

DMO Solutions

Keep track of vacation rental supply,
demand and its compliance



Introduction

Private accommodation in short-term rentals is a growing pattern in travel and a very relevant one too. Lighthouse estimated that more than 20% of the global demand for accommodation in 2021 was driven by short-term rentals.

Staying in private homes is already a trend for travelers looking for “local experiences”, flexibility and more amenities. Companies like *Airbnb* or *Vrbo* have helped popularize it. In the context of the Covid-19 crisis, we have seen demand recover faster than traditional accommodations. Furthermore, growth is expected to accelerate as demand has swung towards self sufficient, flexible accommodation.

But are Destination Marketing Organizations adapting to this trend? Do they know how many private properties are available for short-term let in their destinations? Do they know how many travellers are staying in private accommodations?

Do they know where they come from? Do they know if these same travellers are enjoying these experiences? Can they anticipate how many travellers they should expect in the coming months?

Our **Destination Insight Dashboard** is here to answer these questions. In a competitive environment where DMOs are competing for travelers attention, getting to know the real supply and demand of alternative accommodation in your destinations can make the difference.



The **data source** of records
for the short-term rental
industry



Measure & map rental supply

Get the true picture of deduplicated vacation rental properties in your market with granular breakdowns



Monitor occupancy & ADR

Measure the economic impact of the alternative accommodation in the destination



Compare with other destinations

Make direct comparison with similar, contrasting or competing markets



Analyze & track traveller origin

Reach out the correct audience and maximize your marketing efforts



Request bespoke analyses

Count on our team of data scientist to perform analyses tailored to your needs

How we help tourism organizations?



Our Data

We scan **public data**

We aggregate anonymized **private data**

METRICS

Property Count

Occupancy OTB

Guest Origin

RevPAR

Listing Count

Advertised Rate

Booked Rate

Revenue

Review Score

Party Size

Amenities

Booking Window

Occupancy

Length of Stay

Demand

Professionality

FILTERS

Geographical

Property Type

Temporal

OTA

Bedroom Count

Capacity

Entire home

Room only

SCOPE



2018 - 365 days ahead

Global Coverage



Trusted partners





Destination Insight Dashboard



What makes Destination Insight unique



The largest global coverage

Track data from the main OTAs globally: Airbnb, Booking.com, Vrbo, Tripadvisor



Geographical and temporal granularity

Perform granular analysis, from national to postcode level, to assess daily performance data and event impact



Historical and forward looking data

Conduct historical data analysis from 2018 and forecast 365 days into the future



Open solution technology

Conduct customized analysis, providing access to innovative metrics and KPIs in detailed reports



Different delivery methods integrated

Visualize data through online dashboards, export in CSV, XLSX, or JSON, and access via API



Largest database of short-term rental reservations

Unique approach and QA methodology by using data from partners, tracking over 13 millions reservations



Supply Tracking

- Get the true picture of deduplicated vacation rental properties in your market today, as well as the historic evolution since 2019.
- Understand the number of vacation rentals and the capacity throughout different segments in your market with granular breakdowns by property types, room counts, booking channels and more.
- Visualise the distribution of alternative accommodations through different zip codes or areas through our dynamic and interactive map.
- Pinpoint every property in your market to track its listings, management and performance.

The screenshot shows a property listing card with a white background. At the top is a photograph of a modern living room with a white sofa, a coffee table, and a dining area. Below the photo, the text reads 'ENTIRE HOME' in bold, followed by 'Large Studio with Garden' and a red Airbnb logo. At the bottom, there are three icons: a bed icon with the number '1', a sofa icon with '1.0', and a person icon with '1'.

Month
ALL SELECTED
2023-09

Property Count
6,108

Total Capacity
21,716

Avg. Review Score
4.71

Review Count
126,288

Property Type
ALL SELECTED
ENTIRE_HOME
PRIVATE_ROOM
SHARED_ROOM

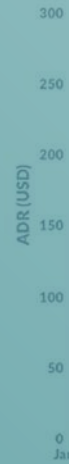


Demand Tracking

- Measuring the economic impact of short term rentals in your market has never been easier.
- Track average daily rate and occupancy through time to calculate revenue, profit or taxes.
- Analyze booking window and length of stay data to understand demand and pacing trends.
- Granular filters allow you to assess different segments or properties.

This data is also forward-looking, making it possible to make demand and revenue predictions based on the current status of property calendars and advertised rates.

