

SPUR MEMBER

# 2019 SUMMER RENTAL MARKET REPORT

Insights provided  
by StayMarquis

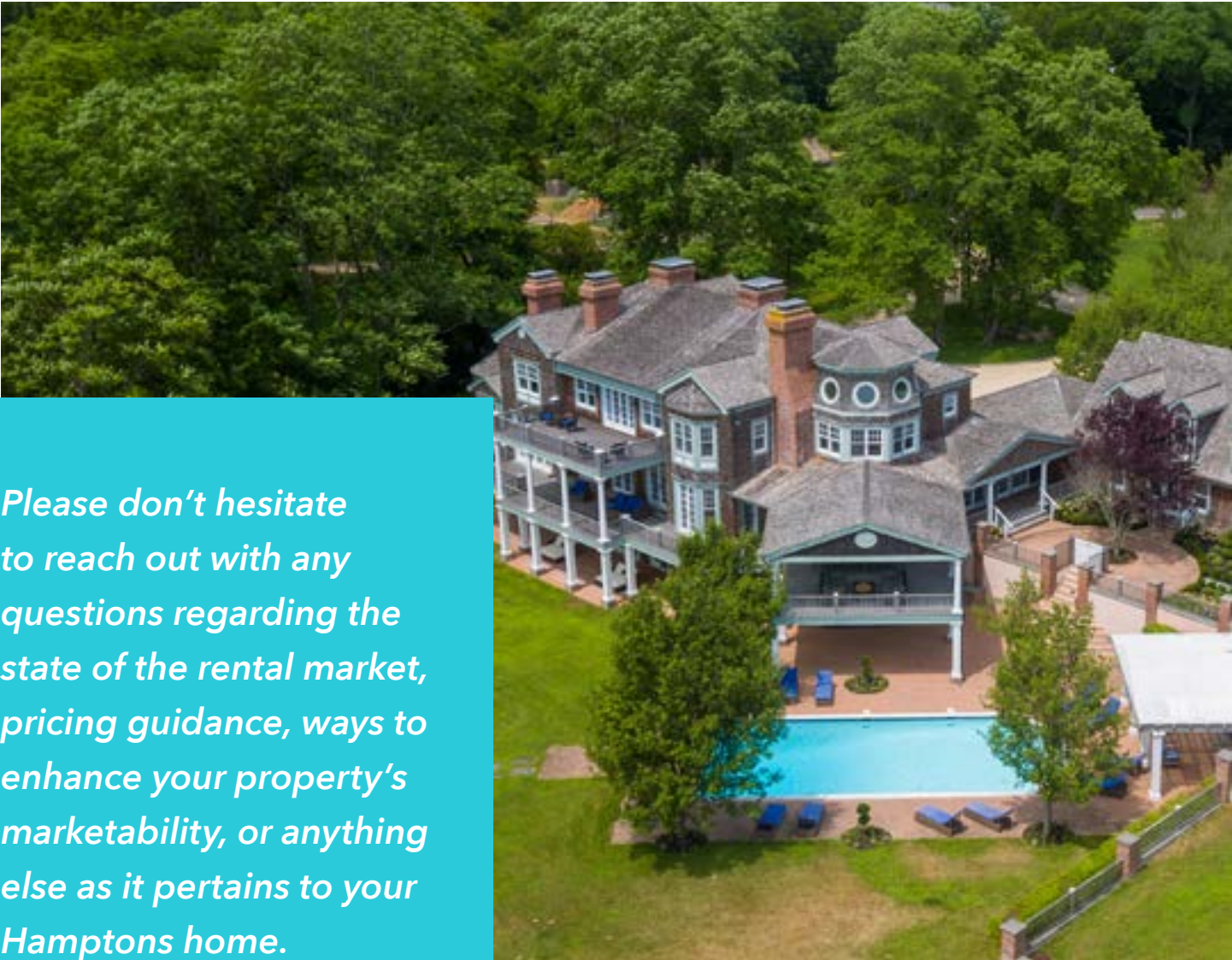


SPUR MEMBER

## 2019 SUMMER RENTAL MARKET REPORT

Insights Provided By StayMarquis

With another summer in the rear-view mirror, we took a look back on the past couple of months to see how the online rental market in the Hamptons fared compared to years prior. As the leader in the online vacation rental space, StayMarquis is proud to provide this unprecedented insight into this quickly changing rental market and hope you find this market analysis both informative and helpful in determining your go-forward rental strategy.



