



COVID-19 Impact on Dare County

Real-Time Vacation Rental Data



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Better Data Together

Key Data is the #1 provider of **real-time vacation rental market data** for the short term rental industry.

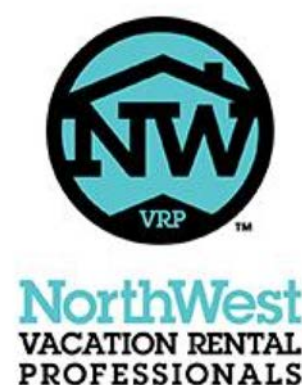
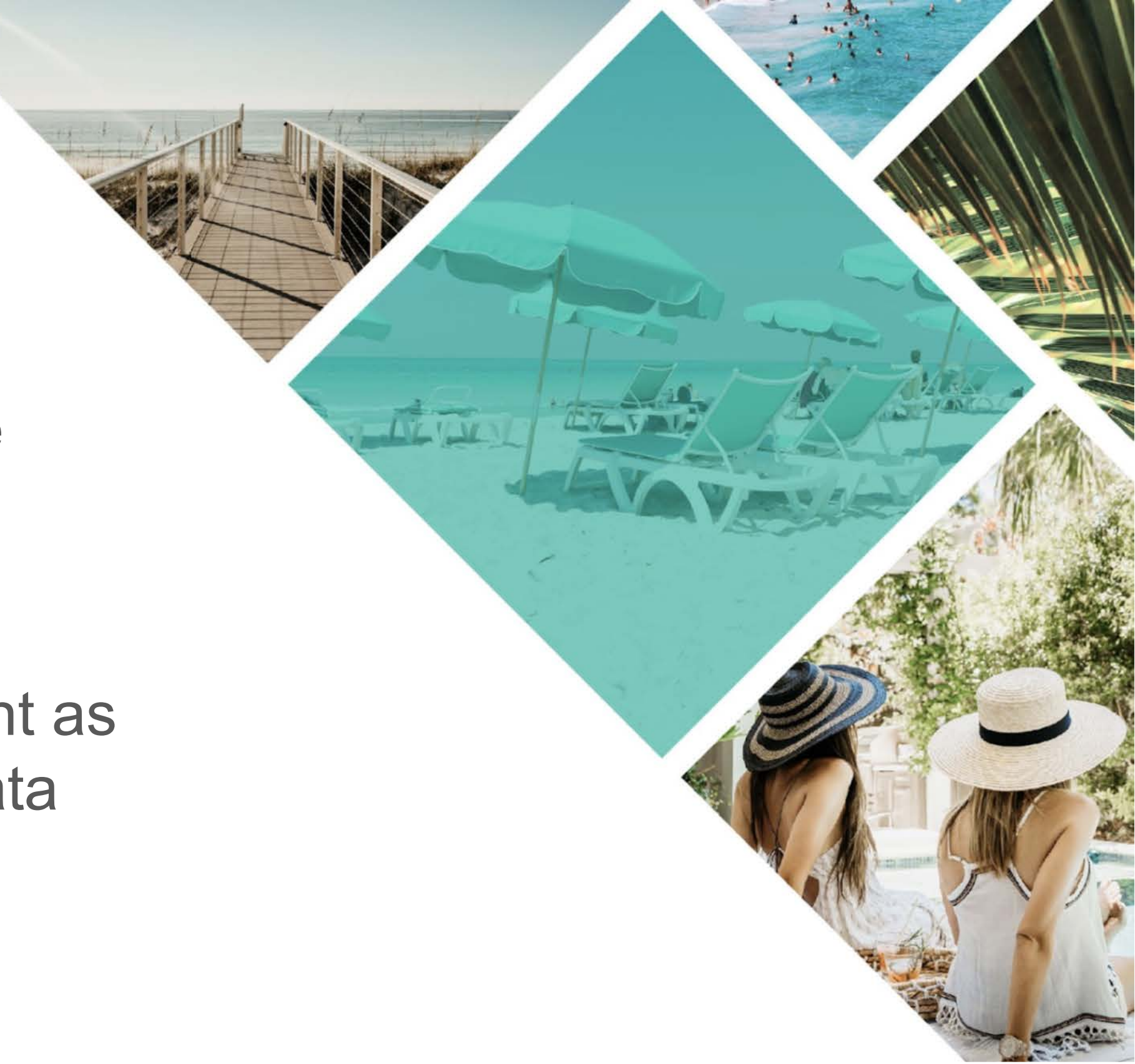
Over 700+ property managers & tourism organizations around the world track & improve their performance with Key Data.



The Trusted Source

Recognized across the industry as **the trusted data source** by the Vacation Rental Management Association.

From Revenue Management as a Service to Business Development as a Service, we are **the trusted source** for vacation rental market data around the world powering business performance & growth.





National Outlook

Trends

- Markets that were hit hardest include urban markets, beach markets with heavy spring break traffic, fly-to markets (like Hawaii).
- The response of different states and counties has had huge impacts on booking activity and cancellations.
- Booking activity was down 80-95% across the board but is now higher than last year in most markets.
- Last-minute reservations are up and booking windows are decreasing as markets reopen.
- Summer is on pace with last year in some markets.

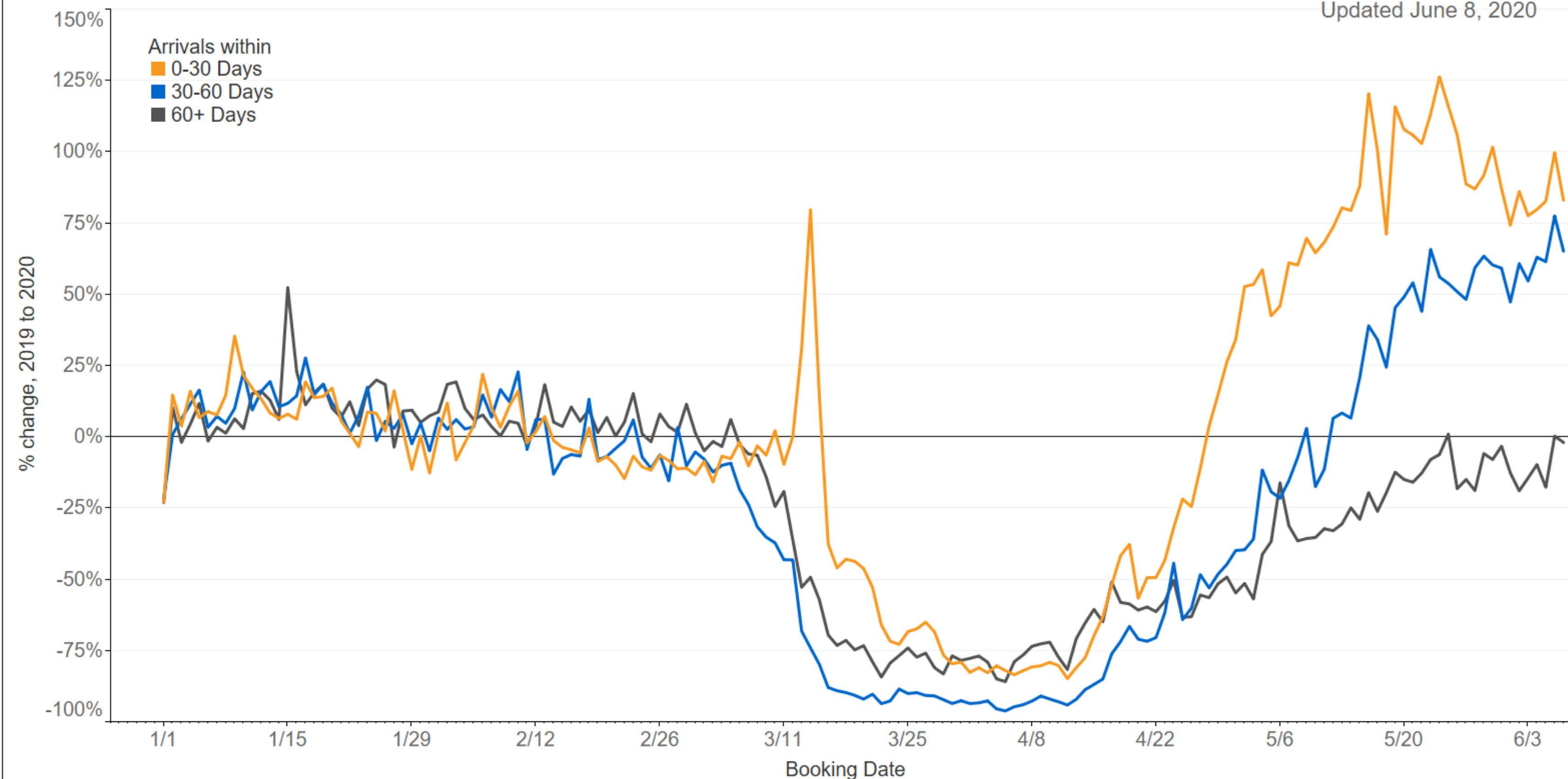


More bookings than last year for arrivals within 60 days

YOY change in average guest bookings per property, grouped by booking lead time, United States

