

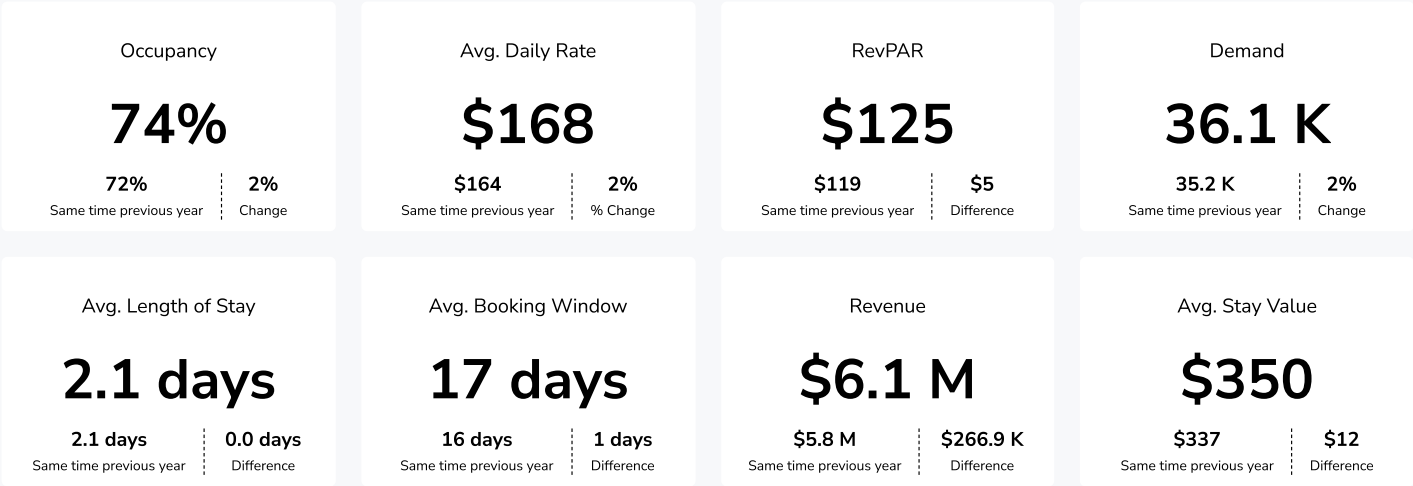
Overnight stays fuel the visitor economy. Better understand your lodging need periods to drive marketing strategies.

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

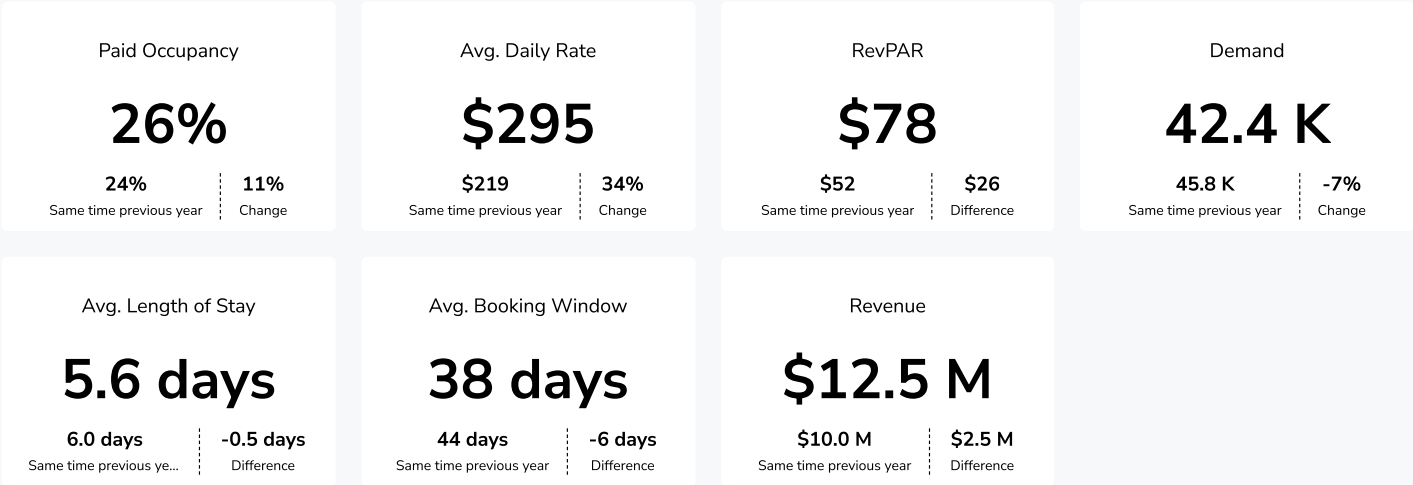
The insights below are based on a date range of 01-01-2026 to 03-31-2026