*Please don't hesitate to reach out with any questions regarding the state of the rental market, pricing guidance, ways to enhance your property's marketability, or anything else as it pertains to your Hamptons home.*

## MARKET OVERVIEW

The online rental market in the Hamptons continues to grow at a rapid pace. The number of bookings and total booking value increased Y-O-Y by 47.5% and 13.6%, respectively. However, competition continues to increase and the average duration of stay continues to fall, which has resulted in lower dollar values on a per booking basis. We expect the trend of increased online demand and increased inventory to continue into 2020, especially as the sales market remains softer than years prior, forcing more owners to choose to rent to help cover maintenance costs.

	<b>2017</b> May-Sept	<b>2018</b> May-Sept	<b>2019</b> May-Sept
# Bookings Growth	19,011	26,542 39.6%	39,153 47.5%
Bookings (\$ Amount) Growth	\$107,571,383	\$159,202,765 48.0%	\$180,828,856 13.6%
# Nights Booked Growth	132,907	170,752 28.5%	194,902 14.1%
Average Rate/ Night Growth	\$809	\$932 15.2%	\$928 (0.5%)
# Properties Growth	3,951	4,878 23.5%	5,381 10.3%
Revenue/Property Growth	\$27,226 29.1%	\$32,637 19.9%	\$33,605 3.0%
Nights Booked/ Property Growth	34	35 4.0%	36 3.5%
Average Duration Of Stay (# Nights) Growth	7.0	6.4 (8.0%)	5.0 (22.6%)

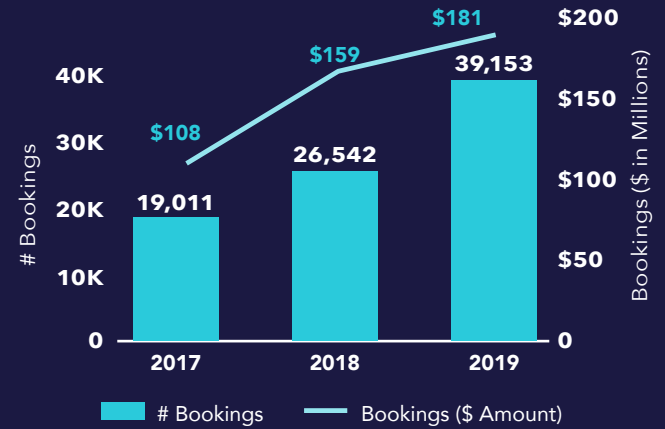
## SUPPLY

The number of online listings in the Hamptons continues to climb. In 2019 there were 5,381 properties, which represents a 10.3% increase over 2018 and a 36.2% increase over 2017. Owners have to continue to do more and spend more in order to keep up with increased competition, many of which are new construction or recently remodelled homes, which are usually the first ones to rent.

## DEMAND

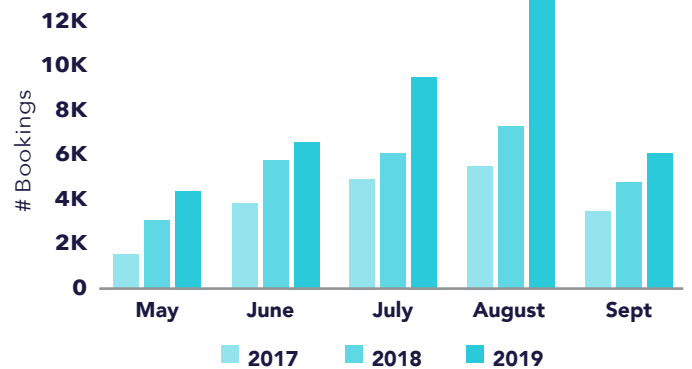
From May through September of 2019, 39,153 online bookings were effectuated in the Hamptons, which reflects a 47.5% increase over 2018. While we cannot fully determine if this reflects increased demand for the overall Hamptons area or if it is a factor of more people booking online versus through traditional brokers, our discussions with local real estate agents suggest the latter.

