

ZARTICO

Lodging Insight

DATE Jul 1, 2026 - Sep 30, 2026

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

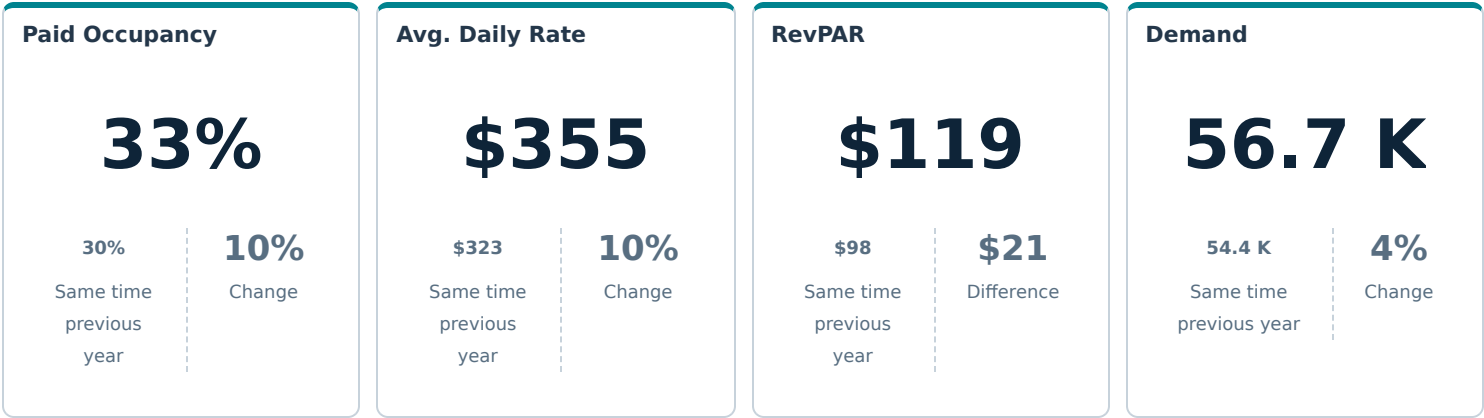
The insights below are based on a date range of July 1, 2026 to September 30, 2026

Key Performance Indicators

Source: Zartico Lodging Data
Hotel KPIs

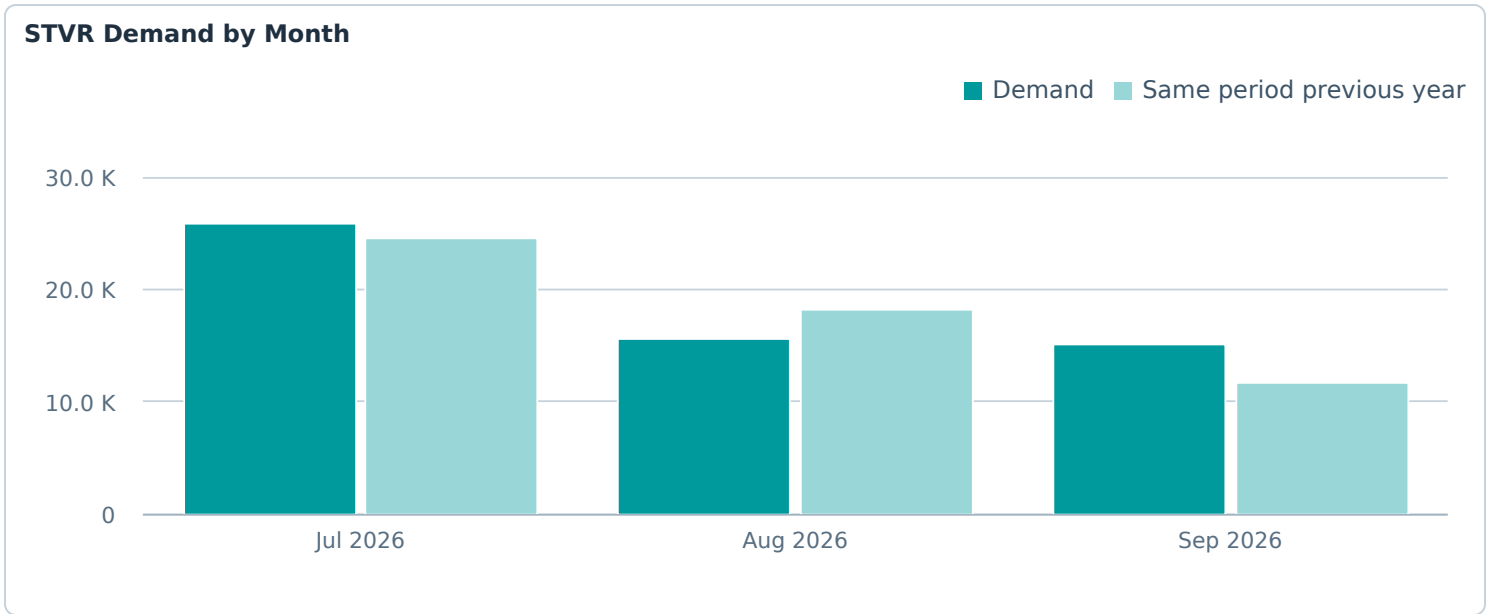
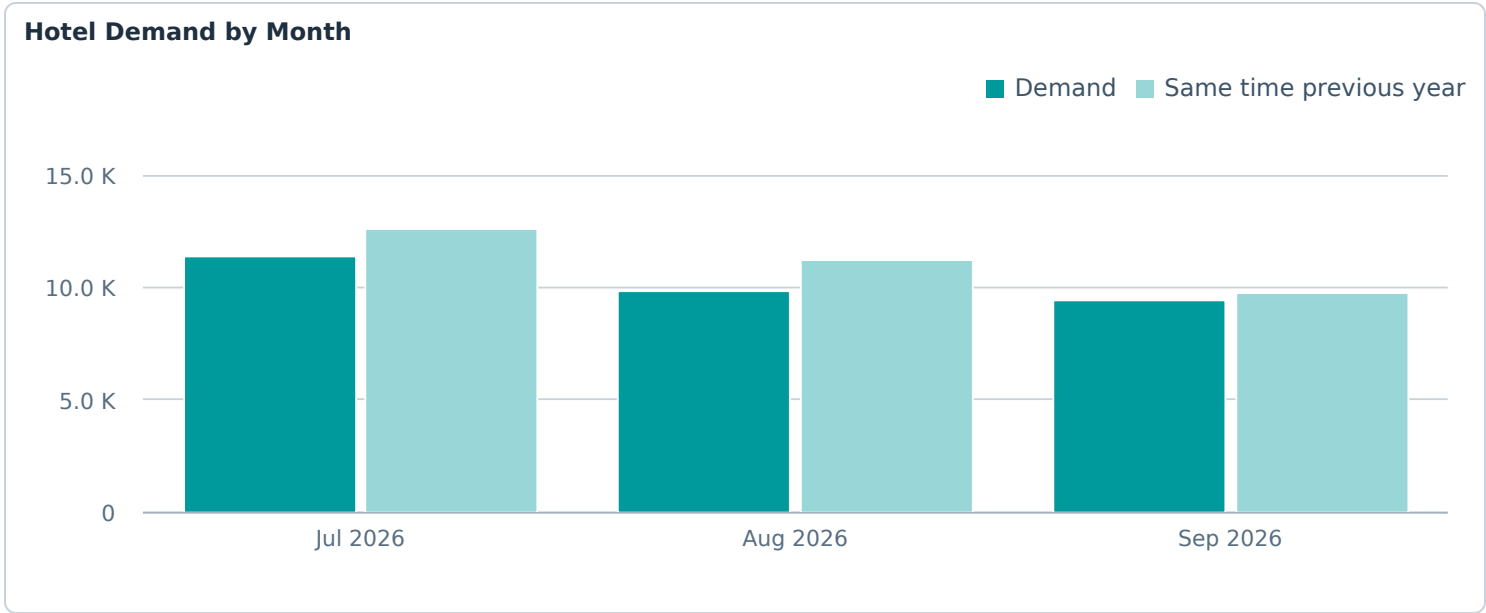


