Short Term Rental Market Analysis

April 2024

Short Term Rental Market Analysis for xxxxxx 2023
KPI Dashboard | xxxxxx 2023

Metrics based on data from January to December 2023 unless otherwise stated

TOP FIVE KEY PERFORMANCE INDICATORS 2023

Total Annual Revenue

XXXXXXX

Total revenue earned during the reporting period 2023

Available Listings (monthly avg.)

XXXXXXX

Total number of listings whose calendars had at least one day classified as available or reserved during the reporting periods 2023

Total Booked Annual Nights

XXXXXXX

Total number of booked nights during the reporting period 2023
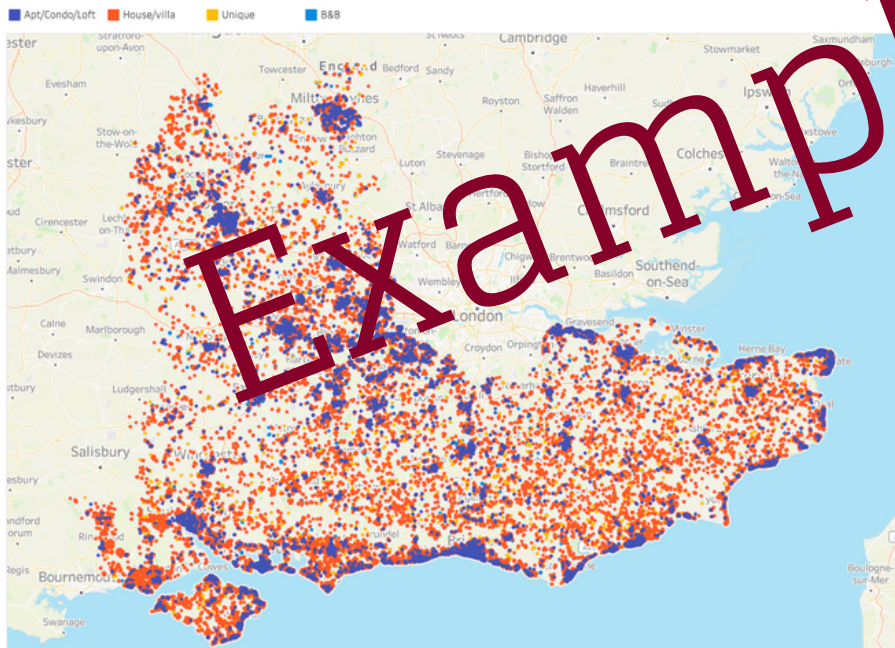
Annual Occupancy

XXXXXXX

Total number of listings whose calendars had at least one day classified as available or reserved during the reporting periods 2023
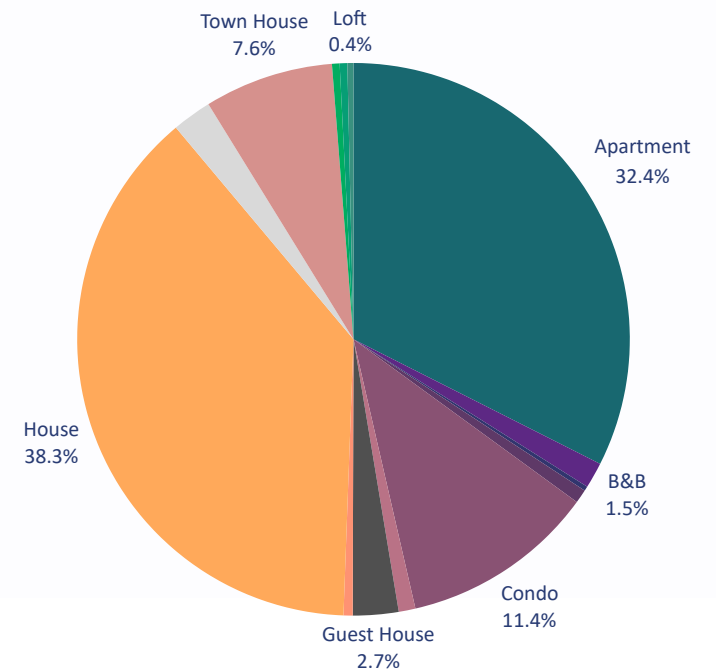
Average Length of Stay

XXXXXXX

Average length of stay during the reporting period 2023

MAP OF SHORT TERM RENTAL MARKET 2023

- Apt/Condo/Loft
- House/villa
- Unique
- B&B

Please note - that this map is a representation of the distribution of properties in Portsmouth by property type.