### Online Bookings In The Hamptons May - Sept



The total rental value of those **39,153 bookings** equates to approximately **\$181 million**, which reflects a **13.6% increase over 2018**.

### Number of Bookings Per Month By Year



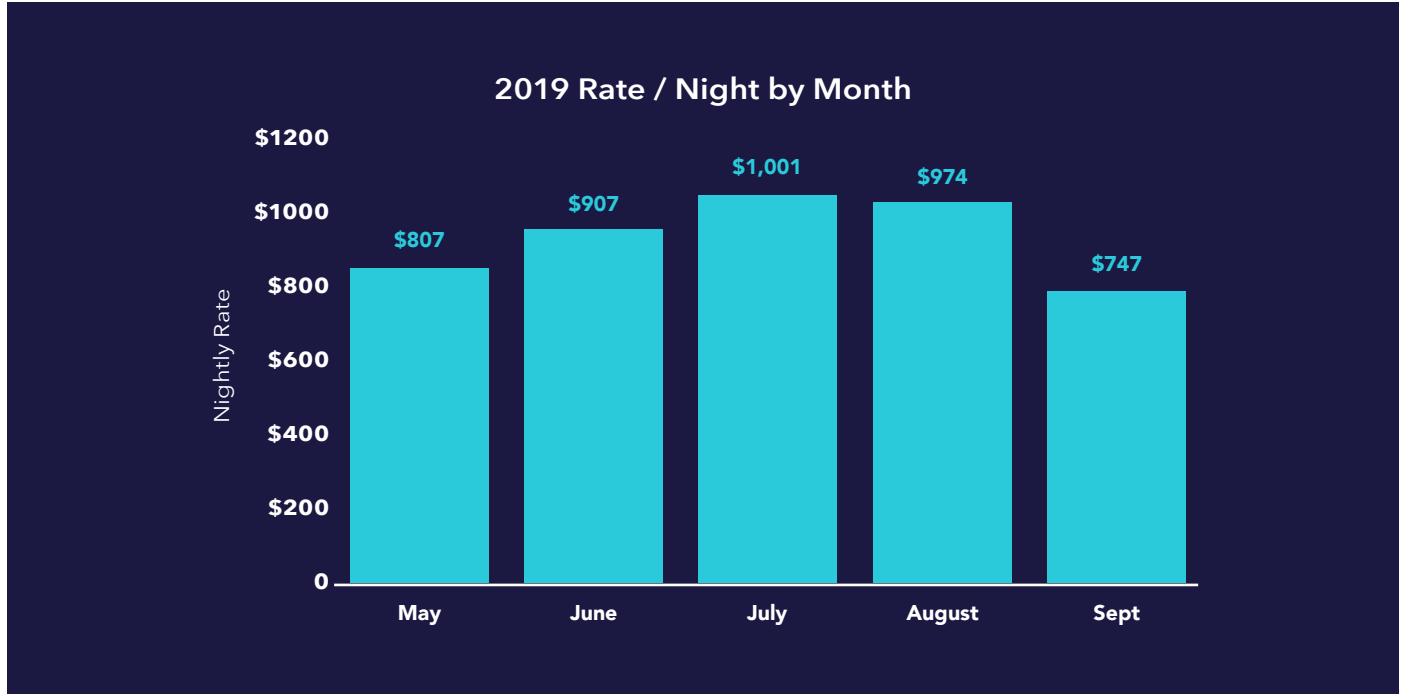
**August remains the peak month in terms of quantity of bookings, but as you will see below, July pricing has surpassed August on a nightly basis.**

