SMOOBU | KEYDATA™

Beyond the Calendar: Leveraging Demand to Maximize Summer Bookings

Apr 30, 2026 - 12:00 PM CEST

SMOOBU Webinar

Speakers

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Head of Global Partnerships

Smoobu

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VP Business Development EMEA

Key Data

KEYDATA™

Introduction

How Our Data Works

Breadth

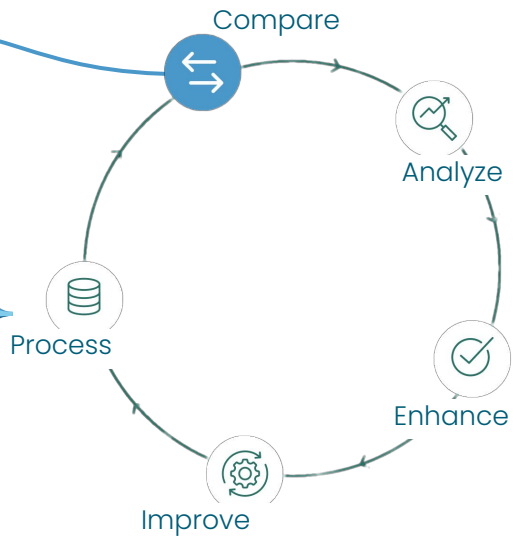
70+ Direct PMS Integrations
Live data feeds from thousands of professionally managed units

Vrbo
Daily scrape of worldwide VRBO listings

airbnb
Daily scrape of worldwide AirBnB listings

AMADEUS
Daily delivery of hotel reservations

Depth



Expertise

- Dashboard
- Flat File
- API

Agenda

- What data should I be looking at?
- Global landscape
- Europe
  - Key markets
  - Occupancy
  - Rates
  - RevPAR
- Summer deepdive
- Traveller Trends
  - Booking Window
  - Length of Stay
  - Channels
- Takeaways

What data should I be looking at?

KPIs explained

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Market fundamentals

- **Average Daily Rate (ADR)**

  = Total Rent Collected / Total Guest Nights

- **Paid Occupancy**

  = Nights Sold / Total Nights

- **Revenue per Available Rental (RevPAR)**

  = ADR * Paid Occupancy

Traveller Behaviour

- **Average Length of stay (ALOS)**

  = Total Guest Nights / Guest Arrivals

- **Booking Window**

  = Time between the booking and guest travelling

- **Channel Distribution**

  = Channels used to generate guest bookings

Key Data direct clients, confirmed bookings @ 13 April 2026

The balance

Between occupancy and rates

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- The **balance** between your **rates** and **guest occupancy** will determine your **revenue.**
- **Soft occupancy** could be an indicator your **rates are too high**
- **High occupancy** could be an indicator your **rates are too low.**

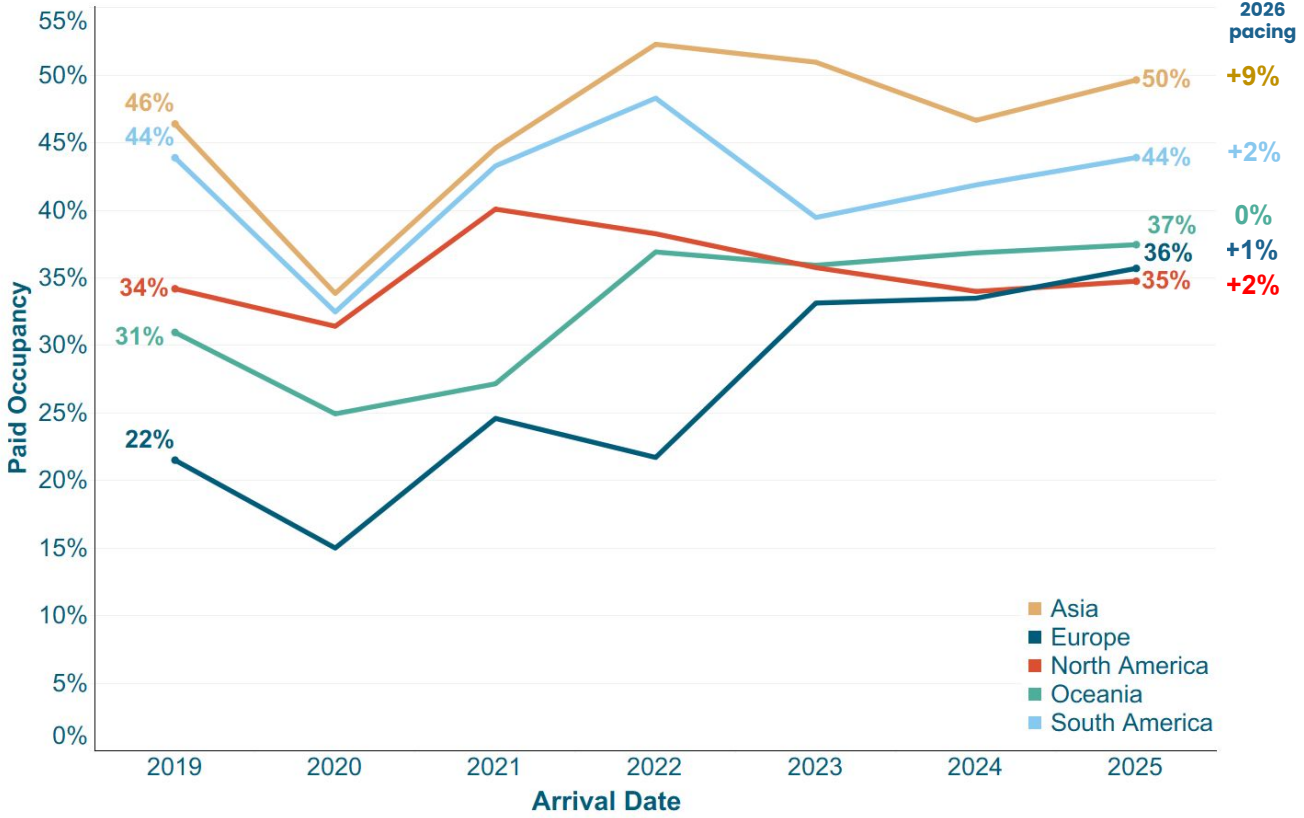
- **This is the metric you should track in your business**

