

Oxford-Miami Short Term Rental Partnership

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Miami University

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Table of Contents (Linked to Text)

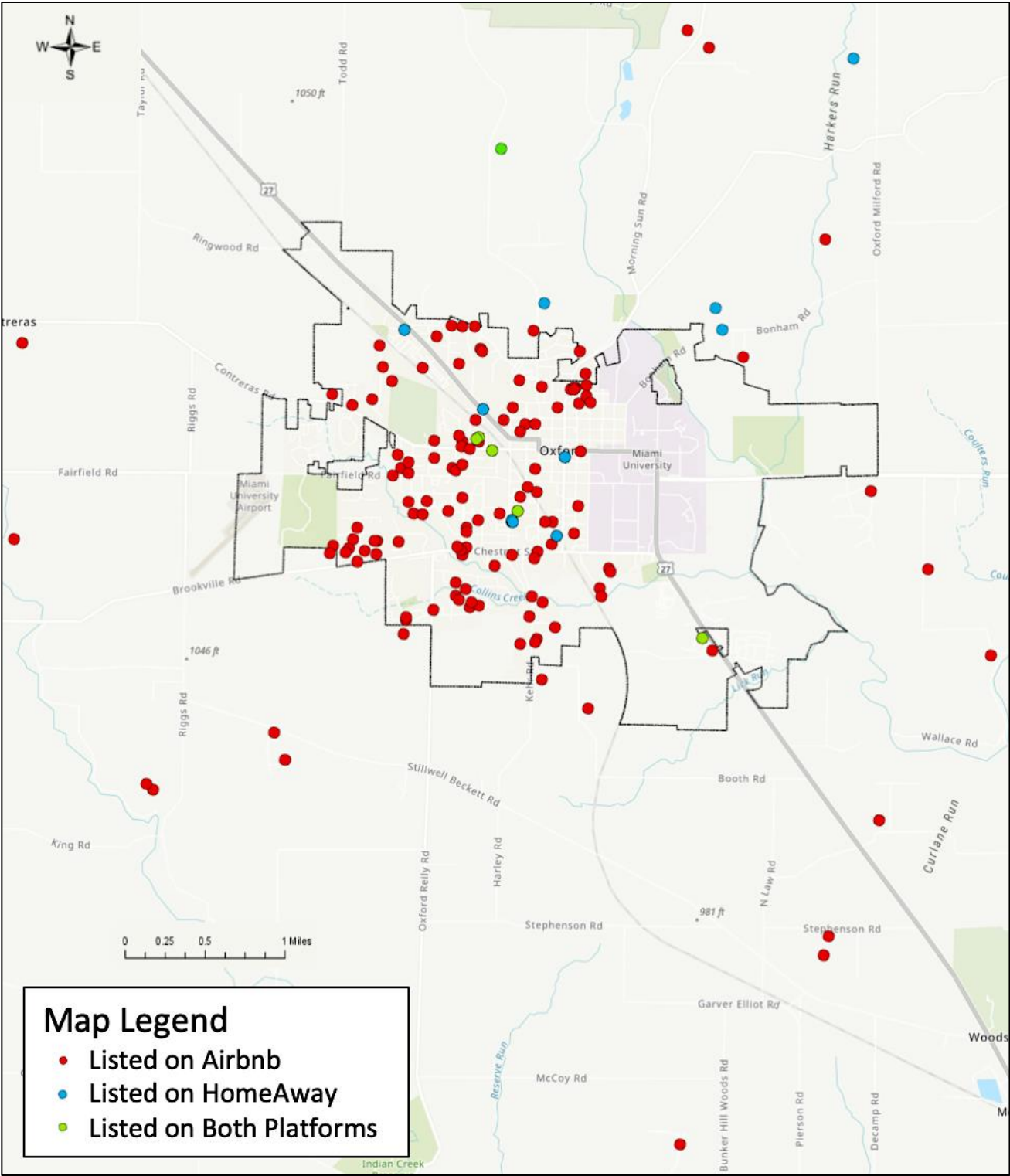
- 1) [All Oxford Short-Term Rental Listings](#) (Within and Outside City Limits)
 - [GIS Imagery](#)
 - [Graphical Analysis](#)
 - [Summary Statistics](#)

- 2) [Listings Within Oxford City Limits](#)
 - [GIS Imagery](#)
 - [Graphical Analysis](#)
 - [Summary Statistics](#)

The following analysis deals with all Short-Term
Rental listings both within and outside of
Oxford city limits.

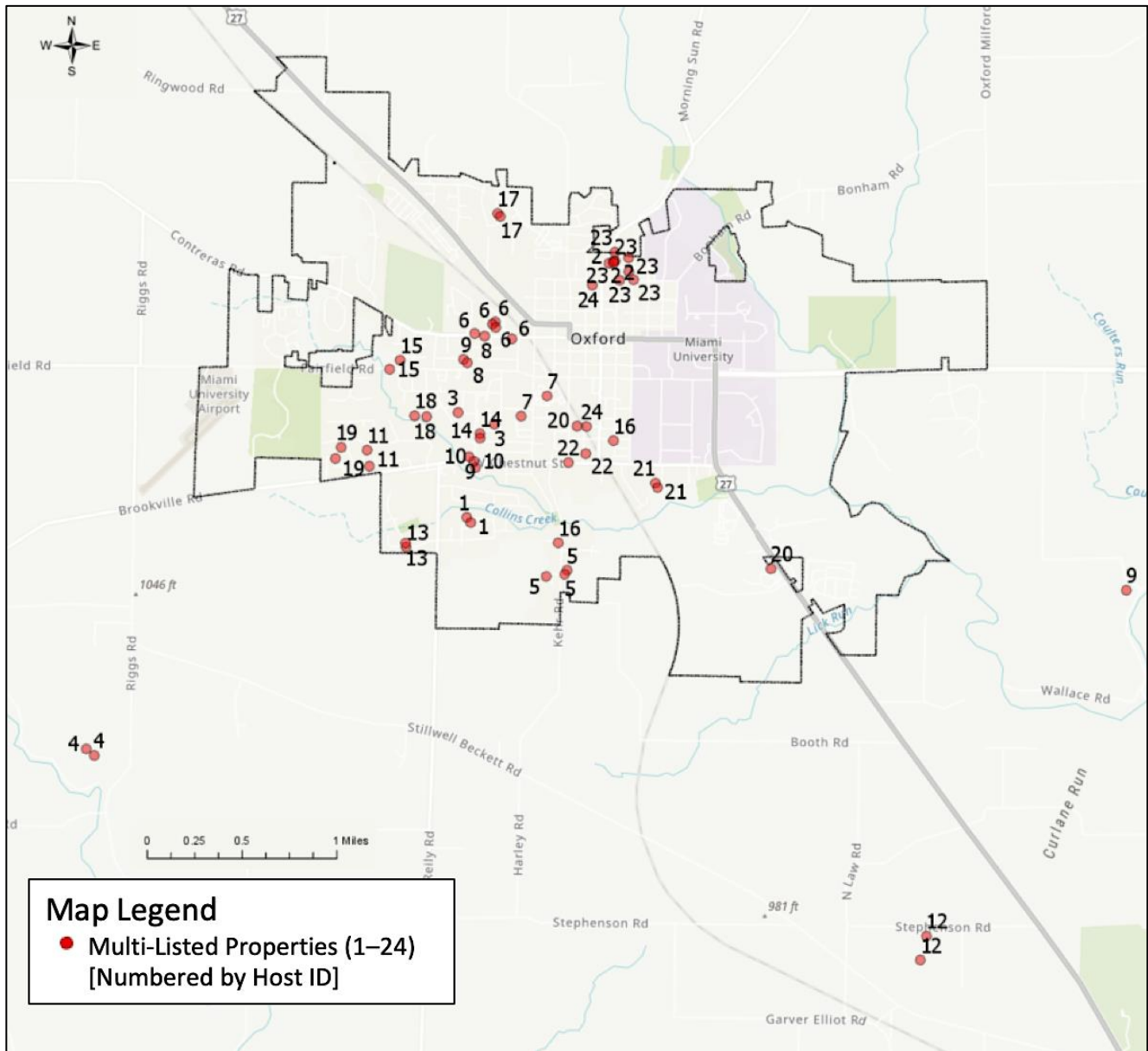
Any listings with Oxford as the registered city fall within this category.

All Active Short-Term Rental Locations in the Oxford Area in 2019



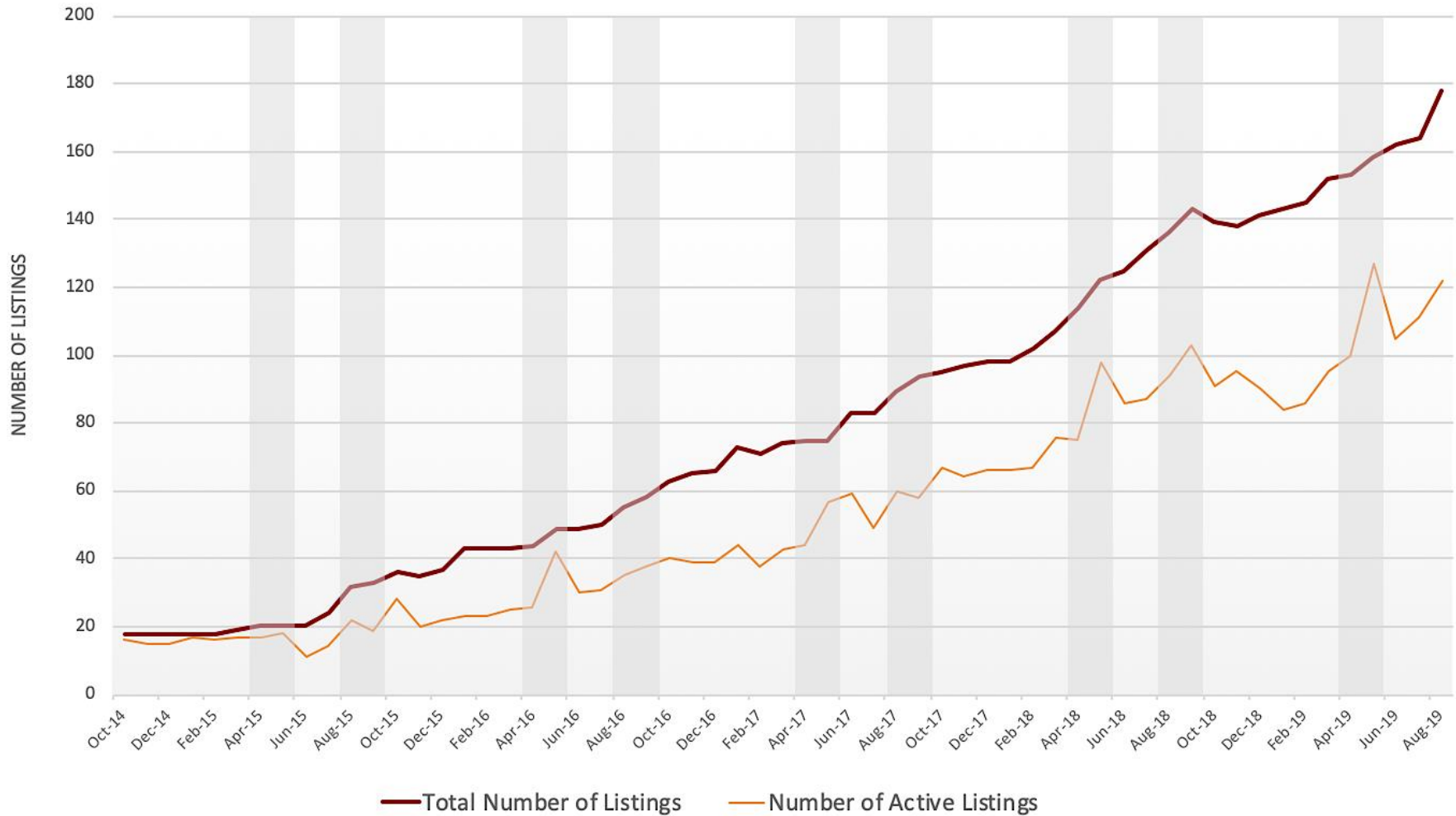
These listings were actively listed at some point in 2019.

All Active Multi-Listed Properties in the Oxford Area in 2019

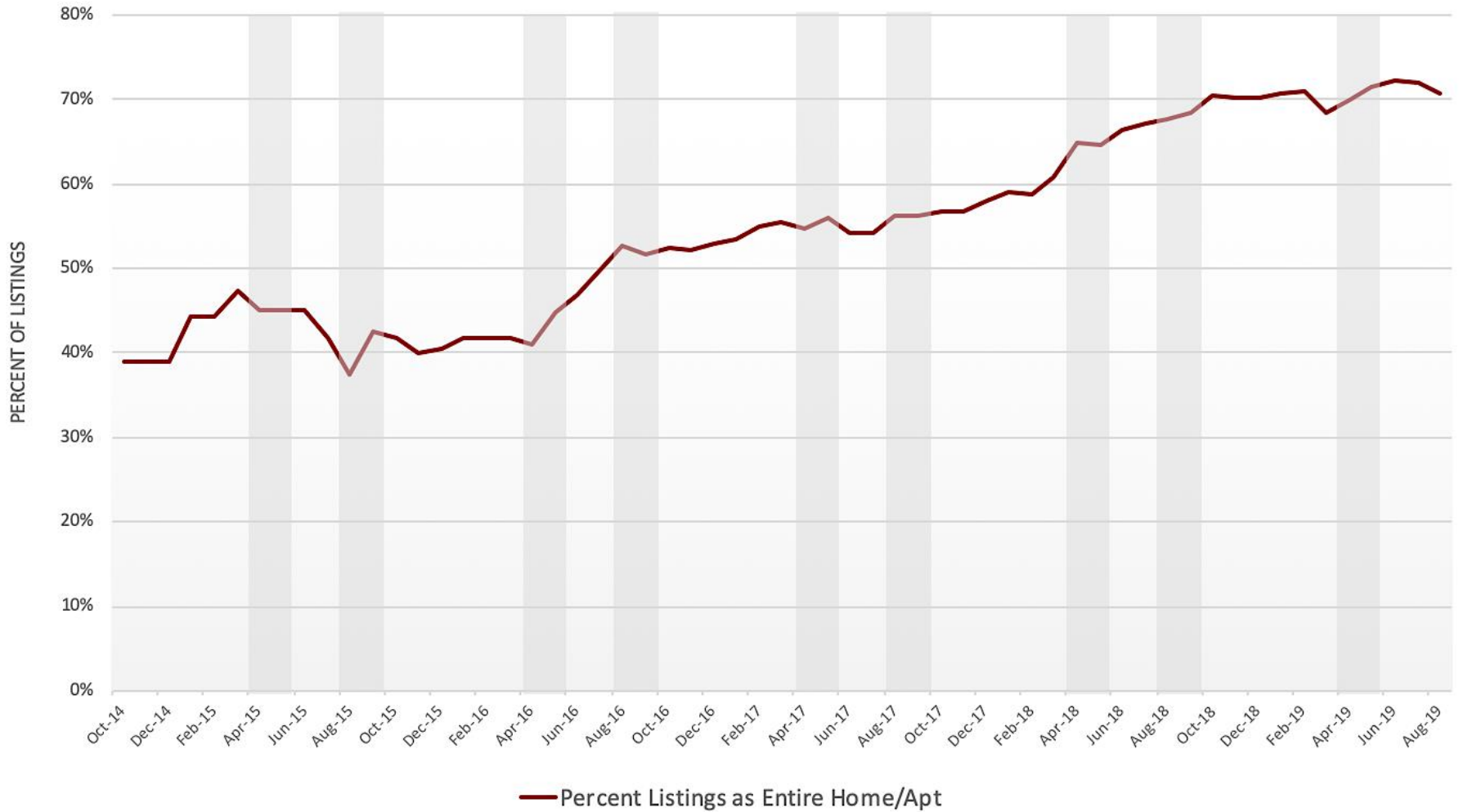


The labels (1-24) represent Host Identification Numbers. Duplicates show different properties that are listed by the same STR host.

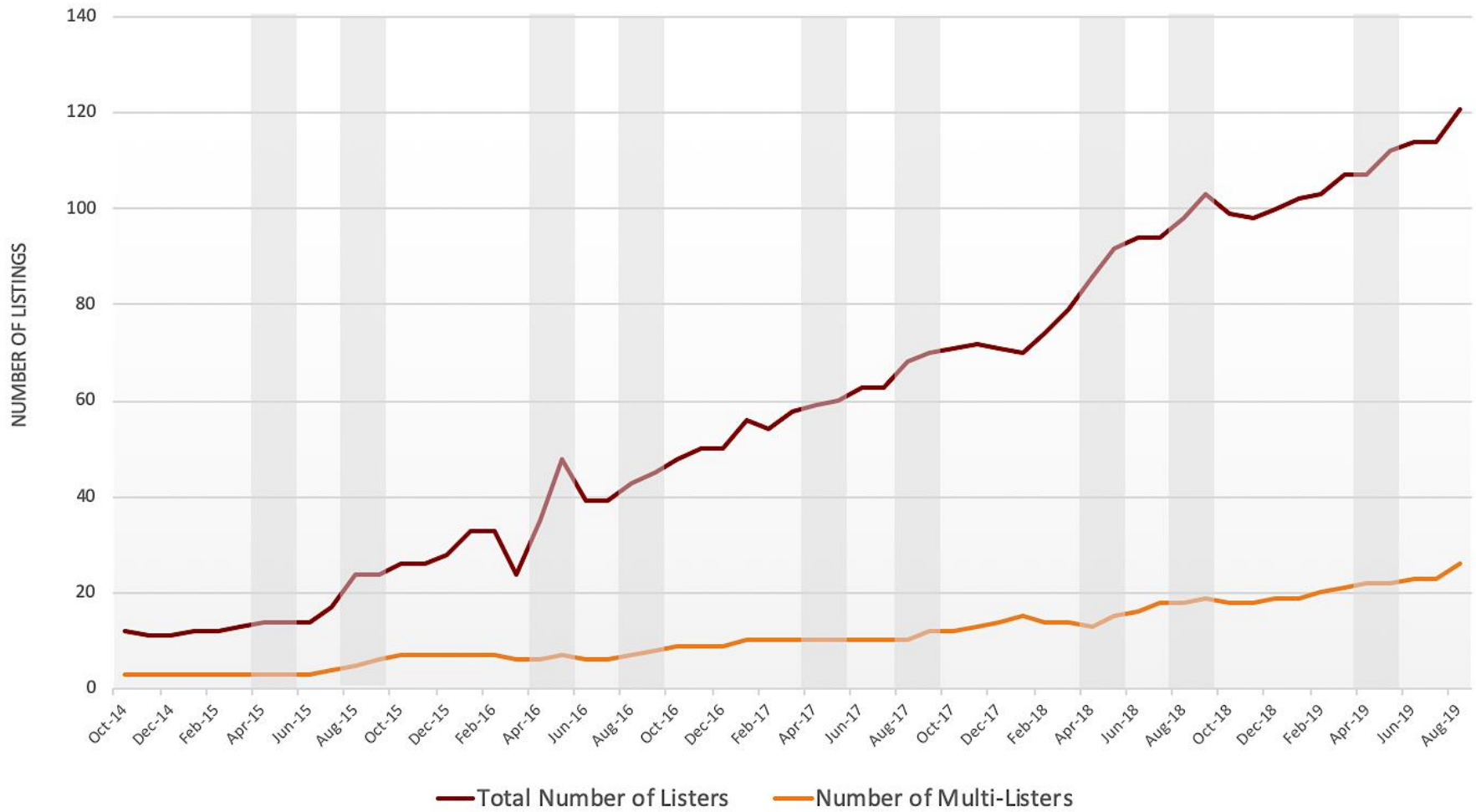
Number of Short-Term Rental Listings (By Month-Year)



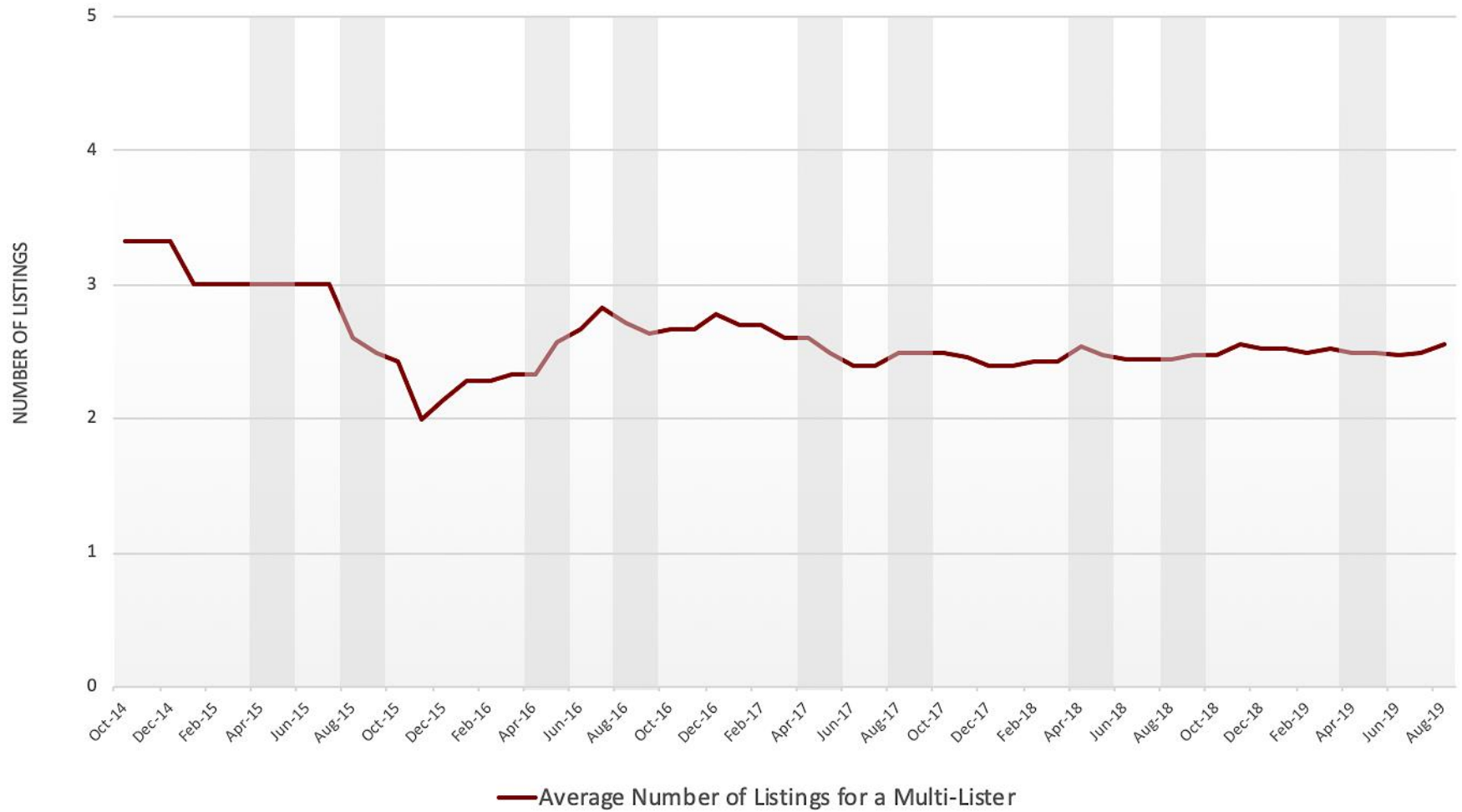
Percent of “Entire Home/Apartment” Listings (By Month-Year)



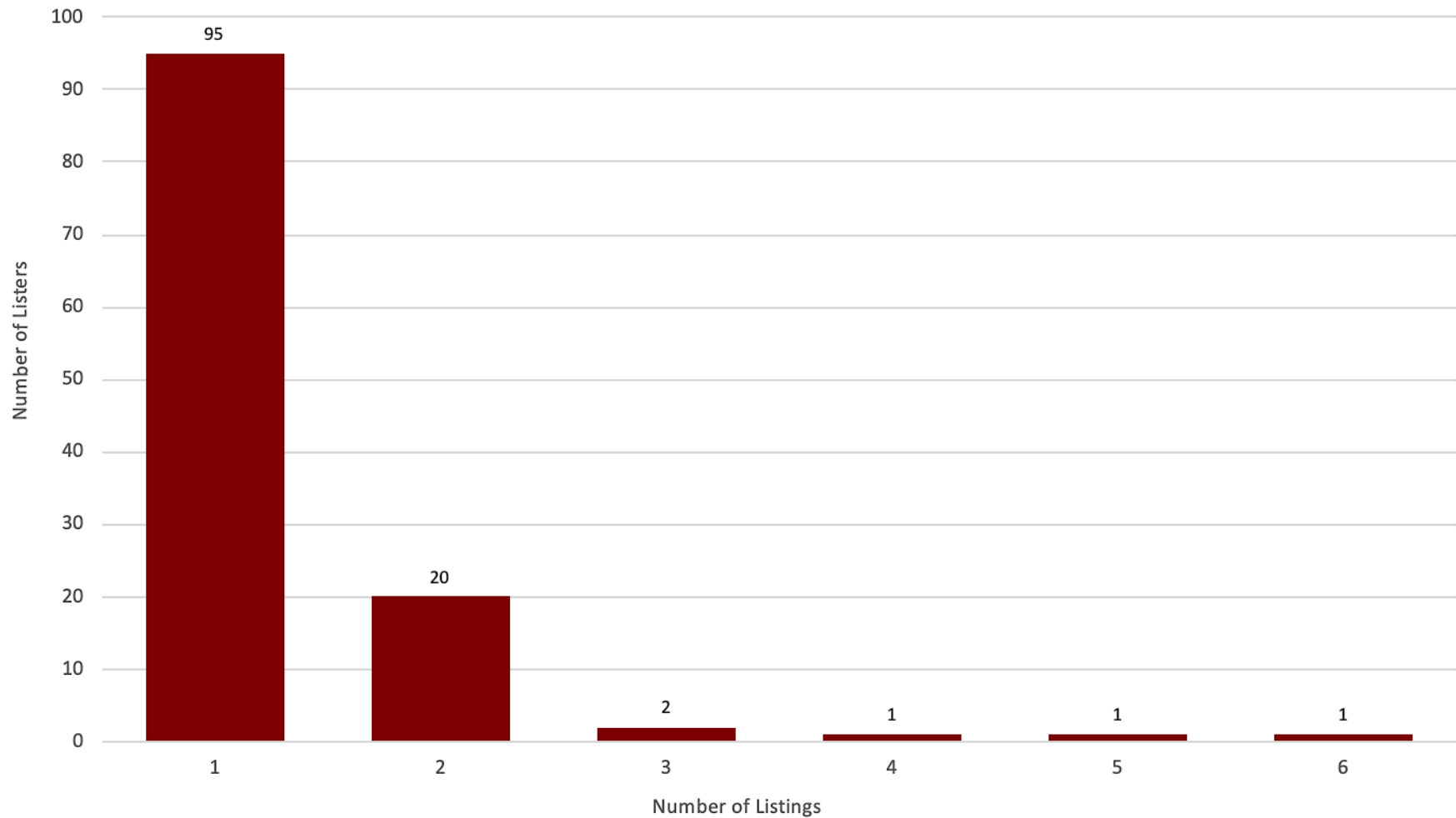
Total Number of Active STR Listers and Multi-Listers (By Month-Year)



Average Number of Listings for a Multi-Lister (By Month-Year)

