AirB&B Property Rental Report (Year 2019 to Year 2022)

Shawn Wang

Host Type
- [ ] 2-5 Units
- [ ] Professionals
- [ ] Single Owners

of Guests
All

of Bedrooms
- [ ] 3
- [ ] 4
- [ ] 5

Pool
- [ ] available
- [ ] unavailable
- [ ] unknown

Hot Tub
- [ ] available
- [ ] unavailable
- [ ] unknown

Total Number of Properties:

7,397

Total Revenue (2019 to 2022):
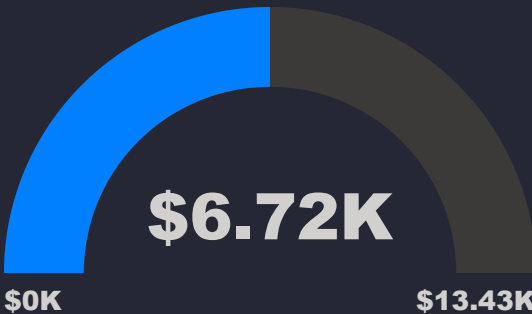
$783.72M

Nightly Rate:

Avg nightly rate
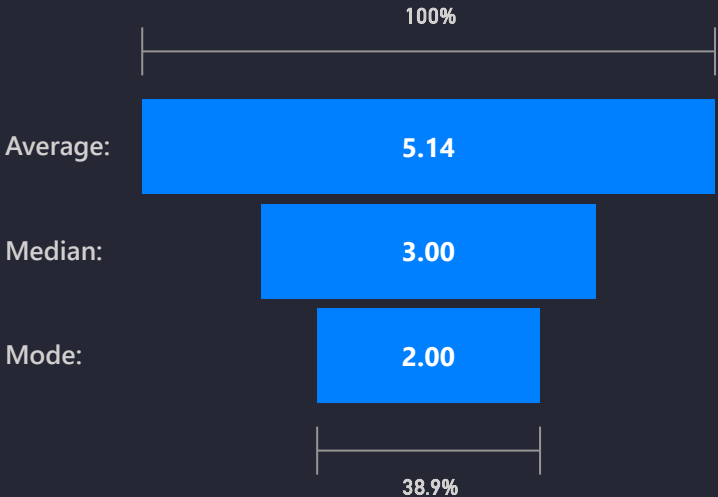## $339.49

Median(nightly rate)
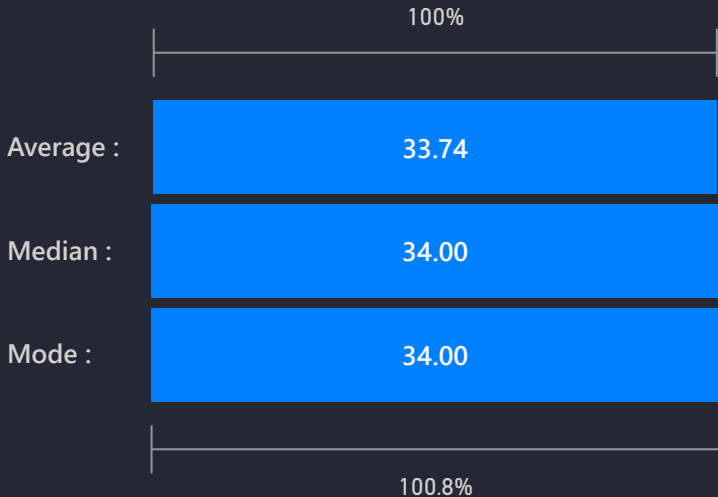## $274.66

Revenue per Available Room:

$3.63K

$0K $7.27K

Average Daily Rate:

$6.72K

$0K $13.43K

Locations:

Length Stay (Days):
100%

Average:	5.14
Median:	3.00
Mode:	2.00

38.9%

Lead Time (Days):
100%

Average :	33.74
Median :	34.00
Mode :	34.00

100.8%

Twentynine Pa

Yucca Valley

Desert Hot Springs

Palm Springs

Microsoft Bing © 2024 TomTom, © 2024 Microsoft Corporation
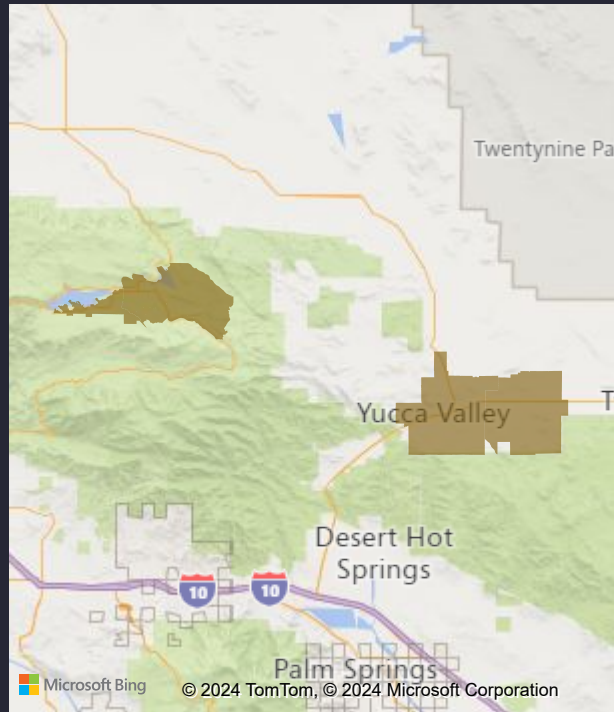
Property Details

Host Type: All

Bathroom: All

Bedroom: All

Hot Tub: All

Pool: All

City:
- [ ] Big Bear City
- [ ] Big Bear Lake
- [ ] Joshua Tree
- [ ] Yucca Valley

Street: All

Number of Properties:

7,397

Number of Properties Changes by Year:

- 2019: 3.1K
- 2020: 3.7K
- 2021: 4.5K
- 2022: 5.3K
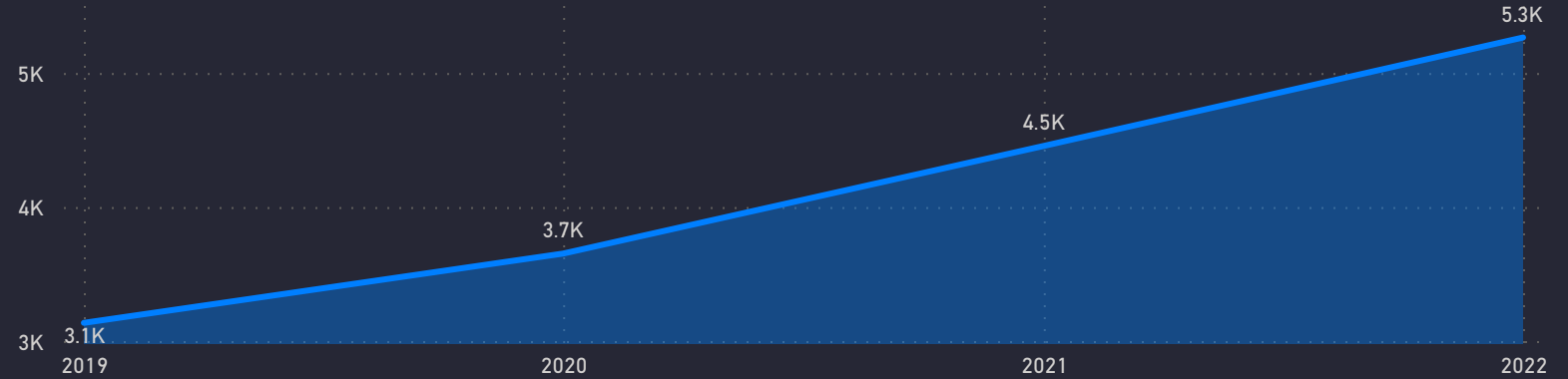
Distribution of Host Type:

Host Type: ● Professionals ● Single Owners ● 2-5 Units

- 4.58K (61.71%)
- 1.62K (21.82%)
- 1.22K (16.46%)
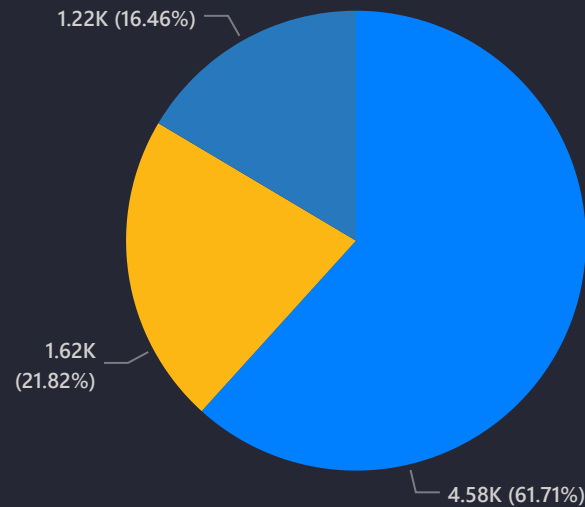
Number of Bathrooms for Bedrooms:

Bedroom Type: ● 3 ● 4 ● 5

Type of Bathrooms:

Type of Bathrooms	Value
2.00	64K / 11K
3.00	11K / 12K
2.50	11K
1.00	7K
3.50	
4.00	
1.50	5K
4.50	
5.00	
5.50	
6.00	
7.00	
0.50	
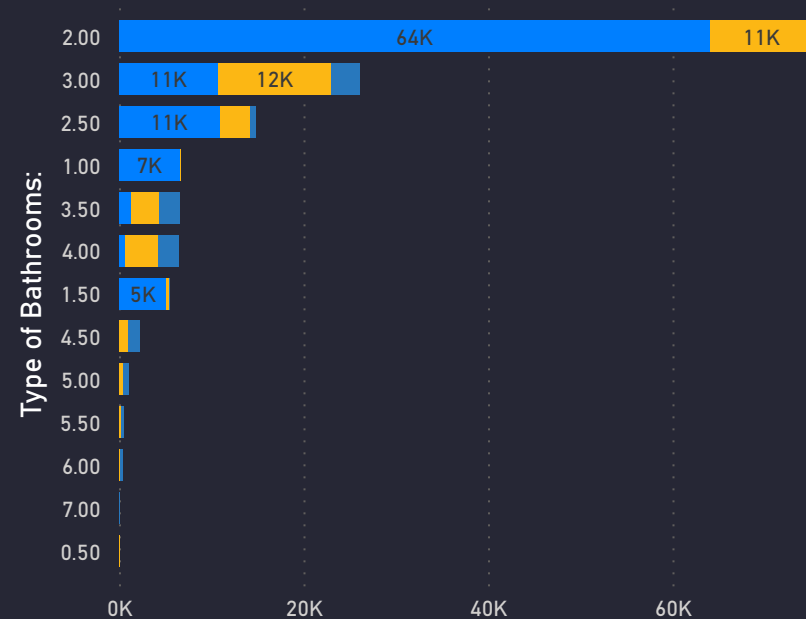
Number of Bedrooms for Host Type:

Host Type: ● 2-5 Units ● Professionals ● Single Owners

Type of Bedrooms:
- 3: 25K, 58K, 18K
- 4: 7K, 22K, 6K
- 5: 8K
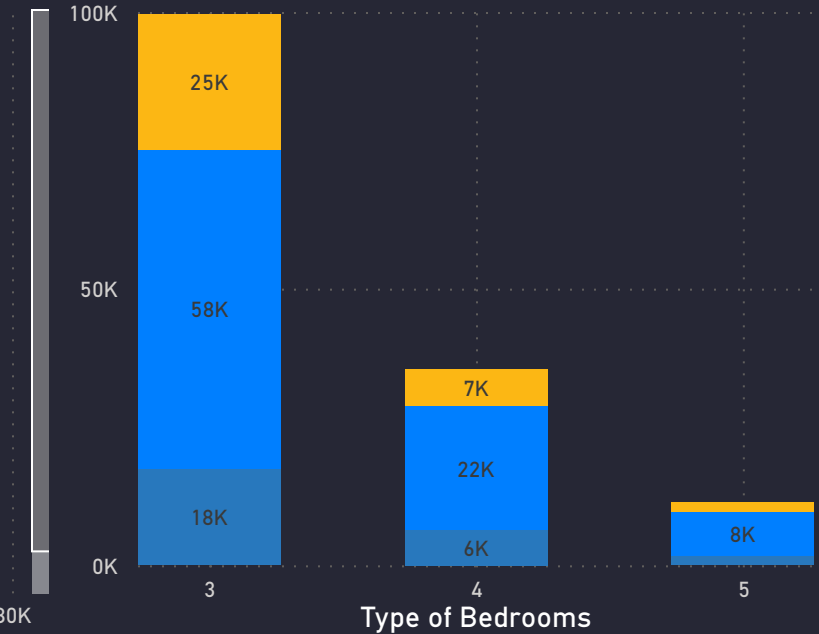
Revenue Details