Monthly ADR



71.71 days

Average Reservation Window

↑ 9.2% • was 65.67 days last month

10.42 days

Average Length of Stay

↑ 11% • was 9.42 days last month

Monthly Occupancy



61%

Occupancy

↓ 1.6% • was 62% last month



Pacing

- Track the **current status of the performance** on your destination, using actual data.
- Monitor a **'real time'** with high granularity (up to daily, updated every 48h) in different parameters (ADR, listing nights, occupancy rates) up to 365 days in advance.
- **Compare the results with historic data in an equal situation** ("situation of the bookings as per today's date 1 year ago, 2 years ago, 3 years ago...")

Average ADR for next months ⓘ

time_window	avg_future_adr	percent_change_this_year_V5_last_year
Next_month	331.54	24%
Next_3_months	378.2	35%
Next_6_months	355.61	26%

Average Occupancy for next months

time_window	avg_future_occupancy	percent_change_this_year_V5_last_year
Next_month	26%	-16%
Next_3_months	17%	-16%
Next_6_months	9.4%	-15%



Traveler Origin

Measure the impact of your marketing investment thanks to monthly reports on:

- Origin country of travelers
- Accommodation size by nationality
- Seasonality by country
- International vs. Domestic trends

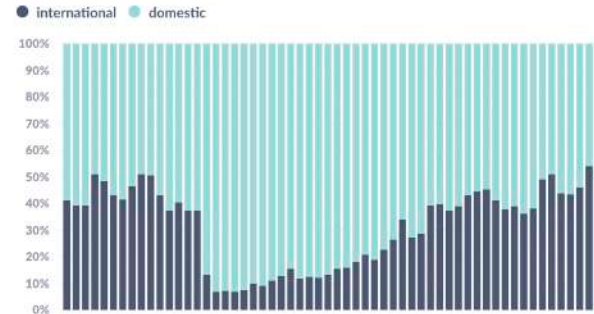
Learn the details of who is staying in which short term rental properties and define the most effective marketing and distribution strategies to better reach these audiences.

Track and analyze to measure the success of your future or past campaigns by consulting dashboard insights.

Top 10 Visiting Cities



International vs Domestic Demand





5. Benchmark

New York City

Host Type

Subtype

Benchmark - ADR

- Las Vegas
- Miami
- New Orleans
- New York City
- Portland
- Seattle



Benchmark - Average length of stay

- Las Vegas
- Miami
- New Orleans
- New York City
- Portland
- Seattle



Benchmark

The dashboard also allows you to make direct comparisons with similar, contrasting or competing markets to compare and contrast data on occupancy rates, ADR, booking window or length of stay.

Tracking these differences over time can help identify the realities of your market and others, make projections and establish targets.

Comparable markets can be selected according to your interests, and can be cities, regions, states or countries.



Vacation Rental Outlook



Cremona - Supply



This image shows the most recent overview from our database for the city of **Cremona (243 deduplicated properties)**, excluding data from hotels and hostels. The data can be filtered further, geographically, by county, city, and postcode.

To make this definition, we've only taken into account properties active on the main platforms (**Airbnb**, **Booking.com**, **Vrbo** and **Tripadvisor**) in **April 2024**.



Cremona - Historical Demand trends

This image shows the most recent overview on **Occupancy and ADR 2019 - 2024** from our database for **Cremona**.

Excluding data from hotels and hostels taken only into account properties active on the main platforms (Airbnb, Booking.com, Vrbo and Tripadvisor) in 30/04/24.

Global Performance

Edited a year ago by Yasmine L.

