

Jun 14, 2024

Average Daily Rates and Occupancy Rates Report

This report expands the list by comparing selected 4-star luxury hotels and one-bedroom Airbnb apartments in Edgewater, Downtown, and Brickell in Miami. The data includes information from both the luxury hotels and Airbnb properties in these areas.

Report Explanation

This report presents the average daily rental rates and occupancy rates for Airbnbs and 4-star hotel rooms within the Miami Downtown area, Brickell, and Edgewater. Although there are no comparable hotels or Airbnb offerings similar to what Vida Edgewater Hotels & Residences provide, such as their luxury fully equipped FlexShare, the flexibility to use them as a 2 or 3-bedroom condo or as single 2-3 bedroom separate apartments, with full luxury kitchens and 4-star luxury amenities including beach club membership access, and considering there are no 4-star hotels in Edgewater, we have randomly selected a few for this report. The data spans from the year 2000 to 2024, but the comparison will only take place from 2011 to 2024 due to the lack of data from Airbnb.

The information about Airbnb is difficult to verify, especially from previous years, due to irregular operations and lack of regulation. The data presented here comes from private companies and does not represent complete official historical data.

Sources

The data for this report has been sourced from historical records and comparable 4-star hotels in the Miami Downtown area, Brickell, and Edgewater, including properties that offer full kitchens and suite experiences for Airbnbs. The information was gathered from the following reliable sources:

- Smith Travel Research (STR) reports
- Airbnb data gathered from private companies and publicly available data from AirDNA and AirBICS

Comparable Hotels

1. DoubleTree by Hilton Grand Hotel Biscayne Bay
2. Hyatt Regency Miami
3. Kimpton EPIC Hotel
4. The Elser Hotel
5. CitizenM Miami Brickell
6. Intercontinental Miami
7. Hyatt Centric Brickell Miami
8. Fortune House Hotel Suites

9. Miami Marriott Biscayne Bay
10. Hilton Miami Downtown
11. EAST Miami
12. JW Marriott Marquis Miami
13. SLS Brickell
14. Mandarin Oriental, Miami
15. The Gabriel Miami

Tendencies and Projections Report

Average Daily Rates (ADR)

Airbnbs:

- **Tendency:** From 2010 to 2024, Airbnb rates have shown a generally upward trend. Starting at \$100 in 2010, the rates steadily increased to peak at \$180 in 2018. There was a noticeable dip to \$140 in 2020, likely due to market disruptions, but rates recovered to \$180 by 2024.
- **Projection:** Assuming the recovery trend continues, we can expect Airbnb rates to stabilize or gradually increase, potentially surpassing \$180 if market conditions remain favorable.

4-star Hotels:

- **Tendency:** Hotel rates have consistently increased from \$158 in 2010 to \$321 in 2024. The growth was relatively steady with significant jumps in recent years, especially post-2020.
- **Projection:** Given the strong upward trajectory, hotel rates are likely to continue increasing. Factors contributing to this trend may include inflation, increased demand, and enhanced amenities.

Occupancy Rates

Airbnbs:

- **Tendency:** The occupancy rates for Airbnbs have generally increased from 60% in 2010 to around 75% in 2024. The rates saw stability around 70% in the mid-2010s before a significant drop in 2020. The sharp decline aligns with global events affecting travel, but recovery has been strong.
- **Projection:** If current trends persist, Airbnb occupancy rates should continue to stabilize around 75% or potentially increase as the market further recovers and adapts.

4-star Hotels:

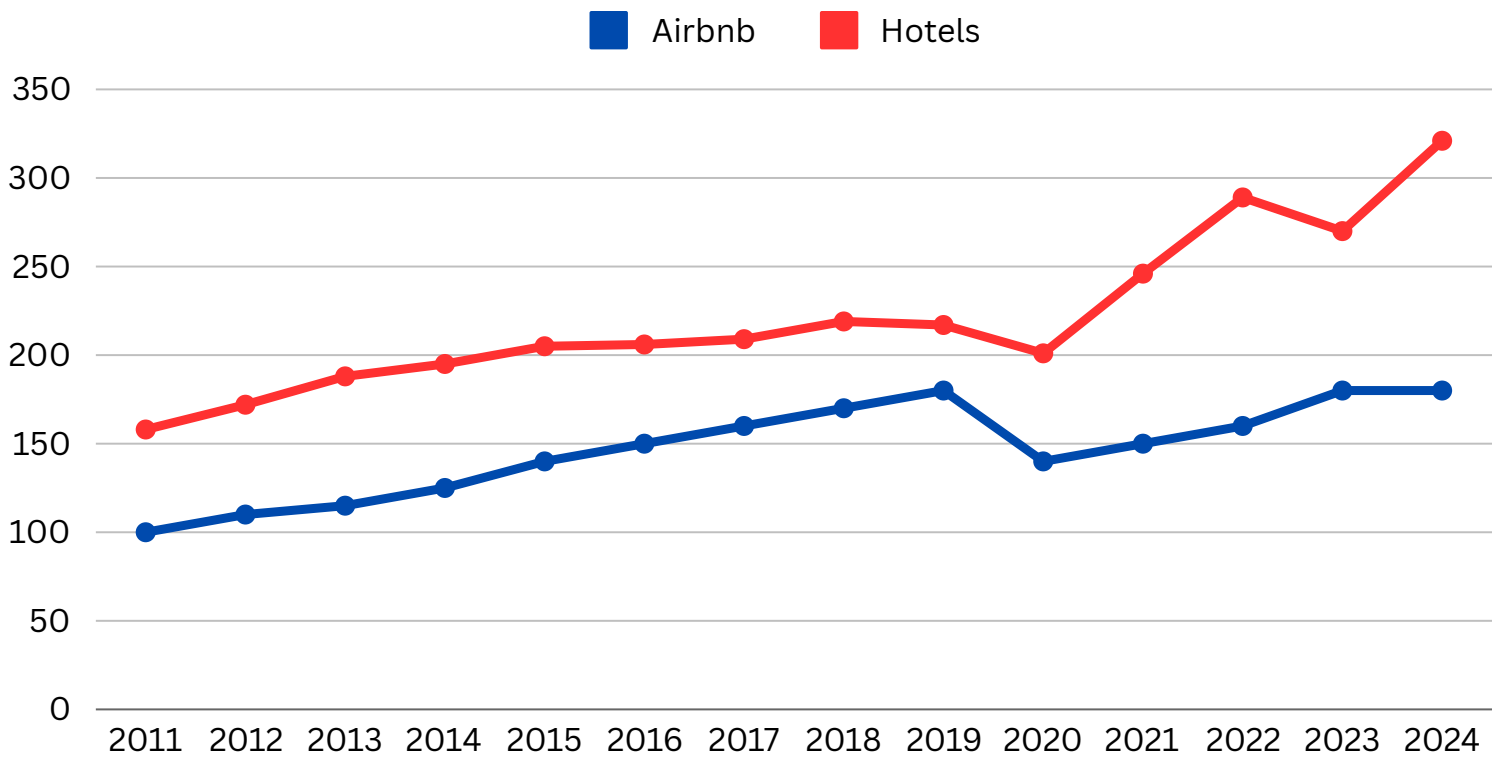
- **Tendency:** Hotel occupancy rates have remained relatively stable, starting at around 80% in 2010 and recovering to a similar level by 2024 after a sharp dip in 2020. This suggests a resilient hotel market capable of bouncing back from disruptions.
- **Projection:** Occupancy rates are expected to maintain or slightly increase if the hospitality sector continues to recover and adapt to new market dynamics.

