



THE SHORT TERM SHOP

BROKERED BY
exp
REALTY™

Average Daily Rate (50th Percentile)

| Bedrooms | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-------------|------------|------------|-----------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Bedrooms 1 | \$127.00 | \$127.00 | \$131.00 | \$132.00 | \$132.00 | \$127.00 | \$127.00 | \$125.00 | \$129.00 | \$137.00 | \$128.00 | \$141.00 | \$130.25 |
| Bedrooms 2 | \$155.00 | \$159.00 | \$151.00 | \$142.00 | \$155.00 | \$154.00 | \$156.00 | \$155.00 | \$162.00 | \$167.00 | \$170.00 | \$168.00 | \$157.83 |
| Bedrooms 3 | \$203.00 | \$210.00 | \$196.00 | \$201.00 | \$212.00 | \$199.00 | \$203.00 | \$209.00 | \$211.00 | \$225.00 | \$226.00 | \$233.00 | \$210.67 |
| Bedrooms 4 | \$294.00 | \$292.00 | \$288.00 | \$263.00 | \$281.00 | \$267.00 | \$283.00 | \$273.00 | \$297.00 | \$301.00 | \$301.00 | \$321.00 | \$288.42 |
| Bedrooms 5 | \$360.00 | \$325.00 | \$284.00 | \$286.00 | \$259.00 | \$331.00 | \$339.00 | \$331.00 | \$348.00 | \$333.00 | \$327.00 | \$346.00 | \$322.42 |
| Bedrooms 6+ | \$1,077.00 | \$1,138.00 | not enough data | not enough data | \$1,056.00 | \$1,045.00 | \$1,032.00 | \$1,070.00 | \$1,082.00 | \$1,093.00 | \$1,050.00 | \$1,064.00 | \$1,070.70 |

Average Daily Rate (75th Percentile)

| Bedrooms | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-------------|------------|------------|-----------------|-----------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|
| Bedrooms 1 | \$145.00 | \$145.00 | \$142.00 | \$145.00 | \$143.00 | \$152.00 | \$157.00 | \$151.00 | \$158.00 | \$155.00 | \$160.00 | \$159.00 | \$151.00 |
| Bedrooms 2 | \$185.00 | \$186.00 | \$180.00 | \$187.00 | \$181.00 | \$187.00 | \$185.00 | \$183.00 | \$189.00 | \$188.00 | \$198.00 | \$196.00 | \$187.08 |
| Bedrooms 3 | \$249.00 | \$236.00 | \$237.00 | \$260.00 | \$257.00 | \$238.00 | \$239.00 | \$253.00 | \$250.00 | \$280.00 | \$270.00 | \$289.00 | \$254.83 |
| Bedrooms 4 | \$352.00 | \$351.00 | \$340.00 | \$368.00 | \$333.00 | \$312.00 | \$334.00 | \$316.00 | \$342.00 | \$353.00 | \$363.00 | \$380.00 | \$345.33 |
| Bedrooms 5 | \$379.00 | \$374.00 | \$370.00 | \$356.00 | \$390.00 | \$362.00 | \$366.00 | \$392.00 | \$370.00 | \$358.00 | \$362.00 | \$414.00 | \$374.42 |
| Bedrooms 6+ | \$1,077.00 | \$1,138.00 | not enough data | not enough data | \$1,056.00 | \$1,045.00 | \$1,032.00 | \$1,070.00 | \$1,082.00 | \$1,093.00 | \$1,050.00 | \$1,064.00 | \$1,070.70 |

Average Occupancy Rate (50th Percentile)

| Bedrooms | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-------------|---------|----------|-----------------|-----------------|-----|------|------|--------|-----------|---------|----------|----------|-------|
| Bedrooms 1 | 32% | 46% | 40% | 33% | 37% | 50% | 61% | 74% | 53% | 90% | 60% | 47% | 52% |
| Bedrooms 2 | 34% | 34% | 34% | 88% | 39% | 75% | 93% | 88% | 82% | 90% | 75% | 68% | 67% |
| Bedrooms 3 | 32% | 34% | 35% | 88% | 40% | 79% | 94% | 87% | 76% | 90% | 80% | 71% | 67% |
| Bedrooms 4 | 32% | 34% | 32% | 75% | 47% | 70% | 89% | 84% | 76% | 89% | 77% | 71% | 65% |
| Bedrooms 5 | 32% | 41% | 32% | 33% | 33% | 60% | 90% | 74% | 72% | 89% | 60% | 61% | 56% |
| Bedrooms 6+ | 26% | 7% | not enough data | not enough data | 13% | 67% | 89% | 58% | 32% | 73% | 59% | 55% | 48% |

