

January 27, 2024

Market Dashboard El Madroñal

KPIs

KPIs for the past 365 days.

Estimated Revenue

124.8K –

Estimated % Occupancy

85 –

Active Listings

4 –

Bookings

204 –

Booking Window

83 –

Length of Stay

5 –

Average RevPAR

366 –

Average ADR

601 –

KPIs

KPIs for the past 30 days compared with previous 30 day period.

Estimated Revenue

18.36K ▲5366

Estimated % Occupancy

89 ▲10

Active Listings

4 —

Bookings

44 ▲23

Booking Window

134 ▲75

Length of Stay

6 ▲1

Average RevPAR

612 ▲179

Average ADR

746 ▲127

KPIs

KPIs for the past 7 days compared with previous 7 day period.

Estimated Revenue

3693 ▲300

Estimated % Occupancy

93 ▲5

Active Listings

4 —

Bookings

10 —

Booking Window

134 ▼-18

Length of Stay

4 ▼-1

Average RevPAR

528 ▲43

Average ADR

609 ▲21

Listing Map

Location

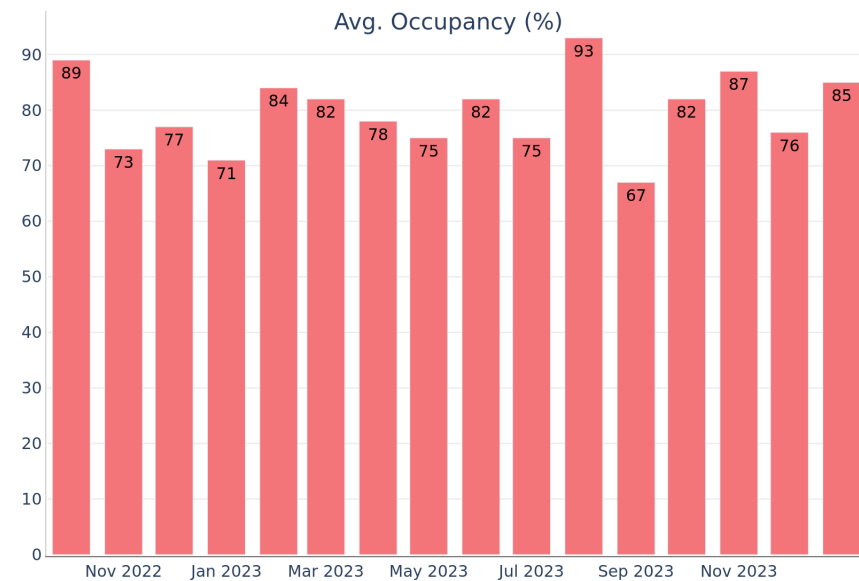
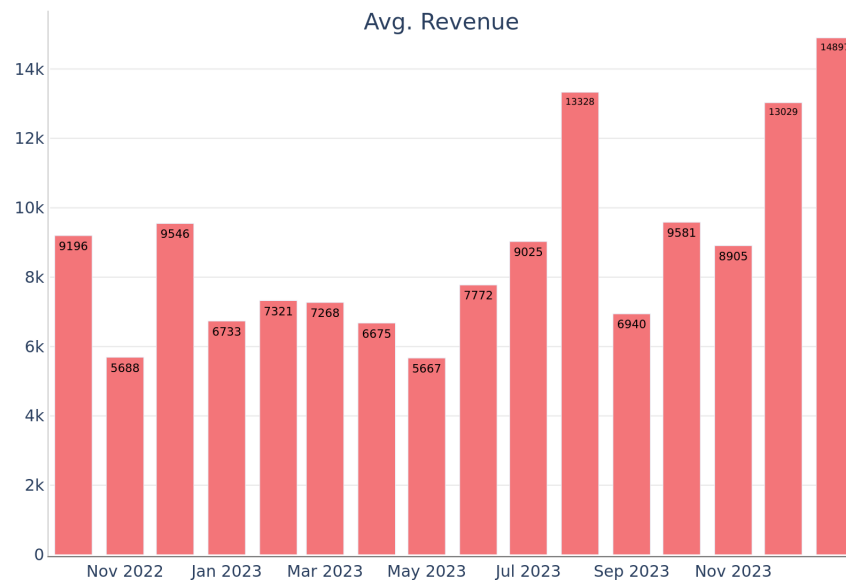
Shows the approximate location of the listings used in this report. The color of each dot shows the average price for that listing over the next year, the size of each dot represents the number of bedrooms.



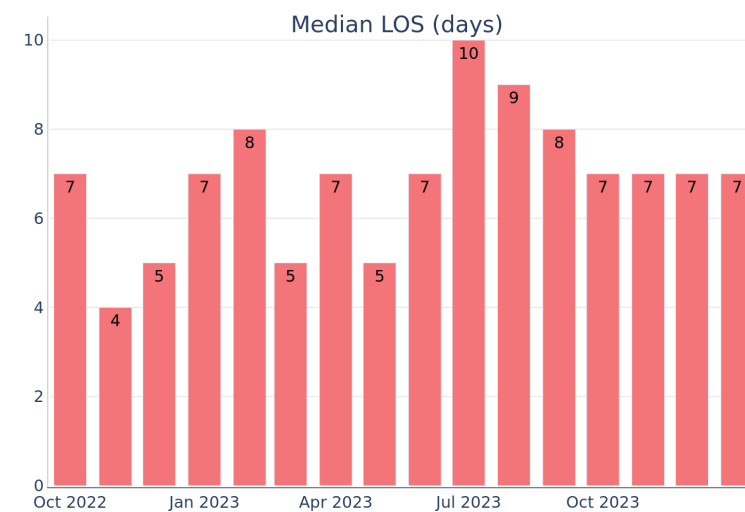
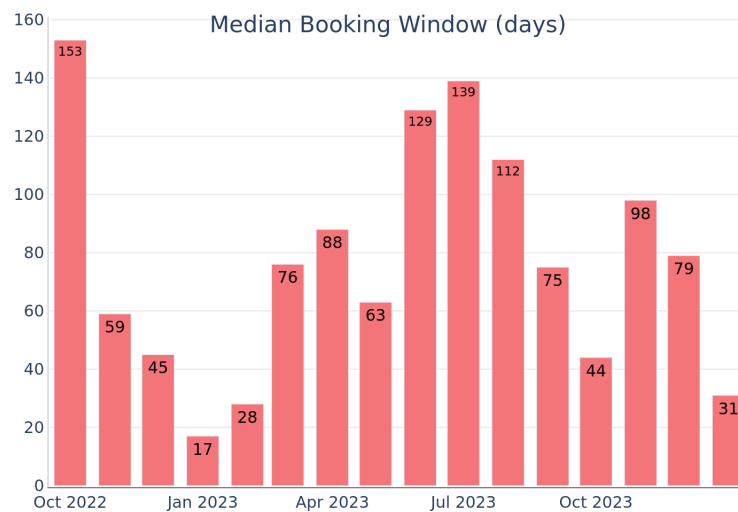
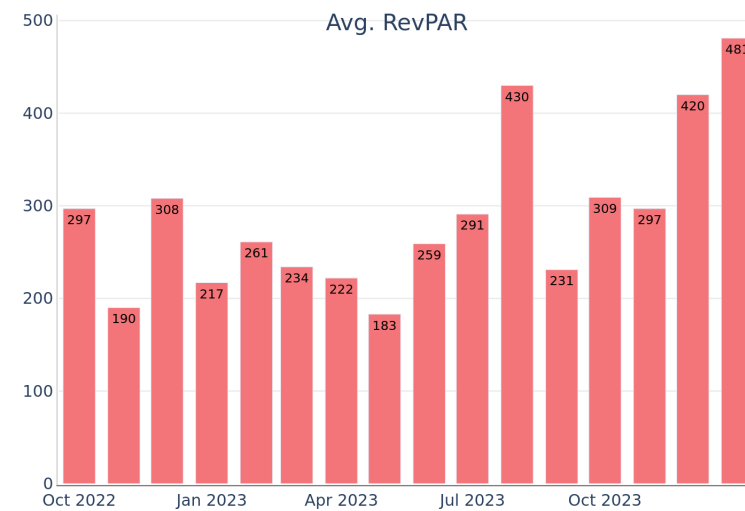
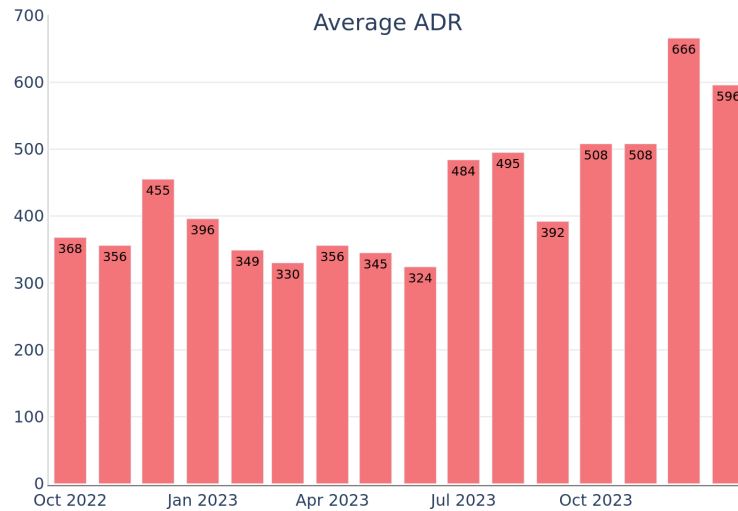
Market Summary