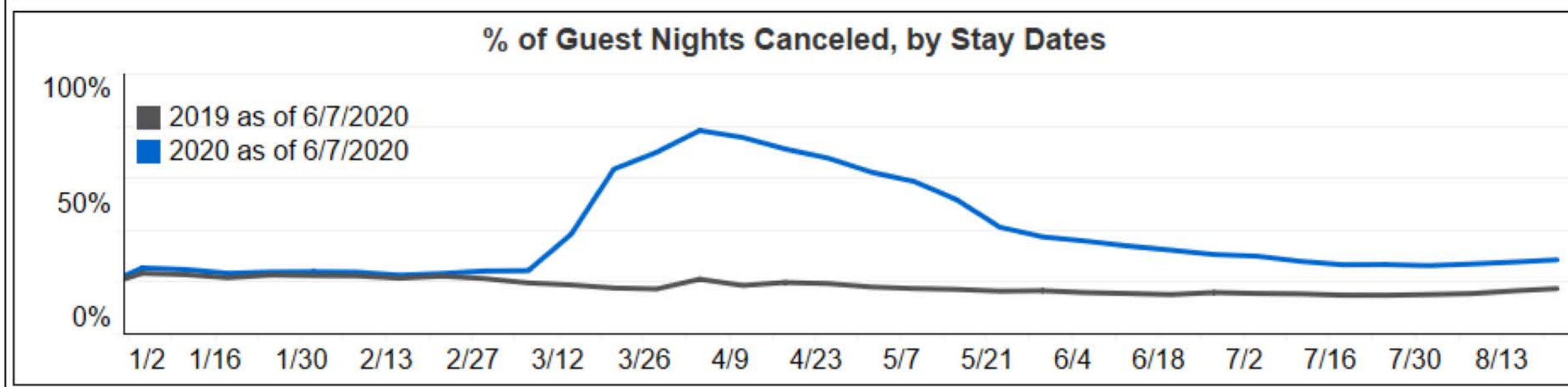
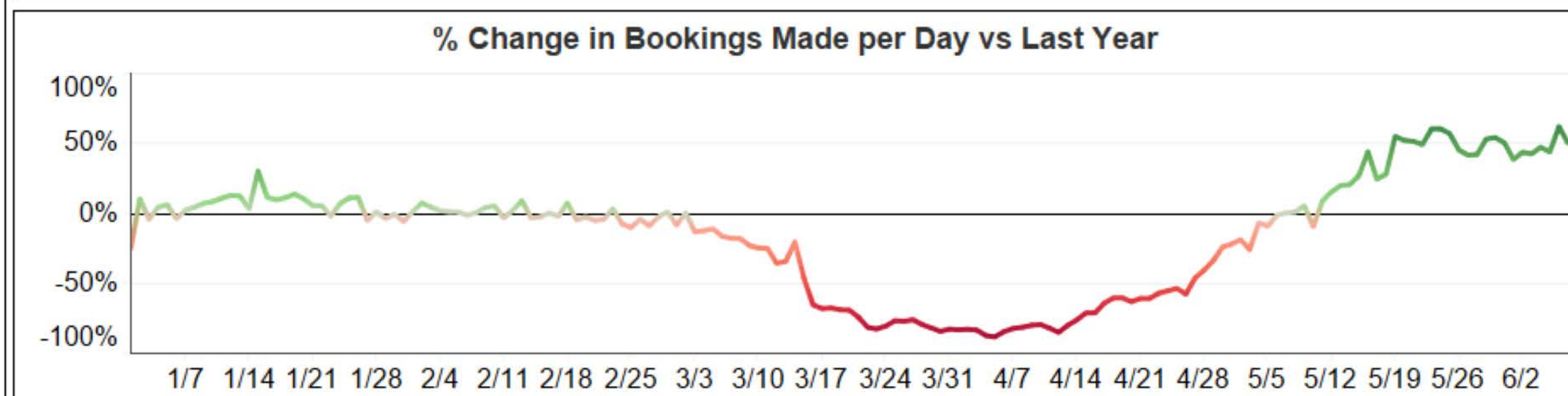
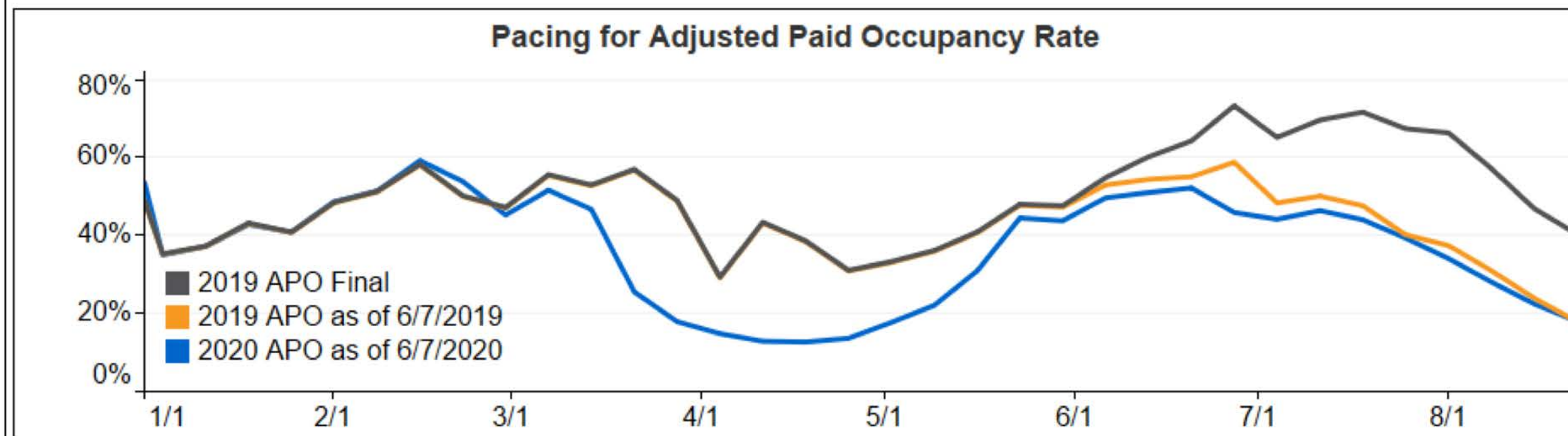
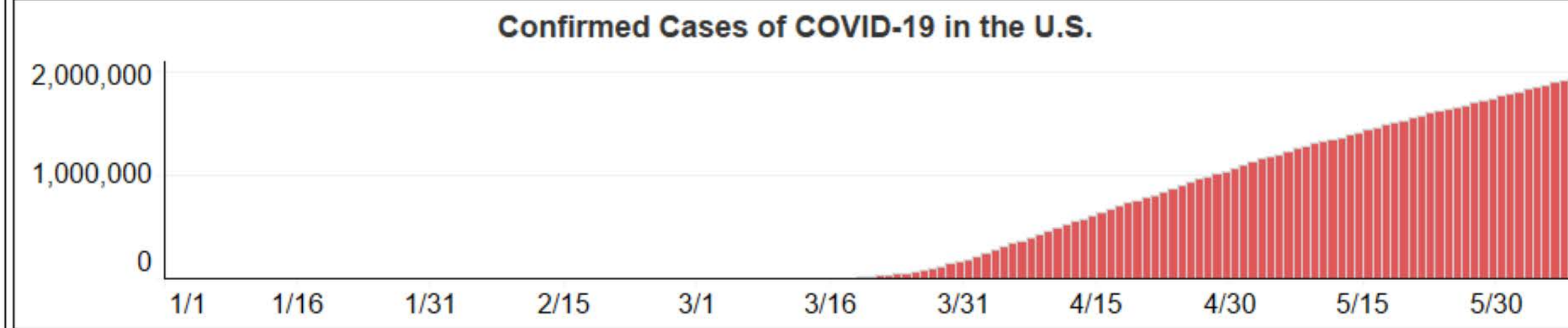