Key Performance Indicators

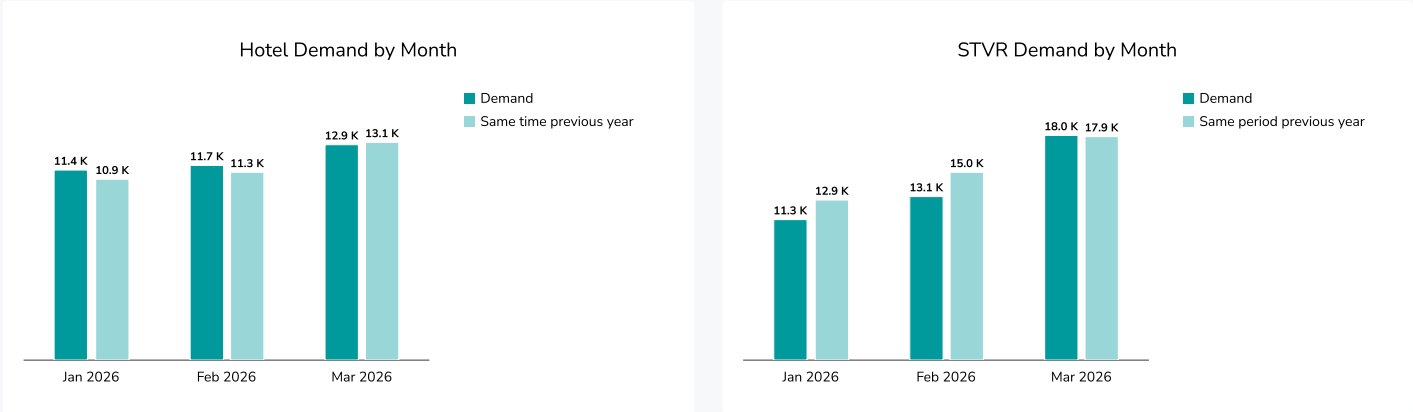
Source: Zartico Lodging Data
Hotel KPIs



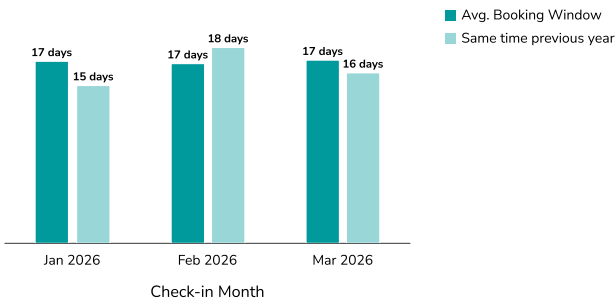
Short-Term Vacation Rental (STVR) KPIs



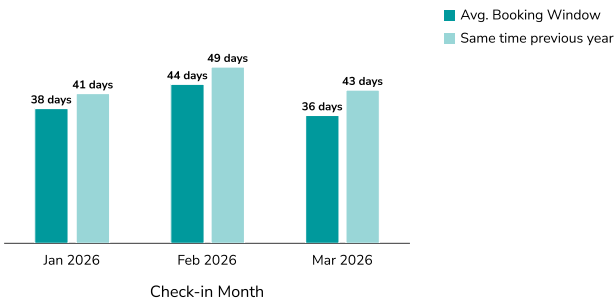
Where are your Need Periods and Avg. Booking Window by Month?



