AllTheRooms.

TECHNICAL SPECS

Enterprise – 2023
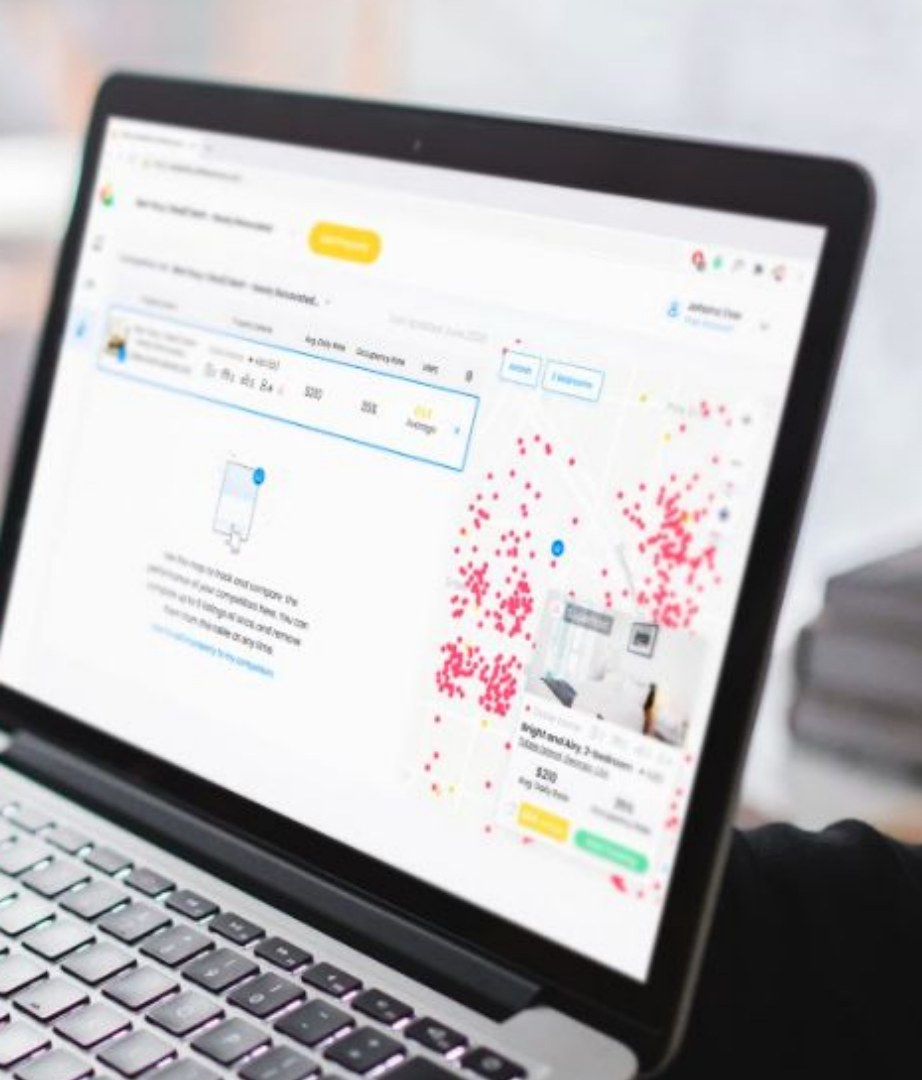
Our Products

Market Overview

Key Locations

Origin Data

Seasonality Trends

Event Impact

Tax Revenue

Competitive Intelligence

Dashboard

Market Overview

About this Report

The Market Overview Report offers in-depth insights and information about the vacation rental market in a particular area or region. This report typically comprises crucial data, such as the total number of active listings, occupancy rates, average nightly rates, revenue per listing, and other key metrics that are essential for assessing market performance. By utilizing this report, you can gain a comprehensive understanding of the market's current state, enabling you to make informed decisions regarding pricing, marketing, and overall strategy.

Questions you can answer with this report

✔ How is your destination doing?

