

Short-term Rental Market Data

Town of Camden, Maine

Source: AirDNA Data

As of January 2024

Market Data: AirDNA Data Sources

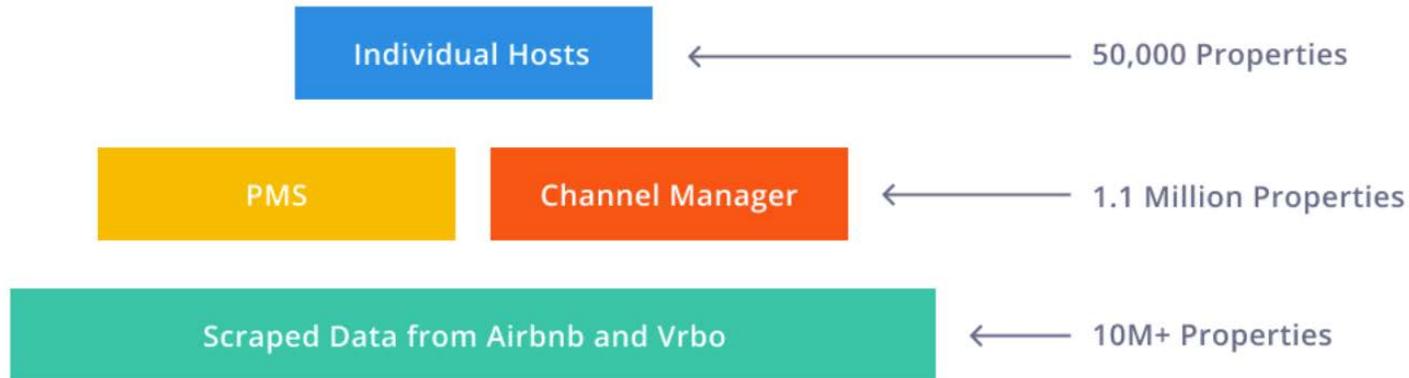
Data Sources



Accuracy

- AirDNA back-tests their data using AirBNB and VRBO publicly reported quarterly operating metrics
- AirDNA data matches AirBNB reported data with 94.9% accuracy and VRBO's with 98.7% accuracy based on both companies' financial filings with the SEC

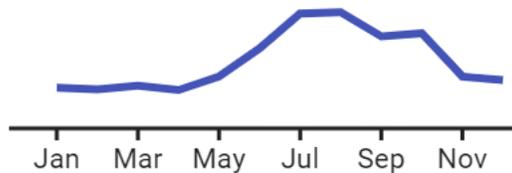
Data Hierarchy



Market Data: Summary of Camden, ME

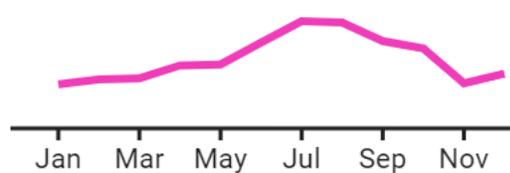
Annual Revenue ⓘ

\$71.7K -9% past year



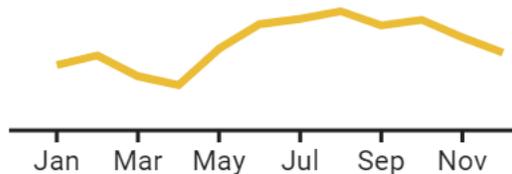
Occupancy Rate ⓘ

62% -13% past year



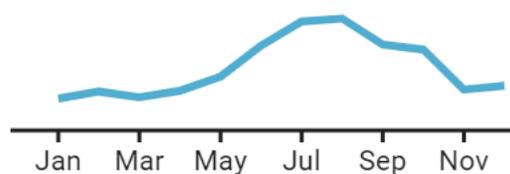
Average Daily Rate ⓘ

\$318.7 +5% past year



RevPAR ⓘ

\$202.8 +6% past year



- Total short-stay rental revenue in 2023 was \$9.15 million
- Revenue totaling \$7.35 million was generated from rents on houses and apartments
- \$1.6 million was from room rates on B&Bs and \$0.2 million was generated from stays in 'unique' properties such as tents, boats, campers etc.
- Vacasa is the largest property manager with a 10-20%+ market share depending on the seasonal number of total available listings

Who Are the Largest Property Managers?

