



THE SHORT TERM SHOP

BROKERED BY
expTM
REALTY

Average Daily Rate (50th Percentile)

Bedrooms	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bedrooms 1	\$142.00	\$142.00	\$141.00	\$136.00	\$137.00	\$148.00	\$156.00	\$139.00	\$148.00	\$154.00	\$147.00	\$149.00	\$144.92
Bedrooms 2	\$167.00	\$171.00	\$164.00	\$175.00	\$172.00	\$174.00	\$181.00	\$182.00	\$182.00	\$182.00	\$185.00	\$183.00	\$176.50
Bedrooms 3	\$232.00	\$225.00	\$226.00	\$231.00	\$226.00	\$229.00	\$239.00	\$231.00	\$236.00	\$245.00	\$242.00	\$242.00	\$233.67
Bedrooms 4	\$316.00	\$338.00	\$314.00	\$323.00	\$315.00	\$316.00	\$322.00	\$319.00	\$324.00	\$338.00	\$332.00	\$348.00	\$325.42
Bedrooms 5	\$337.00	\$341.00	\$346.00	\$360.00	\$336.00	\$345.00	\$349.00	\$372.00	\$368.00	\$352.00	\$368.00	\$370.00	\$353.67
Bedrooms 6+	\$1,108.00	\$1,116.00	\$1,100.00	\$1,394.00	\$1,376.00	\$1,341.00	\$842.00	\$903.00	\$880.00	\$913.00	\$920.00	\$538.00	\$1,035.92

Average Daily Rate (75th Percentile)

Bedrooms	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bedrooms 1	\$167.00	\$166.00	\$162.00	\$160.00	\$167.00	\$166.00	\$175.00	\$173.00	\$177.00	\$177.00	\$170.00	\$173.00	\$169.42
Bedrooms 2	\$203.00	\$206.00	\$196.00	\$202.00	\$201.00	\$202.00	\$206.00	\$204.00	\$211.00	\$211.00	\$215.00	\$218.00	\$206.25
Bedrooms 3	\$273.00	\$286.00	\$268.00	\$276.00	\$272.00	\$282.00	\$294.00	\$292.00	\$283.00	\$297.00	\$295.00	\$291.00	\$284.08
Bedrooms 4	\$400.00	\$390.00	\$365.00	\$360.00	\$355.00	\$395.00	\$423.00	\$437.00	\$415.00	\$453.00	\$447.00	\$452.00	\$407.67
Bedrooms 5	\$367.00	\$455.00	\$439.00	\$460.00	\$417.00	\$413.00	\$392.00	\$443.00	\$444.00	\$426.00	\$481.00	\$467.00	\$433.67
Bedrooms 6+	\$1,108.00	\$1,116.00	\$1,100.00	\$1,394.00	\$1,376.00	\$1,341.00	\$1,039.00	\$1,066.00	\$1,050.00	\$1,090.00	\$1,089.00	\$908.00	\$1,141.42

Average Occupancy Rate (50th Percentile)

Bedrooms	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bedrooms 1	40%	45%	79%	70%	67%	70%	82%	71%	48%	73%	69%	59%	64%
Bedrooms 2	56%	57%	72%	73%	76%	88%	93%	78%	70%	89%	73%	65%	74%
Bedrooms 3	63%	71%	76%	72%	70%	90%	94%	77%	70%	86%	70%	61%	75%
Bedrooms 4	58%	63%	71%	70%	68%	86%	94%	68%	64%	72%	65%	63%	70%
Bedrooms 5	45%	67%	77%	63%	52%	84%	92%	64%	44%	76%	63%	65%	66%
Bedrooms 6+	29%	29%	29%	37%	42%	65%	69%	46%	47%	48%	50%	46%	45%

Average Occupancy Rate (75th Percentile)