Key Data direct clients, confirmed bookings @ 13 April 2026

Global Landscape
Short Term Rentals

Annual Paid Occupancy by Continent

Direct data: Final

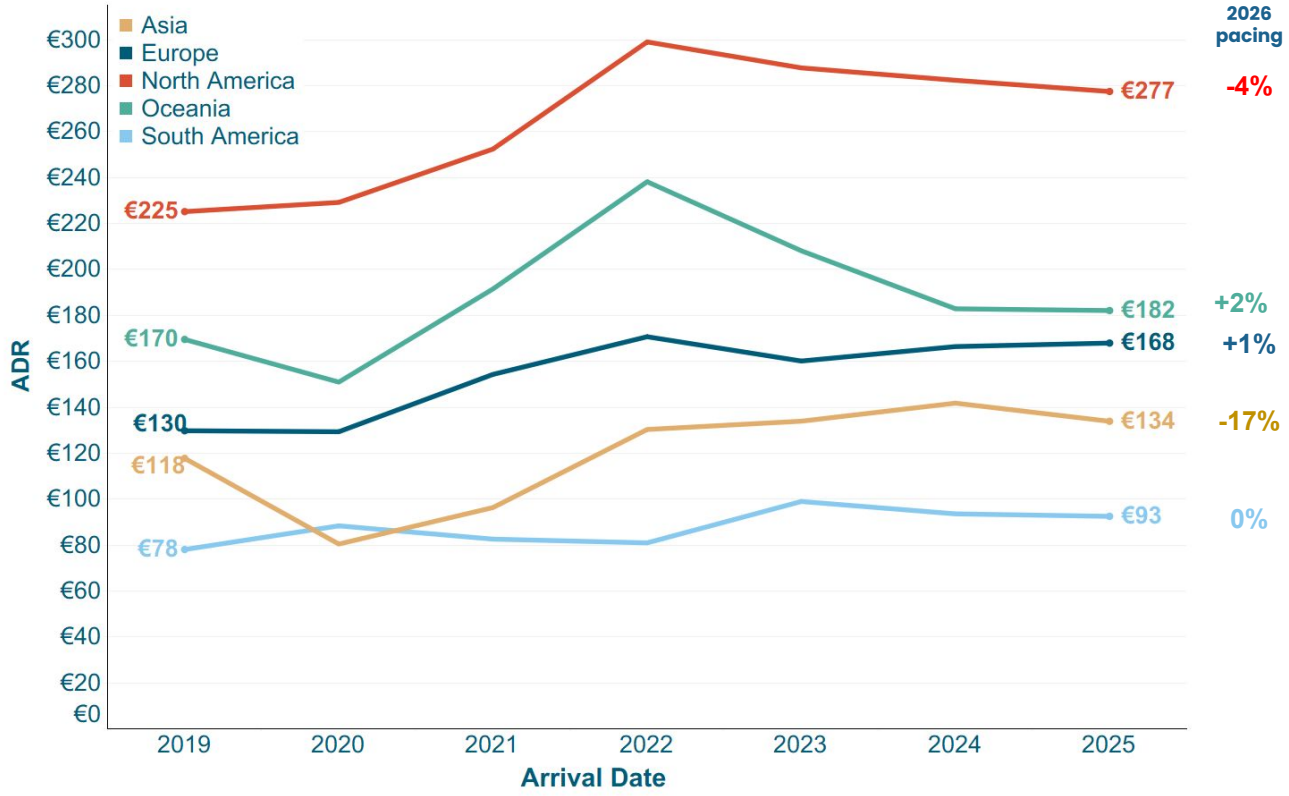


- **Europe** demonstrated moderate growth since 2023. (Pacing +1%)
- **Asia** saw strong growth after two years of decline. (Pacing +9%)
- **Oceania and South America** showing marginal occupancy growth since 2023 and are pacing flat / +2%.
- **North America** finally halting the decline and is pacing positively (+2%)

Key Data direct clients, confirmed bookings @ 13 April 2026

Annual Average Daily Rate by Continent

Direct data: Final

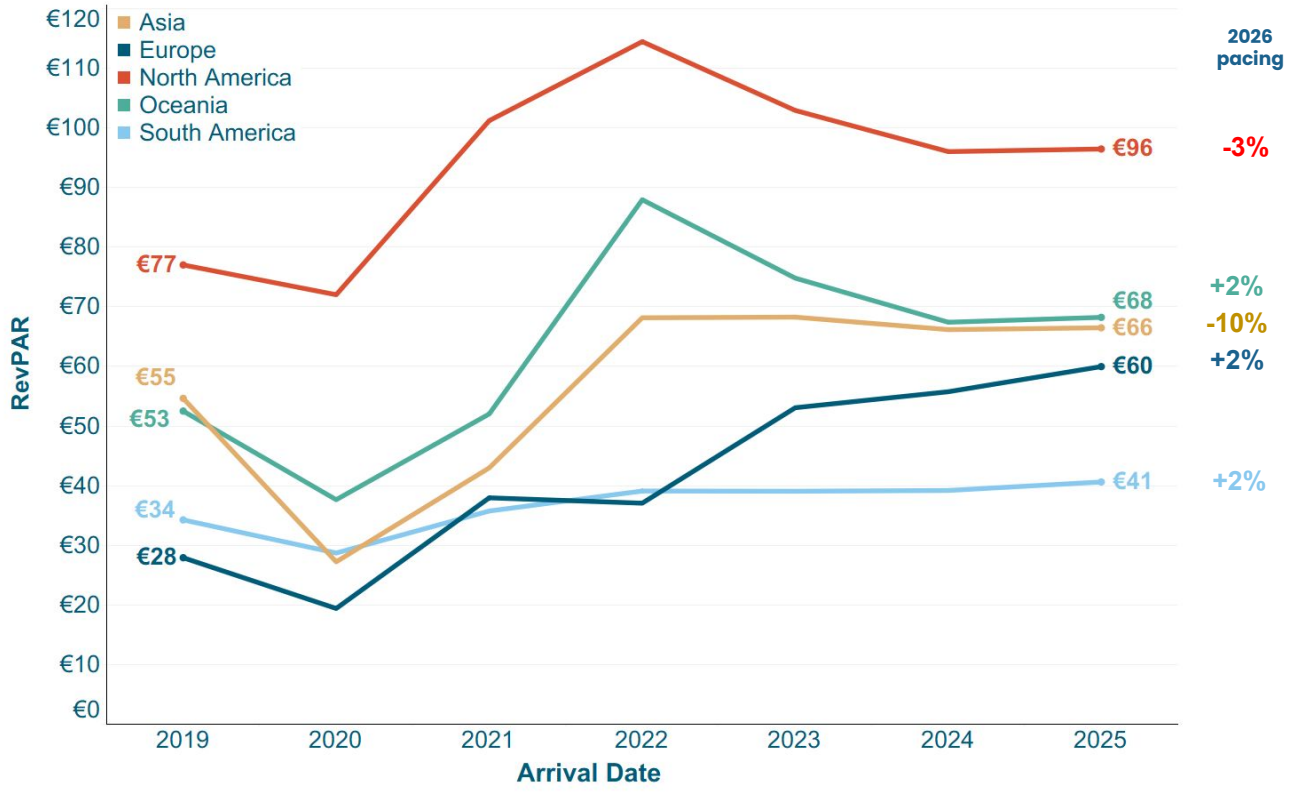


- **Europe** showing moderate rate growth since 2023. (Pacing +1%)
- **Asia** sseen pressure on rates since 2024 (Pacing -17%)
- **Oceania and South America** showing pretty flat rates since and are pacing flat / +2%.
- **North America** continues to see pressure on rates despite the positive occupancy pacing (-4%)

Key Data direct clients, confirmed bookings @ 13 April 2026

Annual (RevPAR) by Continent

Direct data: Final

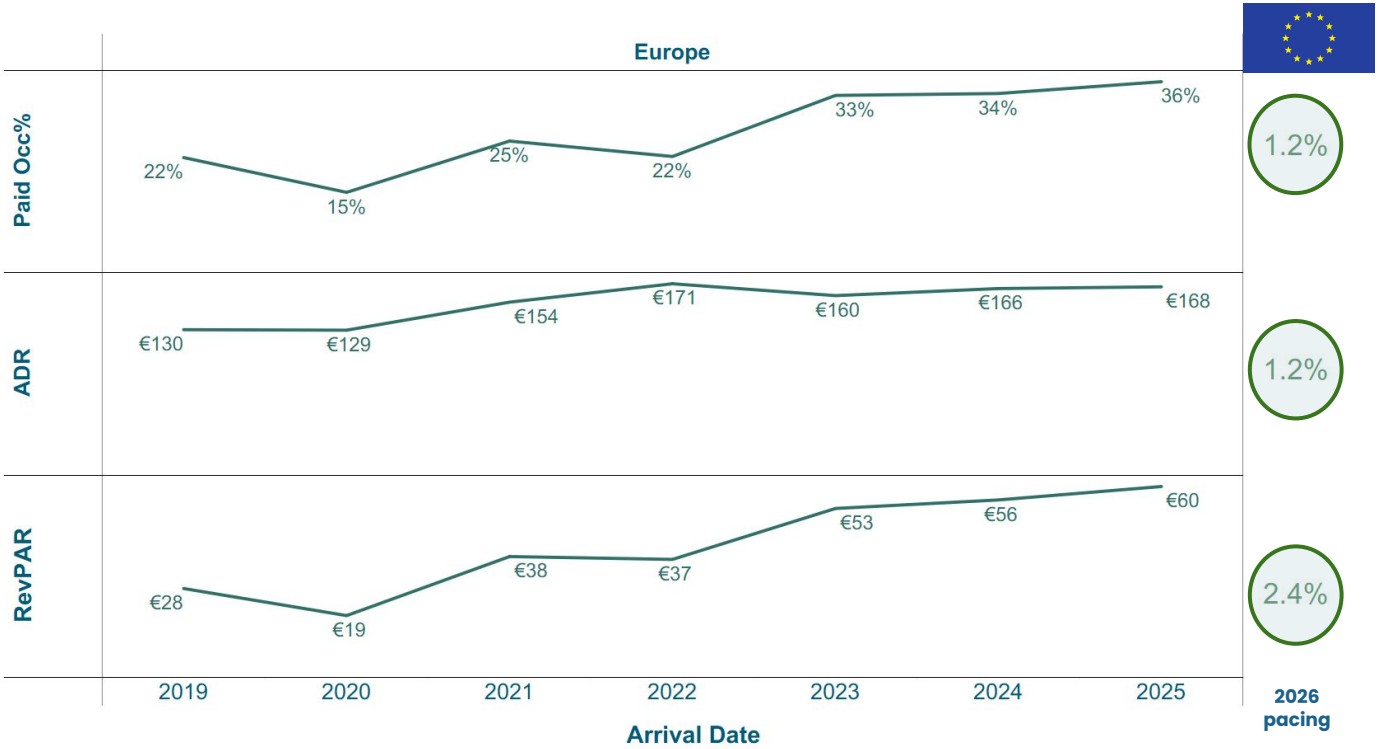


- **Europe** delivering moderate Revenue growth since 2023. (Pacing +2%)
- **Asia** revenue pulled down by the drop in rates (pacing -10%)
- **Oceania and South America** showing marginal revenue growth since 2023 and are pacing positively (+2%).
- **North America** is pacing negatively in Revenue due to the softer rates (-3%)

