



| SHORT-TERM RENTAL ACTIVITY
COMMITTEE OF THE WHOLE MEETING
FEBRUARY 12, 2025

Short-Term Rental Data Collection: AirDNA

1. The City has engaged with AirDNA, a short-term rental data collection platform
2. AirDNA gathers information from major rental platforms, including AirBNB and VRBO
3. AirDNA provides information to the City on:
 - a) Unique listings
 - b) Occupancy rates
 - c) Rental revenues
 - d) Lengths of stay
 - e) Individuals or organizations managing rental properties
4. **AirDNA does not provide information on specific addresses**

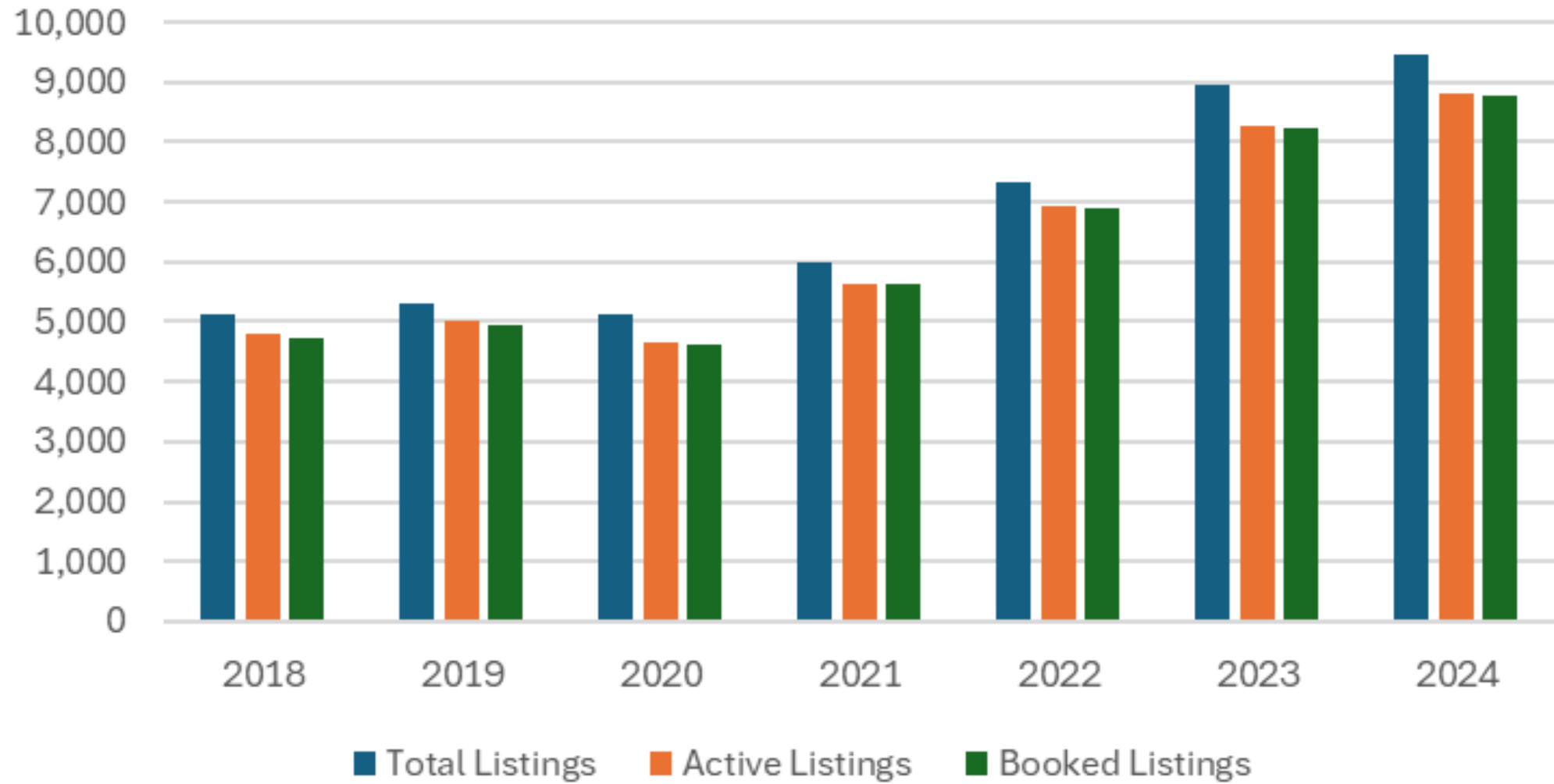
The logo for AirDNA, featuring the word "AIRDNA" in a bold, blue, sans-serif font. The letters are stylized with a slight shadow effect.