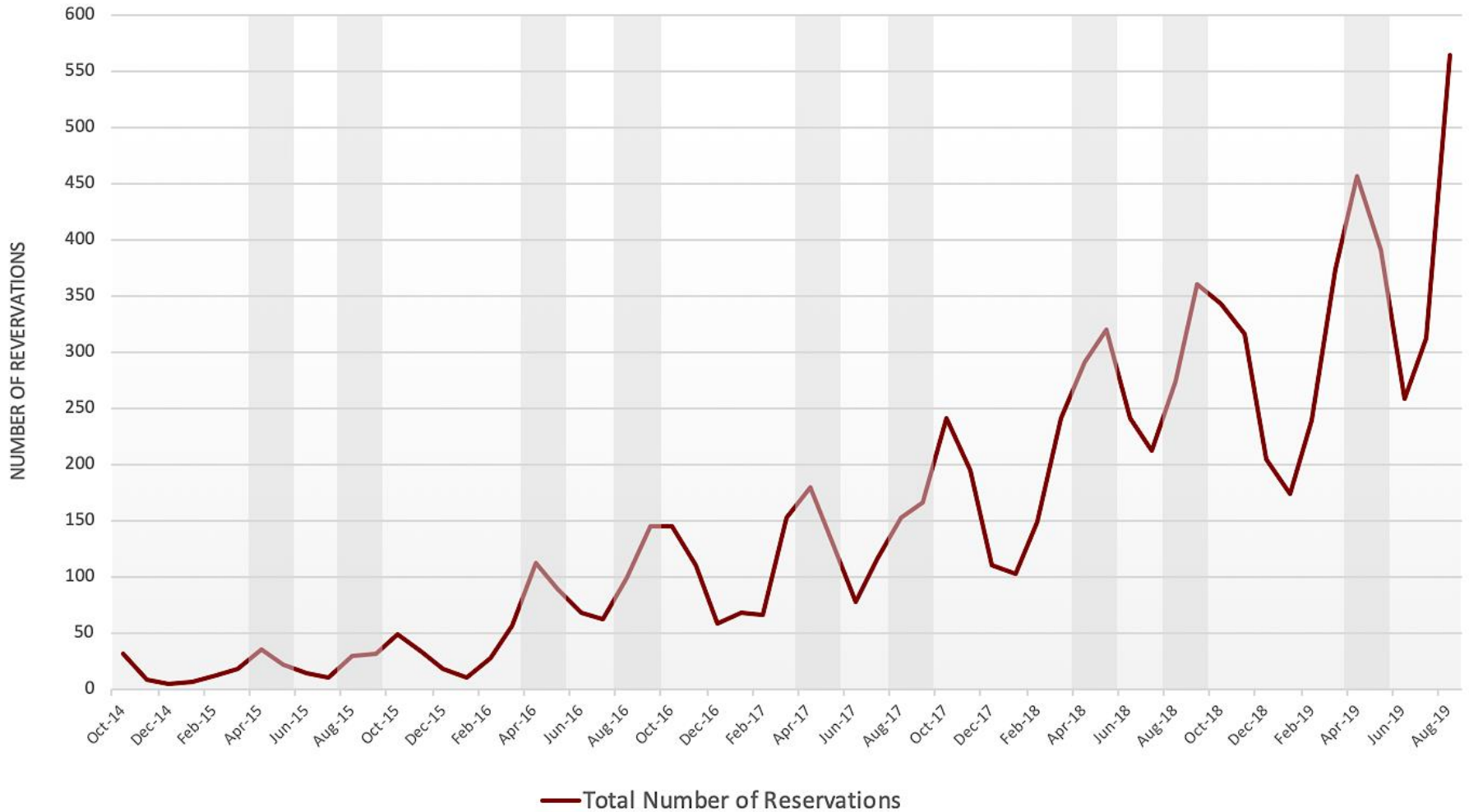


Frequency of Listers in 2019 (By Number of Listings)

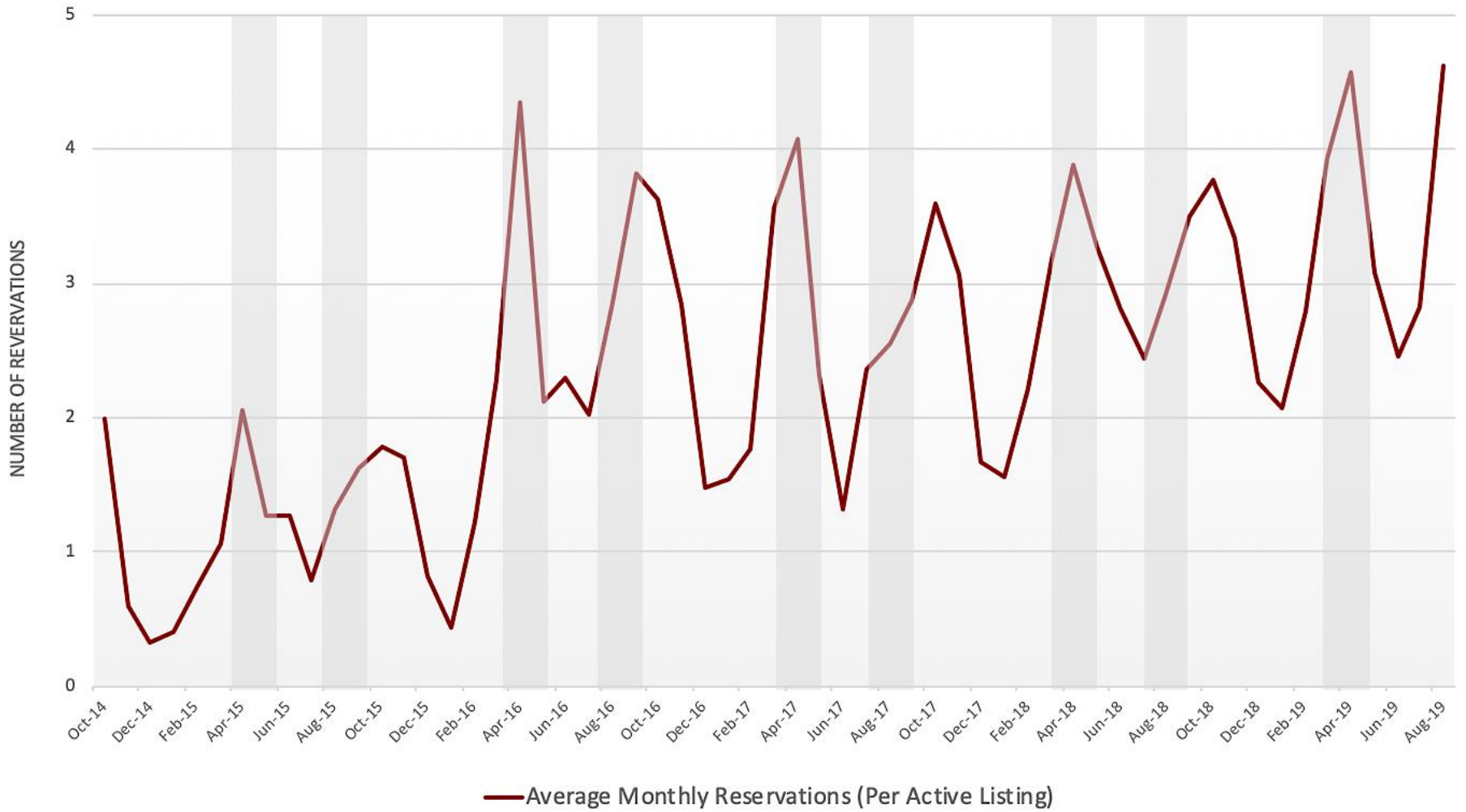


The y-axis represents the number of Oxford listers that own either, 1, 2, 3, 4, 5, or 6 listings.

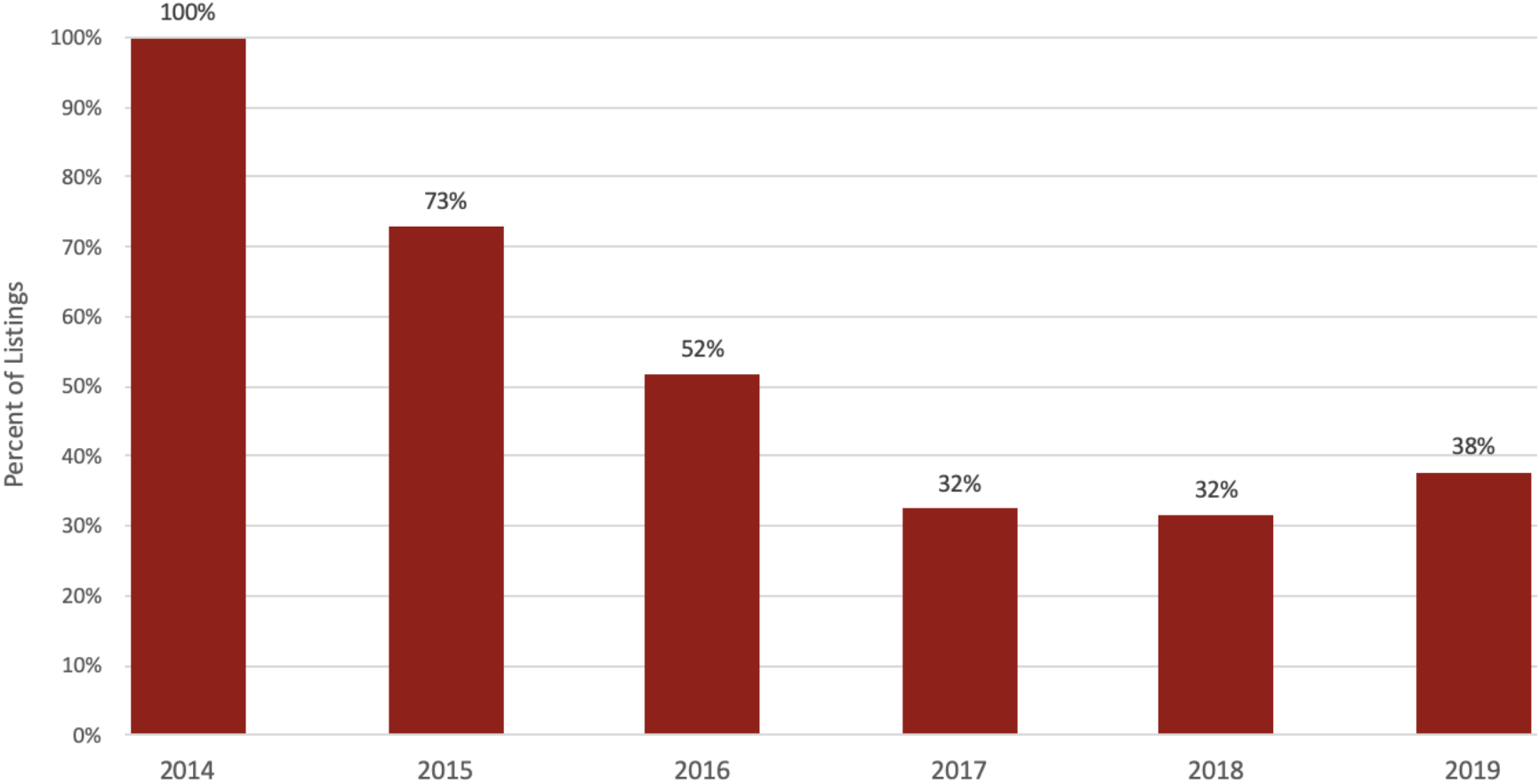
Total Number of STR Reservations (By Month-Year)



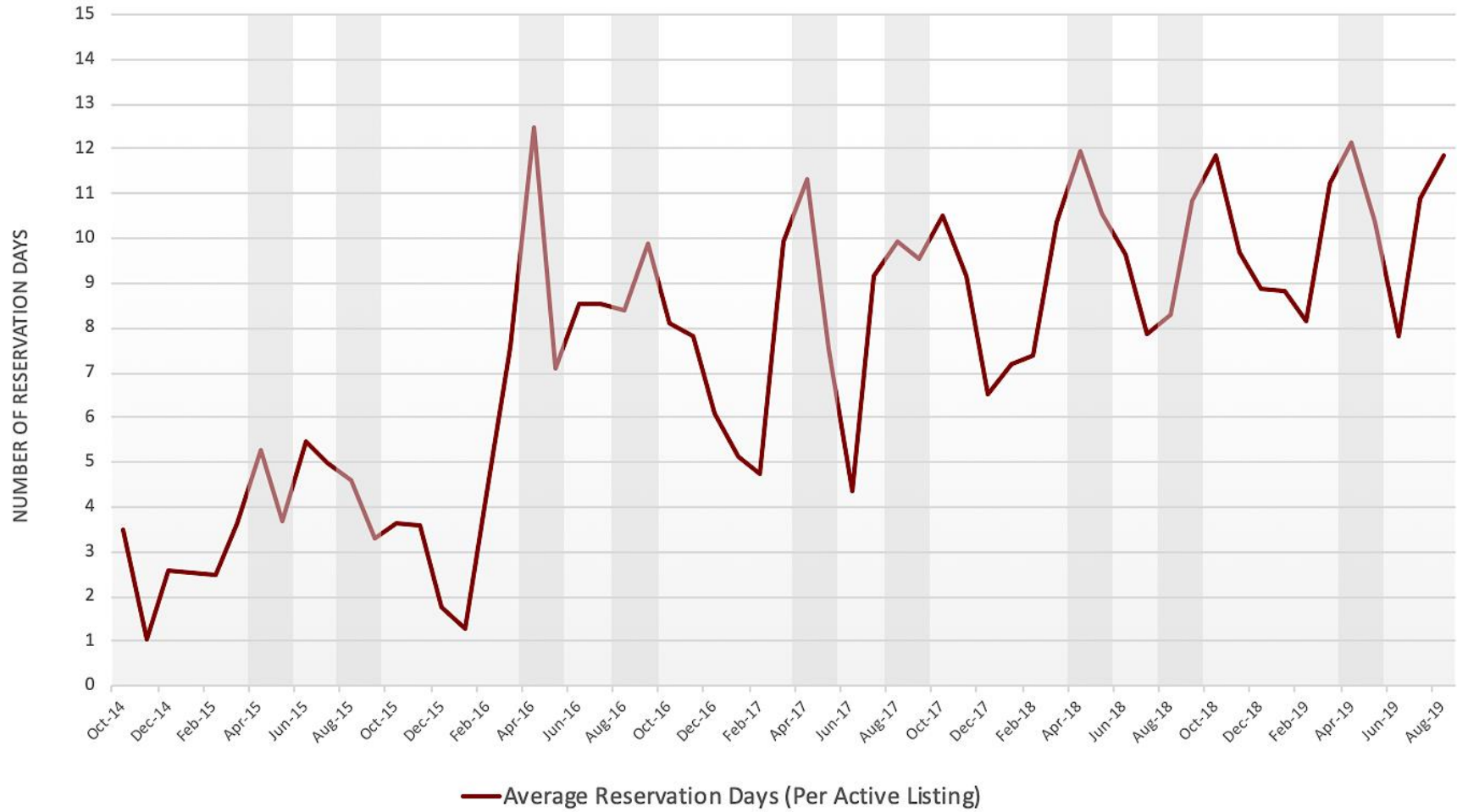
Average Number of STR Reservations (By Month-Year)



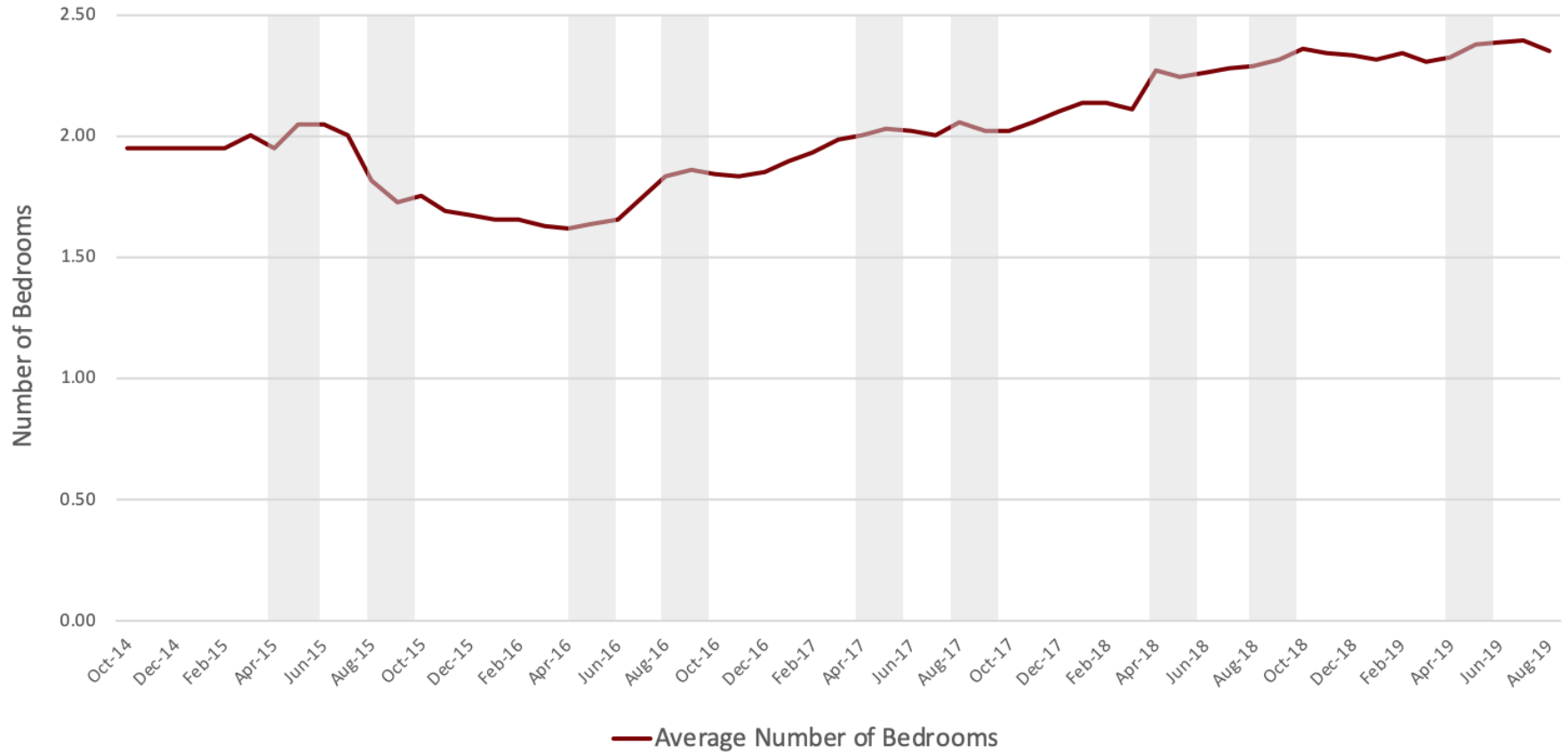
Percent of Listings with Fewer Than 29 Days Booked in a Given Year



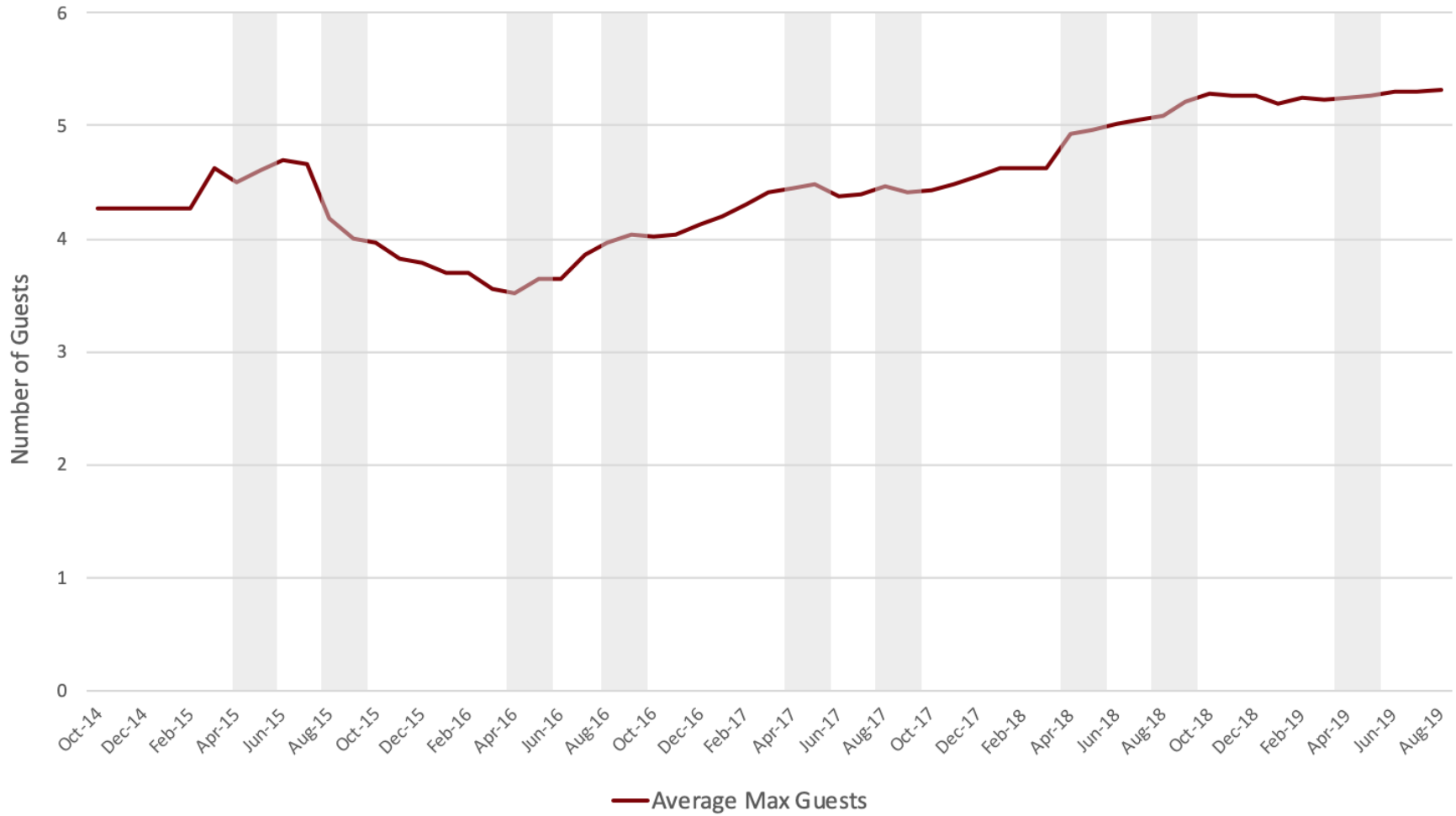
Average Number of Reservation Days (By Month-Year)



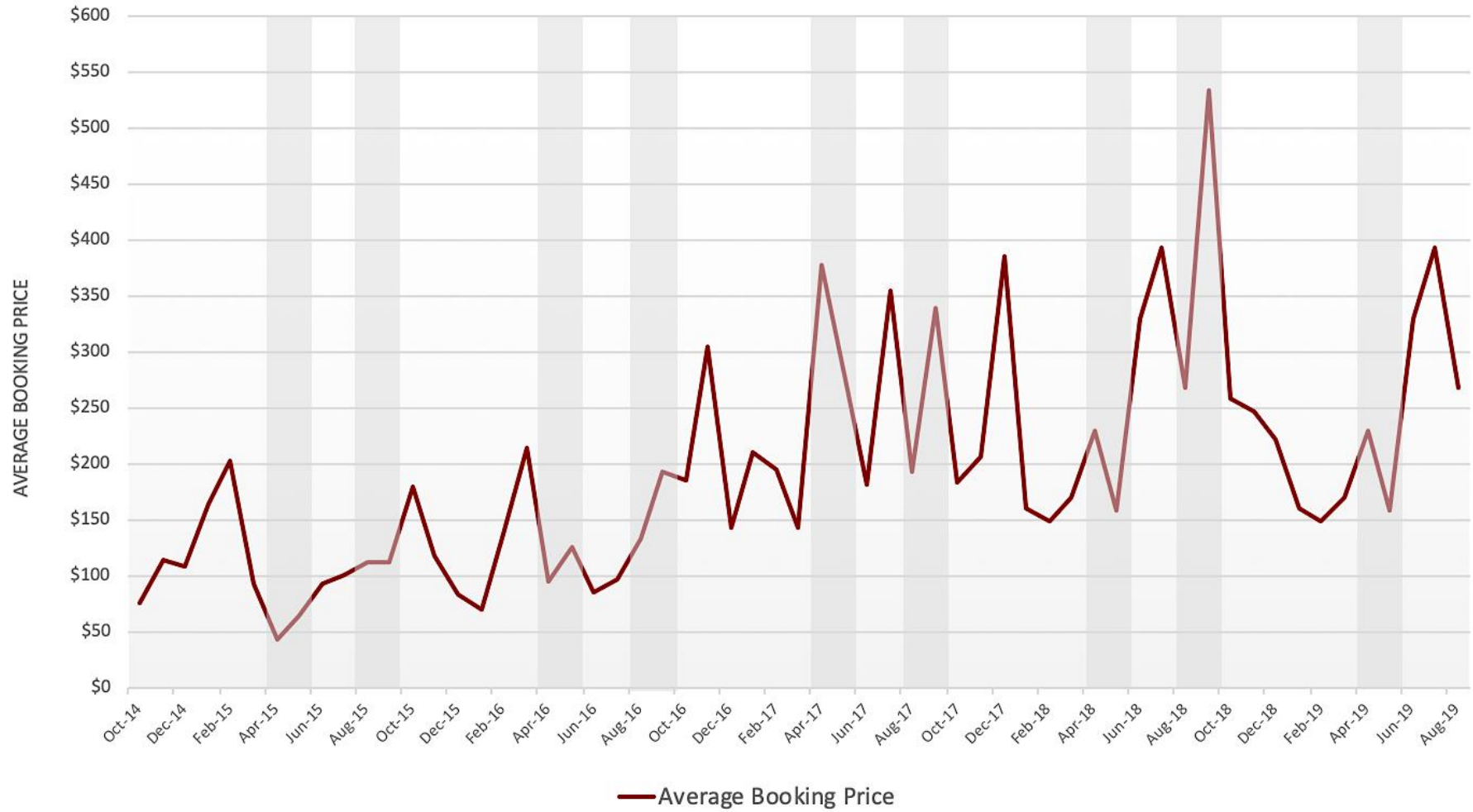
Average Number of Booked Bedrooms for a STR (By Month-Year)



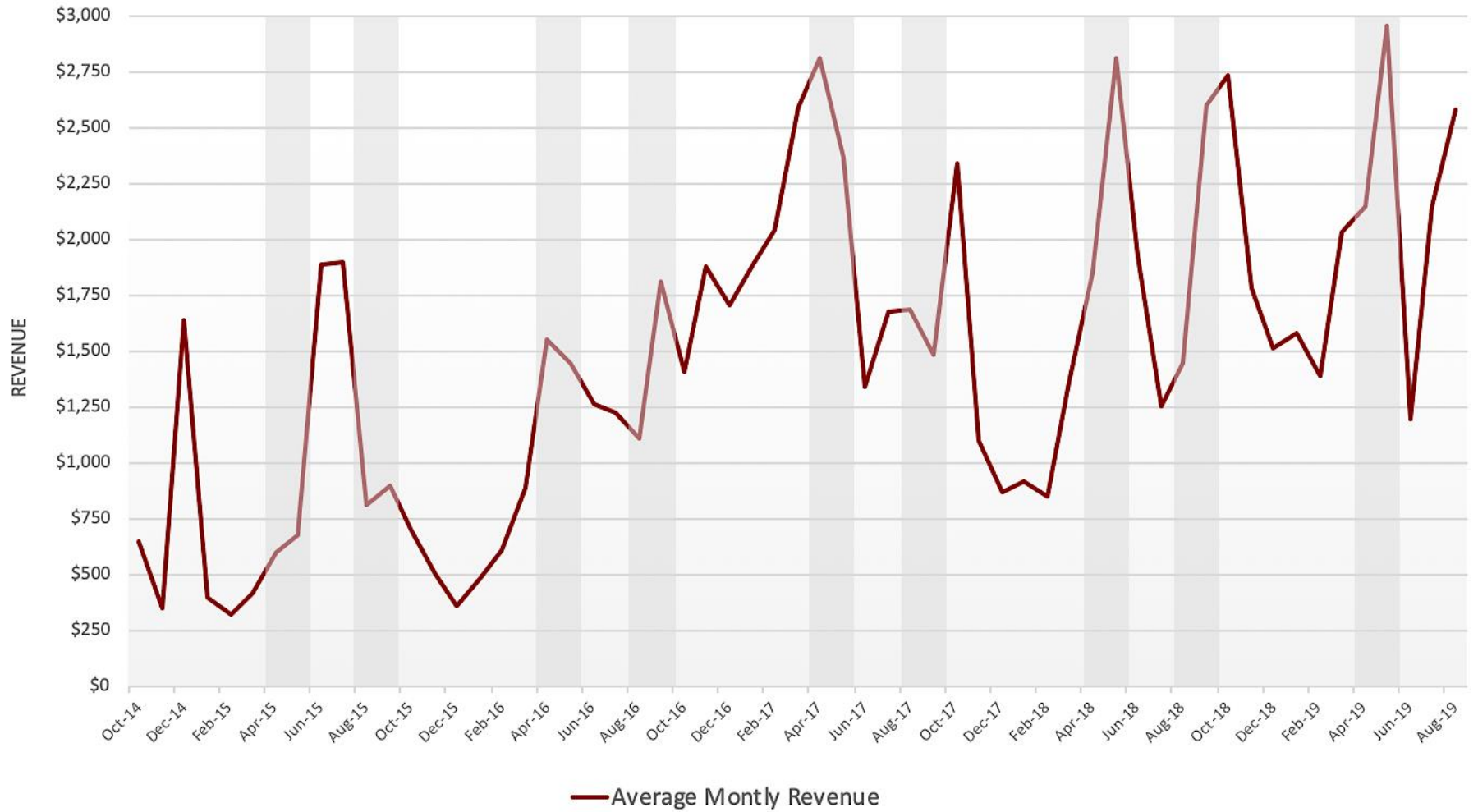
Average Max Guests for a STR (By Month-Year)