Key Data direct clients, confirmed bookings @ 13 April 2026

Europe - Pacing Performance

Final 2025 Direct data & 2026 Pacing

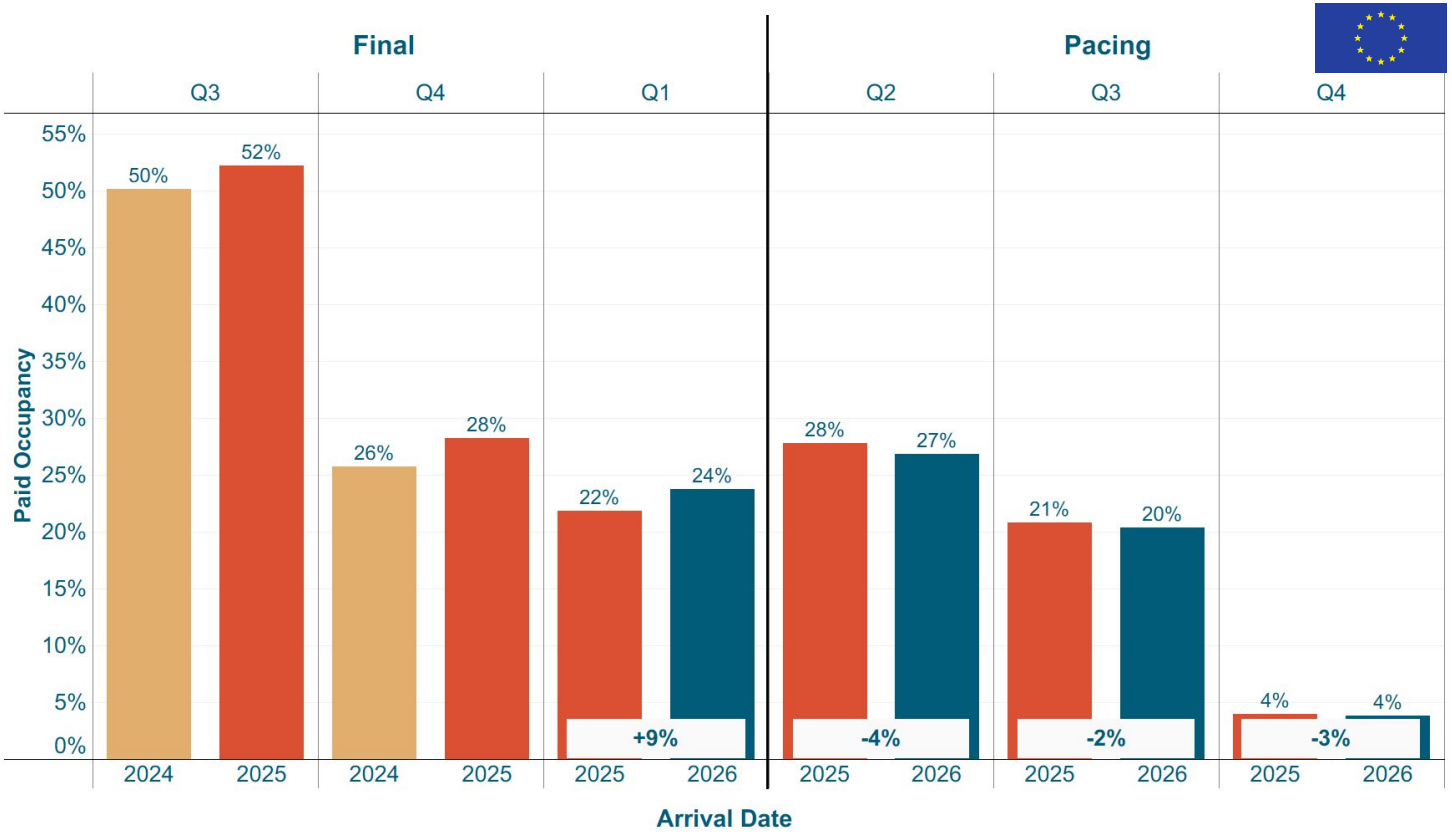


- **Europe is currently pacing positively**
- Both **paid occupancy** growth and rate increases are **pushing revenue up** with **RevPAR pacing up, 2.4%**
- However, **growth is marginal** and we see **hesitancy** as the market pushes **later**

Key Data direct clients, confirmed bookings @ 13 April 2026

Europe - Paid Occupancy Rate

Direct data: As of April 13



European pacing - by quarter

- **Q1** started strongly, finishing +9% in occupancy.
- **Q2** is pacing down -4%, with an earlier Easter and geo political trading causing hesitancy
- **Q3** (-2%) and **Q4** (-3%) currently pacing down too.

