Market Dashboard
Helsinki

KPIs

KPIs for the past 365 days compared with previous 365 day period.

Estimated Revenue	Estimated % Occupancy	Active Listings
22.34K ▲1523	72 ▲3	1202 ▲228

Bookings	Booking Window	Length of Stay
48.19K ▲10.54K	29 ▼-1	2 –

Average RevPAR	Average ADR	
75 ▲7	104 ▲5	

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KPIs

KPIs for the past 30 days compared with previous 30 day period.

Estimated Revenue	Estimated % Occupancy	Active Listings
2609 ▲2	82 –	948 ▲14

Bookings	Booking Window	Length of Stay
4004 ▲78	27 –	2 –

Average RevPAR	Average ADR	
100 –	123 ▲1	

KPIs

KPIs for the past 7 days compared with previous 7 day period.

Estimated Revenue	Estimated % Occupancy	Active Listings
795 ▲102	90 ▲4	940 ▲3

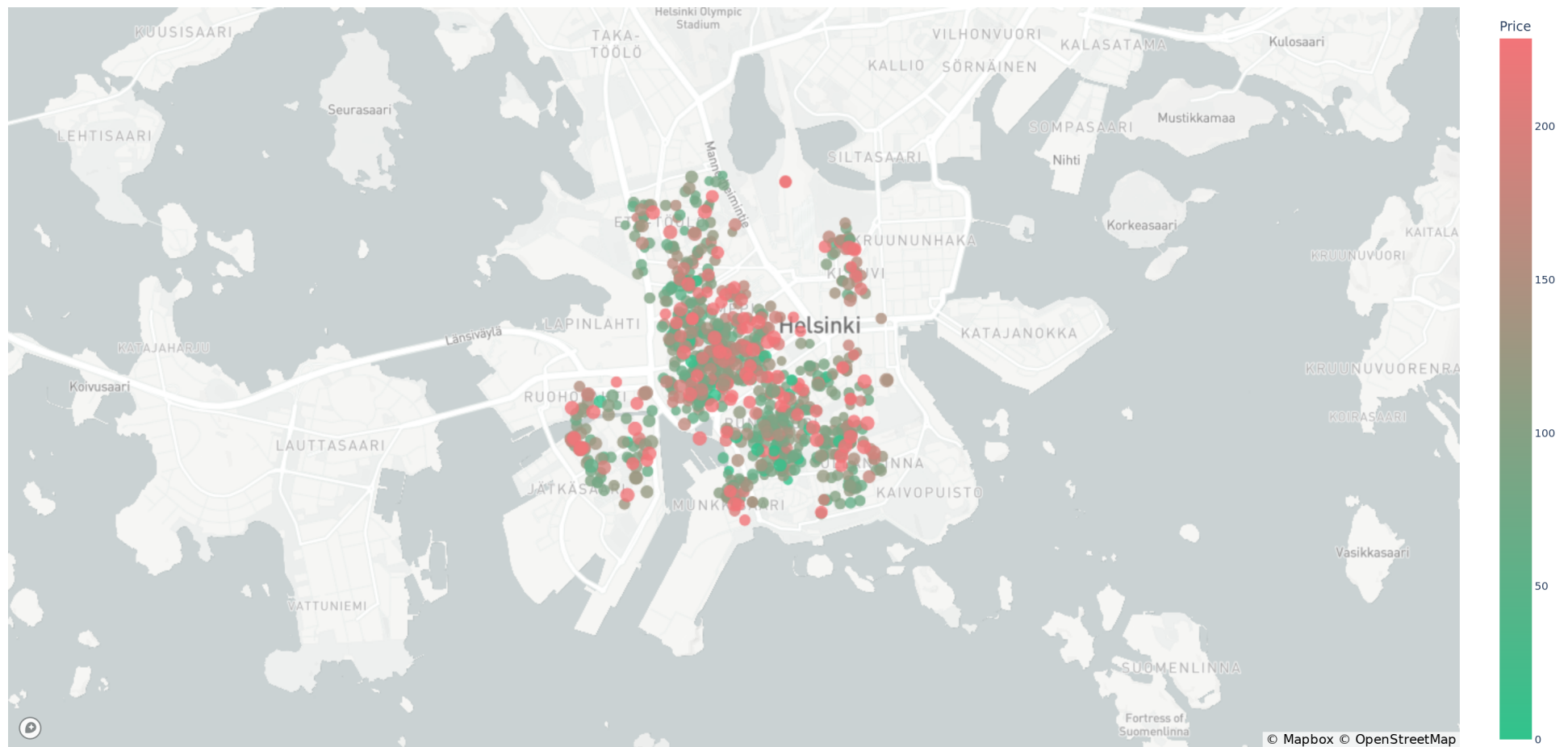| Bookings	Booking Window	Length of Stay
946 ▲50	28 ▼-4	2 —

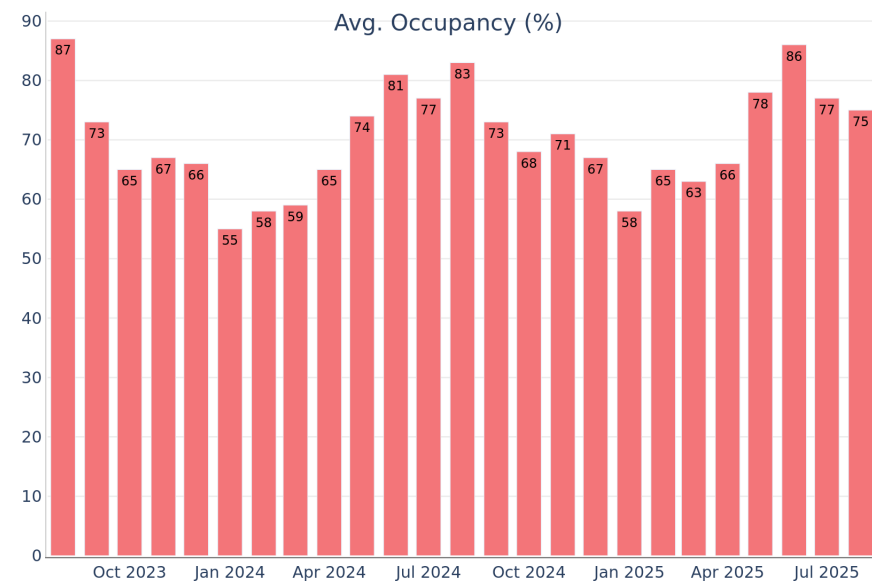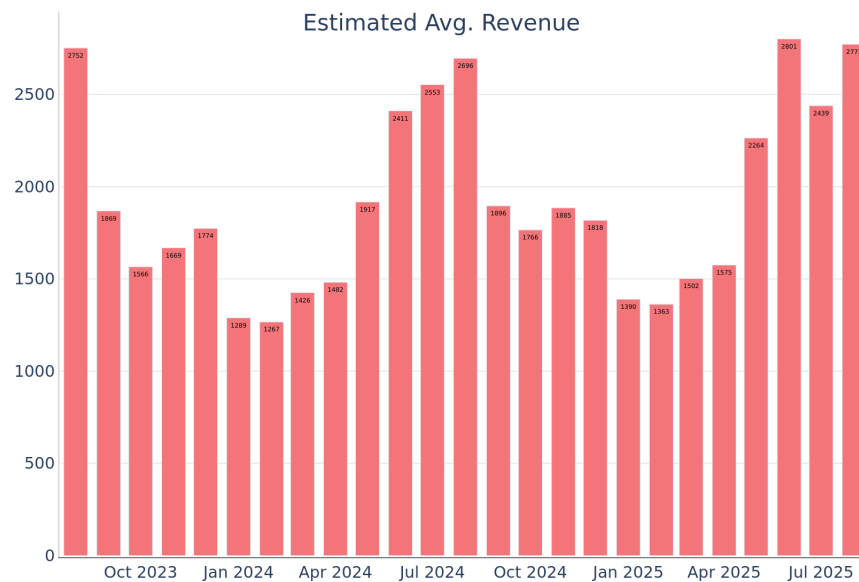| Average RevPAR	Average ADR	
122 ▲16	135 ▲12	