Example Report

## TOTAL LISTINGS BY PROPERTY TYPE 2023

- Town House 7.6%
- Loft 0.4%
- Apartment 32.4%
- B&B 1.5%
- Condo 11.4%
- Guest House 2.7%
- House 38.3%

Understanding the value of the private rental market

Tourism South East, Research Unit, 40 Chamberlayne Road, Eastleigh, Hampshire. SO50 5JH

Data Captured April 2024 – AirDNA

Short Term Rental Market Analysis for xxxxxx 2023
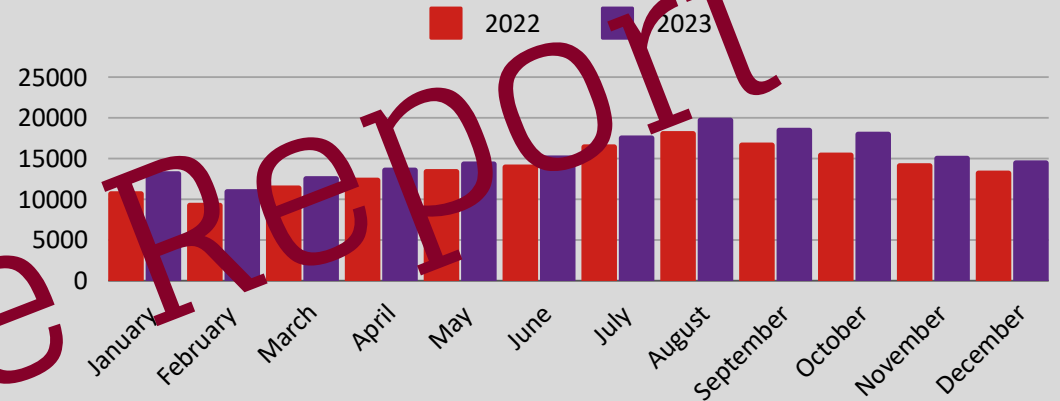# KPI Dashboard | xxxxxx 2023

AVAILABLE LISTINGS MONTHLY* 2022 vs 2023

*Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.

Legend: ■ 2022 ■ 2023
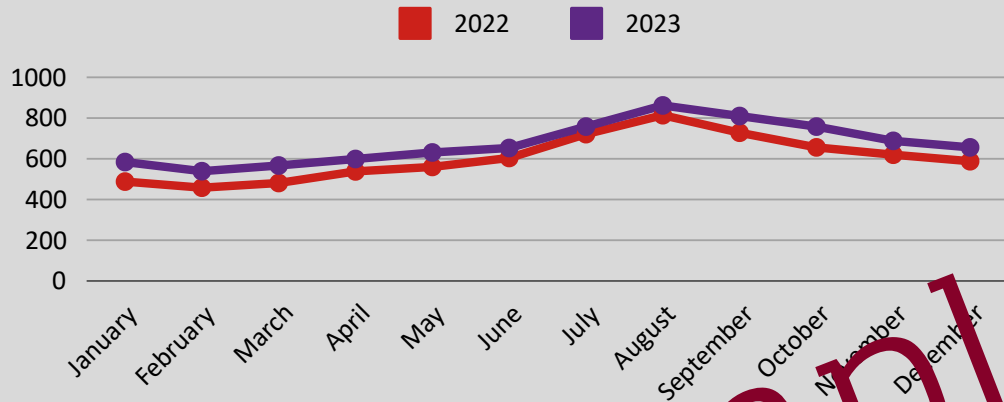
SUPPLY* (AVAILABLE NIGHTS) 2022 vs 2023

*Total number of available nights from active listings.

Legend: ■ 2022 ■ 2023

AVERAGE DAILY RATE* 2022 VS 2023

*The Average Daily Rate (ADR) charged per booked entire place listing.

	2022	2023
ANNUAL	x	x
Q1 (JAN - MAR)	x	x
Q2 (APR - JUN)	x	x
Q3 (JUL - SEPT)	x	x
Q4 (OCT - DEC)	x	x

*The heat map (right) illustrates the number of booked nights during the reporting period.

- ● very low demand
- ● low demand
- ● low medium demand
- ● medium demand
- ● medium high demand
- ● high demand
- ● very high demand
- ● highest demand

DEMAND NUMBER OF BOOKED NIGHTS 2023 HEAT MAP

	Budget	Economy	Mid Scale	Up Scale	Luxury
Room/Studio	x	x	x	x	x
1 Bedroom	x	x	x	x	x
2 Bedroom	x	x	x	x	x
3 Bedroom	x	x	x	x	x
4 Bedroom	x	x	x	x	x
5 Bedroom	x	x	x	x	x
6+ Bedroom	x	x	x	x	x

Understanding the value of the private rental market

Tourism South East, Research Unit, 40 Chamberlayne Road, Eastleigh, Hampshire. SO50 5JH

Data Captured April 2024 – AirDNA

TSE Research

AIRDNA

% USER GENERATED REVIEW SCORES 0-5 stars

- **x%** Properties that have a average review rating between 4.9 and 5
- **x%** Properties with a an average review rating between 4.5 and 4.8
- **x%** Properties with a review rating of 4.4 or below
- **x%** Properties that do not have a review rating

