



## Whidbey and Camano Islands Tourism Short Term Rentals June 2022

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## Introduction

On June 2, 2022, Jordan Bohlander from Dean Runyan presented their preliminary “Economic Impacts of Travel” findings for 2021 to Whidbey and Camano Island Tourism. From this presentation, a number of questions arose regarding additional detail about Short Term Rentals (STRs), including:

1. How many STR properties exist in Island County?  
1144 – See “Findings” below
2. Where are STRs located?  
Nearly Equal Distribution – see graph in “Findings” below
3. Is it possible to identify STRs by zip codes?  
Yes, see individual spreadsheets, 3<sup>rd</sup> tab “Island County All”. Zip-codes are color-coded.

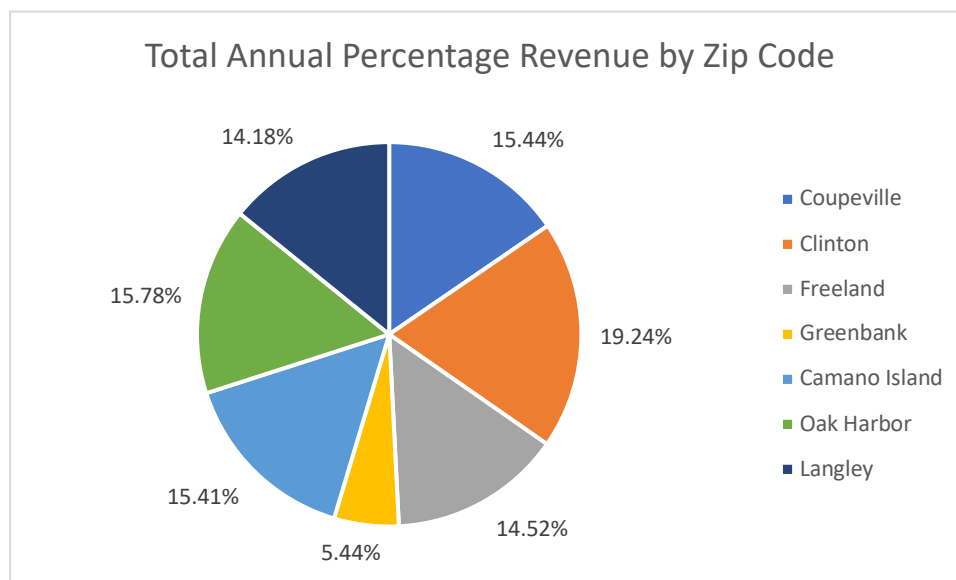
## Definitions and Explanations

It is important to note that data presented by Dean Runyan included all types of lodging. The questions asked by the chambers are data specific to STRs. The data for this project were pulled from the raw data provided by AirDNA for May 2021 to May 2022. There are a few explanations and definitions that will help readers to better understand the information in this report.

1. The data are presented as raw data (spreadsheets) and in charts/graphs based on the raw data.
2. The zip codes include all properties within that zip code, not solely the incorporated city/town limits.
3. Each chamber will receive its own data on a separate page along with all of Island County data.
4. Each set of data will include the following information for each property:
  - a. Name refers to the listing name on the property website.
  - b. Location is presented as Latitude and Longitude and are shown on Google Maps in that manner.
  - c. Annual Revenue for the year beginning May 2021 to May 8, 2022.
  - d. Occupancy Rate by percentage. Occupancy Rate is calculated as = Total Booked Days/(Total Booked Days + Total Available Days). Calculation only includes vacation rentals with at least one Booked Night.
  - e. Number of Bookings LTM (Last Twelve Months) – this is not the number of nights. Most listings require at least two night stays per booking.
  - f. Created Date – the date the listing for the property was created.
  - g. Last Scraped Date – the last time there was activity on the listing page. Of note, many of the properties have not had activity in the past 12 months and will not have generated revenue for the past year.

## Findings

Island County has a total of 1144 active listings among the zip codes. The first chart shows the average revenue generated per zip code for all Island County. Notice that all zip codes fall within 14.18 – 15.78% with two notable exceptions. Greenbank has an average revenue for the past year of 5.44% and Clinton has an average revenue of 19.24% for the same period. Interestingly, the revenue percentages matched the average listings for each zip code.