✔ What are the historical trends?
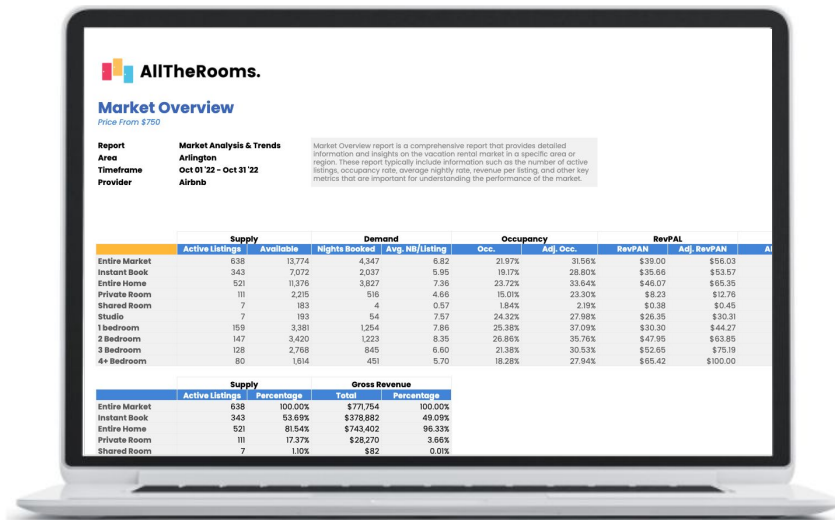
✔ What are the trends by type of property

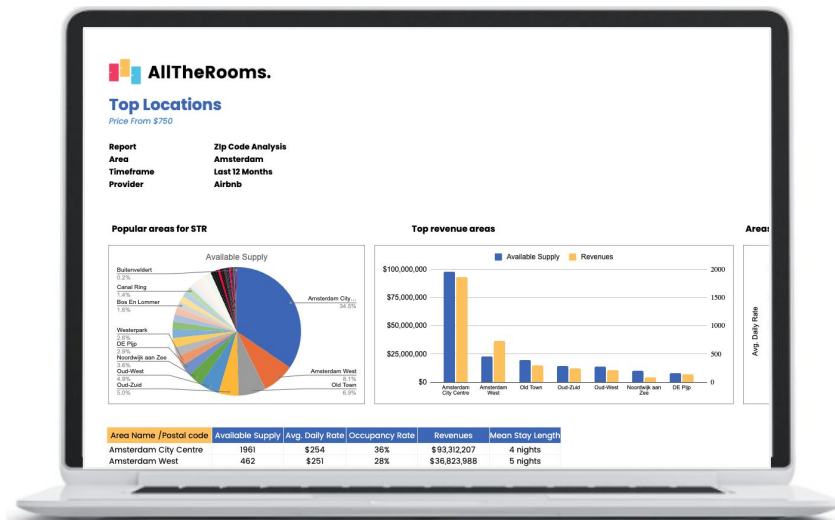## Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly, annual (+6 years of historical data available)

Metrics: Active listings, Nights booked, Occupancy rate, RevPan, Average Daily Rate, broken by: Total market, Type of property, unit size.

Regions: Global, Africa, Asia Pacific, Europe, Latin America, North America. (Continent, Country, State, City)

Understand the market

AllTheRooms.

Market Overview
Price From $750

Report	Market Analysis & Trends
Area	Arlington
Timeframe	Oct 01 '22 – Oct 31 '22
Provider	Airbnb

Market Overview report is a comprehensive report that provides detailed information and insights on the vacation rental market in a specific area or region. These report typically include information such as the number of active listings, occupancy rate, average nightly rate, revenue per listing, and other key metrics that are important for understanding the performance of the market.

