

Short Term Rental Glossary of Terms

Active Units: *Any residential home unit or accessory building that was available for at least one day during the timeframe.*

Average Daily Rate (ADR): *The average price charged for each Short Term Rental listing. ADR includes cleaning fees but not other Airbnb or Vrbo service fees or taxes.*

Demand (Rooms): *Total number of Rooms booked.*

Occupancy Rate: *Percentage of available Rooms sold during a specific timeframe. Occupancy is calculated by dividing the Demand by the Supply.*

Revenue: *Total earnings from the selected timeframe. Revenue can also be calculated by multiplying the ADR by the Demand.*

Short Term Rental (STR): *A rental of any residential home unit or accessory building for a short period of time. This presentation uses data from rentals on both Airbnb and Vrbo.*

Supply (Rooms): *Total number of Rooms available from Active Units.*