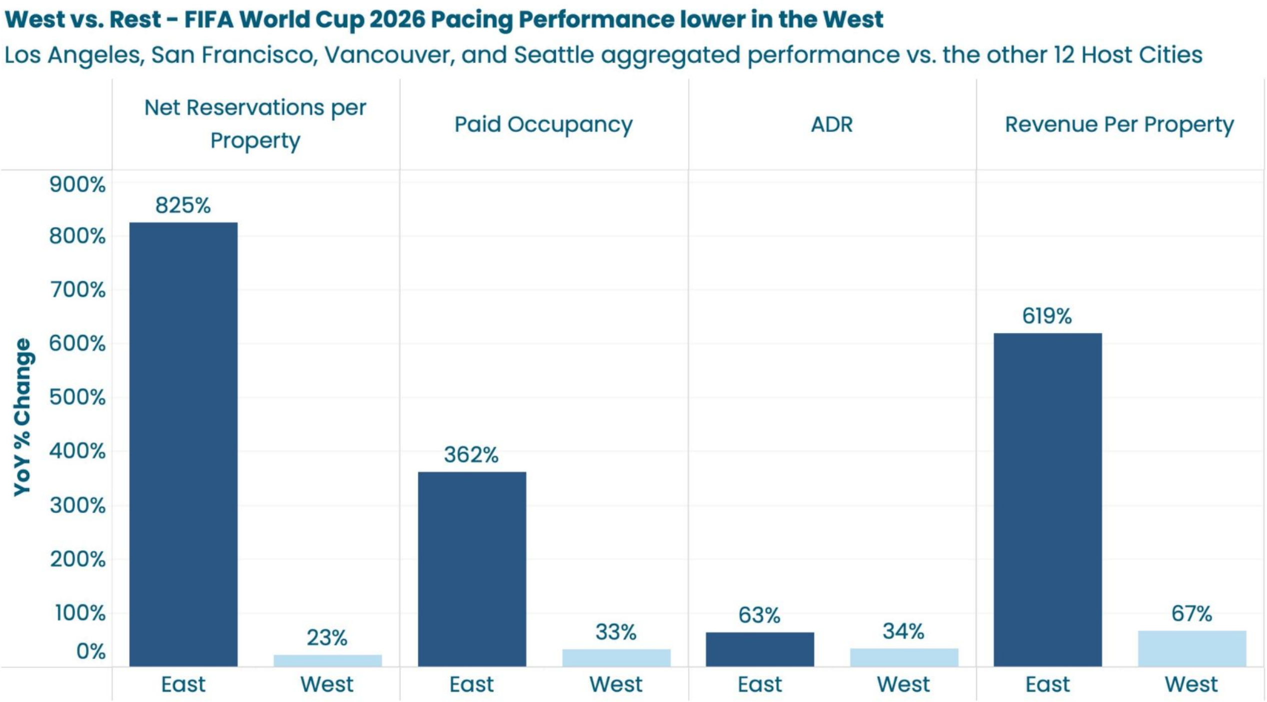
- Boston, NY-NJ Metro, Kansas City, Guadalajara emerge as top performers
- Houston, Monterrey, and San Francisco saw a lack of bookings, low ADRs, or a combination



FIFA 2026 World Cup - Western Cities seeing different pacing performance

Clear geographic performance divide; the host cities in the West are seeing lower pacing performance than the host cities in the East

- Less desirable matches (times, dates)
- International travel patterns + Domestic fan base
- Supply constraints in the west



FIFA 2026 World Cup - Rate vs. Volume

World Cup success requires capturing both NRPP and ADR to maximize once-in-a-generation opportunity

- Four distinct market strategies emerge when

- Bubble size (revenue per property) proves that balanced growth strategies deliver superior total revenue versus single-dimensional approaches