Listing Map

Location

Shows the approximate location of the listings used in this report. The color of each dot shows the average price for that listing over the next year, the size of each dot represents the number of bedrooms.
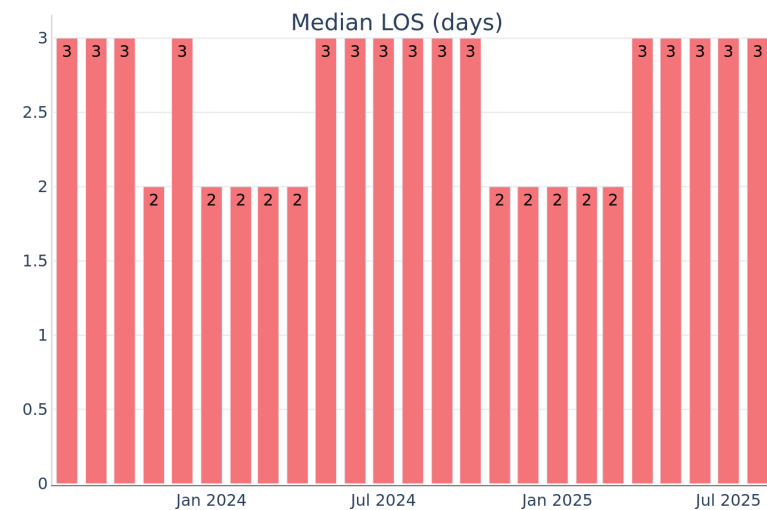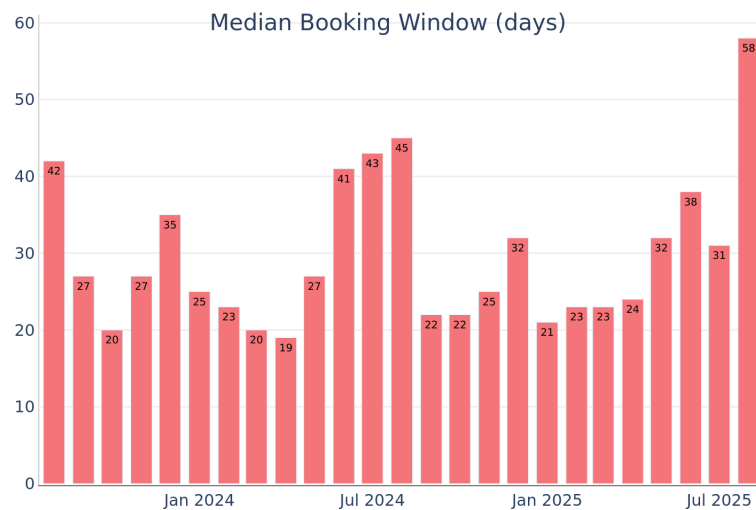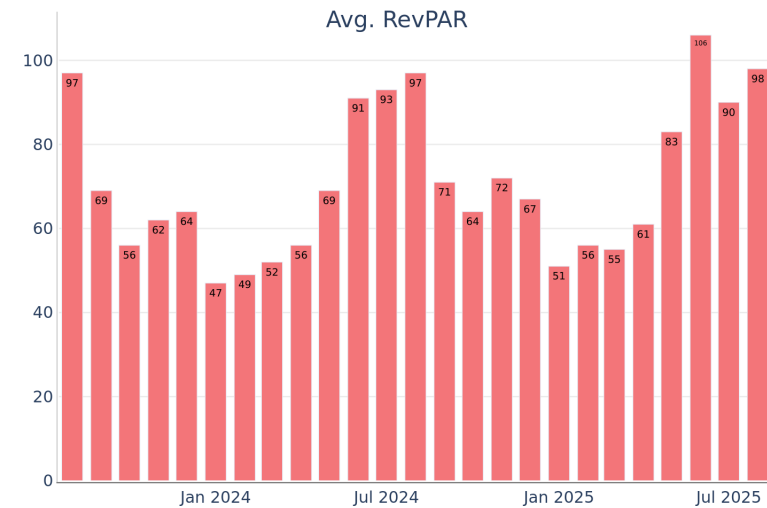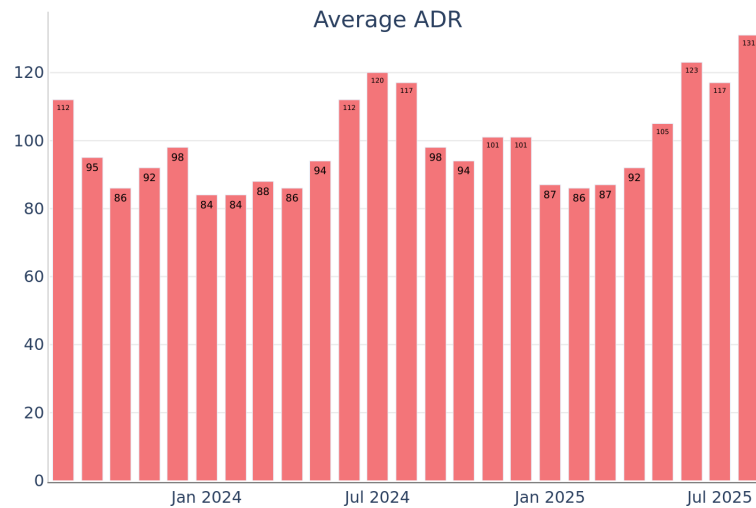
Market Summary

Market History

These charts track monthly averages for past dates. Included are average Revenue, average Occupancy, median Booking Window by stay date, and median Length of Stay by stay date.


Estimated Avg. Revenue

Avg. Occupancy (%)

Market Summary

Average ADR

112, 95, 86, 92, 98, 84, 84, 88, 86, 94, 112, 120, 117, 98, 94, 101, 101, 87, 86, 87, 92, 105, 123, 117, 131

Jan 2024 — Jul 2024 — Jan 2025 — Jul 2025

Avg. RevPAR

97, 69, 56, 62, 64, 47, 49, 52, 56, 69, 91, 93, 97, 71, 64, 72, 67, 51, 56, 55, 61, 83, 106, 90, 98

Jan 2024 — Jul 2024 — Jan 2025 — Jul 2025

Median Booking Window (days)

42, 27, 20, 27, 35, 25, 23, 20, 19, 27, 41, 43, 45, 22, 22, 25, 21, 32, 23, 23, 24, 32, 38, 31, 58

Jan 2024 — Jul 2024 — Jan 2025 — Jul 2025

Median LOS (days)

3, 3, 3, 2, 3, 2, 2, 2, 2, 3, 3, 3, 3, 3, 3, 2, 2, 2, 2, 2, 3, 3, 3, 3, 3

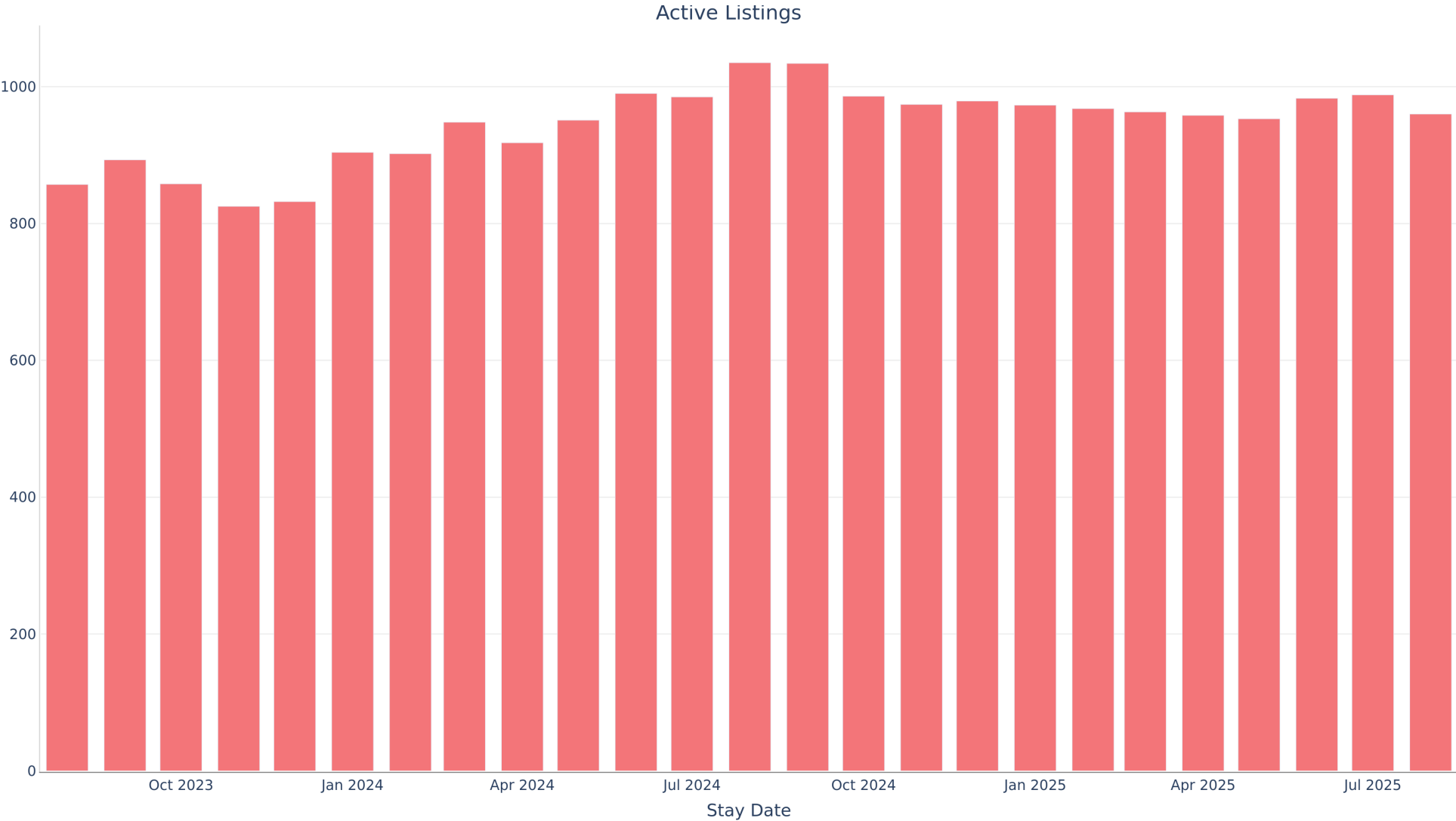Jan 2024 — Jul 2024 — Jan 2025 — Jul 2025

Supply and Demand

These charts track the average number of bookings (demand) a listing received in indicated month (top) and the number of active listings present (supply) in the market in the indicated month (bottom).

