



***“Without data you’re
just another person
with an opinion”***

W. Edwards Deming



Key Data: Who Are We?

Created by Property Managers for Property Managers

Business Intelligence tools and Benchmarking insights for professional property managers allowing them to make decisions using *real* data.

Direct Integrations with Property Management Systems and Property Managers globally, taking **Daily reservation** data from **10,000** professional PMCs.

30m+ API calls per day, tracking **Airbnb** and **vrbo**

A wealth of **Business Intelligence tools** via the Dashboard with over 40+ reports and KPIs, data is aggregated and anonymised for **market benchmarking**

Data solutions

Pro Dashboard

Market Dashboard

API

Flat files



Proudly partnered with:



ASSC



PASC

www.pascuk.co.uk

STAM

Short Term Accommodation Association

VRMA
Vacation Rental Management Association

Splm
Syndicat des Professionnels de la Location Meublé



astra

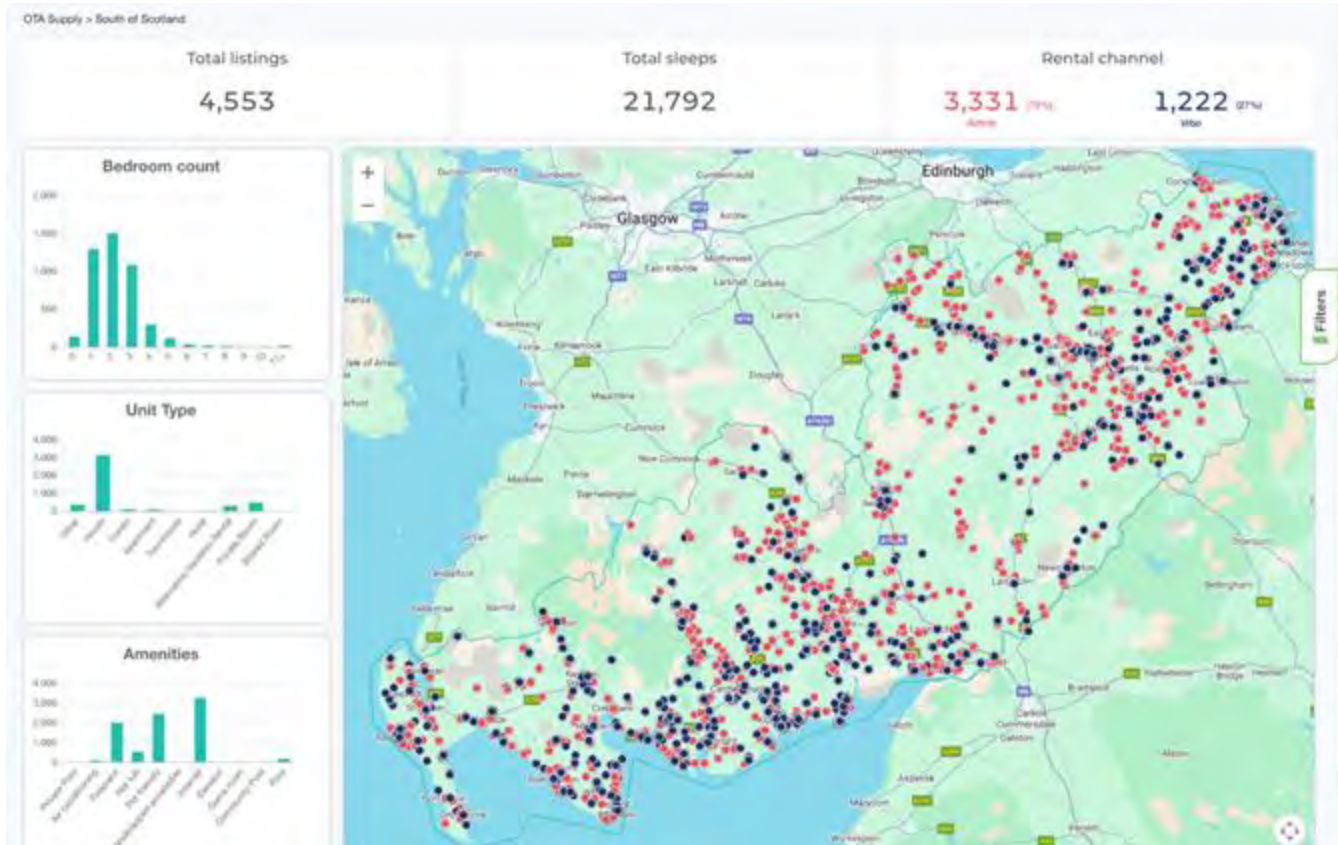
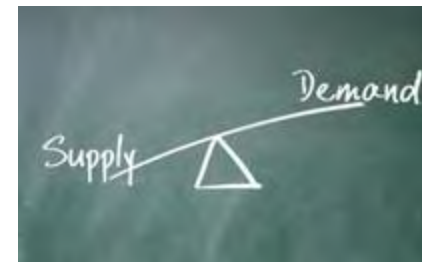
What data is important? How should I use data to impact my decision making?