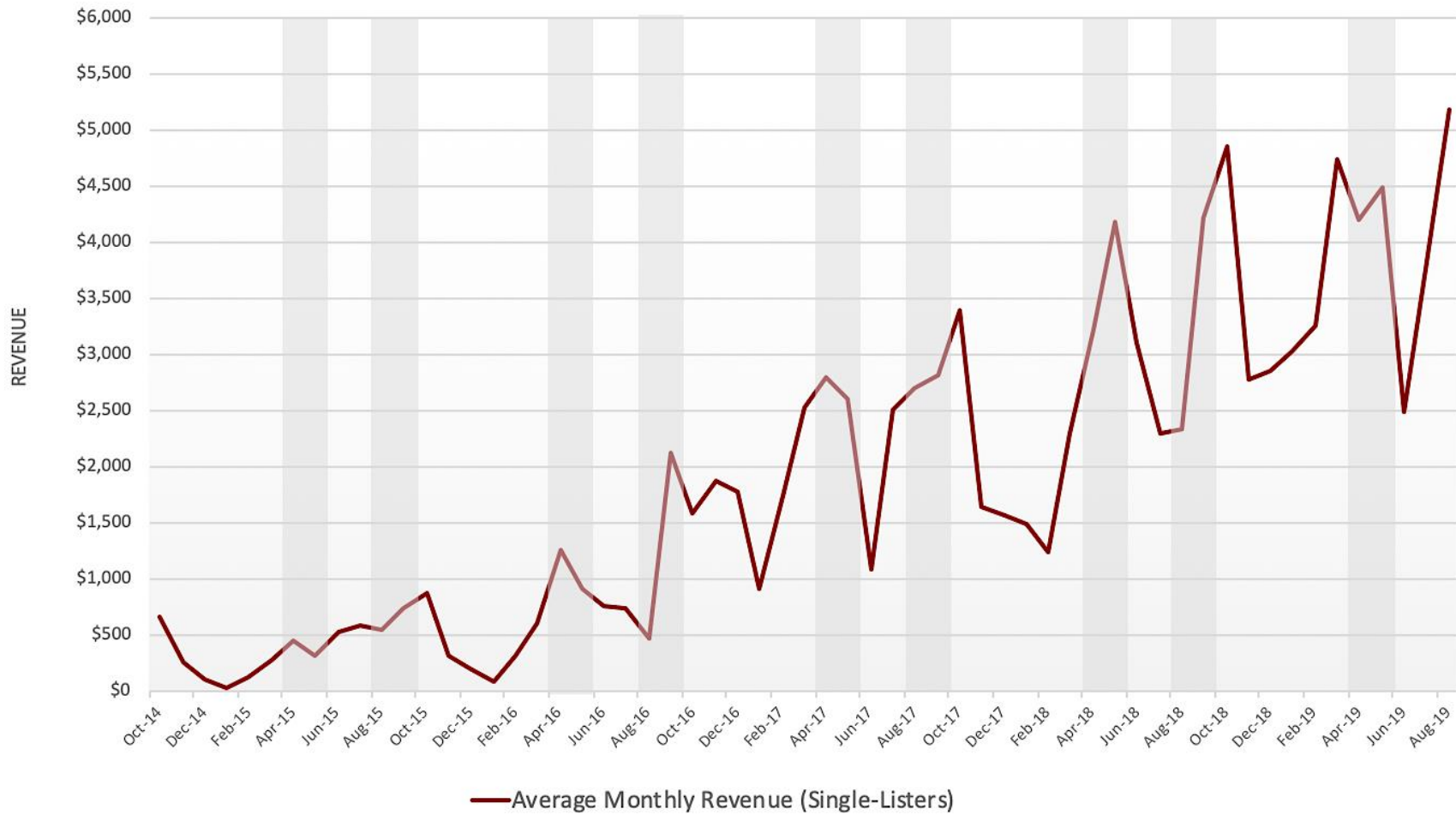
Average Booking Price for a STR (By Month-Year)



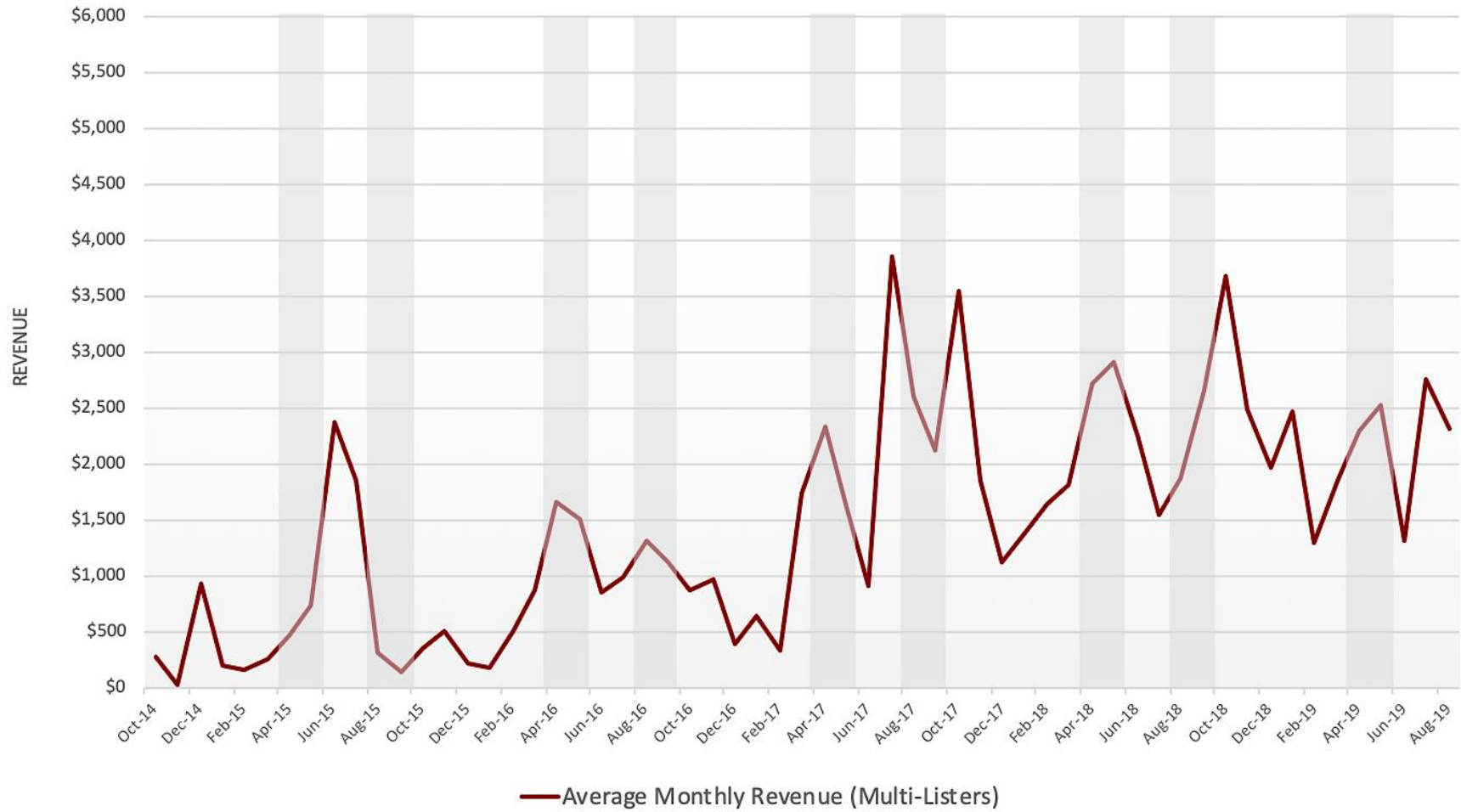
Average Monthly Revenue for a STR (By Month-Year)



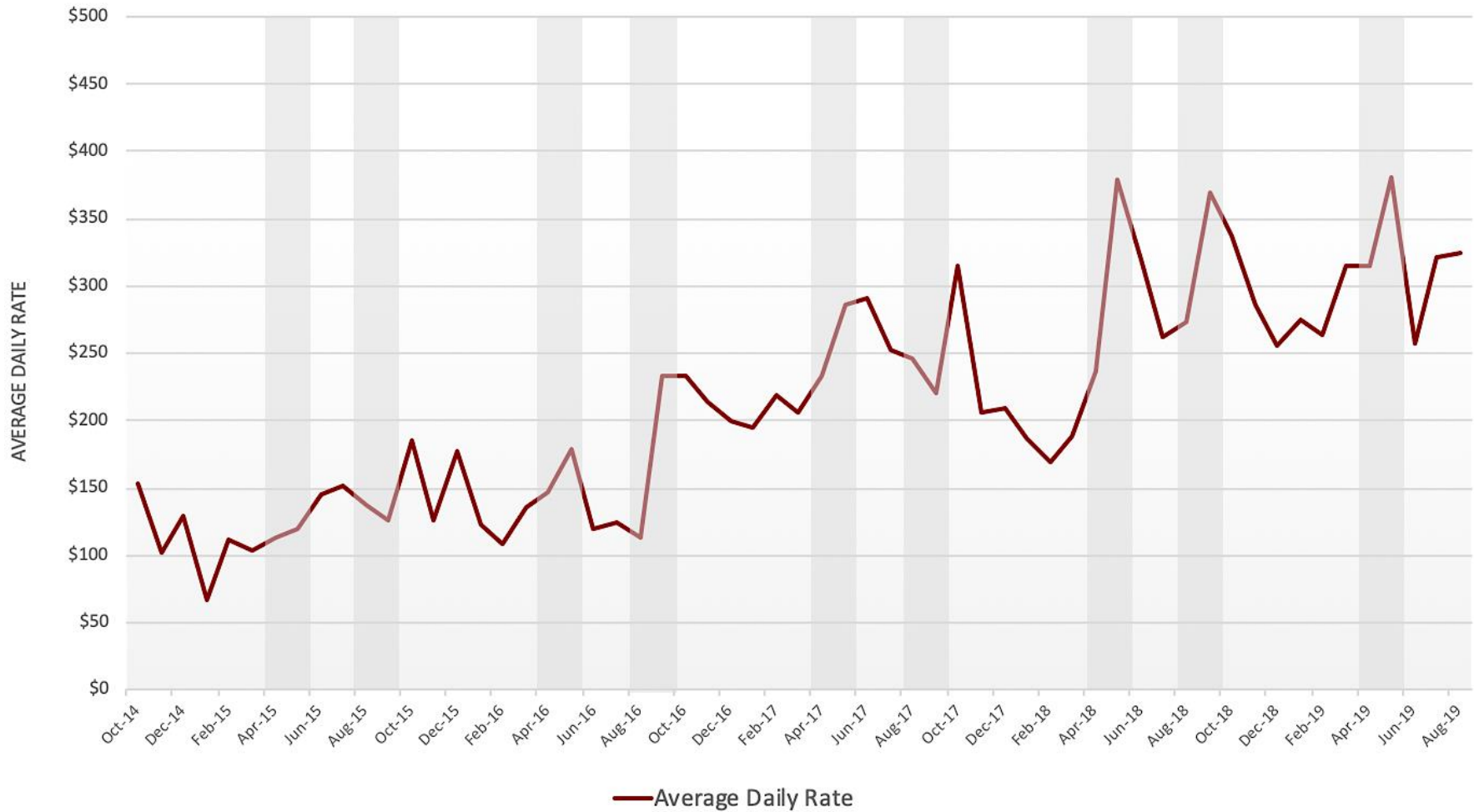
Average Monthly Revenue for Active Single-Listers (By Month-Year)



Average Monthly Revenue for Active Multi-Listers (Per Property; By Month-Year)

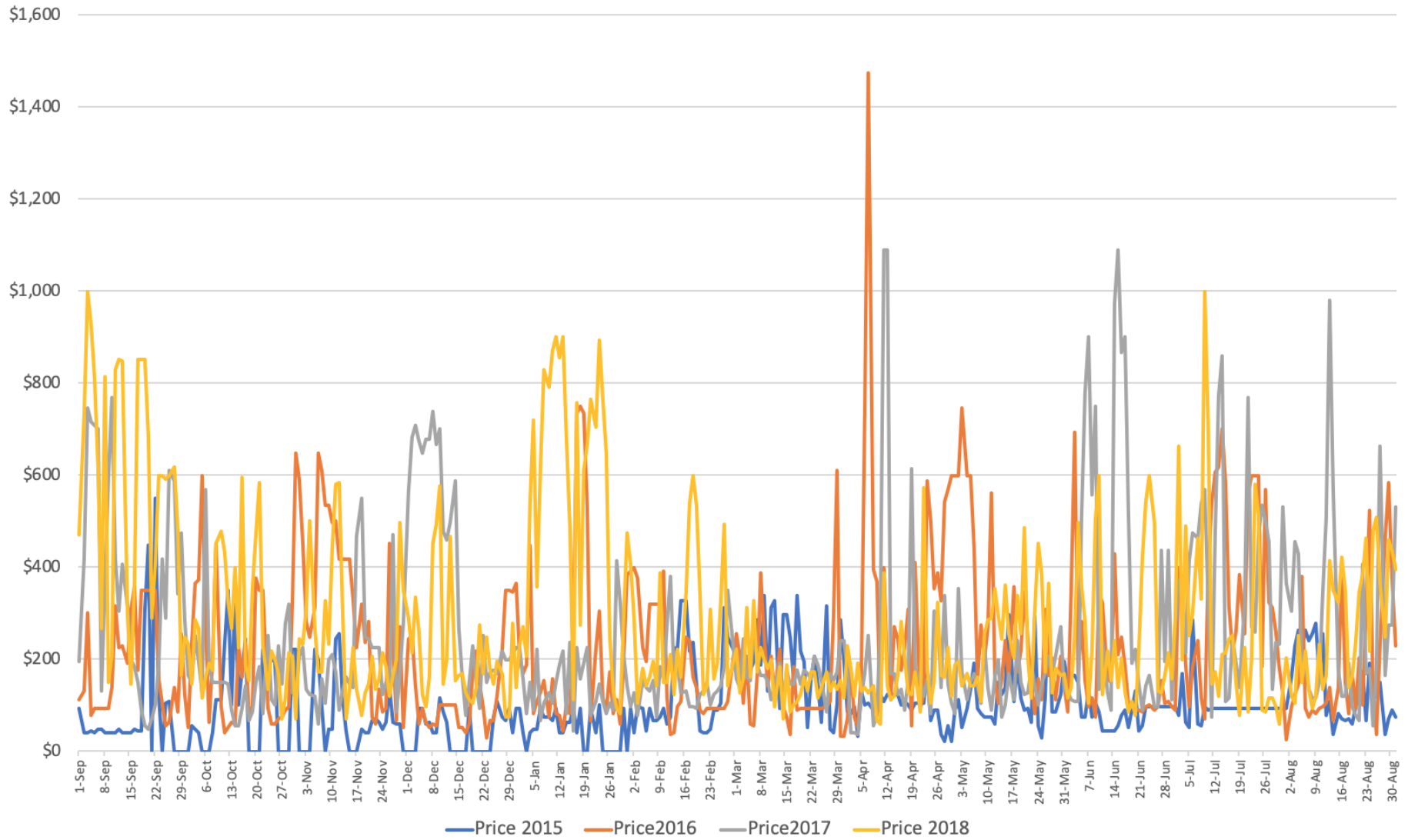


Average Daily Rate (ADR) for a STR (By Month-Year)

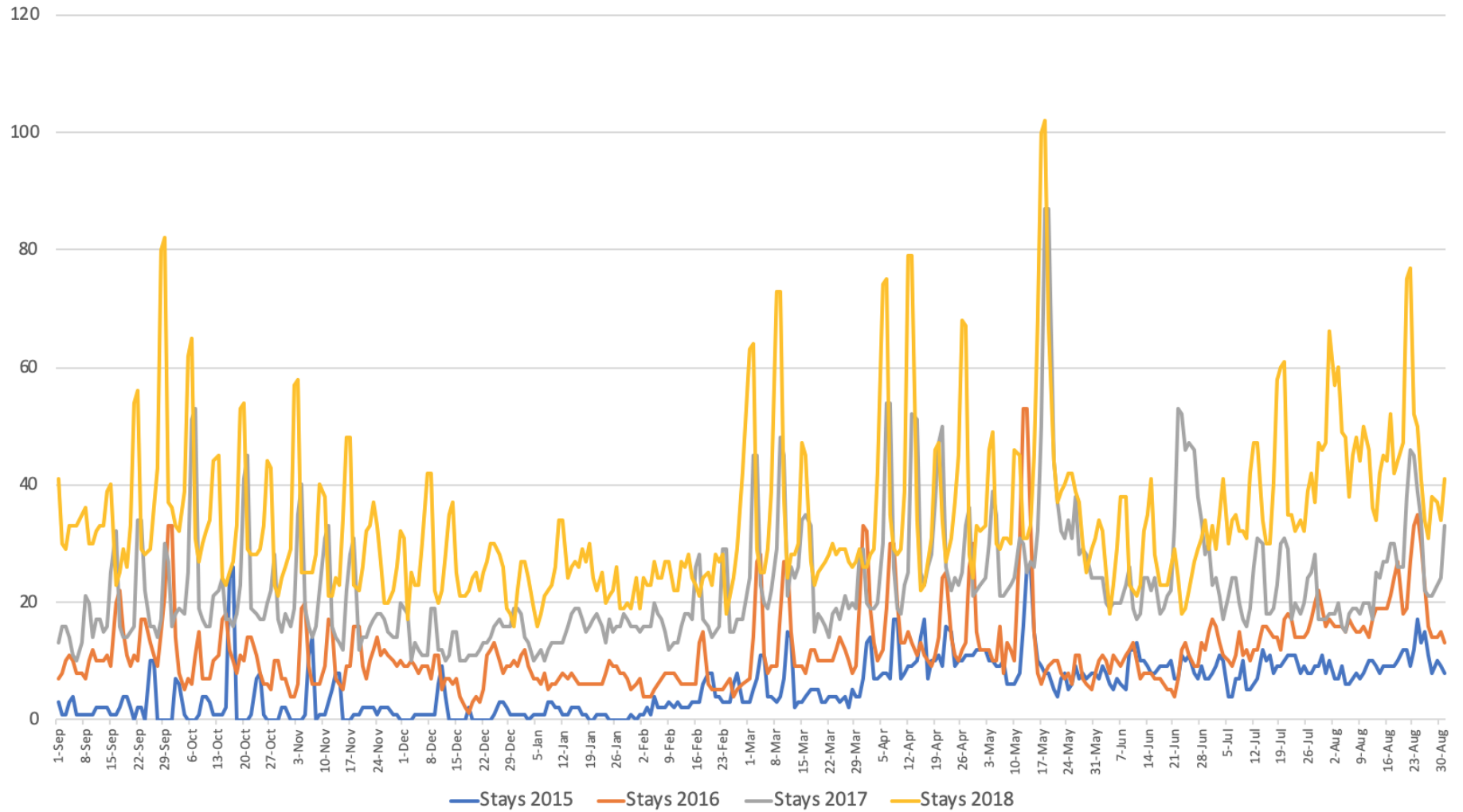


The Average Daily Rate (ADR) is total revenue divided by number of reservation days in that month.

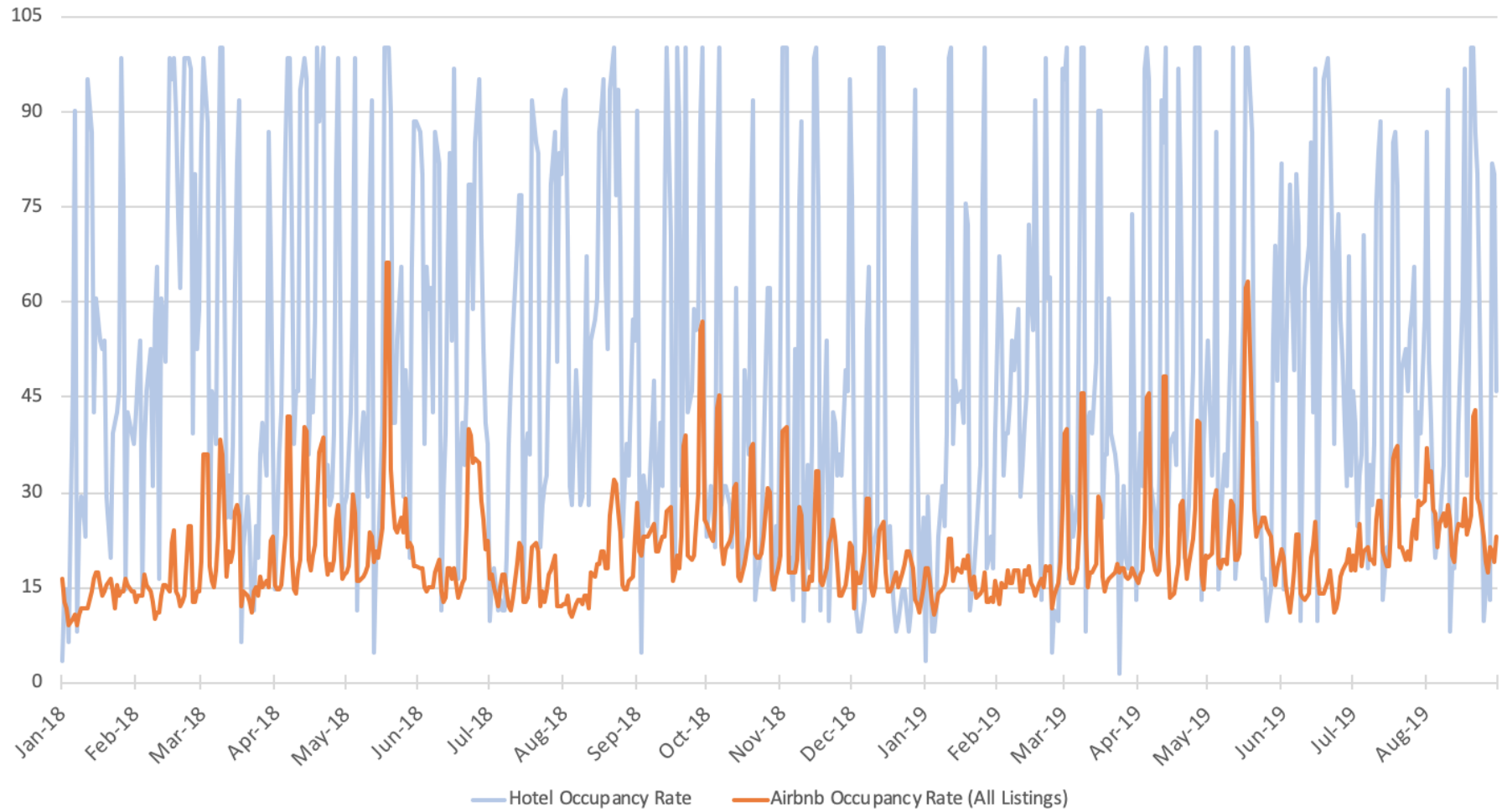
Average Daily Price for All Oxford Area STRs



Number of Bookings Per Day for All Oxford Area STRs



Daily Occupancy Rate for Best Western Sycamore Inn and Oxford Area Airbnbs



Summary Sheet (*Both Within and Outside of Oxford City Limits*)

Total Number of Unique Airbnb and HomeAway Listings in 2019: **148**

Avg. Nightly Asking Price for Airbnb and HomeAway Listings Since 2014: **\$279**

Avg. Nightly Asking Price for Airbnb and HomeAway Listings in 2019: **\$336**

Total Revenue for All Oxford Airbnb and HomeAway Listers Since 2014: **\$6,792,949**

Total Revenue for All Oxford Airbnb and HomeAway Listers in 2019: **\$1,325,068**

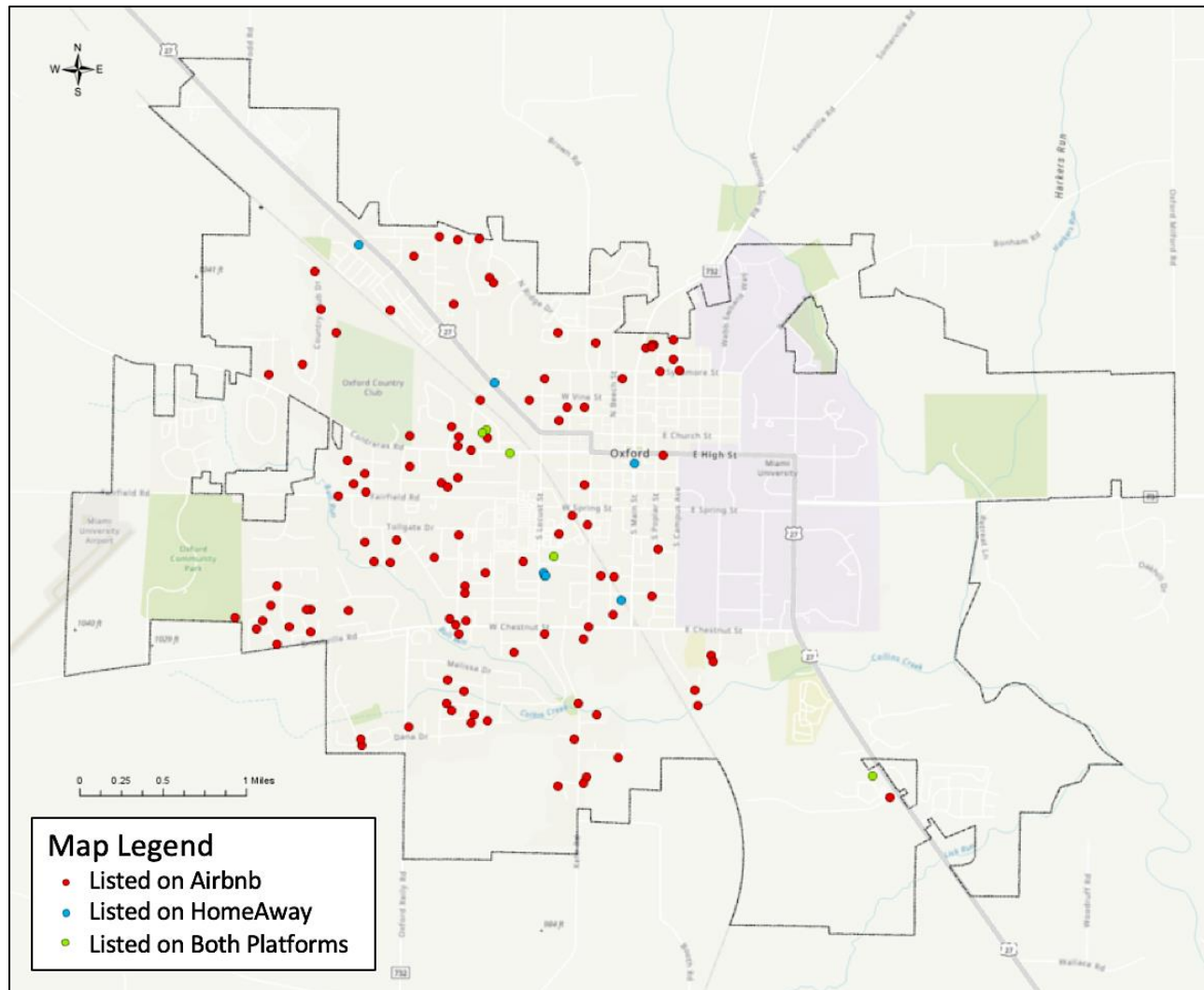
Average Monthly Revenue for a Single-Lister in Oxford in 2019: **\$3,893**

Average Monthly Revenue for a Multi-Lister in Oxford in 2019 (Per Listing): **\$2,108**

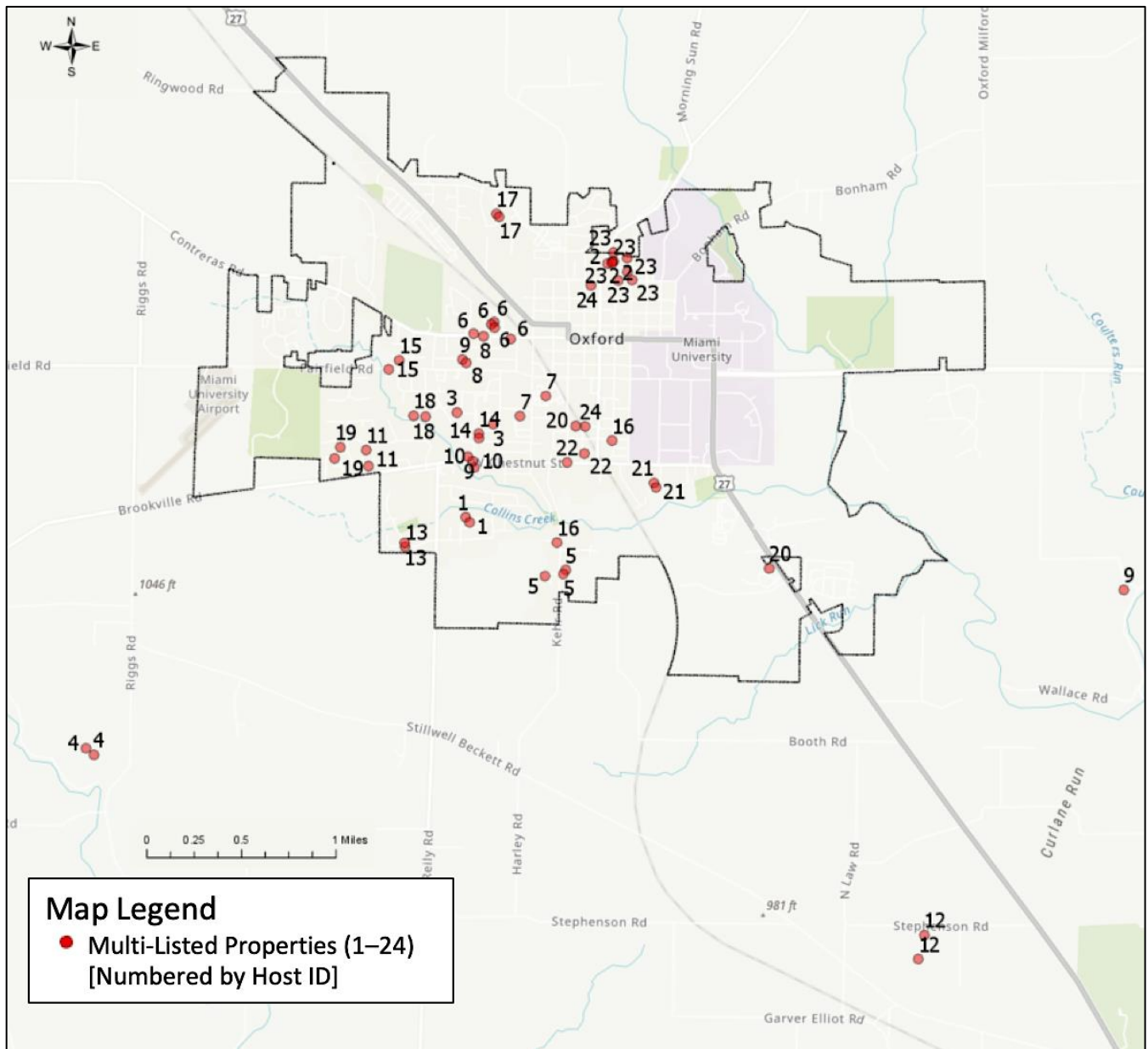
The following analysis deals with all Short-Term
Rental listings within Oxford city limits.