Property Manager	Listings	Annual Change
Vacasa	29	>200%
Tentrr State P...	2	0.0%
SummerMain...	2	100.0%

Listings by Minimum Stay



Market Data: Short-term Rental Listings in Camden, ME

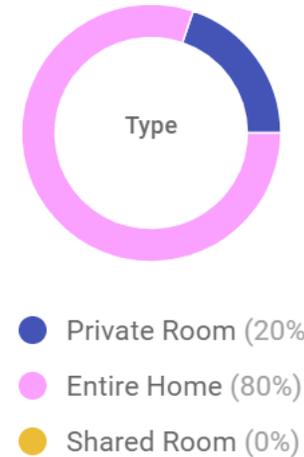
210

Total Available Listings

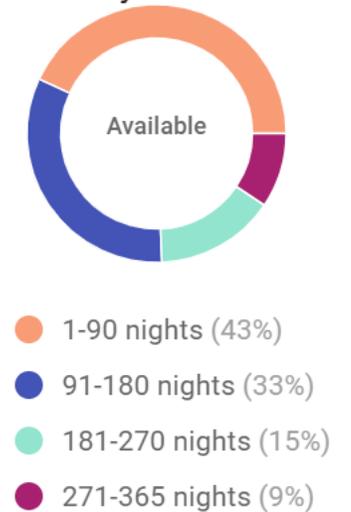
Listings by Rental Size



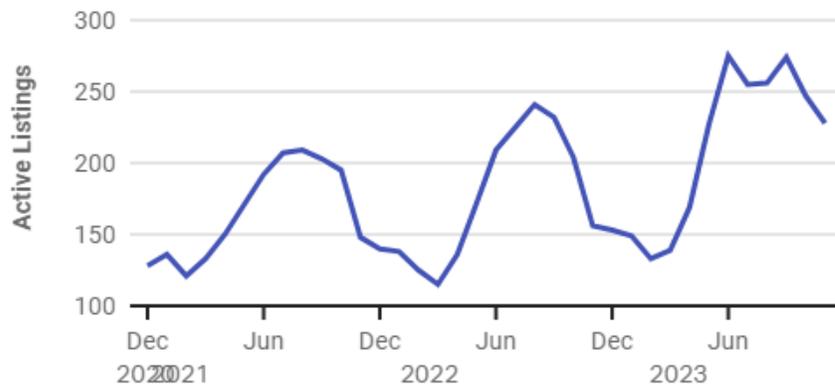
Listings by Rental Type



Listings by Annual Availability



Rental Growth in the Last 3 Years



Notes:

- There are currently 210 available listings
- Available listings peaked in June at 275, but only 235 were booked in that month
- Listings include Houses, Apartments, B&Bs and 'Unique' properties (campers, boats, tents, etc)
- Significant number of listings are made available for short periods e.g. 43% of listings are available less than 90 nights and ~20% of those are available for less than two weeks
- Only 26 listings are made available for most of the year (271-365 days), excluding listed B&Bs and hotel rooms
- 32 available listings are commercially operated inns, B&Bs or hotels