Updated June 8, 2020



Impacts of COVID-19 on the Vacation Rental Industry in the United States

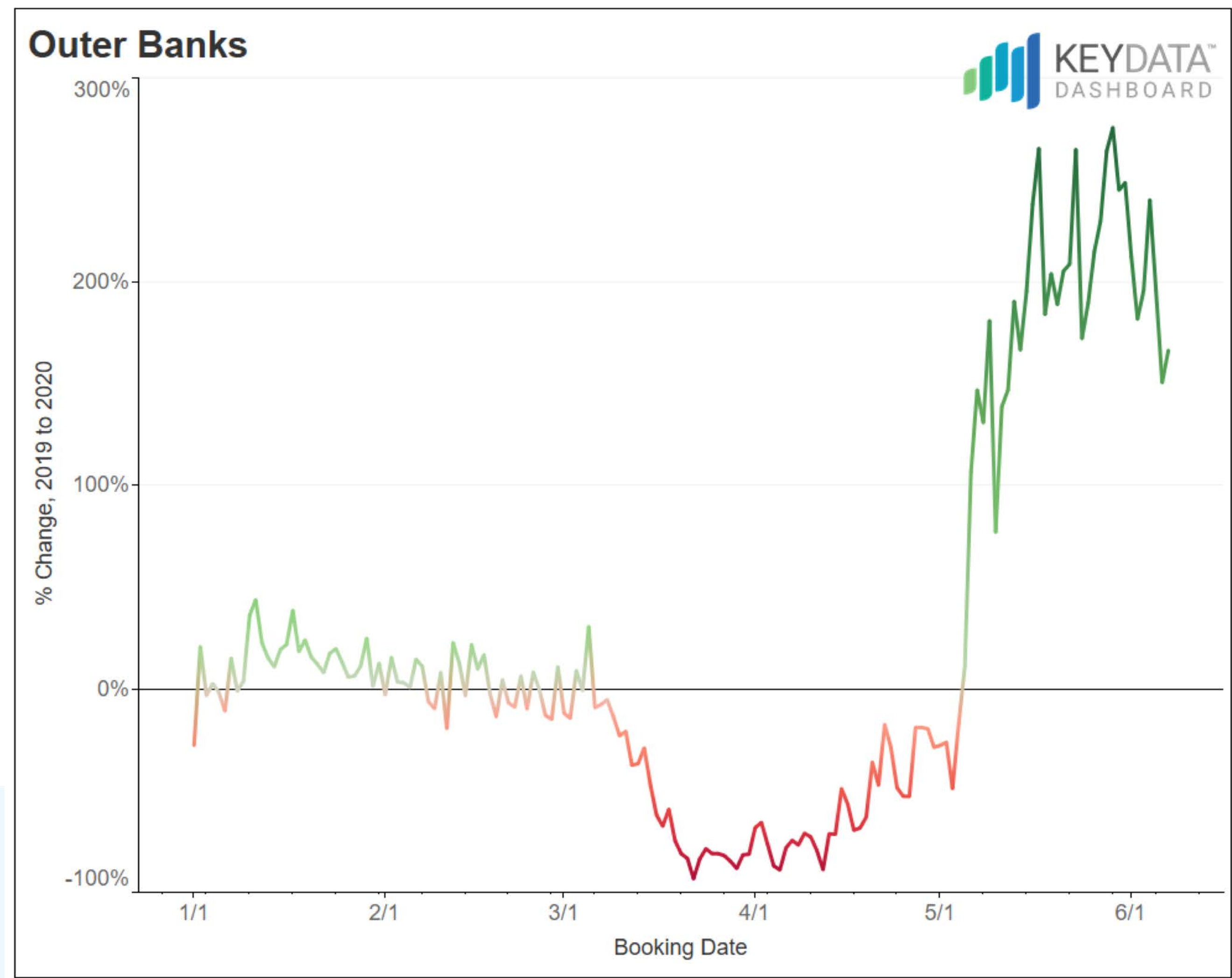
updated on June 8, 2020



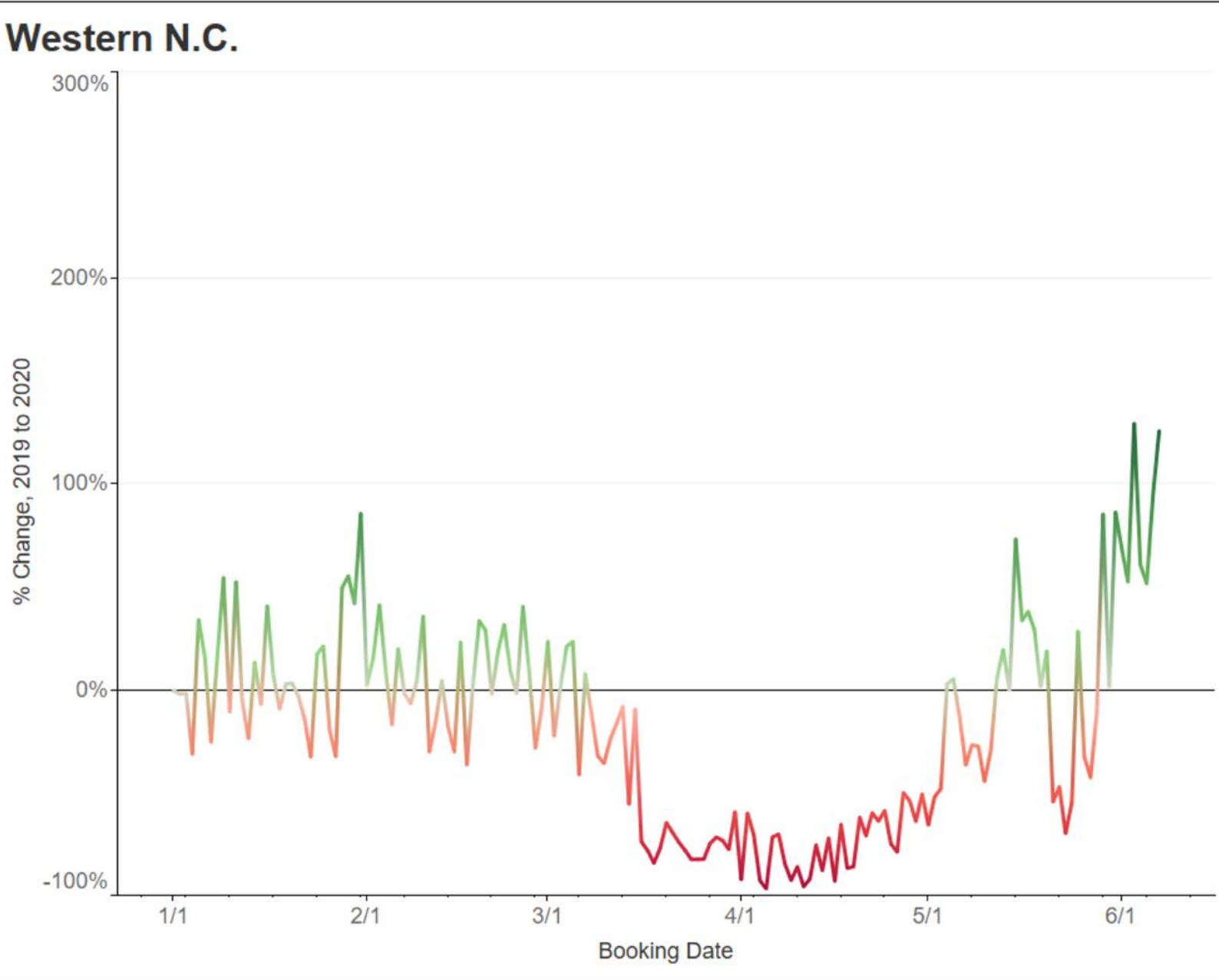
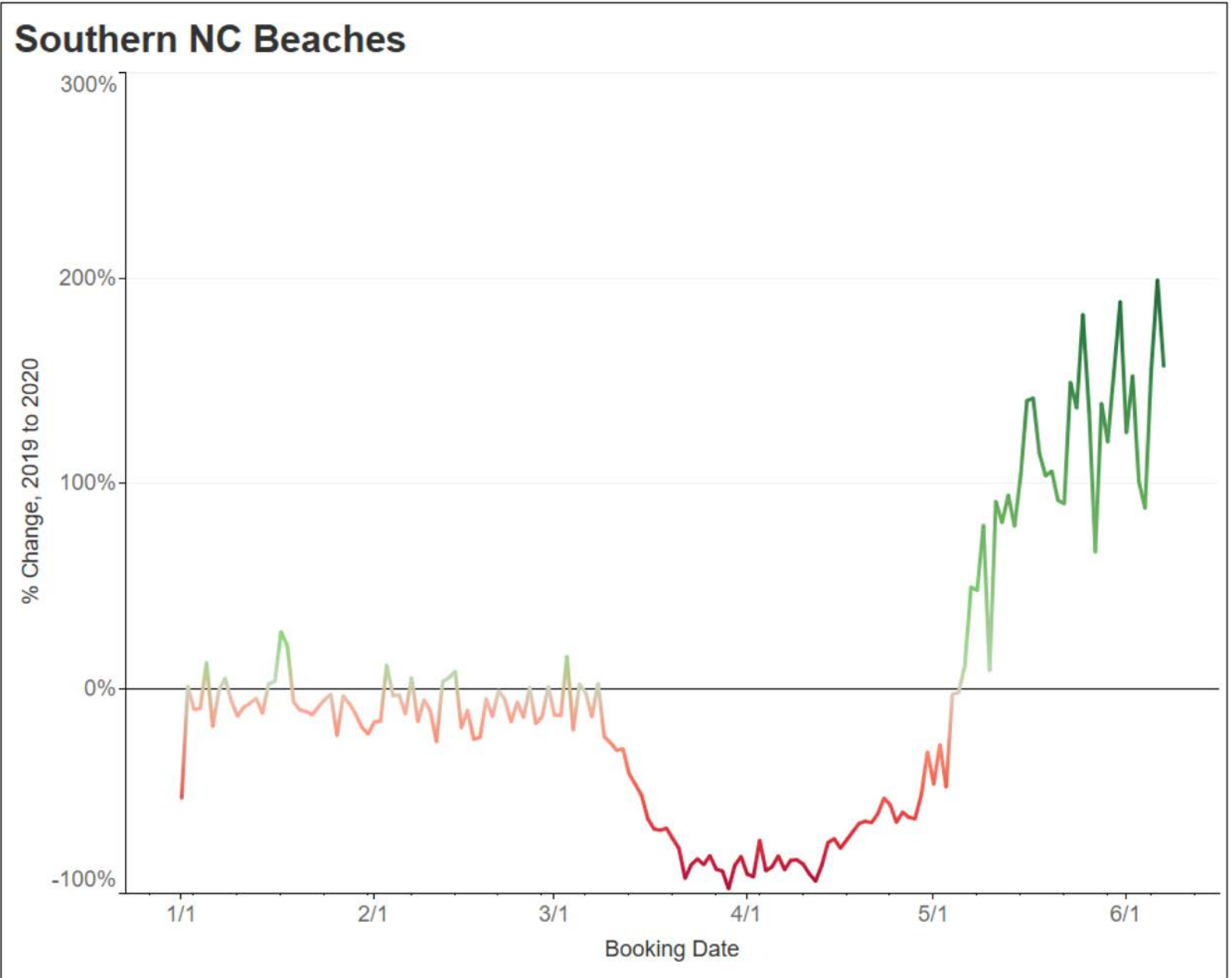