Supply

It's important to understand the relative supply in your area.

Other short term rentals
Hotels
Alternative accommodation types
Other geo areas

Supply and demand are intrinsically linked



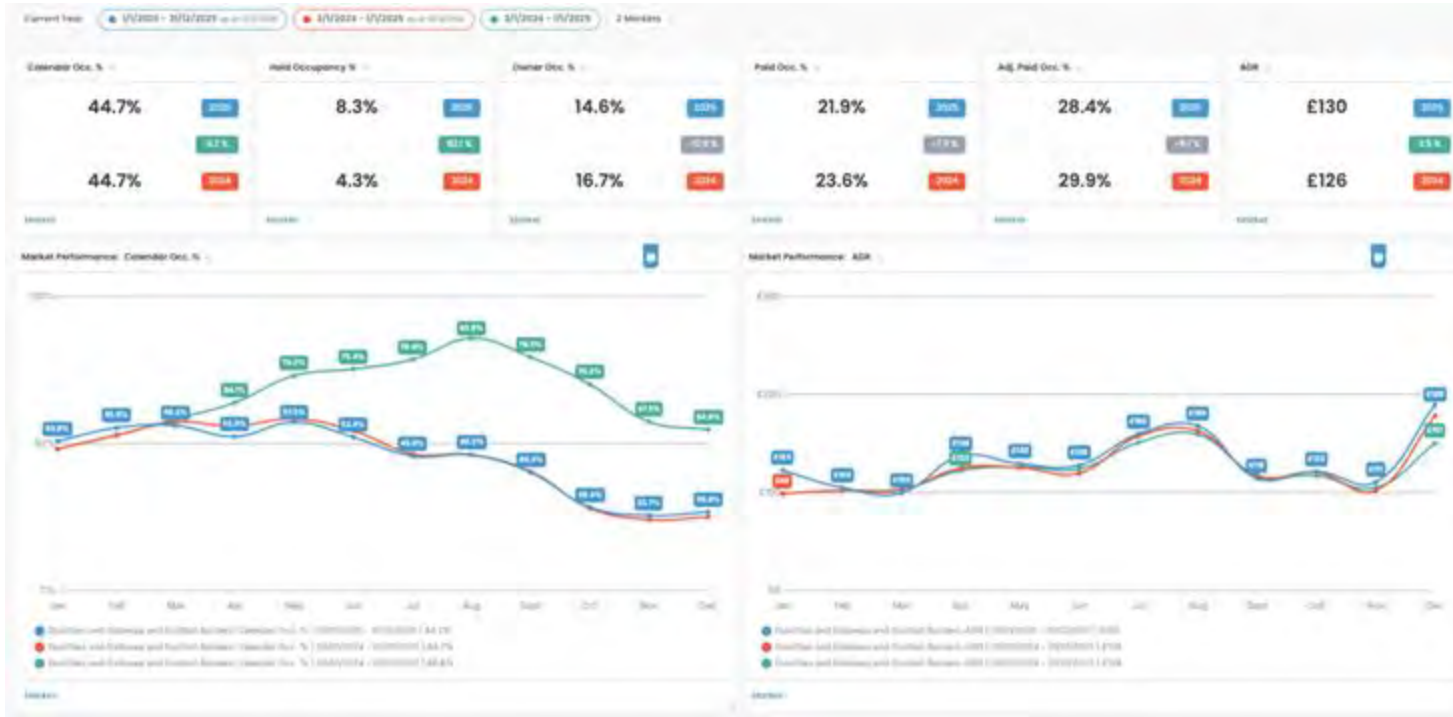
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Occupancy

Understand the different occupancy metrics.

- Calendar
- Hold
- Owner
- Paid
- Adjusted Paid

They can all tell a different story!



Use data to communicate effectively to your team, homeowners, industry..