Market History

These charts track monthly averages for past dates. Included are average Revenue, average Occupancy, median Booking Window by stay date, and median Length of Stay by stay date.

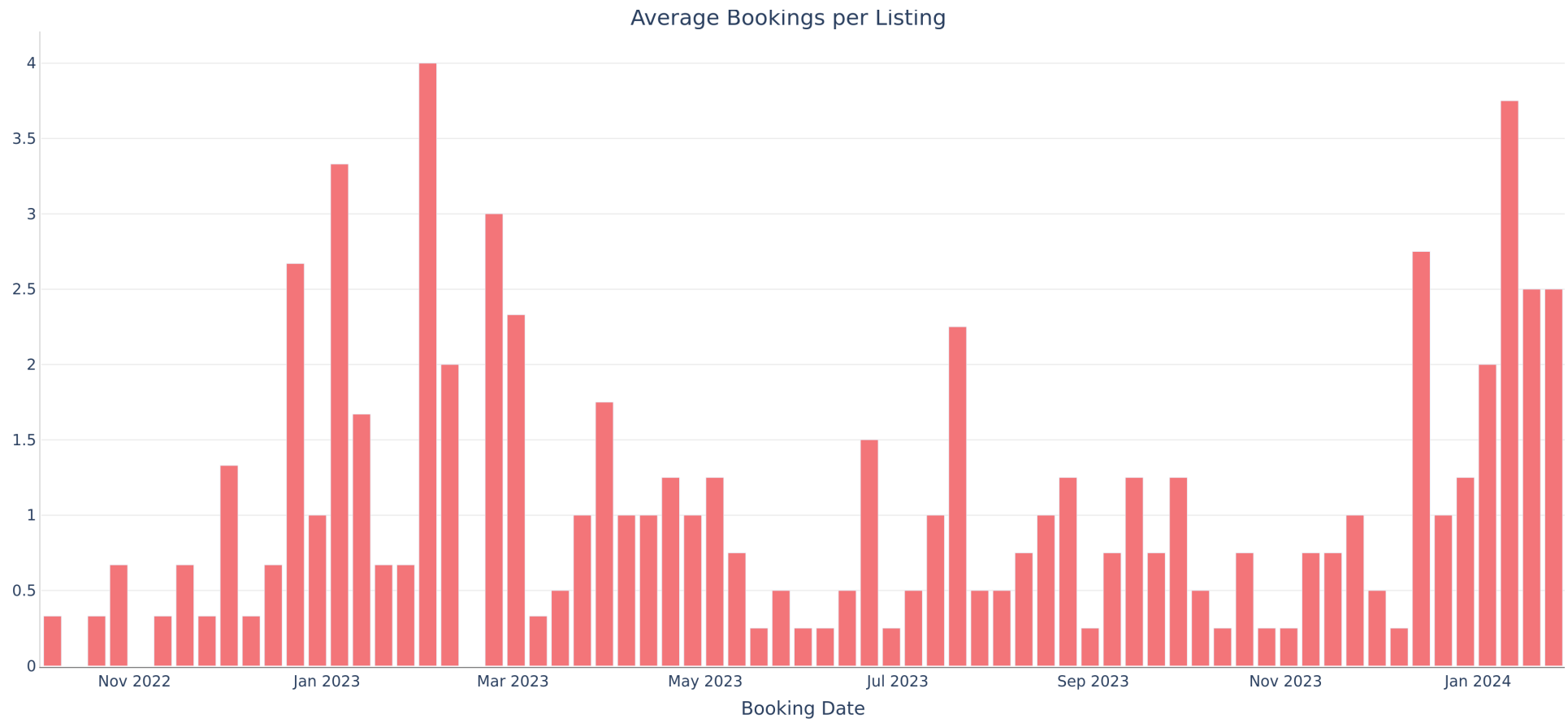


Market Summary



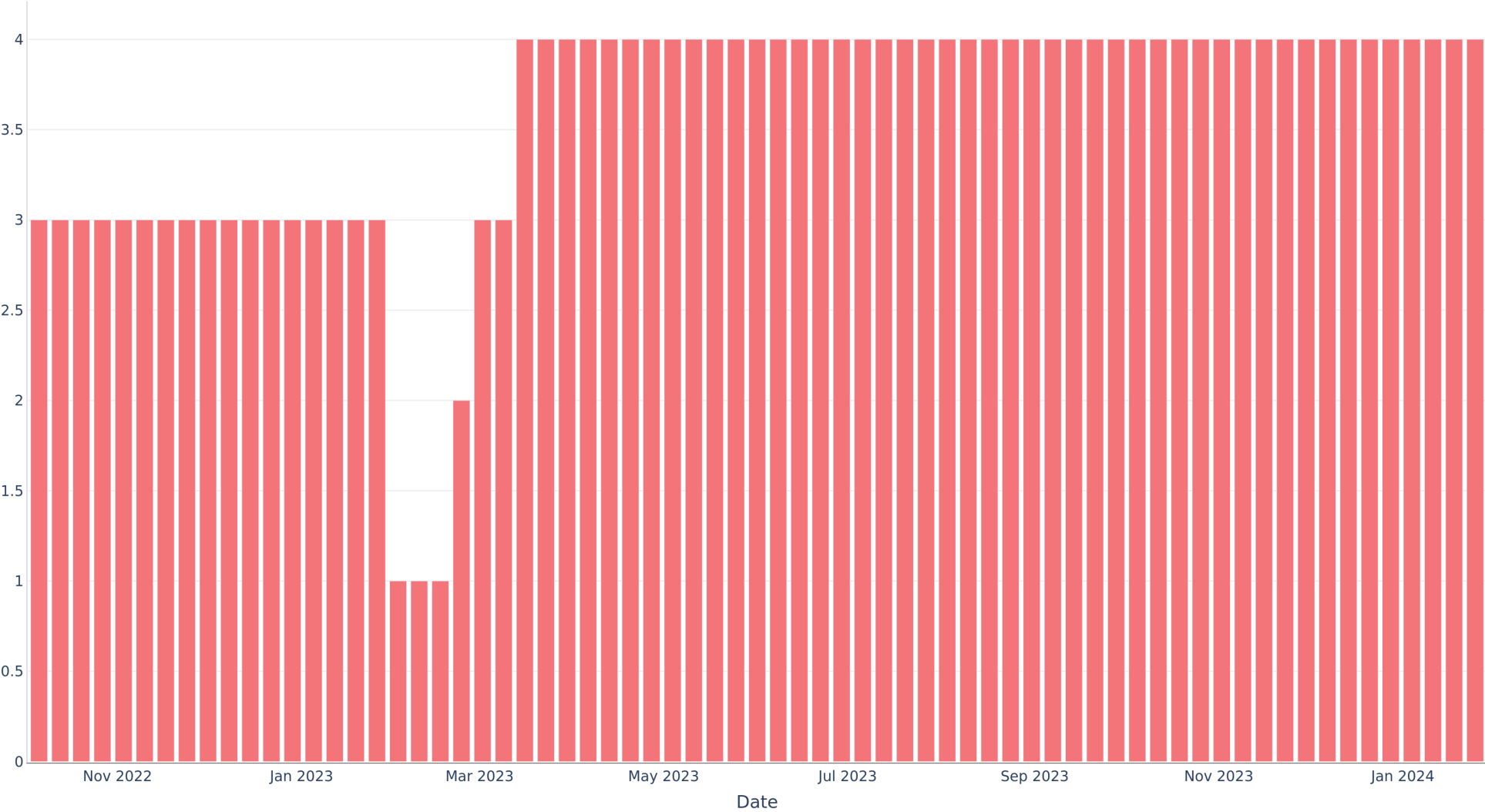
Supply and Demand

These charts track the average number of bookings (demand) a listing received in a 7 day time period ending on the indicated date (top) and the number of active listings present (supply) in the market on the indicated date (bottom).



Supply and Demand

Active Listings



Summary Table

Supply (# of properties, listed prices) and demand data (estimated LOS and Booking Window for bookings made in the last year) for your area.

Category	Active Listings	Median Listed Price (EUR)	Median Booked Nightly Price (EUR)	Median Booked Weekly Price (EUR)	Median Booked Monthly Price (EUR)	Median LOS	Median Booking Window
Villa Miami	4	576	562	513	0	5	83