Country

Italy

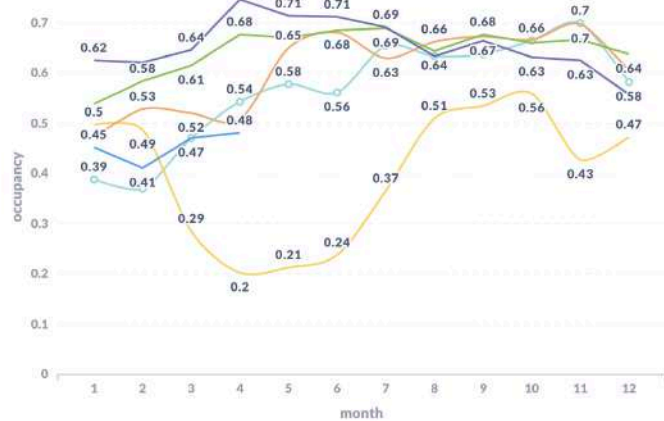
City

Cremona



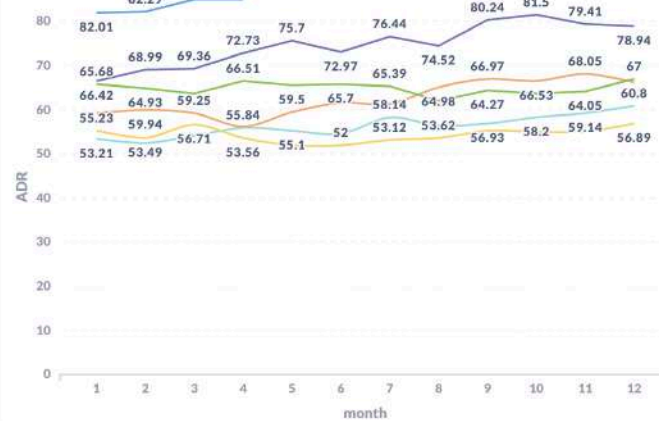
Global Occupancy

● 2,019 ● 2,020 ● 2,021 ● 2,022 ● 2,023 ● 2,024



Global ADR

● 2,019 ● 2,020 ● 2,021 ● 2,022 ● 2,023 ● 2,024

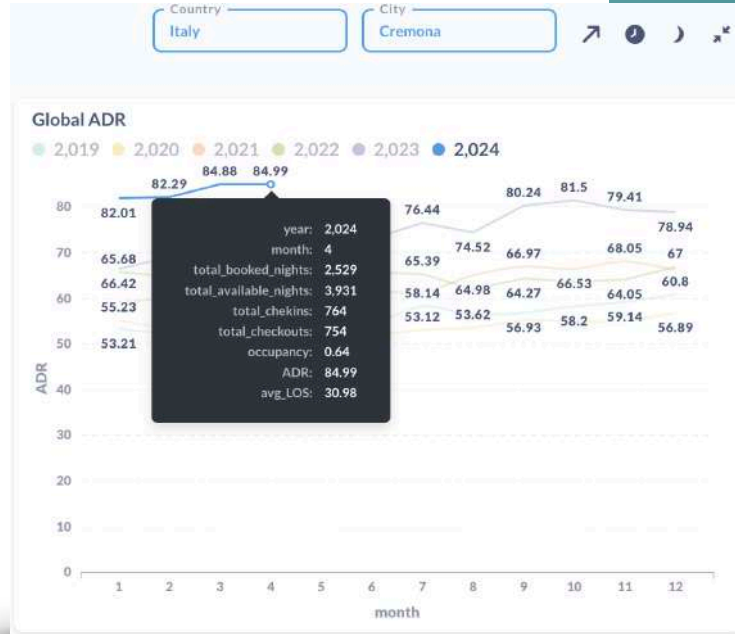
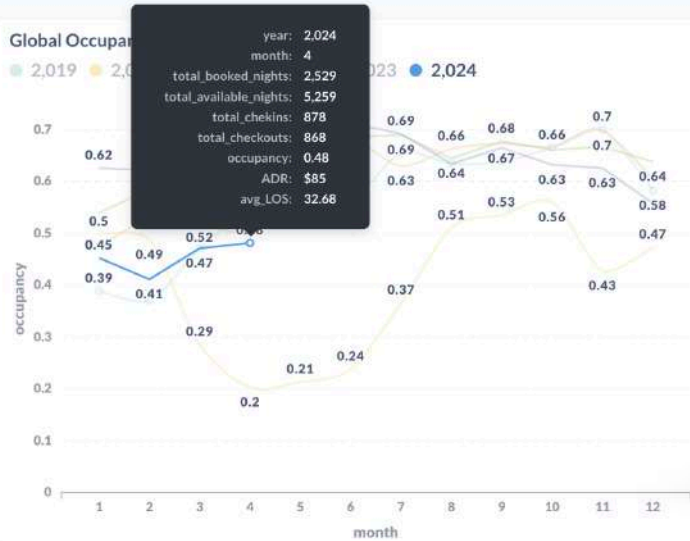




