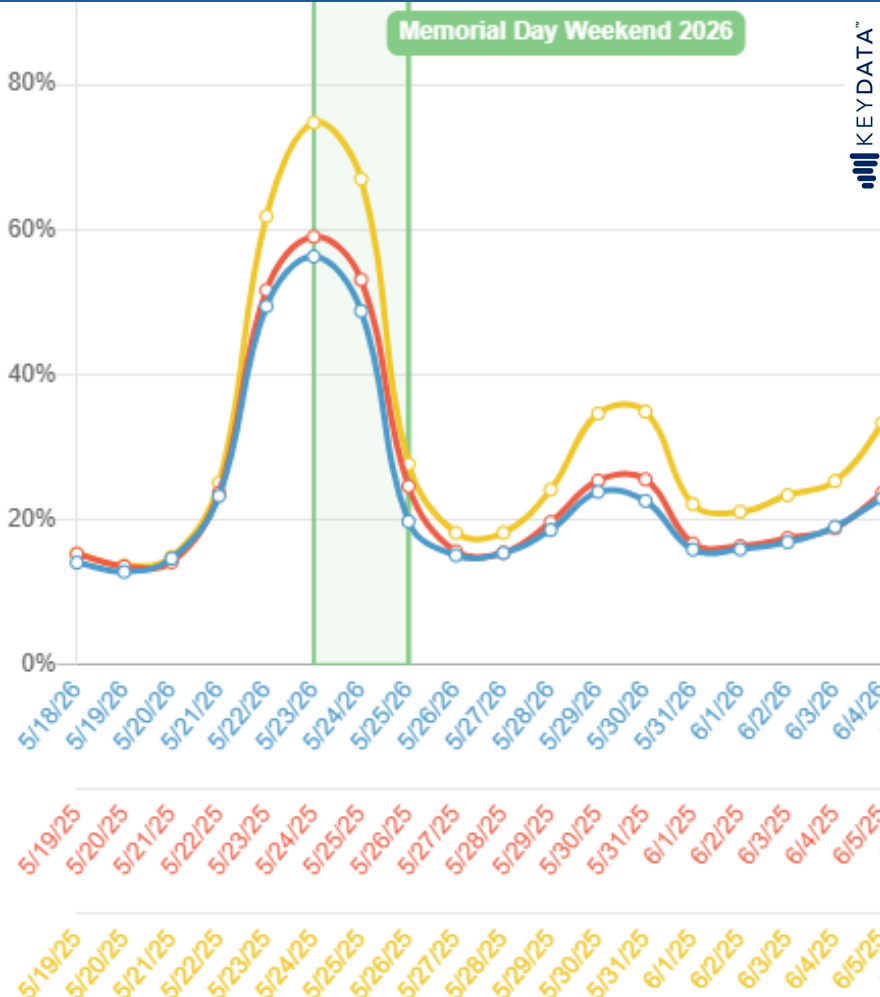


VISITOR ACTIVITY REPORT

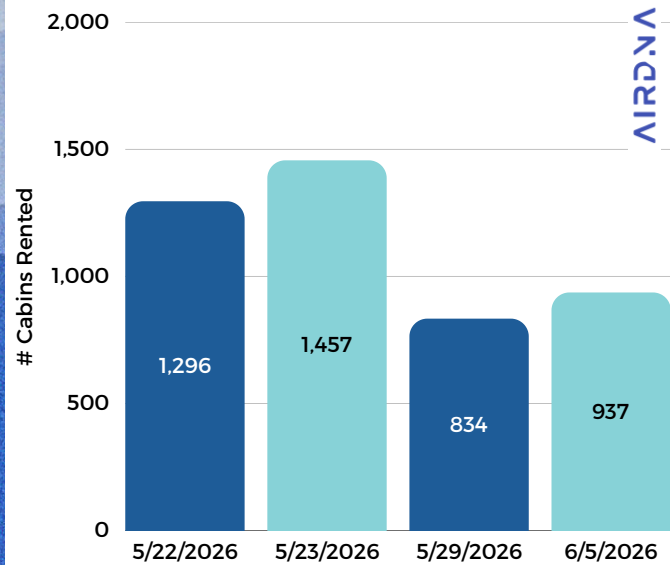
Paid Occupancy 2026 vs 2025

Pacing for 2026 (Blue), Pacing for 2025 (Red), Actual Bookings for 2025 (Yellow)

This graph represents approximately 1% of total bookings. The data includes only property managers who subscribe to Key Data.



LOOKING AHEAD



APRIL

Adjusted Revenue Per Available Room

\$63 ↑ 6% **\$59**
primary compare

Average Daily Rate

\$232 ↑ 2% **\$227**
primary compare

Average Total Stay Value

↑ 3%

APRIL

Nightly Rates Comparison over the Years

Year	ADR	Average Year to Date
2026	\$296	\$310
2025	\$290	\$301
2024	\$293	\$293
2023	\$268	\$273
2022	\$290	\$302
2021	\$288	\$281

AIRDNA

KEYDATA™

Remember this data is only used to show trends

Source: AirDNA NOTE: This does not include hotels. It includes individual hosts, property management systems data, and scraped data from Airbnb and Vrbo. Active rental is a listing with at least one available or reserved day in the previous month. The average daily rate (ADR) includes cleaning fees.