



## Short-Term Rental Market Update

March 2025

# What to expect in this month's breakdown:

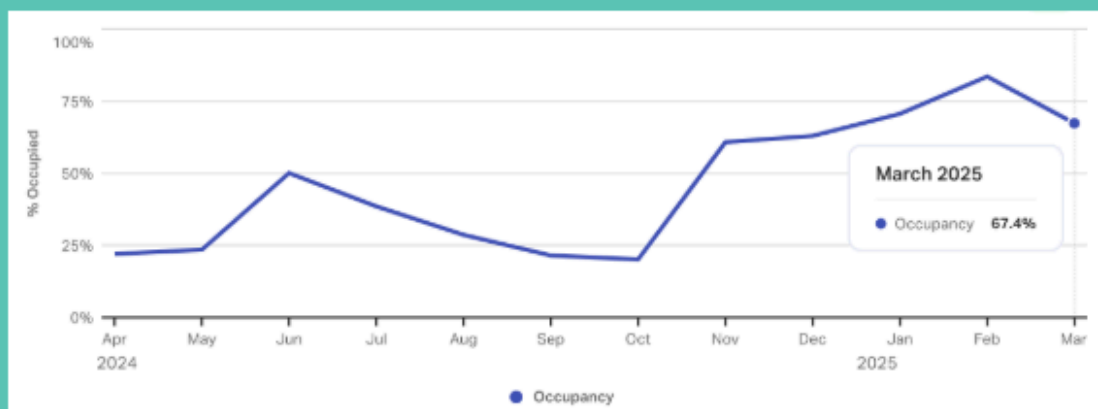
1. Most important Short-Term Rental Metrics in March 2025
2. Strategies we've used to beat the market average
3. How we are preparing our listings for summer months

## March 2025 Metrics Explained\*

 *SilverStar Mountain Resort*

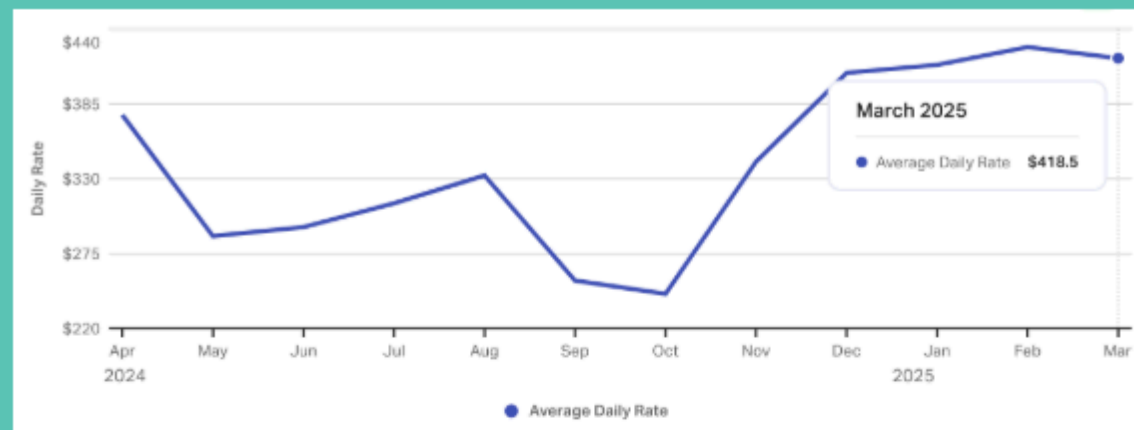
### Occupancy:

Silver Star's overall occupancy in March 2025 was 67.4%, a drop from 83.6% in February. Samson Waters properties averaged 78% occupancy in March, outperforming the market by 10.6 percentage points.



## Average Daily Rate:

The average daily rate for March was \$393.74 per night across all short-term rentals on the mountain.



## RevPAR:

Revenue Per Available Rental measures the average income earned per night a property is available — whether it's booked or not.

In March, the overall RevPAR was \$214.13, while weekend RevPAR jumped to \$242.16, reflecting stronger performance and demand on Fridays and Saturdays by compared to midweek.