Cremona - Historical Demand trends

Global Performance

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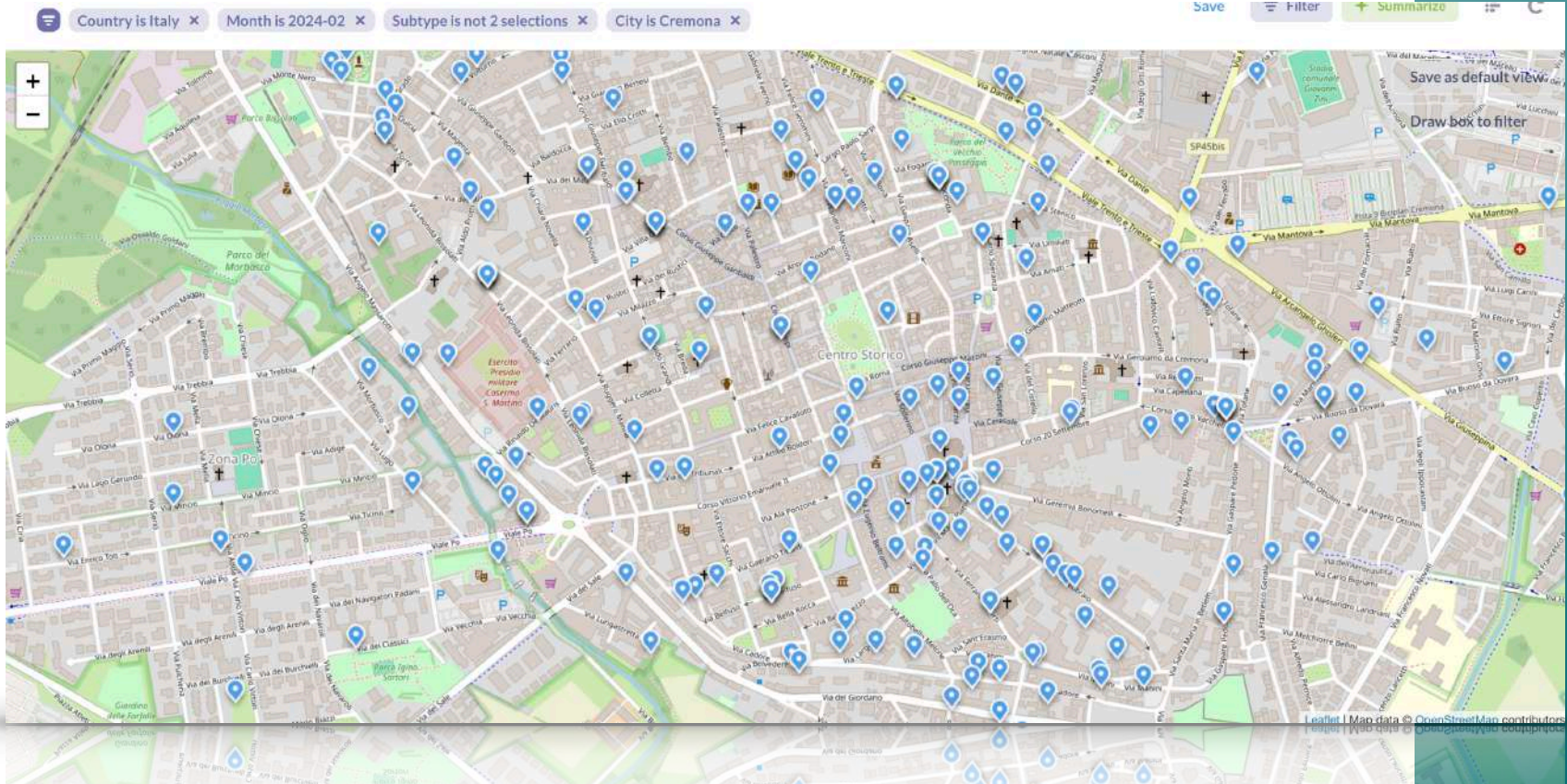


2024/04 Supply focus Occupancy and ADR

This image shows the most recent overview on **Occupancy and ADR** for the month of April from our database for **Cremona**.



Cremona - Supply distribution





Pilot proposal to...



COMUNE DI CREMONA

COMUNE DI CREMONA

Options:

Coverage by platform

Vrbo

Booking.com

 airbnb

 Tripadvisor



Data Access

Internet
Dashboard and
or CSV / Excel



Region

Filtrable by zip
codes or custom
area definitions



Periodicity

Monthly supply, 48h
for demand



Cremona Pilot Proposal: Destination Insight

- Supply Dashboard
- Historic Demand Dashboard
- Traveler Origin
- Forward Demand (Pacing) Dashboard
- Traveler Origin Dashboard
- Benchmarking Dashboard (up to 2 comps)
- License Analysis

For this particular case we can not allow to choose which modules select. In case the result for

The supply data is to be updated monthly, whilst the demand data has daily granularity updated every 48h.

