



HOMESTAYS

Insights and Trends

HOMESTAY VS. HOTEL DATA: SEPT. 2025 YEAR-TO-DATE

Occupancy

Average Daily Rate (ADR)

Revenue Per Available Room (RevPAR)

Homestay **56%**

Homestay **\$270**

Homestay **\$150**

Hotel **64%**

Hotel **\$173**

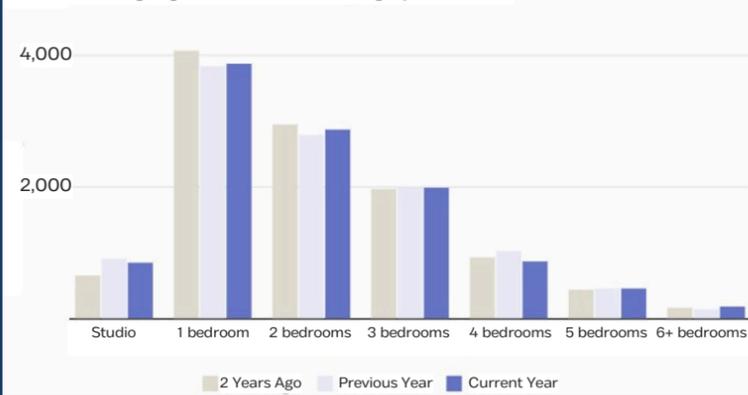
Hotel **\$110**

Source: Homestay Data from AirDNA and Hotel Data from CoStar

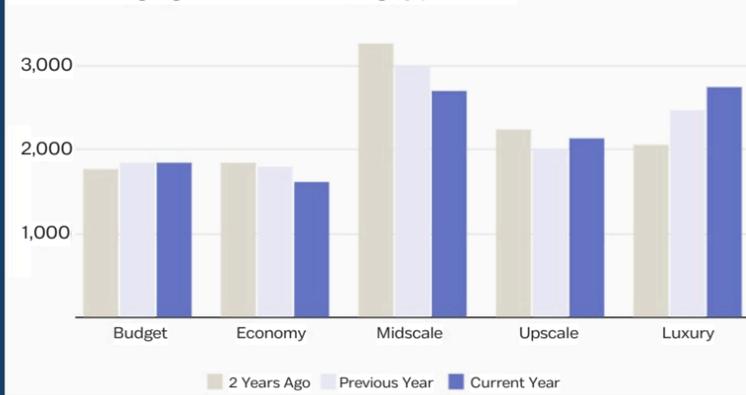
HOMESTAY INSIGHTS: SEPT. 2025 YEAR-TO-DATE

- Available Listings in Charlottesville: 4,190 (up 5%)
- Booked Listing Nights: 113,962 (up 5%)

How are listing nights available trending by bedroom?



How are listing nights available trending by price tier?



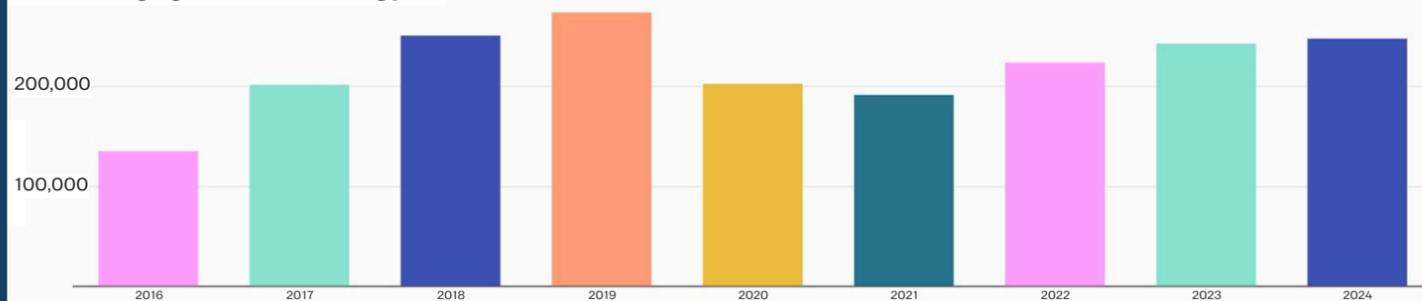
Source: Homestay Data from AirDNA

AIRDNA LISTING NIGHTS AVAILABLE BY YEAR COMPARED TO HOTEL NIGHTS

Charlottesville & Albemarle:

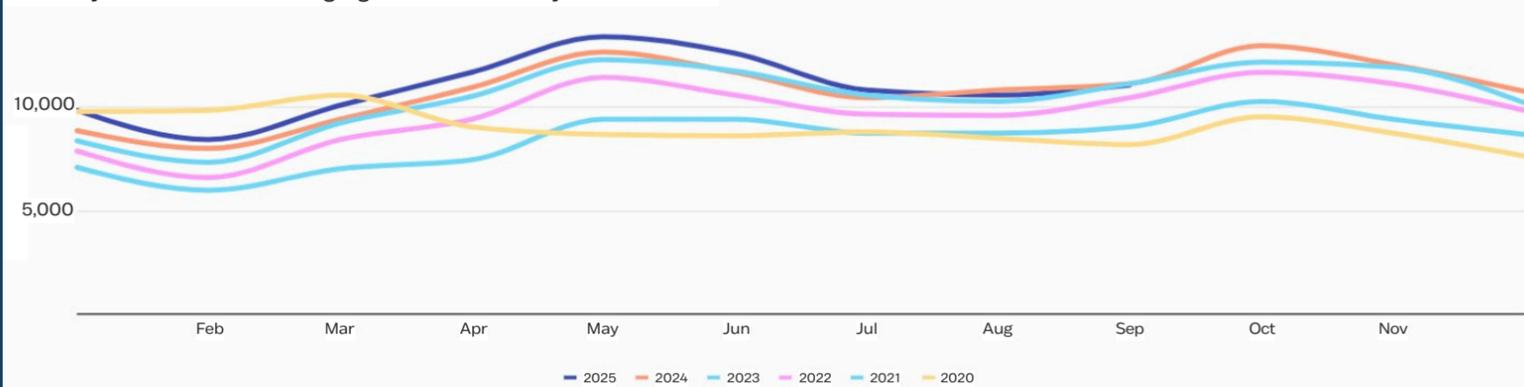
- 4,159 hotel rooms in market.
- 1,518,035 listing nights available for hotels.
- In 2024, short-term rentals accounted for 14% of inventory.

How are listing nights available trending year?



AIRDNA LISTINGS AVAILABLE IN CHARLOTTESVILLE

How many short-term rental listing nights are available in your destination?

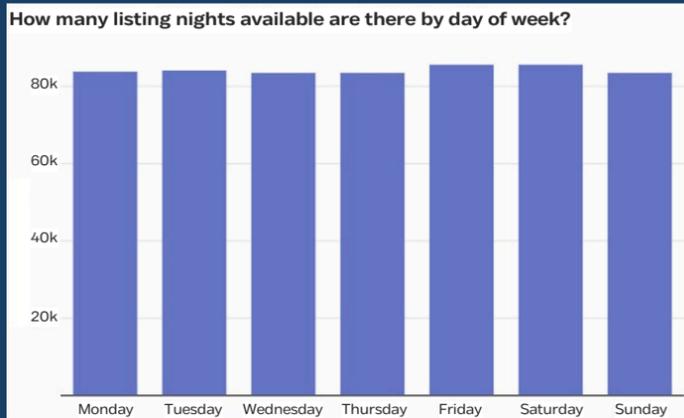
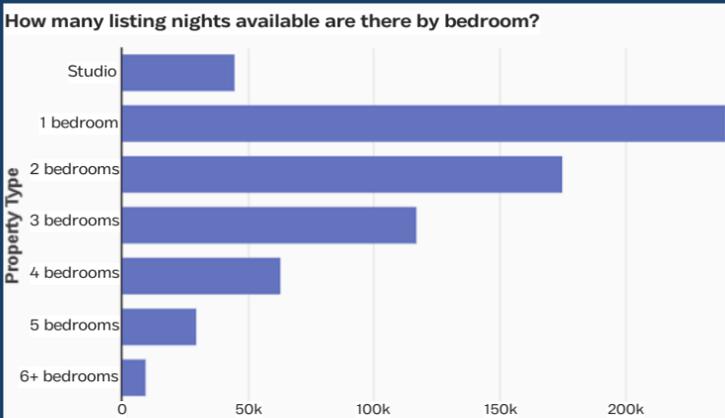




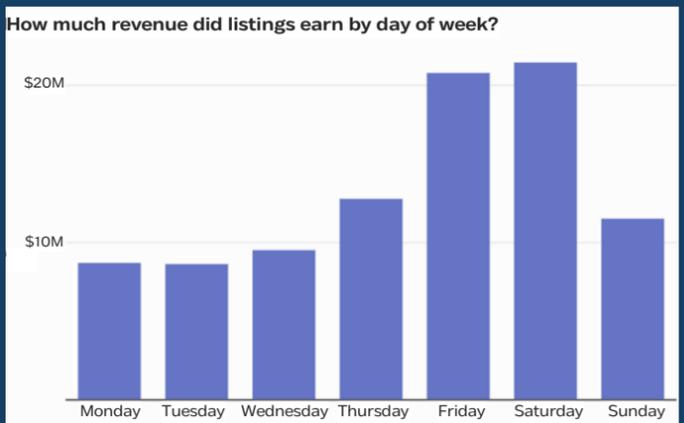
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AIRDNA PACING CHART OCTOBER 2025 - MARCH 2026