Tendencies and Projections Summary

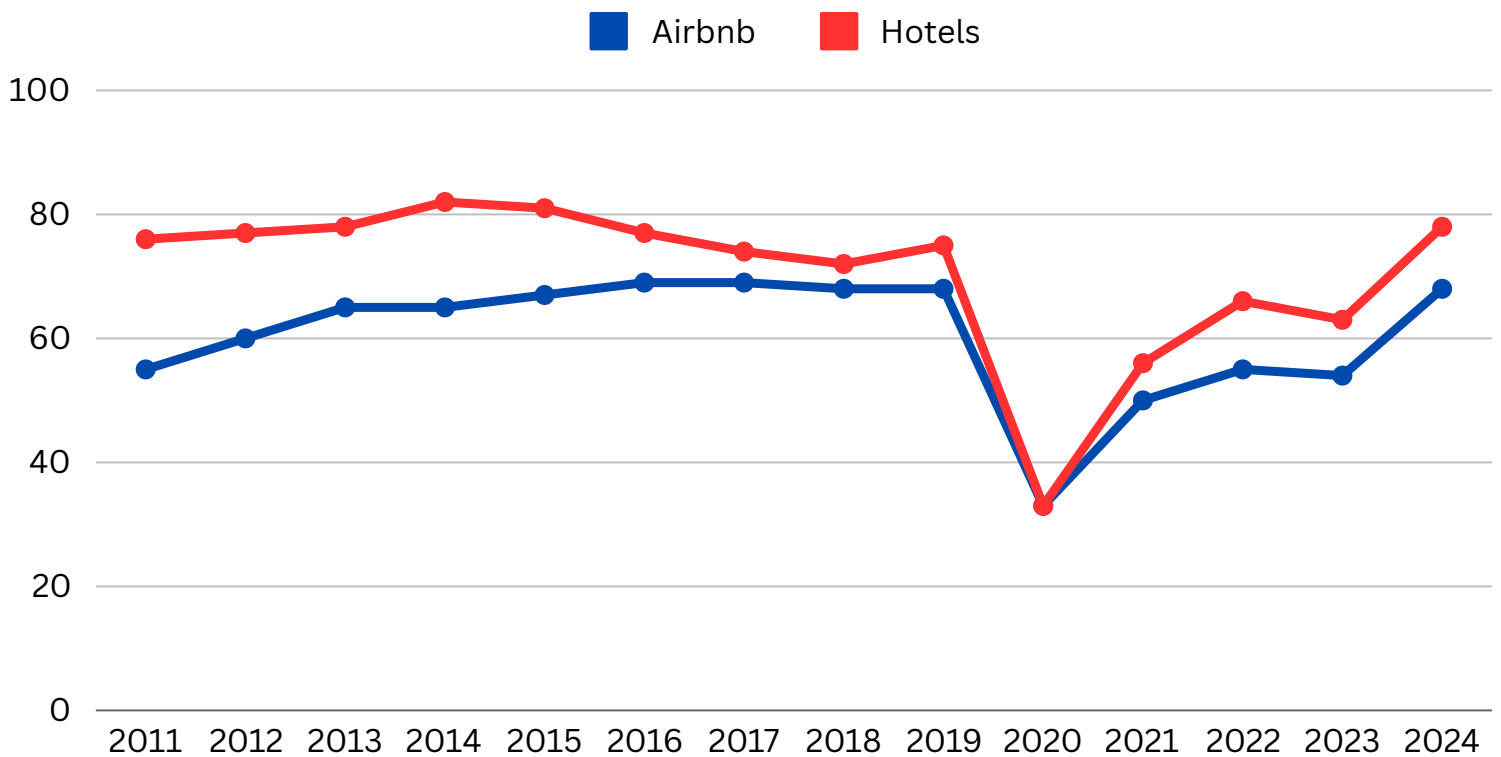
Both Airbnbs and 4-star hotels have demonstrated resilience and a capacity for recovery post-2020. Airbnb rates and occupancy are stabilizing, showing potential for gradual growth. Hotel rates have shown a robust upward trend, suggesting strong demand and market confidence. Occupancy rates for hotels are expected to maintain their pre-2020 levels, indicating a stable market outlook.

This analysis assumes no significant market disruptions and considers historical data trends. Continuous monitoring and adjustment to strategies will be crucial for accurate future projections.

Average Daily Rates (ADR) Graph



Occupancy Rates Graph



Average Daily Rates (ADR) Occupancy Rates Data Table

Year	Airbnb (ADR)	Airbnb (Occupancy Rate)	Hotel (ADR)	Hotel (Occupancy Rate)
2011	\$100	55%	\$158	76%
2012	\$110	60%	\$172	77%
2013	\$115	65%	\$188	78%
2014	\$125	65%	\$195	82%
2015	\$140	67%	\$205	81%
2016	\$150	69%	\$206	77%
2017	\$160	69%	\$209	74%
2018	\$170	68%	\$219	72%
2019	\$180	68%	\$217	75%
2020	\$140	33%	\$201	33%
2021	\$150	50%	\$246	56%
2022	\$160	55%	\$289	66%
2023	\$180	54%	\$270	63%
2024	\$180	68%	\$321	78%

Disclaimer

The information about Airbnb is difficult to verify, especially from previous years, due to irregular operations and lack of regulation. The data presented here comes from private companies and does not represent complete official historical data.

The objective is to use this data as an example to understand the difference between a hotel and an Airbnb. The hotel data was obtained from STR, a recognized source.

This presentation is for educational purposes only. DCH Florida Realty LLC DBA DCH Real Estate and DCH Property Management do not guarantee the accuracy of the information. It is recommended to hire a professional if you do not have experience in these calculations.

