

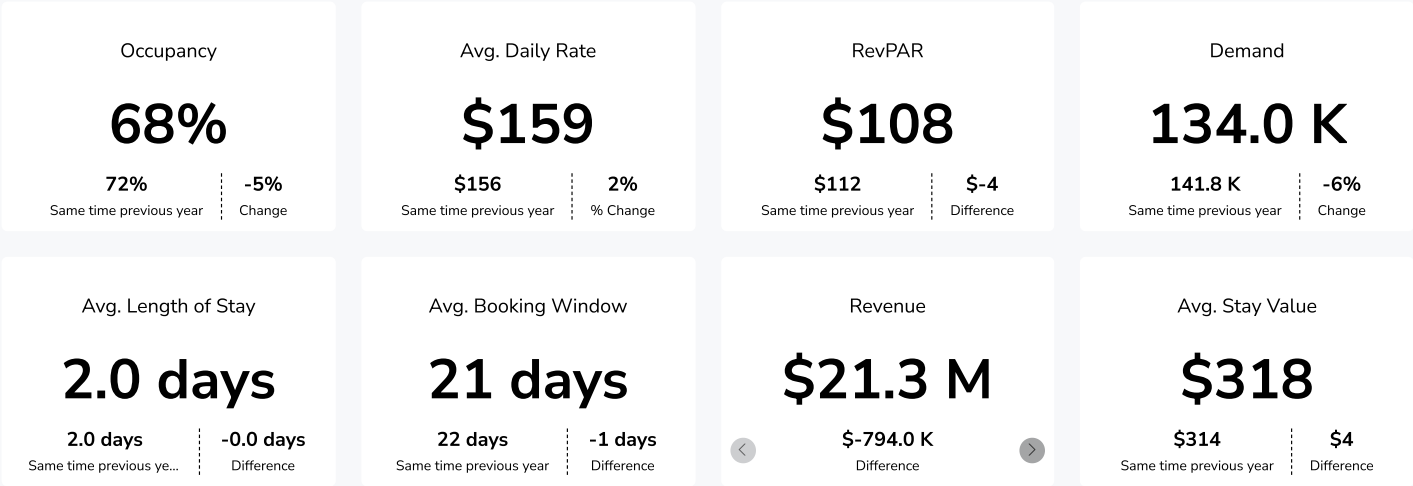
Overnight stays fuel the visitor economy. Better understand your lodging need periods to drive marketing strategies.

Note that hotel demand is for properties reporting into the Amadeus system and will not reflect 100% of all properties in your destination. STVR data is sourced from online booking sites or directly from property management to give you the broadest overview of destination performance

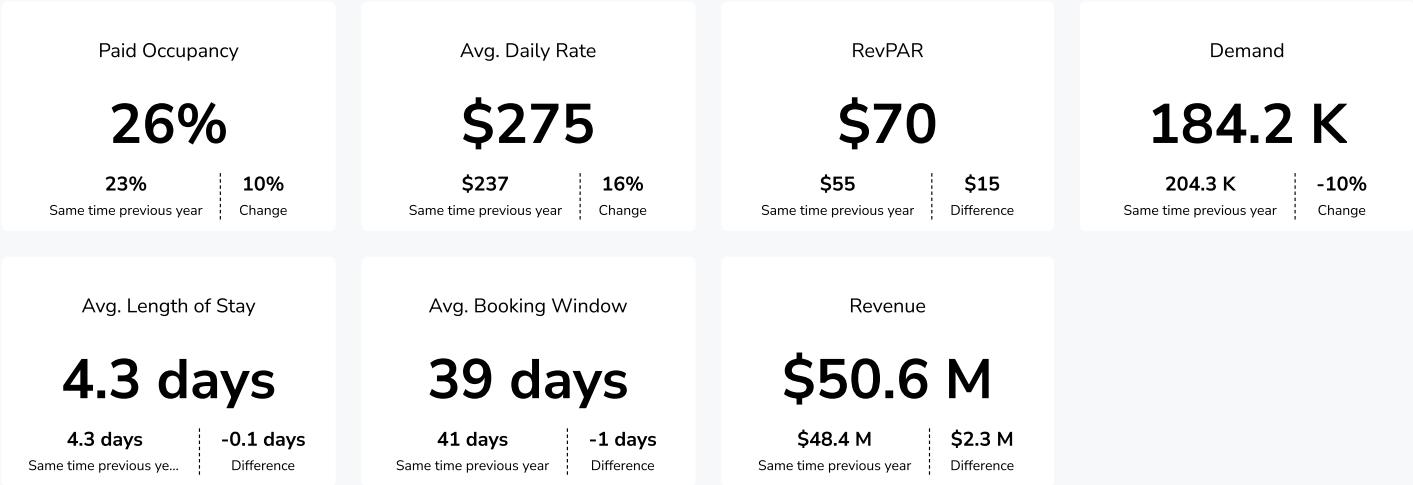
The insights below are based on a date range of 01-01-2025 to 12-31-2025

