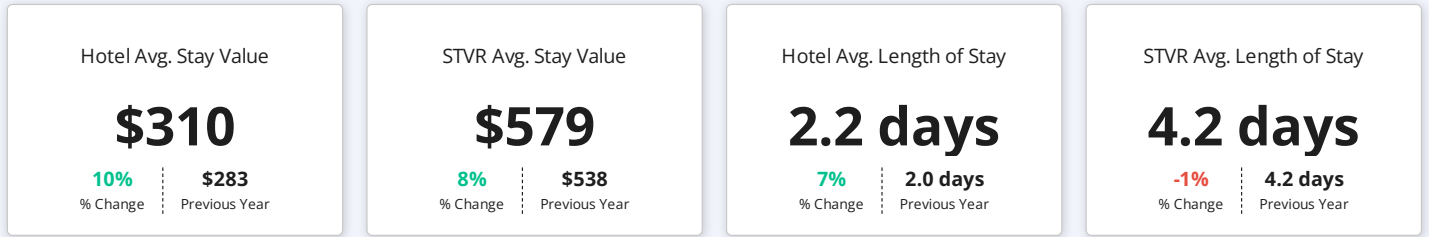


### Summary KPIs

Source: Zartico Lodging Data.

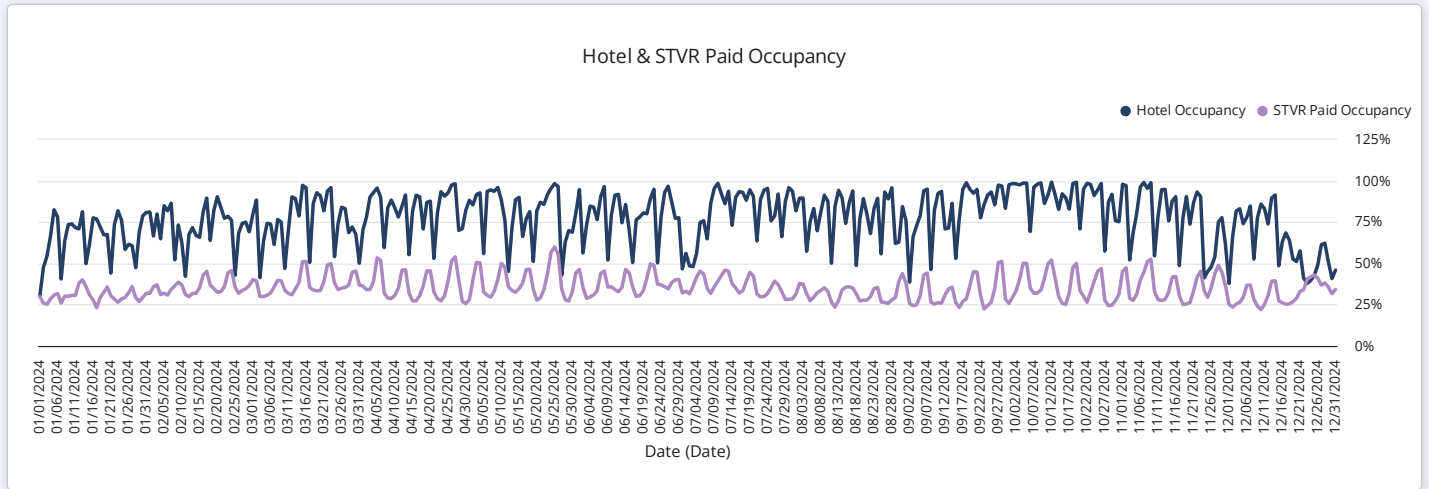
KPI metrics display short-term vacation rental (STVR) and hotel performance for your primary geographic area.

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.