High volume + high rate

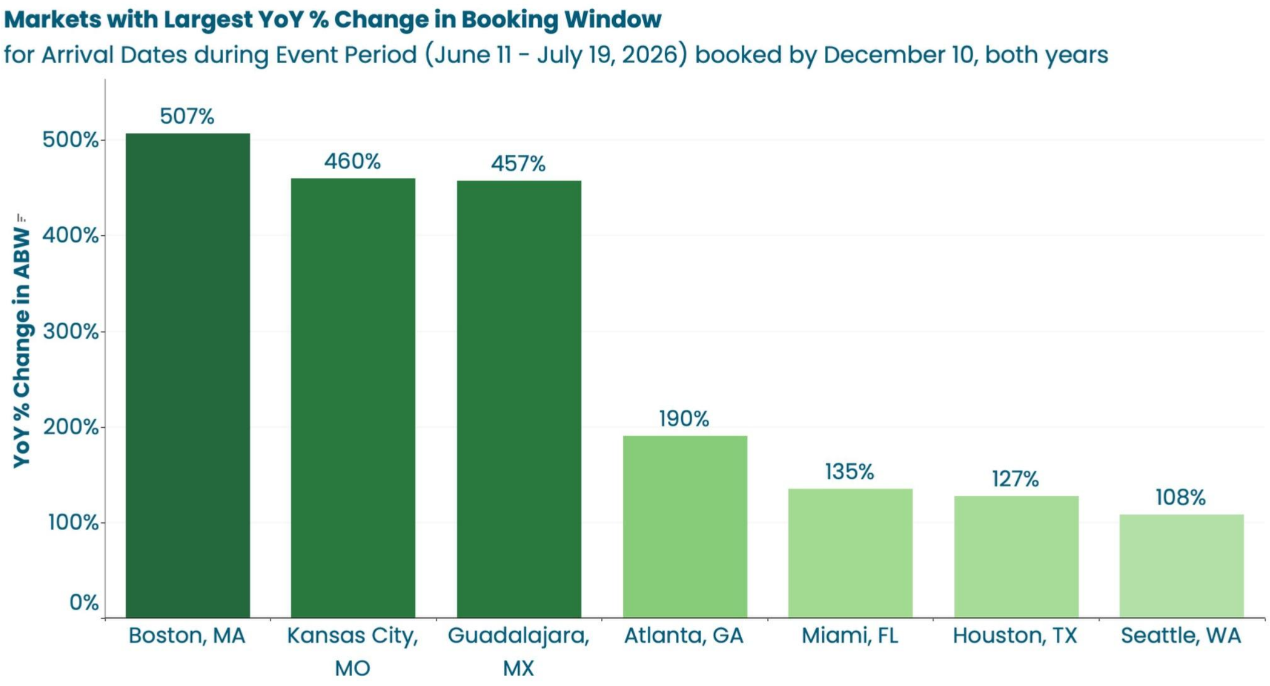
low volume + low rate

High volume + low rate

FIFA 2026 World Cup Bookings Increase after schedule announced Dec 5

These are primarily urban markets where typical booking windows are notably shorter

- We're seeing urban market behavior transform to resemble resort or event-driven destination patterns
- Marketing Teams can use this to their advantage