Revenue Changes Yearly:

2019	2020	2021	2022
114M	170M	254M	246M
	▲ 56.4M	▲ 83.92M	▼ -8.33M
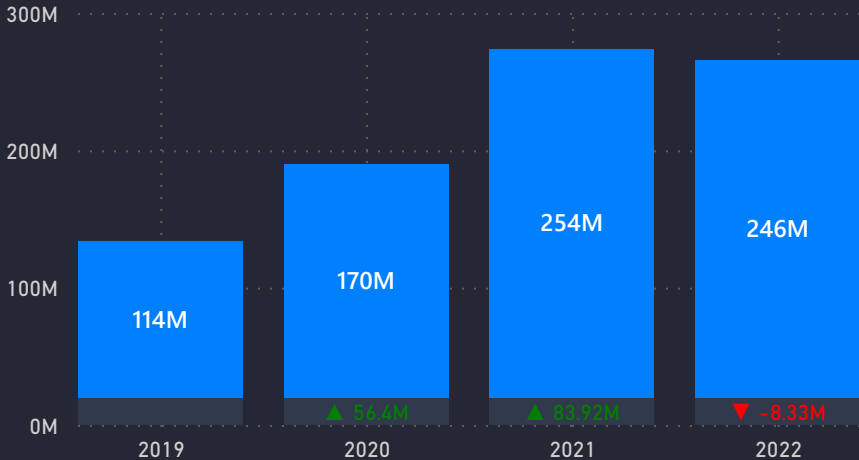
Avg Revenue & Revenue Changes Monthly:

January 7.92K, February 6.72K, March 4.65K, April 3.94K, May 3.43K, June 3.52K, July 5.59K, August 4.85K, September 4.03K, October 4.23K, November 5.38K, December 9.52K

Revenue by Amrnities:

Neither	Hot Tub Only	Pool Only
519M	219M	8M
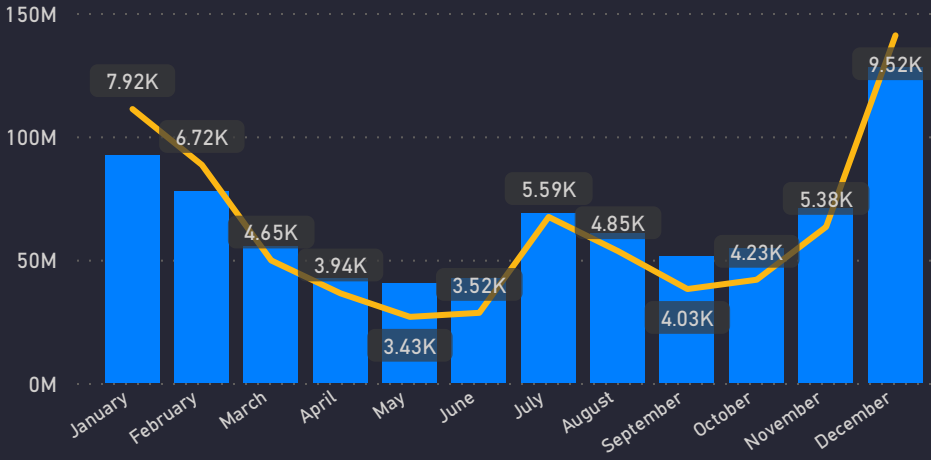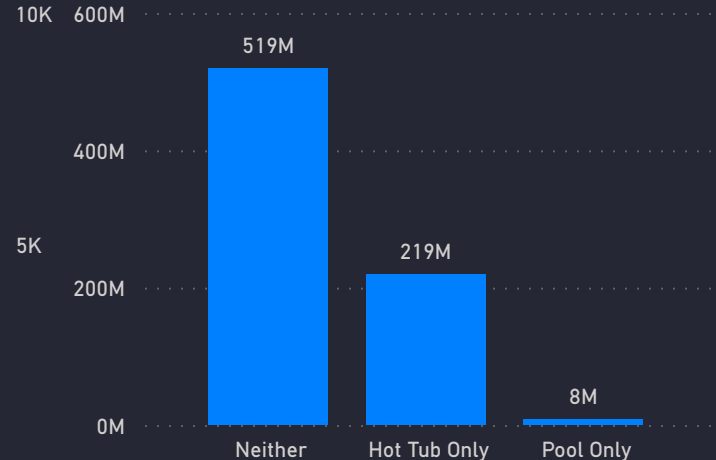
Revenue by Size&Host_Type:

small professional	244M
medium professional	149M
small single_owner	105M
small 2-5_Units	83M
large professional	75M
medium_2-5_Units	49M
medium single_owner	41M
large_2-5_Units	19M
large single_owner	19M
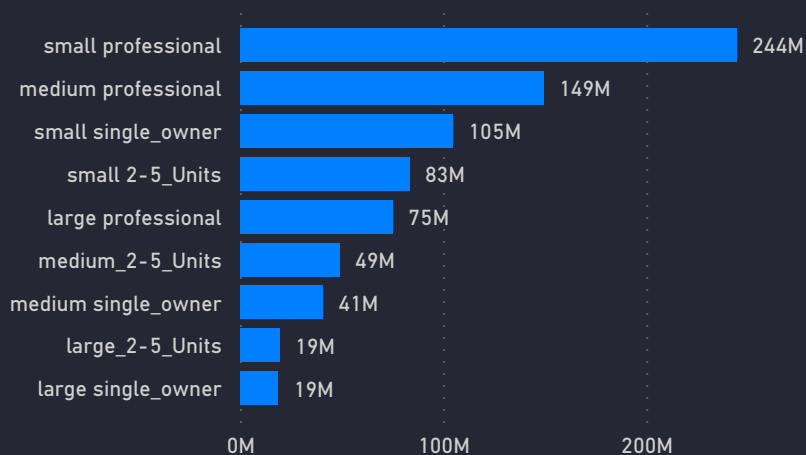
Avg Revenue vs Lead Time:

Lead Time(Days):
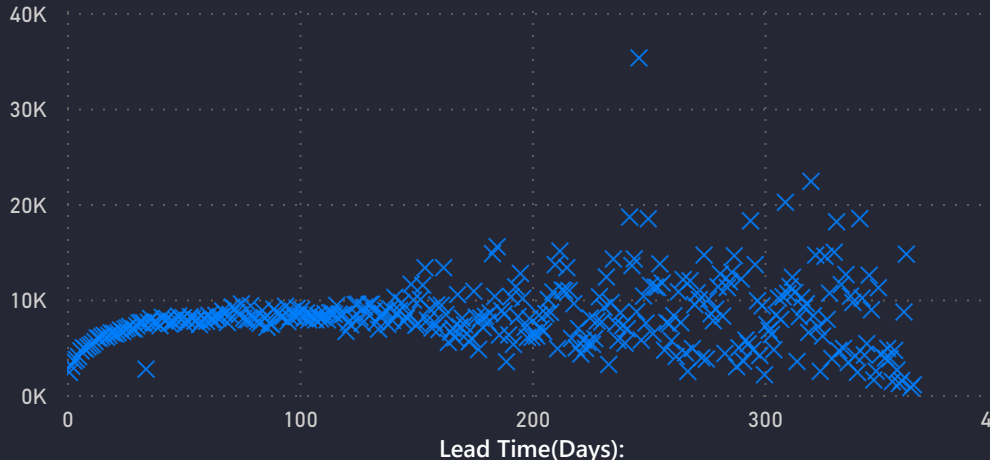
Avg Revenue vs Occupancy:
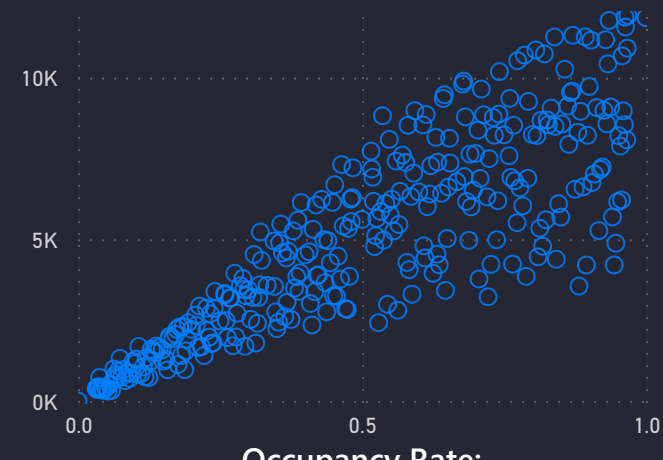
Occupancy Rate:

The overall revenue trend has shown a positive trajectory since 2019, with a minor decline observed in 2022 and a significant increase between 2020 and 2021. Monthly revenue patterns reveal higher earnings at the year's beginning and end compared to the middle months. This pattern suggests a seasonal influence on consumer behavior, with more people opting to stay home during winter and travel in summer, highlighting the impact of seasons on revenue.

In examining the roles of amenities, host type, and property size, it was surprising to find that small and medium-sized professional properties generated substantial revenues of $244M and $149M, respectively, outperforming other categories. Furthermore, properties lacking amenities such as hot tubs or pools astonishingly achieved $519M in revenue, more than double that of properties equipped with a hot tub. This suggests that the primary clientele, consisting of single tenants or couples without children, prioritizes price over amenities and size.

Regarding lead time and occupancy rate, it was observed that with lead times under 200 days, average revenue could reach $10K. However, for lead times exceeding 200 days, revenue became unpredictable, showing either increases or decreases, indicating that longer lead times might lead to revenue instability. Conversely, the relationship between average revenue and occupancy rate is linear; as occupancy rates rise,
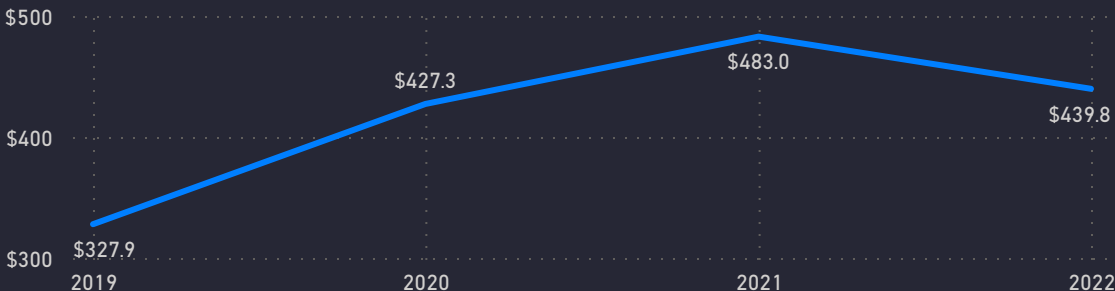
Nightly Rate Details
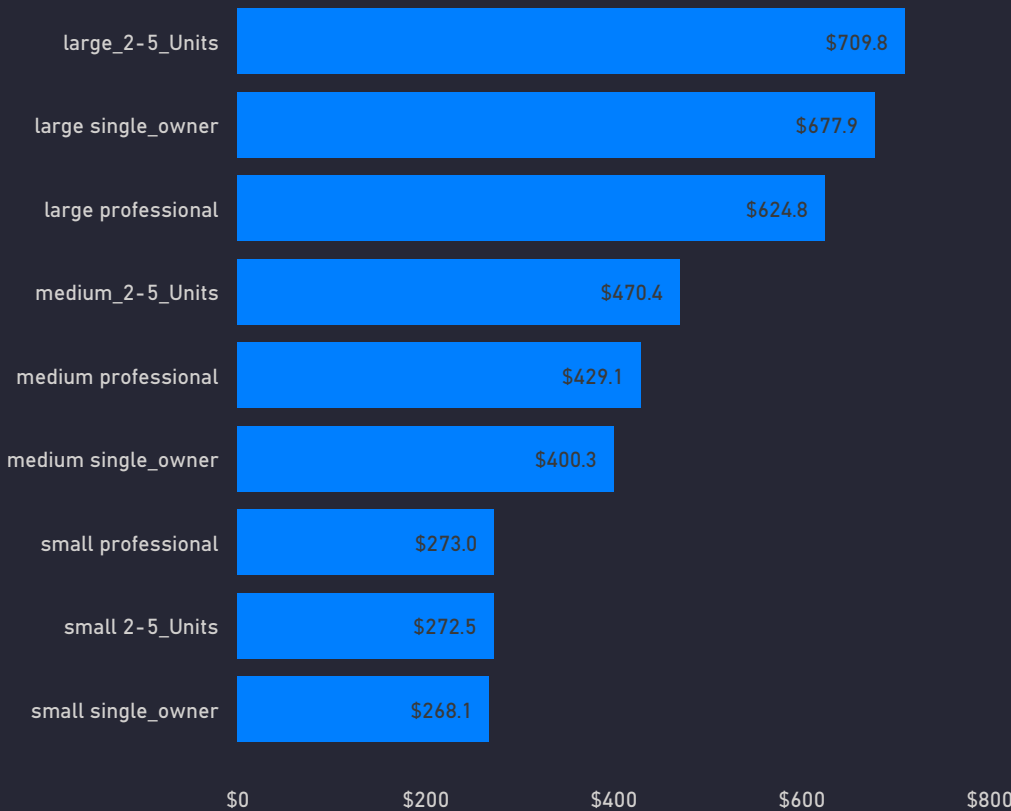
Host Type: All