Key Performance Indicators

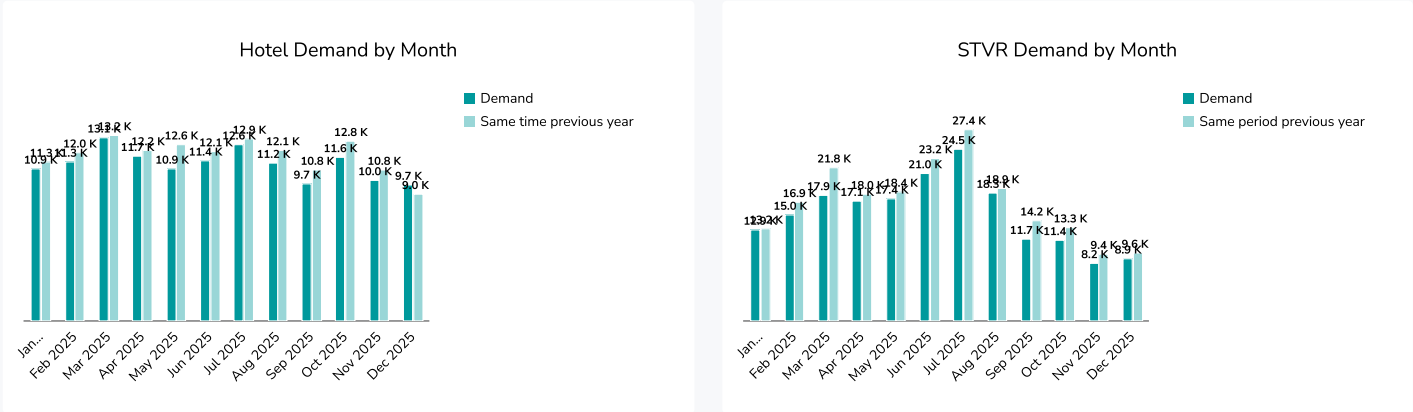
Source: Zartico Lodging Data
Hotel KPIs



Short-Term Vacation Rental (STVR) KPIs



Where are your Need Periods and Avg. Booking Window by Month?

