

3 KPIs Every Airbnb & STR Host Should Know

A simple guide to understanding how your property is really performing.

Getting bookings does not always mean your property is doing well. These three numbers show how many nights you are booking, how much you earn per night, and how well you are turning available nights into revenue.

1

Occupancy Rate

How full you are

2

Average Daily Rate

What you earn per booked night

3

RevPAR

What you earn per available night

Why bother?

Together these three numbers show low occupancy early, tell you whether your rates need a look, and let you compare this month with the last one — instead of guessing.

1 KPI ONE Occupancy Rate (OR)

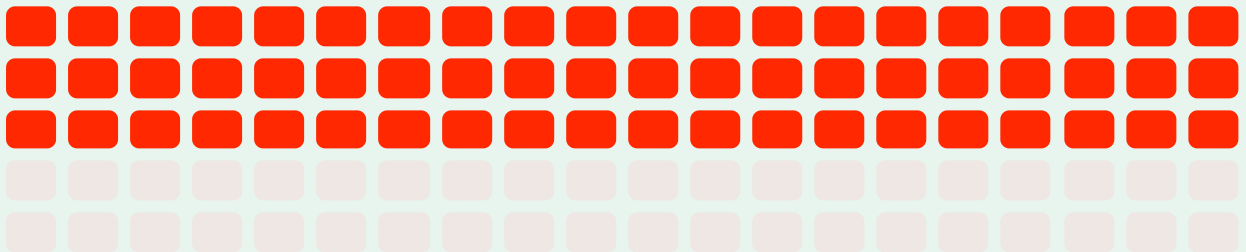
The share of your available nights that actually got booked in a chosen period.

FORMULA

$$\text{Occupancy Rate} = (\text{Booked Nights} \div \text{Available Nights}) \times 100$$

EXAMPLE

Out of **100 available nights**, **60 were booked**.



Red = booked nights · Grey = empty nights

$$(60 \div 100) \times 100 = \textbf{60\% occupancy}$$

? **Why it matters:** it shows the weeks and months where demand drops. A low number is a signal to look at your pricing, your listing's visibility, or the dates you keep blocked — before the season passes.

! **Count carefully:** available nights means nights the property was open for booking. Nights you blocked for family stays or repairs should not be counted as available, or your occupancy will look worse than it is.

2

KPI TWO

Average Daily Rate (ADR)

The average room revenue you earn for each **booked** night. Empty nights are not counted here.

FORMULA

$$\text{ADR} = \text{Room Revenue} \div \text{Booked Nights}$$

EXAMPLE

Room revenue

₹60,000

÷

Booked nights

20

=

ADR

₹3,000



Why it matters: it tells you what guests are actually paying per booked night — after discounts, offers and weekend rates have done their work. It is the honest version of your nightly price.



A high ADR on its own is not a win. You can raise your rate, lose half your bookings, and still show a strong ADR. That is why it is always read next to occupancy.

3

KPI THREE

Revenue per Available Room (RevPAR)

Room revenue earned per **available** night. It puts your price and your occupancy into one number.

TWO WAYS TO THE SAME ANSWER

$$\text{RevPAR} = \text{Room Revenue} \div \text{Available Nights}$$

or

$$\text{RevPAR} = \text{ADR} \times \text{Occupancy Rate}$$

occupancy as a decimal – 60% is 0.60

EXAMPLE

Your ADR is ₹3,000 and your occupancy is 60%.

$$\text{₹3,000} \times 0.60 = \text{₹1,800 RevPAR}$$

₹1,800 earned per available night

₹1,200 not earned

You charge ₹3,000 a night, but across every night you had open, you earned ₹1,800.



Why it matters: it stops you judging the property on price alone or on bookings alone. If RevPAR rises, the combination of your rate and your occupancy is working.



RevPAR is revenue, not profit. Cleaning, commissions, utilities, repairs and taxes all come out after this number. A higher RevPAR does not automatically mean more money in hand.



PUTTING IT TOGETHER

Read all three, for the same period

One property. 100 available nights, 60 booked, ₹1,80,000 room revenue.

KPI	What it answers	This property
Occupancy Rate	How much of my inventory got booked?	60%
ADR	What do I earn per booked night?	₹3,000
RevPAR	What do I earn per available night?	₹1,800

How to review them each month

- 1 Pick one period and stick to it**
Compare this month with last month, or this season with the same season last year.
- 2 Read the three together**
Occupancy up but ADR down usually means you discounted. RevPAR tells you whether that trade was worth it.
- 3 Allow for the real world**
Season, local events, platform fees and running costs all shape the result before you change a rate.

STOP DOING THIS IN A NOTEBOOK

See occupancy, ADR and RevPAR for every property, in one dashboard.

Homeyhuts keeps your bookings, revenue and expenses in one place — with property-wise profit and loss, so you can see where the money actually goes.

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