2024 Short-Term Rental Data – City of Cape Coral

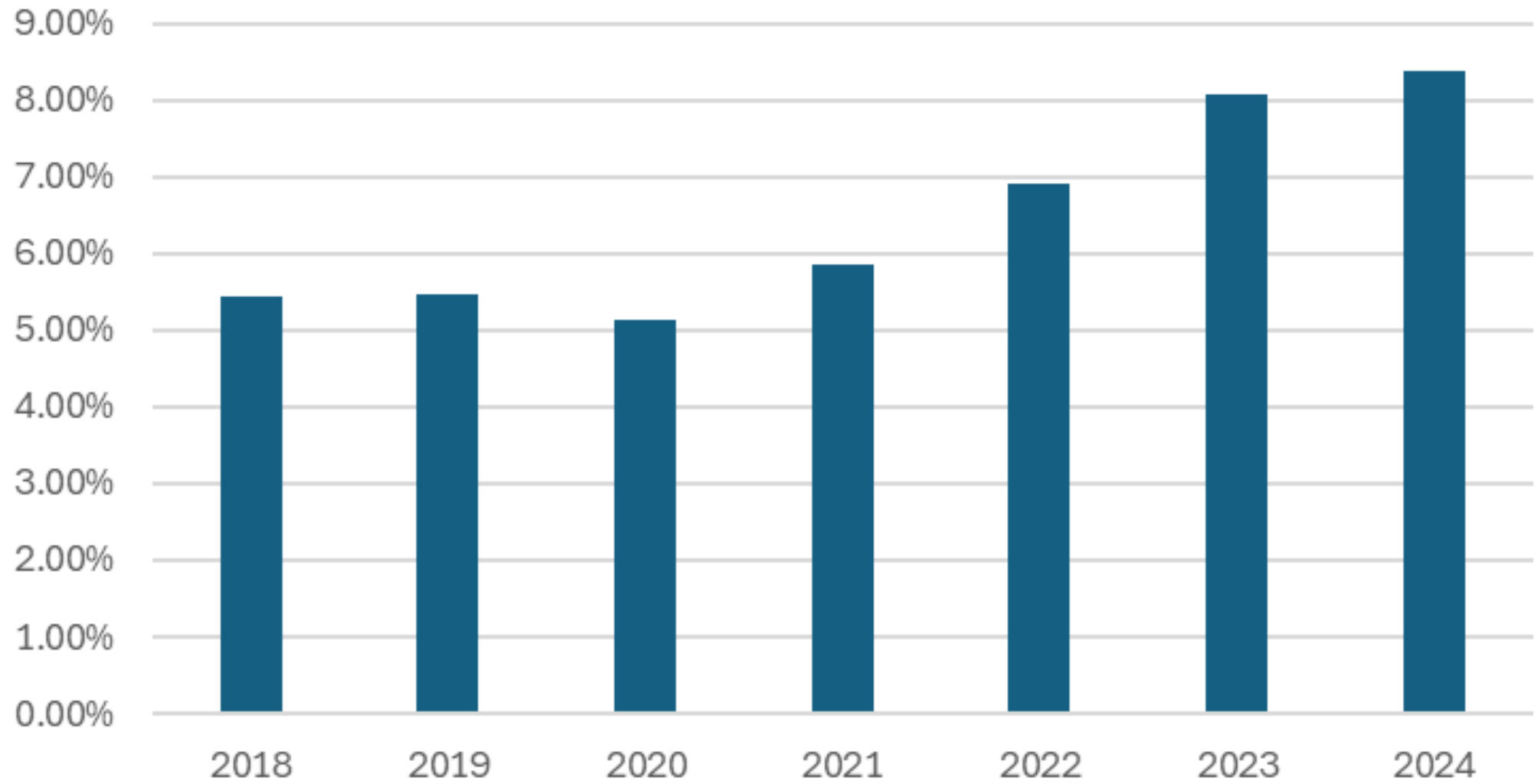
1. **Unique Listings:** 9,465
2. **Active Listings:** 8,808
3. **Booked Listings:** 8,757
4. **Available Listing Nights:** 1,172,375
5. **Demand (Booked) Nights:** 628,898
6. **Occupancy Rate:** 53.6%
7. **Revenue:** \$178,786,679
8. **Average Length of Stay:** 4.96
9. **Average Number of Rooms/STR:** 4.1
10. **Total Number of STR Rooms:** 36,113