Price and Occupancy Trends

Key Future Dates



May 04, 2024 to May 06, 2024

58.3 % increase in occupancy compared to surrounding dates



Oct 27, 2024 to Nov 01, 2024

66.7 % increase in occupancy compared to surrounding dates



Jun 27, 2024

75.0 % increase in occupancy compared to surrounding dates



Jul 14, 2024 to Jul 16, 2024

56.9 % increase in occupancy compared to surrounding dates

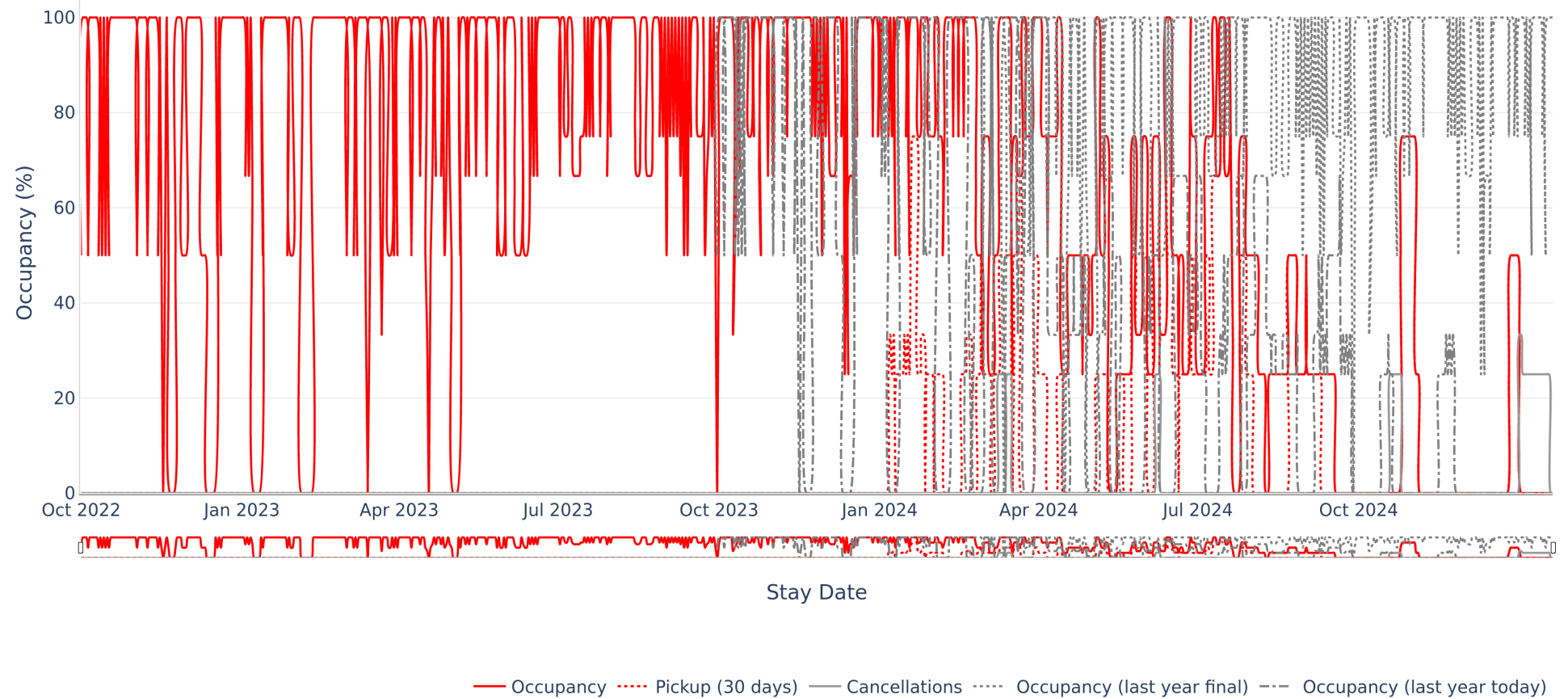


Mar 10, 2024 to Mar 15, 2024

47.9 % increase in occupancy compared to surrounding dates