	Supply		Demand		Occupancy		RevPAL		
	Active Listings	Available	Nights Booked	Avg. NB/Listing	Occ.	Adj. Occ.	RevPAN	Adj. RevPAN	A
Entire Market	638	13,774	4,347	6.82	21.97%	31.56%	$39.00	$56.03	
Instant Book	343	7,072	2,037	5.95	19.17%	28.80%	$35.66	$53.57	
Entire Home	521	11,376	3,827	7.36	23.72%	33.64%	$46.07	$65.35	
Private Room	111	2,215	516	4.66	15.01%	23.30%	$8.23	$12.76	
Shared Room	7	183	4	0.57	1.84%	2.19%	$0.38	$0.45	
Studio	7	193	54	7.57	24.32%	27.98%	$26.35	$30.31	
1 bedroom	159	3,381	1,254	7.86	25.38%	37.09%	$30.30	$44.27	
2 Bedroom	147	3,420	1,223	8.35	26.86%	35.76%	$47.95	$63.85	
3 Bedroom	128	2,768	845	6.60	21.38%	30.53%	$52.65	$75.19	
4+ Bedroom	80	1,614	451	5.70	18.28%	27.94%	$65.42	$100.00	

	Supply		Gross Revenue		
	Active Listings	Percentage	Total	Percentage	
Entire Market	638	100.00%	$771,754	100.00%	
Instant Book	343	53.69%	$378,882	49.09%	
Entire Home	521	81.54%	$743,402	96.33%	
Private Room	111	17.37%	$28,270	3.66%	
Shared Room	7	1.10%	$82	0.01%	

Download Sample

Key Locations

About this Report

The Key Locations Report empowers DMOs to pinpoint areas that generate higher revenue or boast superior infrastructure. By analyzing the Average Daily Rate (ADR) across different locations, DMOs can devise effective pricing strategies to spur growth or regulate certain neighborhoods. Additionally, this report can be leveraged to identify prime locations for hosting events, setting up tourist attractions, or establishing businesses

Questions you can answer with this report

- ✓ What are the Most popular areas?
- ✓ Which areas are generating more revenue?
- ✓ Where people stay longer?
- ✓ Where are the most expensive areas?

Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly, annual (+6 years of historical data available)

Metrics: Available Supply, Average daily rate, Market Revenue, Mean Stay Length, broken by neighbourhood or zip code

Regions: Global, Africa, Asia Pacific, Europe, Latin America, North America. (Continent, Country, State, City)

Identify top locations

AllTheRooms.

Top Locations
Price From $750

Report	Zip Code Analysis
Area	Amsterdam
Timeframe	Last 12 Months
Provider	Airbnb

Popular areas for STR — Available Supply

Top revenue areas — Available Supply, Revenues

Area Name /Postal code	Available Supply	Avg. Daily Rate	Occupancy Rate	Revenues	Mean Stay Length
Amsterdam City Centre	1961	$254	36%	$93,312,207	4 nights
Amsterdam West	462	$251	28%	$36,823,988	5 nights

Download Sample

Origin Data

About this Report

The Origin Data Report provides valuable insights into the geographical locations from which visitors are traveling to reach your destination. Armed with this data, you can fine-tune your marketing campaigns and promotions to cater to specific audiences, highlight unique activities and experiences, and allocate your budget effectively. This report empowers you to make informed decisions about your destination marketing strategy, ensuring maximum impact and a successful outcome.

Questions you can answer with this report

✓ Where are visitors coming from?

✓ Who is spending more?

✓ Who is staying longer?

✓ What are they looking for?

✓ When are they coming?

Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly, annual (+6 years of historical data available)

Metrics: Number of reviews from each origin destination, broken by country, state, city.

Regions: Global, Africa, Asia Pacific, Europe, Latin America, North America. (Continent, Country, State, City)

Identify Top Visitors

AllTheRooms.

Top Visitors
Price From $750

Report	Origin Data
Area	Honolulu
Timeframe	Last 4 Years
Provider	Airbnb

Top visitors by Country
Top visitors by State
Top visitors by City

Germany 2.4%
New Zealand 2.7%
South Korea 3.1%
Japan 3.5%
Canada 8.7%
Australia 9.9%
United States 62.4%

Arizona 3.0%
Mass 3.0%
Florida 3.9%
Illinois 3.7%
Texas 7.4%
New York 10.0%
Hawaii 7.4%
Washington 10.5%
California 49.6%