Any listings within Oxford city limits fall within this category.

All Active Short-Term Rental Locations Within Oxford City Limits in 2019

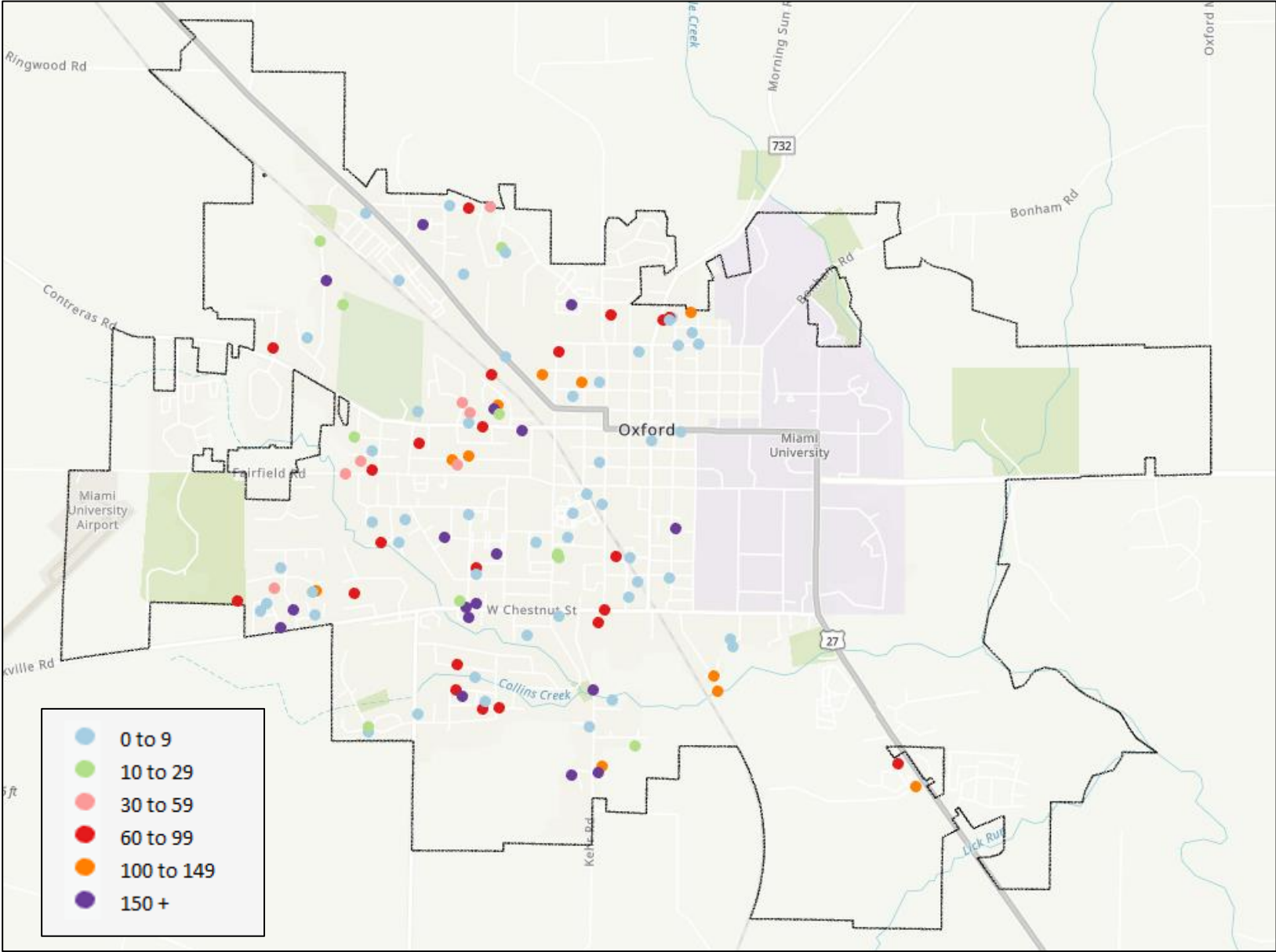


All Active Multi-Listed Properties in the Oxford Area in 2019



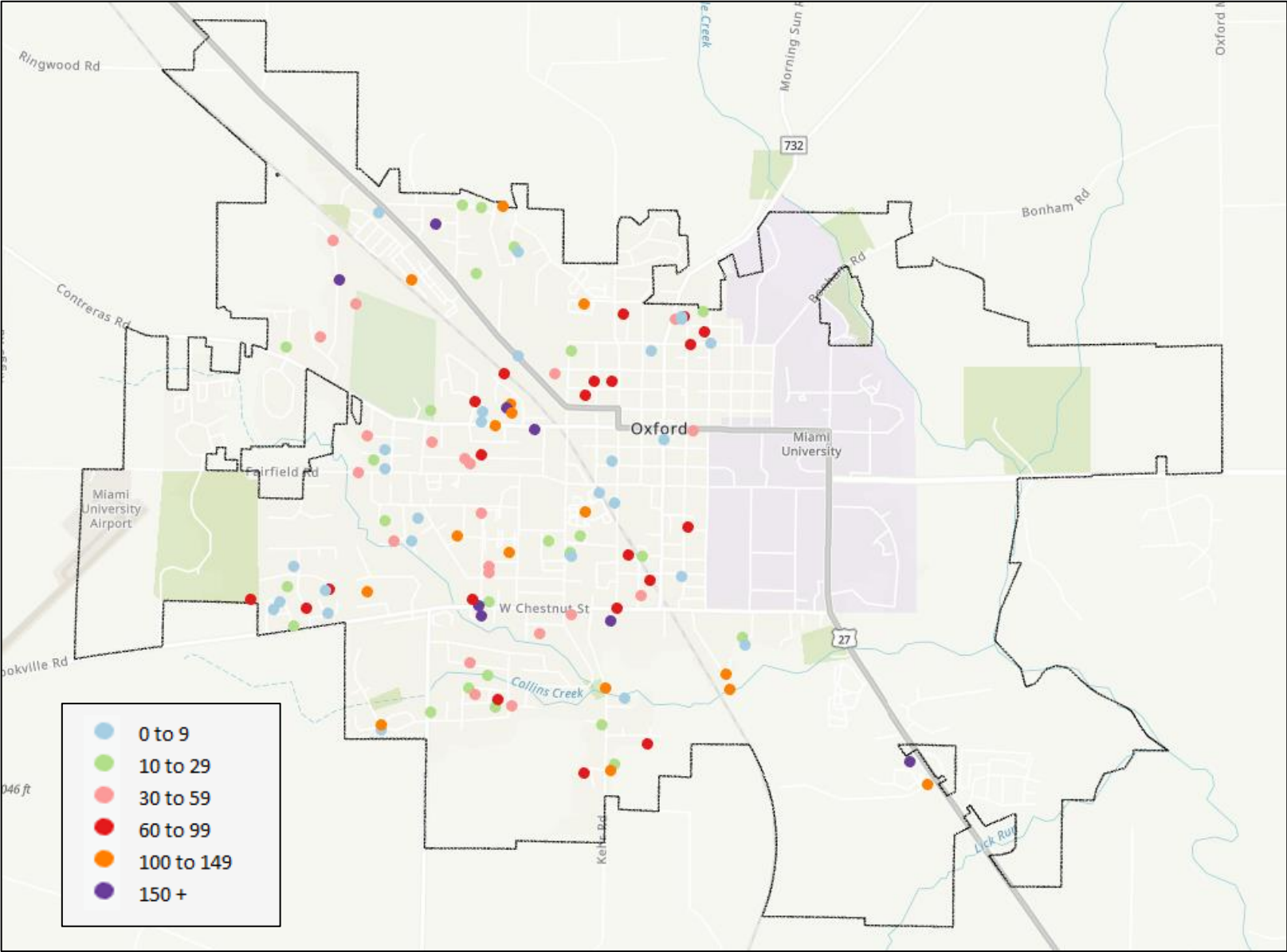
The labels (1-24) represent Host Identification Numbers. Duplicates show different properties that are listed by the same STR host. The majority of multi-listed properties are within Oxford City Limits, thus the previous analysis of multi-listers and multi-listed properties holds true for this section of analysis.

Total Days Booked in 2018 (By Listing)



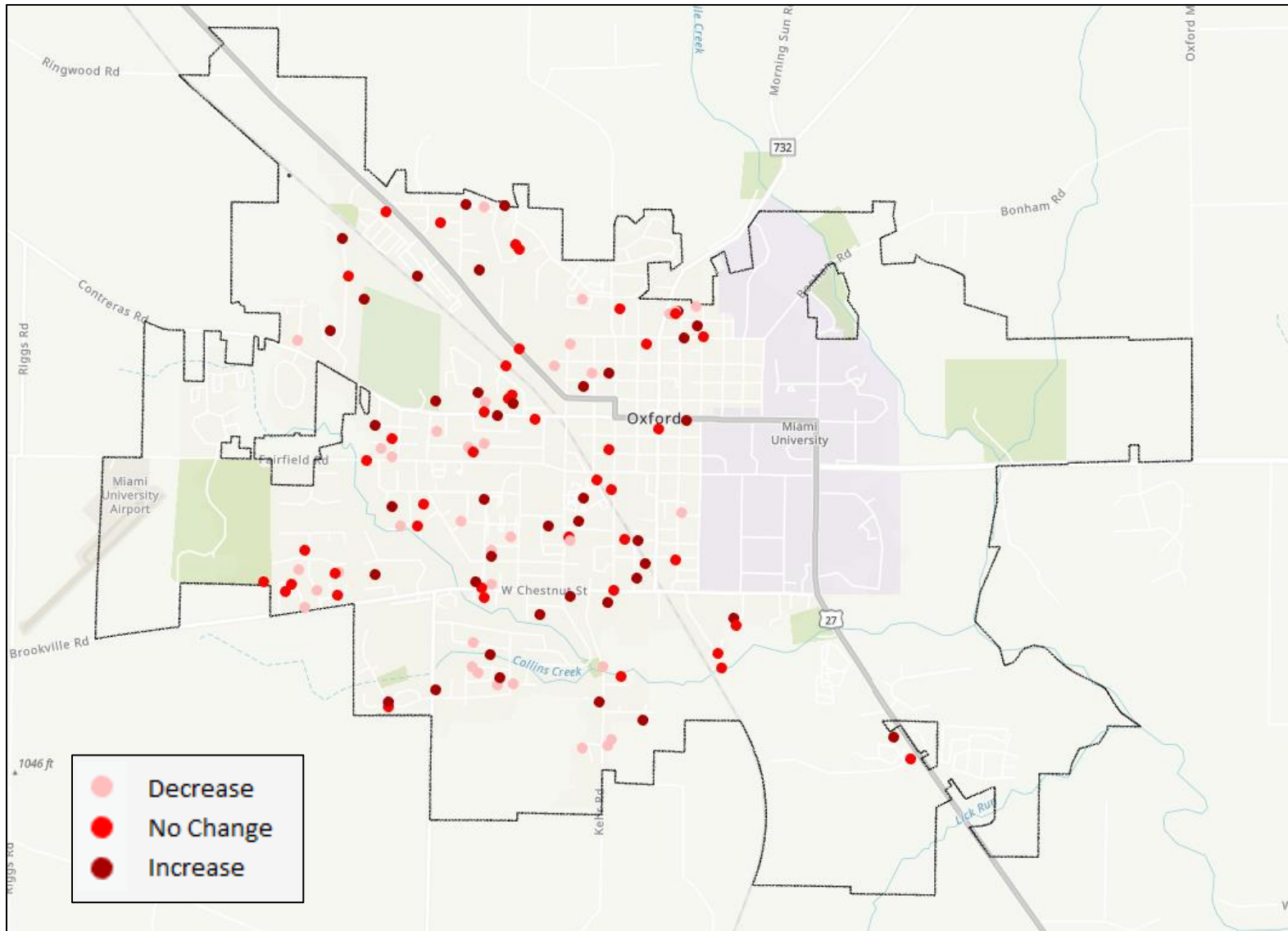
(0 to 9: 52, 10 to 29: 11, 30 to 59: 7, 60 to 99: 24, 100 to 149: 11, 150+: 17)

Total Days Booked in 2019 (By Listing)



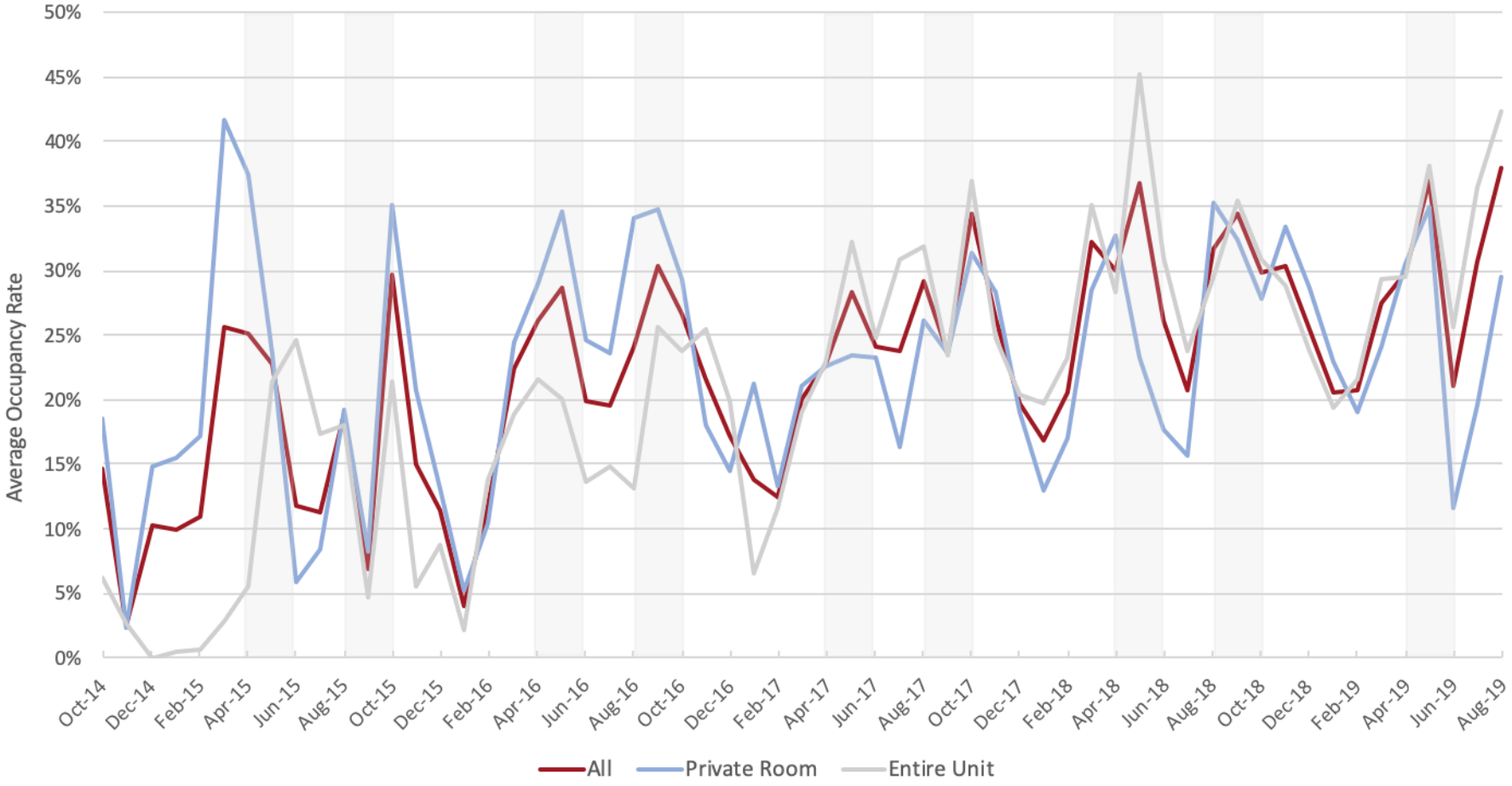
Note: Four months of data are missing from 2019. The ranges are not entirely representative.
(0 to 9: 31, 10 to 29: 24, 30 to 59: 21, 60 to 99: 22, 100 to 149: 16, 150+: 8)

Overall Change in Day-Range from 2018 to 2019 (By Listings)

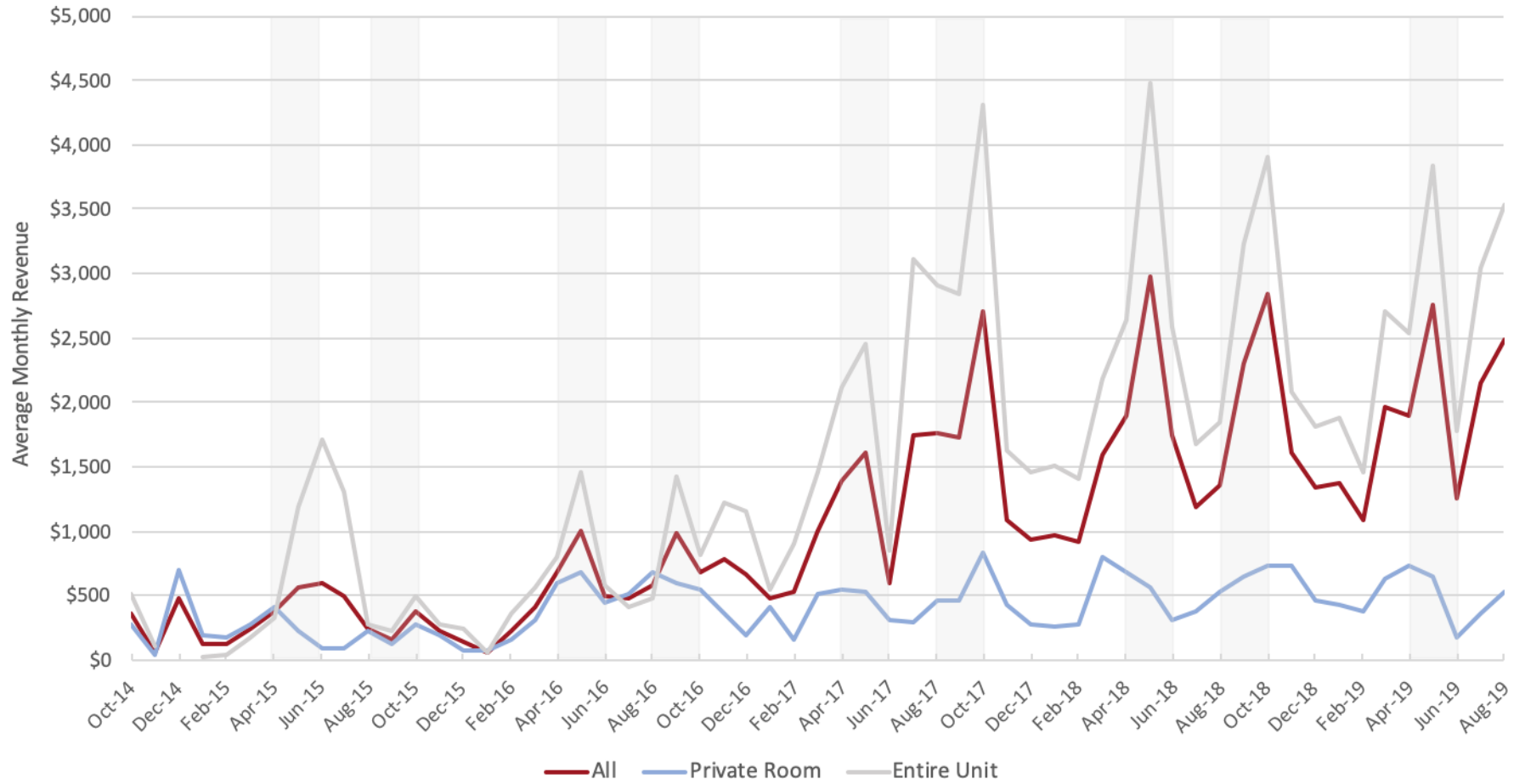


Note: Four months of data are missing from 2019. The changes are not entirely representative.
(Total Decreases: 39, Total Increases: 43, No Change: 40)

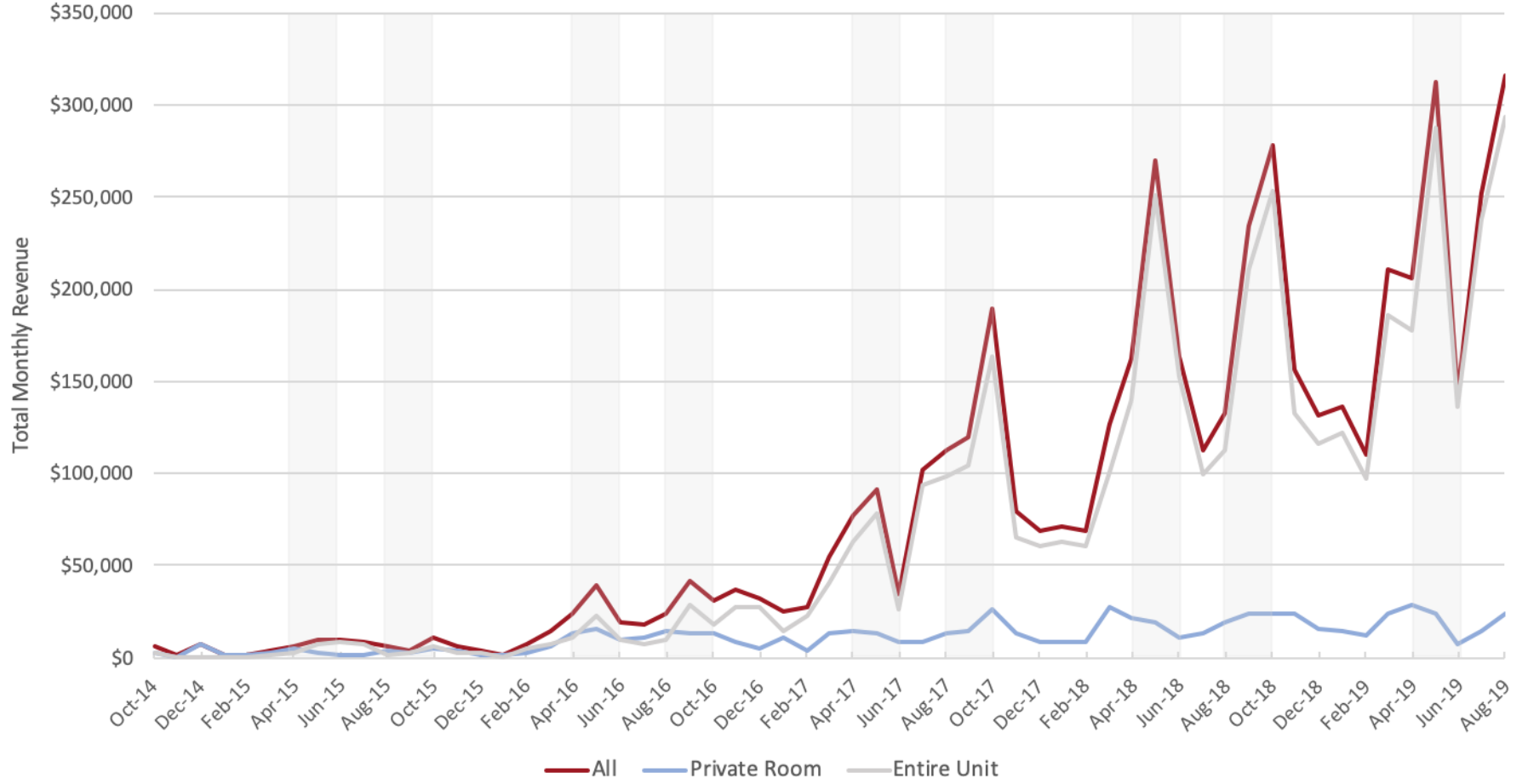
Average Occupancy Rate (By Month-Year)