Regional Outlook

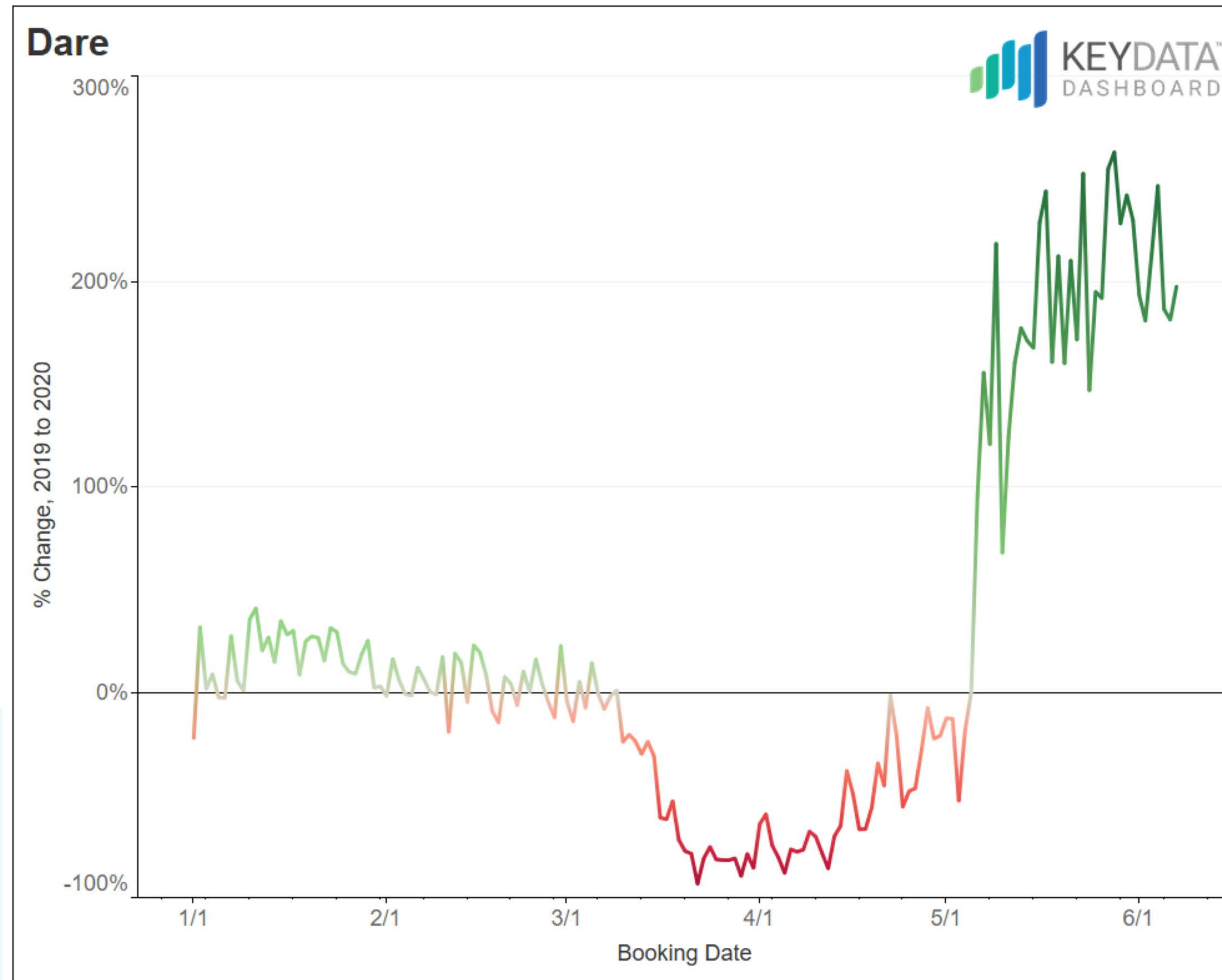
OBX Sees Huge Jump in Booking Activity



Year over year change in guest bookings per active properties.



Booking Activity Rebounds



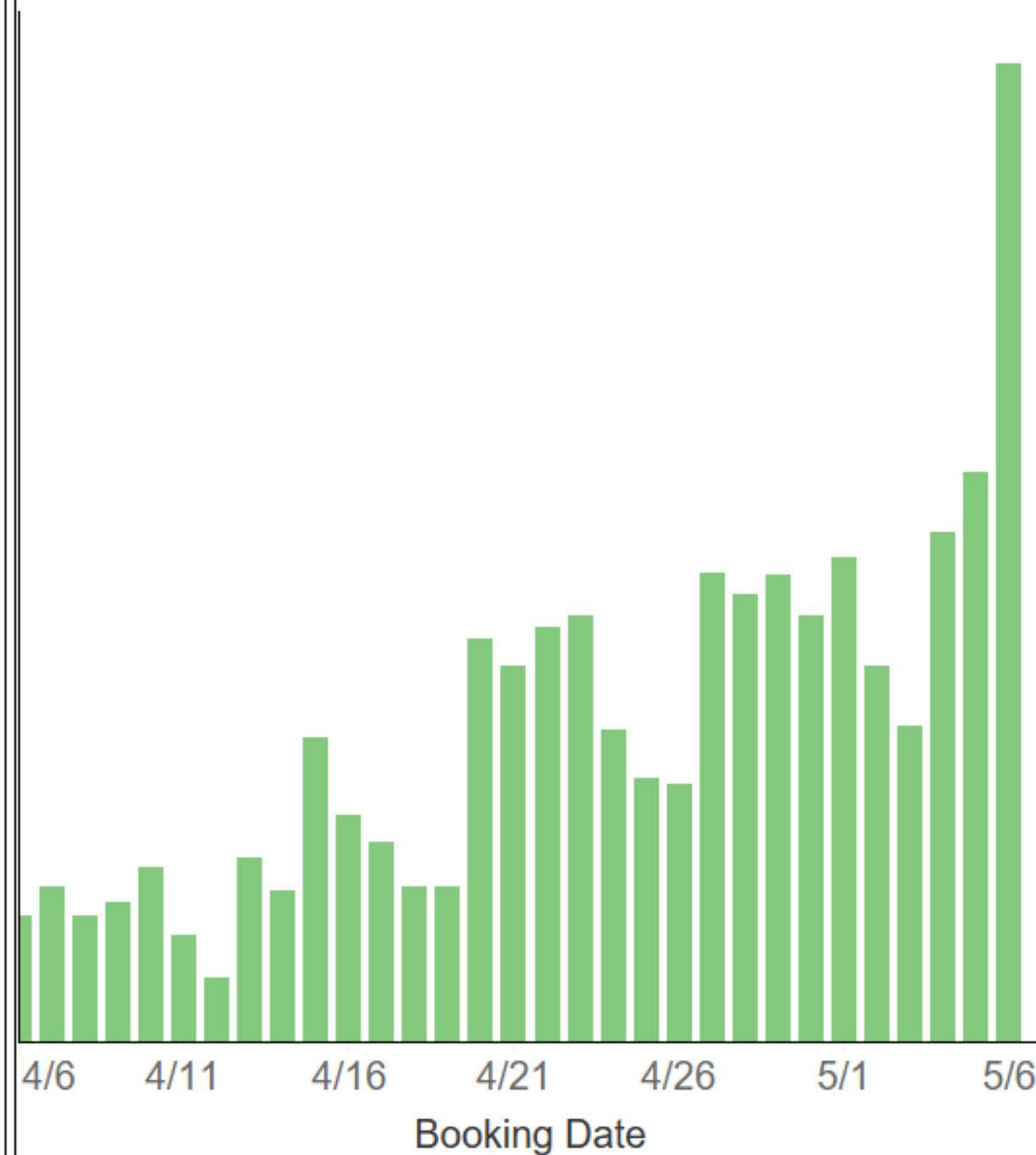
Year over year change in guest bookings per active properties.