% OF PROPERTIES WITH AMENITIES

Instant Book, Super Host, Air Conditioning, Kitchen, Parking, Gym, Hot Tub, Pet Friendly, Professional

0.0% 20.0% 40.0% 60.0% 80.0% 100.0%
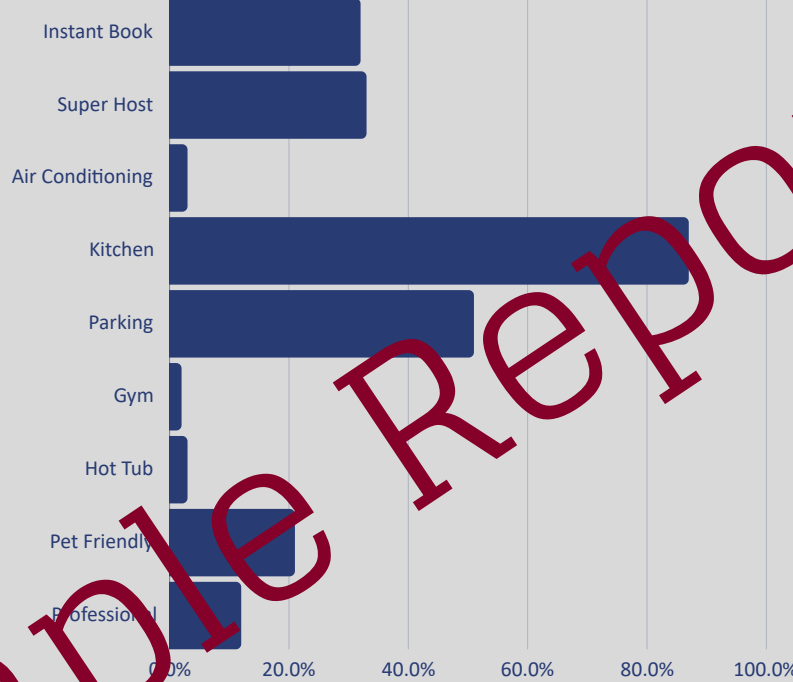
TOTAL REVENUE* 2022 VS 2023

Total revenue earned during the reporting period. Includes the advertised price, as well as cleaning fees.

£xxxxxxxm

£xxxxxxm

2022   2023

represents a x YOY increase

Example Report
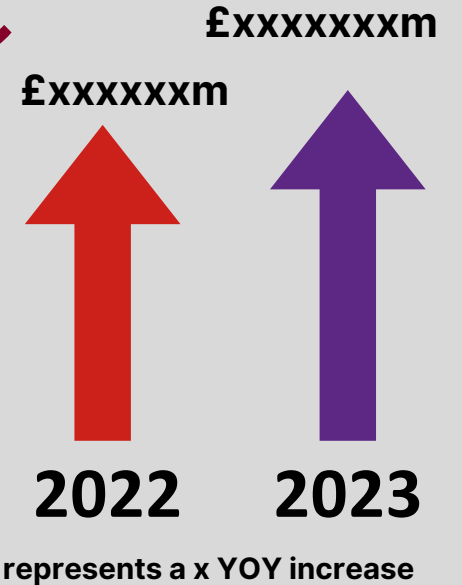
OVERALL REGIONAL SHORT TERM RENTAL MARKET METRICS FOR SOUTH-EAST ENGLAND 2023

	TOTAL ANNUAL REVENUE	AVAILABLE LISTINGS (monthly average)	TOTAL BOOKED NIGHTS ANNUAL	SUPPLY	AVERAGE LENGTH OF STAY	AVERAGE DAILY RATE	ANNUAL OCCUPANCY
SOUTH EAST ENGLAND	xxxxxxxxx	xxxxxxxxx	xxxxxxxxx	xxxxxxxxx	xxxxxxxxx	xxxxxxxxx	xxxxxxxxx

Understanding the value of the private rental market
Tourism South East, Research Unit, 40 Chamberlayne Road, Eastleigh, Hampshire. SO50 5JH