Short-Term Vacation Rental (STVR) KPIs

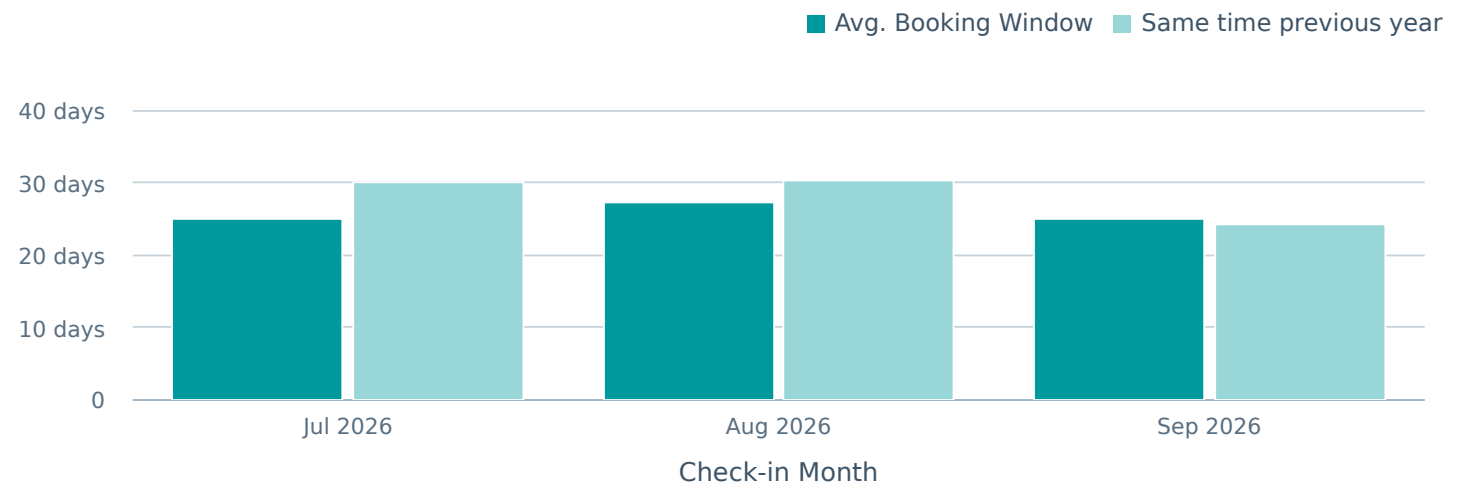




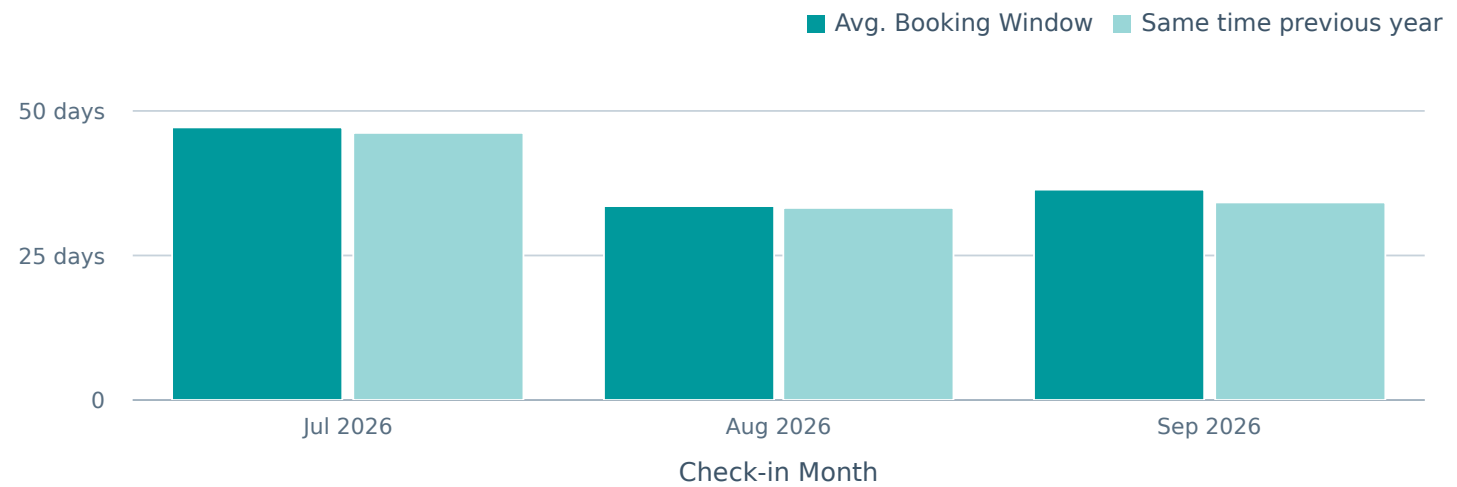
Where are your Need Periods and Avg. Booking Window by Month?