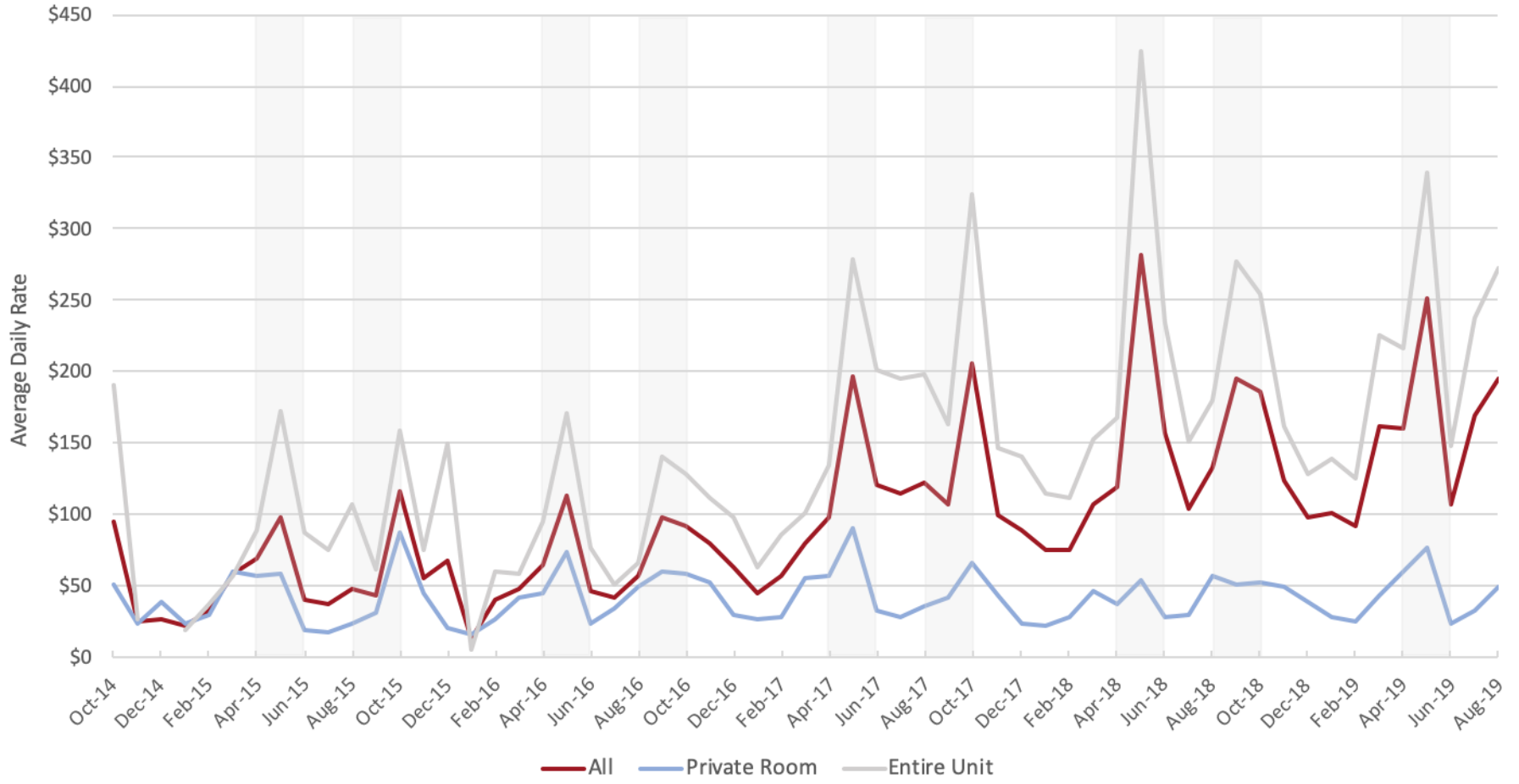
Average Monthly Revenue (By Month-Year)



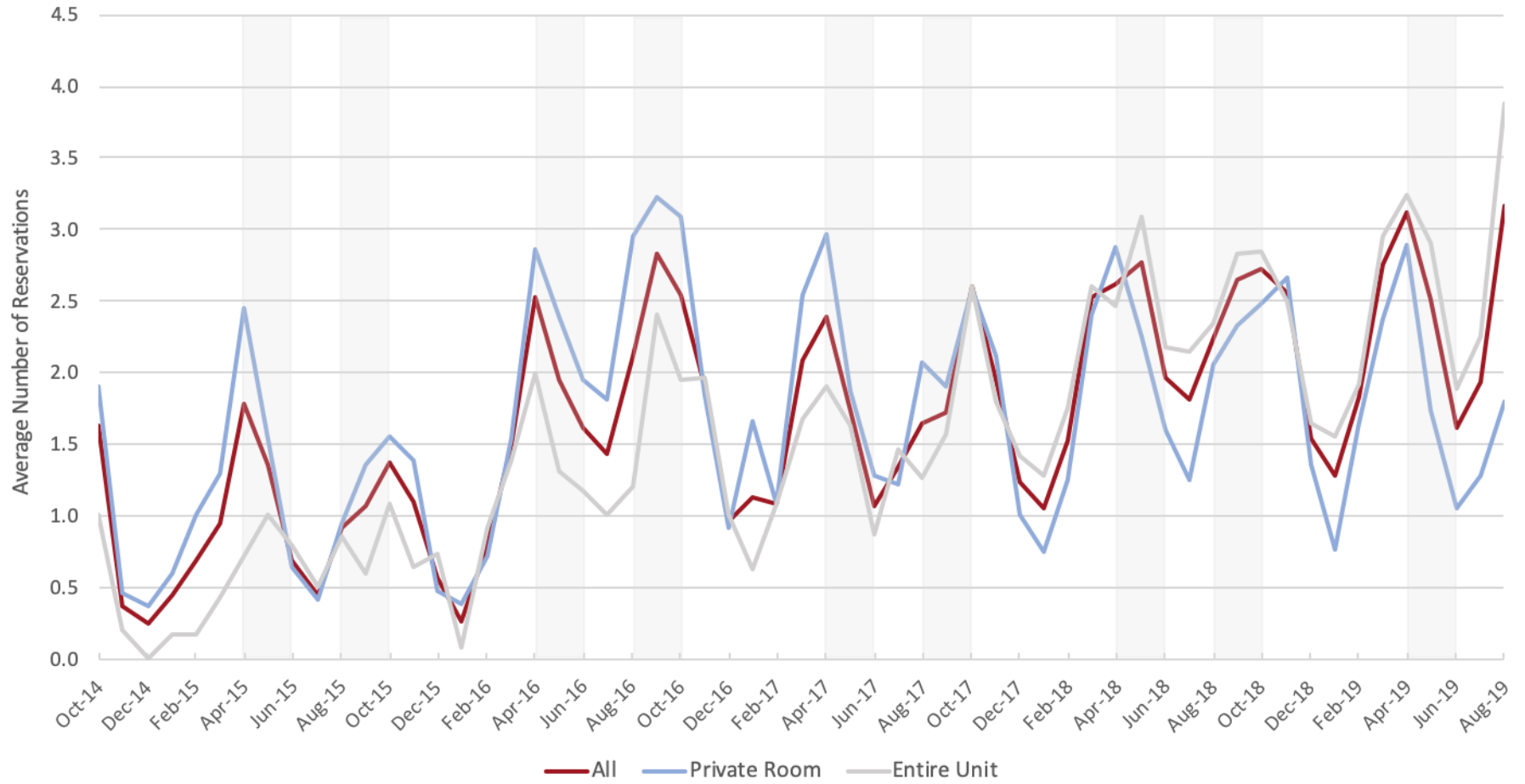
Total Monthly Revenue (By Month-Year)



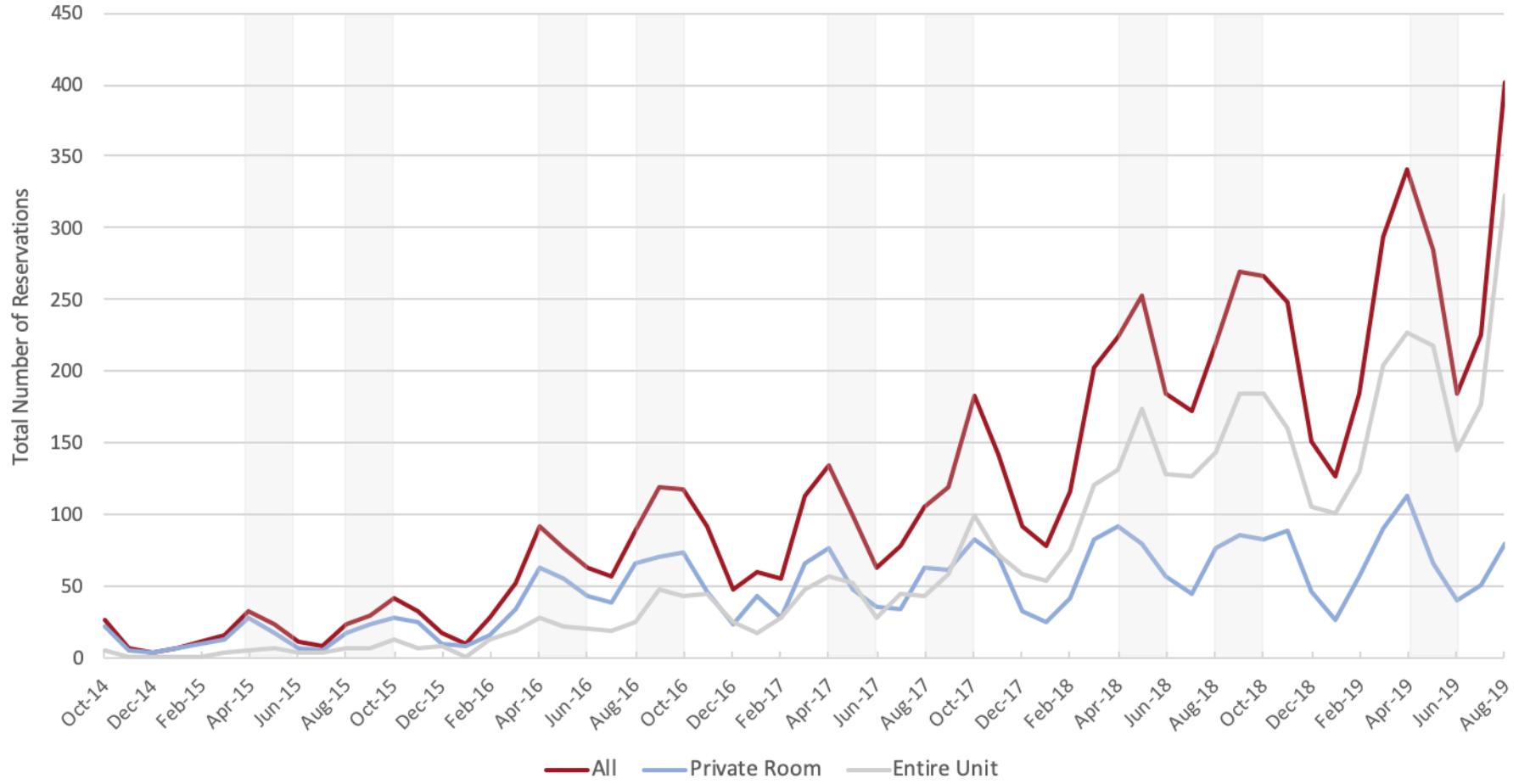
Average Daily Rate (By Month-Year)



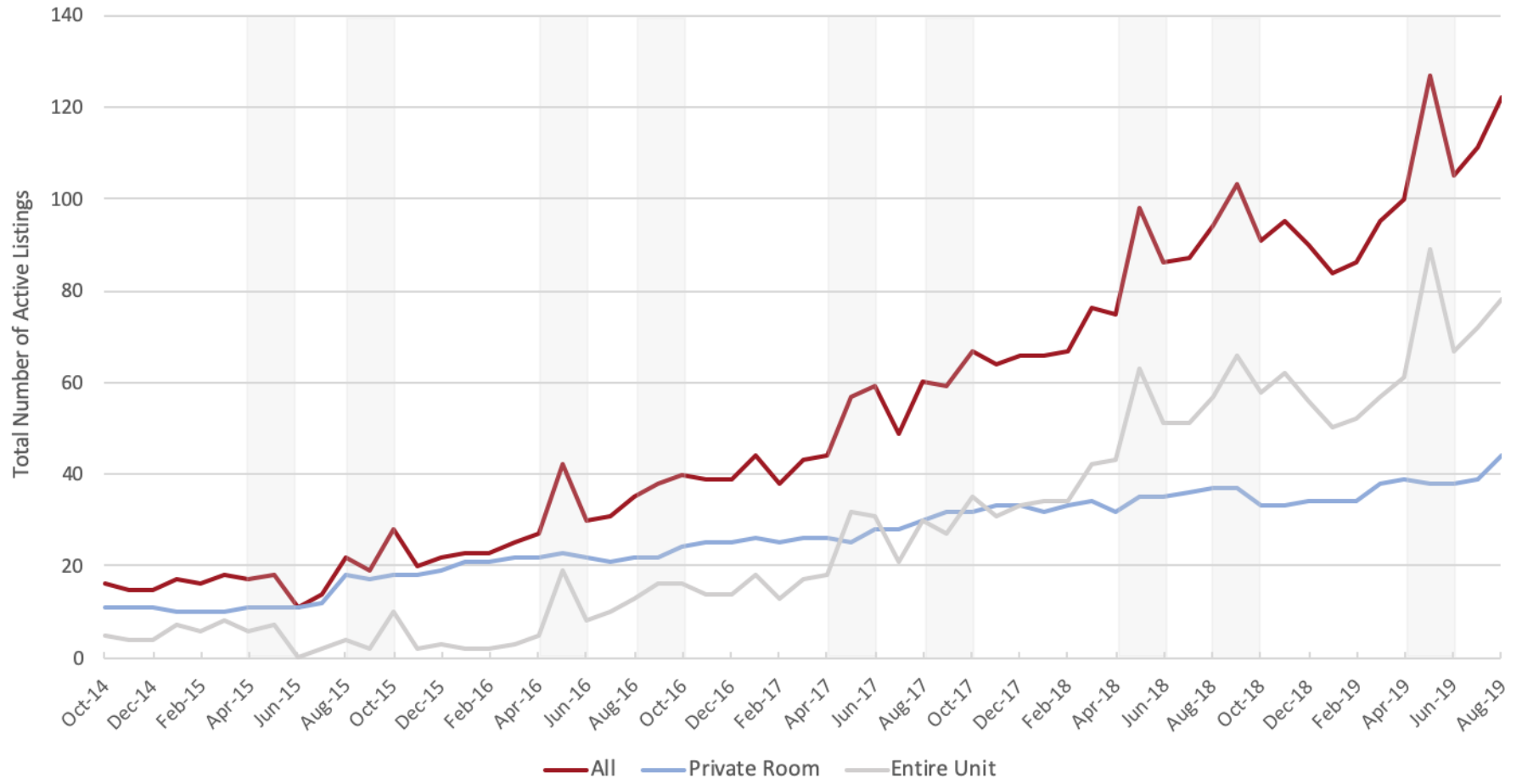
Average Number of Reservations (By Number of Listings)



Total Number of Reservations (By Month-Year)

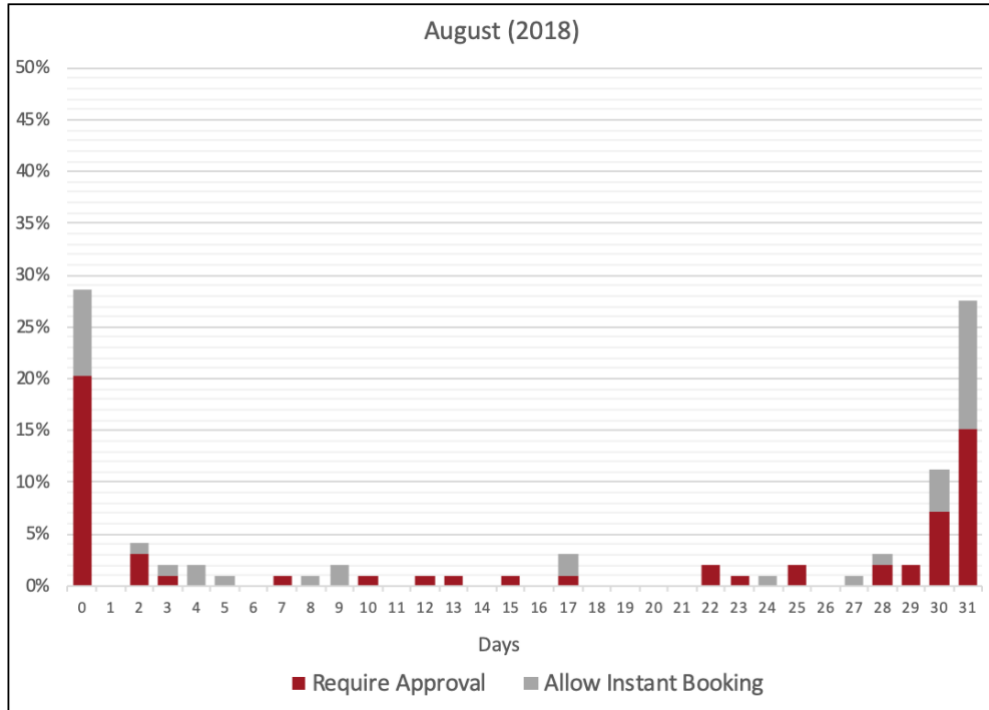


Number of Active Listings (By Month-Year)

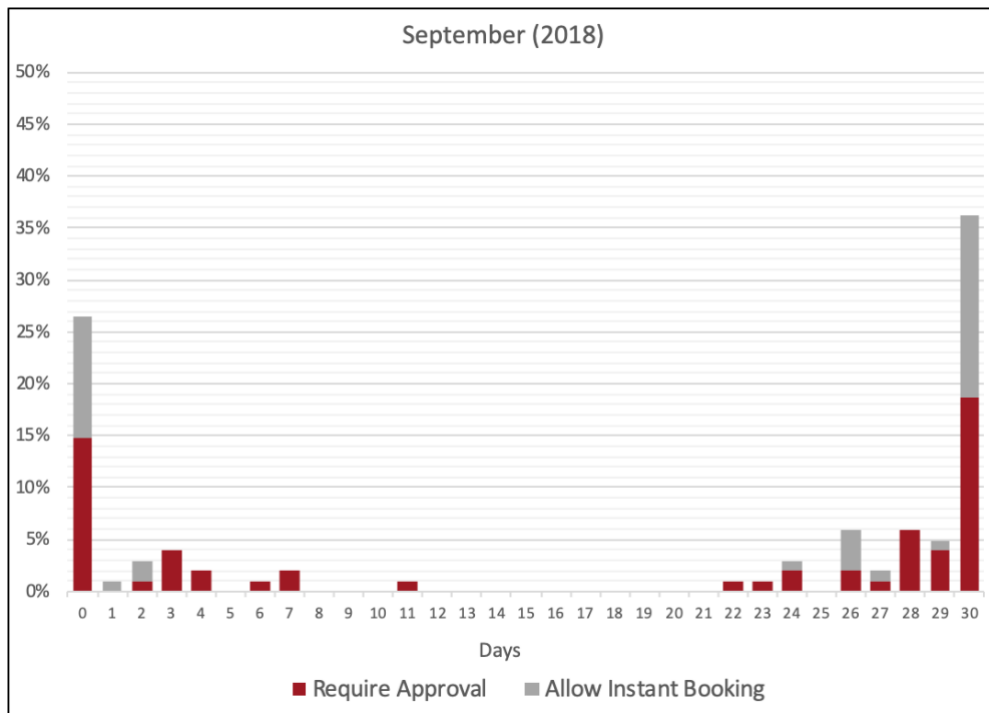


Percent of Listings Available "X" Number of Days

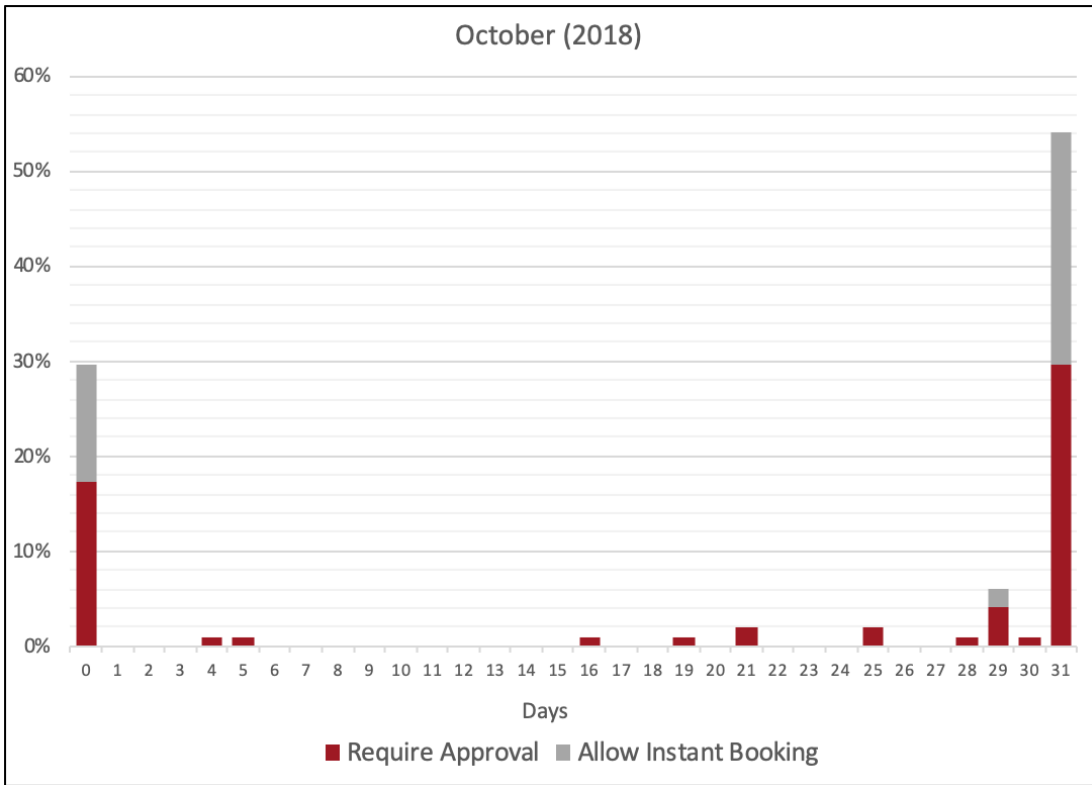
(Broken up by those who allow instant-booking and those who require approval)