Key Data direct clients, confirmed bookings @ 13 April 2026

Europe - Average Daily Rate

Direct data: As of April 13

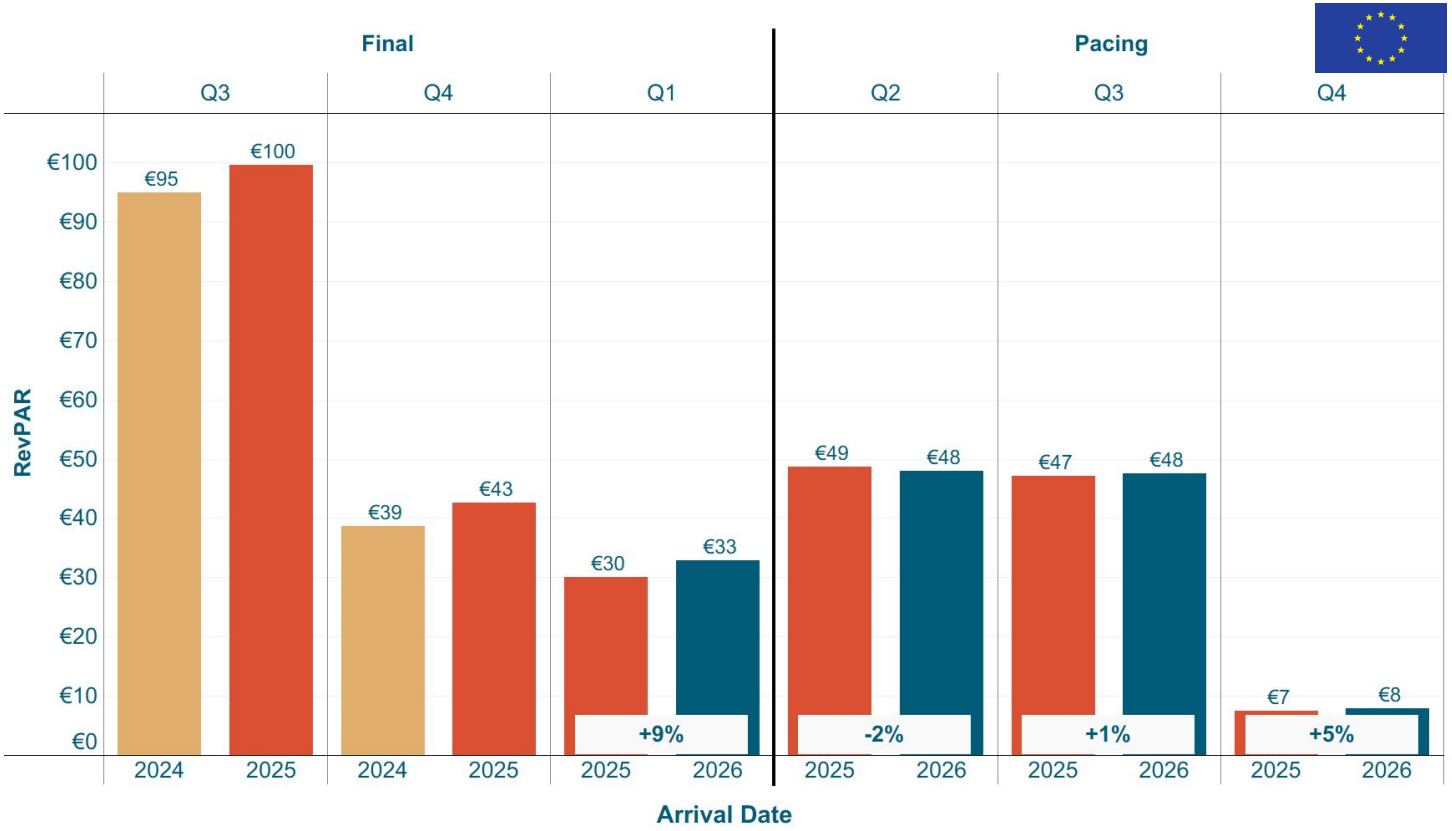
European pacing - by quarter

- **Q1** finished flat, despite occupancy growth.
- **Q2** is pacing up +2%, with some softer demand
- **Q3** (+3%) and **Q4** (+9%) currently holding rates strong

Key Data direct clients, confirmed bookings @ 13 April 2026

Europe - RevPAR

Direct data: As of April 13



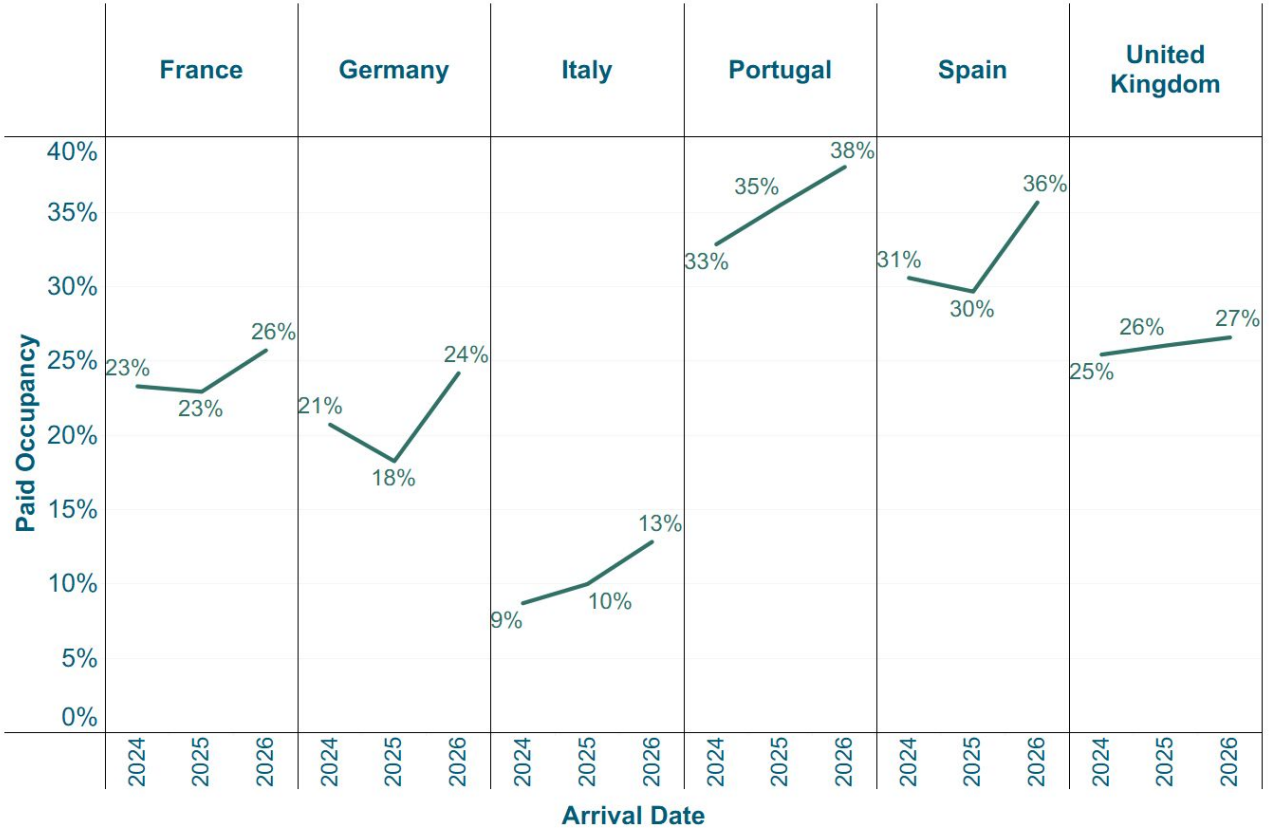
European pacing - by quarter

- **Q1** finished +9% driven by higher occupancy.
- **Q2** is pacing down -2%, with softer demand
- **Q3** (+1%) and **Q4** (+5%) currently pacing, driven by stronger rates

Key Data direct clients, confirmed bookings @ 13 April 2026

Year-to-Date Paid Occupancy by Country

Q1 Direct data for arrivals January 1 - March 31

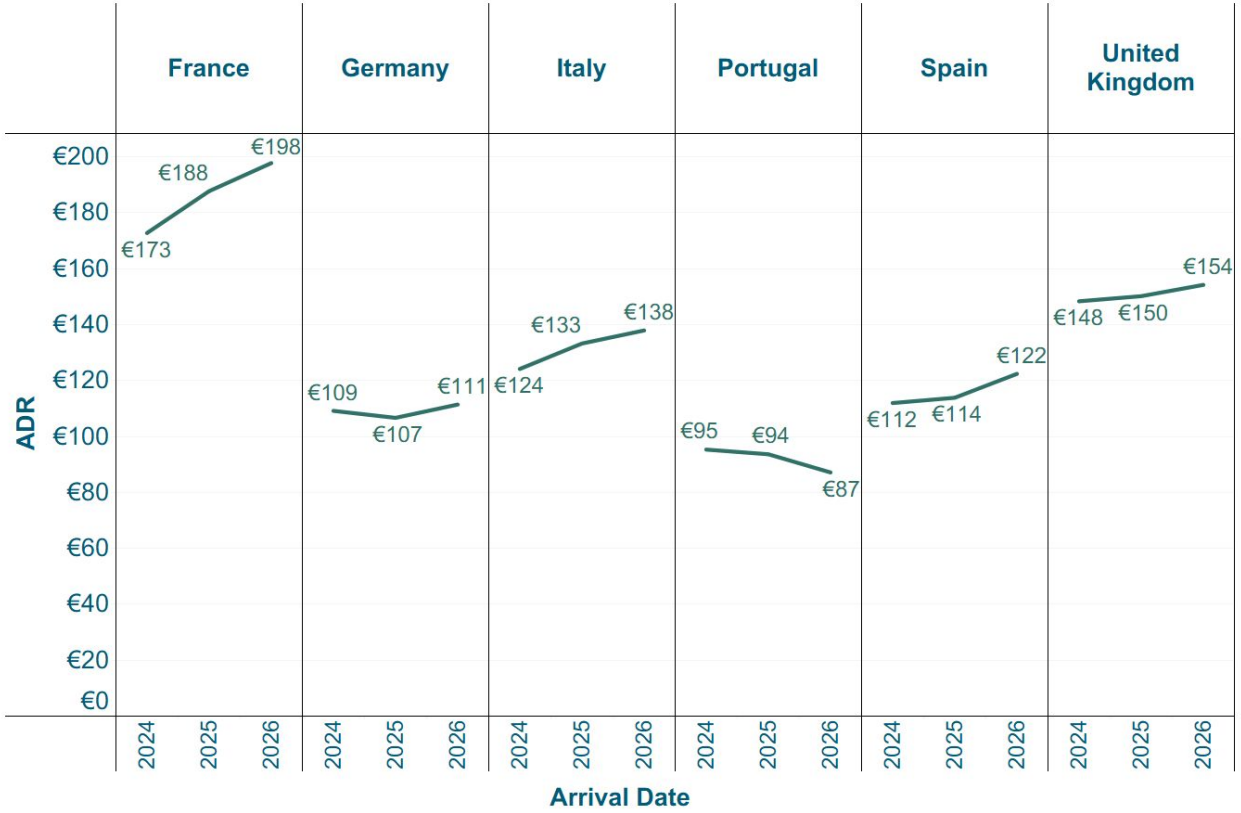


- An overall occupancy growth of +9% for **Q1 arrivals** in Europe, driven by good **occupancy growth** across many key markets.
- **France** has rebounded after a turbulent 2024 (Olympic effect)
- **Spain and Germany** delivering strong year on year demand increases for Q1 arrivals.
- **UK** - more moderate growth of +1 PP