Bedroom: All

City: All

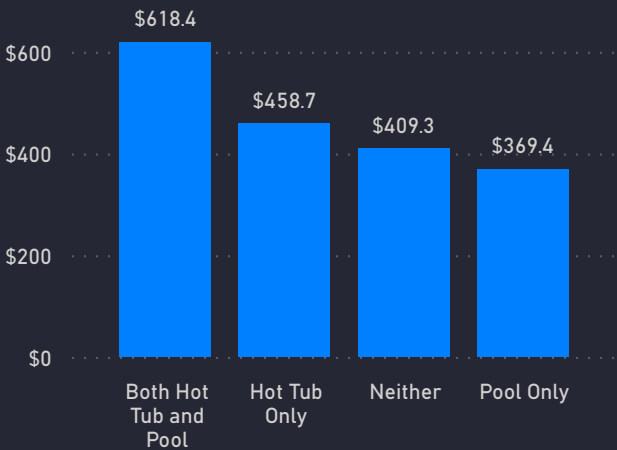**Bathroom:** All

Average Nightly Rate Changes Yearly:

- 2019: $327.9
- 2020: $427.3
- 2021: $483.0
- 2022: $439.8

Average Nightly Rate Changes Monthly:

- January: $537.6
- February: $500.4
- March: $410.5
- April: $369.9
- May: $363.1
- June: $349.5
- July: $381.6
- August: $355.1
- September: $365.6
- October: $354.0
- November: $439.3
- December: $625.3

Average nightly Rate by Size&Host Type:

- large_2-5_Units: $709.8
- large single_owner: $677.9
- large professional: $624.8
- medium_2-5_Units: $470.4
- medium professional: $429.1
- medium single_owner: $400.3
- small professional: $273.0
- small 2-5_Units: $272.5
- small single_owner: $268.1

Average Nightly Rate by Amenities:

- Both Hot Tub and Pool: $618.4
- Hot Tub Only: $458.7
- Neither: $409.3
- Pool Only: $369.4

Average Nightly Rate vs Lead time:
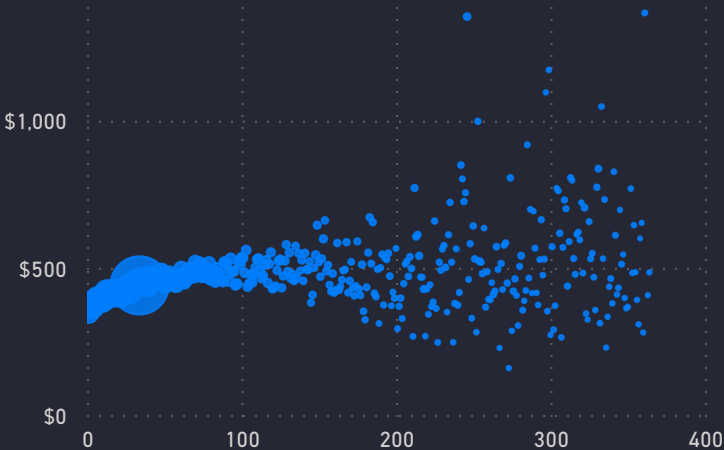
The nightly rate, mirroring revenue trends, experienced a significant surge in 2021, followed by a decline in 2022. This pattern was also evident on a monthly basis, with December seeing the peak nightly rates for the year, and June experiencing the lowest rates.

Upon examining factors such as size, host type, and amenities, it appears that unlike revenue, the properties commanding the highest nightly rates were large 2-5 unit properties, followed by large properties owned by single owners and large professional-managed properties, all with nightly rates exceeding $600. This suggests a logical correlation where larger properties tend to charge higher fees. Contrary to the revenue pattern, properties equipped with both a hot tub and pool typically have higher rates compared to those with just one of these amenities.