Hotel Avg. Booking Window

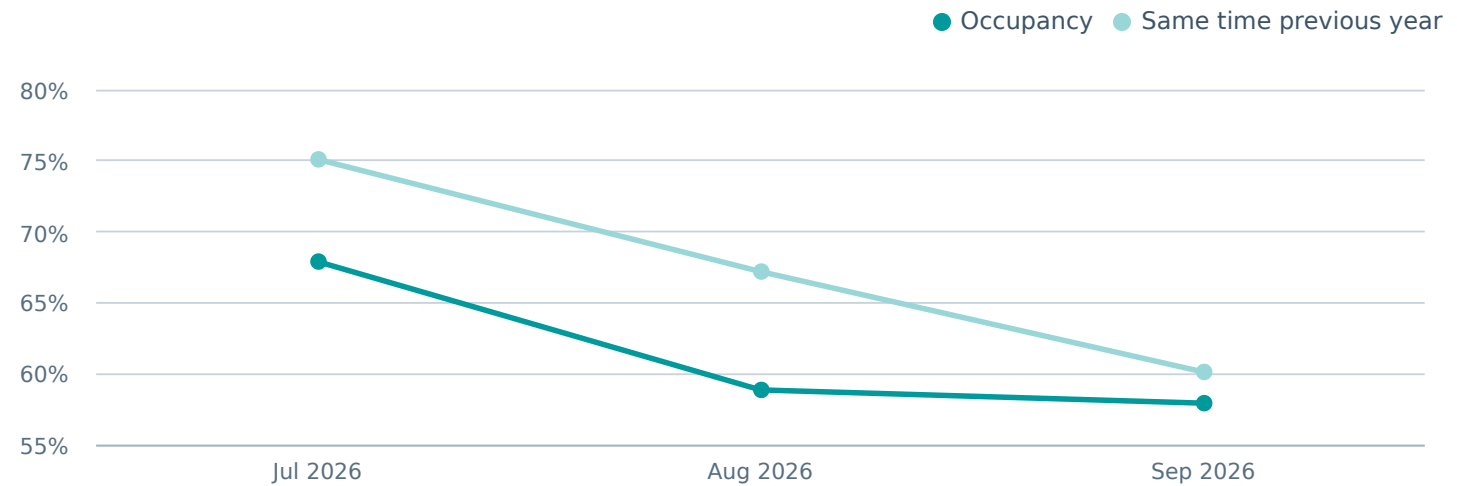


STVR Avg. Booking Window

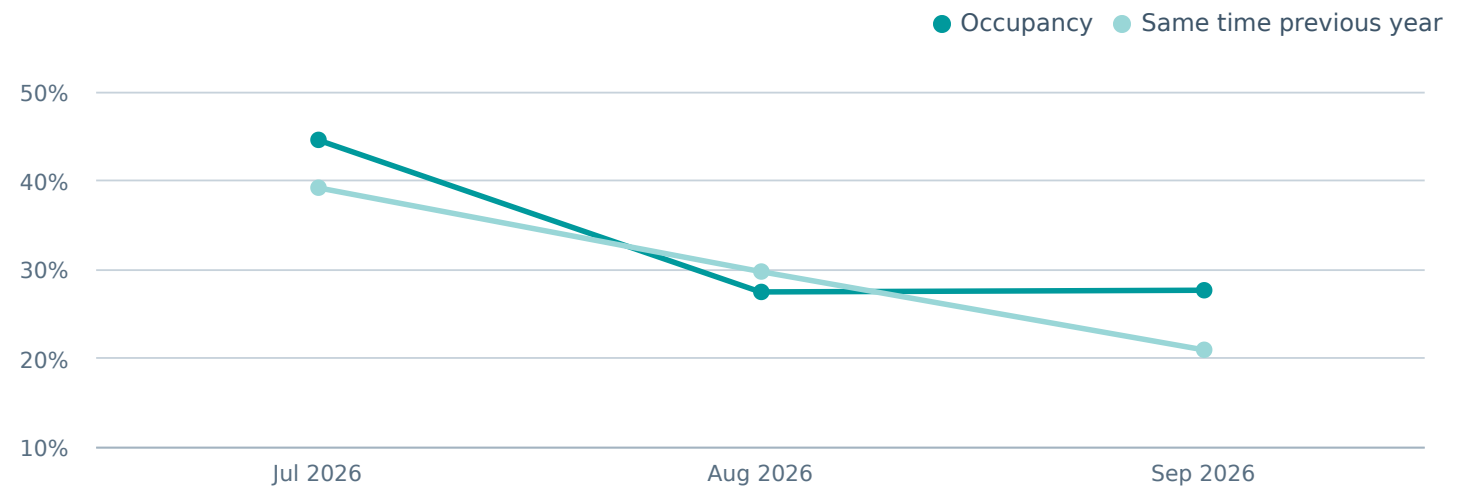


How has Occupancy varied by month and week day?