Houston 25.3%
Chicago 5.9%
Portland 4.5%
San Jose 5.3%
San Diego 6.7%

Countries	Number	Percentage		States	States	Number	Percentage		Cities	Number	Percen
United States	58,702	56.80%		CA	California	19,716	33.60%		San Francisco	2,890	
Australia	9,328	9.00%		WA	Washington	4,152	7.10%		Los Angeles	2,517	
Canada	8,210	7.90%		HA	Hawaii	3,989	6.80%		New York	2,422	
Japan	5,580	5.40%		NY	New York	3,962			Seattle	1,742	

Download Sample

Seasonality Trends

About this Report

Seasonality Trends Report provides crucial insights into the ebbs and flows of tourism throughout the year, empowering you to allocate your resources effectively. With this report, you can pinpoint the optimal times to host events and activities, identify periods of high and low demand, and evaluate the impact of your marketing efforts. By leveraging this data, you can make informed decisions about when to promote your destination and when to offer incentives to attract more visitors.

Questions you can answer with this report

✓ What is the Impact of an event in your destination?

✓ When is the best moment to do events or impulse your destination?

✓ How is pricing fluctuating? What is your Revenue seasonality?

Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly, annual (+6 years of historical data available)

Metrics: Year over year historical data (+6 years): Nights booked, Average Daily rate, Market Revenue, Occupancy Rate, AVailable Supply.

Regions: Global, Africa, Asia Pacific, Europe, Latin America, North America. (Continent, Country, State, City)

Understand Fluctuations

AllTheRooms.
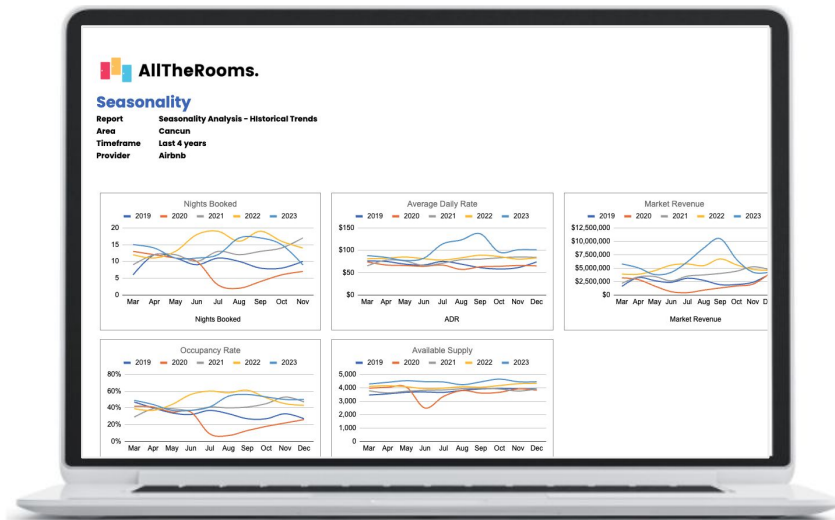
Event Impact

About this Report

Event Impact Report provides invaluable insights into the economic impact and short-term rental behavior resulting from a specific event. By analyzing this data, you can gain a comprehensive understanding of the event's impact on the local economy, identify any notable trends in short-term rental behavior, and leverage these insights to make informed decisions about future events. This report can also serve as a powerful tool for showcasing the success of your event, highlighting its economic impact, and demonstrating its value to stakeholders.

Questions you can answer with this report

- How is your destination doing?
- What are the historical trends?
- What are the trends by type of property

Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly

Metrics: Zoom in of X days before and after the event dates. Year over Year data comparison, metrics: Occupancy, Average daily rate, Gross revenue X days before and after the event.