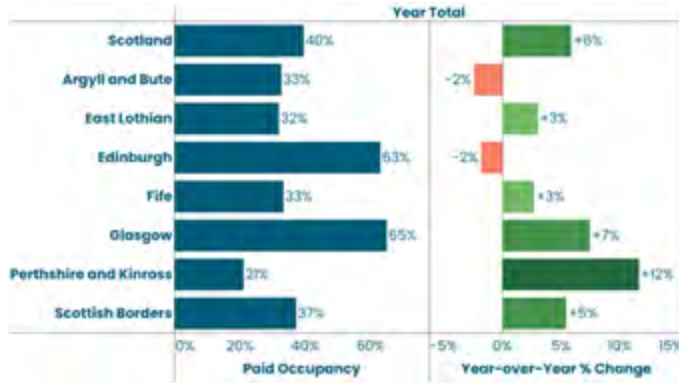


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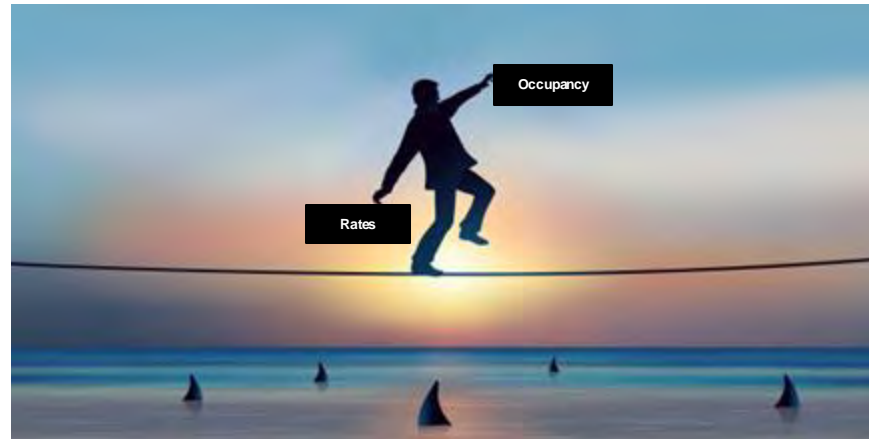
Rates

Occupancy and rates must be looked at together

Soft occupancy => pressure on rates
 Some **sacrifice** occupancy for rates
 Scrapped data will have **rate assumptions**



Ultimately gives you the most important metric of **RevPAR**.
 (Revenue per available rental).



What data is important? How should I use data to impact my decision making?

Traveller behaviour

Average length of stay - Scotland

Average booking window - Scotland



Length of stay is contracting

Sell more to fill occupancy
Impact on operations
Impact on revenue

Booking windows are getting shorter



Understand your **pricing**
Marketing spend and activity
Feeder markets
Impact on revenue

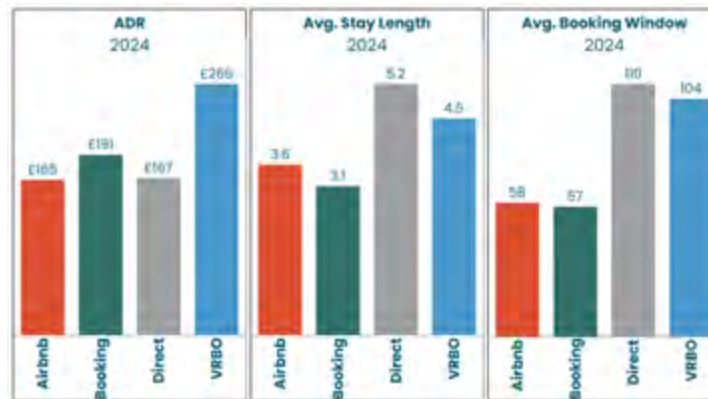
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Impact of changing Traveller behaviour

A shift to **shorter length** of stays due to **economic climate** and more options for guests. People are still travelling but **staying less**. People booking further out, tend to stay longer and spend more. Impact of **channel distribution**.

The OTA guest tends to **book closer to arrival, stay less and spend less**. The growth of the OTA booking guest continues to outpace the growth of other channels so this behaviour must be factored in to business.



What data is important? How should I use data to impact my decision making?

Conclusions

There are **many sources** of data – many valid

Be clear about the **question** you're asking of the data

Use **forward looking** data to inform decisions

Use data to **communicate** within your business, the industry and to homeowners

Segment your data as appropriate – accommodation type, sleeps, geo, amenities

Data should be **actionable and measurable**

Have a **single source of truth**

Thank you!

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