The correlation between nightly rate and lead time mirrored that between revenue and lead time; shorter lead times led to higher nightly rates, whereas longer lead times resulted in rates that could either exceed or fall below

ADR & RePAR Details

ADR and RePAR Change Yearly:

● Average Daily Revenue   ● Revenue per Avaliable Room

- $8K
- $7.5K
- $7.9K
- $6K
- $6.4K
- $4.8K
- $4.7K
- $4.4K
- $4K
- $3.1K
- $2K
- $2.5K
- 2019   2020   2021   2022

Revenue per Avaliable Room by lead time:

- $30K
- $20K
- $10K
- $0K
- 0   100   200   300   400
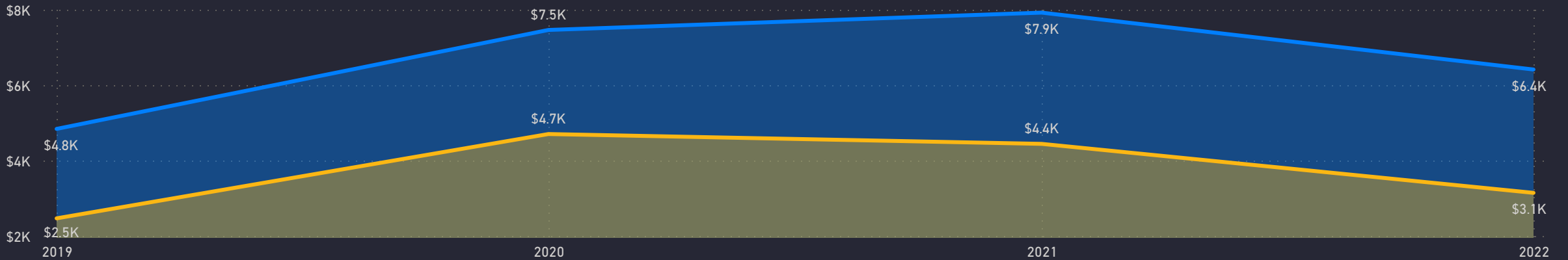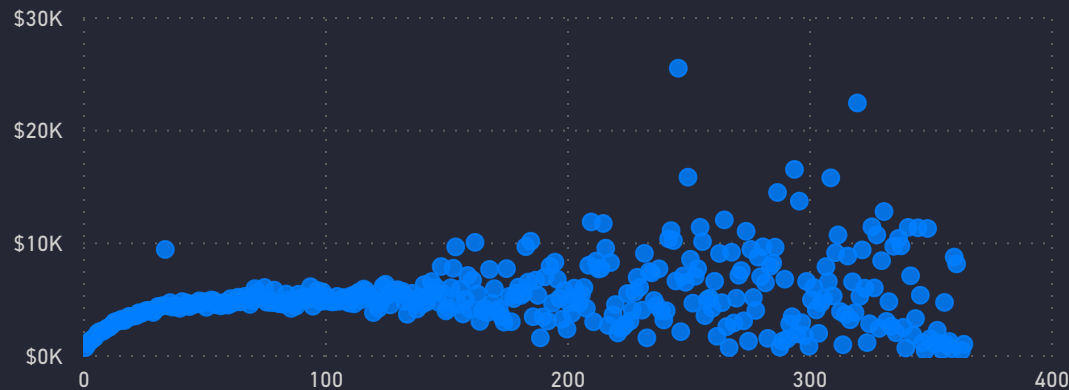
Average Daily Revenue and Revenue per Avaliable Room by Host_type&bedrooms:

● Average Daily Revenue   ● Revenue per Avaliable Room

	Average Daily Revenue	Revenue per Avaliable Room
large_2-5_Units	$12.7K	$6.8K
large professional	$12.5K	$6.4K
large single_owner	$12.0K	$6.3K
medium_2-5_Units	$8.9K	$5.0K
medium professional	$8.7K	$4.6K

$0K $5K $10K $15K $20K
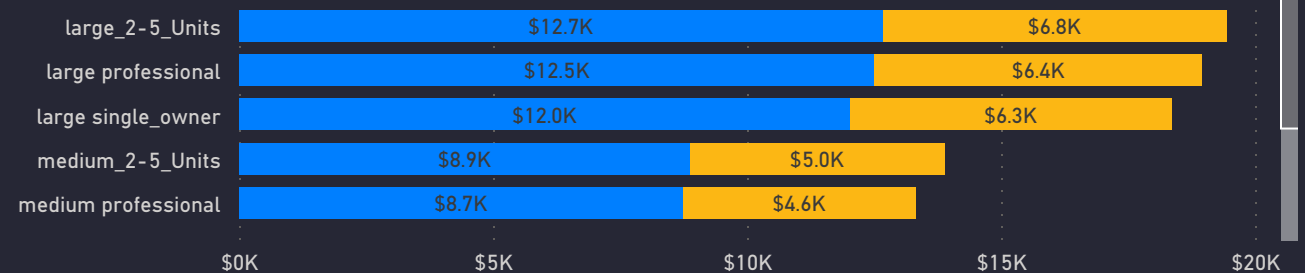
ADR: a measure of the average rental income earned for an occupied room per day

RePAR: a performance metric that measures the revenue generated per available room, whether occupied or not, over a specific period.
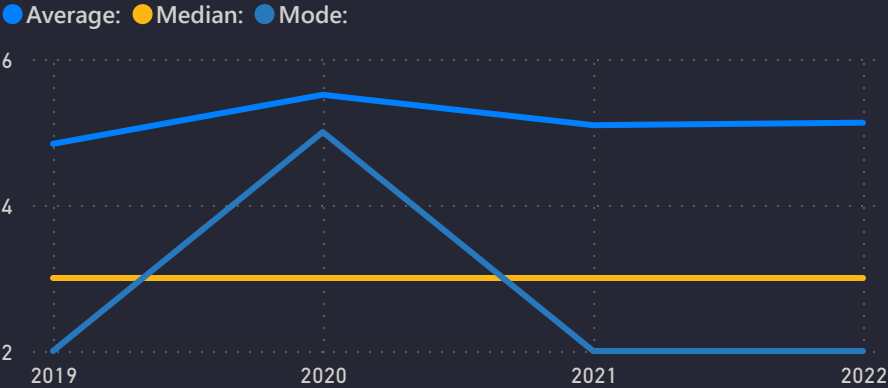
The difference between ADR and RepAR is prrety big. the high ADR means each occupied property is generating a significant amount of revenue per night. As a result, it is clear that the pricing of rental property is high, the luxry properties are particualr. The high ADR can potentially explain the pricing strategy is strong, the property may offer superior service, or location is attractive,or some other experience appealling tenant.

