

# Short Term Rental Market Analysis

April 2024



**AIRDNA**

This document has been prepared by TSE Research in collaboration with AirDNA  
[www.tourismsoutheast.com/short-term-rental-analysis](http://www.tourismsoutheast.com/short-term-rental-analysis).

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

TOP FIVE KEY PERFORMANCE INDICATORS 2023

Total Annual Revenue

XXXXXXXX

Total revenue earned during the reporting period 2023

Available Listings (monthly avg.)

XXXXXXXX

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

XXXXXXXX

Total number of booked nights during the reporting period 2023

Annual Occupancy

XXXXXXXX

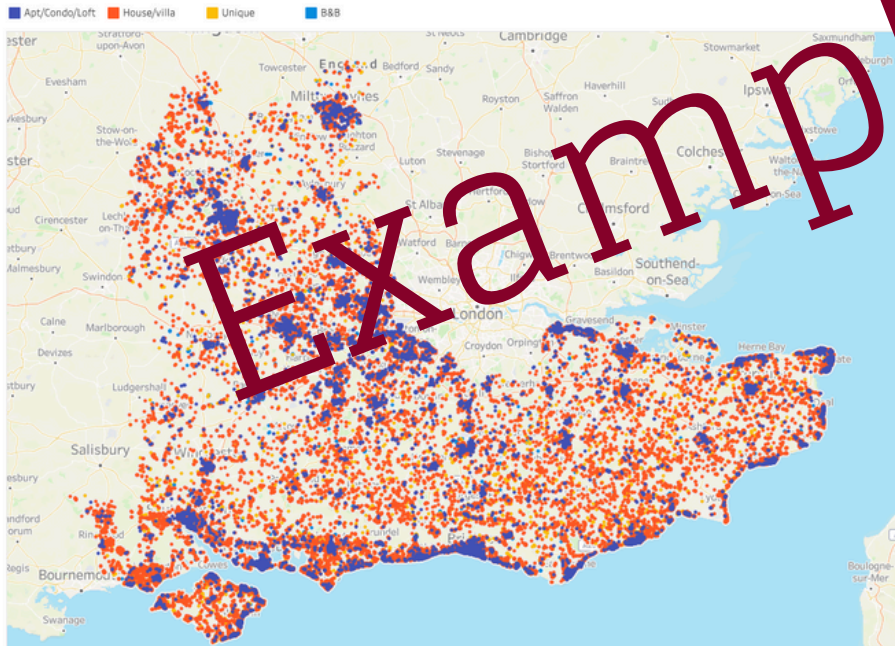
Total number of listings whose calendars had at least one day classified as available or reserved during the reporting periods 2023

Average Length of Stay

XXXXXXXX

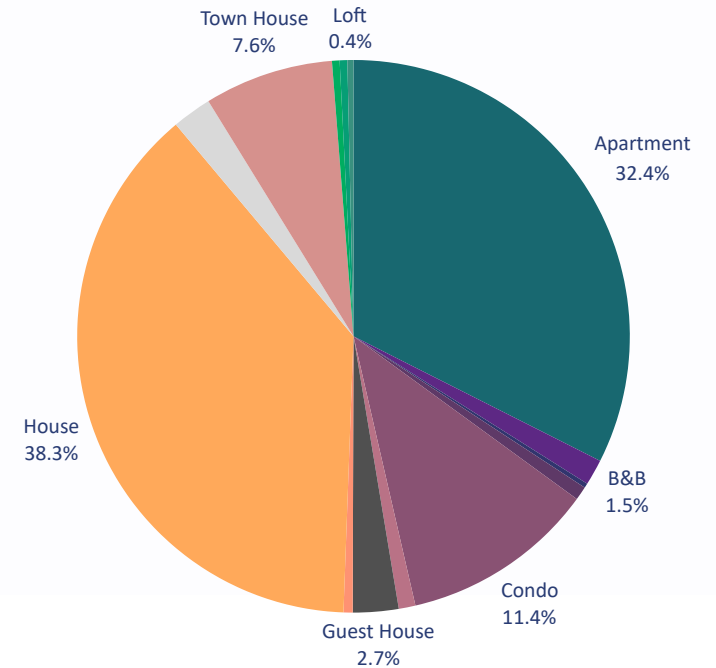
Average length of stay during the reporting period 2023

MAP OF SHORT TERM RENTAL MARKET 2023



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

TOTAL LISTINGS BY PROPERTY TYPE 2023



## 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 a platform 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](mailto:cswensson@tourismse.com)  
[www.tourismsoutheast.com/short-term-rental-analysis](http://www.tourismsoutheast.com/short-term-rental-analysis)

Example Report