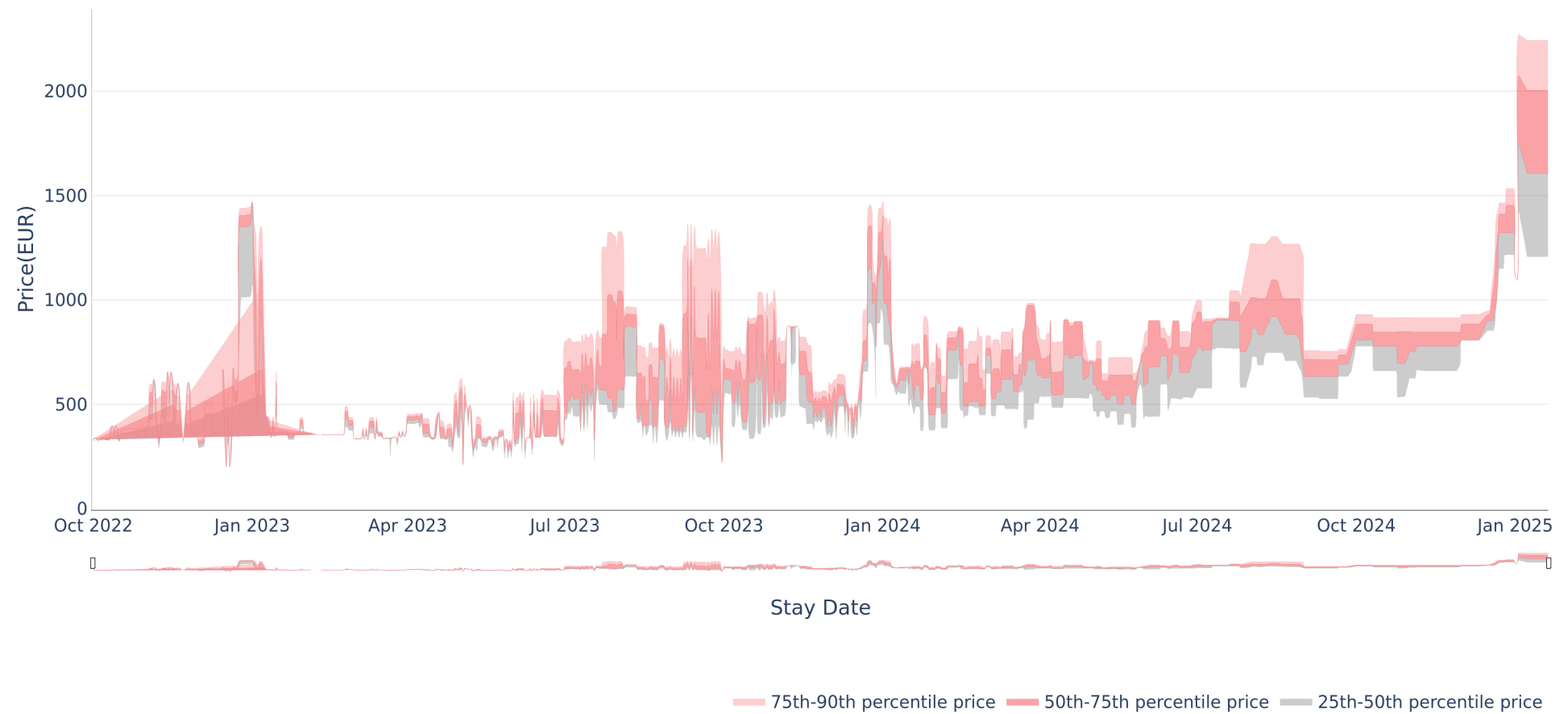
Future Occupancy, Bookings and Cancellations

Current occupancy, and changes in occupancy from booking and cancellation activity in the last 30 days.



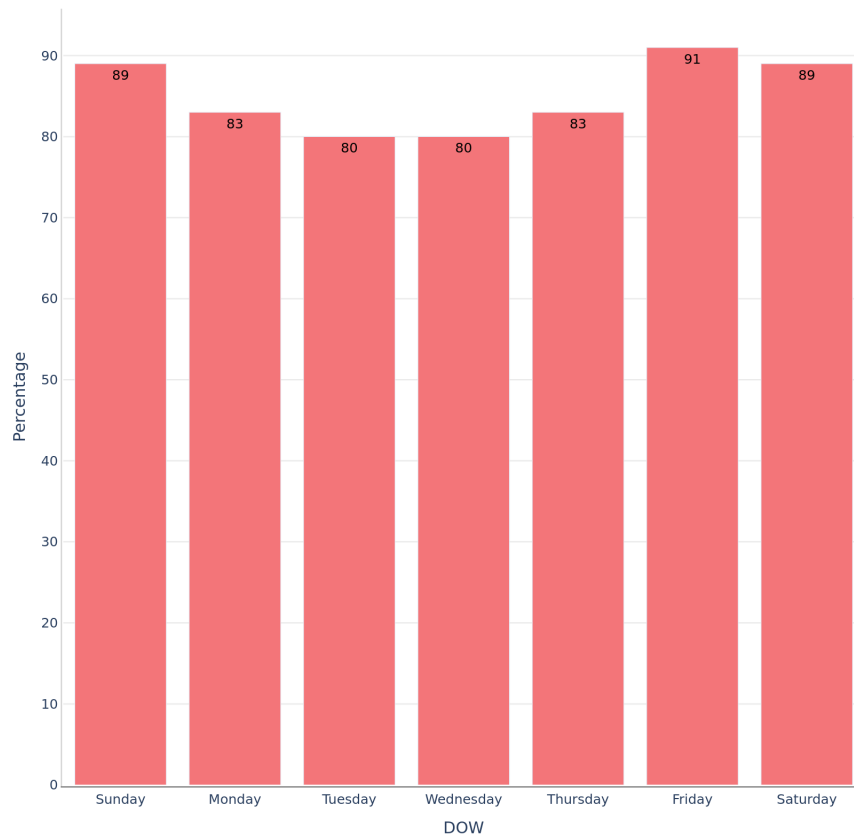
Future Prices

How prices (nightly rates - no fees included) for future dates are being set in the area.



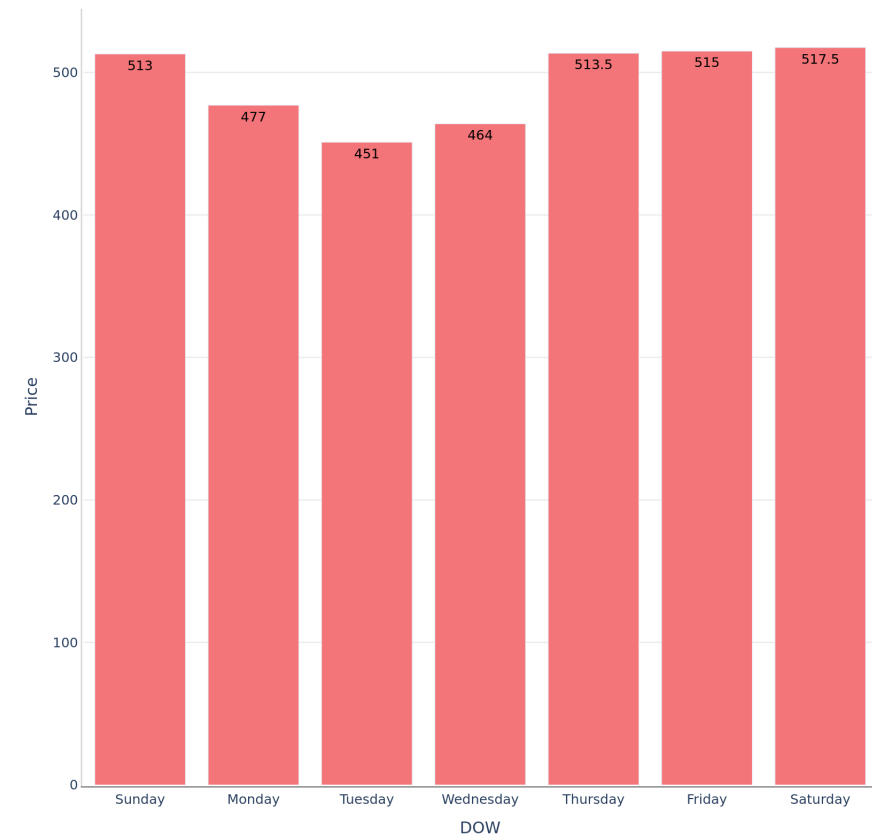
Day of Week Occupancy

Shows the avg occupancy for each week day in your market calculated over the past 360 days.