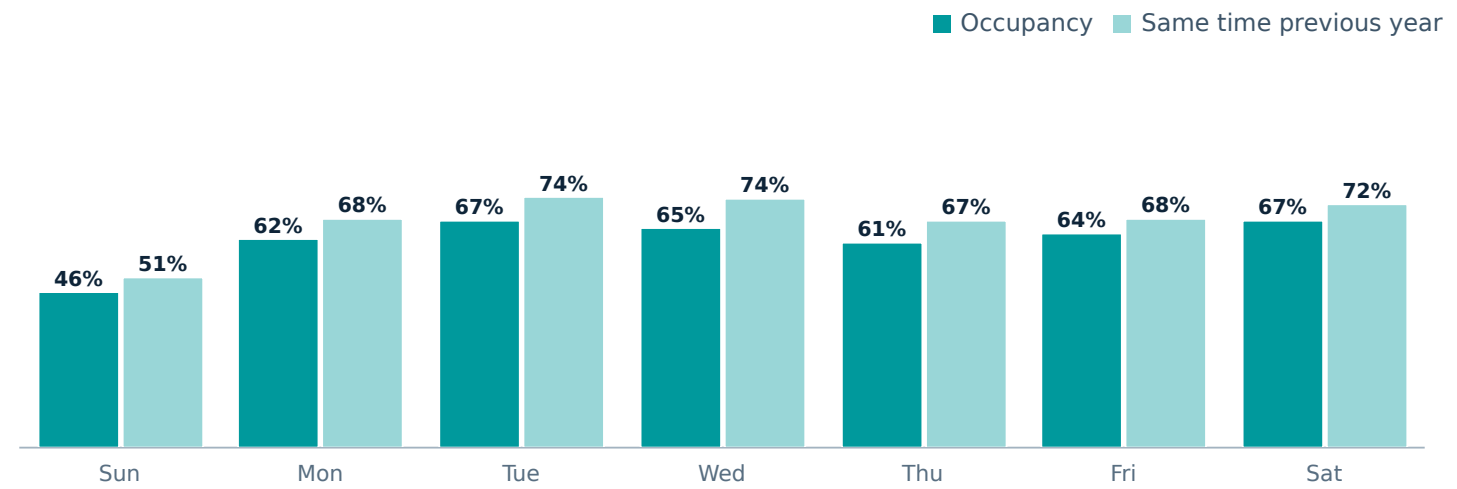
Hotel Occupancy



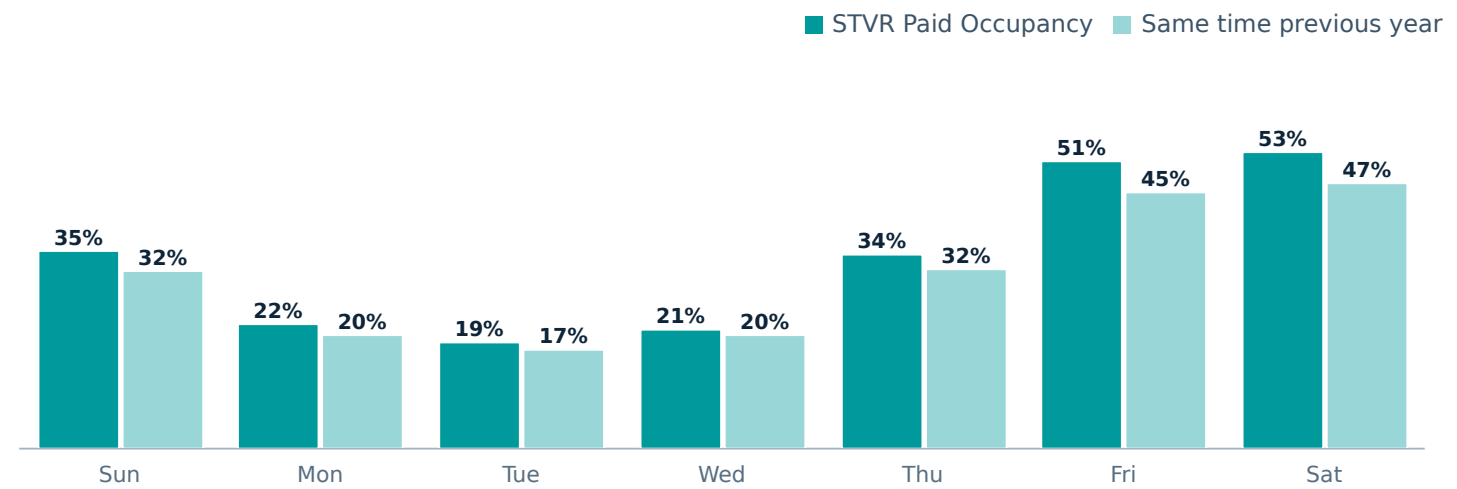
STVR Paid Occupancy