Hotel Avg. Booking Window

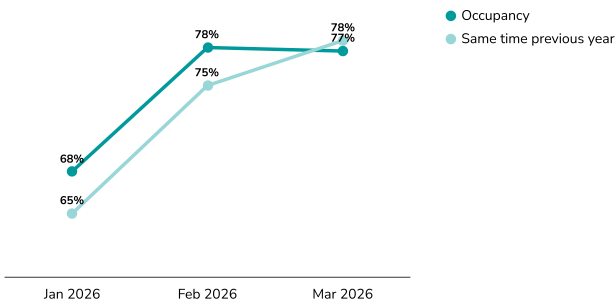


STVR Avg. Booking Window

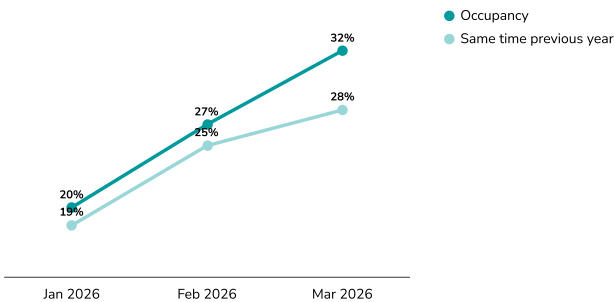


How has Occupancy varied by month and week day?