Average Bookings per Listing

Stay Date

Supply and Demand

Active Listings

Stay Date
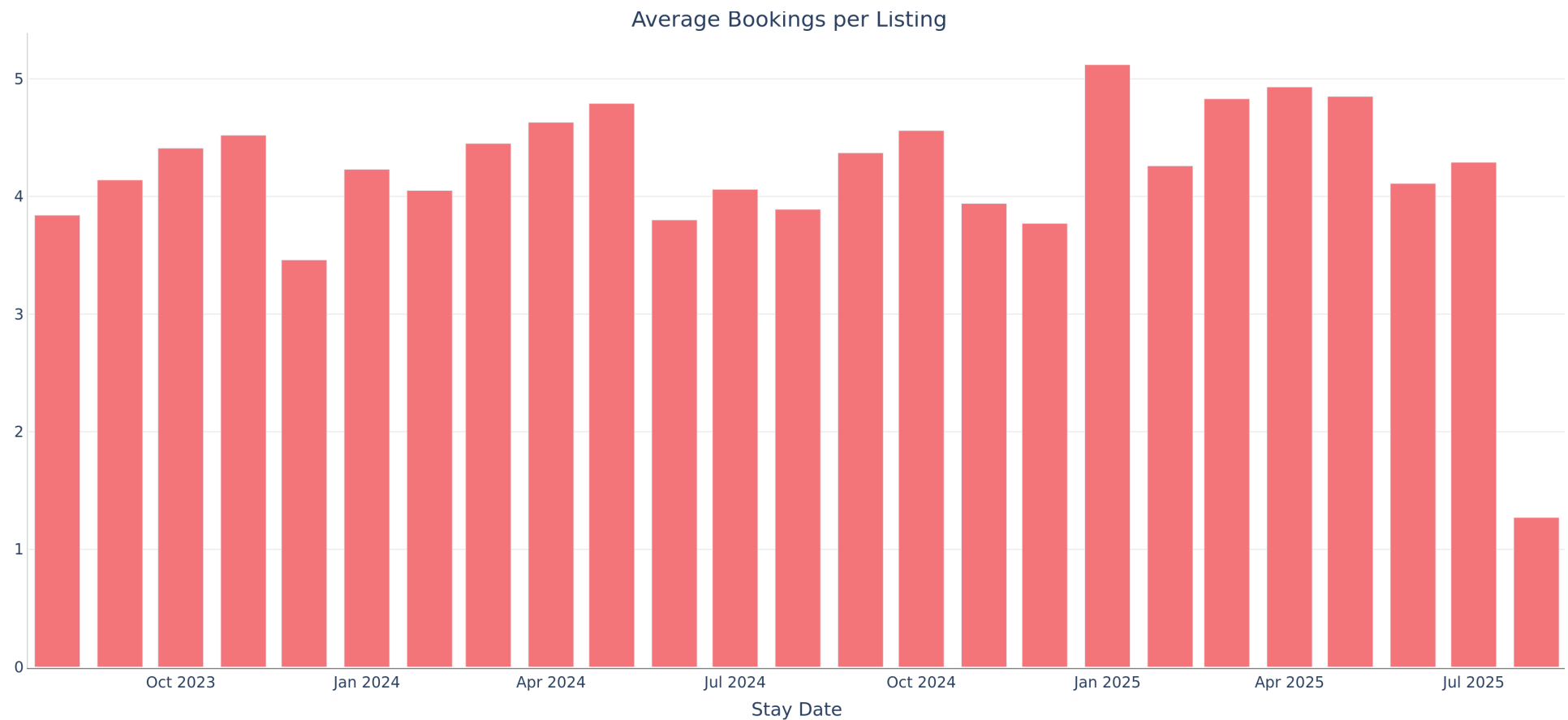
Summary Table

Supply (# of properties, listed prices) and demand data (estimated LOS and Booking Window for bookings made in the last year) for your area.

Category	Active Listings	Median Listed Price	Median Booked Nightly Price	Median Booked Weekly Price	Median Booked Monthly Price	Median LOS	Median Booking Window
Studio	153	82	76	70	59	2	26
1 BR	559	92	83	81	65	2	27
2 BR	161	149	144	134	99	3	36
3 BR	51	245	209	222	331	3	42

Price and Occupancy Trends

Key Future Dates

Aug 22, 2025 to Aug 23, 2025

19.7 % increase in occupancy compared to surrounding dates

Sep 20, 2025

9.9 % increase in occupancy compared to surrounding dates

Nov 17, 2025 to Nov 20, 2025

5.8 % increase in occupancy compared to surrounding dates

Sep 07, 2025 to Sep 12, 2025

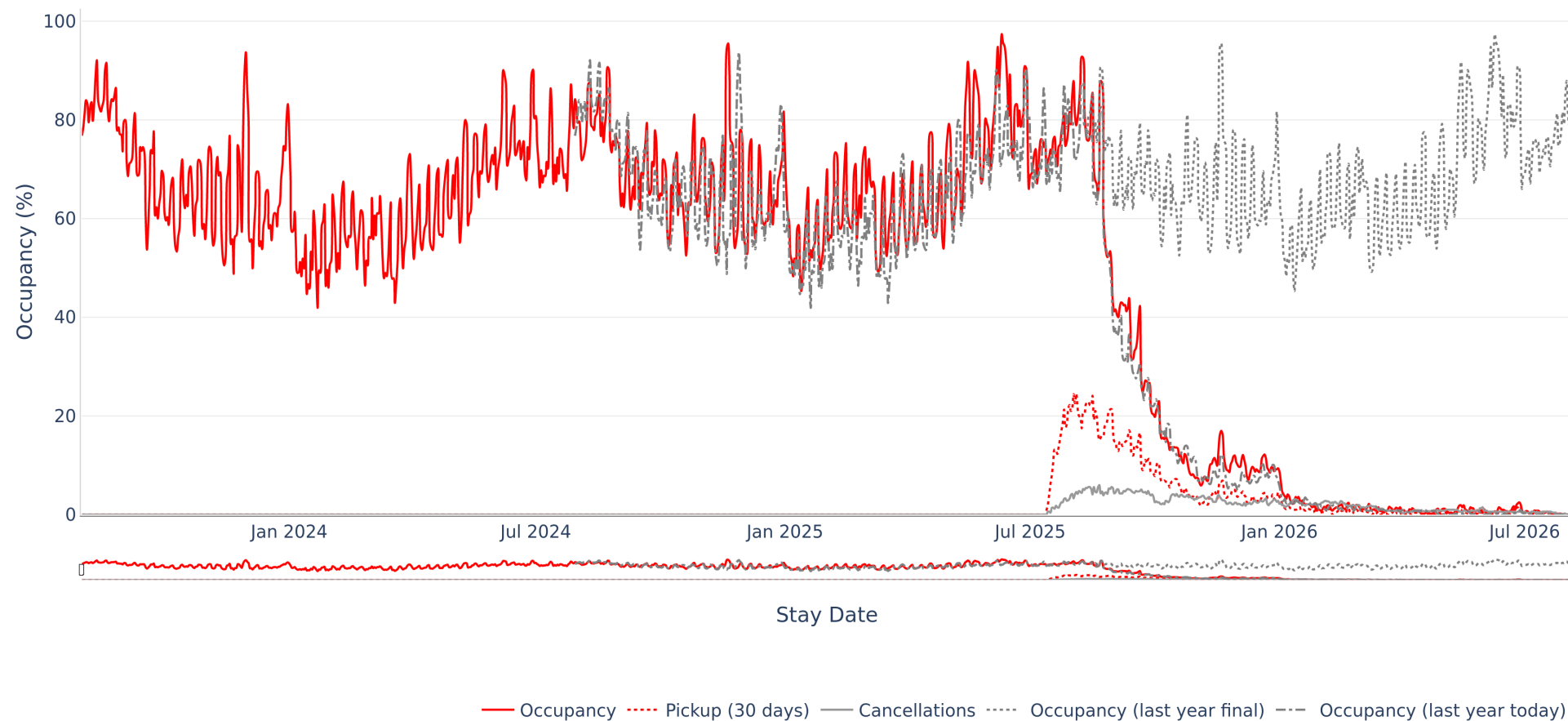4.7 % increase in occupancy compared to surrounding dates

Dec 19, 2025 to Dec 22, 2025

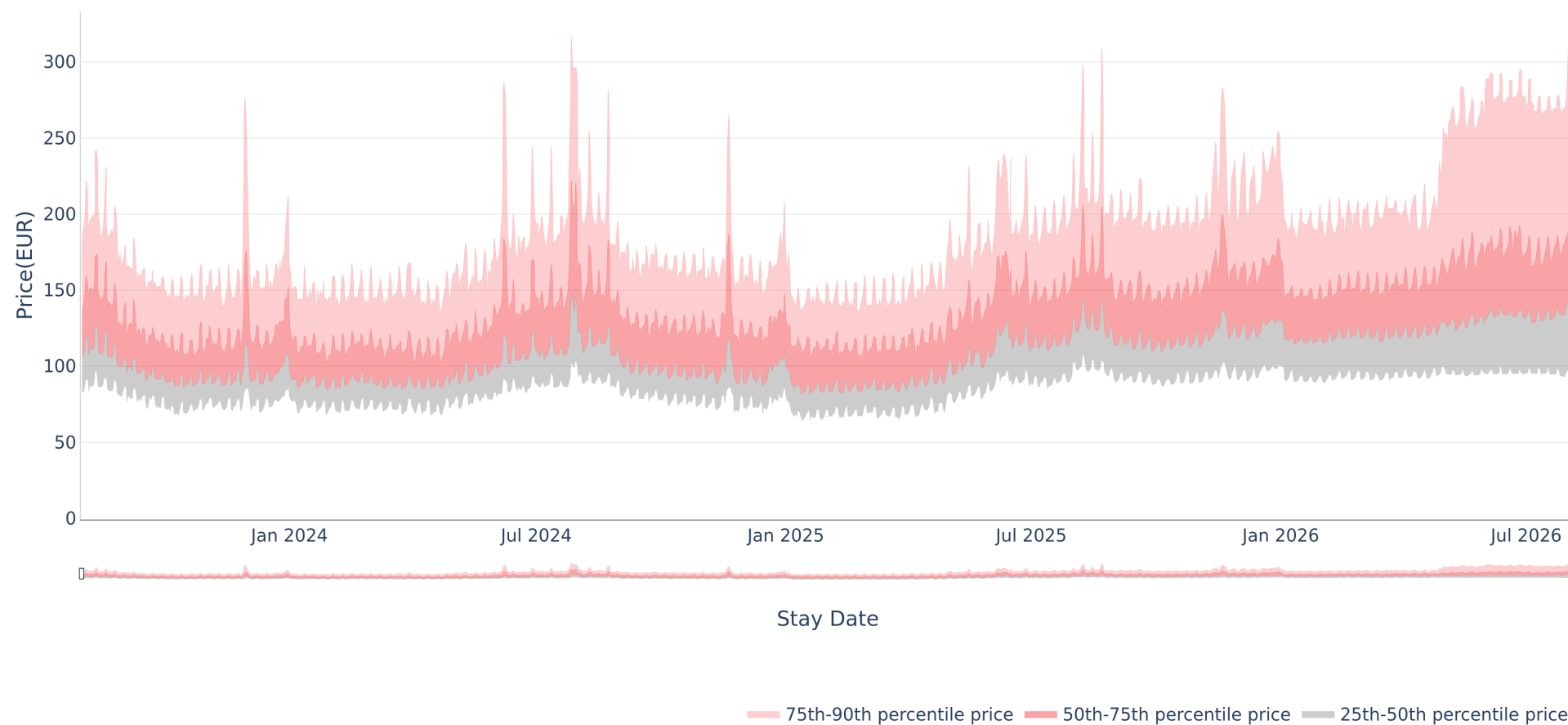2.5 % increase in occupancy compared to surrounding dates