Average Occupancy Rate (75th Percentile)

| Bedrooms | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-------------|---------|----------|-----------------|-----------------|-----|------|------|--------|-----------|---------|----------|----------|-------|
| Bedrooms 1 | 63% | 81% | 63% | 70% | 61% | 83% | 90% | 90% | 88% | 94% | 85% | 65% | 78% |
| Bedrooms 2 | 52% | 55% | 60% | 100% | 61% | 93% | 97% | 97% | 97% | 99% | 93% | 84% | 82% |
| Bedrooms 3 | 56% | 51% | 58% | 100% | 73% | 90% | 97% | 94% | 88% | 97% | 89% | 84% | 81% |
| Bedrooms 4 | 51% | 55% | 47% | 100% | 78% | 83% | 97% | 90% | 84% | 96% | 87% | 87% | 80% |
| Bedrooms 5 | 55% | 67% | 62% | 100% | 47% | 79% | 93% | 90% | 84% | 100% | 85% | 70% | 78% |
| Bedrooms 6+ | 26% | 7% | not enough data | not enough data | 13% | 67% | 89% | 58% | 32% | 73% | 59% | 55% | 48% |

Revenue (50th Percentile)

| Bedrooms | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-------------|------------|------------|-----------------|-----------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|--------------|
| Bedrooms 1 | \$1,050.00 | \$1,263.00 | \$1,371.00 | \$1,160.00 | \$1,128.00 | \$1,778.00 | \$2,196.00 | \$2,628.00 | \$1,915.00 | \$2,785.00 | \$1,940.00 | \$1,662.00 | \$20,876.00 |
| Bedrooms 2 | \$1,200.00 | \$1,461.00 | \$1,350.00 | \$1,837.00 | \$1,522.00 | \$3,835.00 | \$3,666.00 | \$3,260.00 | \$2,835.00 | \$3,727.00 | \$3,060.00 | \$2,842.00 | \$29,595.00 |
| Bedrooms 3 | \$1,840.00 | \$1,754.00 | \$1,916.00 | \$2,070.00 | \$2,102.00 | \$3,887.00 | \$4,756.00 | \$4,451.00 | \$4,155.00 | \$5,185.00 | \$4,466.00 | \$4,058.00 | \$40,441.00 |
| Bedrooms 4 | \$2,518.00 | \$2,341.00 | \$2,125.00 | \$3,239.00 | \$3,752.00 | \$4,740.00 | \$6,604.00 | \$6,663.00 | \$5,481.00 | \$7,281.00 | \$5,772.00 | \$6,532.00 | \$57,046.00 |
| Bedrooms 5 | \$2,125.00 | \$3,728.00 | \$2,135.00 | \$1,743.00 | \$2,407.00 | \$4,817.00 | \$7,839.00 | \$7,413.00 | \$6,889.00 | \$7,166.00 | \$5,051.00 | \$5,729.00 | \$57,042.00 |
| Bedrooms 6+ | \$8,613.00 | \$2,275.00 | not enough data | not enough data | \$4,225.00 | \$12,536.00 | \$24,758.00 | \$19,256.00 | \$7,575.00 | \$20,775.00 | \$10,500.00 | \$17,025.00 | \$127,538.00 |

Revenue (75th Percentile)

| Bedrooms | January | February | March | April | May | June | July | August | September | October | November | December | Total |
|-------------|------------|------------|-----------------|-----------------|------------|-------------|-------------|-------------|------------|-------------|-------------|-------------|--------------|
| Bedrooms 1 | \$1,726.00 | \$2,663.00 | \$2,002.00 | \$1,885.00 | \$1,605.00 | \$2,240.00 | \$2,801.00 | \$3,170.00 | \$2,464.00 | \$3,919.00 | \$2,808.00 | \$2,202.00 | \$29,485.00 |
| Bedrooms 2 | \$2,044.00 | \$2,290.00 | \$2,505.00 | \$3,173.00 | \$2,385.00 | \$3,914.00 | \$4,558.00 | \$4,436.00 | \$3,824.00 | \$4,700.00 | \$4,159.00 | \$3,876.00 | \$41,864.00 |
| Bedrooms 3 | \$2,876.00 | \$2,565.00 | \$3,326.00 | \$4,235.00 | \$3,552.00 | \$4,980.00 | \$6,000.00 | \$5,791.00 | \$5,137.00 | \$6,358.00 | \$5,800.00 | \$5,551.00 | \$56,171.00 |
| Bedrooms 4 | \$3,822.00 | \$3,991.00 | \$3,474.00 | \$5,384.00 | \$5,500.00 | \$5,977.00 | \$8,318.00 | \$7,909.00 | \$7,062.00 | \$9,482.00 | \$7,784.00 | \$8,808.00 | \$77,511.00 |
| Bedrooms 5 | \$5,150.00 | \$5,169.00 | \$3,990.00 | \$3,360.00 | \$2,972.00 | \$5,306.00 | \$9,474.00 | \$8,809.00 | \$7,986.00 | \$10,322.00 | \$7,138.00 | \$7,702.00 | \$77,378.00 |
| Bedrooms 6+ | \$8,613.00 | \$2,275.00 | not enough data | not enough data | \$4,225.00 | \$12,536.00 | \$24,758.00 | \$19,256.00 | \$7,575.00 | \$20,775.00 | \$10,500.00 | \$17,025.00 | \$127,538.00 |

Maggie Valley 2020