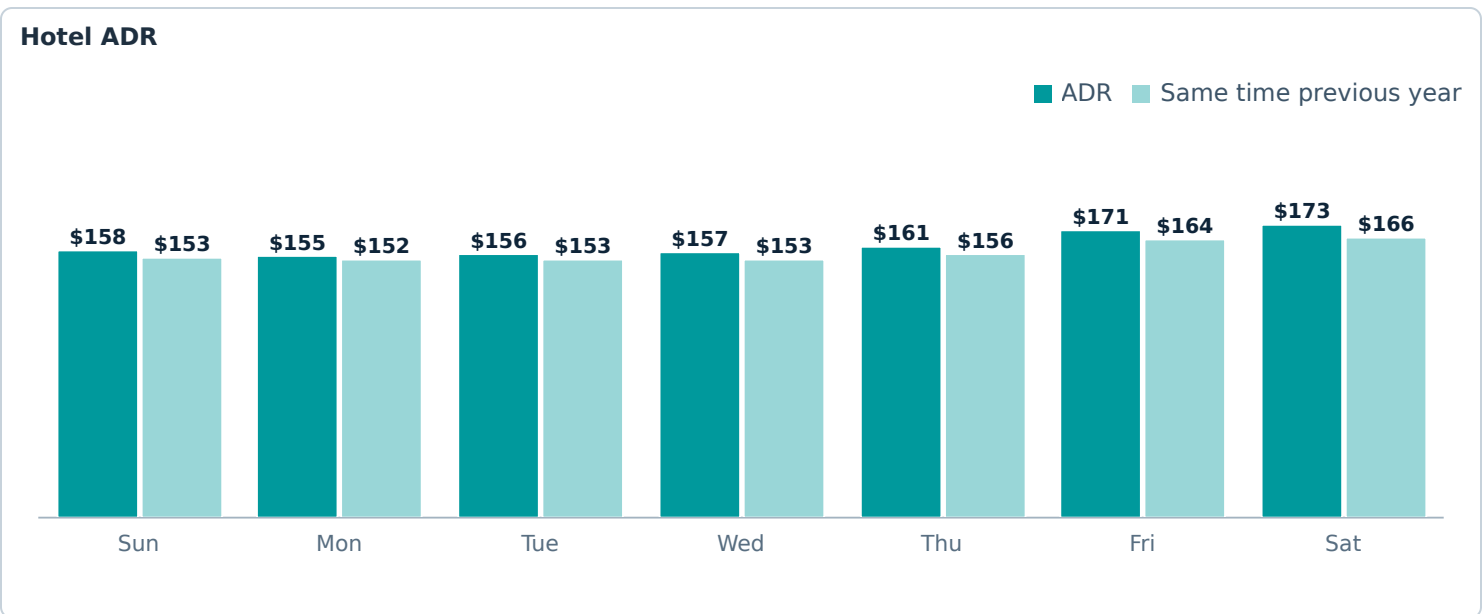
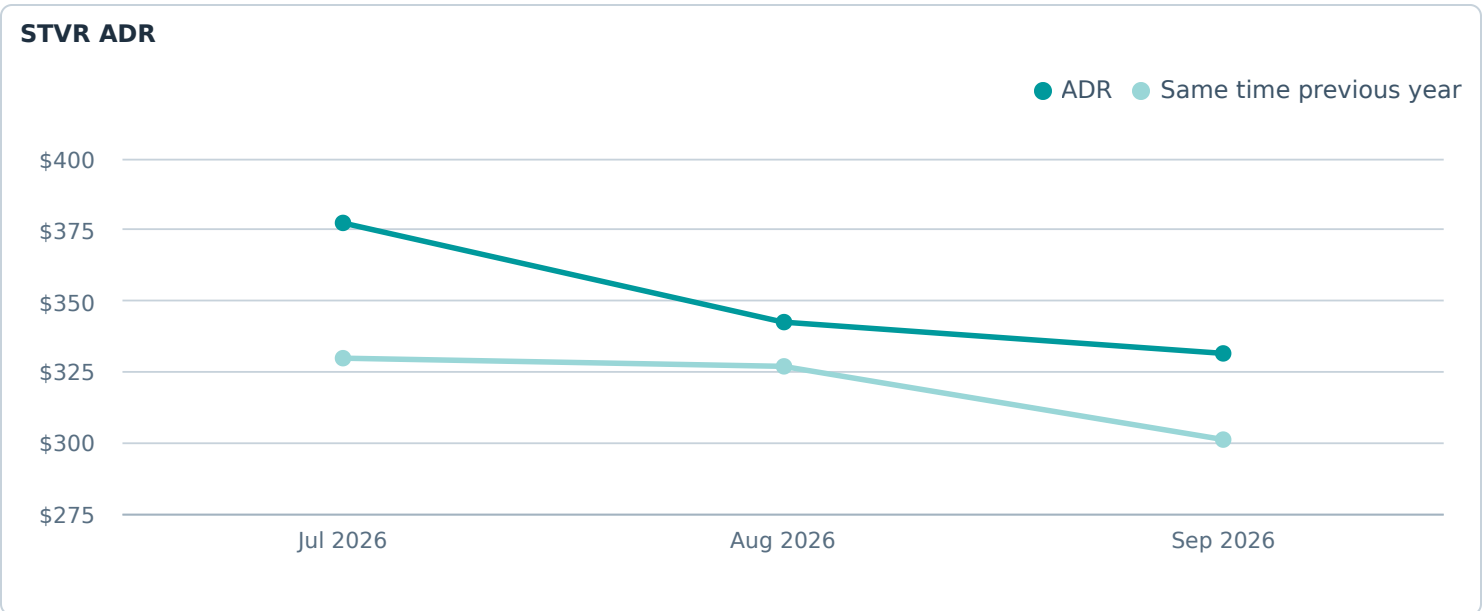
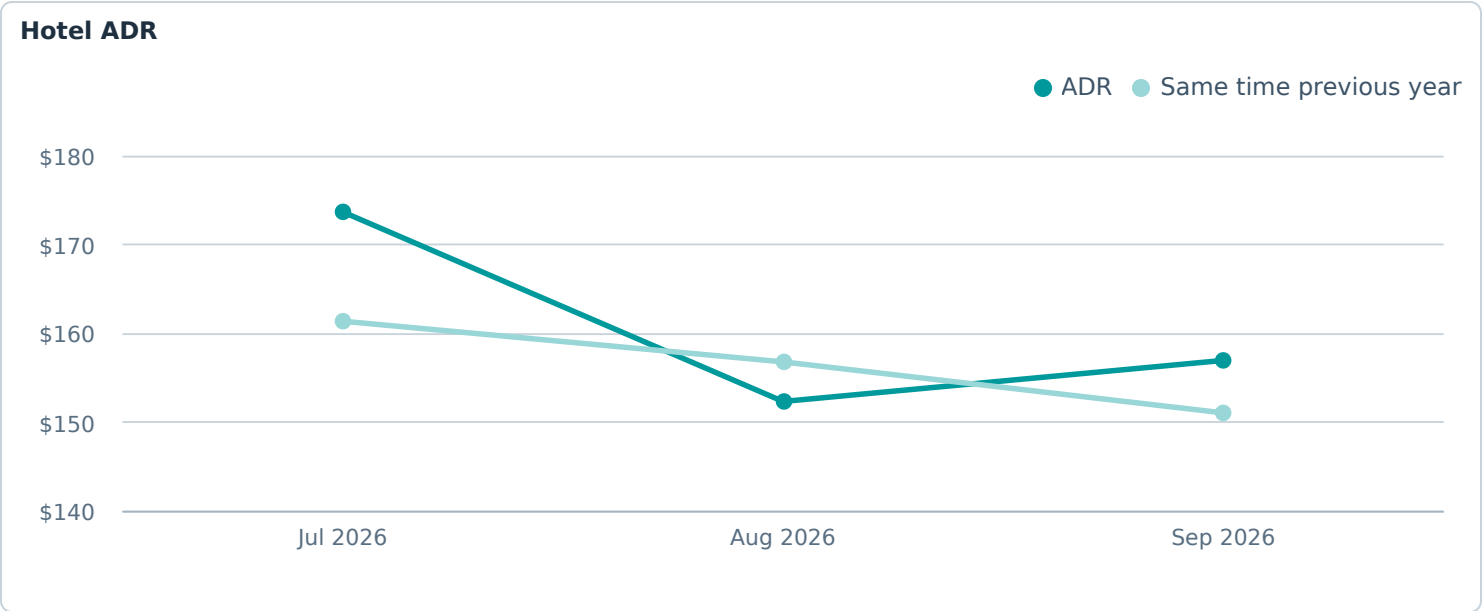
Hotel Occupancy