Spike in Bookings upon Reopening

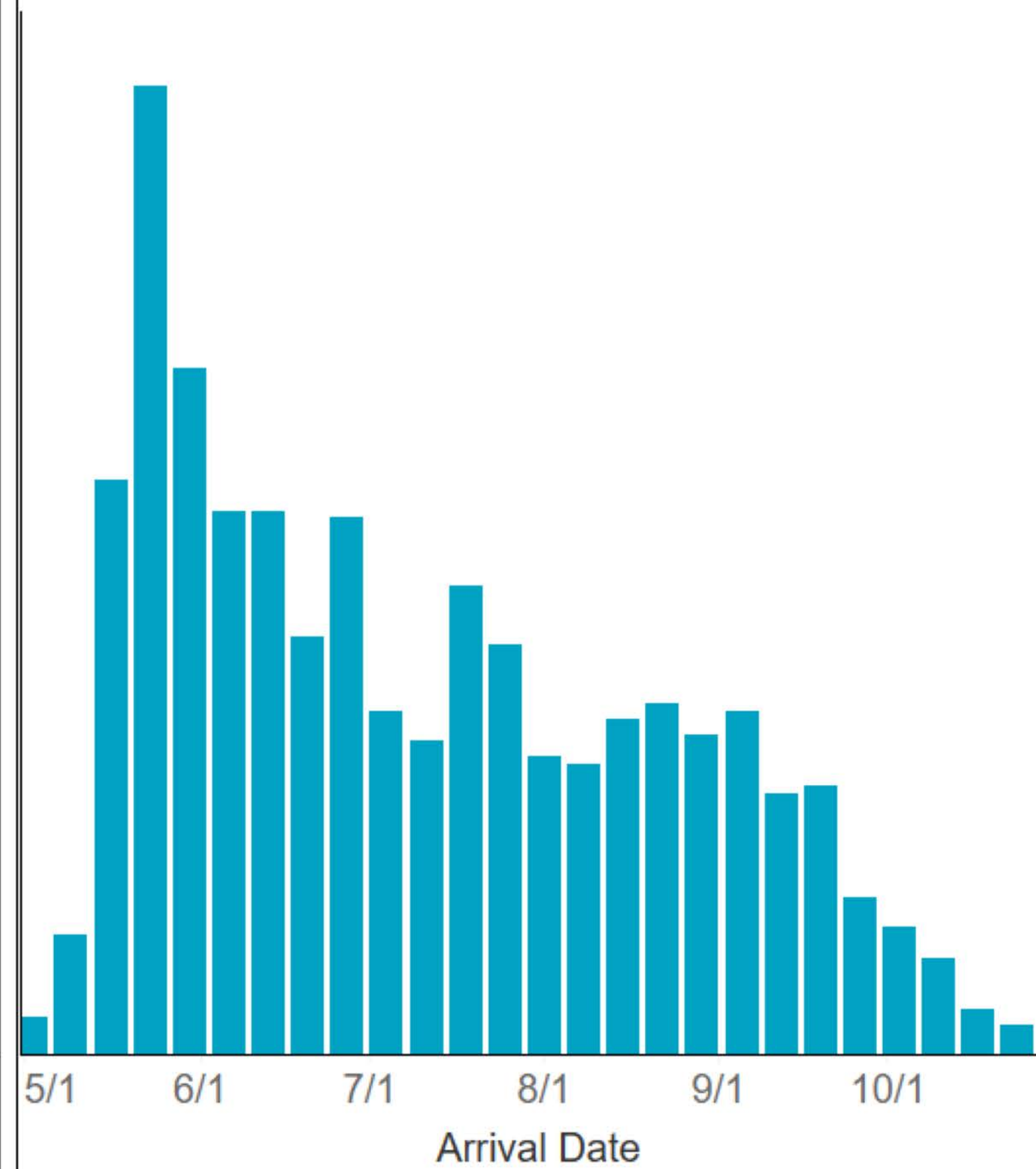
Arrivals within 30 days rise as some Outer Banks counties announce plans to reopen to visitors



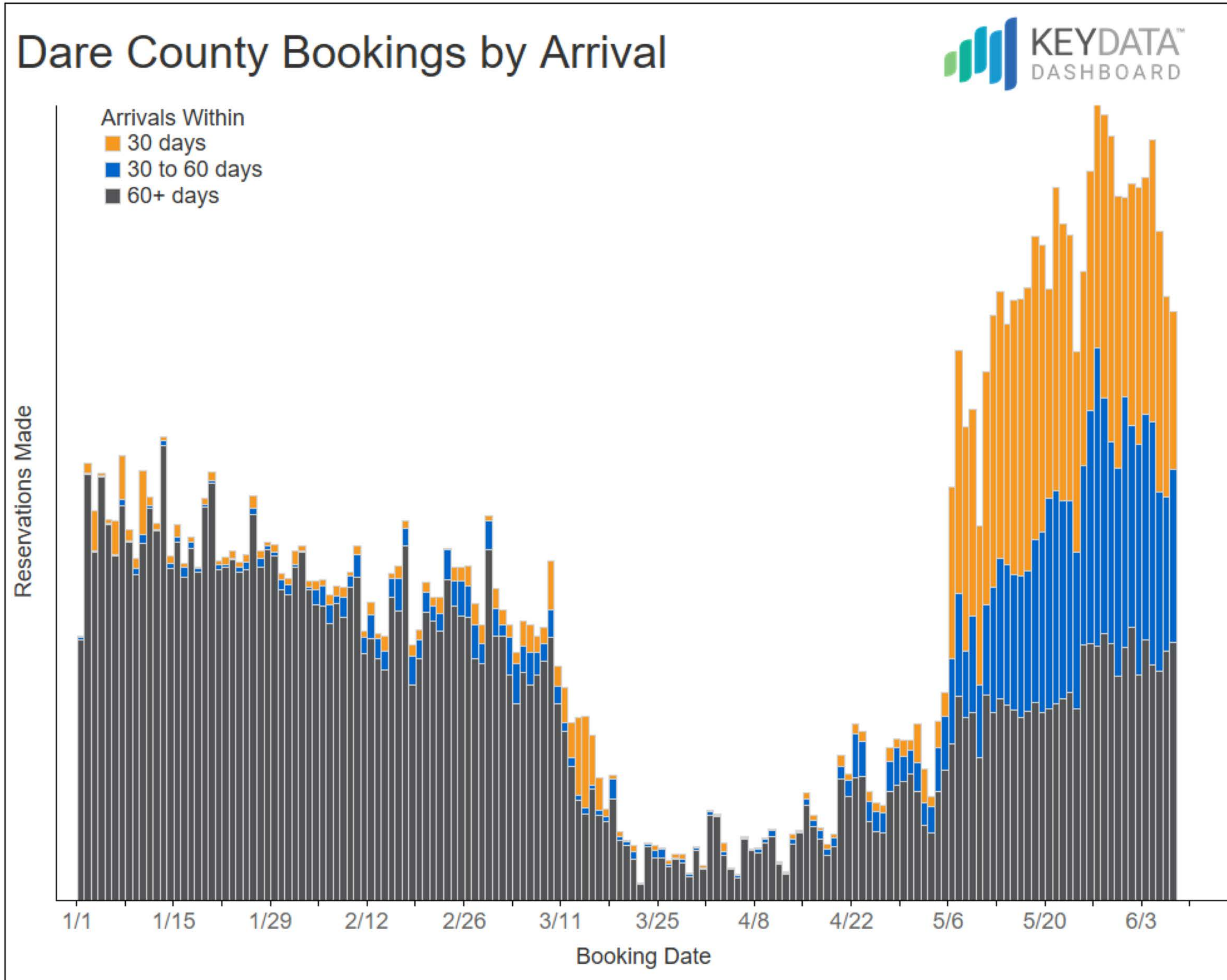
Guest reservations made
per day between 3/31 and 5/6/2020



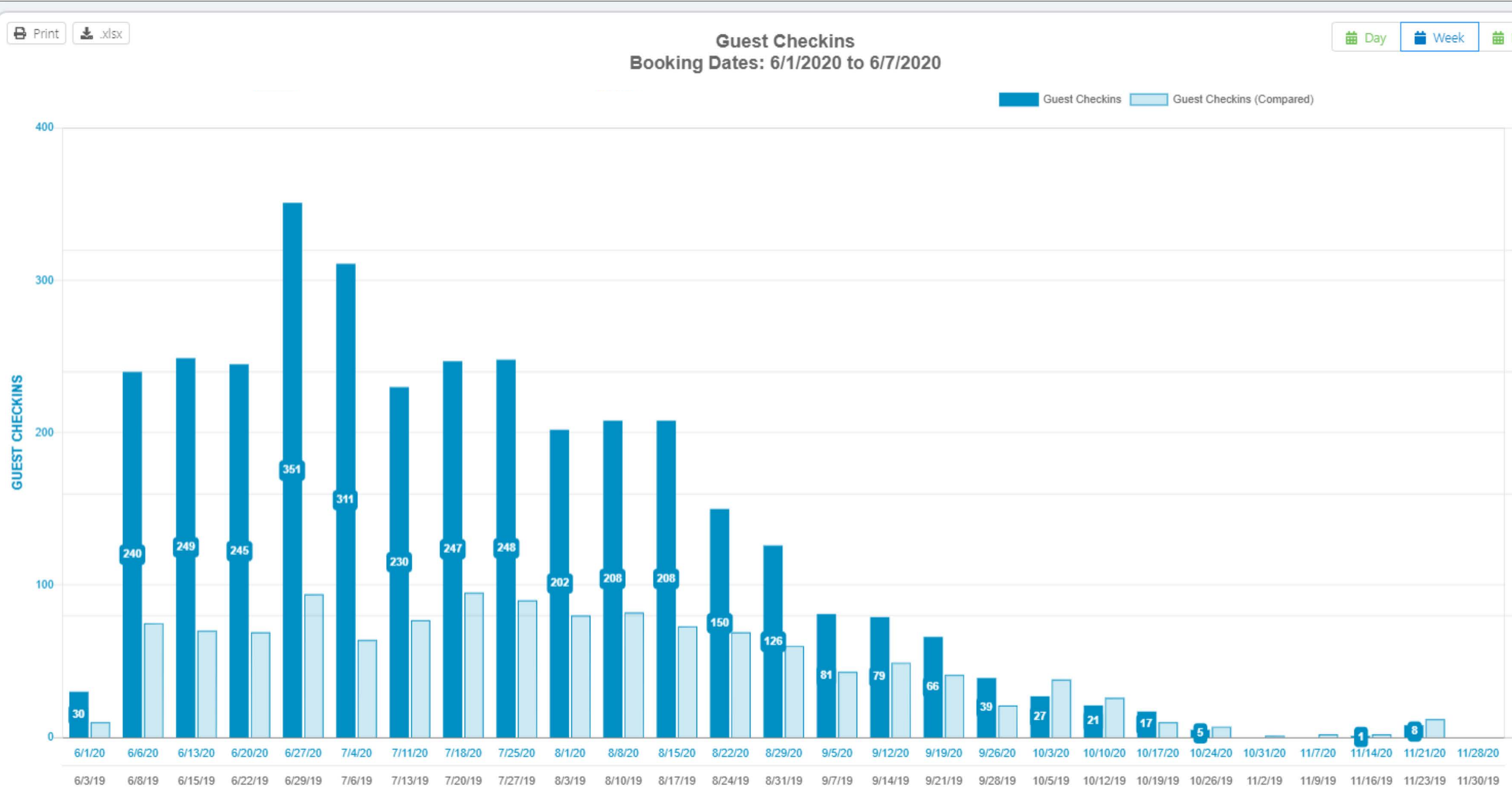
Guest arrivals for stays booked
between 4/30 and 5/6/2020