Key Data direct clients, confirmed bookings @ 13 April 2026

Year-to-Date Average Daily Rate by Country

Q1 - Direct data for arrivals January 1 - March 31

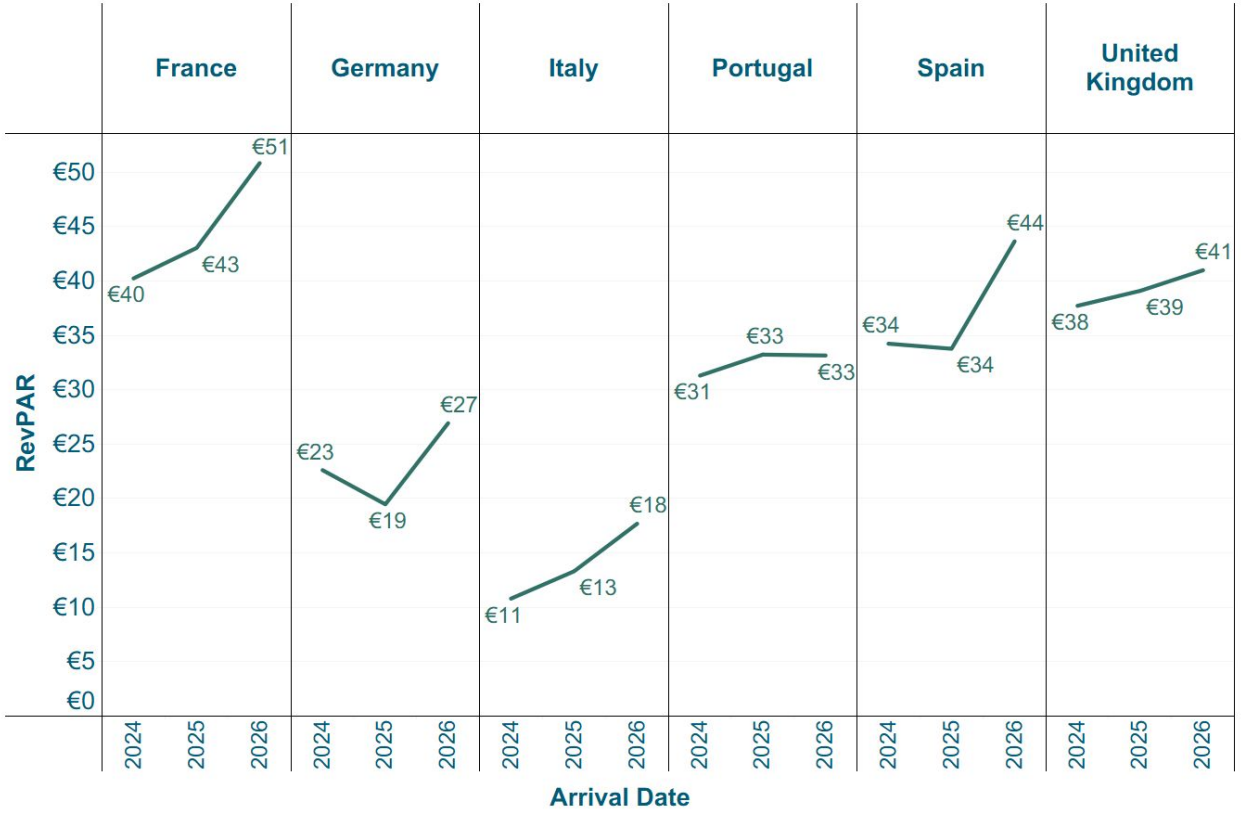


- **Rates for Q1 arrivals** finished flat for Europe with some **moderate gains** across geos.
- **Portugal** continues to struggle with rate growth, despite positive occupancy growth.
- **Spain** showing stronger rate gains following the strong occupancy growth
- **UK** - more tempered growth

Key Data direct clients, confirmed bookings @ 13 April 2026

Year-to-Date Revenue Per Available Rental (RevPAR) by Country

Direct data for arrivals January 1 - March 31



- As **occupancy and rates balance** each other, we see the impact on Revenue at +9% (stronger occupancy).
- **Spain, Germany and France** in particular showing strong year on year **gains**
- **Portugal** is flat and the **UK showing** moderate increase in Q1

Key Data direct clients, confirmed bookings @ 13 April 2026

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Summer deep dive

Poll question

Summer arrivals. 30th June to 31st August. 2024 v 2025 @ 16th April

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France

Paid Occupancy -0.8%

2026	2025
14.0%	14.1%

ADR +5.2%

2026	2025
284€	270€

Length of Stay -2.1%

2026	2025
7.4	7.5

Booking Window +0.2%

2026	2025
174	173

REVPAR

+4.4%

2026: **€40**

2025: €38

Germany

Paid Occupancy +1.5%

2026	2025
22.8%	22.5%

ADR +5.8%

2026	2025
174€	164€

Length of Stay -1.4%

2026	2025
7.2	7.3

Booking Window +4.6%

2026	2025
198	189

REVPAR

+7.4%

2024: **€40**

2025: €37

Summer arrivals. 30th June to 31st August. 2024 v 2025 @ 16th April

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Italy

Paid Occupancy -4.5%

2026	2025
19.9%	20.8%

ADR +3.3%

2026	2025
257€	249€

Length of Stay -2.0%

2026	2025
8.3	8.5

Booking Window +5.6%

2026	2025
192	182

REVPAR

-1.4%

2026: **€51**

2025: €52

Portugal

Paid Occupancy -3.0%

2026	2025
22.8%	22.5%

ADR -5.1%

2026	2025
174€	164€

Length of Stay -5.8%

2026	2025
6.6	7.1

Booking Window -1.7%

2026	2025
171	174

REVPAR

-7.9%

2024: **€70**

2025: €76

Summer arrivals. 30th June to 31st August. 2024 v 2025 @ 16th April

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Spain

Paid Occupancy +0.3%

2026	2025
20.4%	20.3%

ADR +3.3%

2026	2025
261€	252€

Length of Stay -1.9%

2026	2025
8.2	8.3

Booking Window -0.7%

2026	2025
176	177

REVPAR

+3.6%

2026: **€53**

2025: €51

UK

Paid Occupancy +1.0%

2026	2025
25.3%	22.5%

ADR +1.2%

2026	2025
262€	259€

Length of Stay -2.6%

2026	2025
6.3	6.5

Booking Window +1.0%

2026	2025
215	213

REVPAR

+2.2%

2024: **€66**

2025: €65

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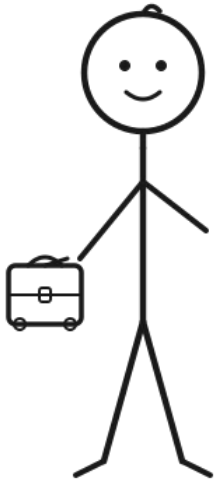
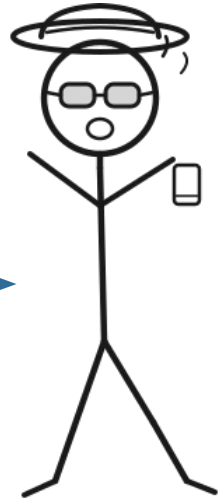
Traveller Trends

The guest behaviour spectrum



PERFECT GUEST

CHALLENGING GUEST



The Planner

Books 3–6 months ahead.
Books direct with you.
Never cancels.

Last Minute Larry

Books the week before.
Always via an OTA.
Books 5 props, cancels 4.

The data says: Guests are shifting right. How do you price and distribute for both ends of the guest spectrum?