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Future Occupancy, Bookings and Cancellations

Current occupancy, and changes in occupancy from booking and cancellation activity in the last 30 days.
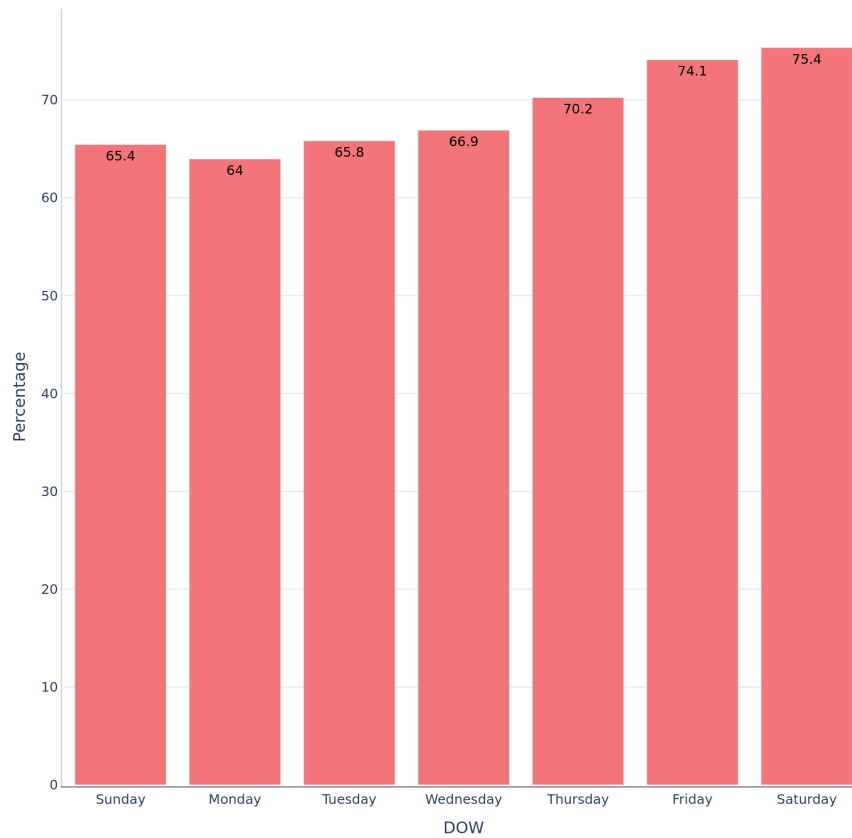

Stay Date

— Occupancy ···· Pickup (30 days) — Cancellations ···· Occupancy (last year final) —·— Occupancy (last year today)

Future Prices

How prices (nightly rates - no fees included) for future dates are being set in the area.

Stay Date

75th-90th percentile price   50th-75th percentile price   25th-50th percentile price
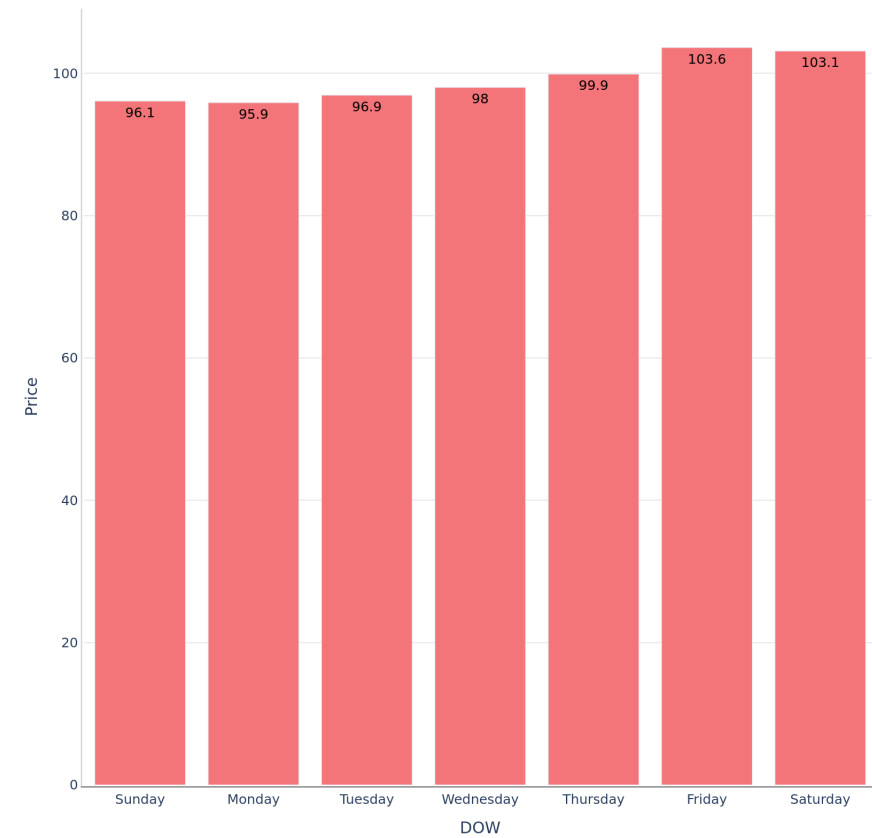
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Day of Week Occupancy

Shows the avg occupancy for each week day in your market calculated over the past 360 days.
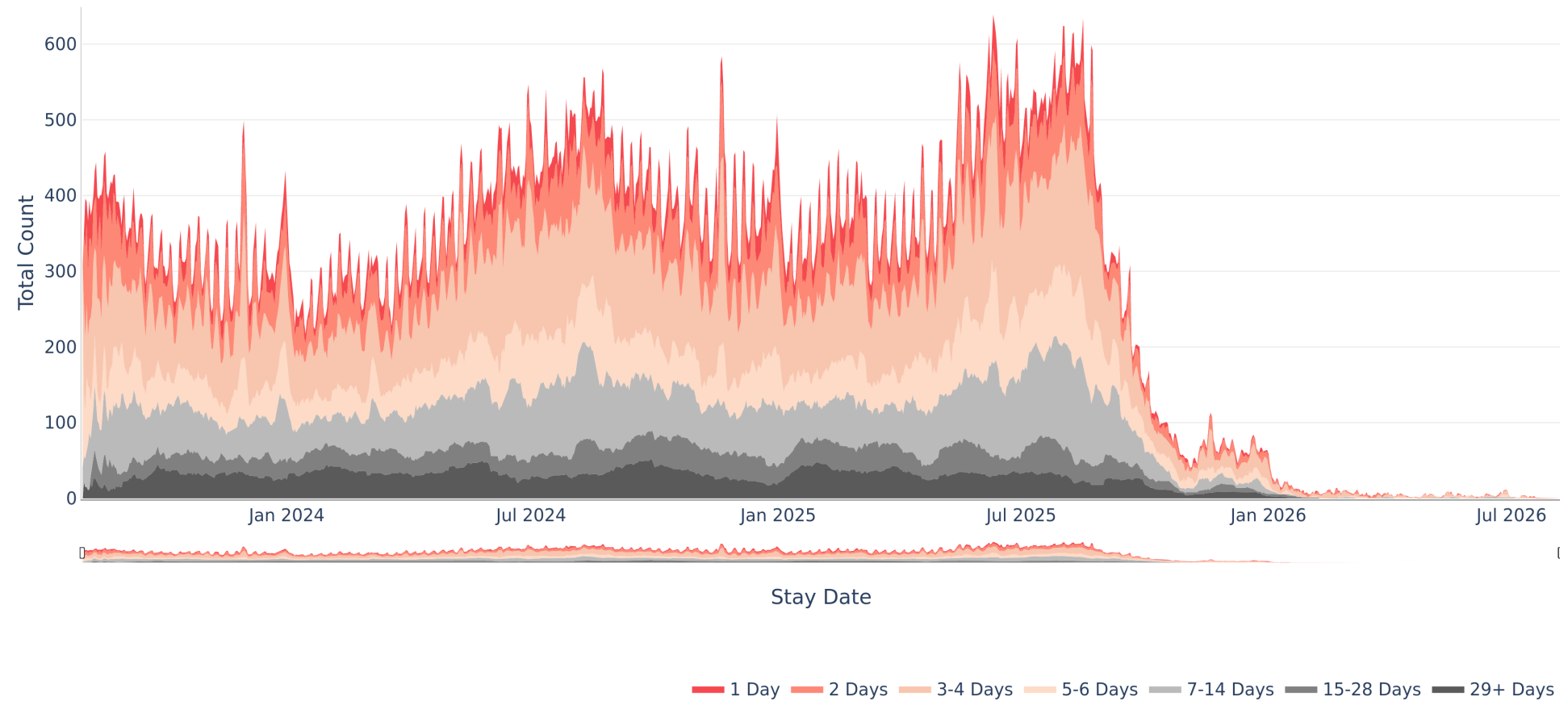
Day of Week Price Factor

Shows the avg base price for each week day in your market calculated over the past 360 days.
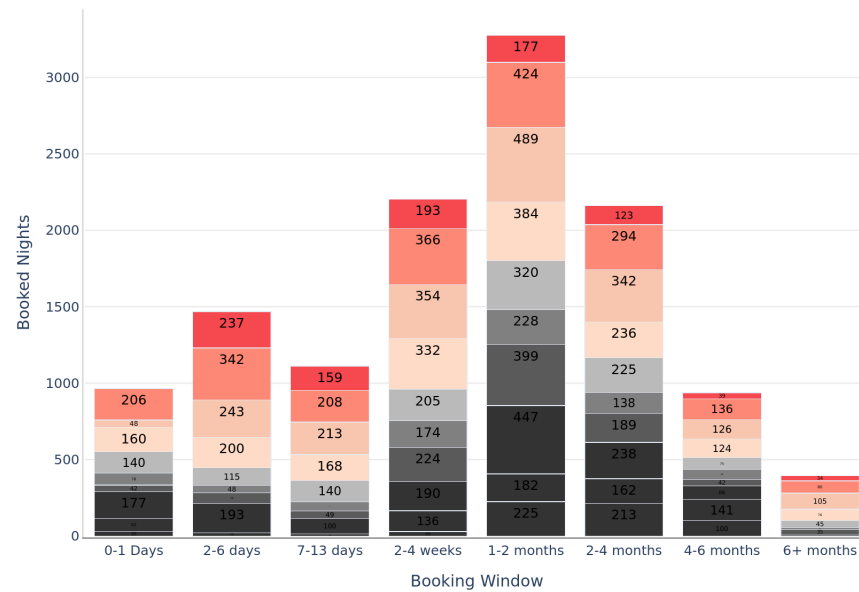
Length of Stay and Booking Window Trends