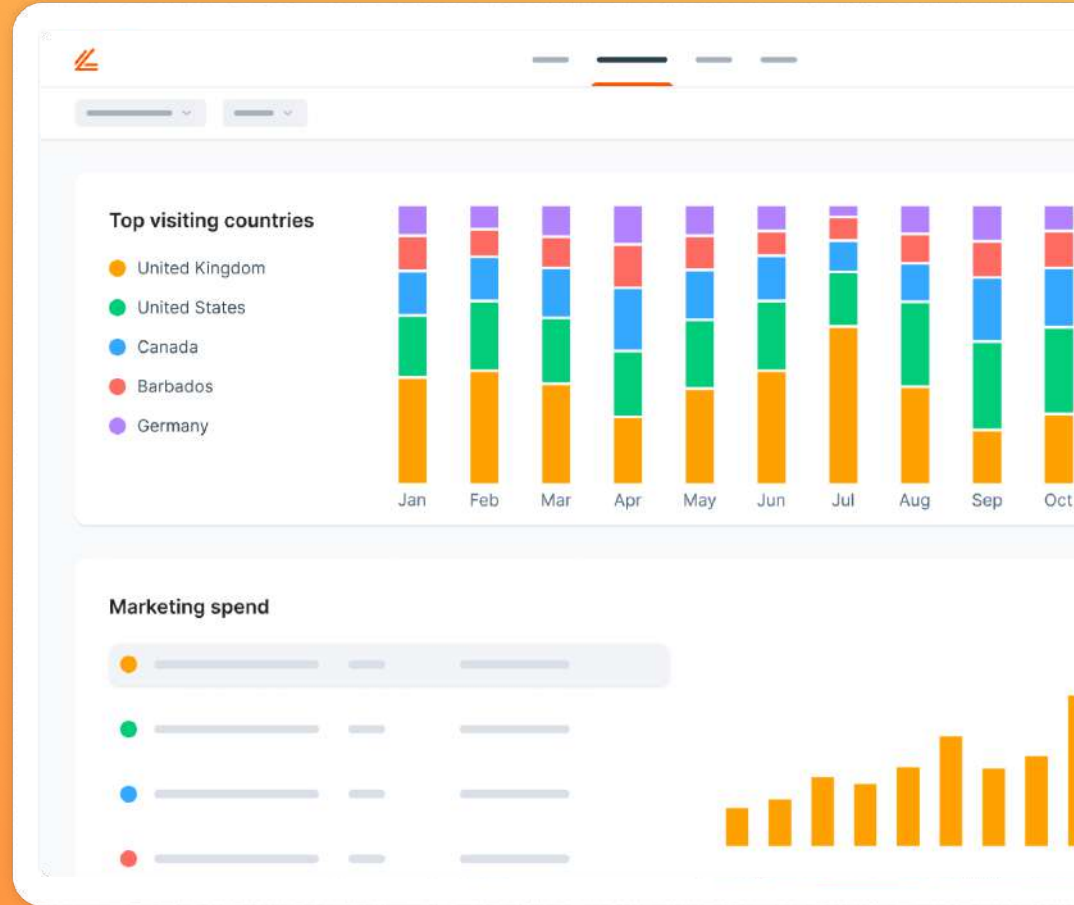
Cremona will be assigned a **dedicated support team** available by email and for virtual meetings as required. Additionally, we will invite your team to a quarterly session to assess your usage and requirements (e.g. project specific) to ensure you can both access and leverage the data effectively (with Account Management and Data Scientist).

	3 Months Pilot (50% discount)	Annual Subscription	6 Months offer (20% discount)
Modules			
Supply	336,00 €	1,344 €	1,075 €
Historic Supply	336,00 €	1,344 €	1,075 €
Traveler Origin	504,00 €	2,016 €	1,613 €
Historic Demand	336,00 €	1,344 €	1,075 €
Forward Demand	336,00 €	1,344 €	1,075 €
Benchmark	336,00 €	1,344 €	1,075 €
License Analysis	336,00 €	1,344 €	1,075 €
Rate Card:	2520,00-€	10,080 €	8,064 €
TOTAL:	1260,00 €	10,080 €	8,064 €



Data you can trust

The industry's most comprehensive database via interactive dashboard, download or API



Thank you for your attention