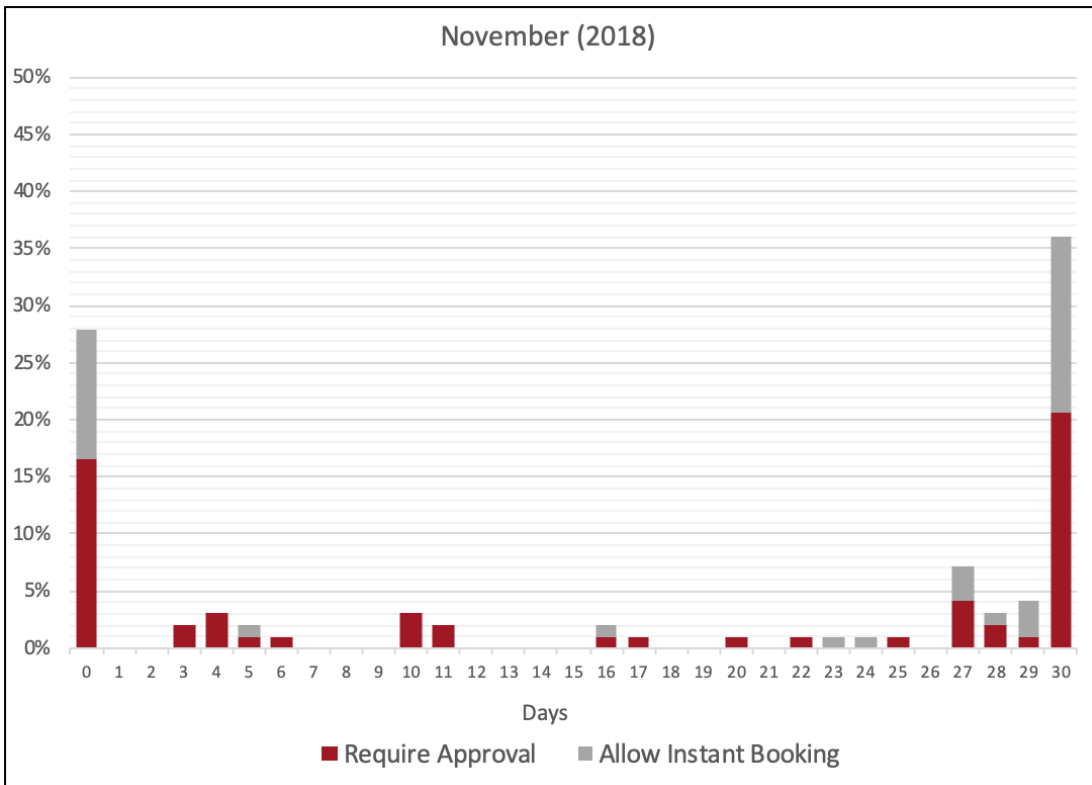
Total Listings: 98



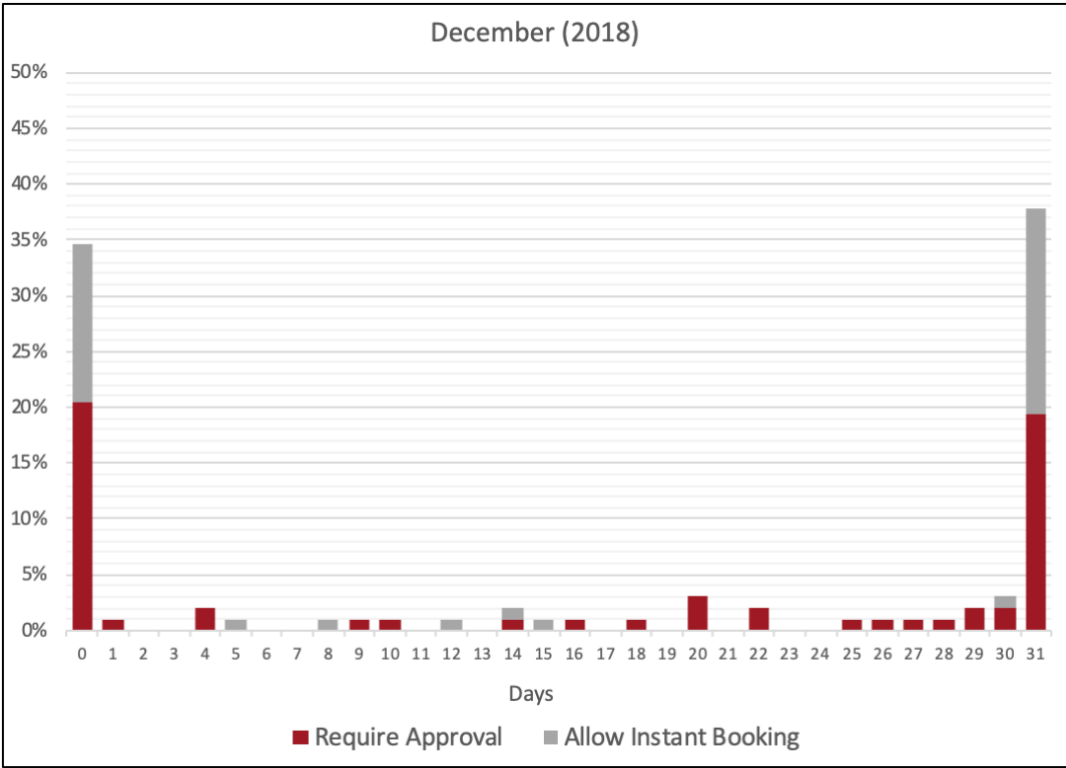
Total Listings: 102



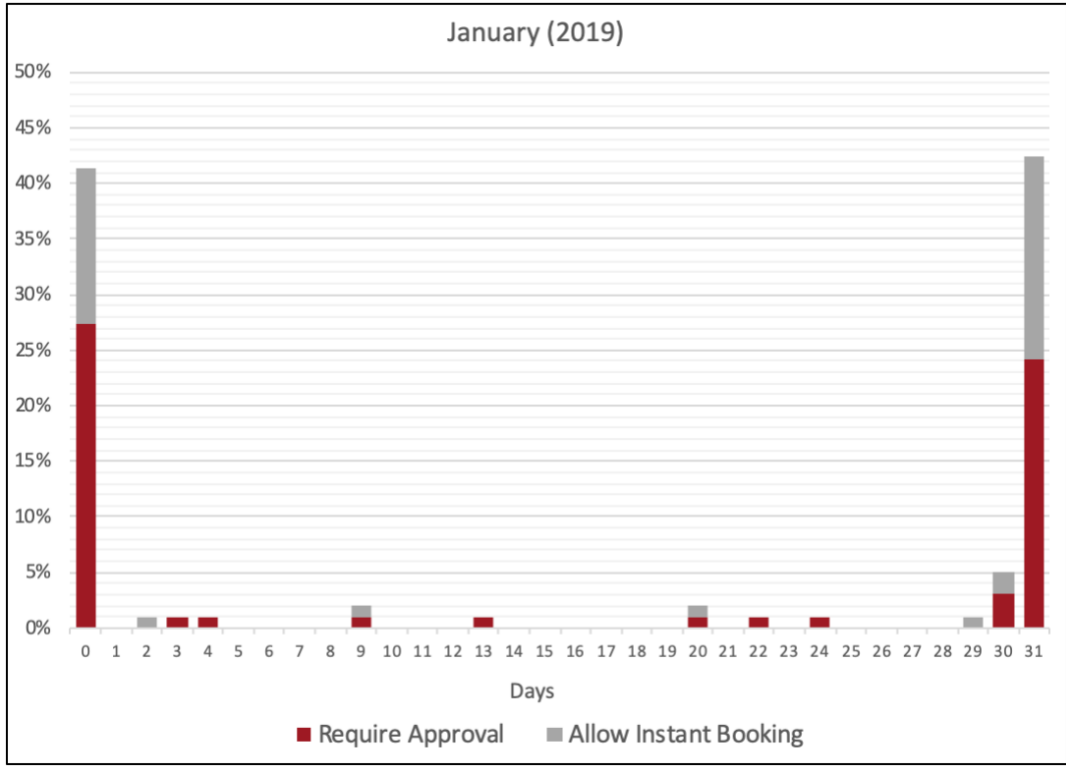
Total Listings: 98



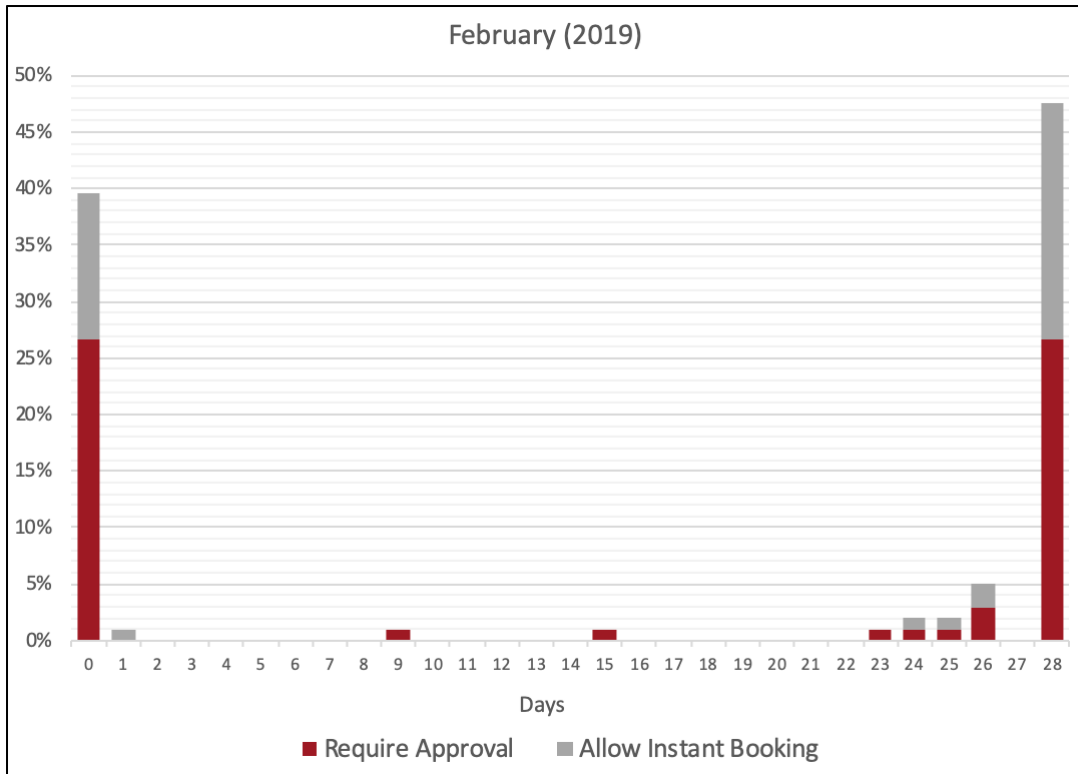
Total Listings: 97



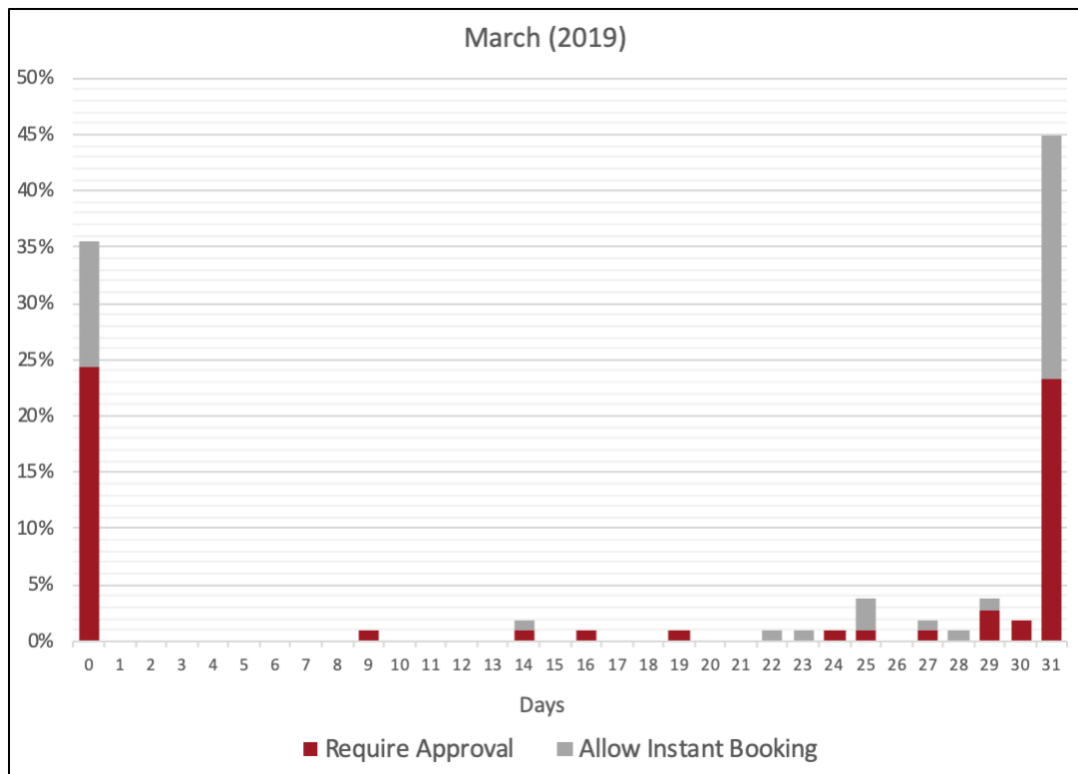
Total Listings: 98



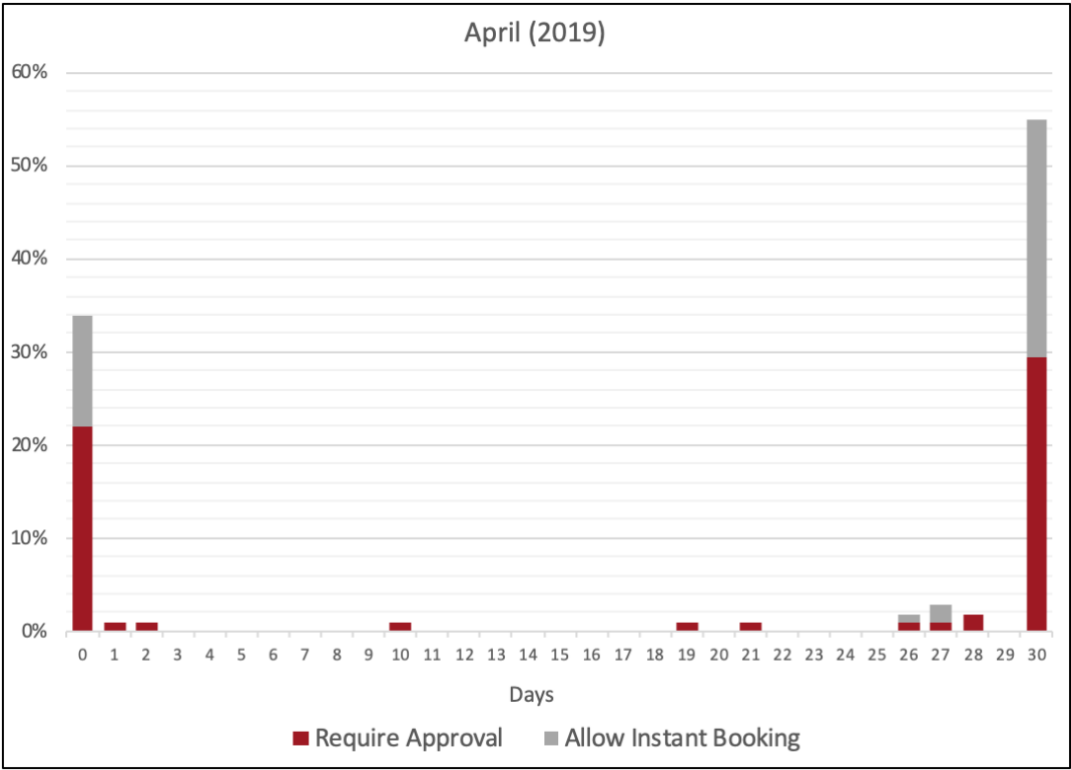
Total Listings: 99



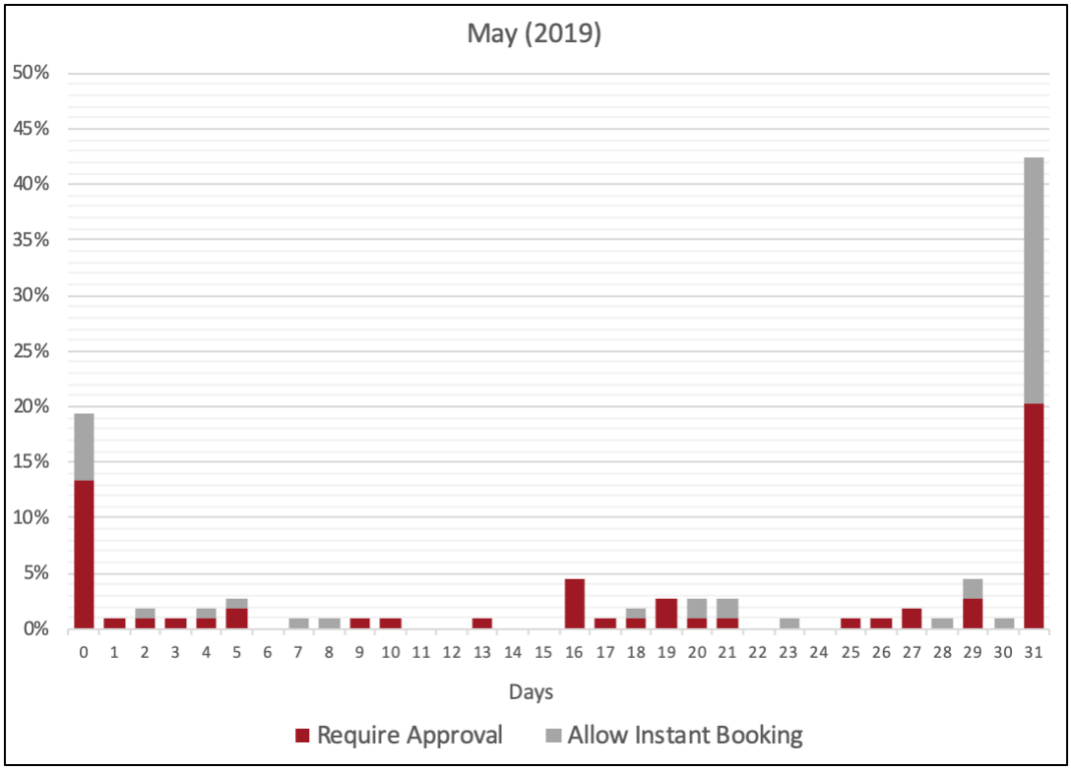
Total Listings: 101



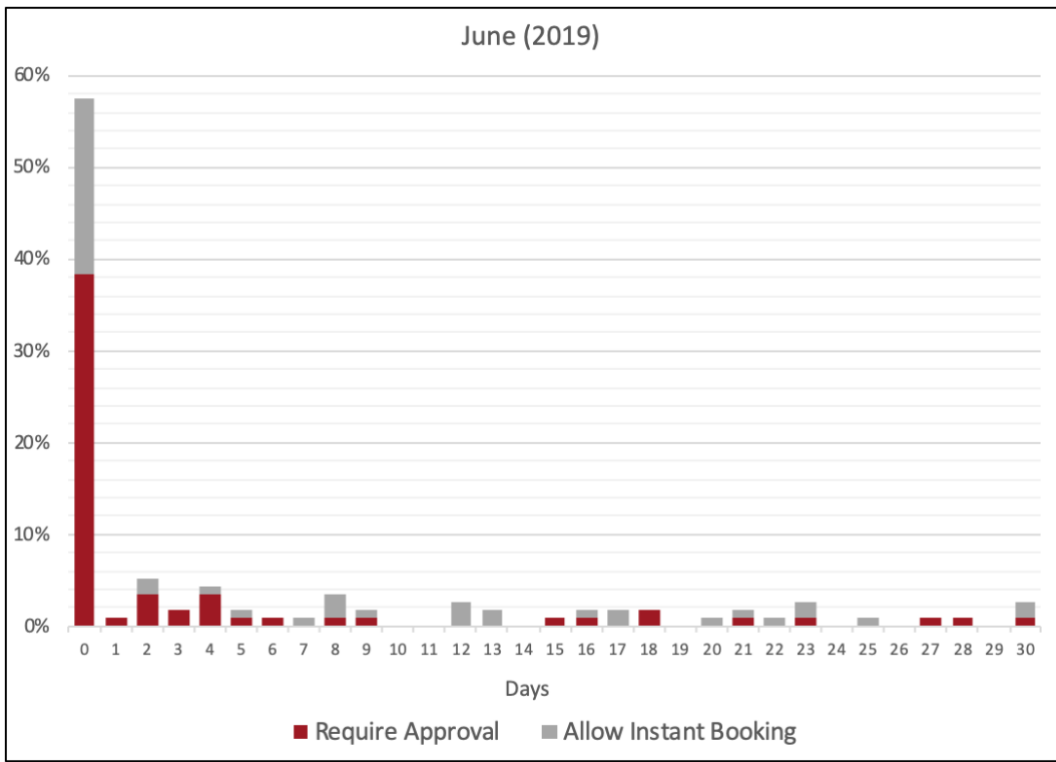
Total Listings: 107



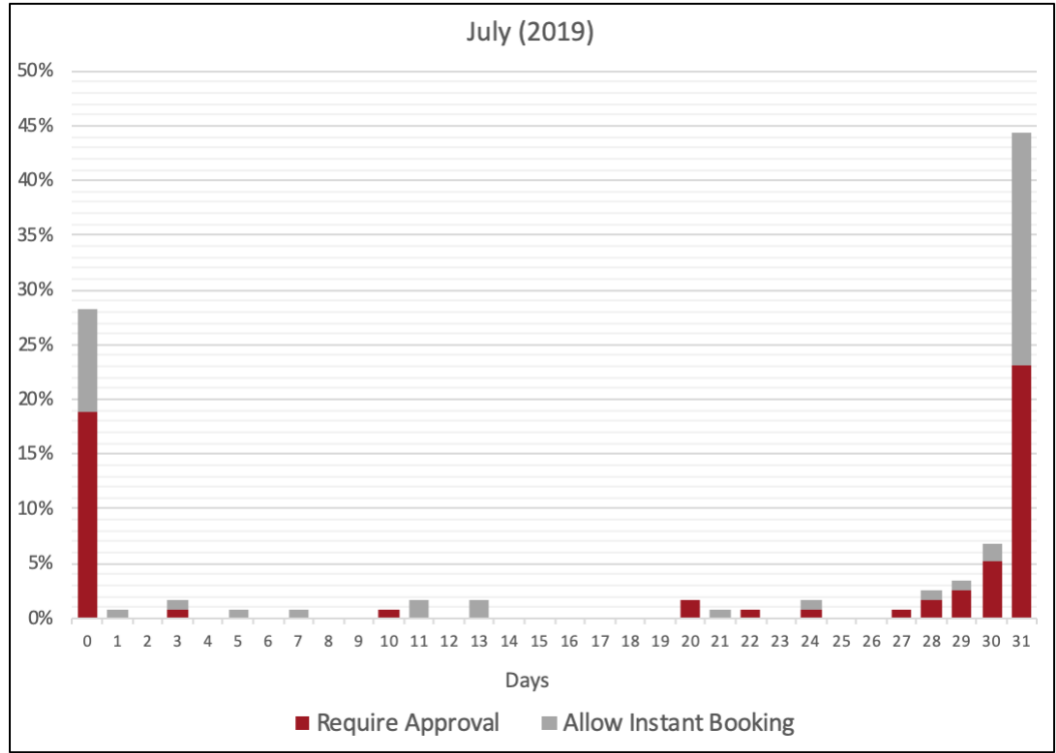
Total Listings: 109



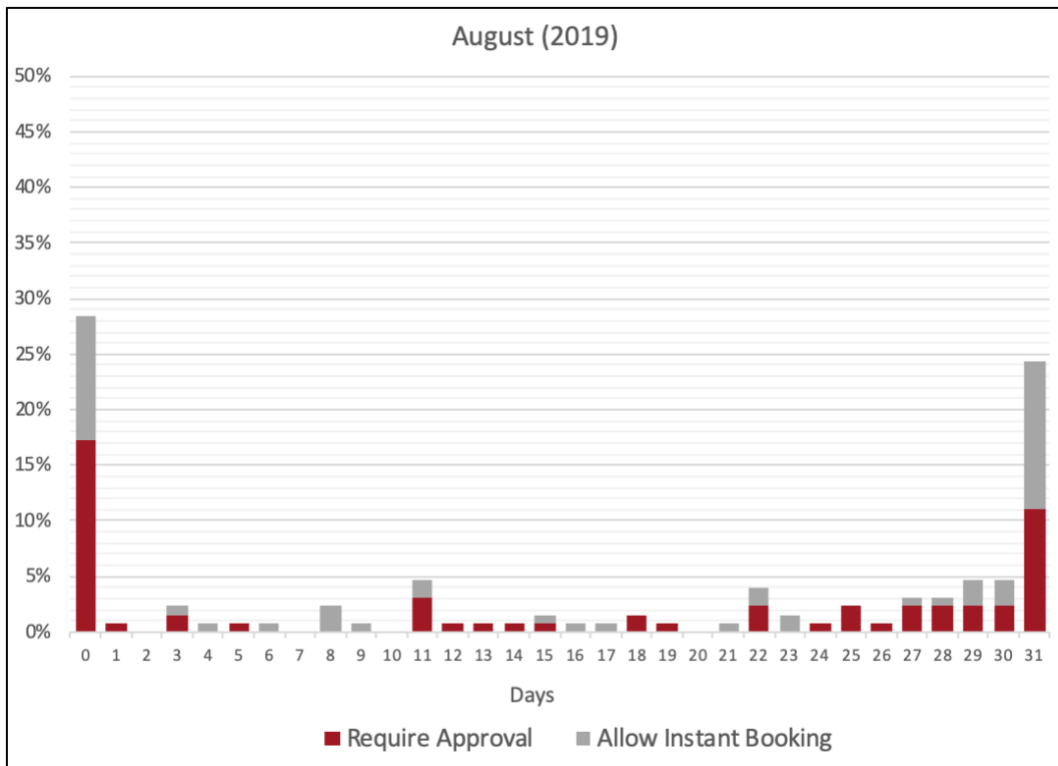
Total Listings: 113



Total Listings: 115



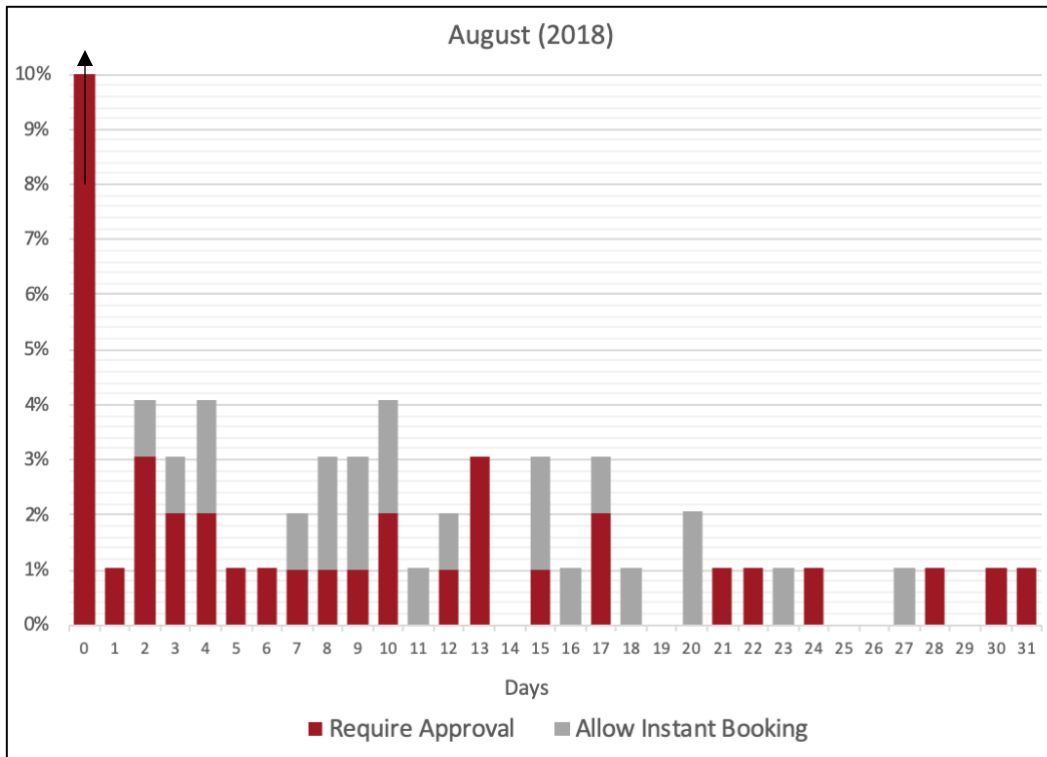
Total Listings: 117



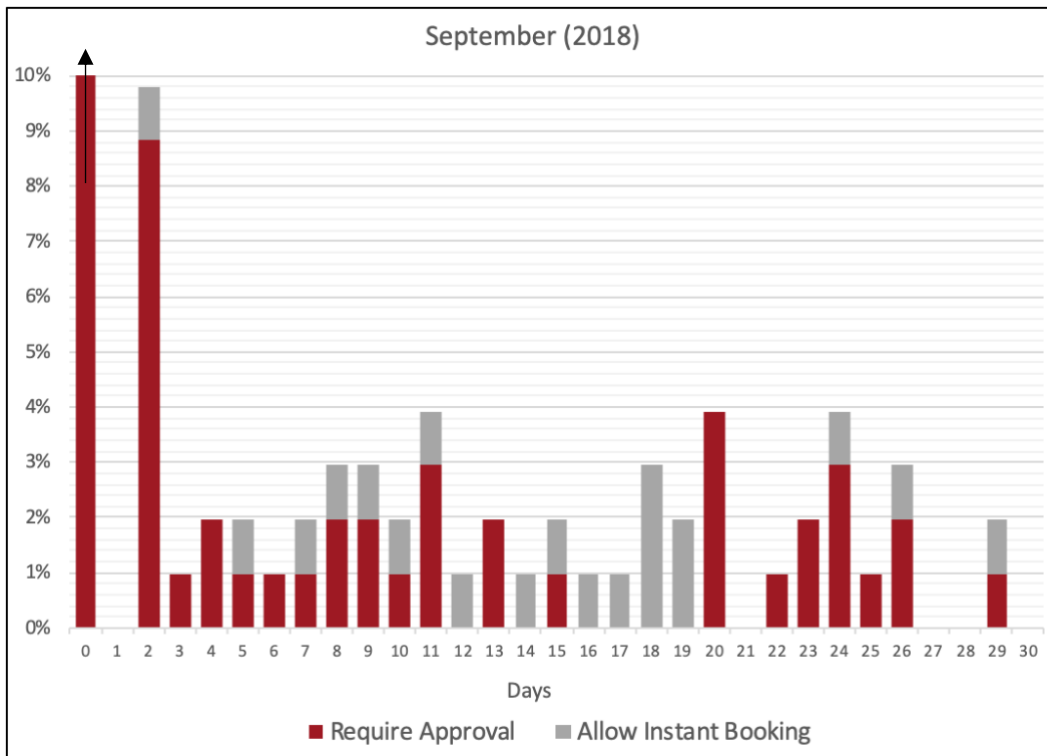
Total Listings: 122

Percent of Listings Booked "X" Number of Days

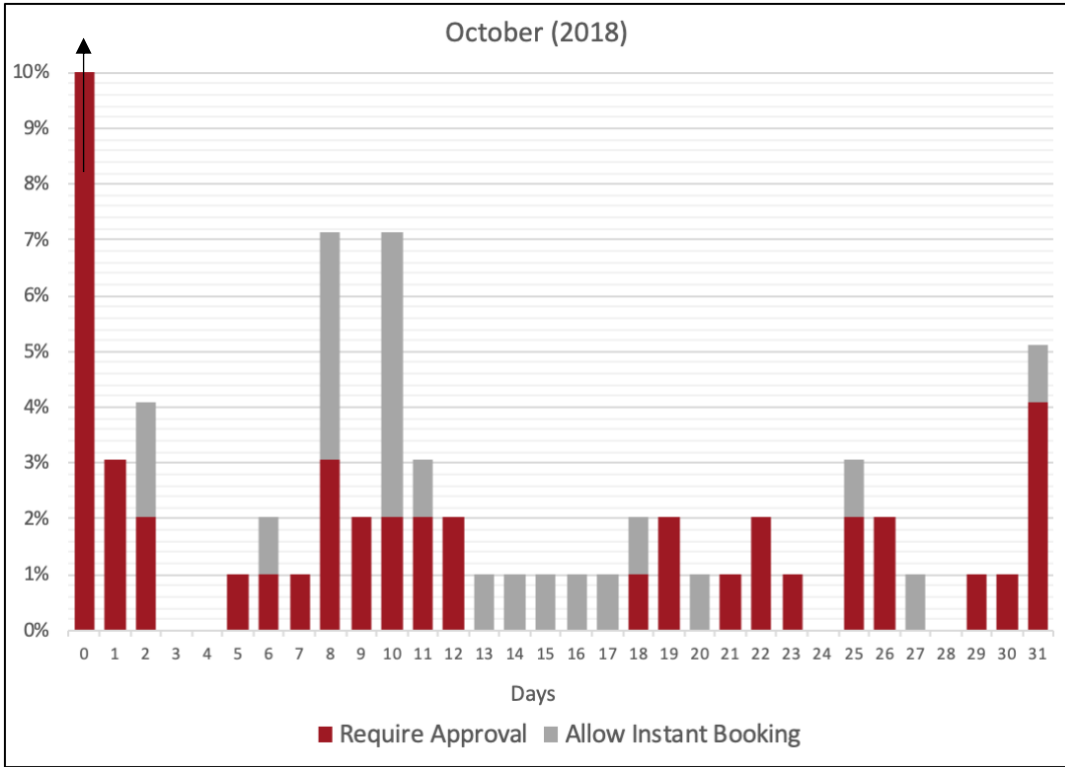
(Broken up by those who allow instant-booking and those who require approval)



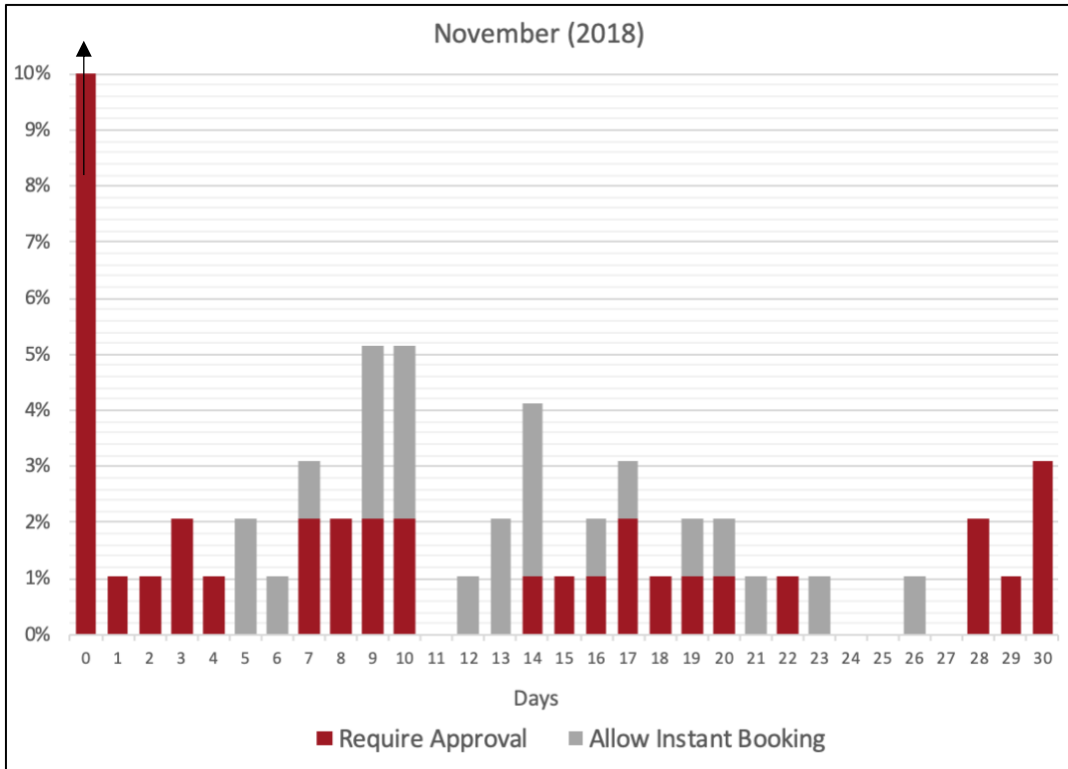
For zero days: 34% Require Approval, 15% Allow Instant Booking; 98 Listings