Key Data direct clients, confirmed bookings @ 11 April 2026

2025 % of Reservations by Booking Window

Final Direct data

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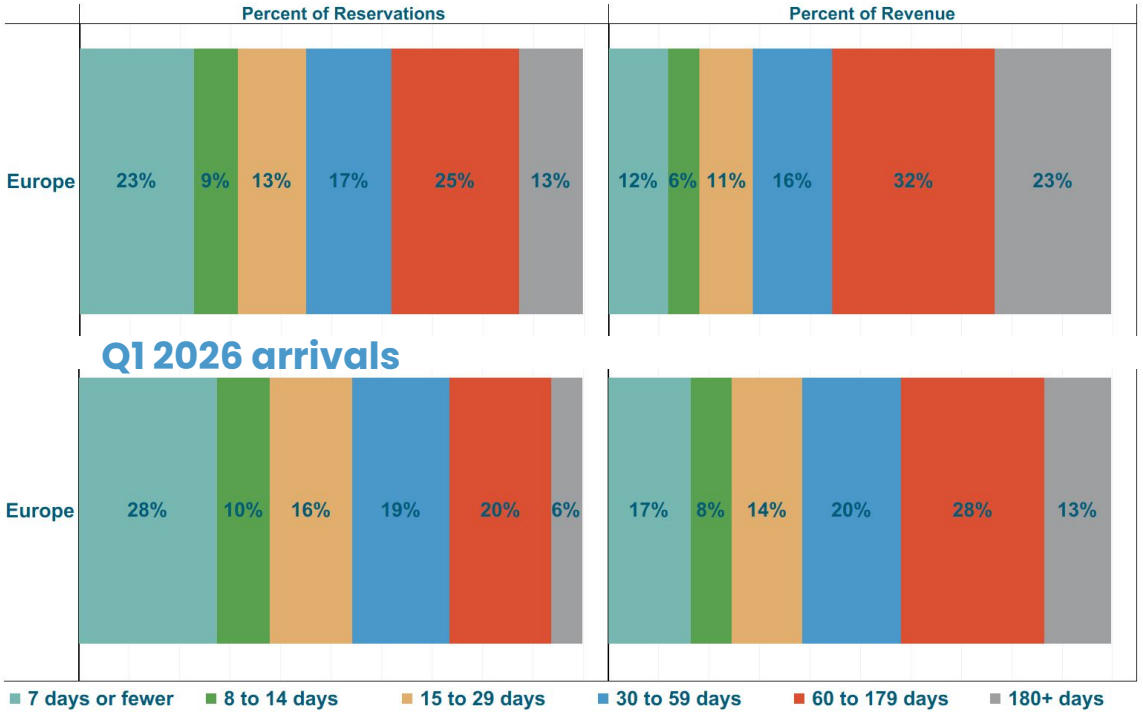
2025 full year arrivals - Europe



Q1 2026 arrivals

Around **1 in 3** bookings were made to arrive within **14 days**

However **revenue** only equated for **18%** for arrivals within 14 days

➔ This segment is growing

60 to 179 days is the most significant booking window for **revenue**

➔ This segment is shrinking

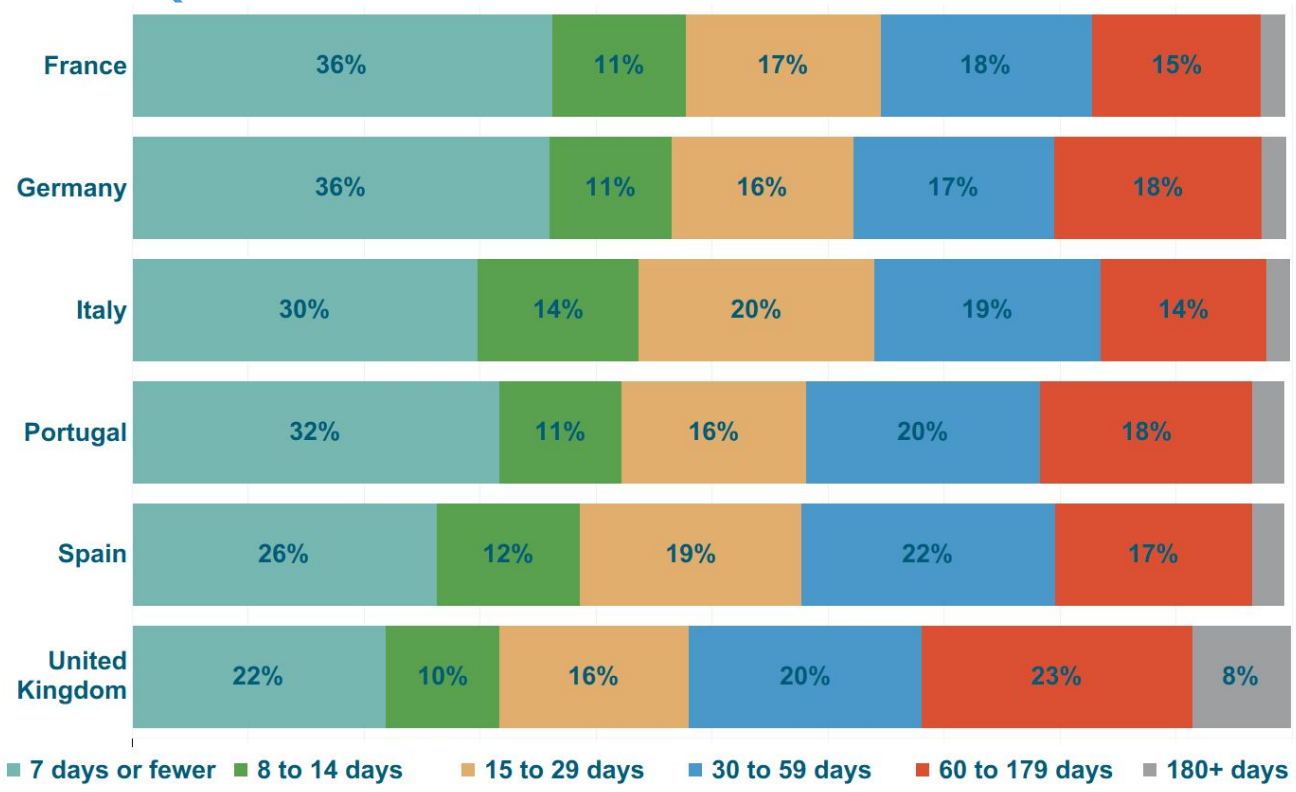
Q1 arrivals: 28% booked to arrive in 7 days (up from 21% in 2023)

Key Data direct clients, confirmed bookings @ 13 April 2026

2026 % of Reservations by Booking Window - Countries

Direct data for arrivals January 1 - March 31

Q1 2026 arrivals



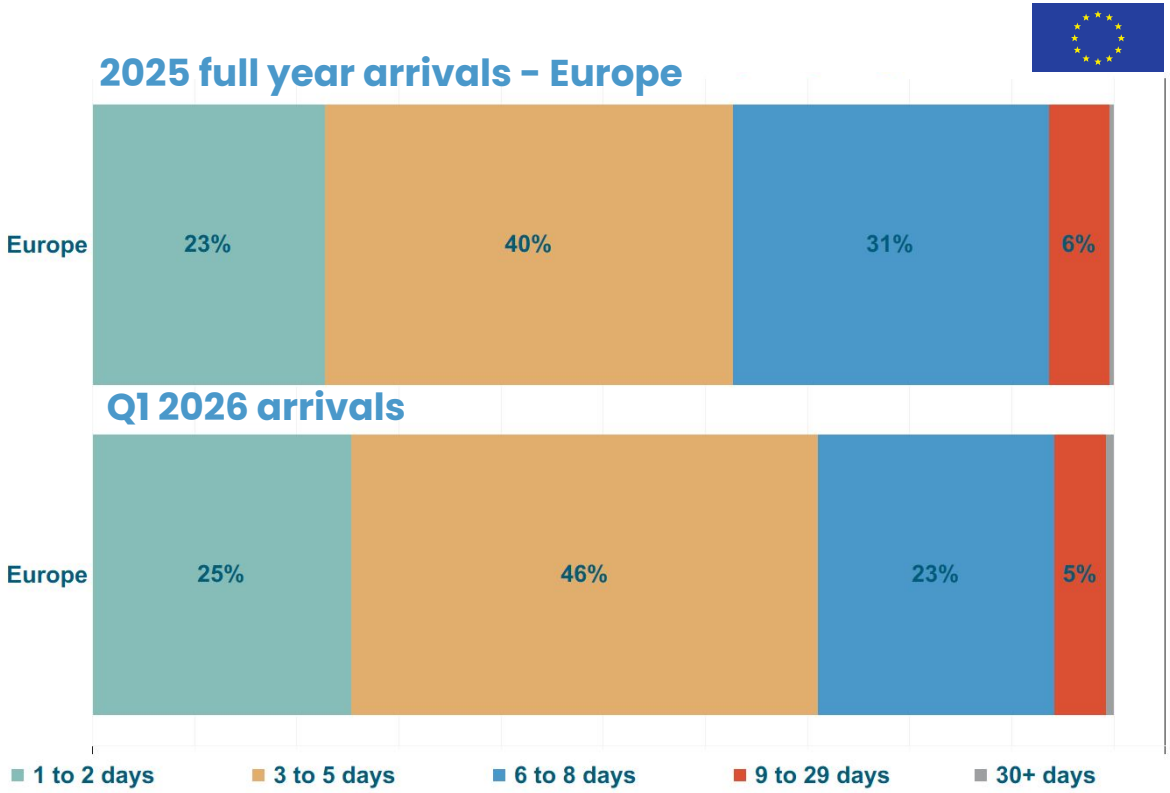
Key Data direct clients, confirmed bookings @ 13 April 2026