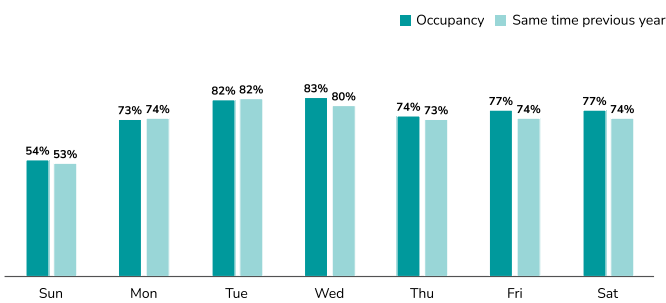
Hotel Occupancy



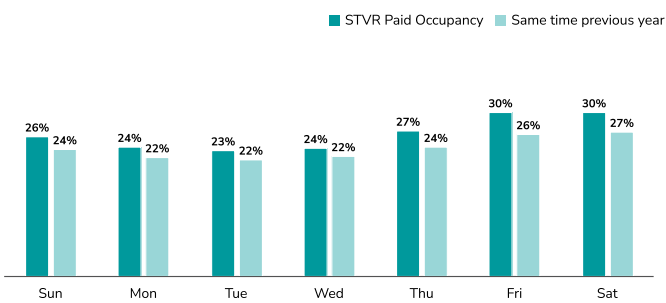
STVR Paid Occupancy



Hotel Occupancy

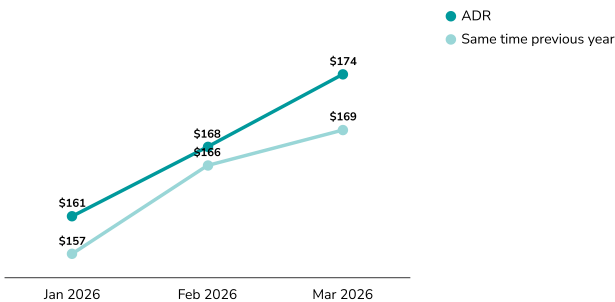


STVR Paid Occupancy

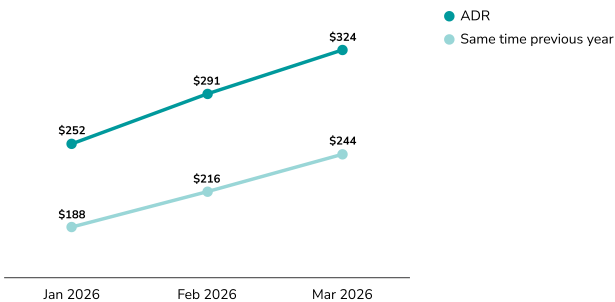


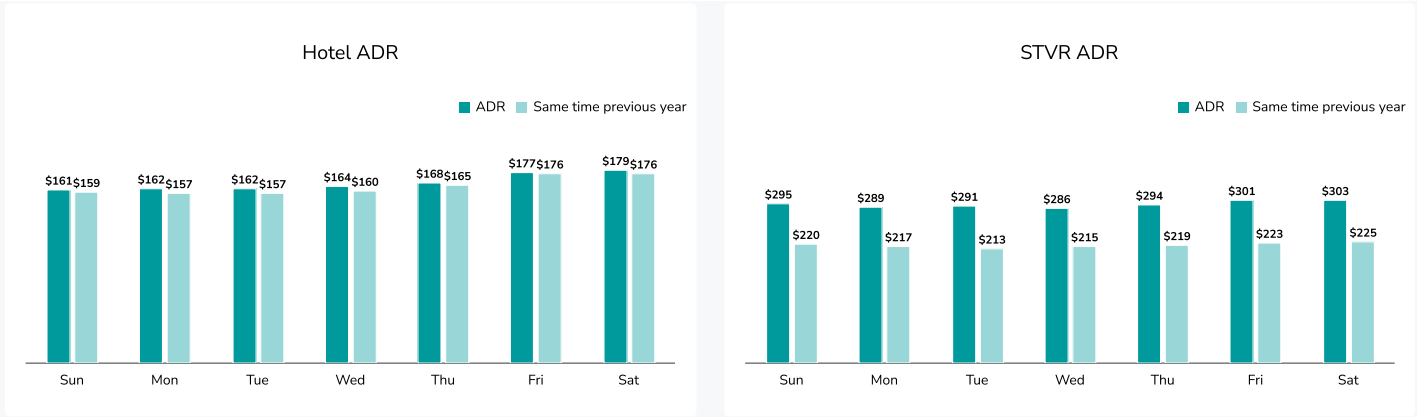
How has Average Daily Rates varied by month and week day?

Hotel ADR



STVR ADR

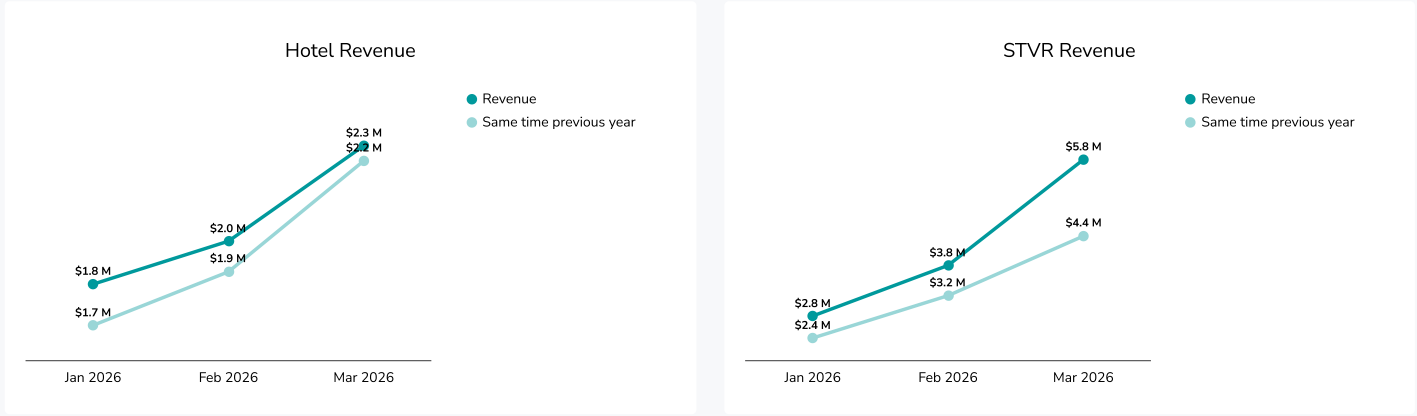




How has Revenue Per Available Room varied by month and week day?



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

Have Product Feedback?

Submit [here!](#)