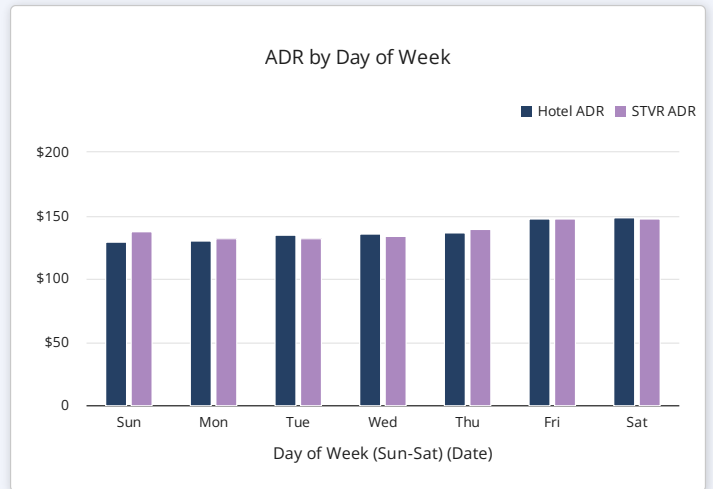
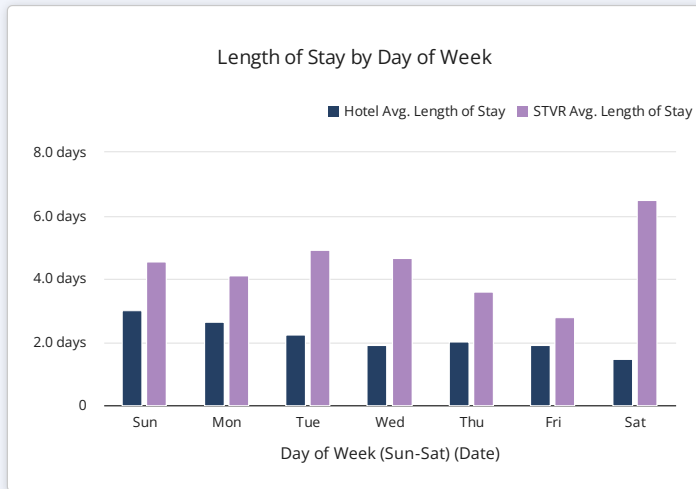
### How does occupancy vary by day?

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.



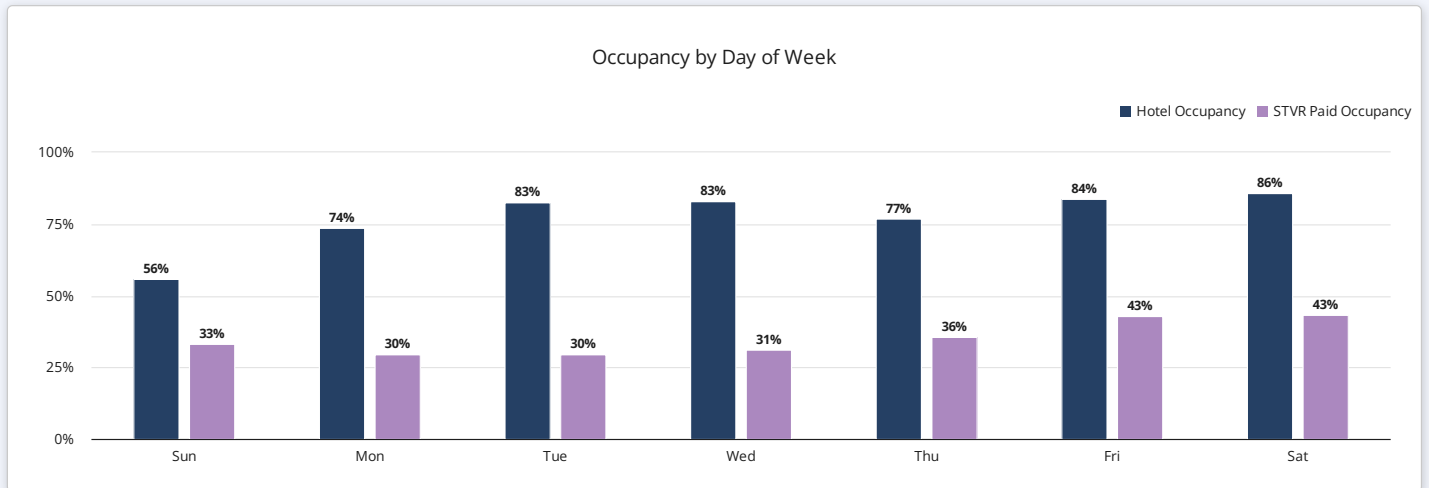
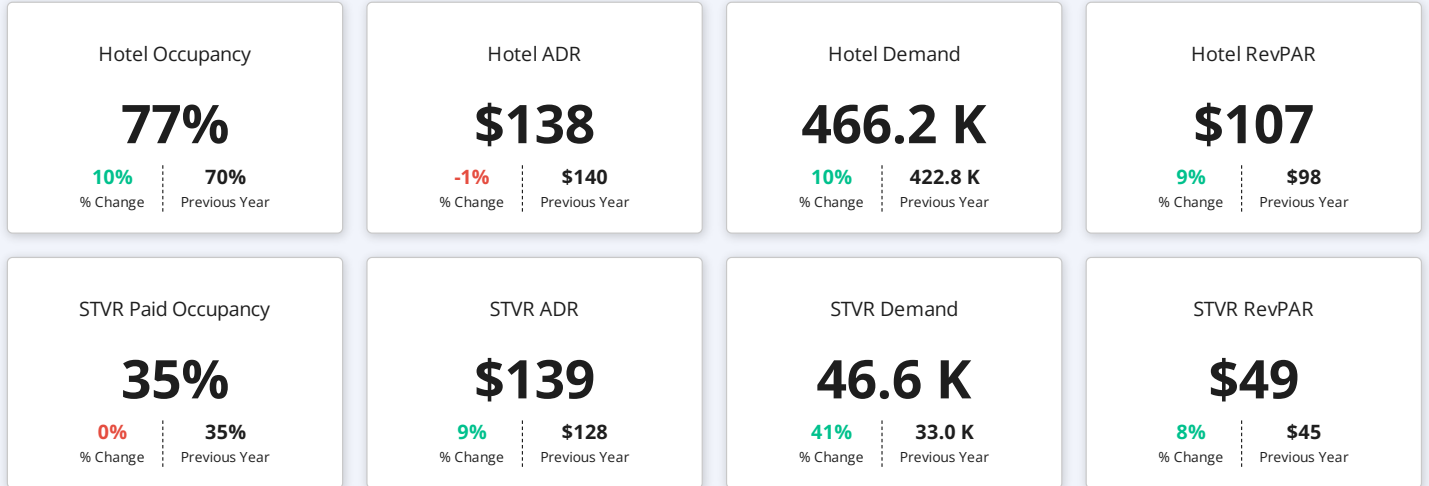
### How does lodging performance vary by day of week?