Regions: Global, Africa, Asia Pacific, Europe, Latin America, North America. (Continent, Country, State, City)

Evaluate the impact of events
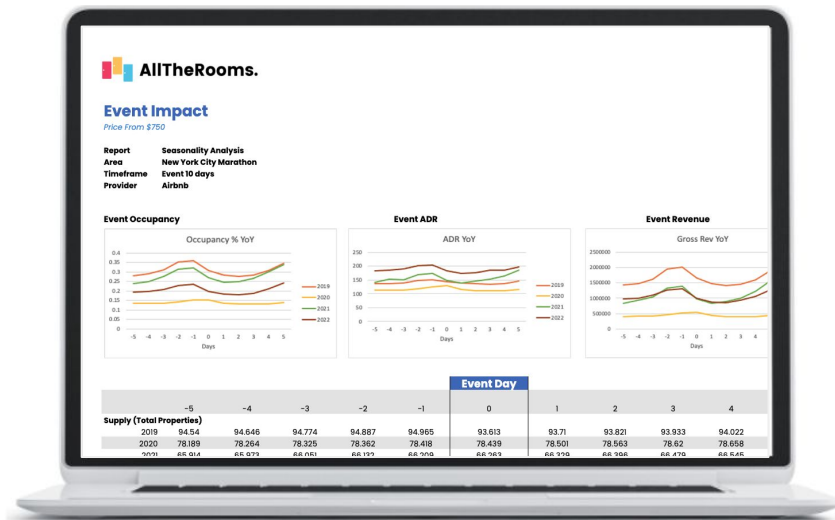
Download Sample

Competitive Intel

About this Report

Benchmark your destination against others in the market, enhance competitiveness and differentiate your offering. By analyzing key metrics such as pricing, occupancy rates, and revenue per listing, you can develop effective pricing strategies and make informed decisions about how to differentiate your destination from others. With this report, you can identify opportunities to enhance your offering, optimize your marketing strategy, and ultimately stand out in a crowded market.

Questions you can answer with this report

✓ What are your competition key metrics?

✓ How is your pricing compared to similar destinations?

✓ Who is your competition targeting?

✓ When are competitors getting more visitors and what are they doing?

Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly

Metrics: up to 5 competitor markets to compare key metrics: Market revenue, Average daily rate, Occupancy Rate, Available supply and origin data.

Regions: Global, Africa, Asia Pacific, Europe, Latin America, North America. (Continent, Country, State, City)

Benchmark Competition

Download Sample

AllTheRooms.
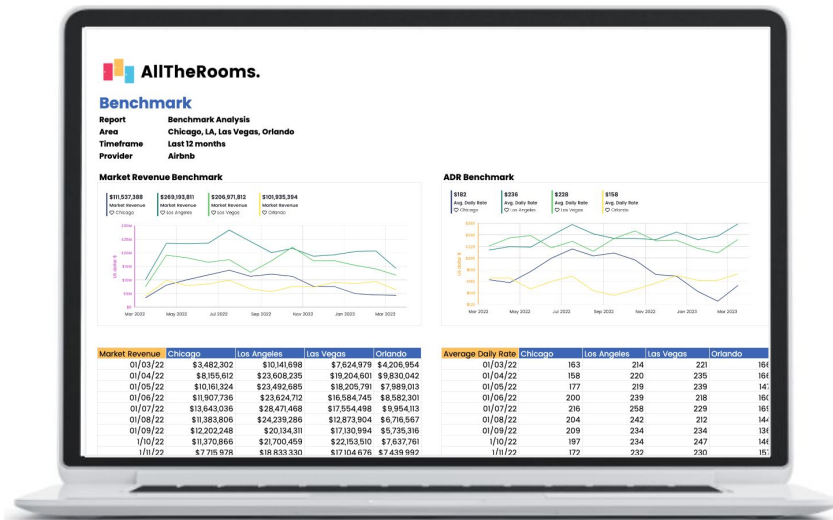
Tax Revenue

About this Report

Tax Revenue Report provides valuable data on the revenue generated by a market's short-term rental industry over time. This information is crucial for DMos, as it allows them to estimate the impact of tourism on the destination, predict potential tax revenue, and anticipate or request a suitable budget. By analyzing this data, you can gain a comprehensive understanding of the market's performance, identify notable trends, and make informed decisions about future investments and strategies.

Questions you can answer with this report

✓ What is the tax revenue your destination can generate?

