

## **AIRDNA Subscription**

### **AirDNA Standalone Solutions:**

#### 1. Monthly Market Summary Report (MSR) Subscription\* - **\$250/month - Duval County**

- Excel report w/ Key Performance Metrics including Occupancy, ADR, and RevPAR - combined with STAR reports you can build a much more complete analysis of the full lodging ecosystem
- Ability to customize client-specific metrics at zip code and neighborhood level
- Subscription includes all historical data with first deliverable (data from Oct 2014 in most markets)
- Click links for [Monthly](#) & [Weekly](#) samples

#### 2. [Market Minder Subscription](#)

- **\$40/month – Jacksonville (excluding the Beaches)**

- **\$100/month - Duval County (includes Jacksonville, Atlantic Beach, Neptune Beach, Jacksonville Beach)**

- Interactive market intelligence dashboards with Pricing, Occupancy, and Revenue trends down to the zip code, neighborhood, and property level
- Nice, France is a free demo city to test the online software

#### 3. [Traveler Origin Data\\*](#) - **\$300/month - Duval County**

- Tracks every Airbnb review since 2012 including profile details (city, country of origin, review text, profile photos & URL)
- Data on guest origin providing insight into overall trends and marketing campaign effectiveness



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Data pulled up to Apr-18

	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	...	Mar-18
<b>140683 - Duval County</b>														
<b>Total Available Listings</b>														
Entire Place	152	154	159	177	198	191	204	224	227	272	276	281		504
Private Room	142	138	143	171	176	181	183	189	199	213	219	211		337
Shared Room	2	2	3	2	2	2	3	4	3	4	1	3		8
<b>Booked Listings</b>														
Entire Place	123	116	126	141	150	138	163	164	161	210	214	232		441
Private Room	87	83	103	132	138	123	131	130	140	159	167	165		266
Shared Room	1	1	1	2	2	1	2	1	1	4	1	3		3
<b>Room Nights - Entire Place</b>														
Total Available	5,863	5,124	6,096	6,450	7,727	6,785	8,472	8,271	7,724	11,448	11,189	12,404		23,536
Booked	2,860	3,317	3,803	3,448	4,067	4,163	4,787	3,636	3,791	4,868	5,332	6,672		16,716
<b>Room Nights - Hotel Comparable</b>														
Total Available	1,198	1,206	1,385	1,275	1,450	1,249	1,442	1,634	1,708	1,929	1,897	1,901		4,039
Booked	666	863	908	744	853	998	1,006	941	981	1,062	1,023	1,145		2,920
<b>Listing Nights - Entire Place</b>														
Available	3,067	2,778	3,249	3,367	3,882	3,336	4,120	4,186	4,035	5,444	5,336	5,826		11,367
Booked	1,560	1,887	2,109	1,893	2,157	2,226	2,467	2,017	2,076	2,497	2,621	3,267		8,099
<b>Occupancy</b>														
Entire Place	50.9%	67.9%	64.9%	56.2%	55.6%	66.7%	59.9%	48.2%	51.4%	45.9%	49.1%	56.1%		71.3%
Hotel Comparable	55.6%	71.6%	65.6%	58.4%	58.8%	79.9%	69.8%	57.6%	57.4%	55.1%	53.9%	60.2%		72.3%
<b>ADR</b>														
Entire Place	\$110.18	\$101.74	\$114.55	\$124.11	\$133.47	\$128.13	\$126.87	\$116.35	\$128.55	\$140.79	\$155.16	\$148.66		\$172.68
Hotel Comparable	\$77.57	\$81.79	\$81.35	\$84.12	\$86.22	\$80.54	\$83.07	\$79.44	\$81.38	\$84.13	\$84.91	\$82.43		\$97.05
<b>RevPAR</b>														
Entire Place	\$56.04	\$69.11	\$74.36	\$69.78	\$74.16	\$85.49	\$75.97	\$56.06	\$66.14	\$64.58	\$76.21	\$83.36		\$123.04
Hotel Comparable	\$43.12	\$58.53	\$53.33	\$49.09	\$50.72	\$64.36	\$57.95	\$45.75	\$46.74	\$46.32	\$45.79	\$49.65		\$70.16