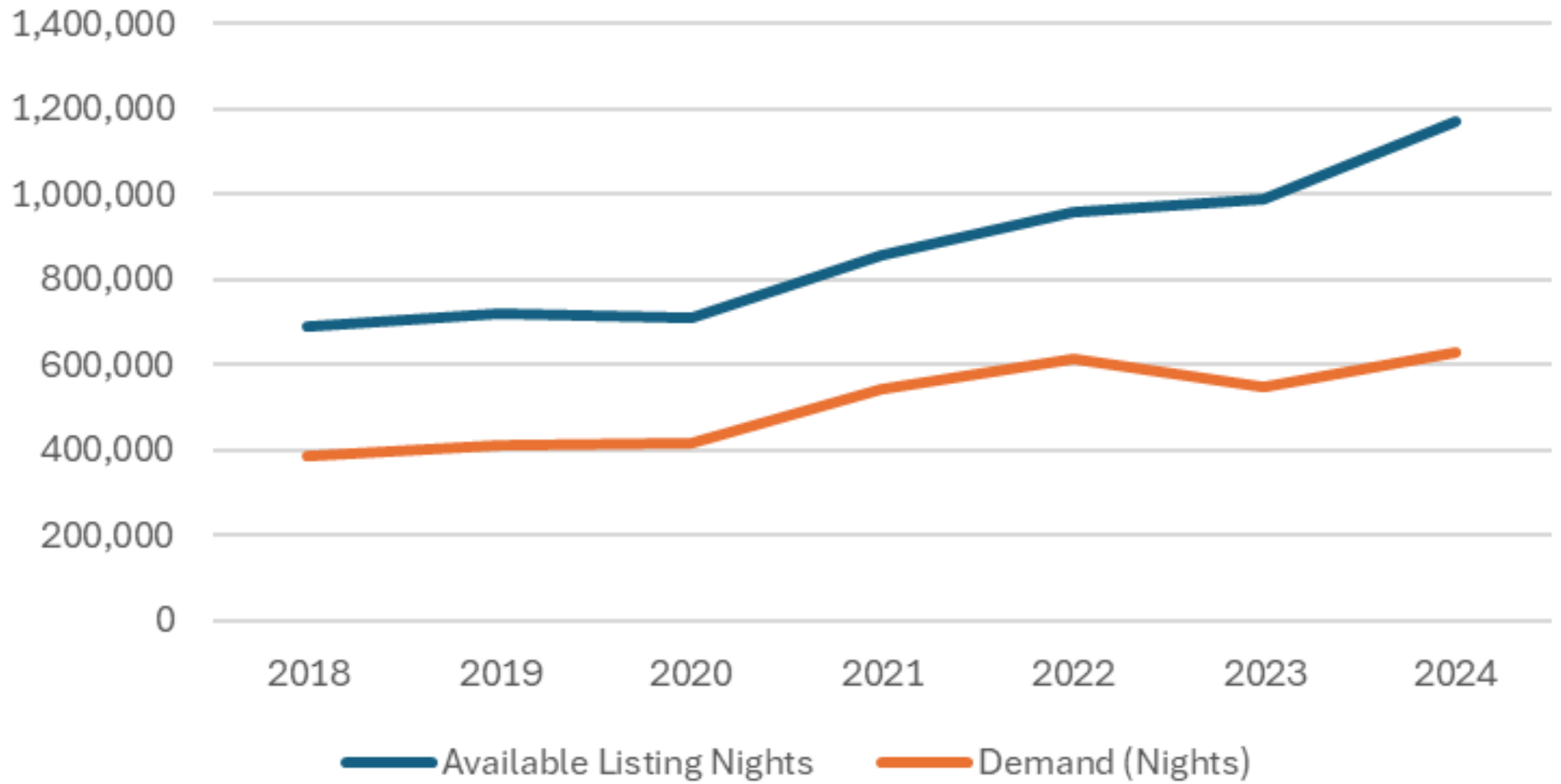
Listings Over Time



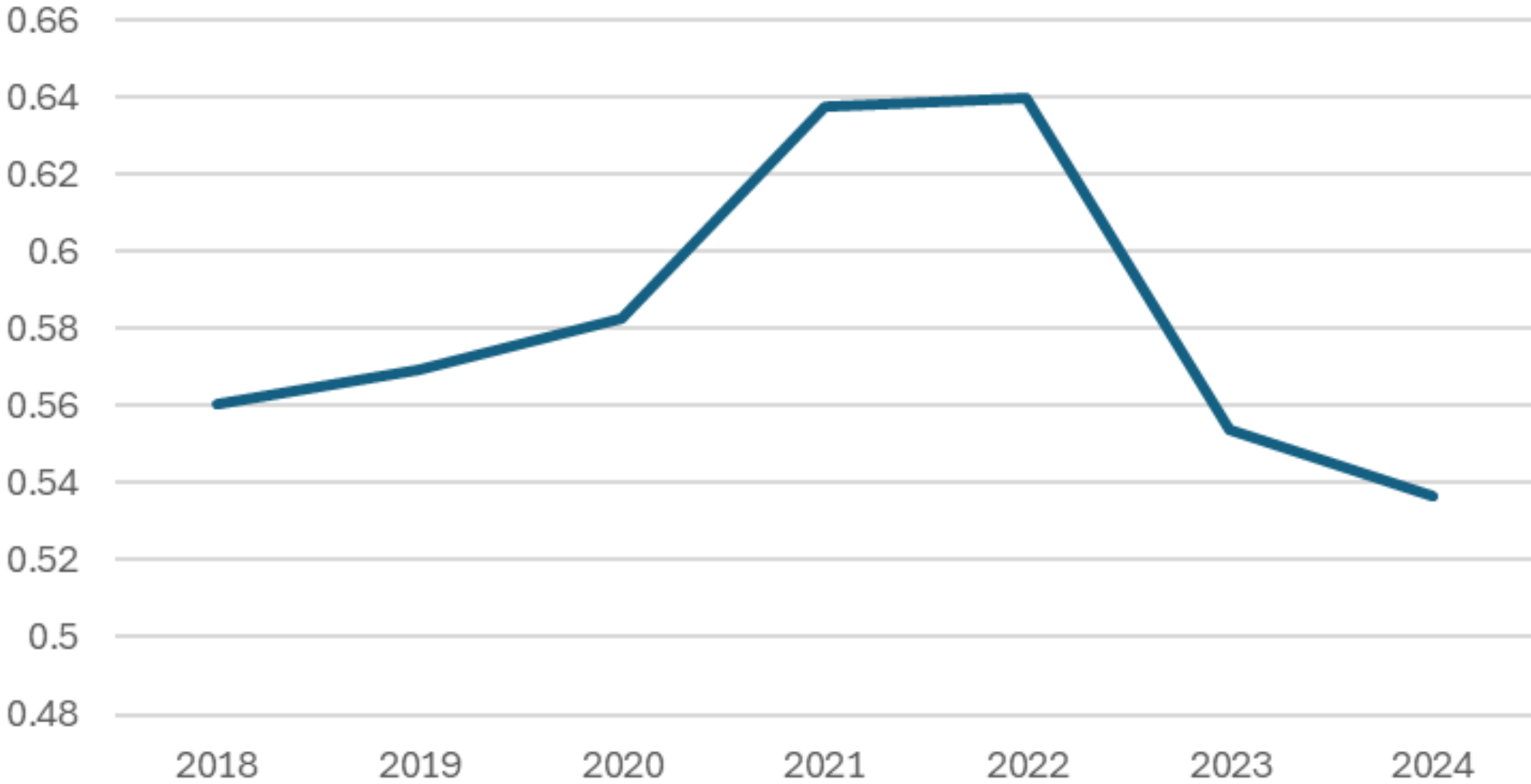
% of Housing Stock Listed for STR