✓ What neighbourhoods and types of properties contribute more taxes?
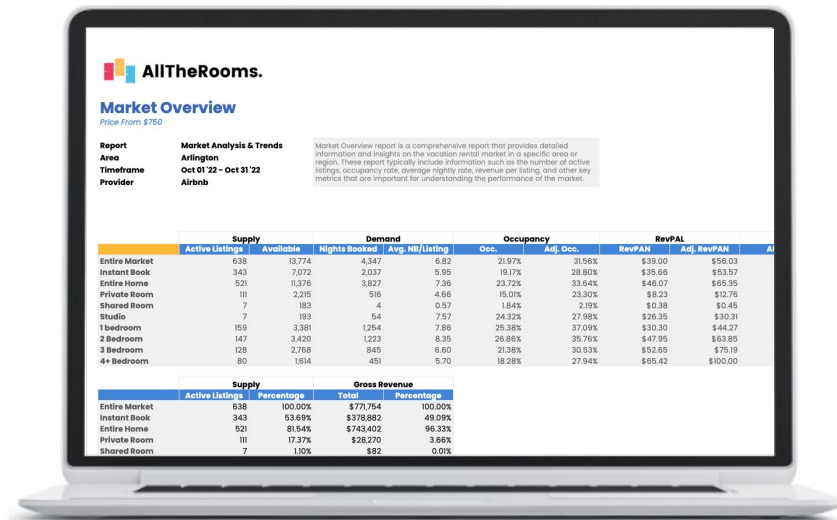
✓ What is your historical & future tax collection

Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly

Metrics: property_count, nights_stayed, nights_booked. booked, pct, booking_count, revenue_gross, revenue_provider, gross_booking_value, ADR, revpar

Regions: Global, Africa, Asia Pacific, Europe, Latin America, North America. (Continent, Country, State, City)

Estimate Tax Revenue

AllTheRooms.

Market Overview
Price From $750

Report	Market Analysis & Trends
Area	Arlington
Timeframe	Oct 01 '22 – Oct 31 '22
Provider	Airbnb

Market Overview report is a comprehensive report that provides detailed information and insights on the vacation rental market in a specific area or region. These report typically include information such as the number of active listings, occupancy rate, average nightly rate, revenue per listing, and other key metrics that are important for understanding the performance of the market.

	Supply		Demand			Occupancy		RevPAL		
	Active Listings	Available	Nights Booked	Avg. NB/Listing	Occ.	Adj. Occ.	RevPAN	Adj. RevPAN	
Entire Market	638	13,774	4,347	6.82	21.97%	31.56%	$39.00	$56.03	
Instant Book	343	7,072	2,037	5.95	19.17%	28.80%	$35.66	$53.57	
Entire Home	521	11,376	3,827	7.36	23.72%	33.64%	$46.07	$65.35	
Private Room	111	2,215	516	4.66	15.01%	23.30%	$8.23	$12.76	
Shared Room	7	183	4	0.57	1.84%	2.19%	$0.38	$0.45	
Studio	7	193	54	7.57	24.32%	27.98%	$26.35	$30.31	
1 bedroom	159	3,381	1,254	7.86	25.38%	37.09%	$30.30	$44.27	
2 Bedroom	147	3,420	1,223	8.35	26.86%	35.76%	$47.95	$63.85	
3 Bedroom	128	2,768	845	6.60	21.38%	30.53%	$52.65	$75.19	
4+ Bedroom	80	1,614	451	5.70	18.28%	27.94%	$65.42	$100.00	

	Supply		Gross Revenue	
	Active Listings	Percentage	Total	Percentage
Entire Market	638	100.00%	$771,754	100.00%
Instant Book	343	53.69%	$378,882	49.09%
Entire Home	521	81.54%	$743,402	96.33%
Private Room	111	17.37%	$28,270	3.66%
Shared Room	7	1.10%	$82	0.01%

Download Sample

AllTheRooms.

Dashboard

About this Report

Analytics Dashboard is a market intelligence and data analytics tool that provides valuable insights on trends, occupancy rates, and revenue potential for vacation rental properties in various locations around the world. Helps make informed decisions by providing data on market demand, competition, and pricing. It can be used to analyze specific rental markets, compare multiple markets, and track performance over time.