STVR Paid Occupancy

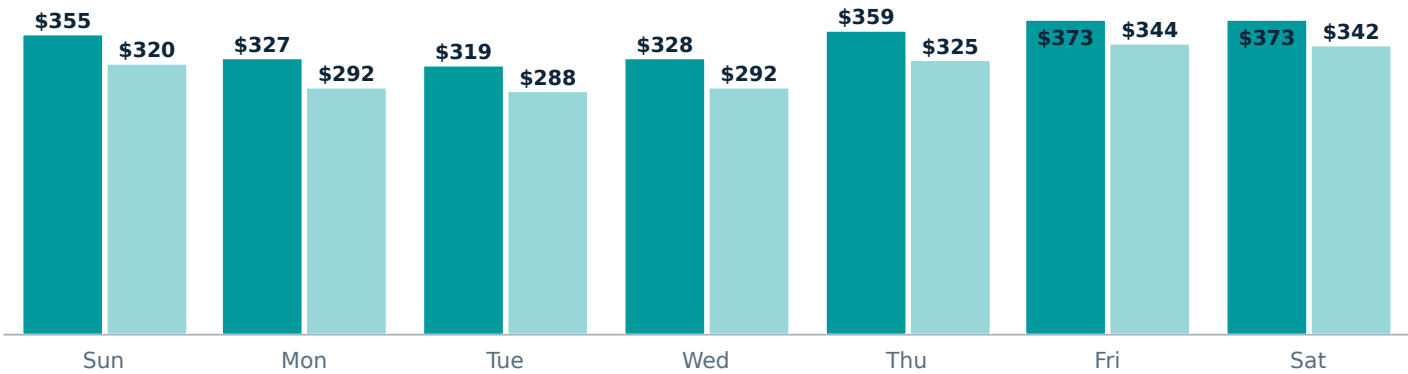


How has Average Daily Rates varied by month and week day?