## Definitions

Available Listings	The count of Airbnb listings that were advertised for rent during the month or had a booked day in the month.
Booked Listings	The count of Airbnb listings that had at least one booked day in the month.
Listing Nights	The sum of all nights that were available for rent and were booked in the month. This only counts listings as being available if they had one booked night in the month.
Hotel Comparable Listings	Studio and one bedroom entire place rentals. AirDNA believes these are the type of listings most likely to compete directly with hotels.
Room Nights	Listing Nights multiplied by the number of bedrooms in each listing.
Occupancy	Booked Listing Nights divided by Available Listing Nights.
ADR	The Average Daily Rate charged per booked entire place listing. ADR includes cleaning fees but not other Airbnb service fees or taxes
RevPAR	Revenue Per Available Room = Entire Place ADR * Occupancy. Differing from the hotel industry, we consider entire place listings as a "room".
\$	All currency amounts in USD.

For information on AirDNA data collection methods visit our "Data Collection Methodology" page:

<https://www.airdna.co/methodology>

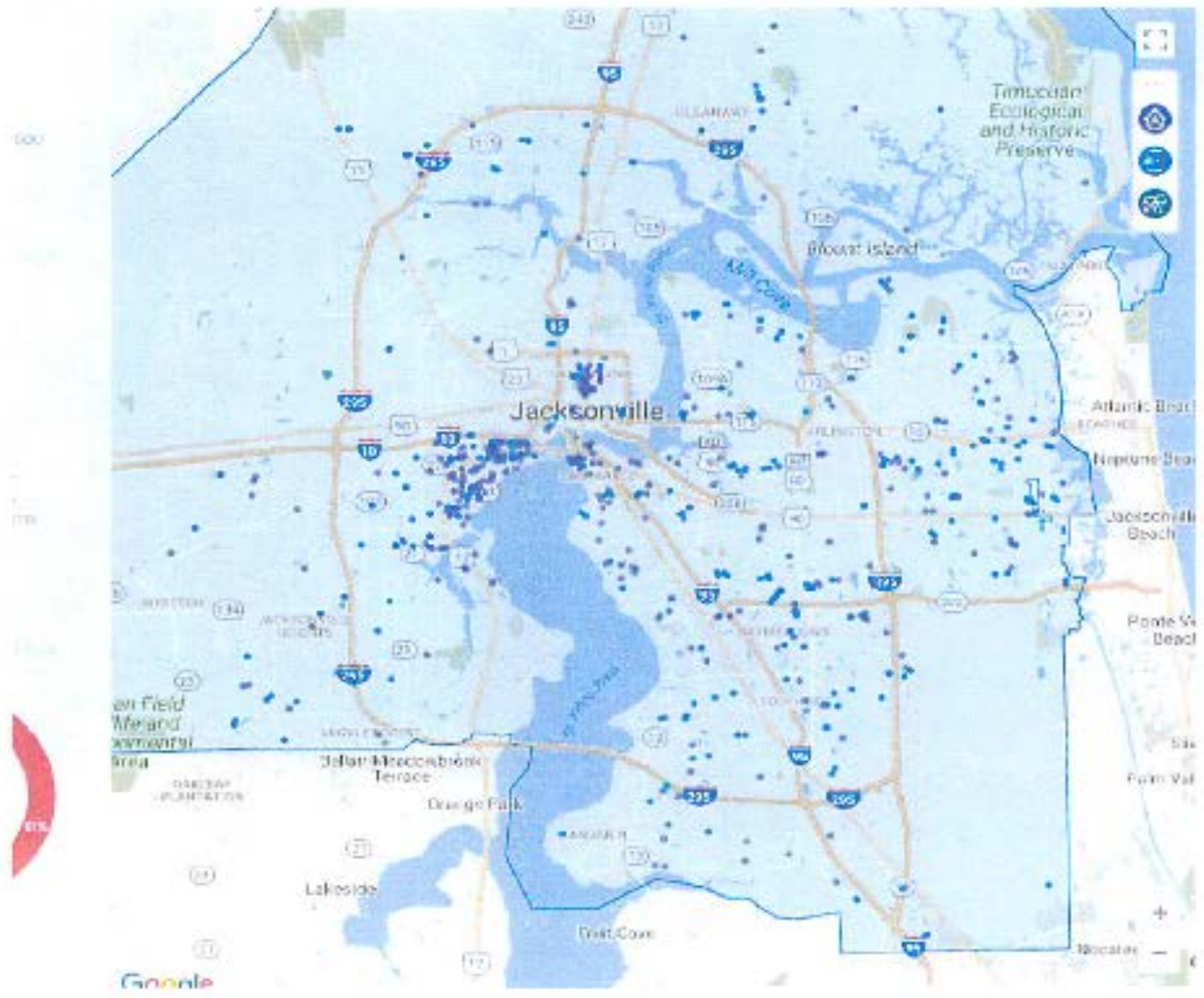
## Terms

Please click on the link below for our full terms of service:

<https://www.airdna.co/terms>

Section 3.1 of the terms we reproduce below:

"AirDNA sells various data products (the "Product(s)") from the Site to end-user customers who receive the Products only for their own personal use. This may also include a subscription service ("Subscription(s)"). You may not purchase Products or Subscriptions for further distribution or resale or for any other commercial or business purpose, without explicit contractual agreement with AirDNA. The purchase of the Products and the rights and privileges conferred are personal and non-transferable."



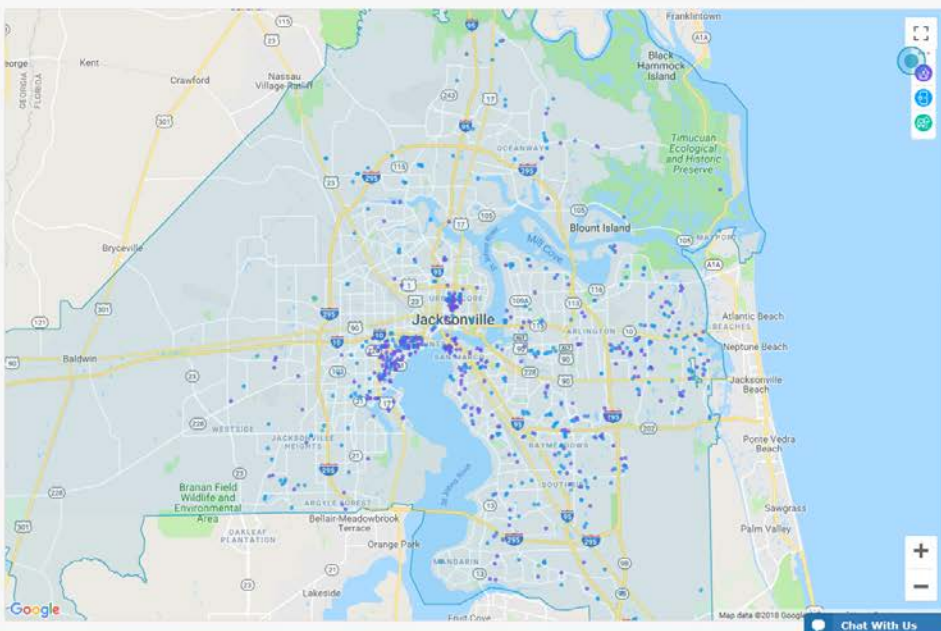
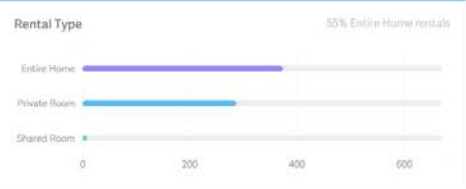
Click here to explore a completely unlocked version of MarketMinder.