From RePAR, this suggests your property is effectively generating revenue from its available inventory, but there's a noticeable gap between the potential revenue per room (as shown by ADR) and the actual averaged revenue per available room.

The difference between ADR and RevPAR suggests that while the rates per booked night are high, not every room is booked every night. Improving occupancy rates could significantly impact overall revenue.

Length Stay Details

Host Type & Bedroom: ⌄

All ⌄

Amenities: ⌄

All ⌄

City: ⌄

All ⌄

Average, Median and Mode Change Yearly:

● Average: ● Median: ● Mode:

Average, Median and Mode Change Monthly:

● Average: ● Median: ● Mode:
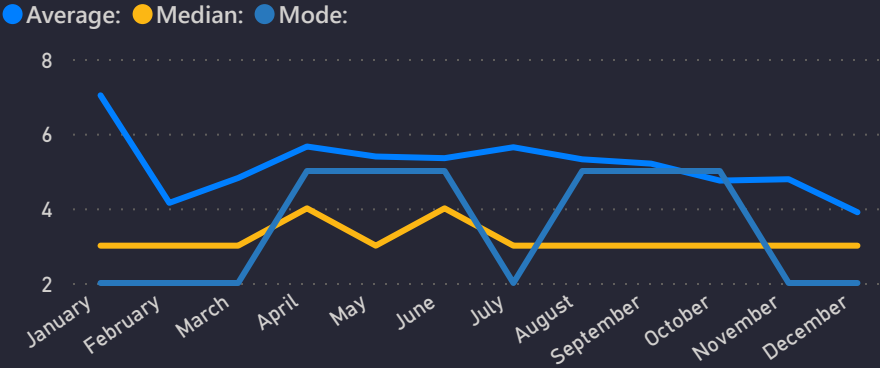
- **Presence of Outliers**: The discrepancy between the mean, median, and mode suggests outliers or extreme stay durations are affecting the overall analysis, particularly skewing the mean.
- **2020's Unique Trend**: The significantly higher mode in 2020 indicates a common length of stay that was more prevalent that year than in others, which could be attributed to unique circumstances or events affecting guest behavior.
- **Seasonal Variations**: The decreasing mean length of stay throughout the year, alongside the fluctuating mode values, points to seasonal impacts on how long guests choose to stay, with specific months like July showing distinct patterns in the most common stay durations.

Lead Time vs Length Stay:
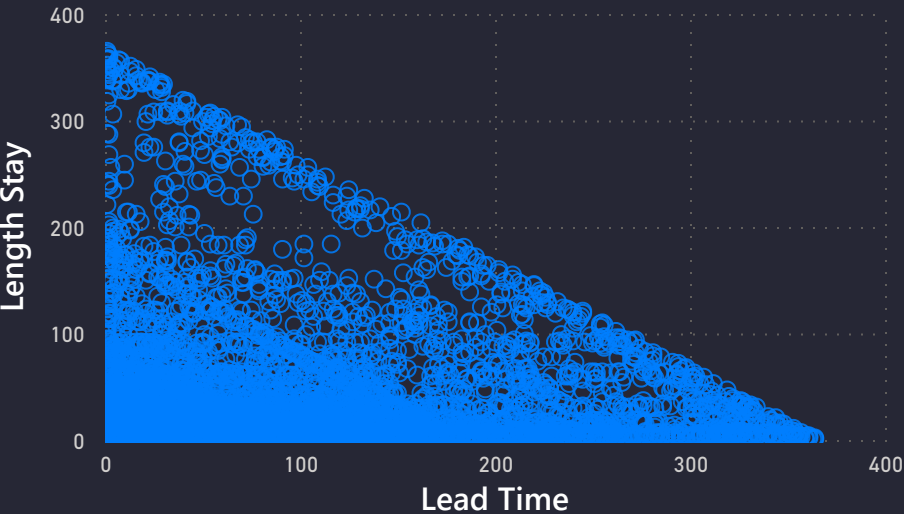
Average revenue with Length Stay:
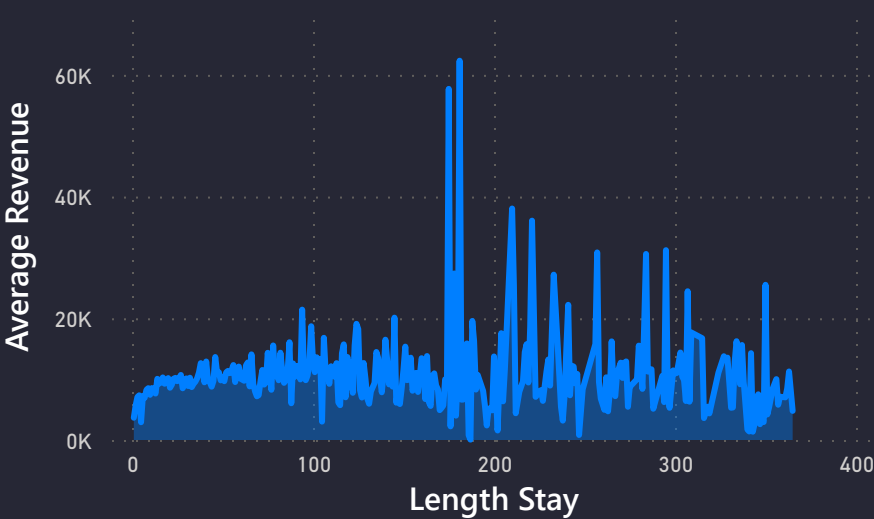
- **Booking Behavior**: Tourists planning ahead are likely to book longer stays, while immediate bookings are often associated with shorter stays, possibly for business or short-term work.
- **Optimal Stay Duration for Revenue**: Stays between 170 to 180 days are the most lucrative, generating the highest average revenue.
- **Revenue Trends by Stay Duration**: Lengthier stays (beyond 200 days) are more profitable than very short stays (under 170 days), but there is a notable drop in revenue for stays around 210 days, indicating an optimal range for maximizing revenue.