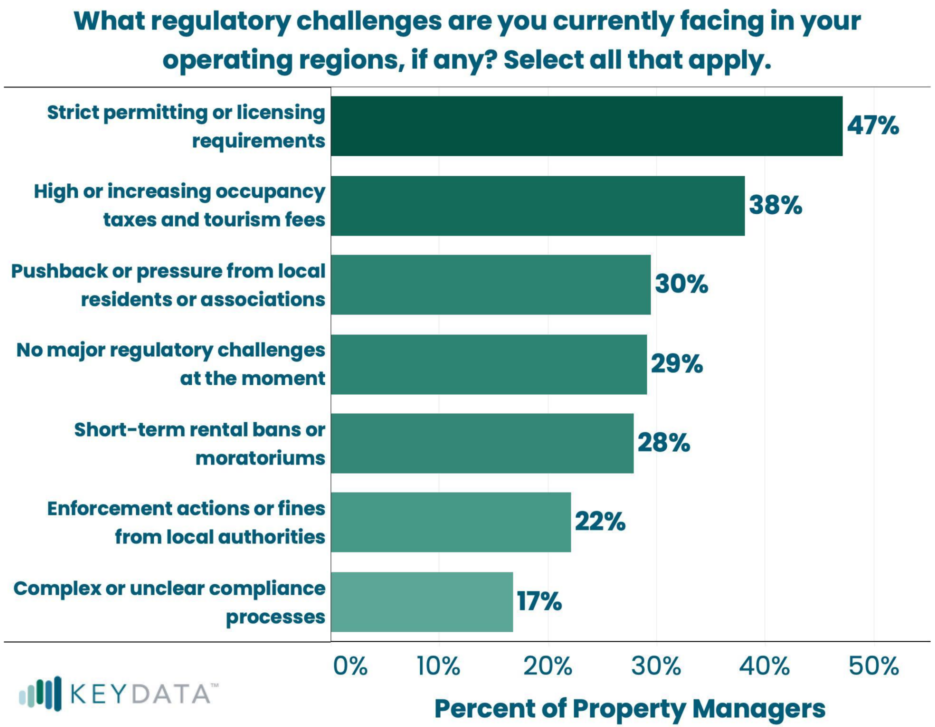


Final Takeaways for H1 2026

- Demand and revenue are pacing ahead of 2025, with strong gains in key regions; especially New England, the Midwest, and the Mid-Atlantic across occupancy, ADR, and RevPAR.
- Rates are up nationwide, with every region showing ADR growth; the Mid-Atlantic and Western U.S. lead with double-digit increases.
- Revenue momentum is the strongest YoY signal, with many regions posting 20%+ RevPAR gains, indicating both pricing and demand strength.
- However, strong advance pacing is a common dynamic. Expect the market to come into balance as we move through the booking window.
- Travel behavior is shifting shorter; both ALOS and booking windows are compressing in most regions, reflecting later decision-making and shorter trips.

2026 Property Manager Sentiment

Regulatory tightening is material but uneven



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- Regulation is the biggest barrier to sustainable growth and an existential threat.
- Compliance costs disproportionately impact smaller managers, sometimes pushing them out of the market.
- Heavily tourist-dependent and politically sensitive regions (West, Hawaii, New England, Mid-Atlantic) are hardest hit.

Goal Prioritization

- Operational improvements are the top priority, followed by marketing and guest experience initiatives.
- Technology investment is the lowest priority, indicating PMs are concentrating on core operational and revenue drivers first.

2026 Challenges

What strategies do you plan to implement to address your anticipated 2026 challenges? Rank your answers, 1 being most important.

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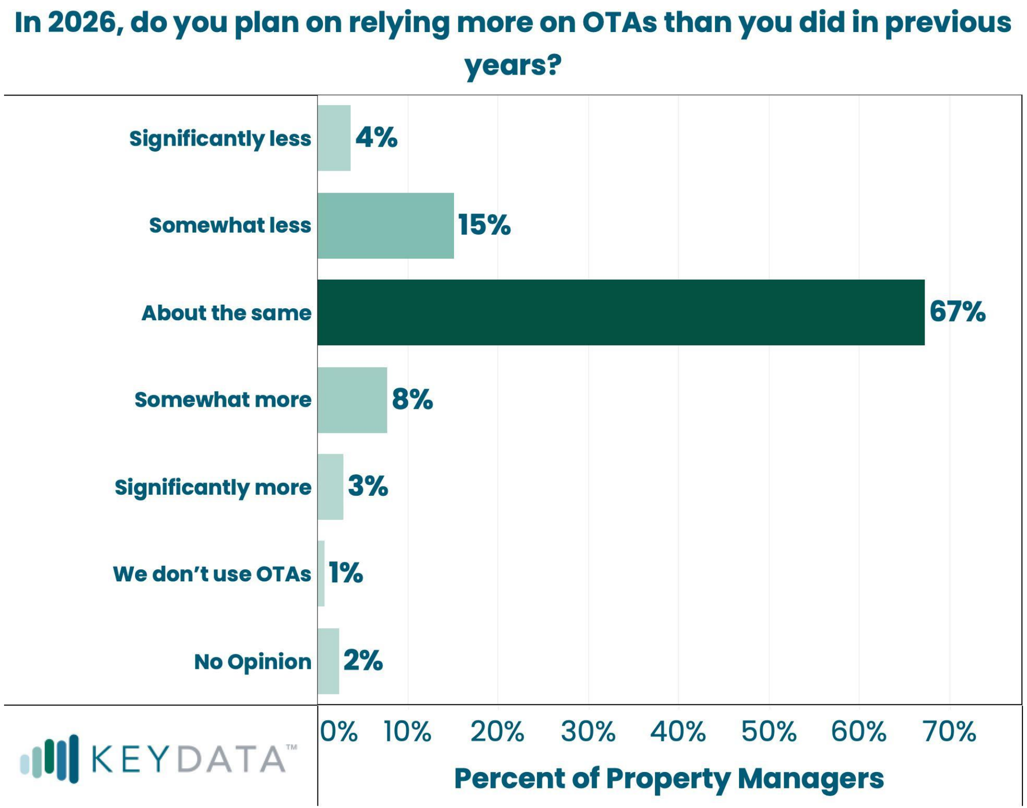
	Extra Small	Small	Medium	Large	Extra Large
Increasing marketing and distribution efforts	1	1	1	2	2
Adjusting pricing strategies	2	2	2	3	1
Improving guest experience	3	3	3	1	4
Building stronger relationships with property owners	6	4	4	4	3
Hiring and training staff	4	5	6	5	5
Diversifying property types or guest segments	5	6	5	6	6
Expanding into new markets or regions	8	8	7	8	8
Adopting new technology tools	7	7	8	7	7
Monitoring and adapting to local regulations	9	9	9	9	9