Arrival Windows are Shifting



Checkins by Booking Date Continues to Change

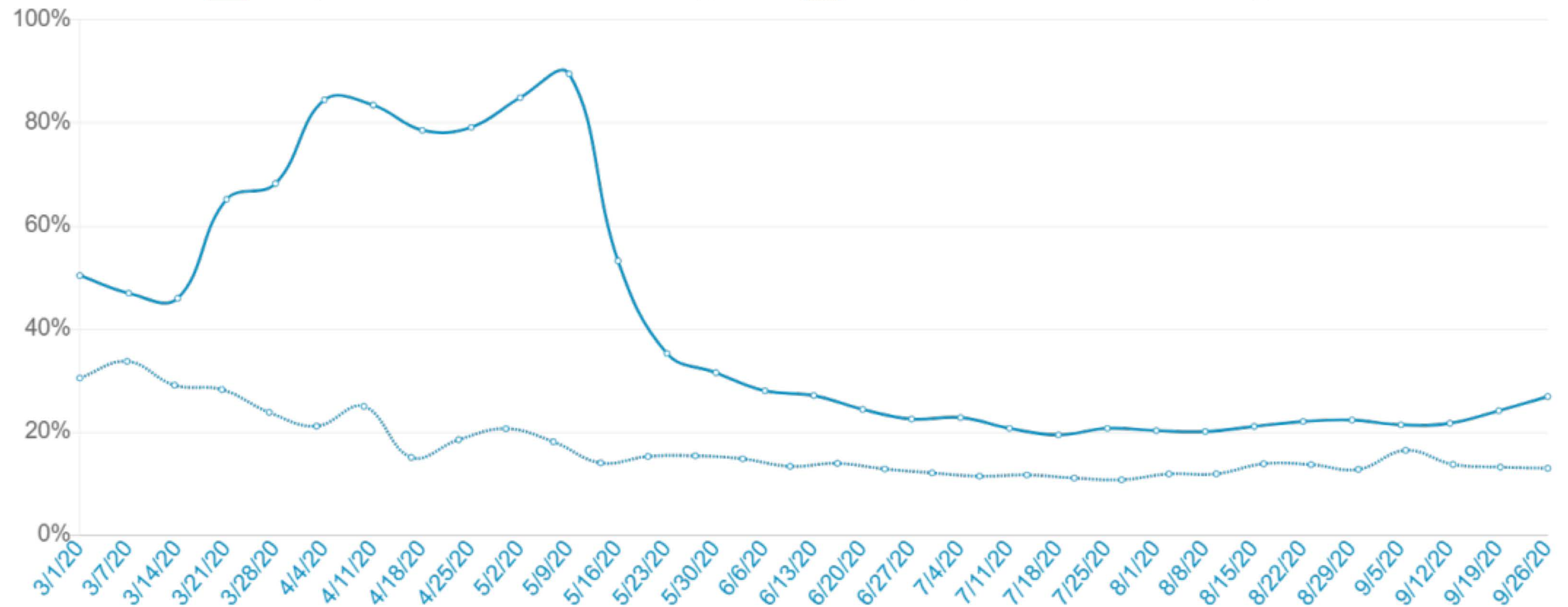


Cancelled Nights Level Off

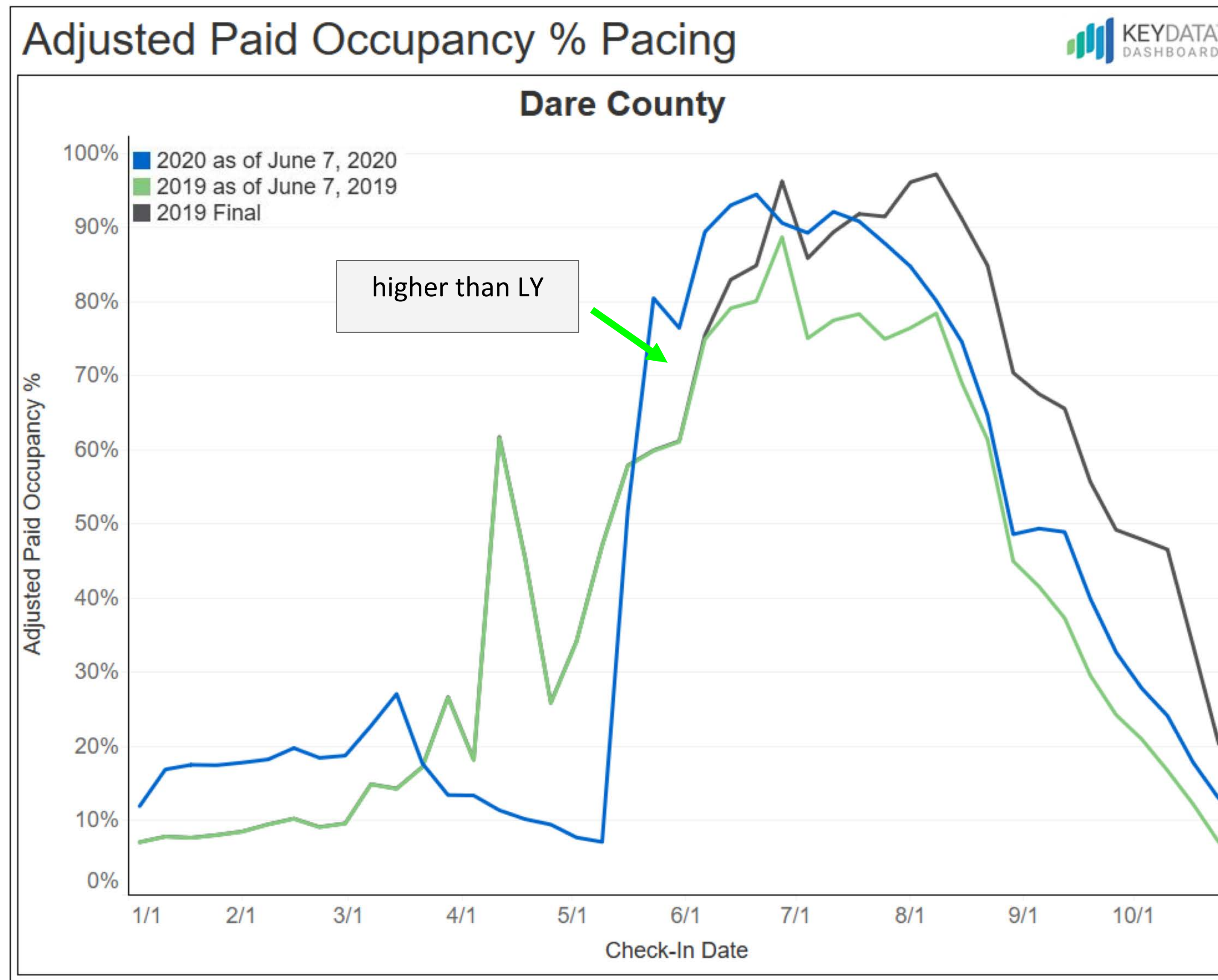


Dare % Cancelled Nights

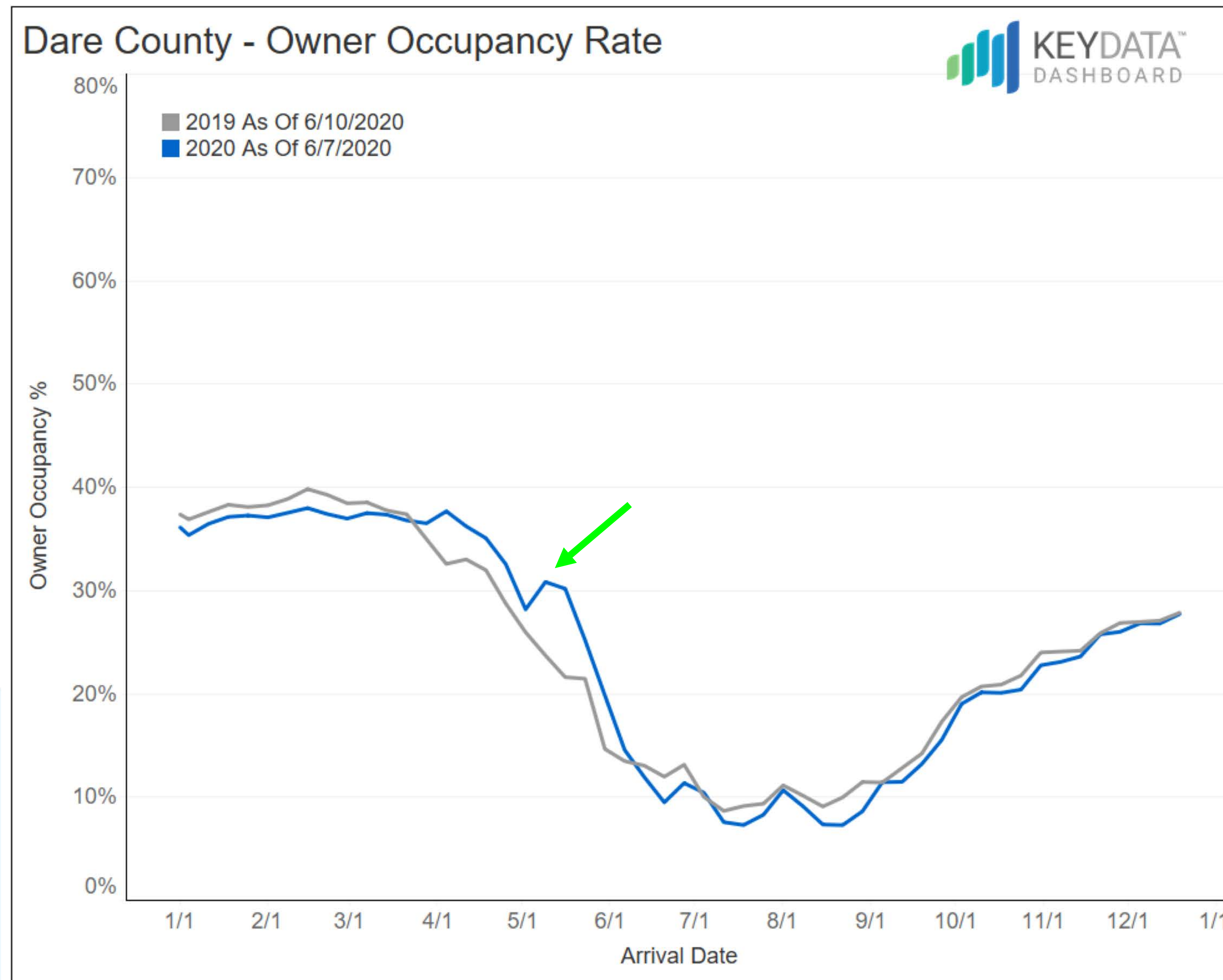
■ Dare (3/1/2020 to 9/30/2020 as of 6/7/2020) | 31.9 % □ Dare (Compared 3/1/2019 to 9/30/2019) | 13.6 %