STVR ADR

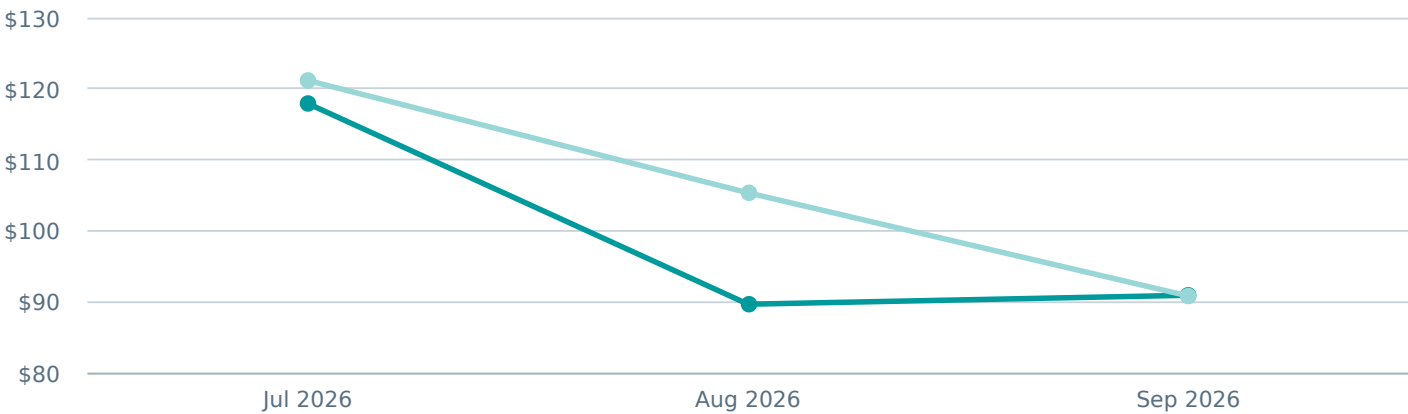
■ ADR ■ Same time previous year



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

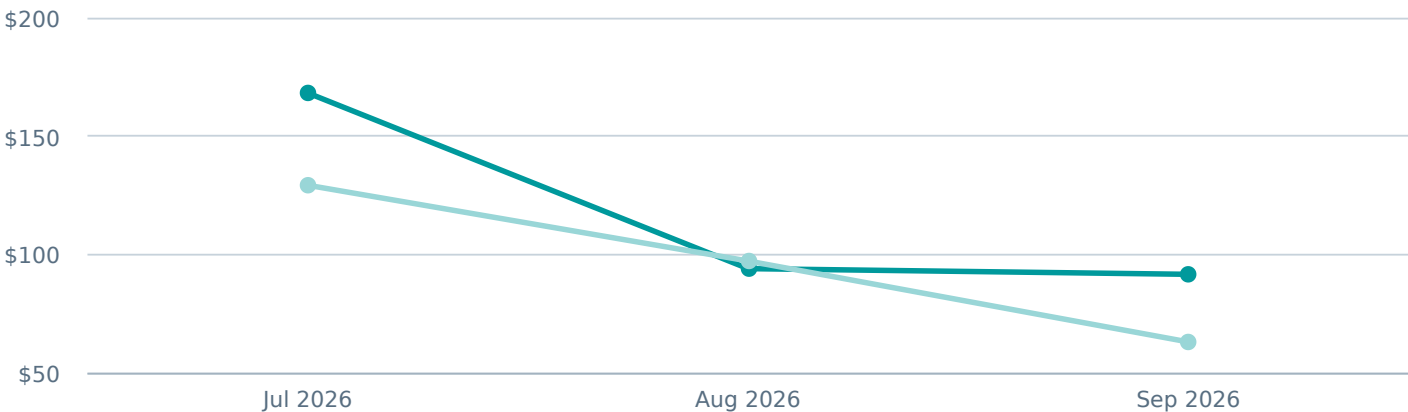
Hotel RevPAR

● RevPAR ● Same time previous year



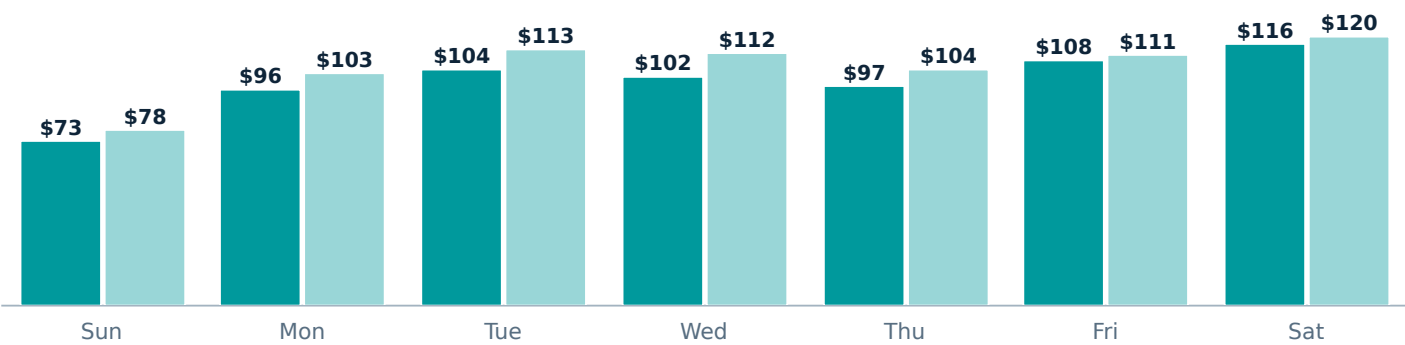
STVR RevPAR

● RevPAR ● Same time previous year



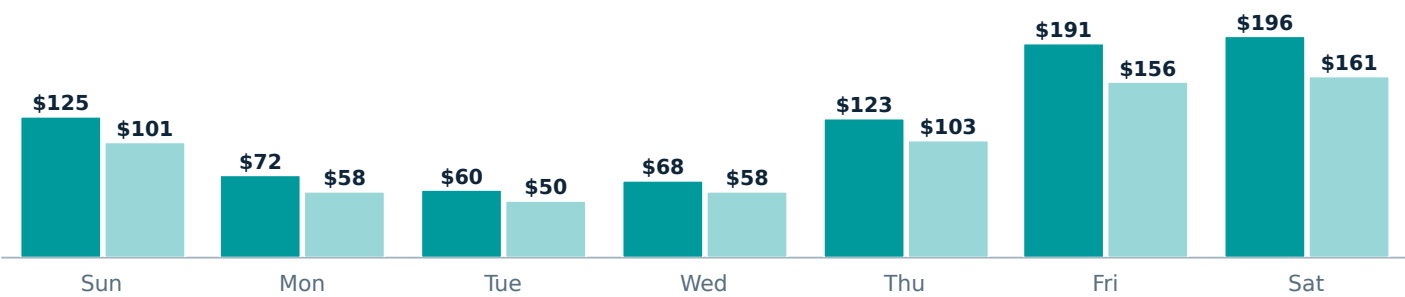