Supply and Demand of STR Nights



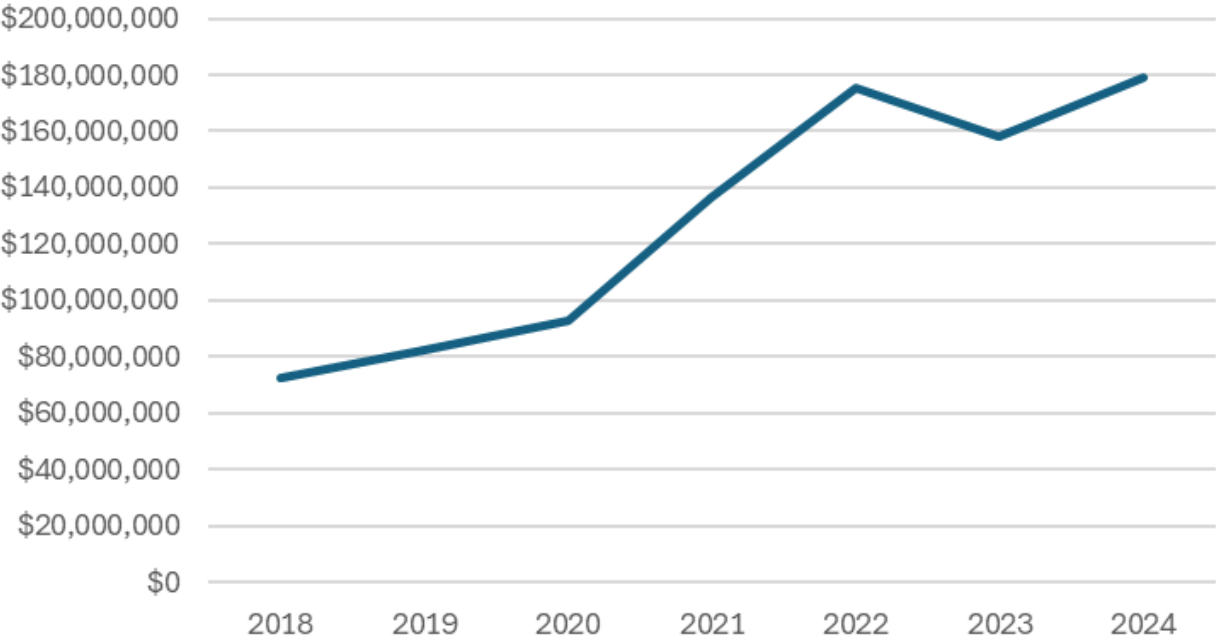
Occupancy Rates (Over Time)