Location Details

Average Revenue by Cities Changes Yearly:

Amenities:
- ☐ Both Hot Tub and P...
- ☐ Hot Tub Only
- ☐ Neither
- ☐ Pool Only

Big Bear City: 2019 = 3.2K, 2020 = 4.2K, 2021 = 5.3K, 2022 = 4.3K
Big Bear Lake: 2019 = 3.9K, 2020 = 5.8K, 2021 = 6.7K, 2022 = 5.4K
Joshua Tree: 2019 = 3.8K, 2020 = 6.3K, 2021 = 8.0K, 2022 = 5.9K
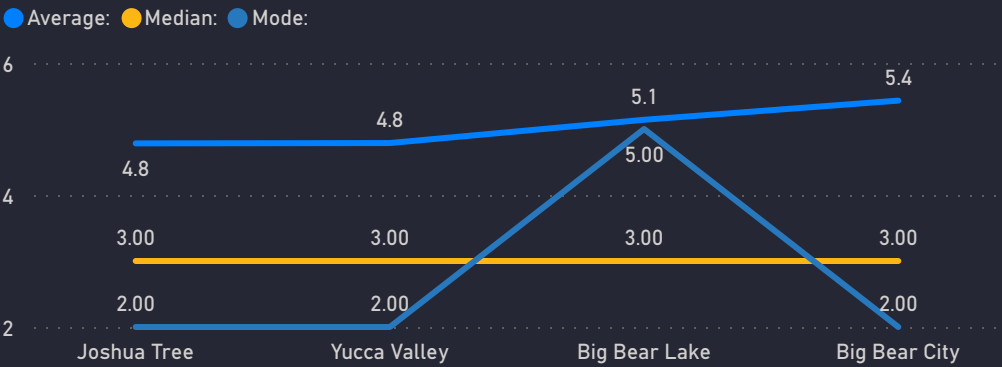Yucca Valley: 2019 = 4.6K, 2020 = 6.7K, 2021 = 7.8K, 2022 = 5.5K

Host Type & ...
- ☐ small single_owner
- ☐ small professional
- ☐ small 2-5_Units
- ☐ medium_2-5_Units
- ☐ medium single_owner
- ☐ medium professional
- ☐ large_2-5_Units
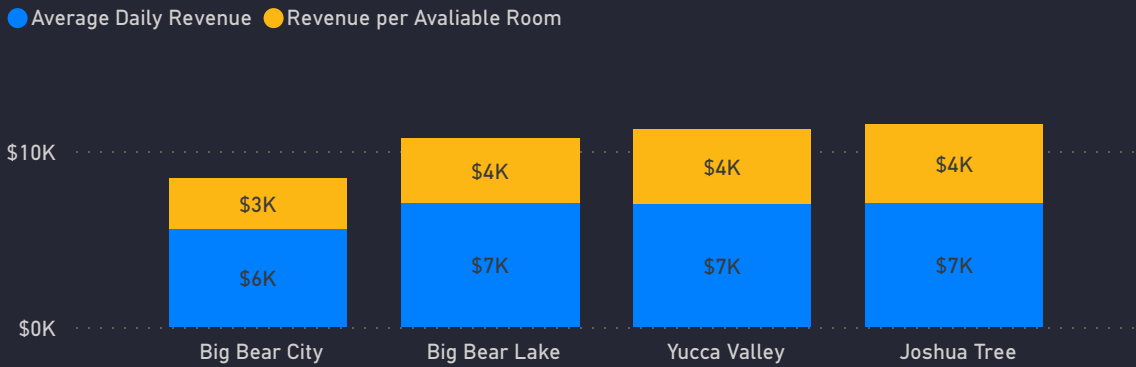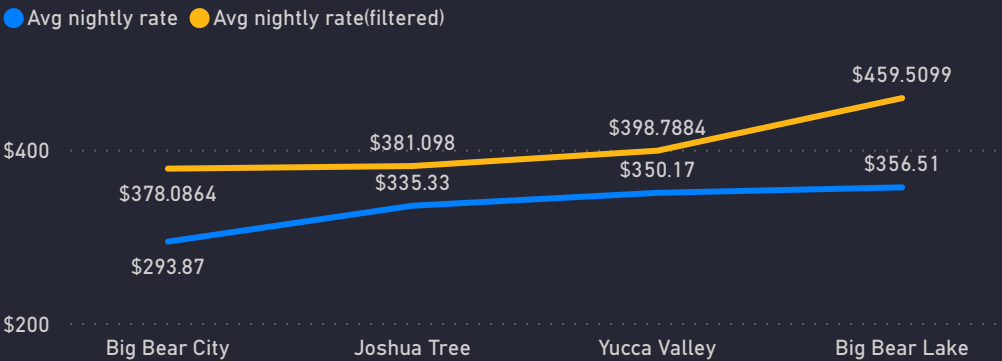- ☐ large single_owner
- ☐ large professional

Length Stay by City:

● Average: ● Median: ● Mode:

Joshua Tree: Average 4.8, Median 3.00, Mode 2.00
Yucca Valley: Average 4.8, Median 3.00, Mode 2.00
Big Bear Lake: Average 5.1, Median 3.00, Mode 5.00
Big Bear City: Average 5.4, Median 3.00, Mode 2.00

Nightly Rate by City:

● Avg nightly rate ● Avg nightly rate(filtered)

Big Bear City: $293.87 / $378.0864
Joshua Tree: $335.33 / $381.098
Yucca Valley: $350.17 / $398.7884
Big Bear Lake: $356.51 / $459.5099

ADR & RePAR by City:

● Average Daily Revenue ● Revenue per Avaliable Room

Big Bear City: $6K / $3K
Big Bear Lake: $7K / $4K
Yucca Valley: $7K / $4K
Joshua Tree: $7K / $4K

- **Revenue Trends**: Cities experienced revenue peaks in 2021, with Joshua Tree leading in revenue generation and Big Bear City at the lower end.
- **ADR and RevPAR**: Higher revenue per occupied room in Joshua Tree and Yucca Valley suggests these cities have leveraged their appeal effectively to command higher rates.
- **Length of Stay**: Big Bear Lake emerges as a preferred destination with tenants choosing longer stays, highlighting its appeal despite higher nightly rates.
- **Nightly Rates**: The highest nightly rates were observed in Big Bear Lake, contrasting with its popularity for longer stays, while Big Bear City had the lowest rates, suggesting varied pricing strategies across locations