Day of Week Price Factor

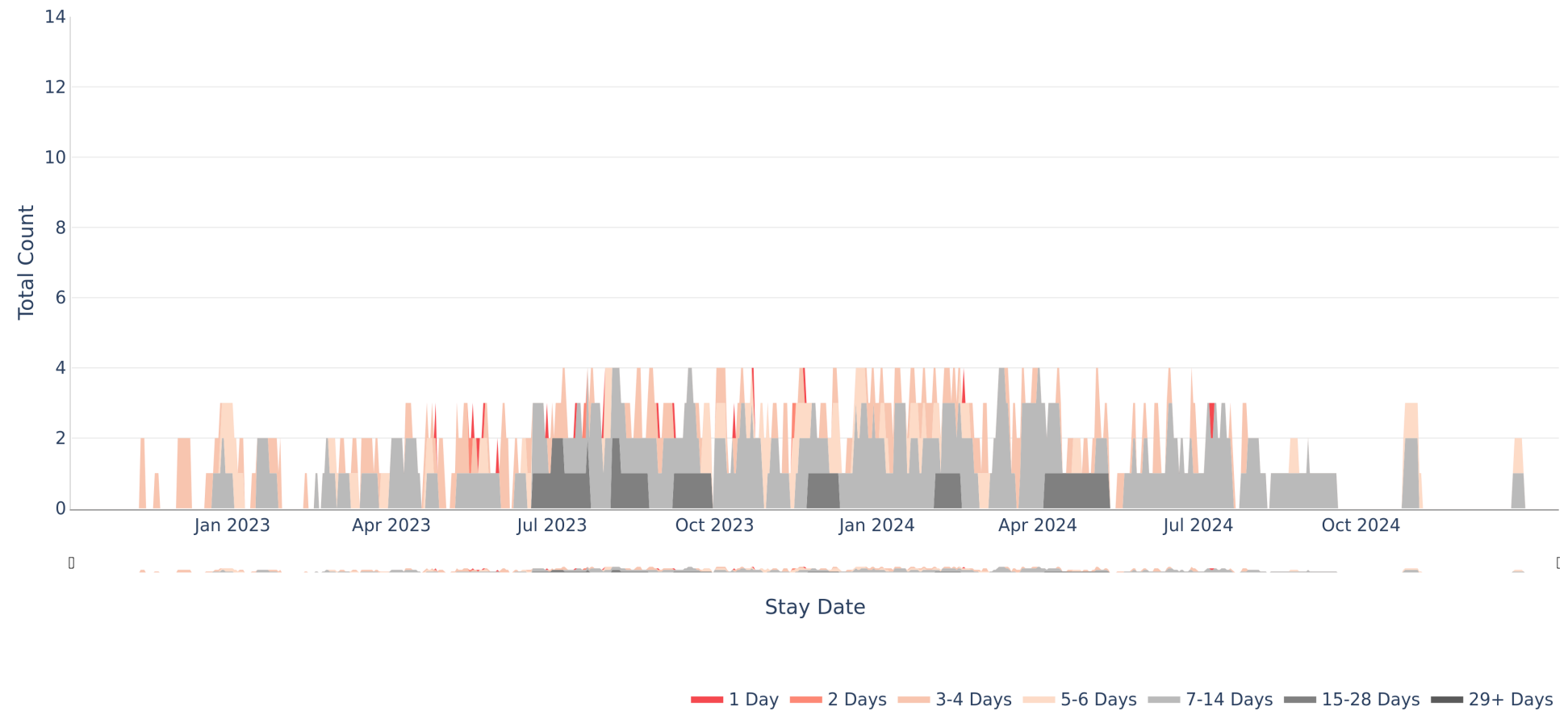
Shows the avg base price for each week day in your market calculated over the past 360 days.



Length of Stay and Booking Window Trends

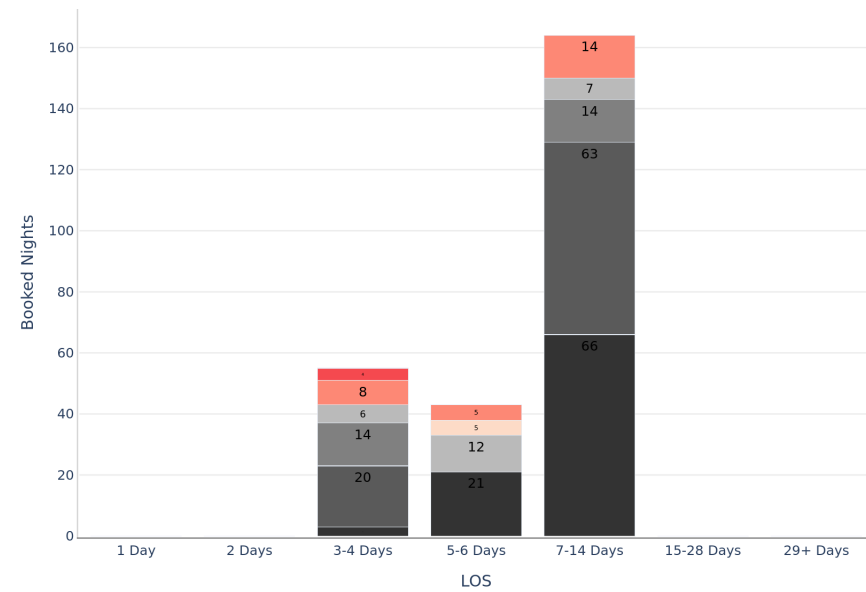
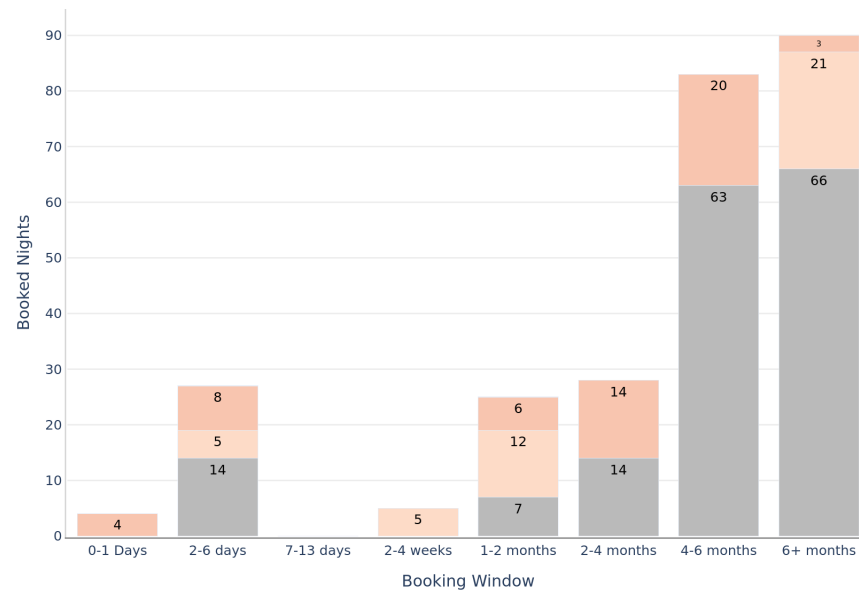
Length of Stay by Stay Date

What length of stay (LOS) is common for different stay dates.