Bedrooms	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bedrooms 1	52%	84%	90%	92%	91%	91%	98%	87%	82%	90%	89%	88%	86%
Bedrooms 2	79%	88%	93%	92%	94%	96%	100%	94%	93%	97%	87%	85%	92%
Bedrooms 3	83%	92%	93%	87%	88%	97%	100%	94%	87%	94%	87%	84%	91%
Bedrooms 4	75%	89%	87%	87%	87%	94%	100%	93%	77%	92%	77%	78%	86%
Bedrooms 5	77%	90%	90%	80%	90%	100%	98%	87%	61%	85%	79%	80%	85%
Bedrooms 6+	29%	29%	29%	37%	42%	65%	81%	46%	48%	52%	55%	57%	48%

Revenue (50th Percentile)

Bedrooms	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bedrooms 1	\$897.00	\$1,275.00	\$1,959.00	\$1,820.00	\$1,526.00	\$2,387.00	\$2,202.00	\$2,653.00	\$2,031.00	\$3,126.00	\$2,285.00	\$2,475.00	\$24,636.00
Bedrooms 2	\$2,090.00	\$2,561.00	\$2,883.00	\$2,991.00	\$2,805.00	\$3,525.00	\$4,091.00	\$3,319.00	\$2,694.00	\$4,020.00	\$3,197.00	\$3,041.00	\$37,217.00
Bedrooms 3	\$3,429.00	\$4,074.00	\$4,782.00	\$4,210.00	\$4,101.00	\$5,249.00	\$5,785.00	\$4,545.00	\$3,903.00	\$5,471.00	\$4,536.00	\$4,203.00	\$54,288.00
Bedrooms 4	\$4,739.00	\$6,145.00	\$7,138.00	\$5,306.00	\$5,870.00	\$7,202.00	\$7,413.00	\$4,910.00	\$5,575.00	\$6,455.00	\$5,642.00	\$5,794.00	\$72,189.00
Bedrooms 5	\$3,475.00	\$4,255.00	\$5,855.00	\$5,495.00	\$3,358.00	\$5,105.00	\$6,895.00	\$6,100.00	\$3,720.00	\$6,278.00	\$6,148.00	\$5,803.00	\$62,487.00
Bedrooms 6+	\$9,975.00	\$8,925.00	\$9,900.00	\$15,338.00	\$17,888.00	\$22,800.00	\$21,058.00	\$12,005.00	\$12,660.00	\$12,978.00	\$14,813.00	\$11,300.00	\$169,640.00

Revenue (75th Percentile)

Bedrooms	January	February	March	April	May	June	July	August	September	October	November	December	Total
Bedrooms 1	\$1,723.00	\$2,266.00	\$3,222.00	\$3,272.00	\$2,868.00	\$2,904.00	\$3,747.00	\$3,217.00	\$3,242.00	\$3,721.00	\$3,401.00	\$3,605.00	\$37,188.00
Bedrooms 2	\$3,213.00	\$3,470.00	\$4,330.00	\$4,023.00	\$4,509.00	\$4,799.00	\$5,399.00	\$4,500.00	\$4,099.00	\$5,286.00	\$4,493.00	\$4,404.00	\$52,525.00
Bedrooms 3	\$4,724.00	\$5,268.00	\$5,818.00	\$5,323.00	\$5,434.00	\$6,351.00	\$7,378.00	\$5,857.00	\$5,285.00	\$6,770.00	\$6,001.00	\$5,740.00	\$69,949.00
Bedrooms 4	\$6,295.00	\$7,446.00	\$9,000.00	\$8,513.00	\$7,948.00	\$9,360.00	\$9,730.00	\$7,066.00	\$6,923.00	\$9,816.00	\$8,118.00	\$8,662.00	\$98,877.00
Bedrooms 5	\$6,456.00	\$8,754.00	\$11,404.00	\$7,904.00	\$7,259.00	\$9,590.00	\$9,214.00	\$8,809.00	\$9,082.00	\$9,545.00	\$7,986.00	\$8,805.00	\$104,808.00
Bedrooms 6+	\$9,975.00	\$8,925.00	\$9,900.00	\$15,338.00	\$17,888.00	\$22,800.00	\$28,457.00	\$14,249.00	\$15,477.00	\$14,729.00	\$18,731.00	\$12,675.00	\$189,144.00

Maggie Valley 2021