7 Things Destination Marketers get Wrong About Short-Term Rentals

AIRDNA

1

"Short-term rentals are pure competition for hotels."



35% of short-term rentals are located in non-traditional tourism areas

(more than one mile away from the closest hotel)

Short-term rentals are redefining tourism by giving visitors a place to stay in neighborhoods with no traditional lodging options.



2

"Travelers are willing to pay the same price for a hotel as a short-term rental."

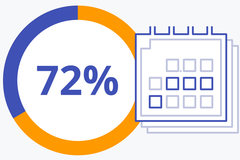


Short-term rental guests spend 65% more per night than hotel guests

They're also spending more on local businesses, venues, and institutions.
Not accounting for vacation rental travelers creates major gaps in tourism research.

3

"Short-term rental guests are just here for the weekend."



Short-term rental guests stay 72% longer than the average hotel guest

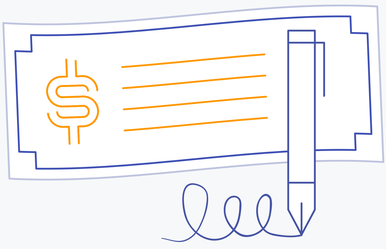
Long-term stays, remote work, and flex-cations are pushing travelers to prefer the comforts of short-term rental properties and their amenities.

4

"Short-term rentals have no impact on my tourism organization's budget."

Short-term rentals are now collecting lodging taxes just like hotels in all 50 states, directly funding thousands of DMO budgets at the city, county, and state level.

Measuring short-term rental activity is more critical than ever for DMOs to advocate for bigger budgets, track changes in lodging, and calculate the total effectiveness of marketing campaigns.



5

"Short-term rentals follow the same seasonality patterns as traditional lodging."

In fact, short-term rentals attract a more resilient traveler and thus seasonality curves tend to be softened.

Tracking STR trends alongside traditional lodging informs tourism organizations of key insights around traveler trends.

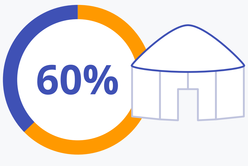


"With the forward pacing data from AirDNA, [Cape May] was able to see that the 2020 winter season was going to see more visitors than usual and convinced local businesses to stay open. Having access to this data empowered the department to align their marketing strategy with practical changes in the county, in the process bringing more money in across the board."

- Diane Wieland, director of Cape May County Department of Tourism

6

"All short-term rental property types are the same."



In fact, 60% of short-term rentals are 2 bedrooms or larger. And these larger units of course have their own themes when it comes to rates, occupancy, seasonality, and more.

"Unique stays" are a massive developing trend among STRs — accommodation types offering travelers off-the-beaten-path experiences such as cabins, yurts, houseboats, bungalows — hotel data tends to have minimal overlap with these types of units.

Unique stays were the only accommodation type to grow in supply during 2020 and 2021.

Most destination marketing organizations track hotel data — which is absolutely necessary — but it only covers part of the picture.

7

"Vacation rentals don't actually impact where we allocate our marketing budget."

The truth is, DMOs incorporating short-term rental data often end up making substantial pivots in their campaigns.

"Once they incorporated STR data, North Lake Tahoe adjusted marketing efforts to new markets and paused outreach to others, pinpointing new marketing opportunities and reallocating funds."



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