Length of Stay versus Booking Window

Shows the frequency of Booked Nights versus Booking Window and Length of Stay categories. (Past 30 days)



LOS

- 1 Day
- 2 Days
- 3-4 Days
- 5-6 Days
- 7-14 Days
- 15-28 Days
- 29+ Days

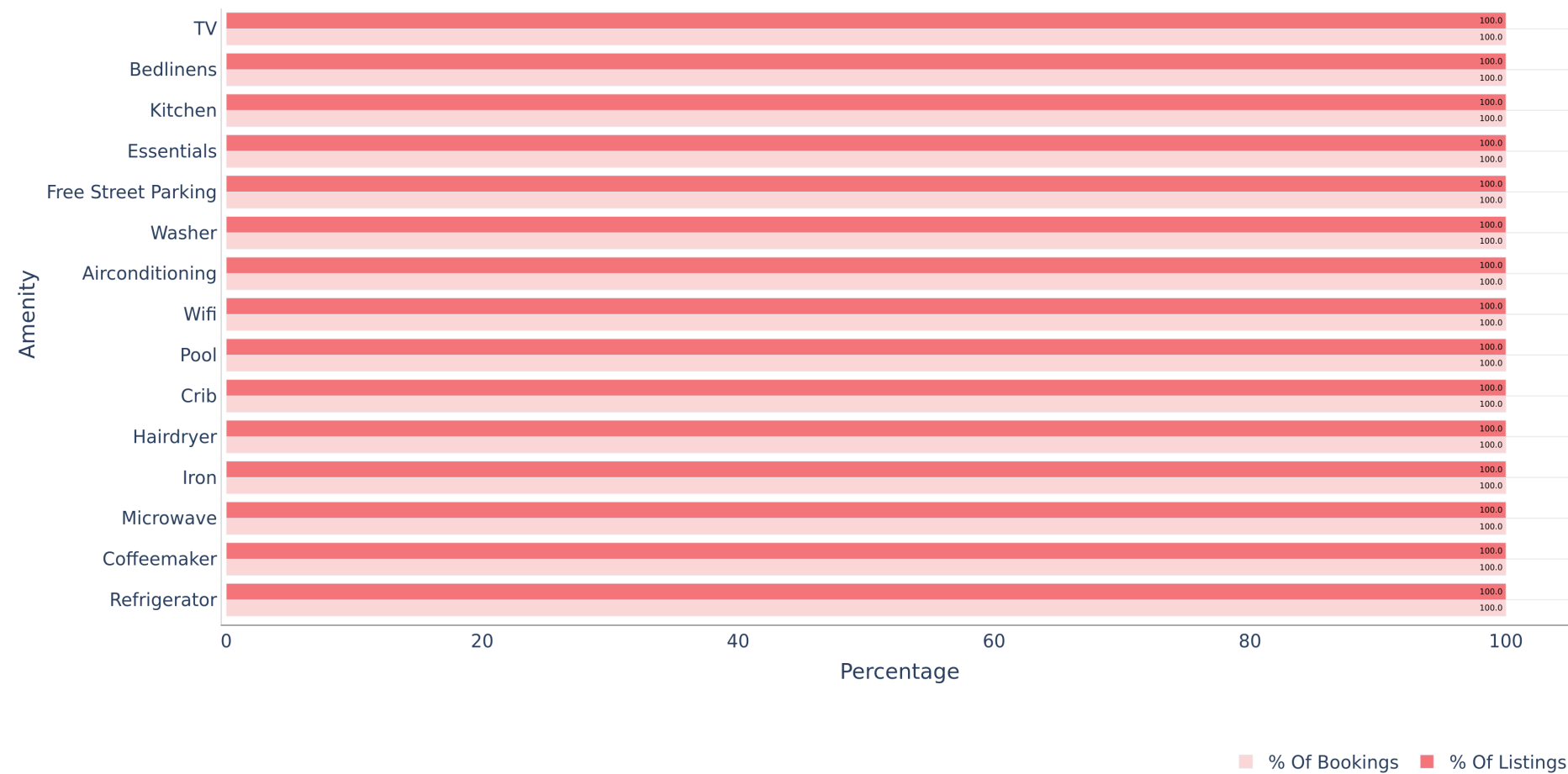
Booking Window

- 0-1 Days
- 2-6 days
- 7-13 days
- 2-4 weeks
- 1-2 months
- 2-4 months
- 4-6 months
- 6+ months

Amenities

Common Amenities

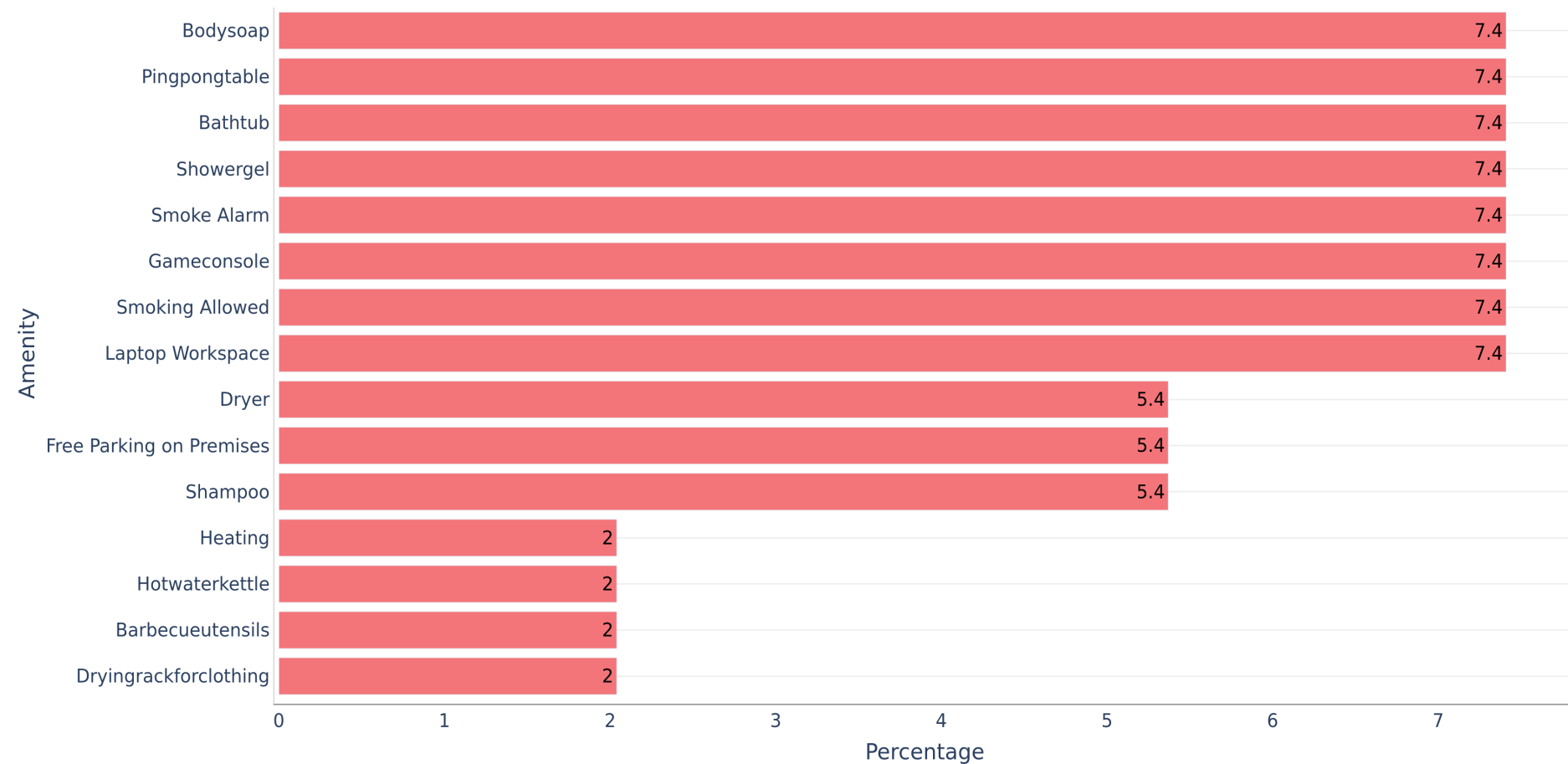
The percentage of listings have an amenity, compared against the percentage of bookings (in last 30 days) that were made on a listing with that amenity.