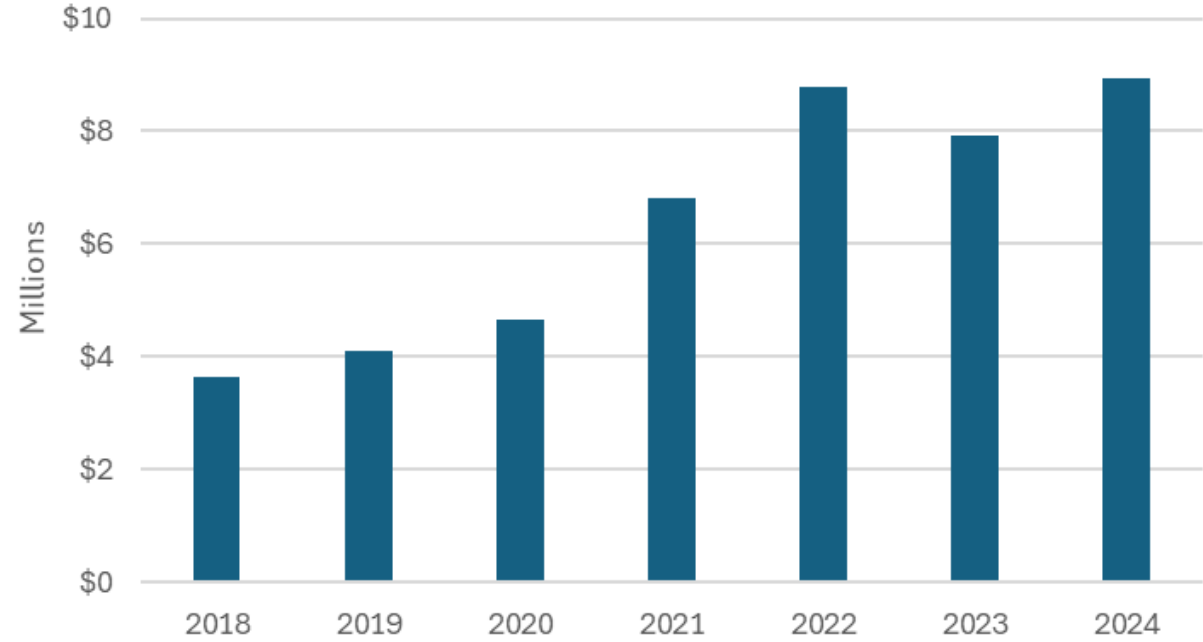
STR and Bed Tax Revenue

City of Cape Coral

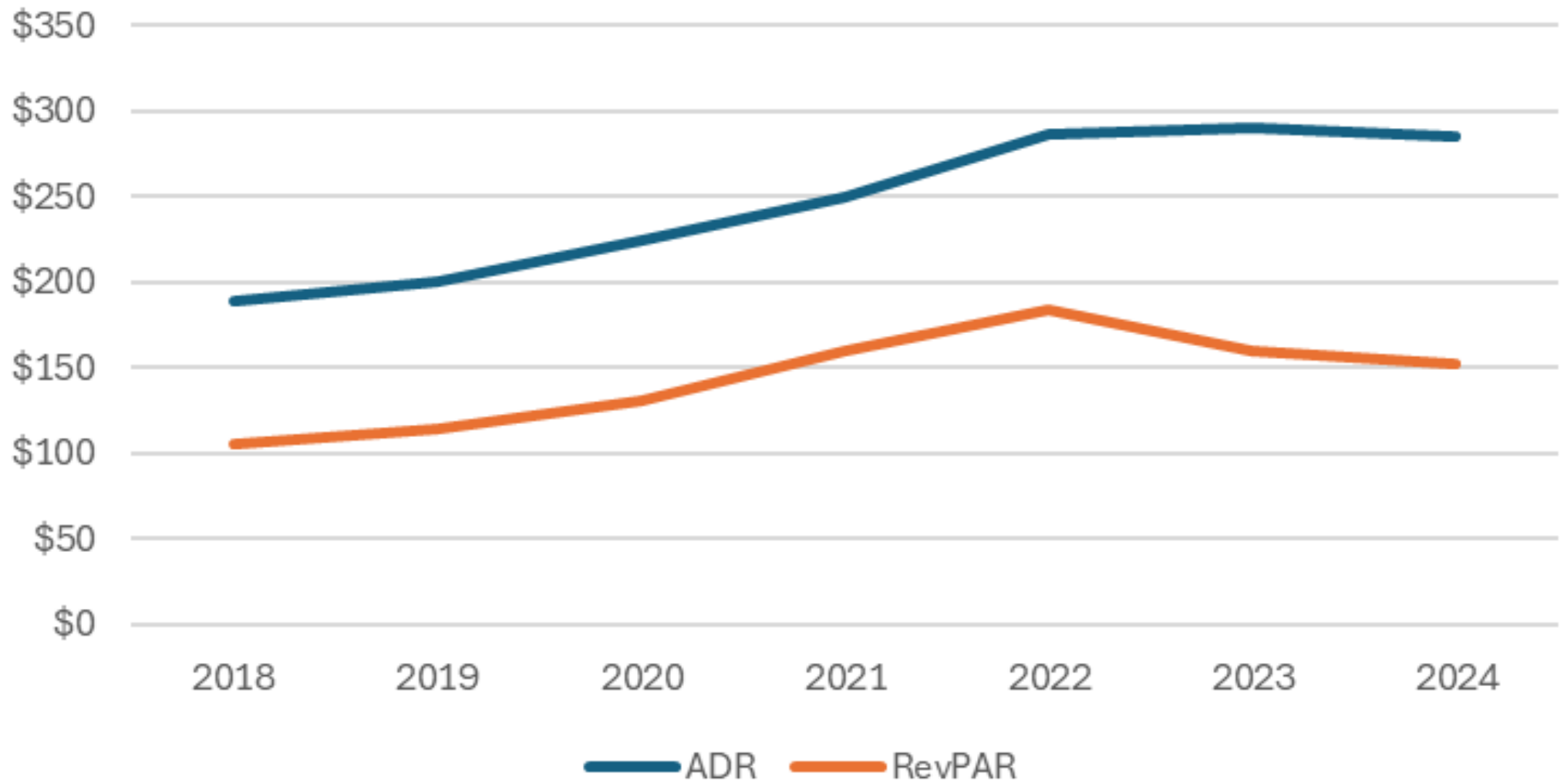
STR Revenue Over Time



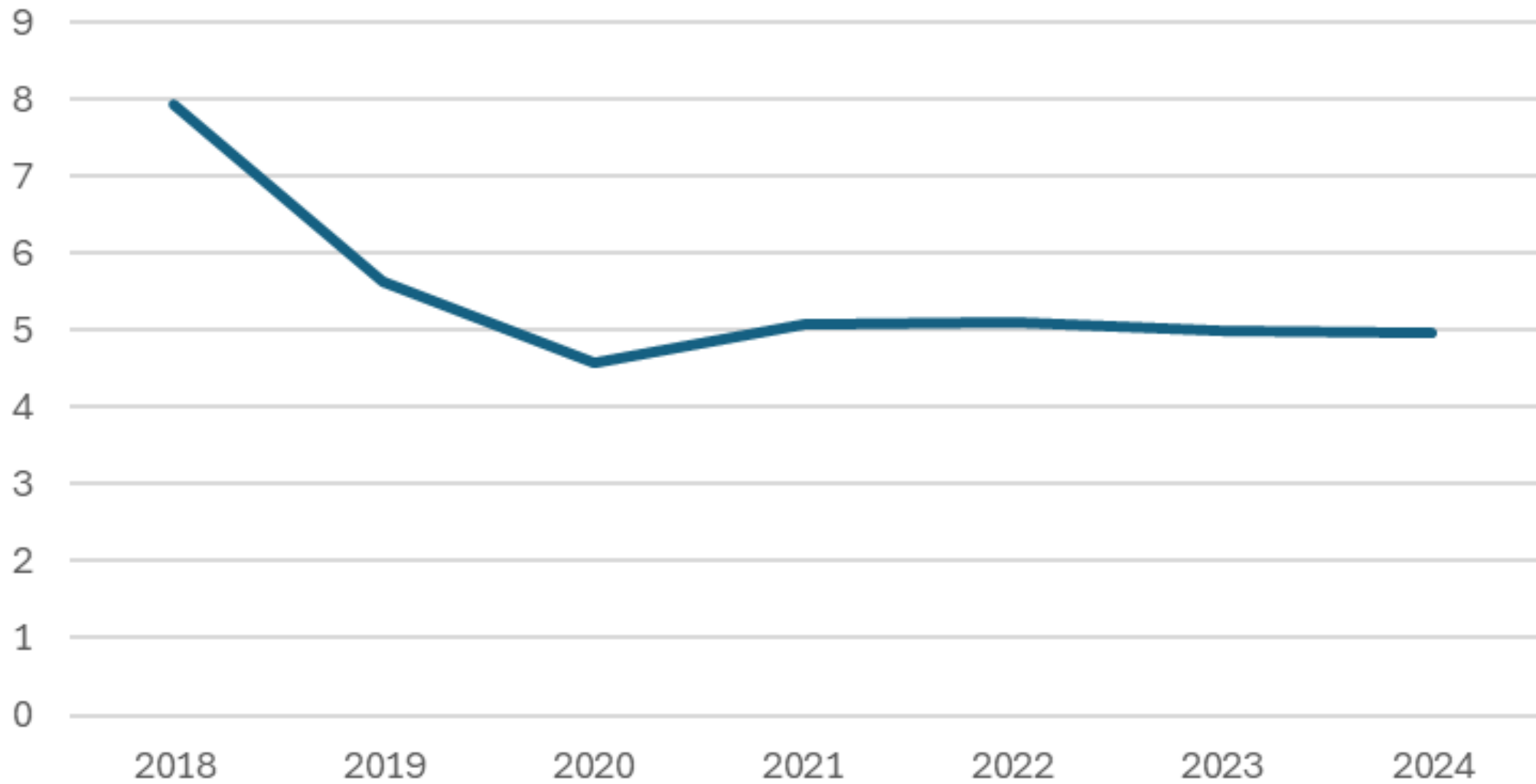
Bed Tax Revenue



STR Nightly Rates and Revenues



Average Stay Length Over Time



County-Wide STR and Hotel Data

- 1. Unique STR Listings (FY2024): 19,900**
 - a) City of Cape Coral: 9,465 (47.6%)**
 - b) Other Lee County: 10,435 (52.4%)**
- 2. Lee County Hotel Occupancy (FY2024): 64.7%**
- 3. Available Lee Co. Hotel Room Nights (FY2024): 349,047**
- 4. Available Cape Coral STR Nights (FY2024): 1,172,375**



Thank You
Any Questions?