Q1 2026 arrivals:

- The % of **late** bookings increased across all countries listed.
- **France and Germany** had 47% of bookings arriving within 14 days.
- **Essential to have a strategy to capture late bookings**

2025 % of Reservations by Stay Length

Final Direct data



We continue to see Length of Stay contract.

→ **1-2 days is growing**:

Q1: 25% (up from 19% in '23)

→ **6-8 days is shrinking**:

Q1: 23% (down from 32% in '23)

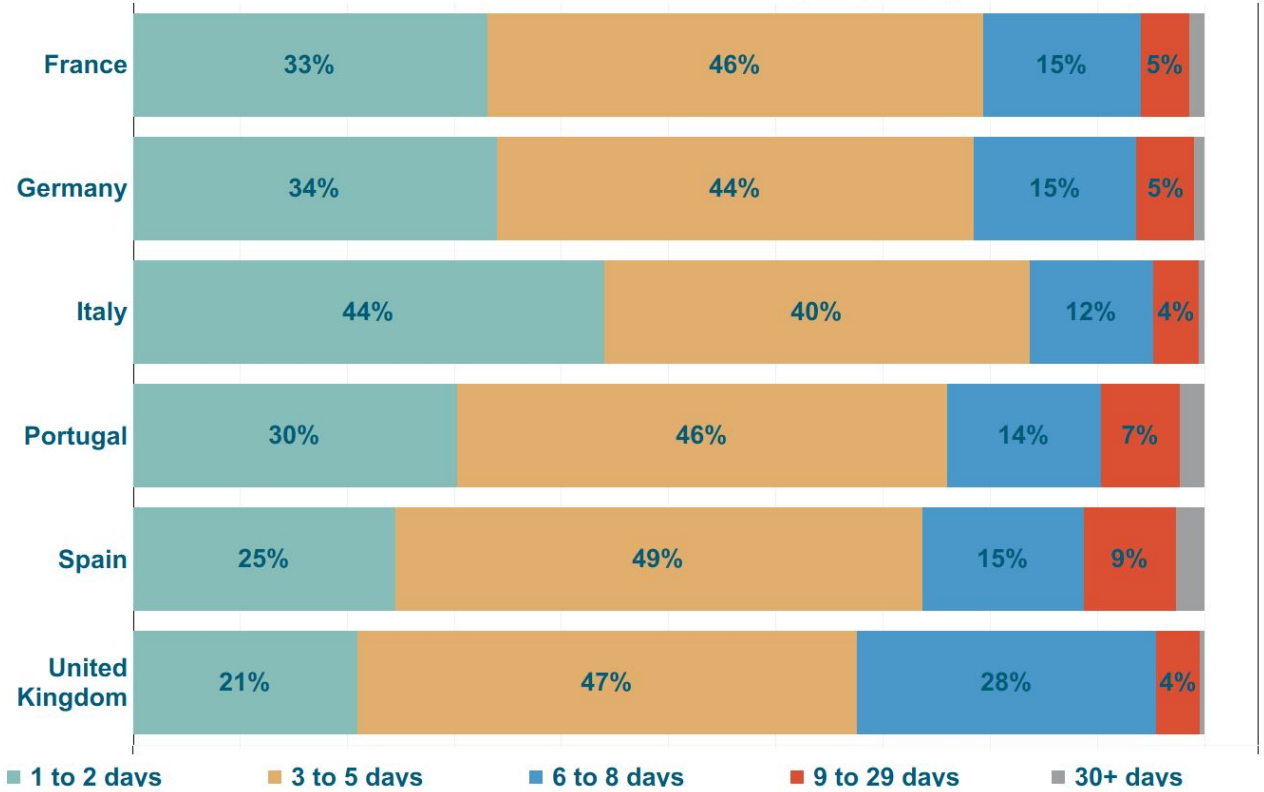
→ **Have a gap night and short break pricing strategy**

Key Data direct clients, confirmed bookings @ 13 April 2026

2026 % of Reservations by Stay Length - Countries

Direct data for arrivals January 1 - March 31

Q1 2026 arrivals



Key Data direct clients, confirmed bookings @ 13 April 2026

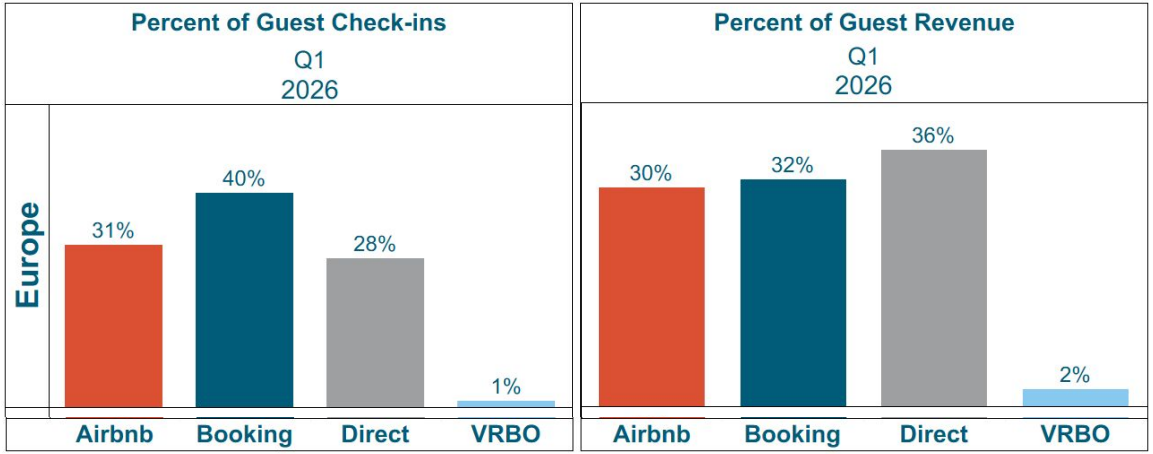
Q1 2026

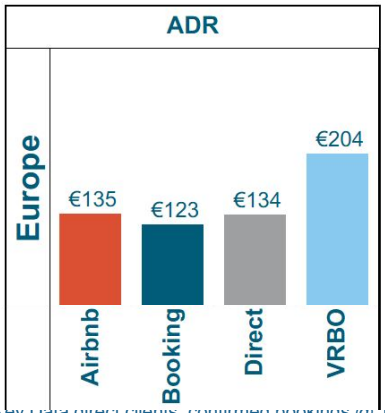
All countries seeing an increase in shorter lengths of stay.