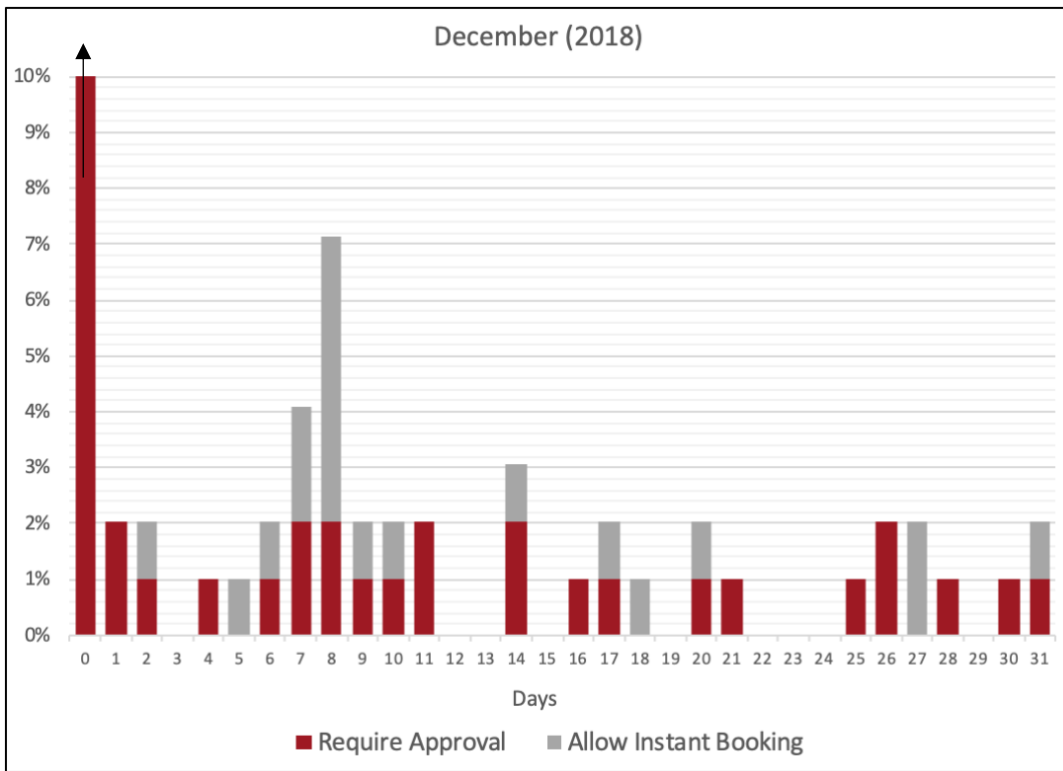
For zero days: 22% Require Approval, 20% Allow Instant Booking; 102 Listings



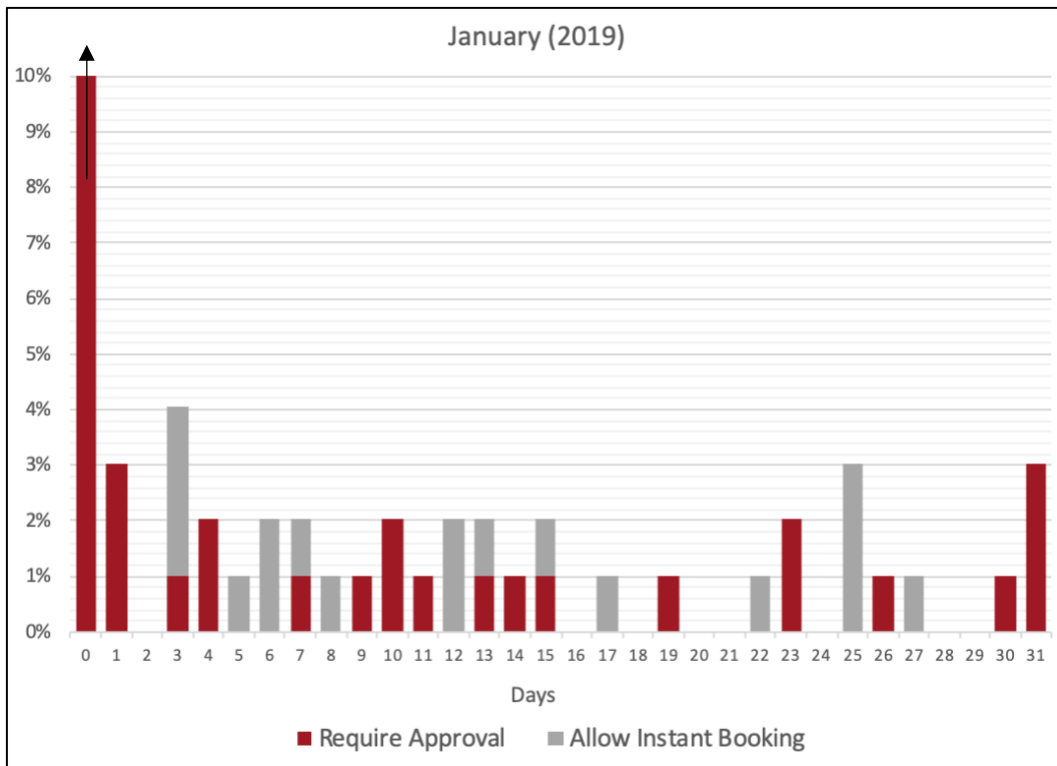
For zero days: 24% Require Approval, 15% Allow Instant Booking; 98 Listings



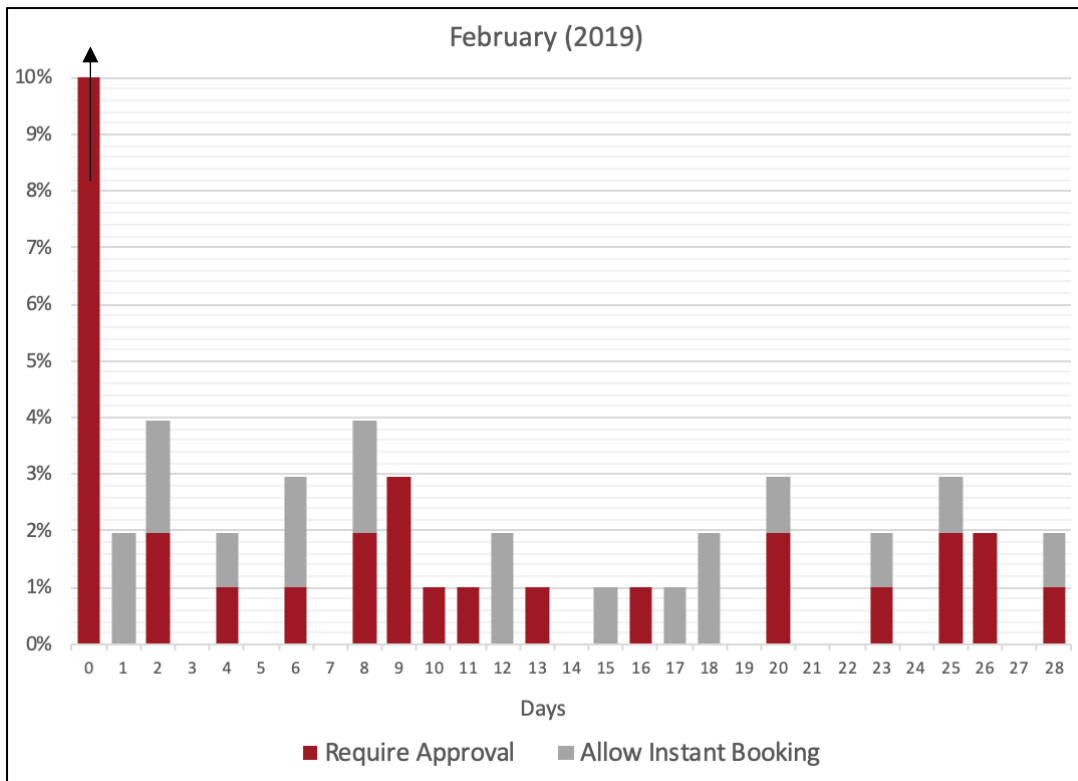
For zero days: 33% Require Approval, 14% Allow Instant Booking; 97 Listings



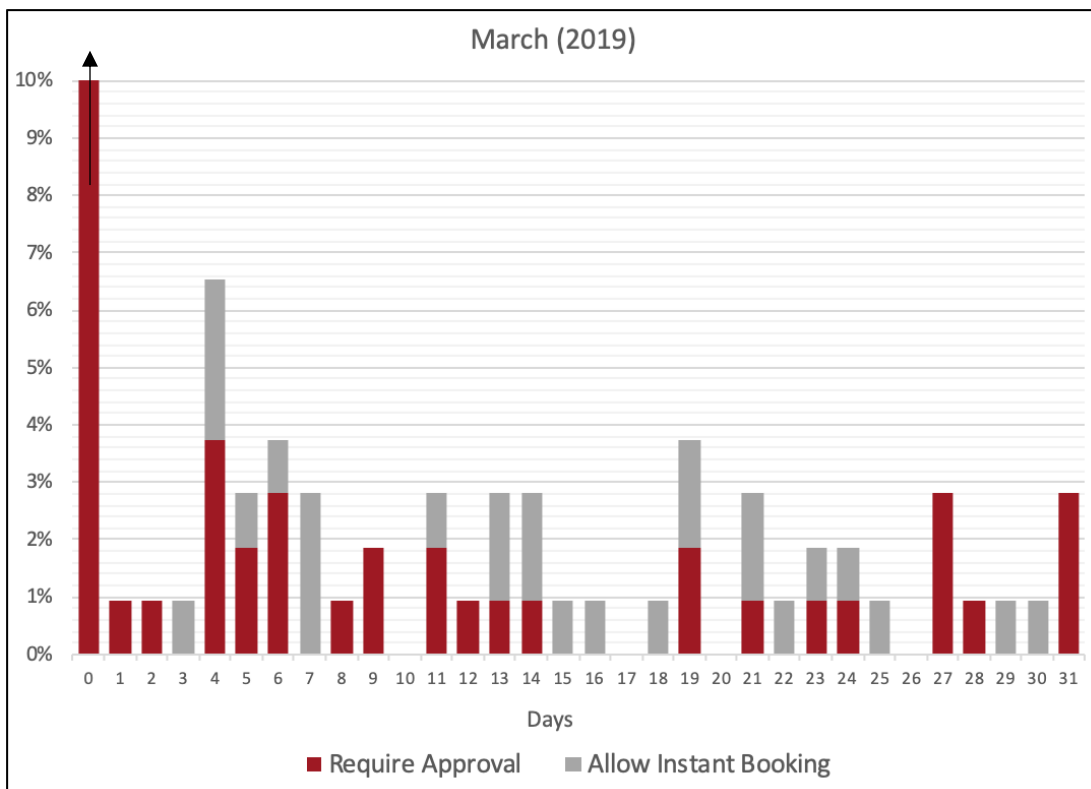
For zero days: 36% Require Approval, 19% Allow Instant Booking; 98 Listings



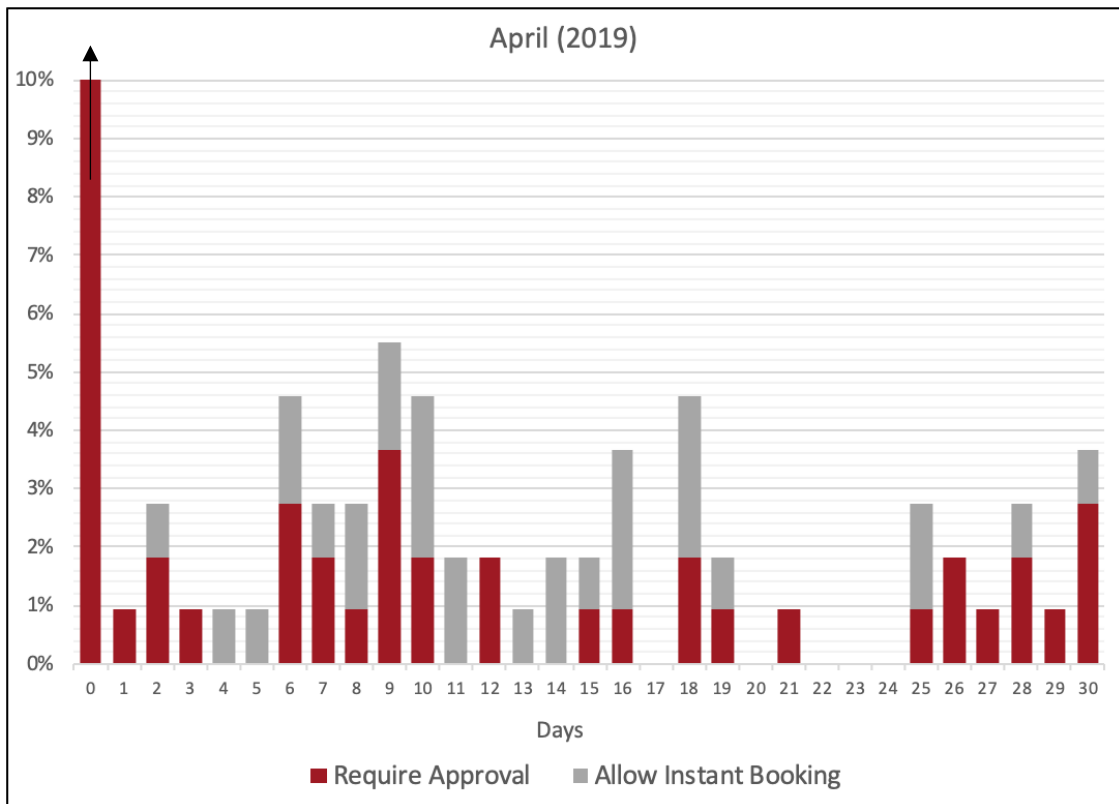
For zero days: 39% Require Approval, 20% Allow Instant Booking; 99 Listings



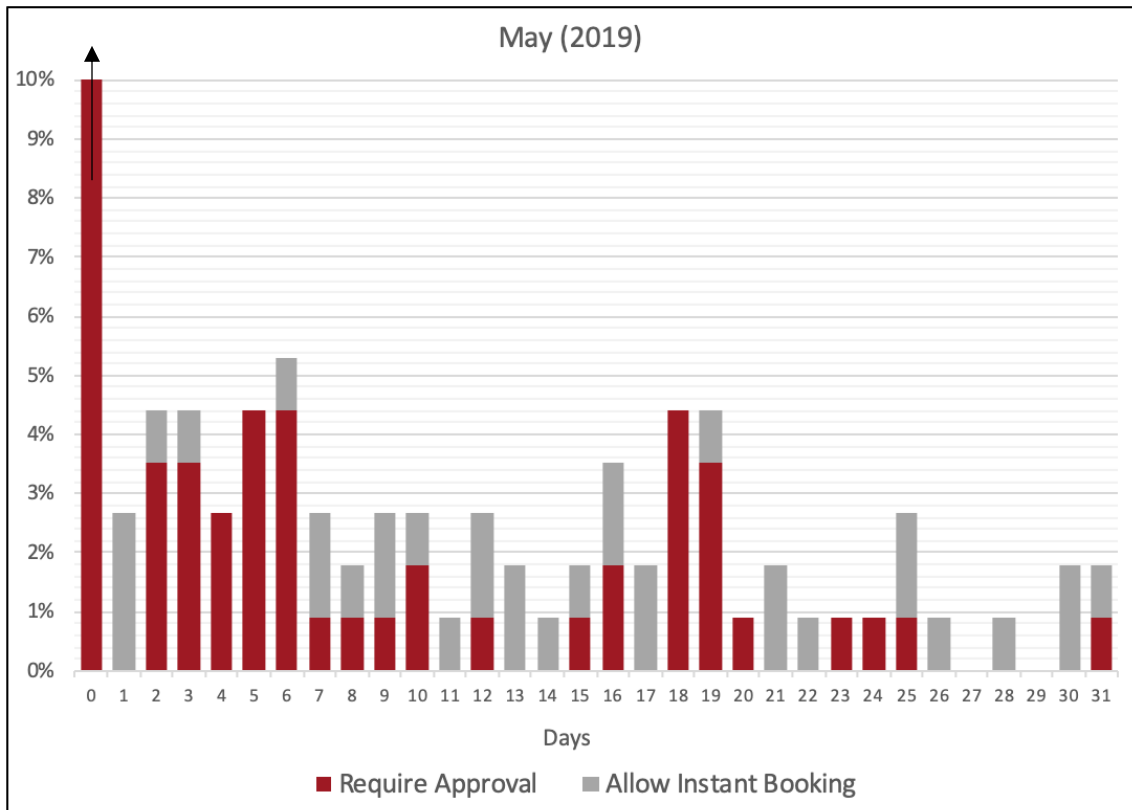
For zero days: 41% Require Approval, 20% Allow Instant Booking; 101 Listings



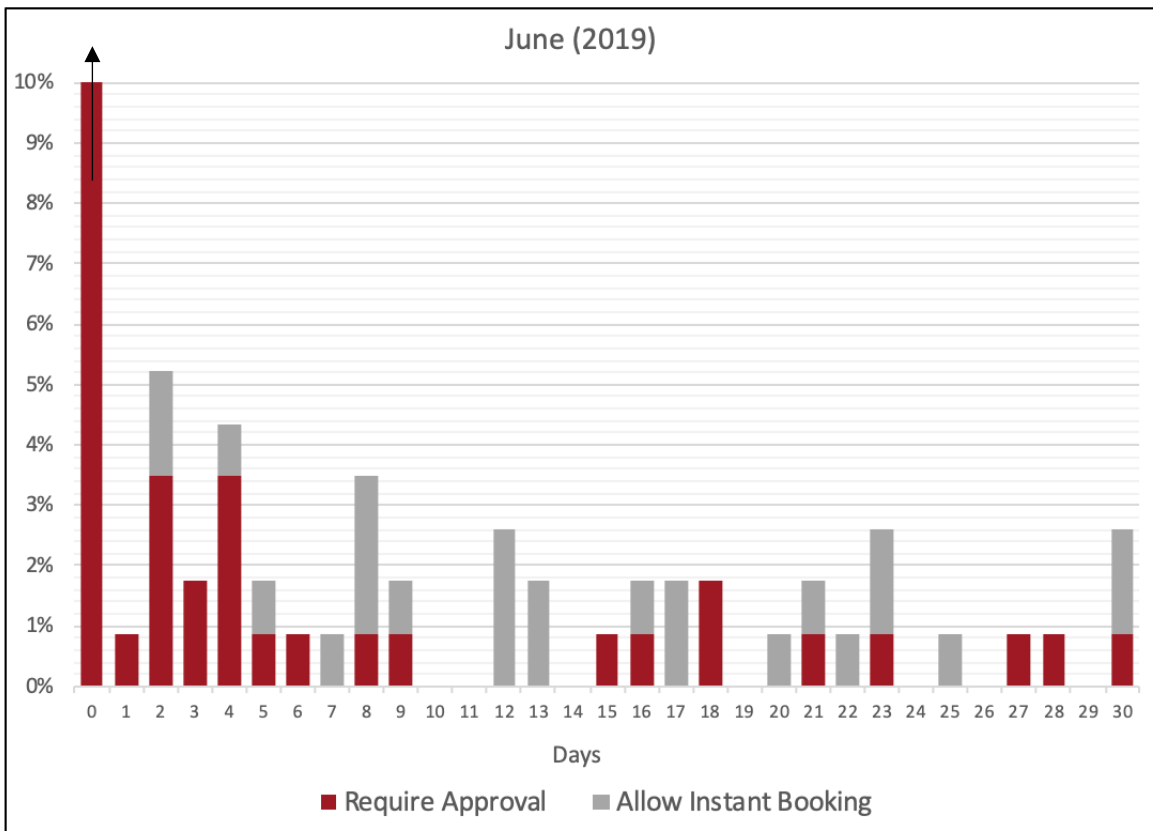
For zero days: 30% Require Approval, 16% Allow Instant Booking; 107 Listings



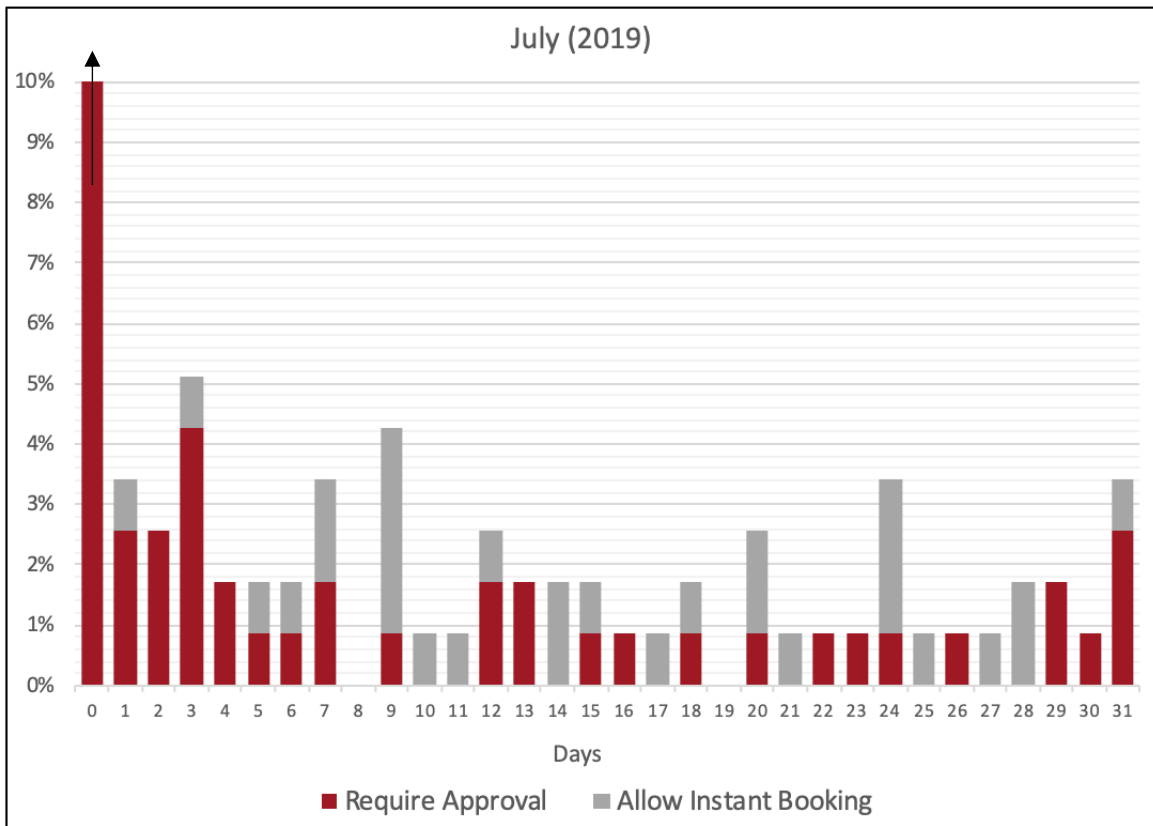
For zero days: 28% Require Approval, 13% Allow Instant Booking; 109 Listings



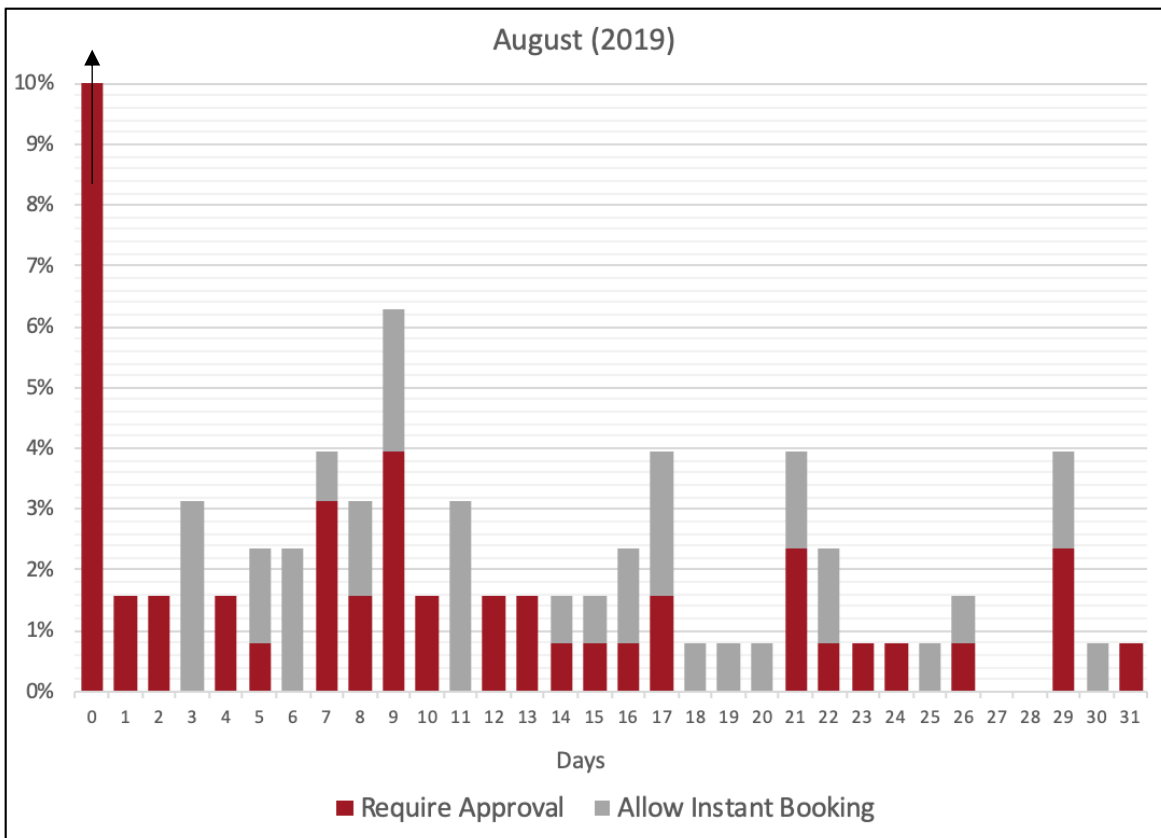
For zero days: 19% Require Approval, 12% Allow Instant Booking; 113 Listings