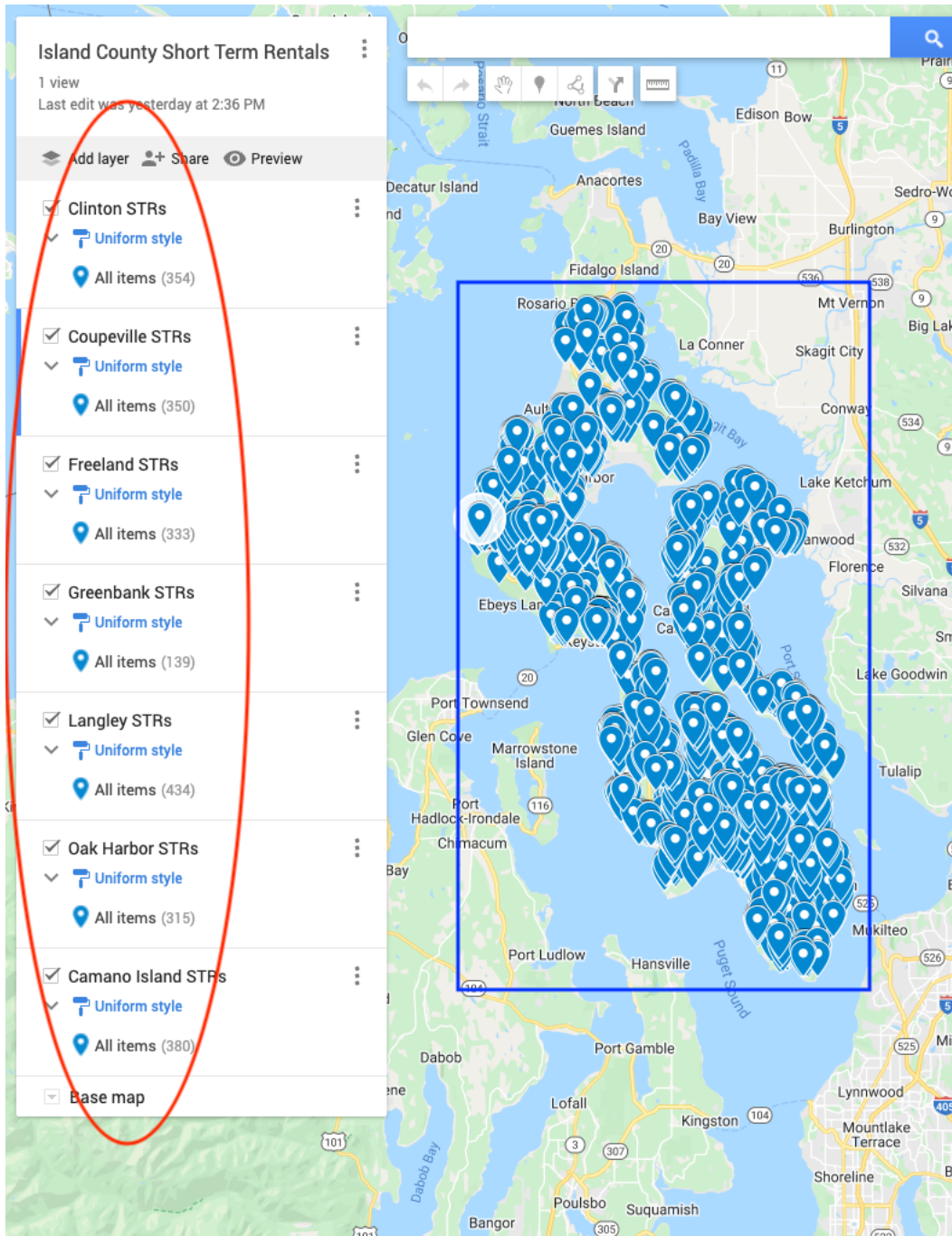


The second chart shows a sample of the raw data for Clinton's zip code Short Term Rentals. The blue box is an active rental property and has a scraped date of 5/11/2022 (the date data were pulled by AirDNA). The red box shows a few inactive properties. Notice the scraped dates are 2015 and 2017 respectively. Furthermore, there is no revenue being generated by these properties.