Length of Stay by Stay Date

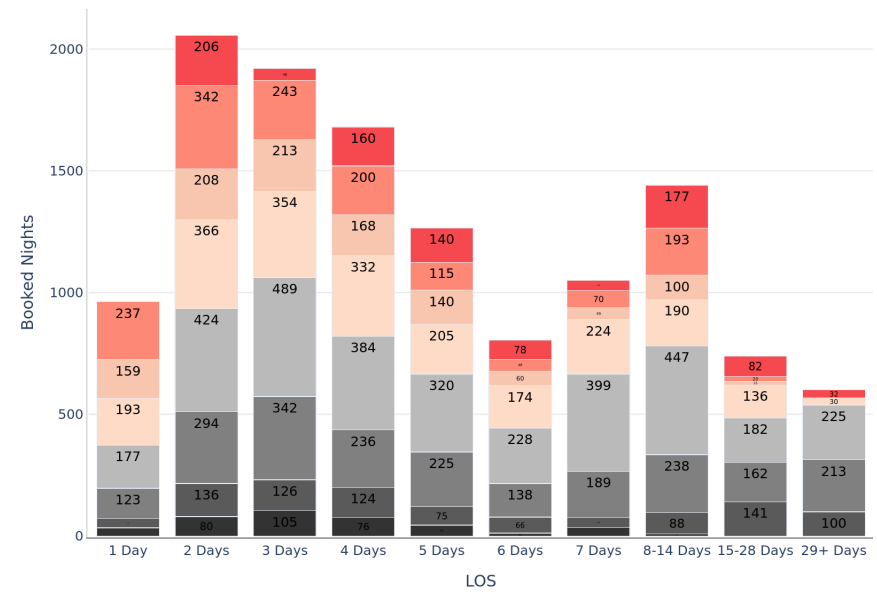What length of stay (LOS) is common for different stay dates.

Total Count — Stay Date

Legend: 1 Day — 2 Days — 3-4 Days — 5-6 Days — 7-14 Days — 15-28 Days — 29+ Days

Length of Stay versus Booking Window

Shows the frequency of Booked Nights versus Booking Window and Length of Stay categories. (Past 30 days)

Length of Stay versus Booking Window (Stay Based)

Shows the frequency of Booked Nights versus Booking Window and Length of Stay categories. (Stay Based)
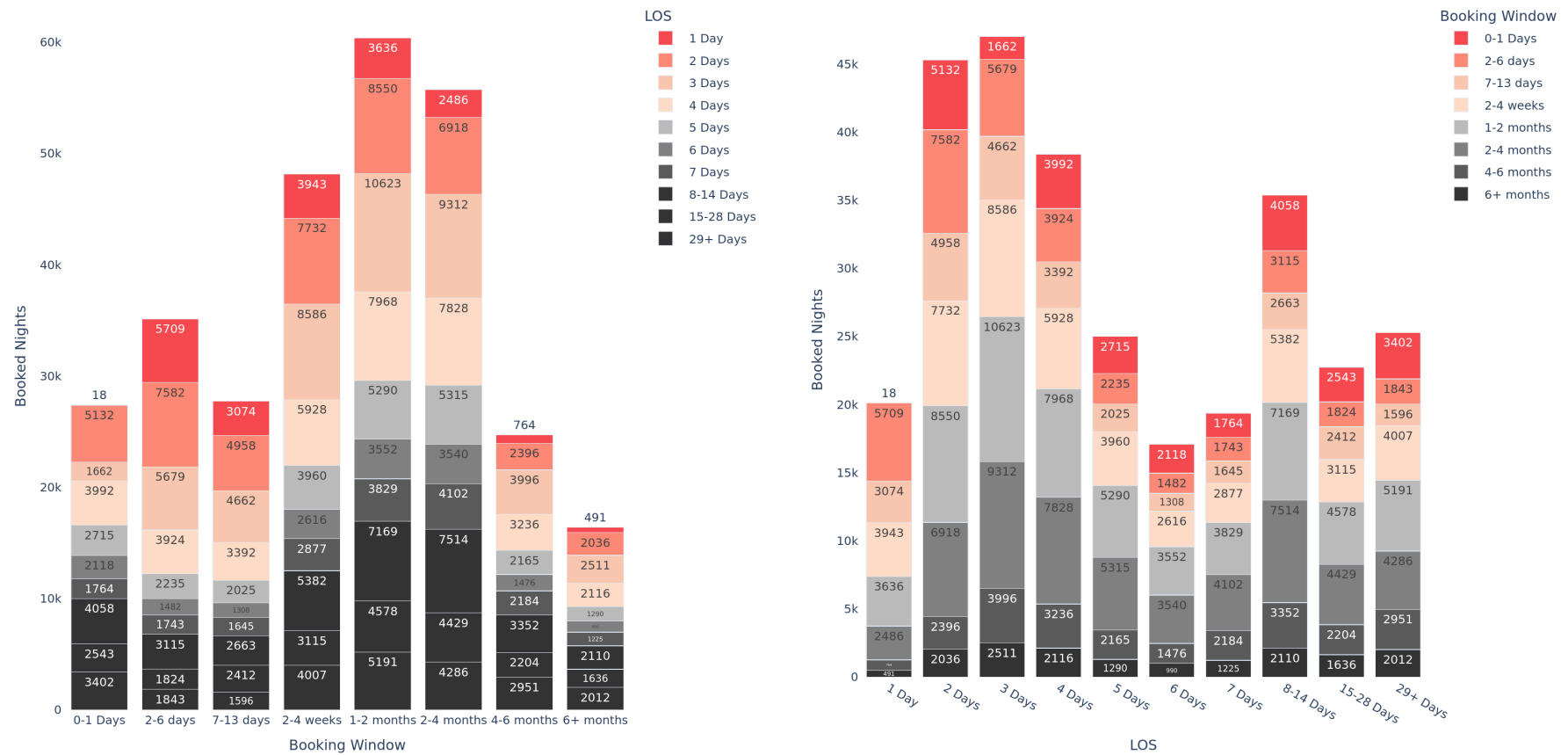
Booking Curves
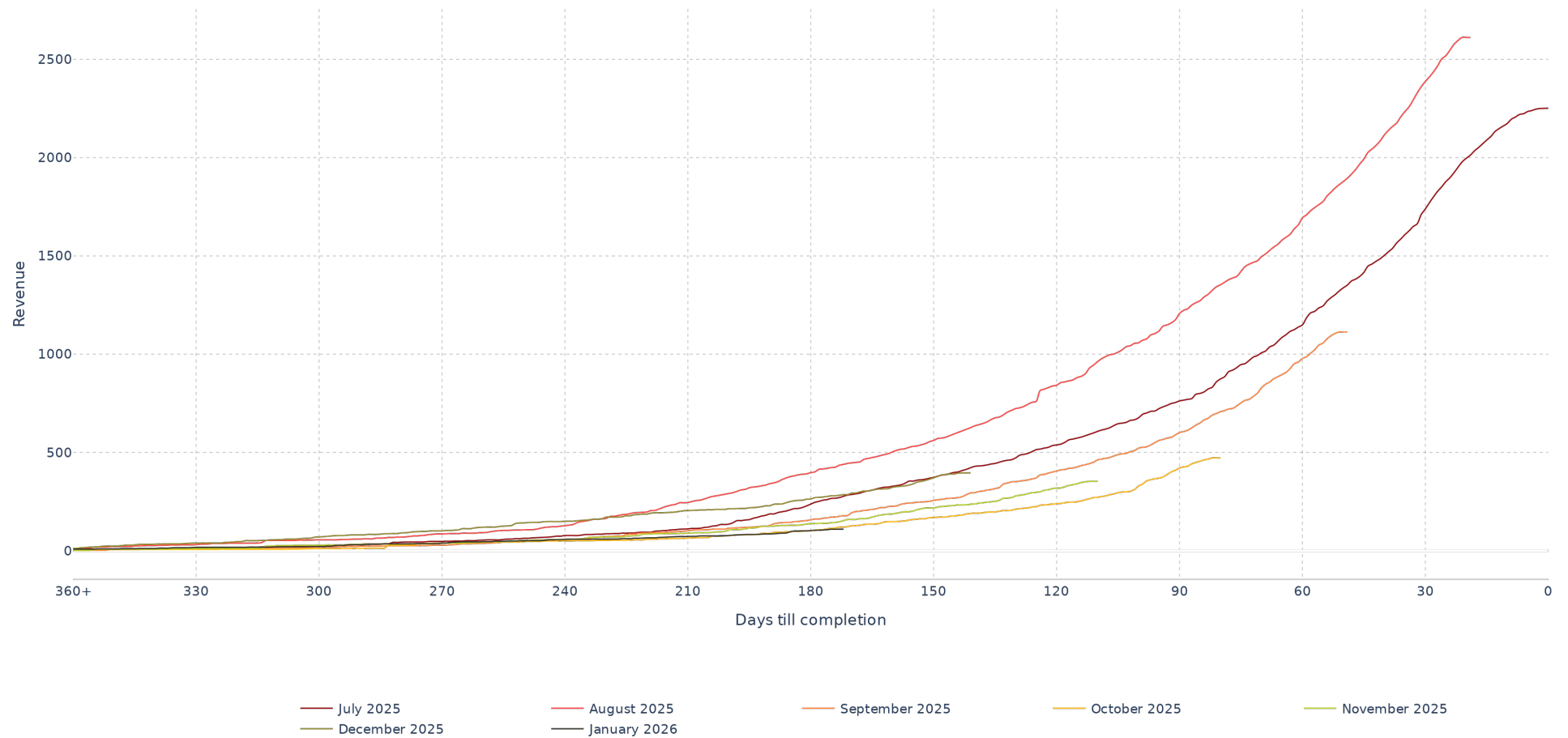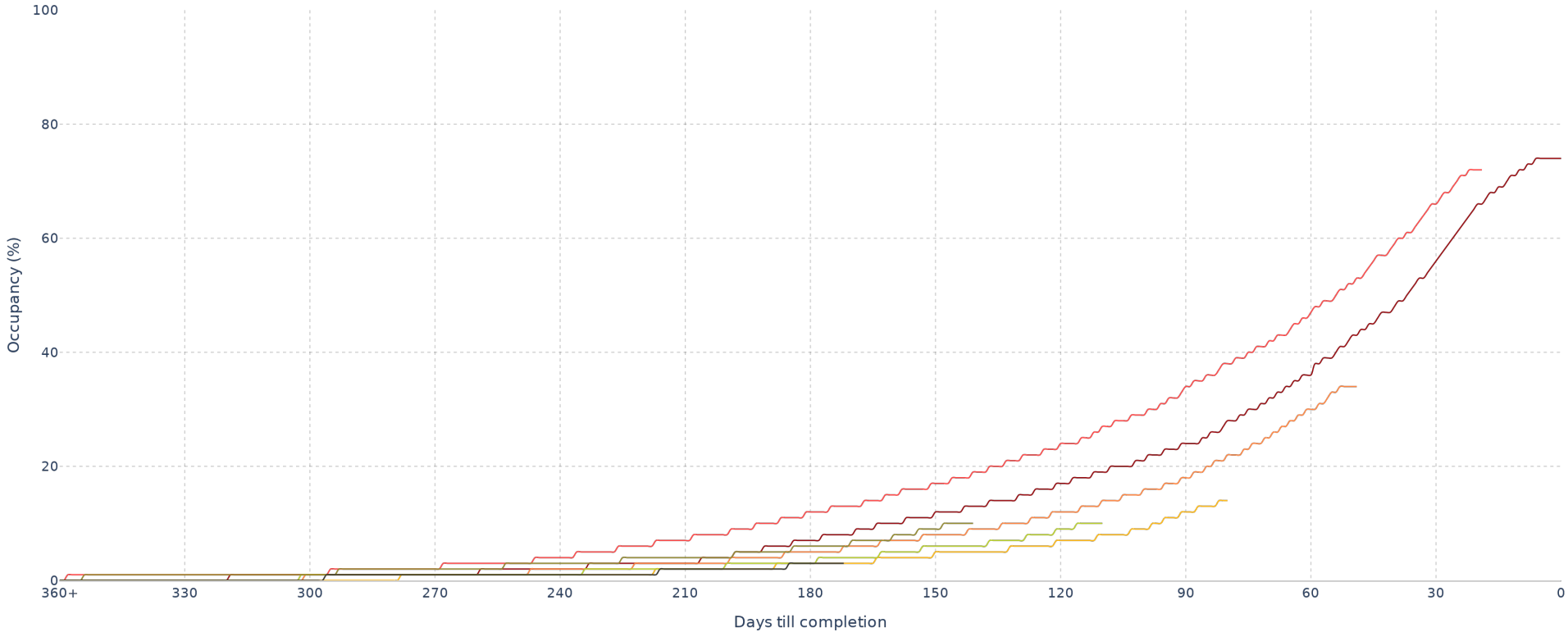
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Days till completion