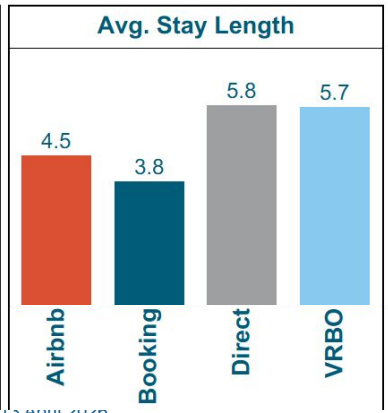
- ➔ **Italy** has seen a significant increase in **1-2 days** for Q1 arrivals (30% in 2025)
- ➔ The guest is seeking more flexible durations
- ➔ **Open up shorter breaks and ensure you have a gap night strategy.**

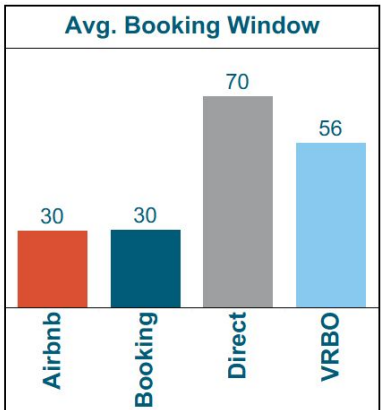
2026 Q1 Booking Channel

Direct data booked by April 13









Key Data direct clients, confirmed bookings @ 13 April 2026

Q1 2026 - Channel shifts

- → **Booking** is the dominant channel in Europe and continues to take **market share from direct.**
- → **Airbnb** is the second highest channel in Europe and is **taking market share from direct**.
- → **Direct** captures the highest guest revenue
- → **Ensure you have a strategy for your channels**

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Direct loses % share

We see market share % shift as we move into the late market

- **Direct loses share:**
  - **60%** (91+ days) to
  - **25%** (<7 days)
- **Booking picks up the share**
  - **9%** (91+ days) to
  - **30%** (<7 days)
- **Airbnb gains in the late market too**
  - **8%** (91+ days) to
  - **26%** (<7 days)

Key Data direct clients, confirmed bookings @ 14 April 2026

Who is winning the late market? (UK)

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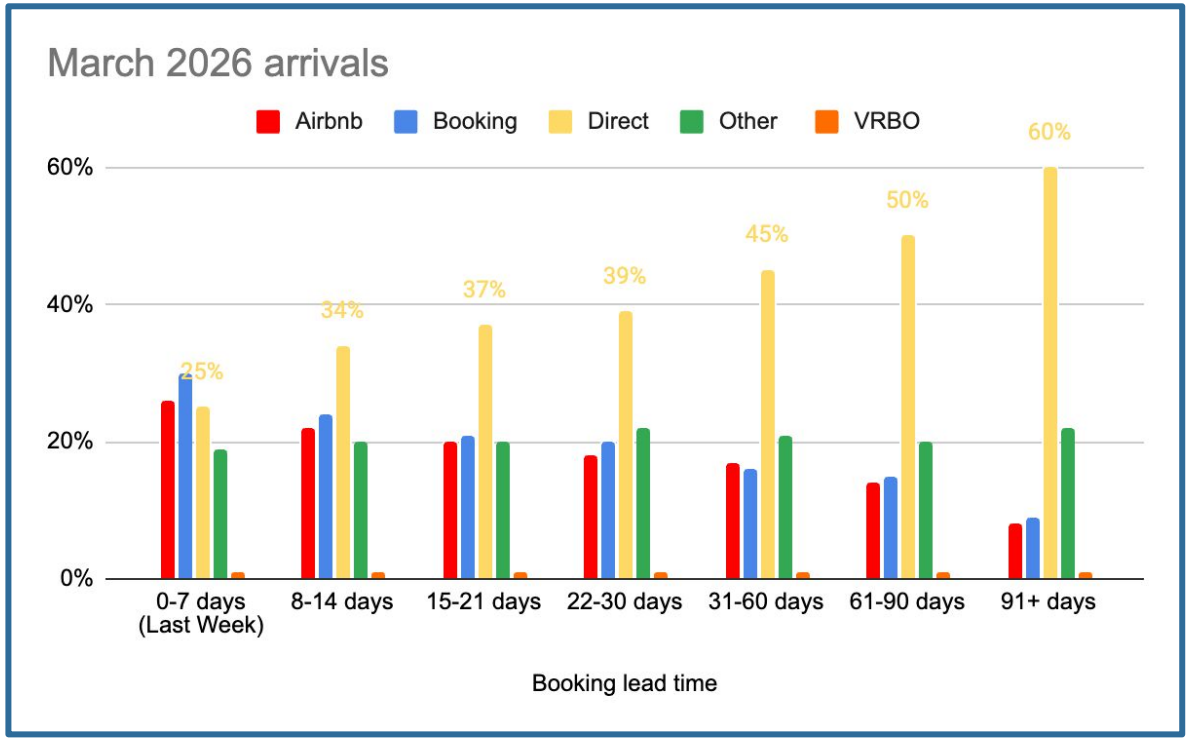


We've seen the same trends in January and February 2026.
Inside 30 days, you are competing on merchandising and price.
The OTAs have the edge here.

UK Cancellations

CANCELLED

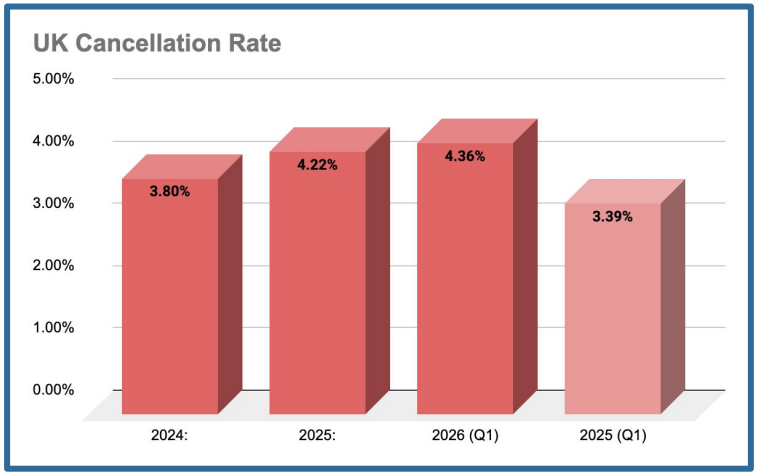
Cancellations are increasing year on year

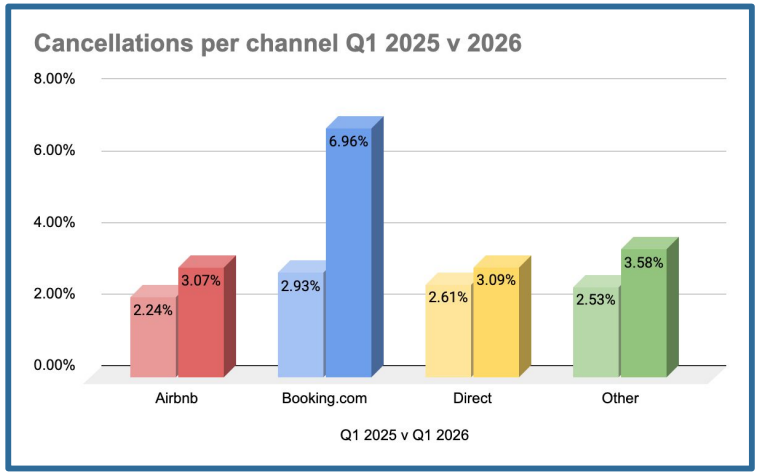
Q1 2026 is up almost **1 percentage point** on Q1 last year

71% (2025) were cancelled 30+ days out.

- **47%** were rebooked
- **41%** revenue

➔ Ensure you have a strategy for the right cancellation policy and **reselling** cancelled bookings.





Key Takeaways

Five signals shaping the Short Stay Rental market - and what they mean for property managers

Demand	Rates	Stays	Cancellations	Channels
Demand is pretty flat Geo political hesitancy is weighing on the summer window. Europe is outperforming on a global scale	**Rates are holding up** Rates are pacing ahead but under pressure in the late market where rates compress to a mean	**Shorter and later** Guests are booking later and staying for less time. Adapt your strategy for both segments.	**Cancellations rising** In Q1 cancellations increased almost 1PP. Higher propensity to cancel when booked with Booking / Airbnb	**OTAs gain share** Direct continues to lose share to the OTAs. In particular we see this in the late market (<7 days)

- → **Defend** - your repeat guests.
- → **Differentiate** - give direct bookers something the OTAs can't match.
- → **Decouple** - late bookers are a different guest. Strategise for these.
- → **Harden** - make sure the cancellation rate terms work for you and your owners.
- → **Flex** - Drop minimum night stays and plan for gap nights as arrivals get closer.
- → **Measure** - Track direct share by lead-time, not in aggregate. 91 days+ and <7 days tell a different story.

Poll

Don't fly blind in the current market. Data has never been more critical to underpin your strategy

Thank you!
Danke!

Sally.Henry@KeyDataDashboard.com

SMOOBU Webinar

Q&A

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For further information,
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service@smoobu.com

Thank you!