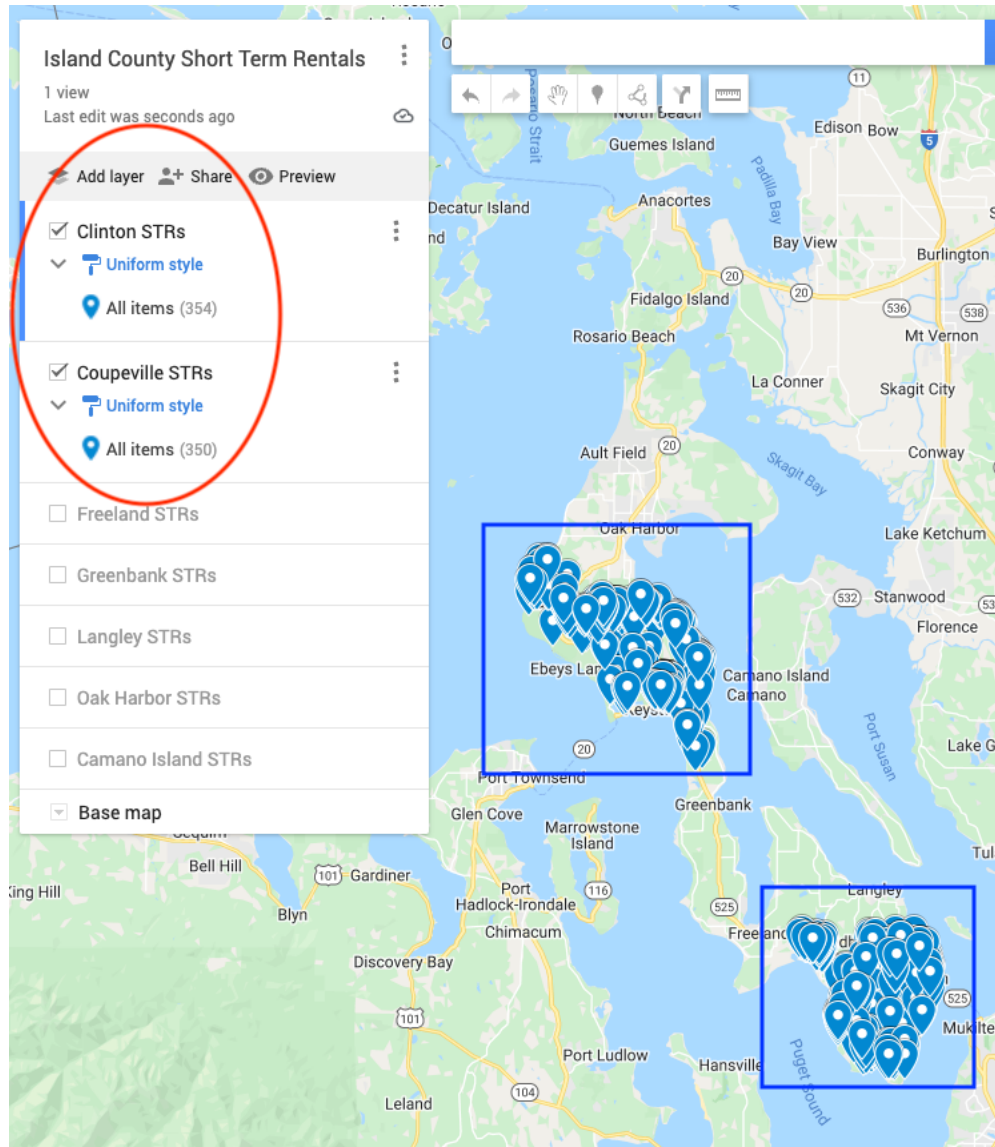
Listing Name	Lat	Long	Lat/Long	Annual Revenue	Occupancy Rate	Number of Bookings	Created Date	Last Scraped Date
South Whidbey -No bank	47.912	-122.396	47.912 -122.396	121220	86.60%	118	4/9/11	5/11/22
Hummingbird's Nest	47.99144	-122.40834	47.99144 -122.40834	0		0	6/1/11	10/13/19
Whidbey Island-Cedar M	47.96587	-122.42754	47.96587 -122.42754	0		0	6/8/11	12/10/20
Entire Floor of Berry Hill	47.94694976	-122.3568747	47.9469497635473 -122.35687	0		0	11/13/11	2/5/16
Whidbey WaterFront Ho	47.97463	-122.37853	47.97463 -122.37853	0		0	1/30/12	1/30/20
Sunsets, Birds, Ping Pong	47.91437	-122.39314	47.91437 -122.39314	1070	71.40%	2	2/27/12	5/9/22
Luxury Cape Cod on Tidal	47.91411	-122.41313	47.91411 -122.41313	207950	67.40%	65	3/21/12	5/10/22
Adorable Whidbey Island	47.93786449	-122.4107616	47.937864491944 -122.410761	0		0	7/1/12	5/9/15
The Lotus Room	47.99037422	-122.4152132	47.9903742216195 -122.41521	0		0	7/21/12	1/9/17
Charming Whidbey Island	47.96140298	-122.3543942	47.961402980104 -122.354394	0		0	8/4/12	10/5/17
~The Sand Castle~ Beautiful	47.91316	-122.39599	47.91316 -122.39599	128738	46.30%	147	10/7/12	5/10/22
Cool Whidbey Island View	47.91655398	-122.3876172	47.9165539758022 -122.38761	0		0	3/5/13	2/5/16
Beautiful Whidbey View	47.96241	-122.35424	47.96241 -122.35424	28707	79.80%	55	7/21/13	5/10/22
Rabbit Hill on Whidbey -	47.98516	-122.45937	47.98516 -122.45937	0		0	9/15/13	7/13/20
Beachfront Paradise	47.99080061	-122.4769387	47.9908006122969 -122.47693	0		0	10/10/13	9/1/15
Whidbey Sunsets, Ping P	47.91430501	-122.3916541	47.9143050066439 -122.39165	0		0	11/22/13	1/1/16
Whidbey Island, Useless	47.98855	-122.46918	47.98855 -122.46918	39240	89.60%	90	1/5/14	5/10/22
SLEEPS 28+ / 2 LARGE KI	47.95383	-122.42616	47.95383 -122.42616	208968	37.20%	29	1/6/14	5/10/22
Romantic/Jettied Tub/De	47.95498	-122.42556	47.95498 -122.42556	32229	60.50%	40	1/6/14	5/10/22
1930's Cottage with a Vi	47.9560363	-122.4071604	47.9560362974512 -122.40716	0		0	1/23/14	11/4/18
Sunset Beach Cottage Be	47.94381	-122.43862	47.94381 -122.43862	87358	76.00%	94	3/1/14	5/10/22