- Top three priorities (marketing, pricing, and guest experience) signal a focus on demand generation and revenue optimization.
- Strengthening owner relationships and investing in staff/training follow, emphasizing operational stability for 2026.

OTA Reliance



- Most property managers (67%) expect similar OTA reliance as previous years, indicating stable channel strategies.
- 19% plan to reduce OTA use, suggesting interest in diversifying distribution or strengthening direct channels.

Recap

Competition is intensifying unevenly across the U.S.

Regulation poses a significant threat, disproportionately affecting small managers, leading to market exit and influencing owner decisions

Top strategic priorities for 2026 are marketing, pricing optimization, and guest experience.

OTA reliance remains steady

New Product: DexAI

Dex AI is Key Data’s new AI-powered performance intelligence platform built specifically for professional property managers

The Data Overwhelm Problem

Property managers waste **2-3 hours weekly** analyzing conflicting data signals. Platforms create misleading benchmarks by comparing economy condos against luxury villas, leading to poor pricing decisions.

Conflicting Signals

Inconsistent metrics make it impossible to understand portfolio performance.

Misleading Benchmarks

Irrelevant comparisons lead to false assumptions and poor strategic choices.

Wasted Time & Effort

Hours lost weekly reconciling data instead of proactive management.

Suboptimal Decisions

Crucial pricing decisions made without clear insights, impacting profitability.

This data chaos directly impacts your bottom line. Every day of inaction costs revenue.

What You Really Need: Clarity Over Chaos

What's Working

Identify high-performing assets and successful strategies to replicate and scale.

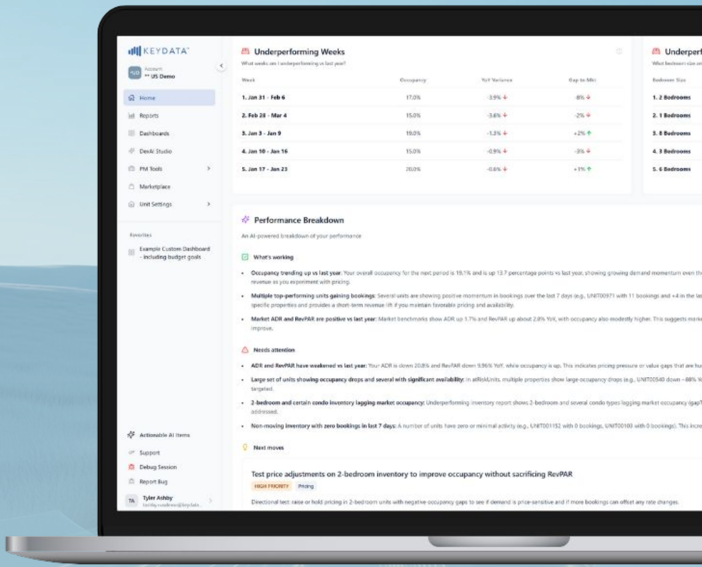
What Needs Attention

Pinpoint underperforming areas and critical issues demanding immediate action.

What to Do Next

Receive clear, actionable recommendations to optimize operations and boost revenue.

Most platforms give you data. You need ***answers***.



Same Chef, Better Ingredients

The Chef (AI Model)
Open AI, Claude, Gemini, etc.

Direct Source Data
2,700+ professional managers across 80+ PMS integrations.