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



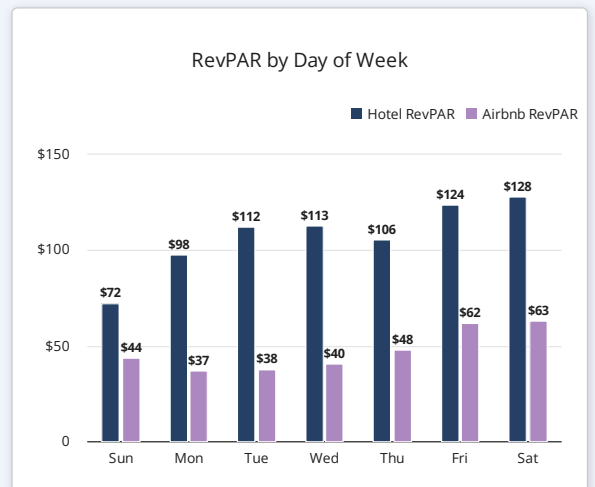
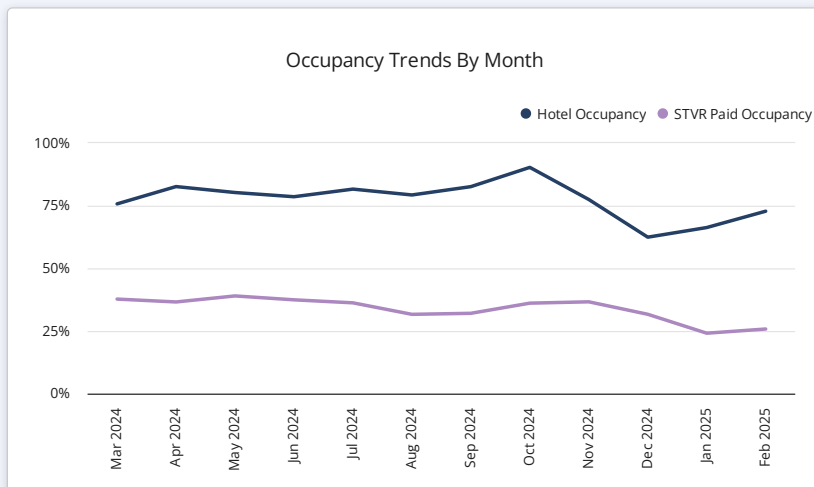
## Key Lodging KPIs for Reporting

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.