Understand market trends, make better decisions, and increase your revenue and profits. Forecast revenue, compare markets and estimate your property's revenue to identify opportunities for optimization and growth.

Report Attributes

Reporting Period Granularity: Daily, Weekly, Monthly

Metrics:
property_count, nights_stayed, nights_booked. booked, pct, booking_count, revenue_gross, revenue_provider, gross_booking_value, ADR, revpar

Regions: (City, zip Code)

Analyze any Market
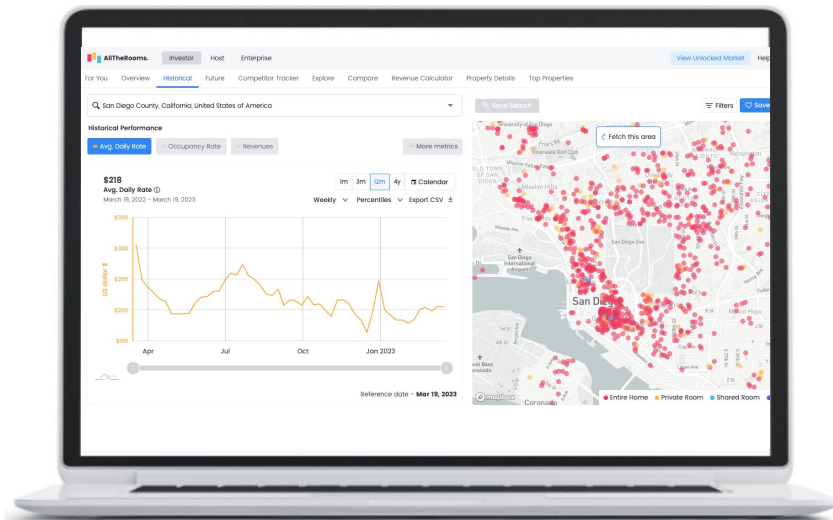
Go to the Dashboard

Additional Reports

AllTheRooms.

Future Projections

Understand the performance of the market during a specific period in the future

future projection report provides a snapshot of the short-term rental market behavior for a specific period in the future, up to 6 months. Analyze projections of active listings, available nights, occupancy rates, revenue per available night (RevPAL), average daily rate (ADR), and gross revenue. Understand the potential revenue that can be generated during future dates, by listings, neighborhood, city, state, etc.

Cancellation Data

Track the number of reservations canceled during a period of time.

Cancellation data report is a report that provides information on cancellation rates and trends for a specific property or portfolio of properties. The report analyzes the reasons for cancellations. This information can be used by property managers and owners to adjust rental policies and improve the guest experience to reduce cancellations.

Tax Collection

Ensure compliance of tax laws and regulations

Tax collection data report is a report that provides information on the taxes collected on short-term rentals for a specific property or portfolio of properties. The report includes data on the amount of taxes collected, the types of taxes collected, and the distribution of taxes between local, state, and federal authorities.

Origin Data

Understand the geographical distribution of incoming travelers

Get information on the geographical origin of guests who book short-term rentals. This information can be broken down by city, state, country, and other geographical regions. The report provides valuable insights into the demographics of guests, such as their age, gender, and language, travel patterns, frequency and length of stay.

Reviews

Understand guest feedback and improve their experience

Get information on the reviews and ratings of a specific property or portfolio of properties. The report includes data on the number of reviews, average rating, and the distribution of ratings across different categories, such as cleanliness, location, and value. The report also includes information on the sentiment of the reviews, such as positive, negative, or neutral.

Listing Details

Understand listing details to optimize the performance of your properties

Analyze the details of a specific property or portfolio of properties. This report includes data on the property type, location, number of bedrooms and bathrooms, and other relevant details. Get information on the pricing and availability of the property, such as the nightly rate, minimum stay requirements, and booking restrictions.

Descriptions

Analyze properties descriptions and details to create better marketing strategies

Get descriptions and details of a specific property or portfolio of properties listed on short-term rental platforms. This report includes data on the property type, location, number of bedrooms and bathrooms, and other relevant details. The report also includes information on the description of the property, such as the unique features, amenities, and local attractions.