### 2019 Bookings By Month



# PRICING

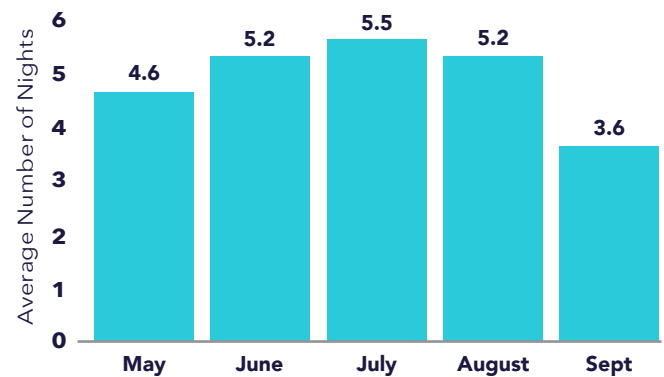
The average rate per night decreased slightly in 2019 to \$928 from \$932 in 2018, a negligible amount. The most interesting takeaway is that for the first time on record (data dating back to 2014), July's average nightly pricing was higher than August's average nightly pricing.



# DURATION OF STAY

The average duration of stay continues to fall. In 2019, the average duration of stay was 5.0 nights compared to 6.4 nights in 2018. To combat this continuous decline, we have developed a proprietary pricing tool that allows you to charge the same amount for a 1-week stay as a 2-week stay...and trust us, there are people that will book a 2-week stay, and only use the house for 1 week.

2019 Average Duration of Stay by Month



## LEAD TIME

Lead time, which is the number of days a guest books before check-in, continues to decline as well. 43.6% of bookings were reserved less than one month before the check-in date, which compares to 31.0% in 2018. Furthermore, almost a quarter of bookings were reserved a week or less before the check-in date compared to 10.9% in 2018. This indicates a substantial increase in last minute bookings!

Additionally, the data shows that people who book for longer durations of stay book much further in advance. 40.6% of bookings that are for a duration of 15 nights or more book at least 3 months in advance. This compares to 30.8% for 8-14 nights, 28.1% for 5-7 nights, and 16.5% for 1-4 nights. If you want to increase the chances of landing a long-term renter, it's best that you make your property available as early as possible otherwise you risk missing this first wave of demand.

### Duration of Stay (#Nights)

Days Before Check-In	1-4	5-7	8-14	15+
0-2	10.2%	1.1%	0.5%	0.2%
3-7	9.3%	1.2%	0.4%	0.2%
8-14	5.0%	1.4%	0.6%	0.3%
15-30	8.8%	2.7%	1.3%	0.5%
31-60	10.0%	3.2%	1.5%	0.8%
61-90	6.8%	2.6%	1.1%	0.6%
91-120	4.7%	2.2%	1.0%	0.6%
120+	10.8%	5.6%	2.9%	2.1%

## STAYMARQUIS

StayMarquis is a Hamptons-based, full-service vacation rental company providing best-in-class marketing, booking, concierge and rental management services for homeowners throughout the Hamptons. StayMarquis values freedom and peace of mind above all else and are committed to providing a seamless rental experience for both owners and guests each and every stay.

StayMarquis' rental management team manages all on-the-ground services associated with a rental, while the concierge team assists guests with any request, from grocery shopping to coordinating at home yoga retreats or personal chefs.

**For more information, visit: [www.staymarquis.com](http://www.staymarquis.com)**

---

## THE SPUR

The Spur is the Hamptons' first co-working space and innovation hub for entrepreneurs. Membership is offered to entrepreneurs focused on innovative businesses across media & tech, health & wellness, retail & fashion, food & beverage, retail and finance.

The Spur opened in May 2018 at an iconic 1885 barn adjacent to Southampton's train station. This historic building once housed Billy Joel's pianos and the infamous architect Peter Cook. The Spur recently added a 2nd location in East Hampton, called Spur East.

The Spur offers space for co-working, a members club, wellness services, event spaces and healthy dining. Other locations will quickly be created across the East End including the North Fork, as well as other convenient surrounding Hamptons towns and villages. The Spur's plan is to open a dozen locations in select resort towns across America, starting with The Hamptons, Palm Beach and Aspen.

**For more information, visit: [www.TheSpur.com](http://www.TheSpur.com) or email us at [info@TheSpur.com](mailto:info@TheSpur.com)**