RevPAR

**\$214.13**

Weekend RevPAR

**\$242.16**

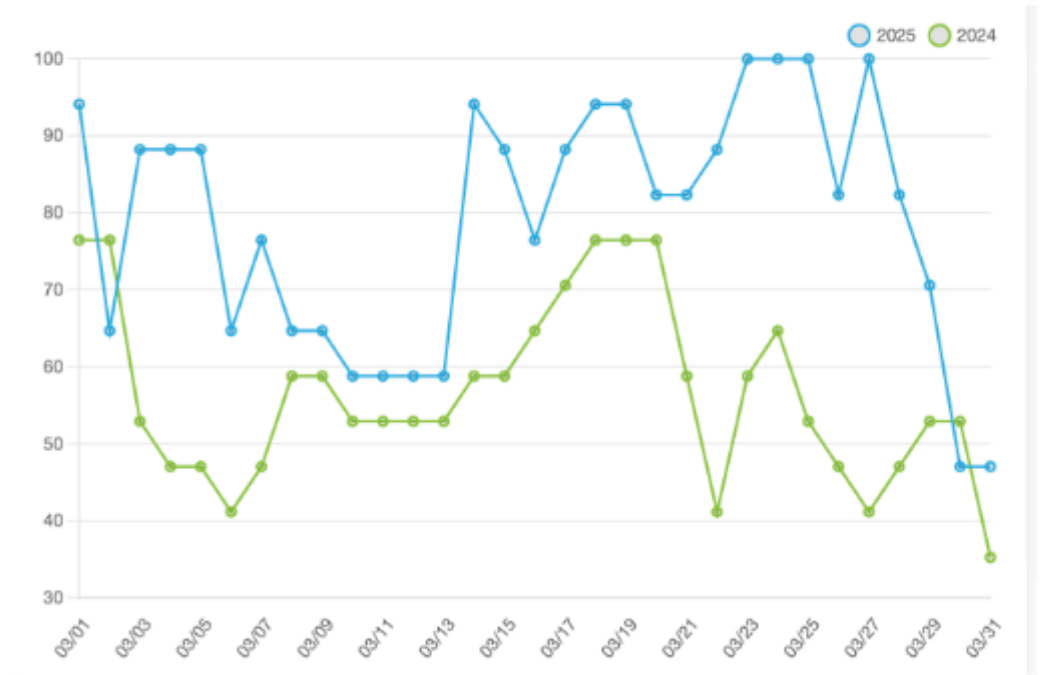
*Looking for more specific numbers? Reply to this email and we'll send it over!*

# Strategies you can copy that just work

Blue = 2025 (Samson Waters)

Green = 2024 (before Samson Waters)

This graph depicts the difference in occupancy from last year (green) to this year (blue). This month, we beat the market average by just over 10%.



March 2025 shows what happens when the right strategies are in place. Unlike last year, this month reflects our full dynamic pricing and listing optimization—which were the two strategies we implemented which led to a clear rise in occupancy and revenue.

🤔 Want another secret strategy no one else is using?

Check out this video I made explaining how we are getting more repeat guests [↓](#)

[See Free Strategy.](#)

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# Maximize Your Summer Bookings (Even in the Slow Season!)

Look, summer's a different beast. But that doesn't mean you can't crush it with your rental. Here's how:

🔥 Dynamic pricing: If you're still running winter rates in July, you're leaving money on the table. Tweak your pricing DAILY. Lean into events, weather spikes, long weekends, ride the waves.

📸 Listing optimization: Winter cabin vibes don't sell in summer. Swap in fresh photos—hammocks, hikes, BBQ setups, bikes, patios. People aren't dreaming of snow, give them green.

🔧 Micro-tweaks = macro profits: Clean up your title. Adjust your amenities. Highlight local trails, bike storage, fan systems, whatever makes your place scream "SUMMER GETAWAY."

This is the off-season for the mountain. That's why it's on-season for your hustle. Don't wait for bookings, earn them.

[Learn More](#)



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## Free Listing Advice. No Strings, No Pitch, Just Help

Not sure why your rental isn't booking? Title might suck. Photos might be off. Pricing might be stale. Whatever it is—we'll tell you straight.

We offer free listing reviews for owners at SilverStar. No upsell. No catch. Just actionable feedback you can implement today to get more bookings.

You want to make more? Let us help you dial it in.

✉ Reply to this email. We'll take a look and give you honest advice. Simple as that.

[Learn More](#)