The raw data allows each chamber to sort by fields that are important to them. Each chamber will receive one Excel spreadsheet with three tabs; one with all listings, one with only active listings, and one with all Island County listings.

The final two diagrams are screenshots of Google Maps with the STR listings locations for Island County using Latitude and Longitude. In the first screenshot all listings (including those that are inactive) are shown. The red oval shows the different zip codes (listed as the city/town within the area). The blue rectangle shows all listings.



This final screenshot shows limited layers of Coupeville and Clinton area codes in red with only those listings in those two zip codes visible on Google Maps as outlined in the blue rectangles. Clicking on the check box will allow each chamber to sort by their own zip code.



Included are the zip code specific Excel spreadsheets. The first tab includes all listing for that zip code including those that are not active. The second tab includes all listings for that zip code that are active as of May 2022. The final tab includes all listings for Island County.

The following two links are for the Google Maps that show the locations of the STR's.

Only active property listings:

<https://www.google.com/maps/d/edit?hl=en&hl=en&mid=187wxYC76ljw3VaU5t4YHA-z9yp8Q6Os&ll=48.13882488237982%2C-122.56997677611328&z=12>

All-time listed properties (includes former and not currently-listed STR's):

<https://www.google.com/maps/d/edit?hl=en&hl=en&mid=1FFhLsbo26v7NGMWPMQME9qGWxhbcB0oI&ll=47.81147770193549%2C-121.62730906013063&z=9>