### Market Overview

## Jacksonville

Insights on 672 active rentals  
36 months of market trends  
Access all 25 regions in Jacksonville **\$39.95 monthly**

### 672 Active Rentals



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Market Pricing  
**Jacksonville**

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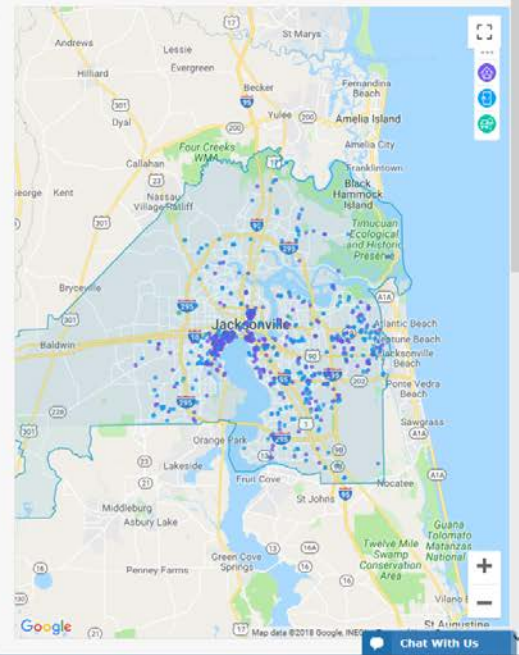
- Overview
- Pricing**
- Discrepancy
- Seasonality
- Revenue
- Rental Analysis
- Top Properties
- Guests
- Rentals

Future Supply and Available Rates



Subscribe to view Jacksonville

	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
										\$209	\$260	\$270	\$349							
									\$225	\$185	\$175	\$191	\$200	\$210	\$222					
									\$206	\$184	\$176	\$156	\$248	\$258	\$262					
									\$206	\$202	\$180	\$178	\$208							



- Overview
- Pricing
- Occupancy
- Seasonality
- Revenue
- Rental Analysis
- Top Properties
- Guests
- Rentalizer

Market Occupancy Jacksonville [Click here to explore a completely unlocked version of MarketMinder.](#)

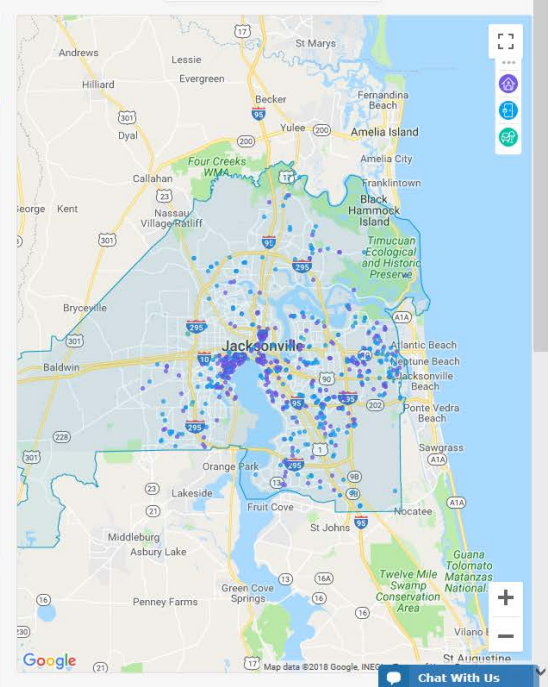
Jacksonville Search neighborhoods

Insights on 672 active rentals  
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Occupancy Rate: --% (Monthly)

Booking Lead Time: -- days (Monthly)

Booked Properties: --



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### Market Revenue Jacksonville

Search neighborhoods

- Entire Home - Monthly
- Private Room - Monthly
- Shared Room

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