Occupancy (%)

July 2025　　August 2025　　September 2025　　October 2025　　November 2025

December 2025　　January 2026

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ADR

Days till completion

July 2025　　August 2025　　September 2025　　October 2025　　November 2025
December 2025　　January 2026

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Helsinki

RevPAR

Days till completion

360+ · 330 · 300 · 270 · 240 · 210 · 180 · 150 · 120 · 90 · 60 · 30 · 0

— July 2025   — August 2025   — September 2025   — October 2025   — November 2025

— December 2025   — January 2026

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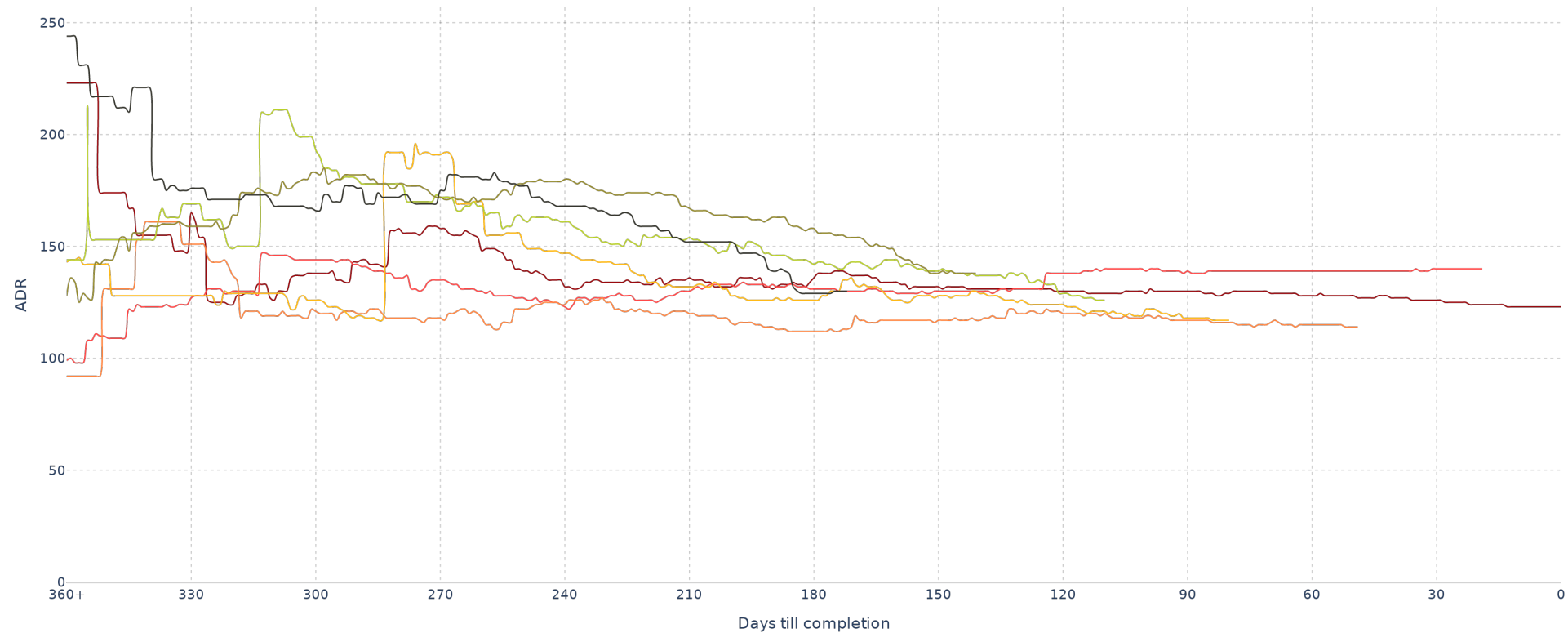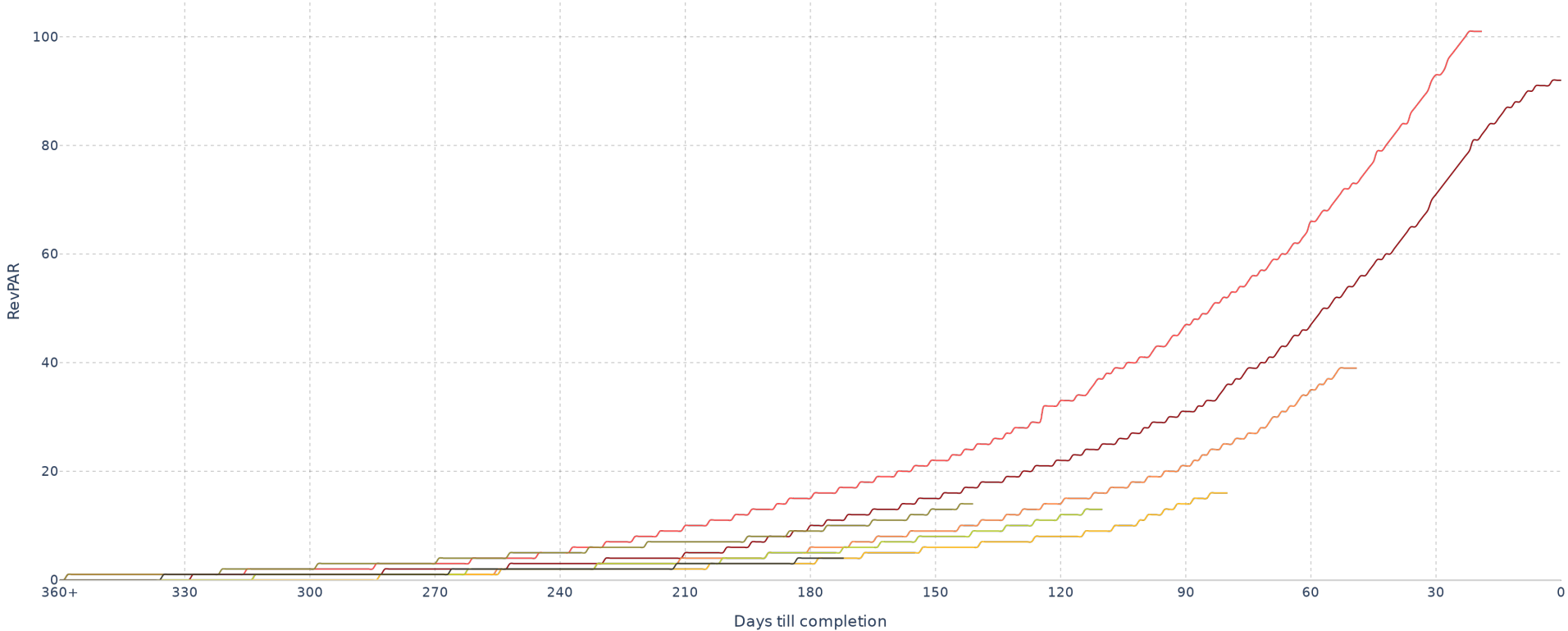
Amenities

Common Amenities

The percentage of listings have an amenity, compared against the percentage of bookings (in last 30 days) that were made on a listing with that amenity.