Source: AirDNA Data

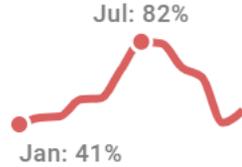
Market Data: Key Metrics for Camden, ME

Occupancy

Occupancy Rate

62%

-13% past year



Length of Stay

4 Days

+13% past year



Booking Lead Time

87 Days

-6% past year



Revenue

Average Revenue

\$71.7K

per year

-9% past year

Entire Place

\$77.2K

per year

-5% past year

House

\$77.7K

per year

-23% past year

Apartment

\$64.6K

per year

+17% past year

Rates

Average Daily Rate

\$318.7

per night

+5% past year

Entire Place

\$341.4

per night

+1% past year

Professionally Managed

\$301.5

per night

+3% past year

Luxury

\$460.6

per night

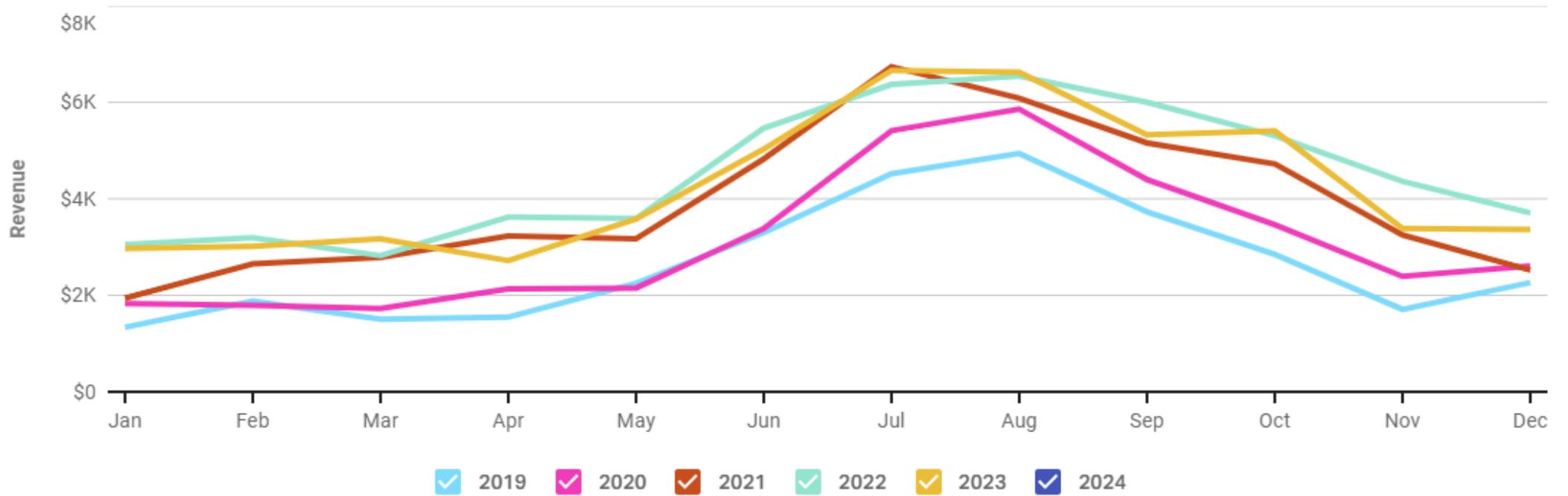
-4% past year

Market Data: Camden, ME

Average Monthly Revenue

Average revenue over the last 5 years ▾

-9% past year



Market Data: Camden, ME

Booked Listings

Booking demand over the last 5 years ▾

-11% past year

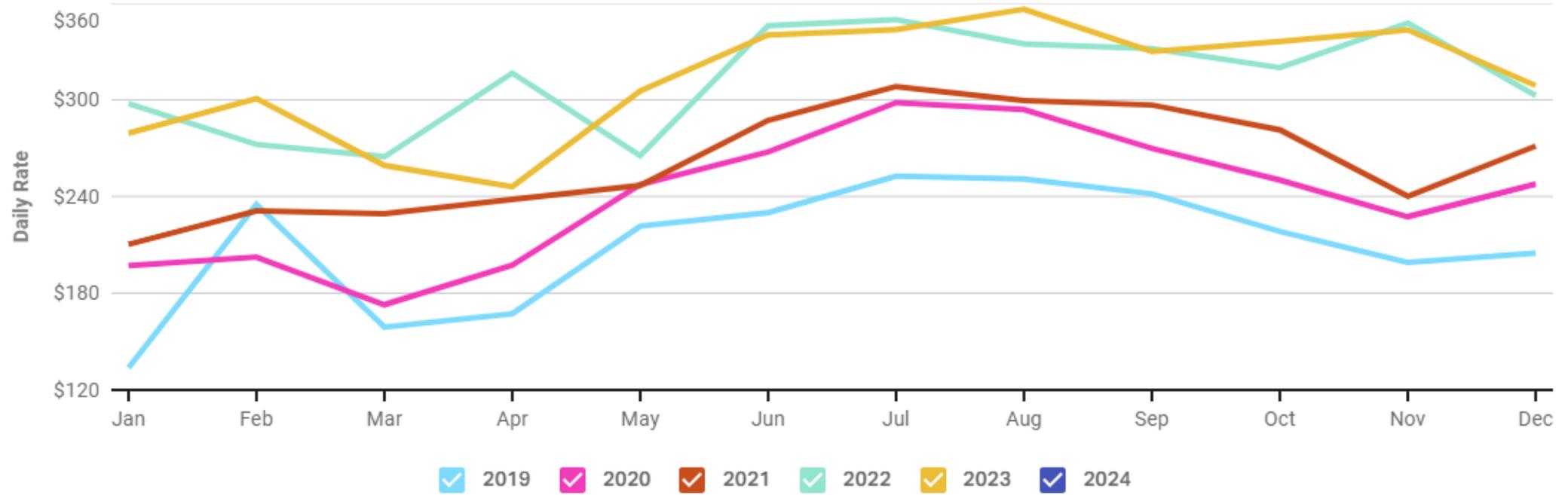


Market Data: Camden, ME

Rental Rates

Average daily rate over the last 5 years ▾

+2% past year



Market Data: 2023 Revenue and Listings, by Month and Property Type in Camden, ME

Date	Unique	B&B	Apartment	House	Total Revenue	Active Listings	Booked Listings
1/1/2023	\$ 13,606	\$ 37,228	\$ 37,830	\$ 176,111	\$ 264,775	149	90
2/1/2023	4,235	44,865	37,419	170,774	257,293	133	90
3/1/2023	3,466	51,244	43,139	131,082	228,931	139	75
4/1/2023	5,562	91,726	57,738	173,534	328,560	169	116
5/1/2023	27,301	88,554	79,414	356,966	552,235	227	157
6/1/2023	16,157	158,079	187,142	797,971	1,159,349	275	235
7/1/2023	24,289	242,066	275,372	1,023,181	1,564,908	255	234
8/1/2023	26,962	248,007	263,808	1,007,579	1,546,356	256	229
9/1/2023	15,954	223,501	225,959	791,071	1,256,485	274	227
10/1/2023	24,055	225,629	186,803	672,456	1,108,943	247	195
11/1/2023	25,756	95,478	64,601	283,942	469,777	228	134
12/1/2023	22,711	81,600	88,280	220,897	413,488	NA	124
Total 2023	210,054	1,587,977	1,547,505	5,805,564	9,151,100		