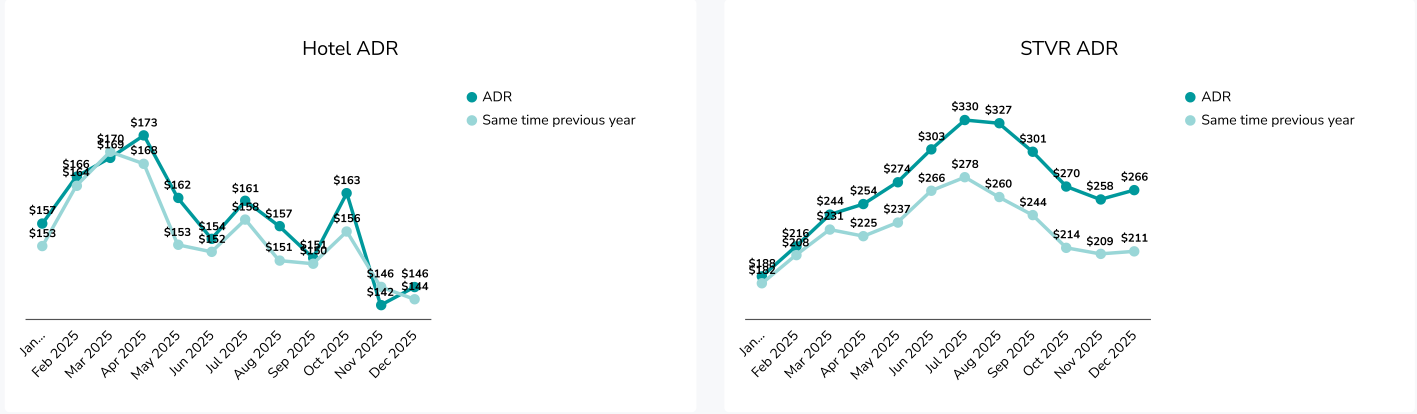


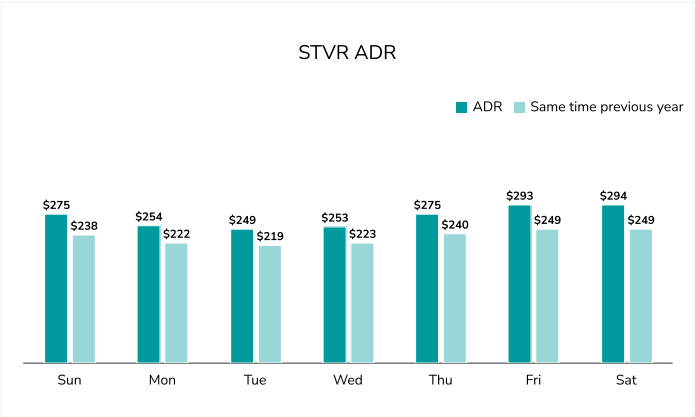
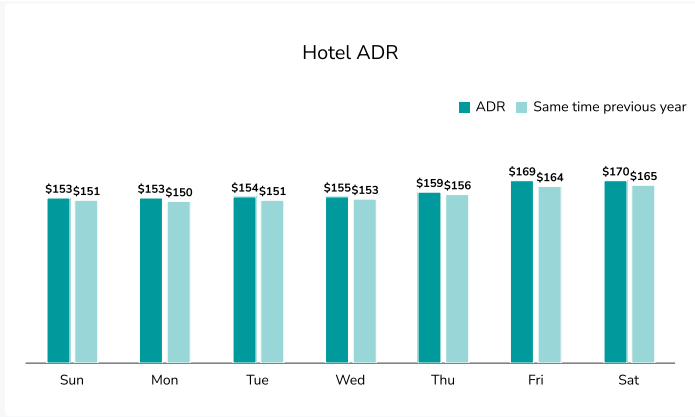


How has Occupancy varied by month and week day?

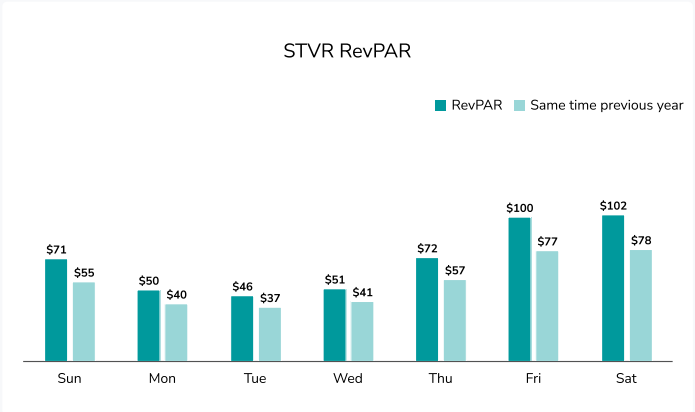
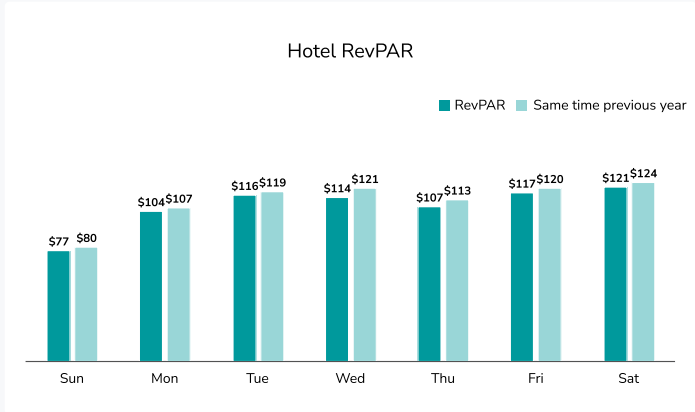
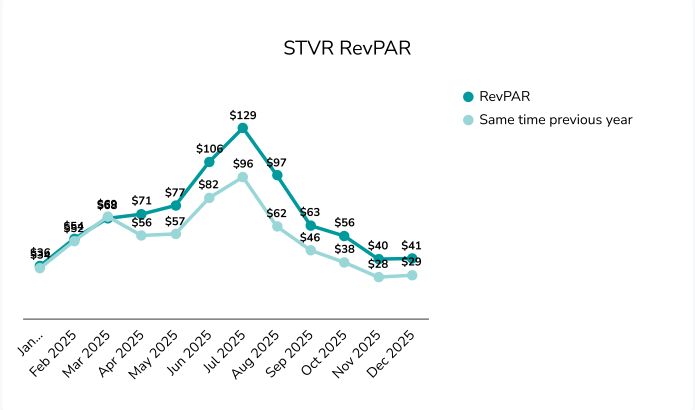
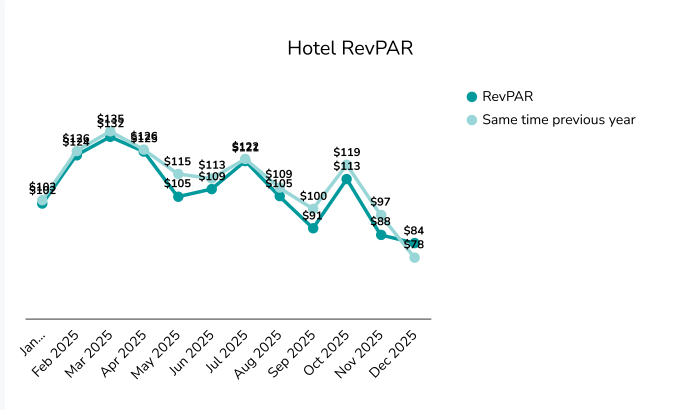