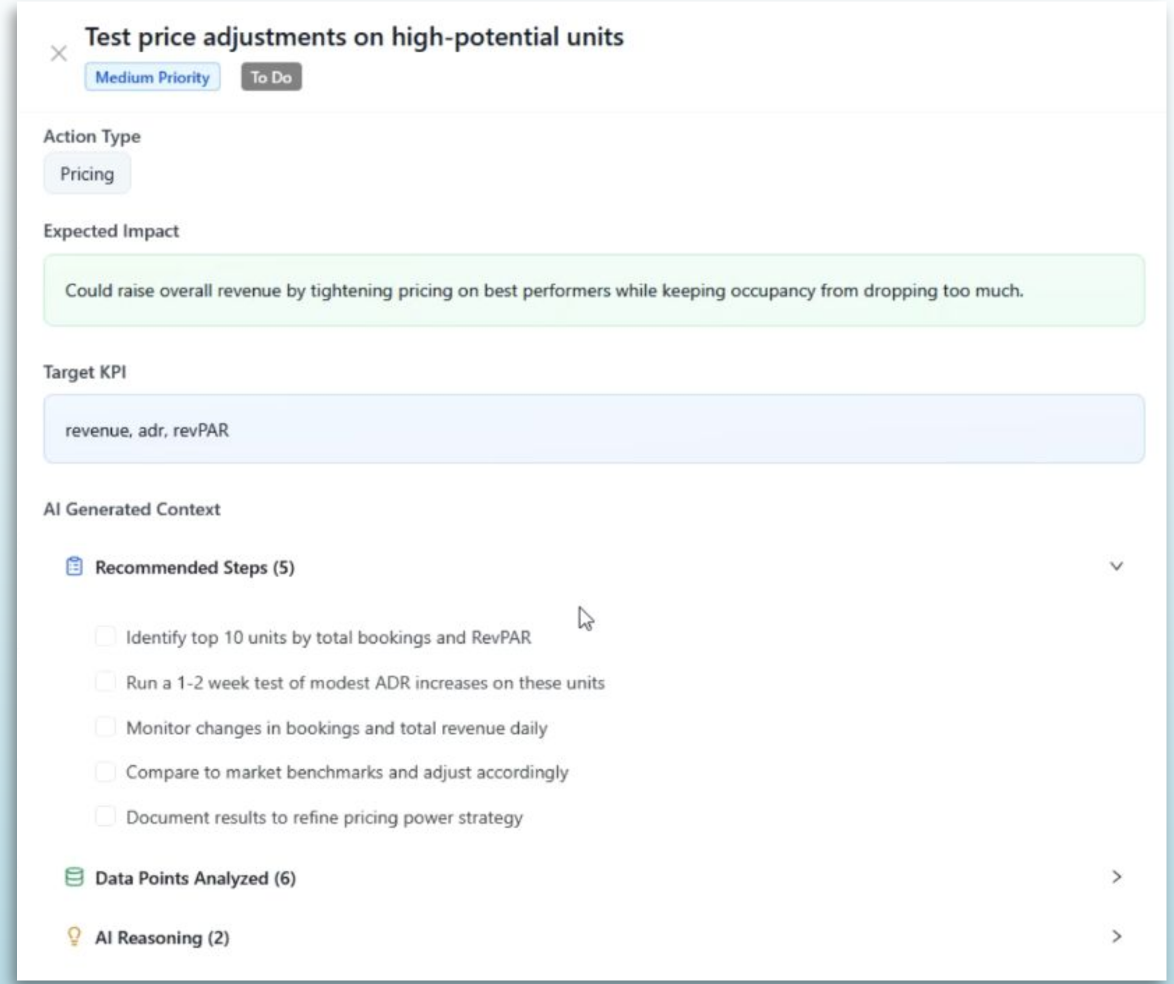
Knowledgebase
Domain Expertise
Industry Context

Expertise
Learnings from thousands of customer calls

Coming Soon

Dashboard Review AI:
Ask questions like "Why is my revenue down?" to get instant analysis and recommendations.

Dashboard Builder AI:
Build custom dashboards using simple prompts such as "Compare my 3-bedroom homes to market."



ASK: Are metrics increasing, decreasing or staying flat? Are there any seasonal patterns, cyclical behaviors, or consistent directional movements?

KEYDATA™

Join the beta group

Scan the QR code to access

Dex AI in your dashboard!

Thank You!

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