Amenities

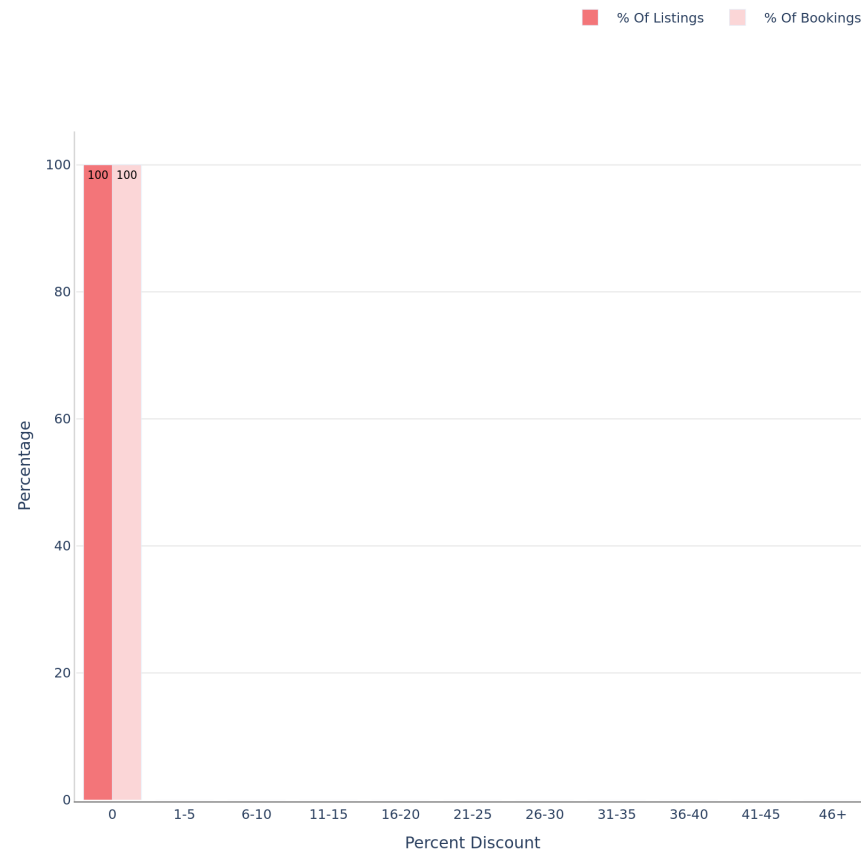
Desired Amenities

Desirable amenities defined by the difference between percent occurrence in bookings in the last 30 days (demand) versus percent occurrence in listings (supply).



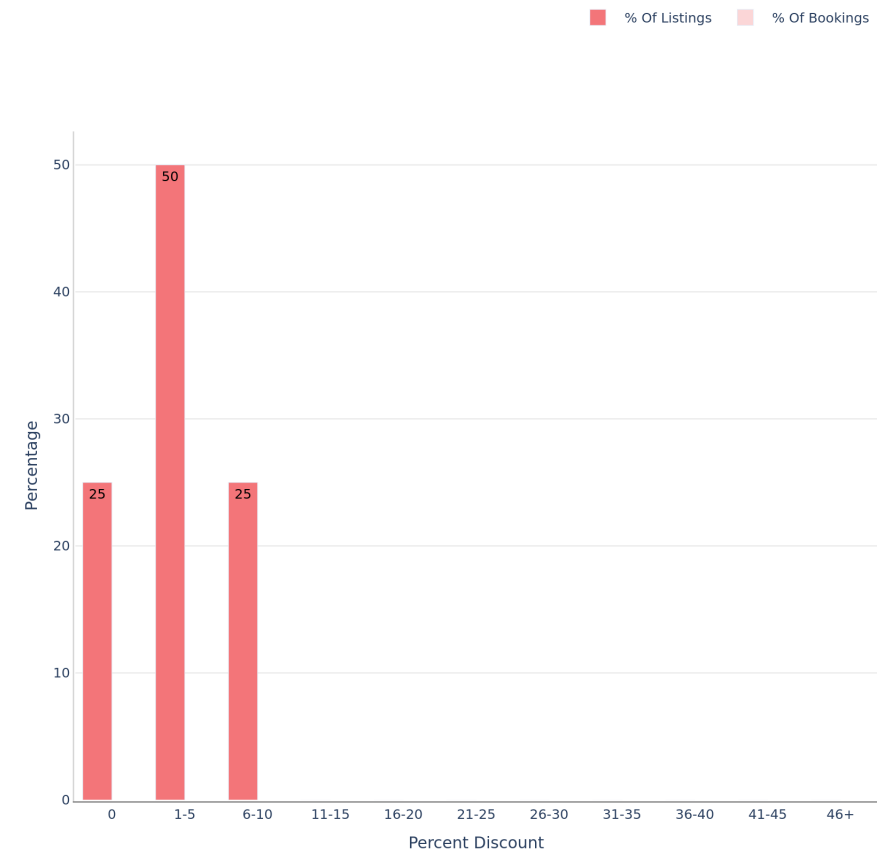
Weekly Discounts

Shows the percentage of occurrence of different weekly discounts in listings (supply) and bookings in the last 30 days (demand). Only considering bookings where weekly discount would apply.



