

## Invest in a vacation rental with confidence.

The intel below uses a combination of vacation rental performance statistics and broader market trends to reveal how properties in this area performed on average in the last 12 months. It's the must-know historical data you need to help make smart buying decisions.\*



## How has home size affected performance?

| NUMBER OF BEDROOMS | AVERAGE NIGHTS BOOKED | AMOUNT OF YEAR BOOKED | LOCAL INVENTORY BREAKDOWN |
|--------------------|-----------------------|-----------------------|---------------------------|
| 1                  | 155                   | 42%                   | 20%                       |
| 2                  | 158                   | 43%                   | 31%                       |
| 3                  | 149                   | 41%                   | 28%                       |
| 4                  | 138                   | 38%                   | 13%                       |
| 5                  | 156                   | 43%                   | 3%                        |

### TOP EVOLVE PERFORMER

3 BEDROOMS

263 NIGHTS BOOKED

## How much revenue have owners earned?

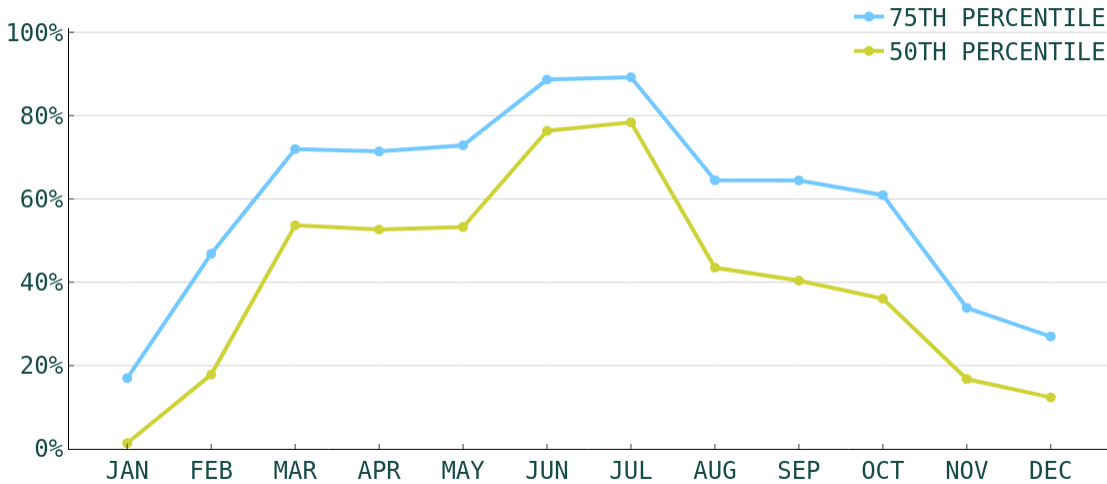
| NUMBER OF BEDROOMS | AVERAGE DAILY RATE | AVERAGE YEARLY REVENUE TOP 50% | AVERAGE YEARLY REVENUE TOP 75% |
|--------------------|--------------------|--------------------------------|--------------------------------|
| 1                  | \$149              | \$22,625                       | \$35,007                       |
| 2                  | \$176              | \$28,995                       | \$42,323                       |
| 3                  | \$211              | \$32,574                       | \$52,144                       |
| 4                  | \$304              | \$45,685                       | \$68,295                       |
| 5                  | \$388              | \$65,438                       | \$88,589                       |

### TOP EVOLVE PERFORMER

5 BEDROOMS

\$578 AVERAGE DAILY RATE

# What has annual occupancy looked like?



**Mar, Jun, Jul**  
HIGH SEASON



**Jan, Nov, Dec**  
LOW SEASON



AVERAGE DAYS  
BOOKED IN ADVANCE

**29**      **23**

HIGH SEASON    LOW SEASON



AVERAGE LENGTH  
OF STAY IN DAYS

**4**      **4**

HIGH SEASON    LOW SEASON



AVERAGE  
DAILY RATE

**\$237**      **\$179**

HIGH SEASON    LOW SEASON

## Make vacation rental investment easy.

Whether you're looking for that first vacation home or your next dream property, we have the resources and expertise to help.



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\*This analysis is not a guarantee or offer of performance by Evolve. It is intended to show only the range of average outcomes seen in the market last year, is not exclusively based on actual Evolve customer accounts, and does not reflect the effect of future changes in economic and market factors. This analysis includes data for Pensacola Area from 02/01/23 - 02/01/24.