For zero days: 38% Require Approval, 19% Allow Instant Booking; 115 Listings

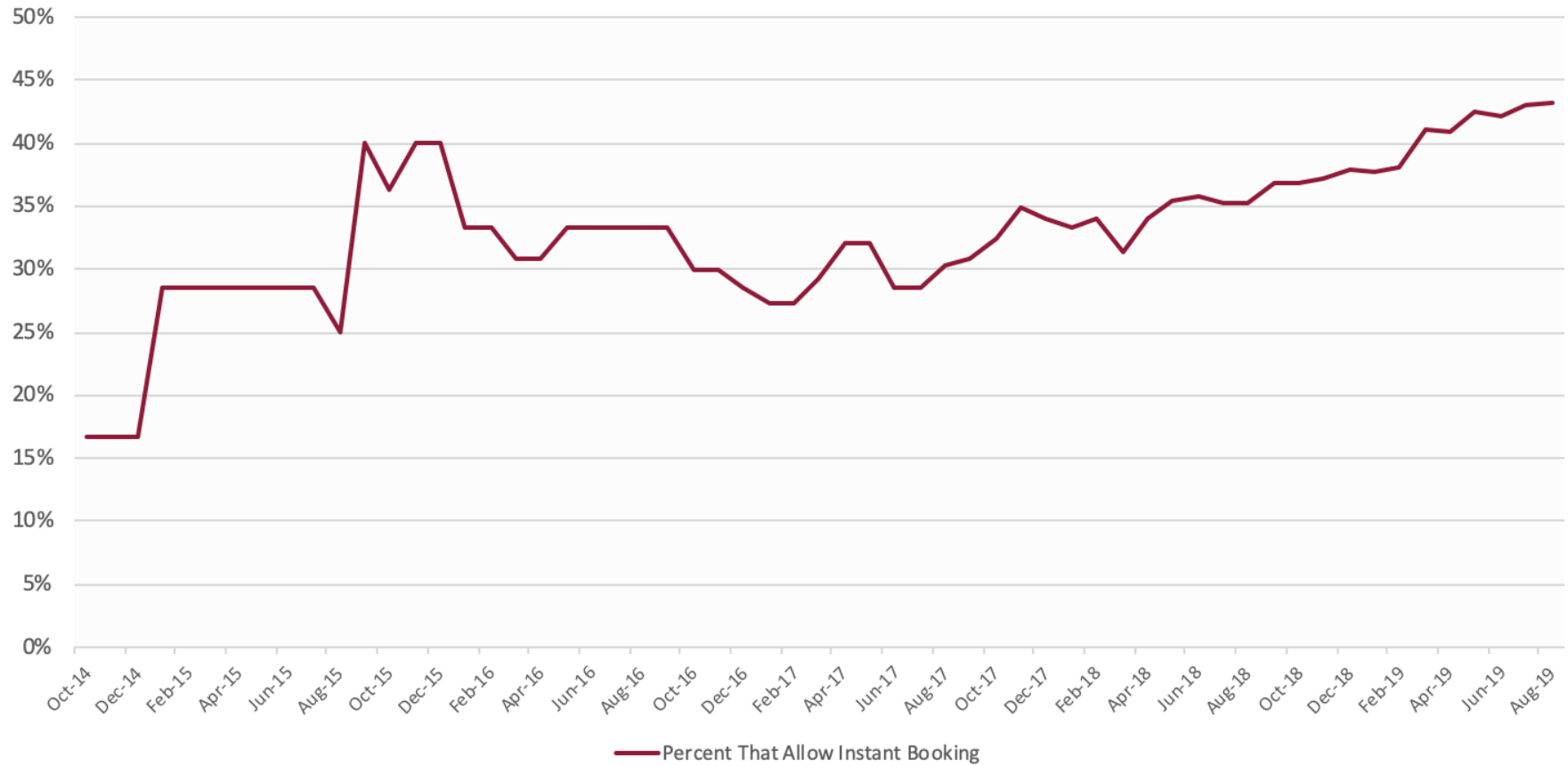


For zero days: 26% Require Approval, 18% Allow Instant Booking; 117 Listings



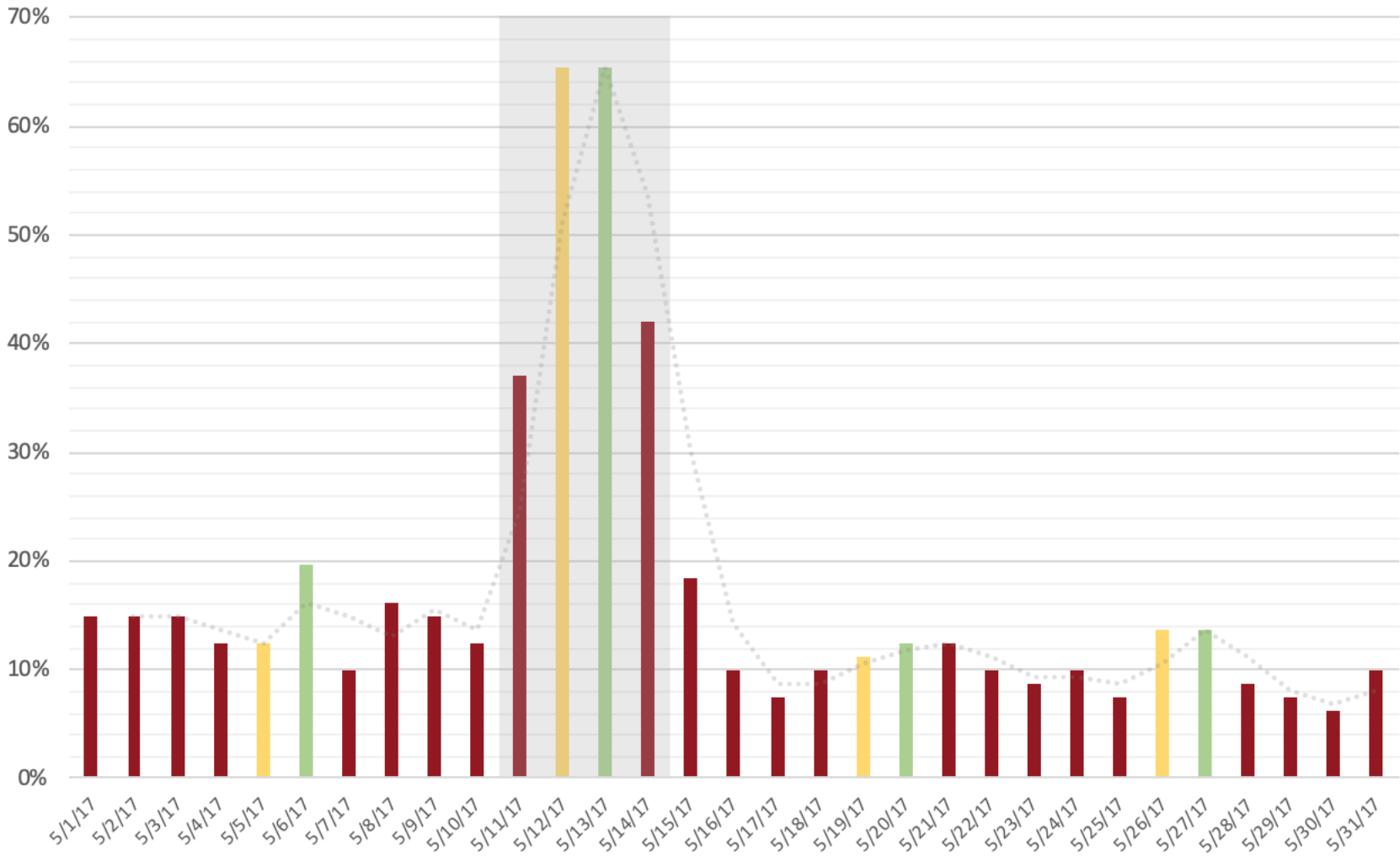
For zero days: 24% Require Approval, 14% Allow Instant Booking; 122 Listings

Percent of Listings That Allow Instant Booking (By Month-Year)



Few listings in the early months greatly impact the sensitivities of the above percentages.

Percent of Listings Booked in May of 2017 (By Day)

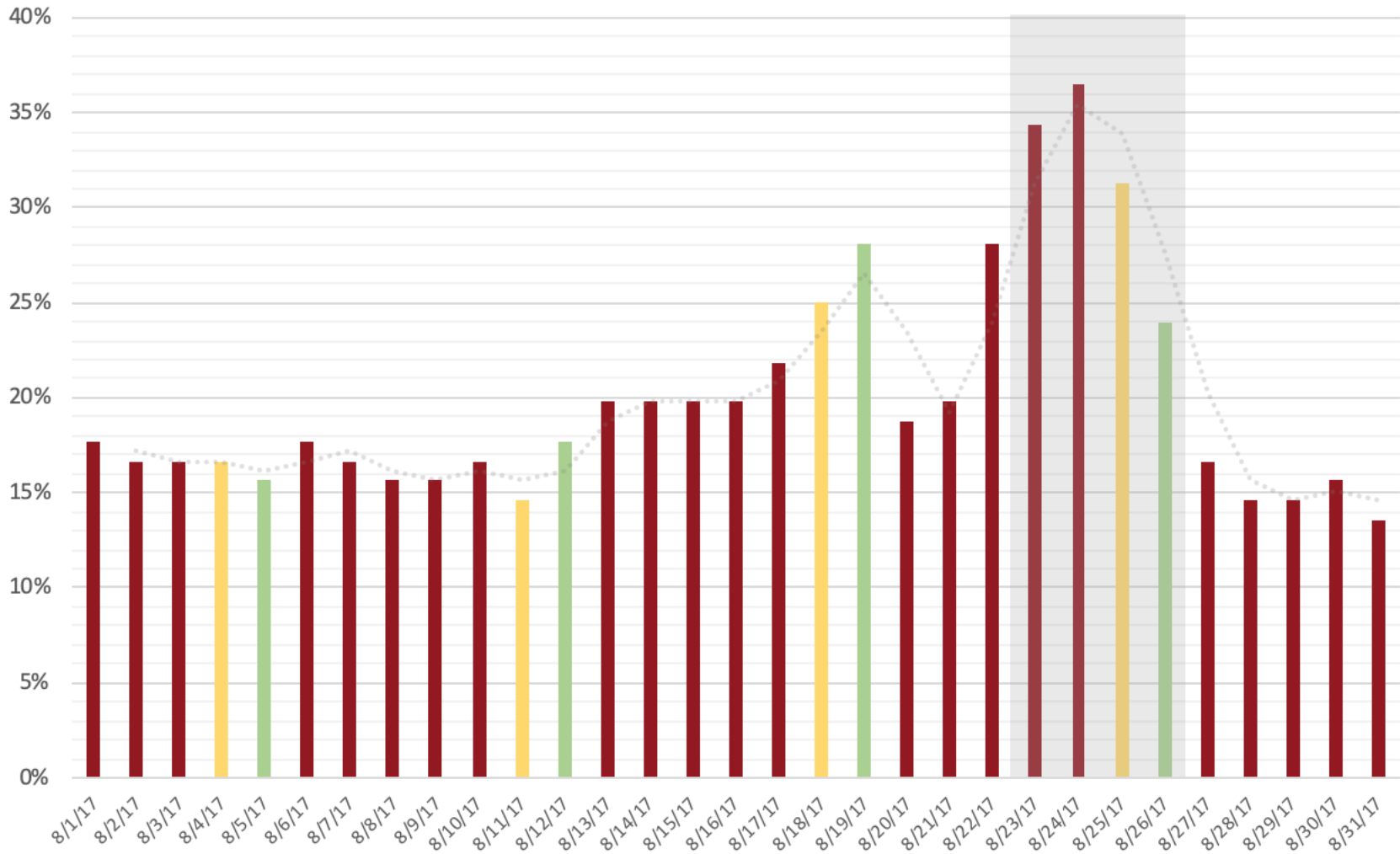


Yellow and green bars represent Fridays and Saturdays, respectively.

The dotted trendline represents the moving average.

The gray box represents graduation weekend.

Percent of Listings Booked in August of 2017 (By Day)

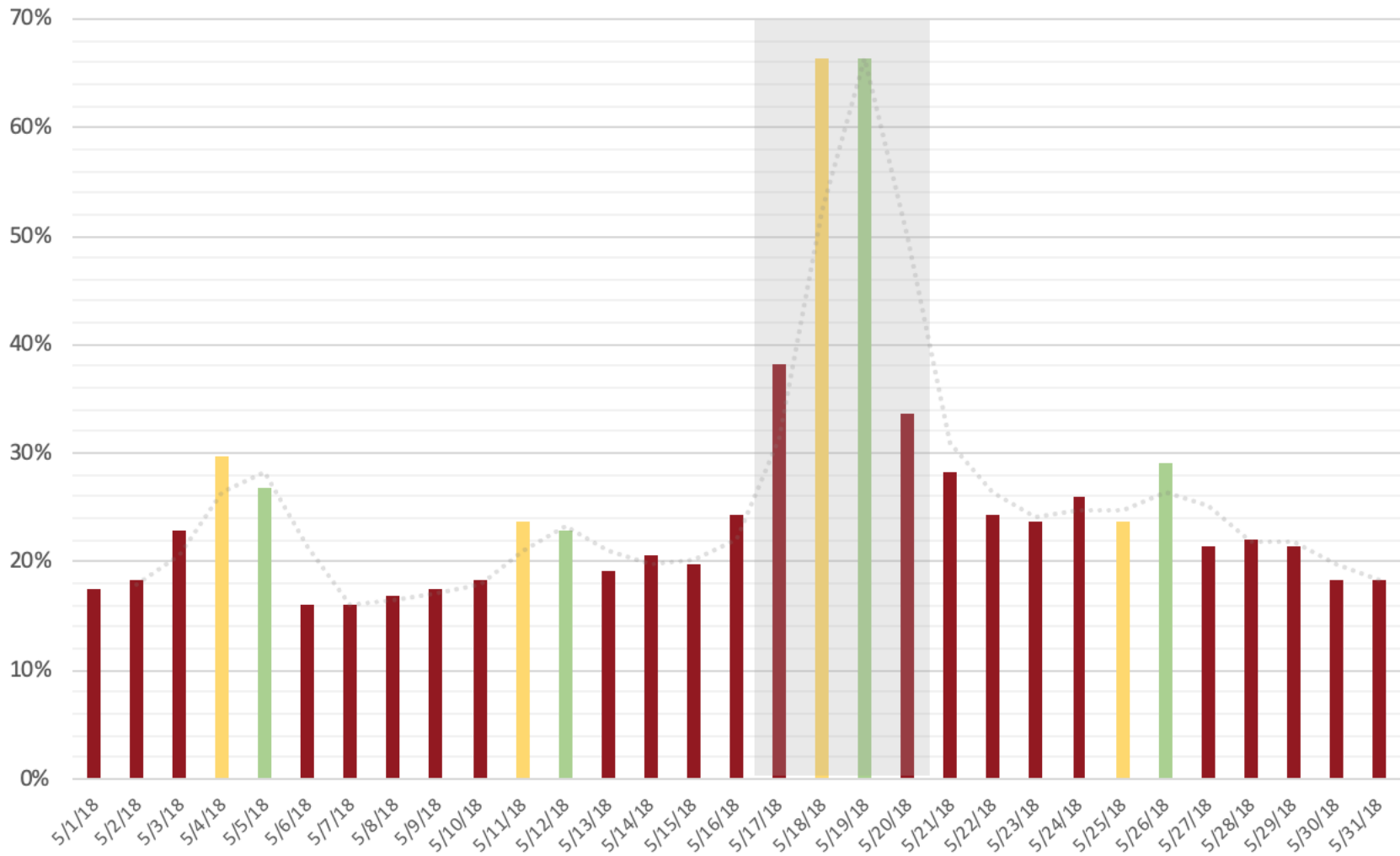


Yellow and green bars represent Fridays and Saturdays, respectively.

The dotted trendline represents the moving average.

The gray box represents move-in days.

Percent of Listings Booked in May of 2018 (By Day)

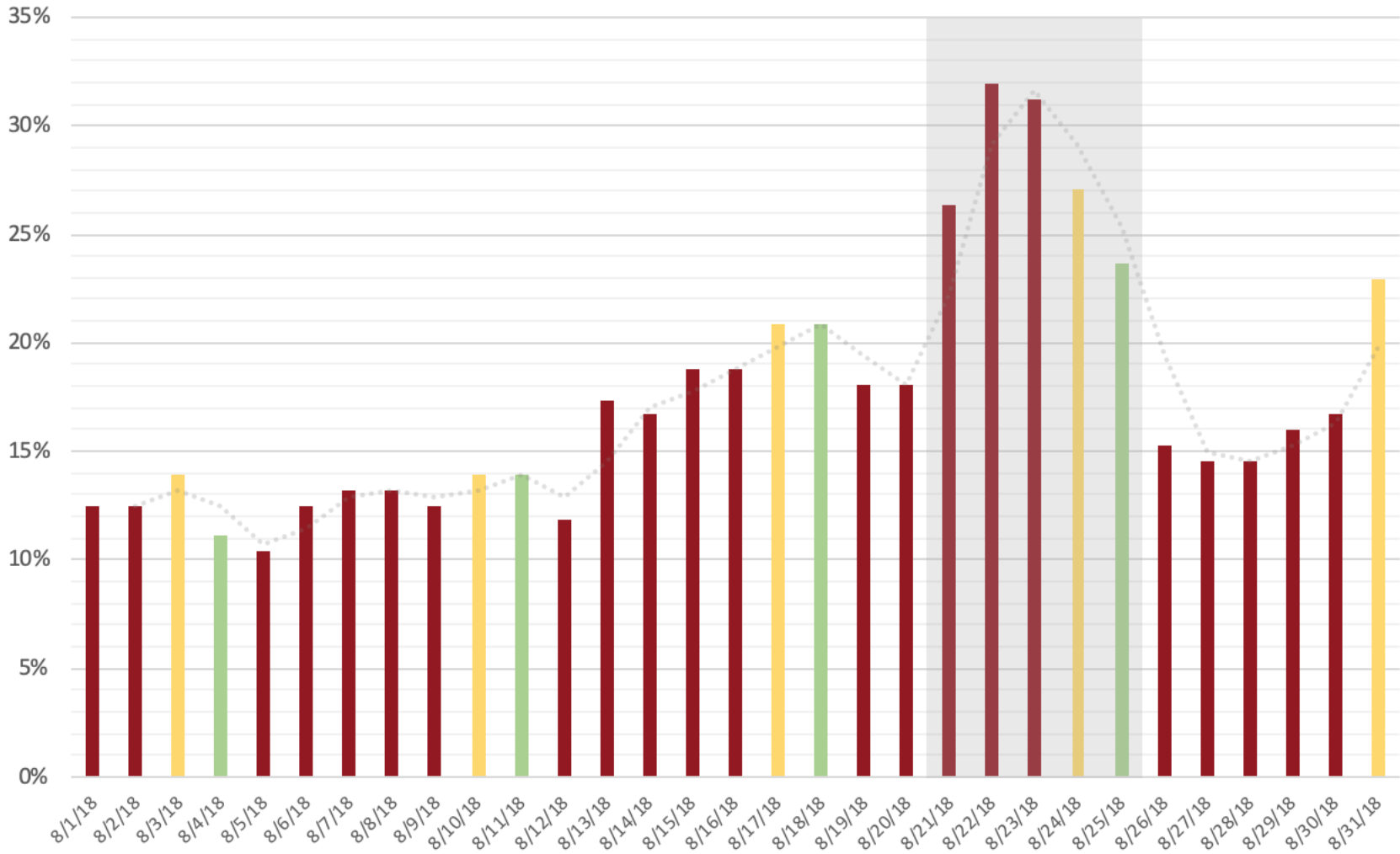


Yellow and green bars represent Fridays and Saturdays, respectively.

The dotted trendline represents the moving average.

The gray box represents graduation weekend.

Percent of Listings Booked in August of 2018 (By Day)

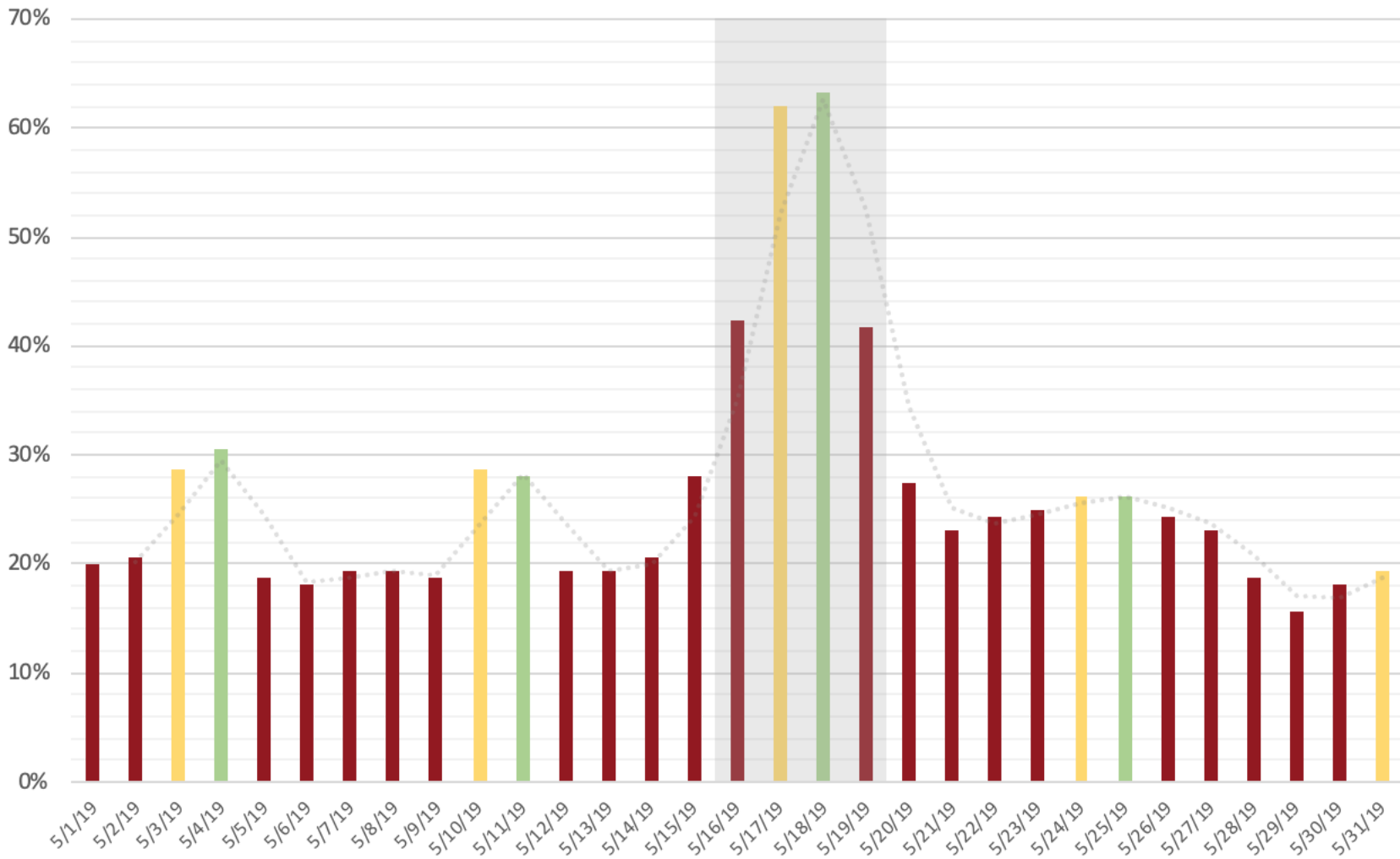


Yellow and green bars represent Fridays and Saturdays, respectively.

The dotted trendline represents the moving average.

The gray box represents move-in days.

Percent of Listings Booked in May of 2019 (By Day)

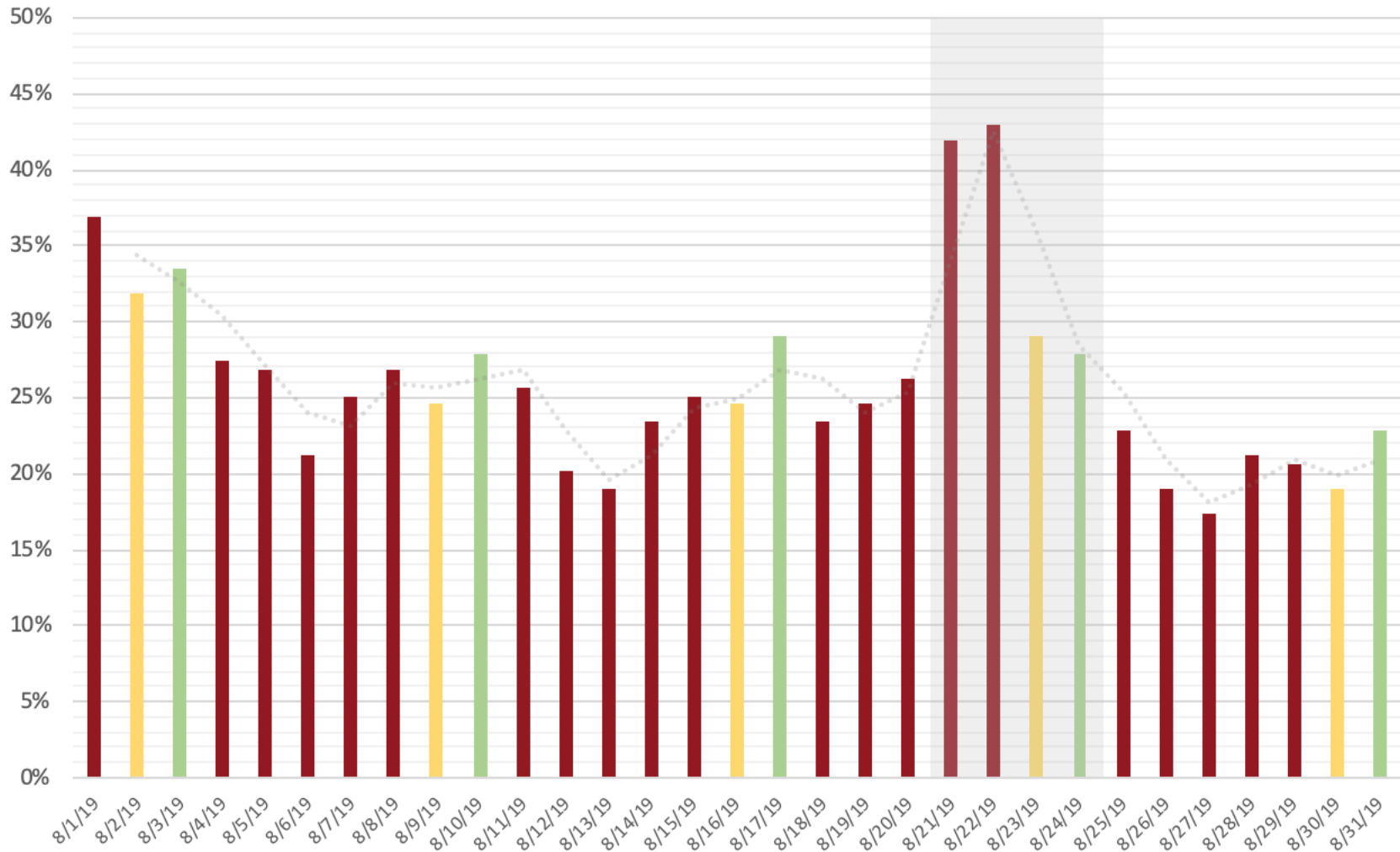


Yellow and green bars represent Fridays and Saturdays, respectively.

The dotted trendline represents the moving average.

The gray box represents graduation weekend.

The Percent of Listings Booked in August of 2019 (By Day)



Yellow and green bars represent Fridays and Saturdays, respectively.

The dotted trendline represents the moving average.

The gray box represents move-in days.

Percent of Listings Booking “X” Number of Days (Annual Breakdown)

[\(Click here to see the corresponding graphics\)](#)

| Day Range | 2014 | 2015 | 2016 | 2017 | 2018 |
|-------------------|-------------|-------------|-------------|-------------|-------------|
| <i>0 to 9</i> | 60% | 51% | 27% | 19% | 17% |
| <i>10 to 29</i> | 40% | 22% | 27% | 14% | 15% |
| <i>30 to 59</i> | 0% | 19% | 7% | 12% | 12% |
| <i>60 to 99</i> | 0% | 8% | 21% | 24% | 20% |
| <i>100 to 149</i> | 0% | 0% | 13% | 22% | 16% |
| <i>150 Plus</i> | 0% | 0% | 5% | 9% | 21% |
| | 100% | 100% | 100% | 100% | 100% |

The Last 12 Months, Broken Out By:

Entire Home / Apartment

| Day Range | Aug. 18 - Aug. 19 |
|-------------------|--------------------------|
| <i>0 to 9</i> | 19% |
| <i>10 to 29</i> | 11% |
| <i>30 to 59</i> | 22% |
| <i>60 to 99</i> | 19% |
| <i>100 to 149</i> | 19% |
| <i>150 Plus</i> | 11% |
| | 100% |

Private Room

| Day Range | Aug. 18 - Aug. 19 |
|-------------------|--------------------------|
| <i>0 to 9</i> | 13% |
| <i>10 to 29</i> | 16% |
| <i>30 to 59</i> | 20% |
| <i>60 to 99</i> | 10% |
| <i>100 to 149</i> | 14% |
| <i>150 Plus</i> | 27% |
| | 100% |

Summary Sheet (*Within Oxford City Limits*)

Total Number of Unique Airbnb and HomeAway Listings in 2019: **122**

Total Revenue for Listers Since 2014: **\$4,781,093**

Total Revenue for Listers in 2019: **\$977,009**