Amenity	% Of Bookings	% Of Listings
Kitchen	95.88	97.19
Smoke Alarm	97.11	96.0
Dishes	93.98	89.18
Hotwater	93.25	88.42
Wifi	85.61	87.77
Hairdryer	92.53	84.52
Bedlinens	87.67	83.23
Refrigerator	83.96	79.22
Cooking Basics	87.49	79.22
Hangers	83.95	77.92
Microwave	81.49	76.3
Essentials	84.03	72.29
Iron	75.39	70.89
Dishwasher	69.6	68.51
Freezer	65.42	67.64

% Of Bookings ▪ % Of Listings

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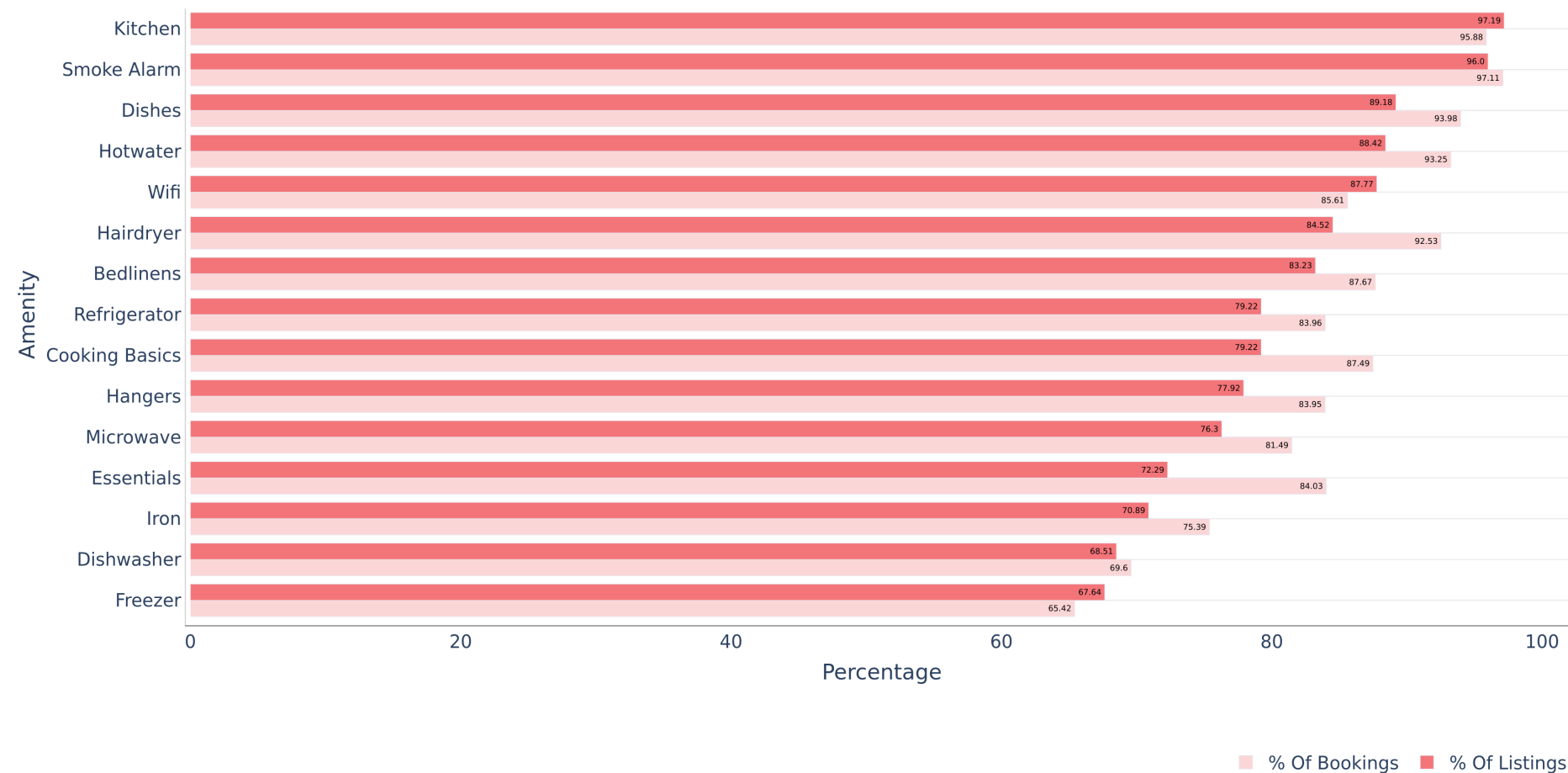
Amenities

Desired Amenities

Desirable amenities defined by the difference between percent occurrence in bookings in the last 30 days (demand) versus percent occurrence in listings (supply).
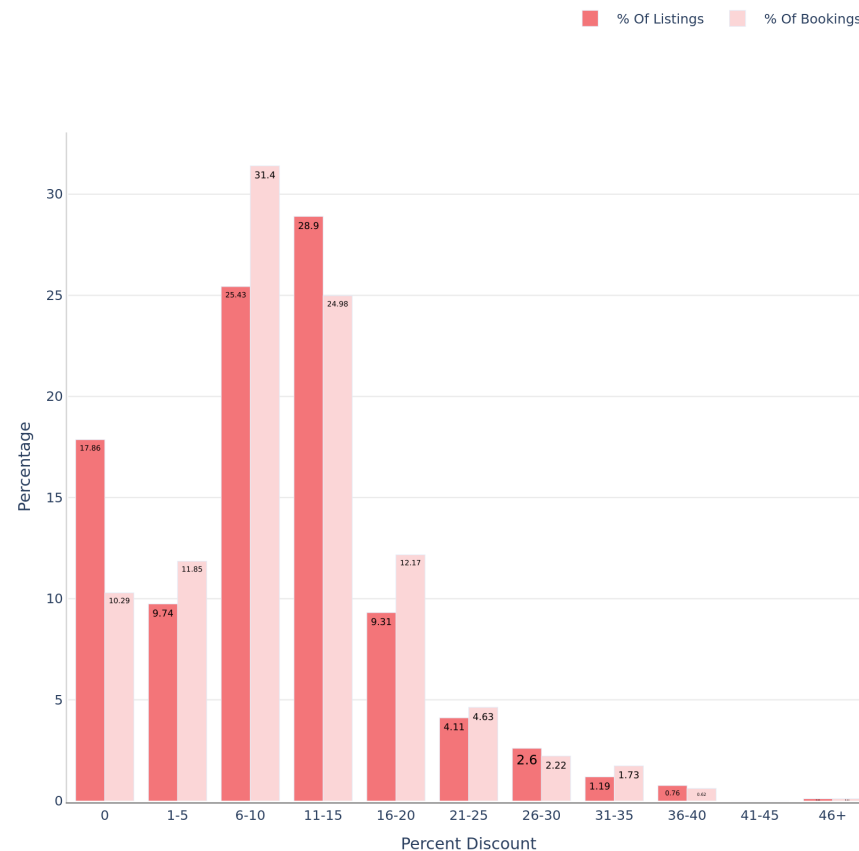
ANOPPI
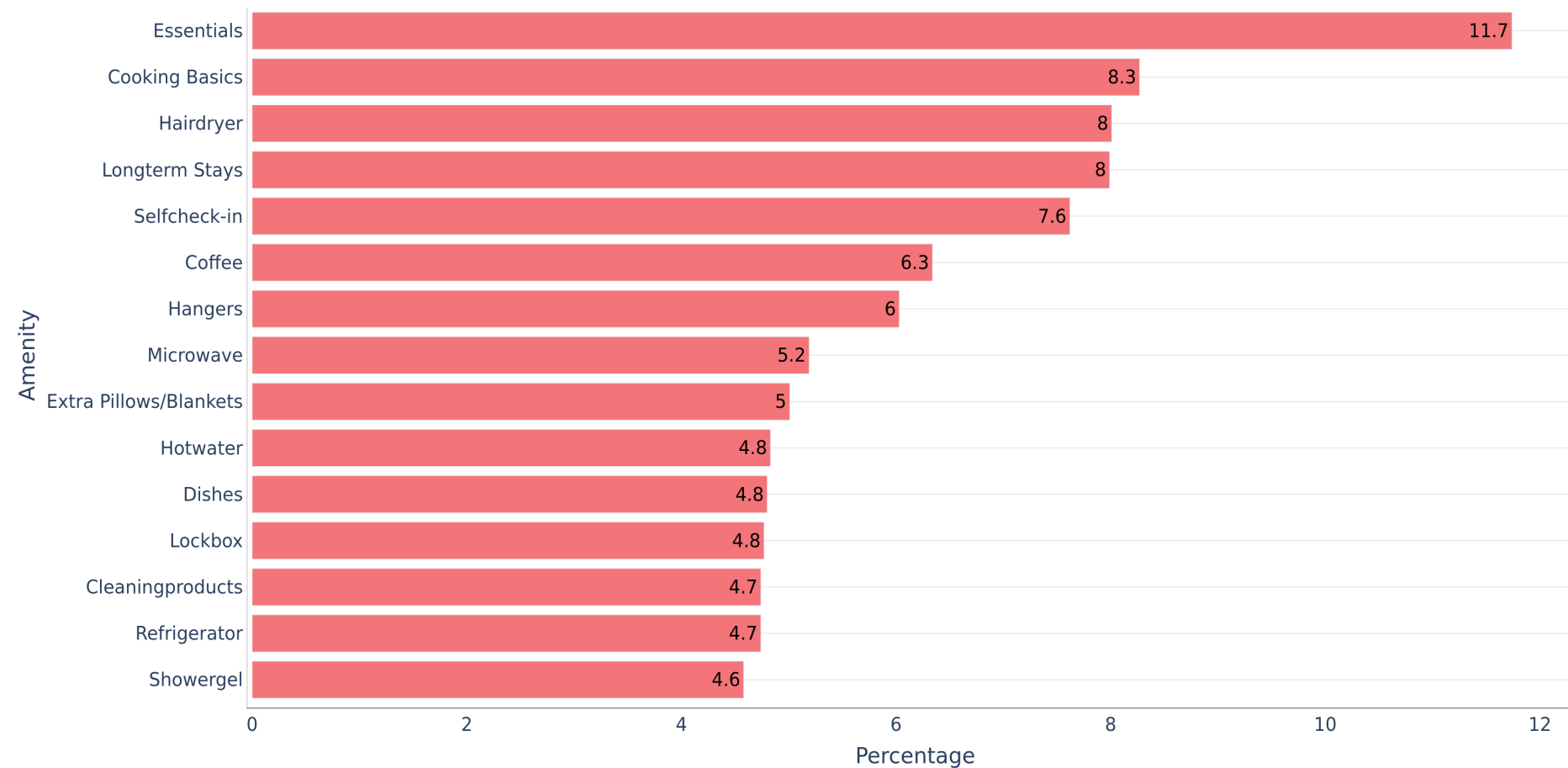
Weekly Discounts