How has Average Daily Rates varied by month and week day?

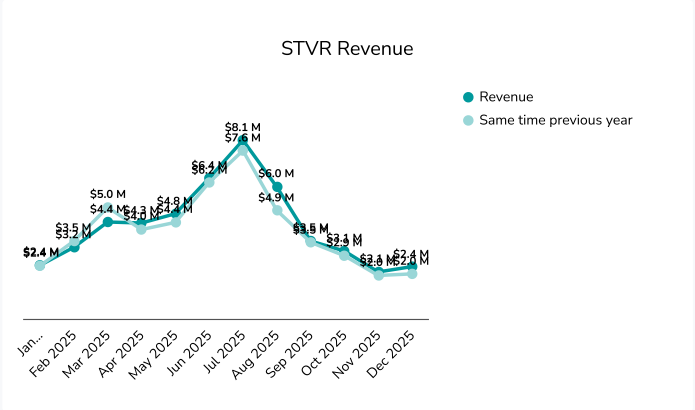
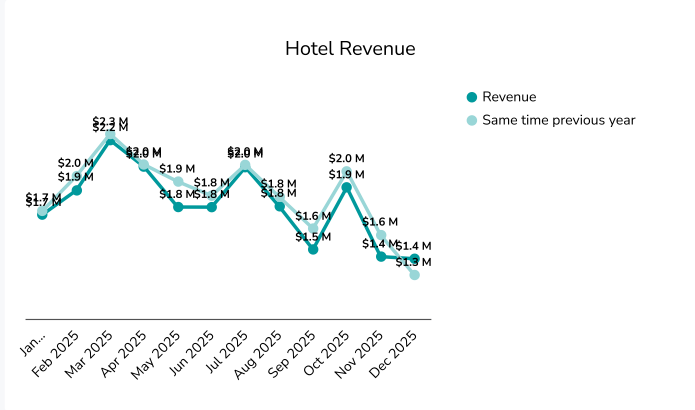




How has Revenue Per Available Room varied by month and week day?



How has revenue varied by month?



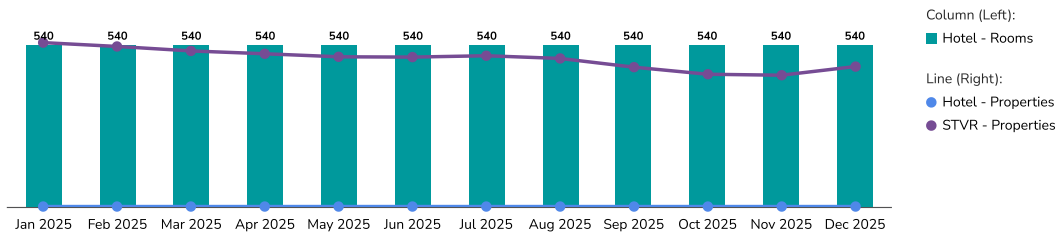
Data Reference

Indicates the most recent date of data loaded. Use this to validate that you have a full month of data prior to reporting.

Lodging data loaded through

08-06-2026

Lodging Property and Room Count



Have Product Feedback?

Submit [here!](#)