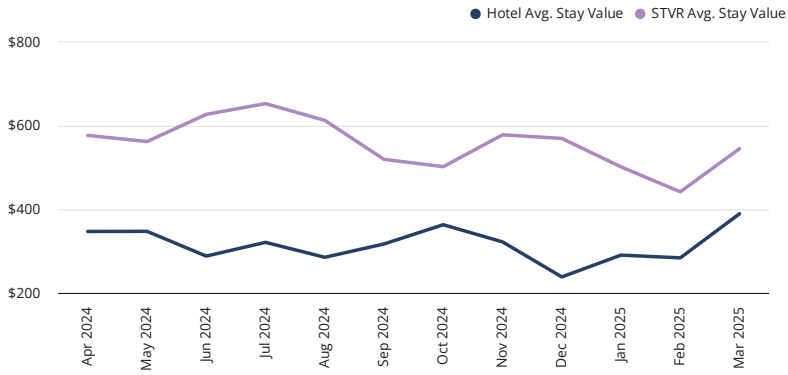


## What are your destination-wide trends over the past 12 months?

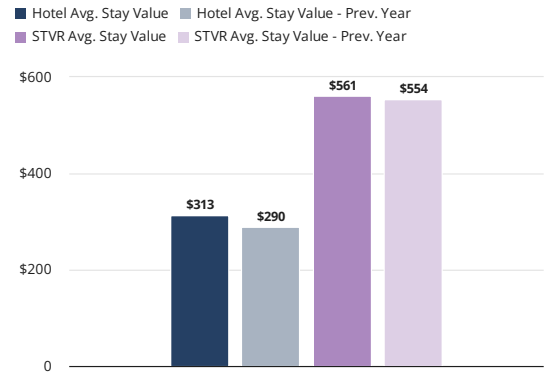
Use these charts to see destination-wide trends over the previous 12 months, independent of the date filter specified above. Average Stay Value is total revenue divided by the number of guest check-ins, reflecting the amount for the entire stay timeframe. These insights reflect your primary geography only.



Avg. Stay Value by Month



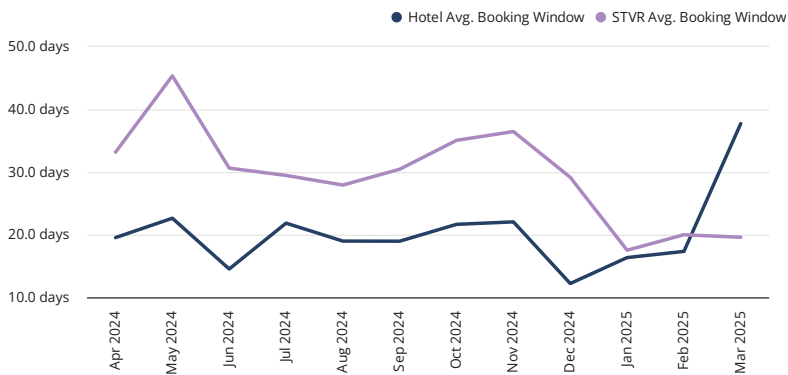
Avg. Stay Value - Previous 12 Months



### 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



Avg. Booking Window by Lodging Type



### 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.
<b>Mar 2025</b>	Cabarrus - NC	Hotel	hotel	primary	County	\$390	61%	\$149	-	\$1,786,775	11,975	
		STVR	airbnb	primary	County	\$545	29%	-	\$140.08	\$168,521	1,203	
			direct	primary	County	\$1,002	29%	-	-	\$14,027	80	
	Forsyth - NC	Hotel	hotel	competitive	County	\$314	39%	\$127	-	\$1,718,946	13,559	
		STVR	airbnb	competitive	County	\$567	29%	-	\$122.16	\$449,316	3,678	
			direct	competitive	County	\$820	22%	-	-	\$8,199	80	
	Gaston - NC	Hotel	hotel	competitive	County	\$389	48%	\$136	-	\$1,235,024	9,061	
		STVR	airbnb	competitive	County	\$741	35%	-	\$146.09	\$214,758	1,470	
			direct	competitive	County	\$995	45%	-	-	\$13,928	91	
Greenville - SC	Hotel	hotel	competitive	County	\$476	66%	\$167	-	\$8,991,823	53,934		
	STVR	airbnb	competitive	County	\$627	35%	-	\$147.08	\$1,245,489	8,468		
		direct	competitive	County	\$672	36%	-	-	\$41,019	267		
Guilford - NC	Hotel	hotel	competitive	County	\$368	49%	\$141	-	\$5,105,217	36,315		

## 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

**2025-03-12**