Data Captured April 2024 – AirDNA

Short Term Rental Market Anaylsis for xxxxxx 2023
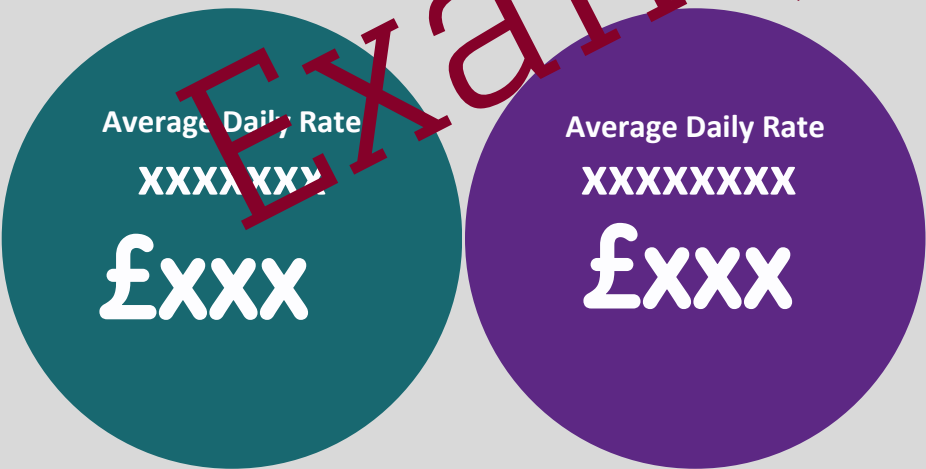## Comparison Data | xxxxxxxx vs xxxxxx

MONTHLY OCCUPANCY DATA FOR xxxxxxVS xxxx YEARS 2021 TO 2023

Booked Listing Nights divided by Available Listing Nights. The calculation only includes vacation rentals with at least one booked night during the reporting period.

Occupancy Rate Eastbourne   Occupancy Rate Bournemouth
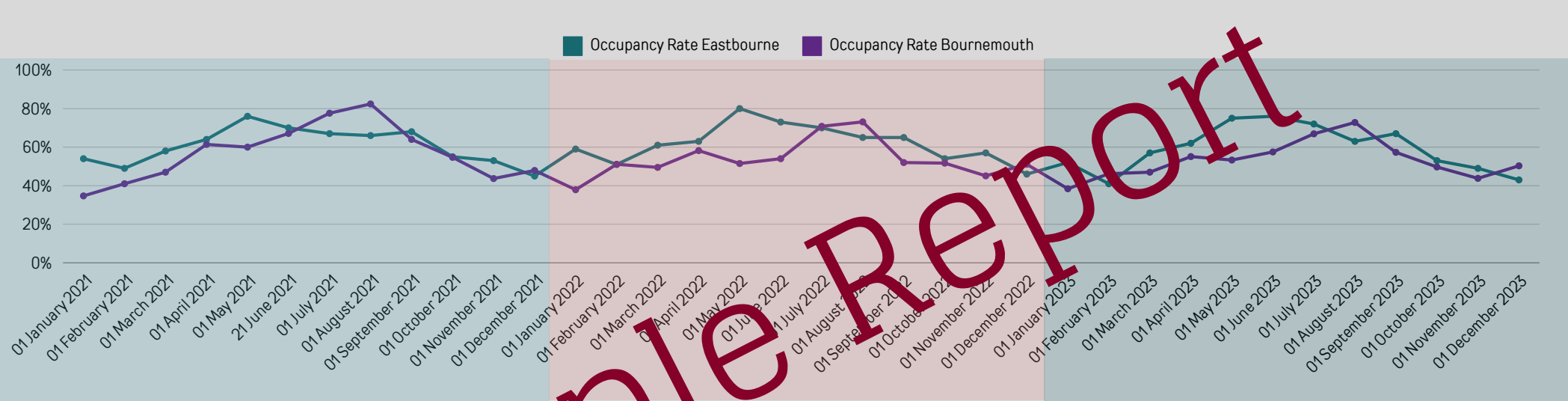
AVERAGE DAILY RATE COMPARISON 2023

The Average Daily Rate charged per booked entire place listing

Average Daily Rate
XXXXXXXX
£xxx

Average Daily Rate
XXXXXXXX
£xxx

AVERAGE LENGTH OF STAY 2023

XXXXXXXXX
3.1 nights

XXXXXXXX
3.2 nights

ANNUAL AVAILABLE LISTINGS 2023

4,018
Available listings
XXXXXXXXX

20,937
Available listings
XXXXXXXXX

Understanding the value of the private rental market
Tourism South East, Research Unit, 40 Chamberlayne Road, Eastleigh, Hampshire. SO50 5JH

Data Captured April 2024 – AirDNA

Your Data

This document is an amalgamation of data aggregated from the AirDNA dashboard using Tourism South East licence to the platform, the data was captured on April 8th 2024.

AirDNA is aplatform that monitors the performance data of 10 million properties listed on Airbnb, Vrbo, and holiday homes on booking.com, all of which are used for holiday rentals making it one of the most dominant players in this field.

It combines website data, real time property owner information, booking records, advanced algorithms, and rigorous quality checks to ensure a remarkable 95% accuracy rate. This level of precision has earned the trust of large-scale property investors and hedge fund managers, underscoring the reliability of the data.

If you require any assistance please contact cswensson@tourismse.com
www.tourismsoutheast.com/short-term-rental-analysis