Hotel RevPAR

RevPAR Same time previous year



STVR RevPAR

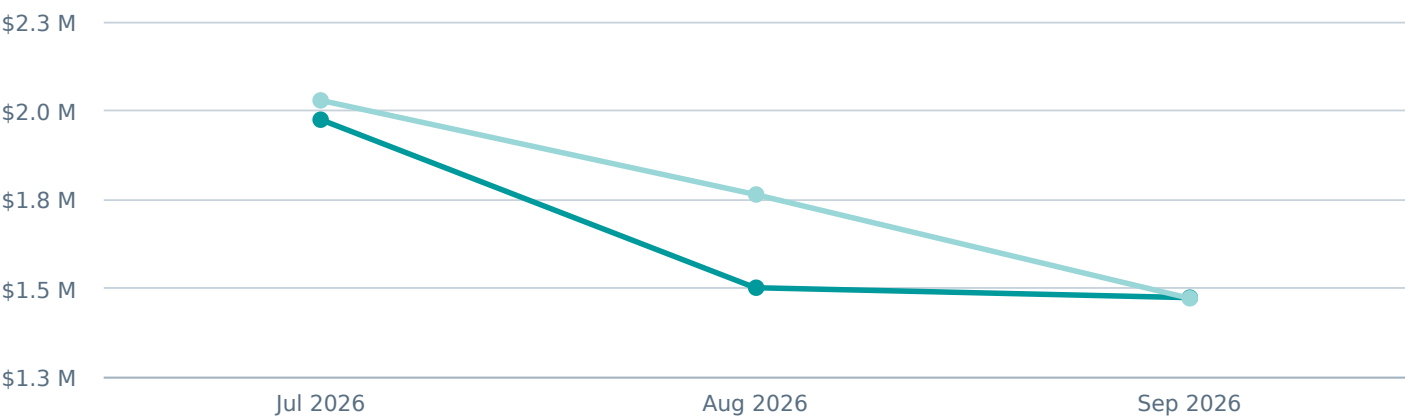
RevPAR Same time previous year



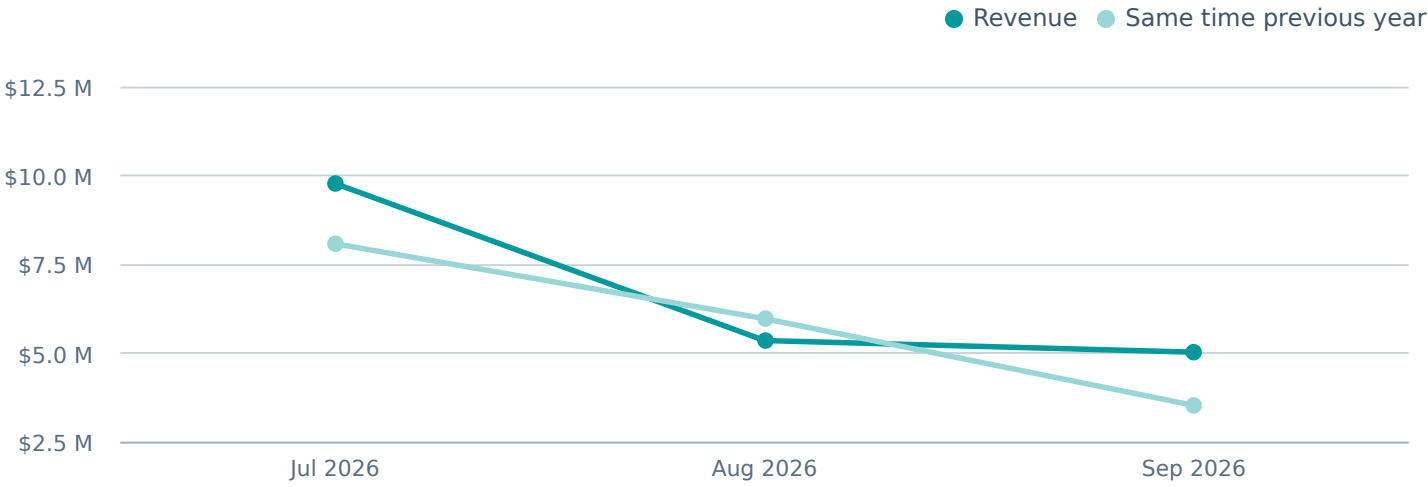
How has revenue varied by month?

Hotel Revenue

Revenue Same time previous year



STVR Revenue



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

10/05/26

Lodging Property and Room Count