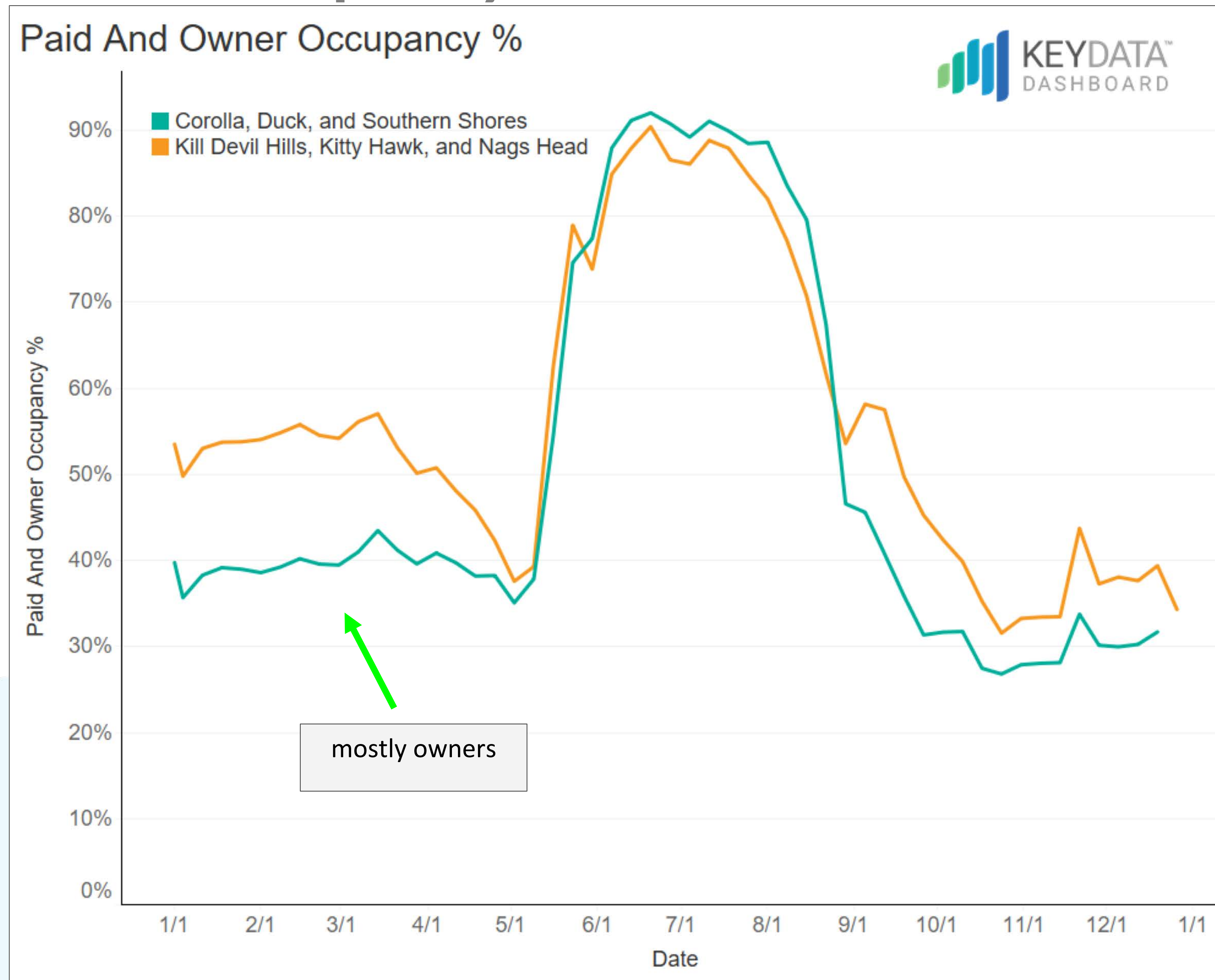
Early Summer Occupancy Higher than 2019



Owner Occupancy

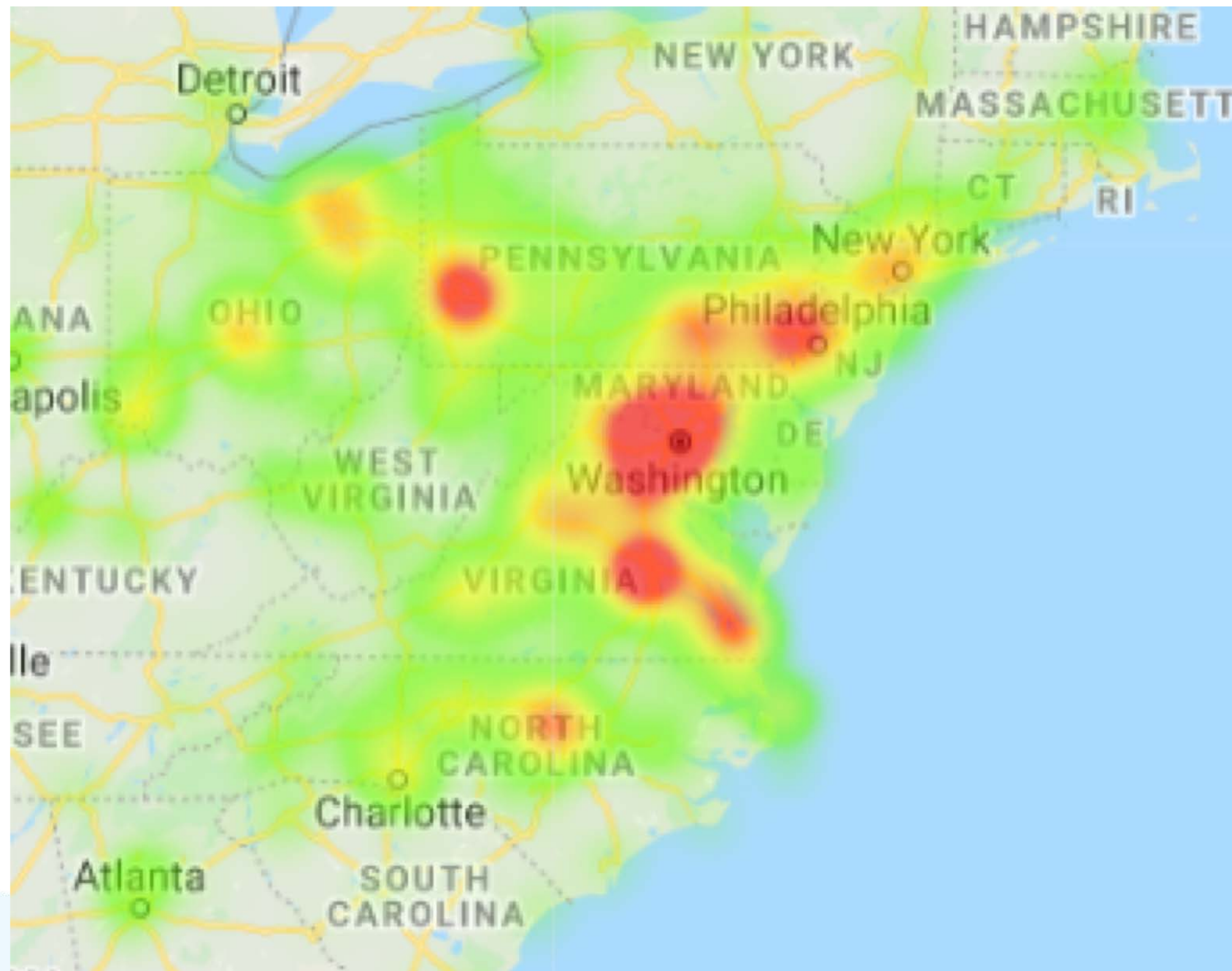


Paid and Owner Occupancy

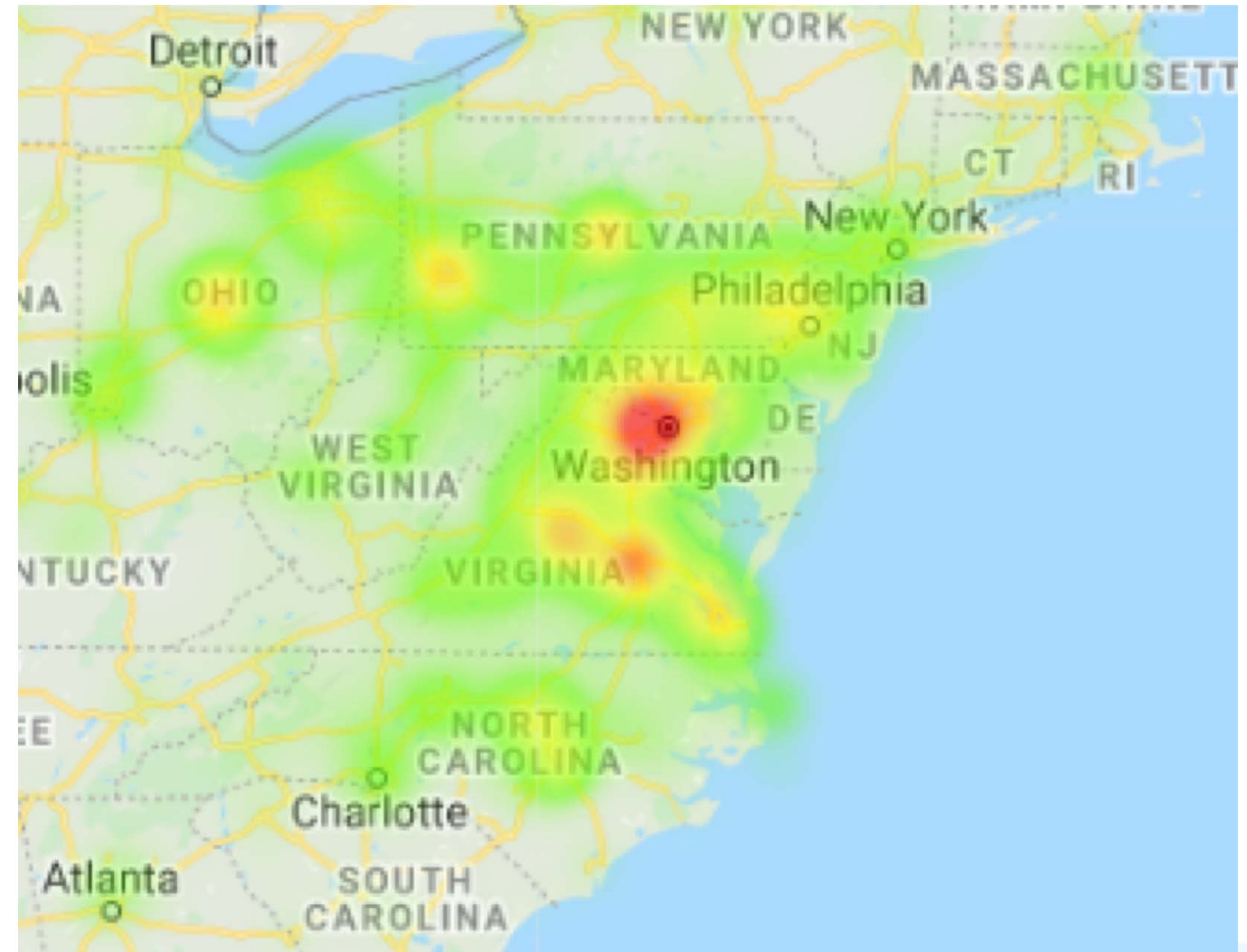


Where are people coming from?

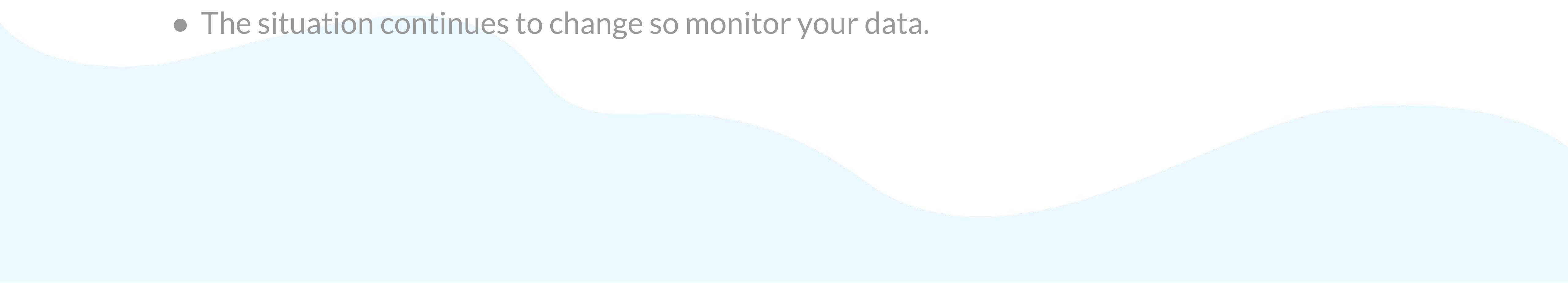
June 2020



June 2019



In Summary...

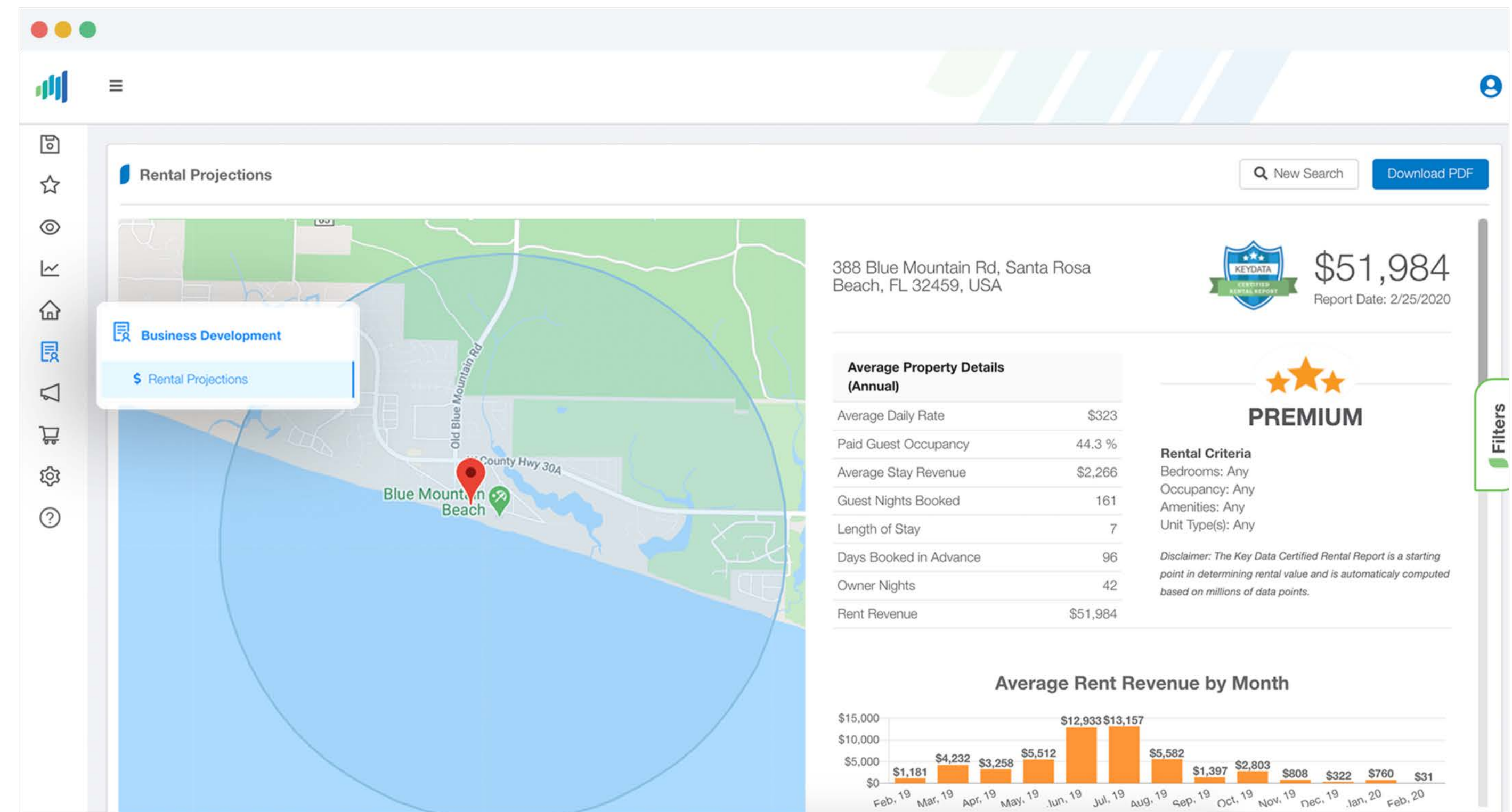
- Dare County has benefitted from:
 - being a drive-to market
 - not relying on spring break visitors
 - having a larger share of single family home rentals than condos
 - having a long booking window
 - Don't panic and drop your rates.
 - Be prepared for higher occupancy rates and a lot of people in town.
 - The situation continues to change so monitor your data.
- 

Rental Projections

Backed by real vacation rental market data.

Key Data's estimated rental potential for a property is computed using accurate, direct sourced vacation rental data by comparing a property's rental history to comparable properties on the vacation rental market.

Our rental projections add-on is the starting point for business development & real estate agents seeking to determine a property's rental potential quickly & efficiently.



Q & A



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