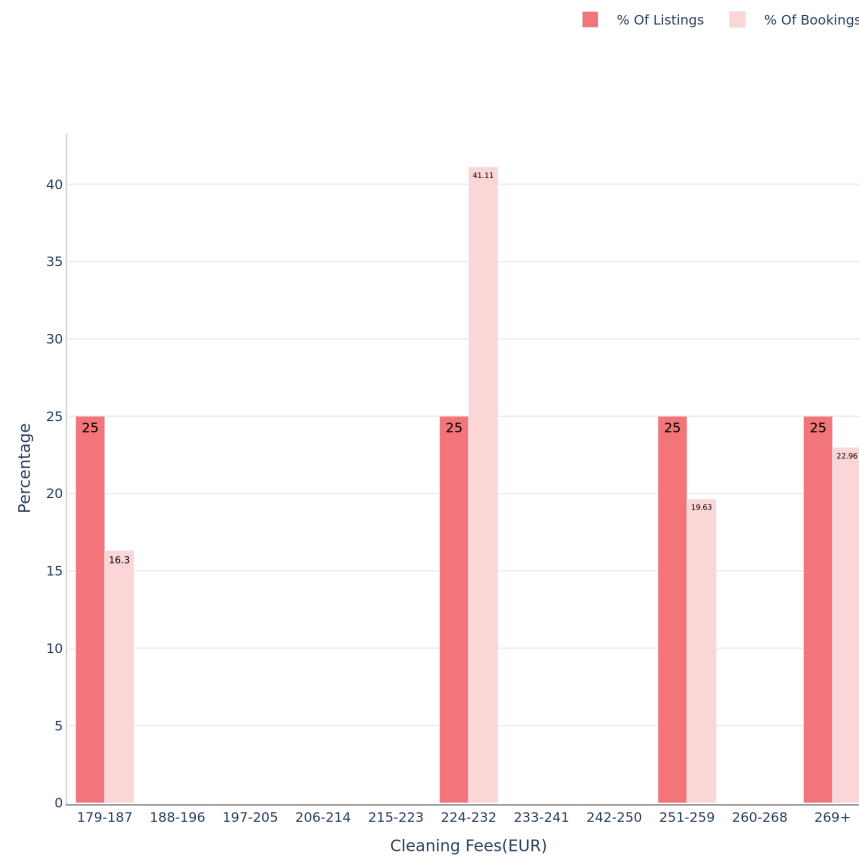
Monthly Discounts

Shows the percentage of occurrence of different Monthly discounts in listings (supply) and bookings in the last 30 days (demand). Only considering bookings where monthly discount would apply.



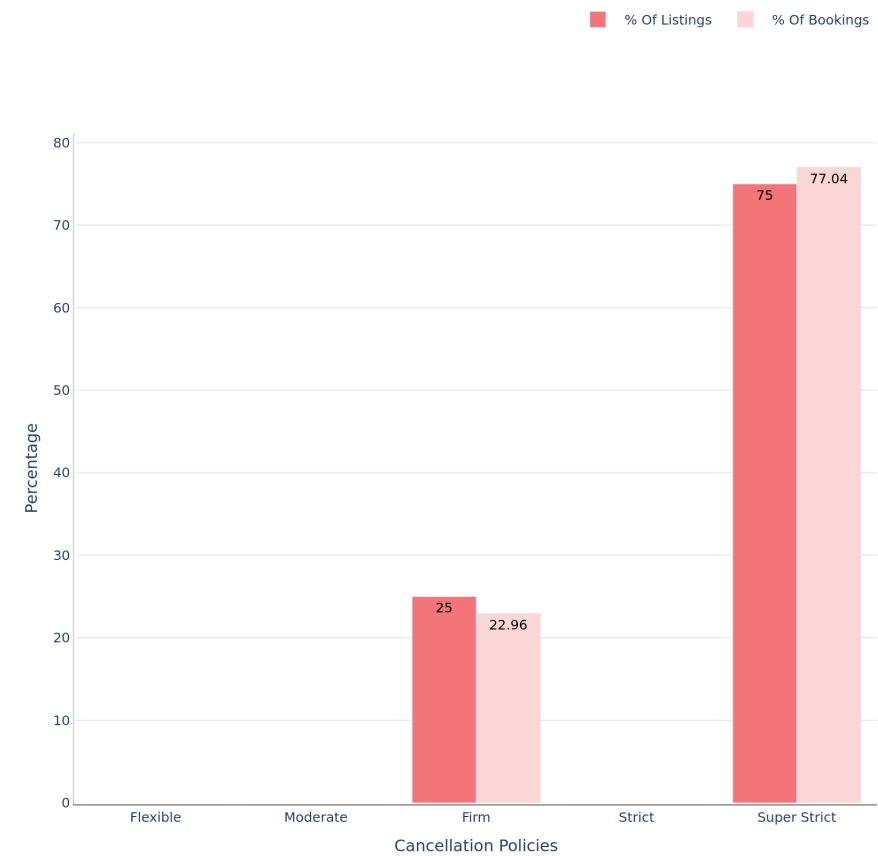
Cleaning Fees

Shows the percentage of occurrence of different cleaning fees in the listings (supply) and bookings in the last 30 days (demand).



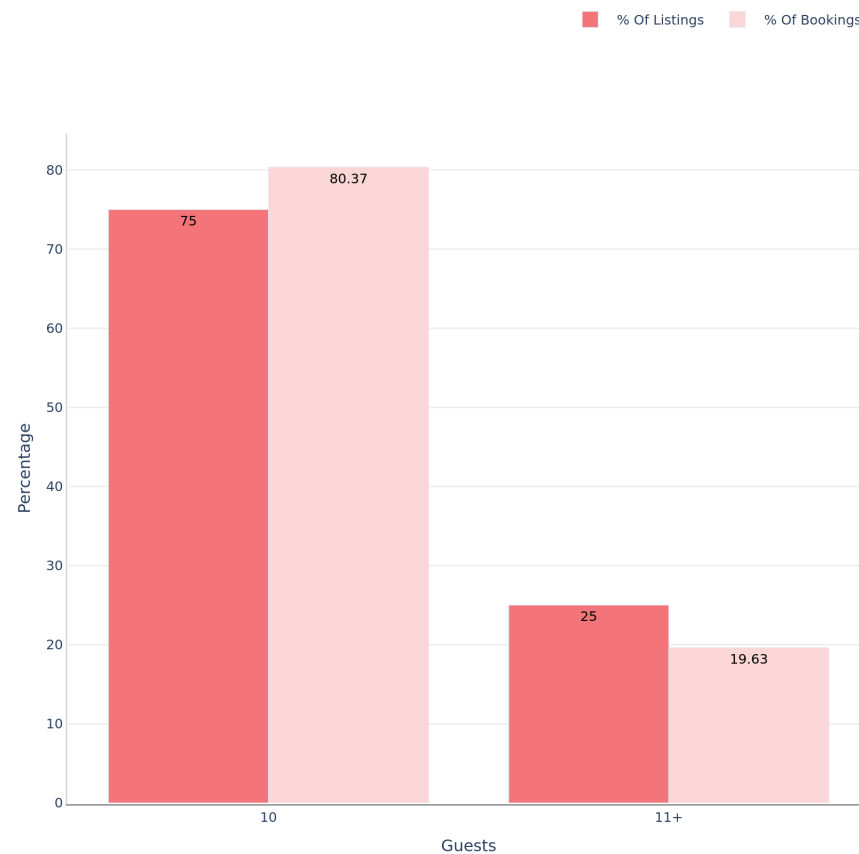
Cancellation Policies

Compares the percentage of occurrence for a specific cancellation policy in listings (supply) and bookings in the last 30 days (demand).



Max Number of Guests

Shows the percentage of occurrence of different maximum number of guests in listings (supply) and bookings in the last 30 days (demand).



Extra Person Fees

Shows the percentage of occurrence of extra person fees in listings (supply) and bookings in the last 30 days.