Shows the percentage of occurrence of different weekly discounts in listings supply) and bookings in the last 30 days (demand). Only considering bookings where weekly discount would apply.
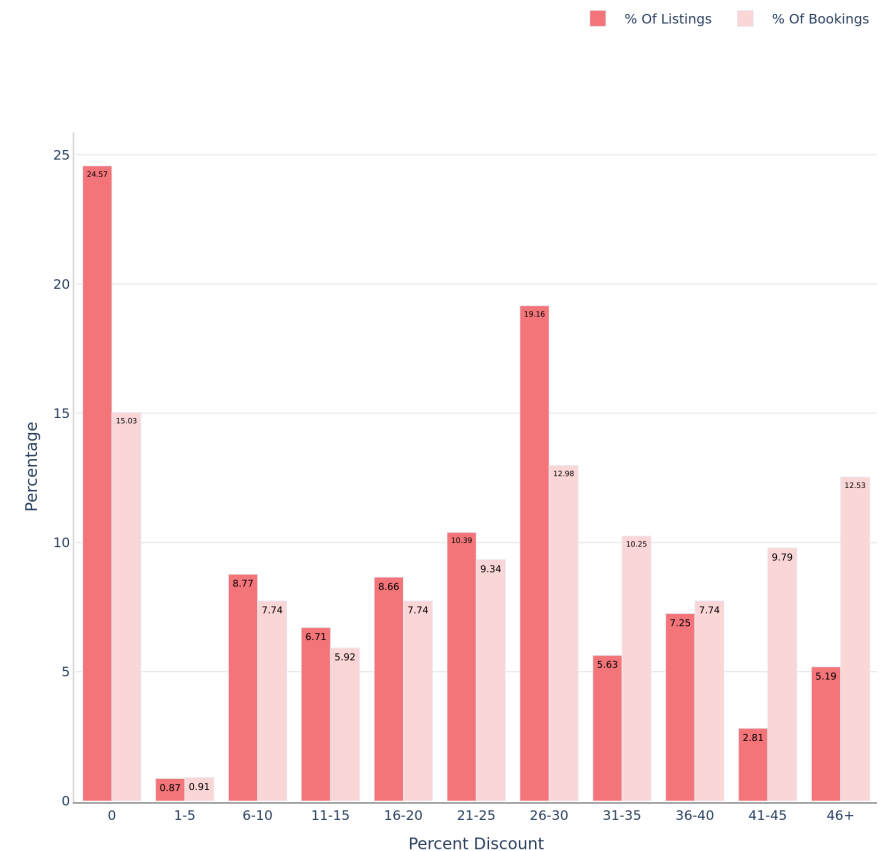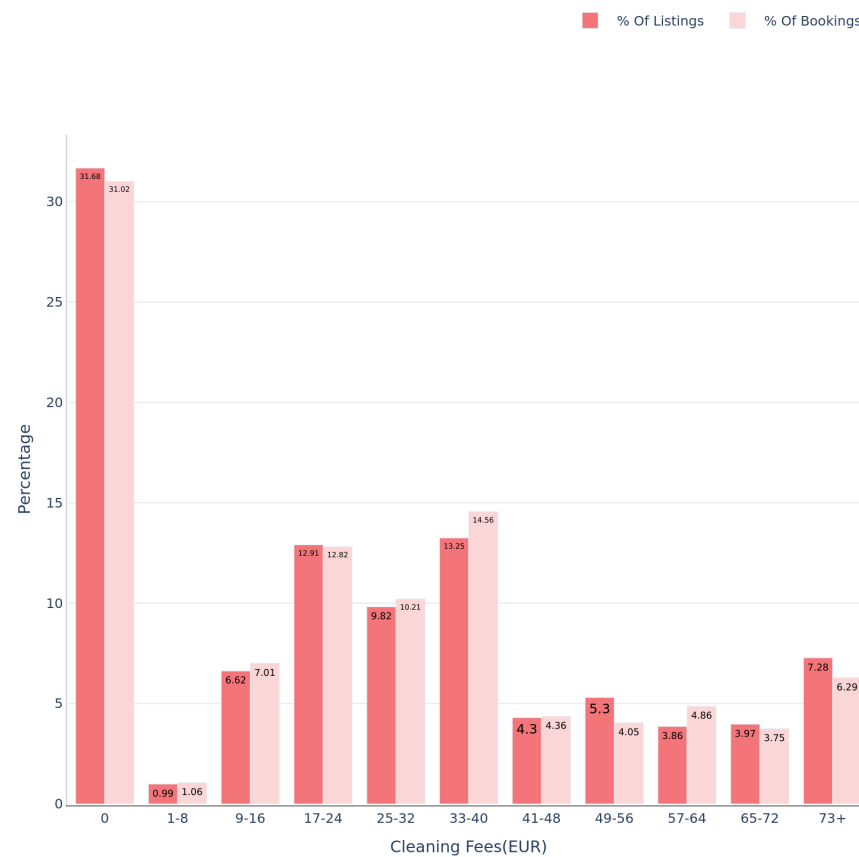
Monthly Discounts

Shows the percentage of occurrence of different Monthly discounts in listings (supply) and bookings in the last 30 days (demand). Only considering bookings where monthly discount would apply.
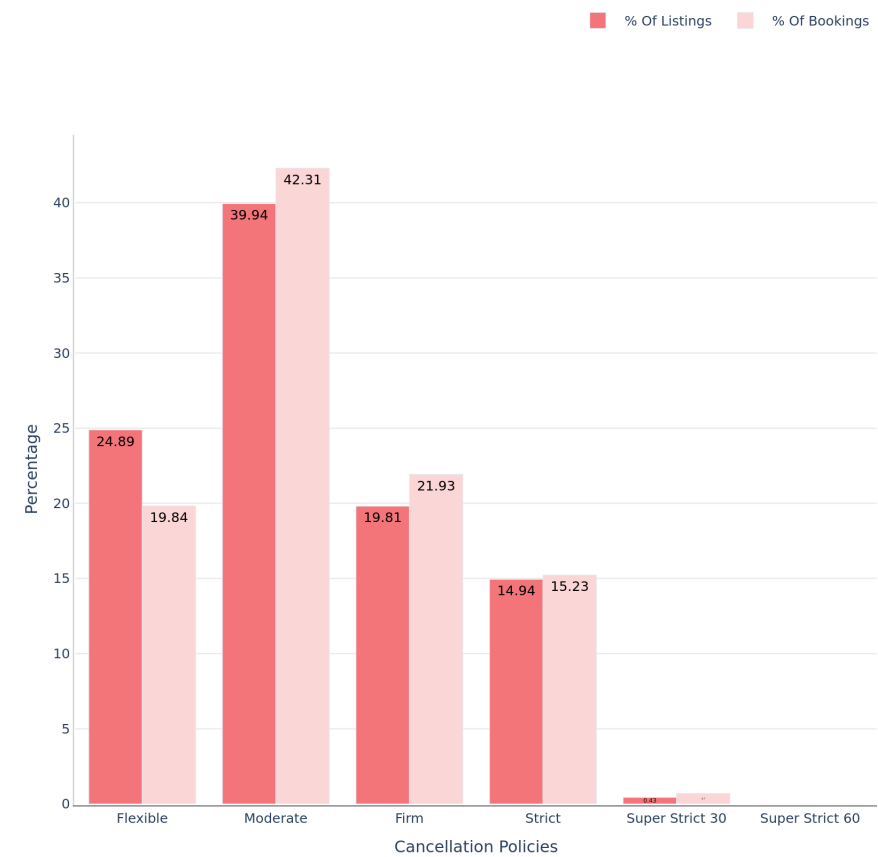
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Cleaning Fees

Shows the percentage of occurrence of different cleaning fees in the listings (supply) and bookings in the last 30 days (demand).

Cancellation Policies

Compares the percentage of occurence for a specific cancellation policy in listings (supply) and bookings in the last 30 days (demand).

■ % Of Listings   ■ % Of Bookings

■ % Of Listings   ■ % Of Bookings

Cleaning Fees chart (Percentage vs Cleaning Fees(EUR)):

Cleaning Fees(EUR)	% Of Listings	% Of Bookings
0	31.68	31.02
1-8	0.99	1.06
9-16	6.62	7.01
17-24	12.91	12.82
25-32	9.82	10.21
33-40	13.25	14.56
41-48	4.3	4.36
49-56	5.3	4.05
57-64	3.86	4.86
65-72	3.97	3.75
73+	7.28	6.29

Cancellation Policies chart (Percentage vs Cancellation Policies):

Cancellation Policies	% Of Listings	% Of Bookings
Flexible	24.89	19.84
Moderate	39.94	42.31
Firm	19.81	21.93
Strict	14.94	15.23
Super Strict 30	0.43	
Super Strict 60		

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Max Number of Guests

Shows the percentage of occurrence of different maximum number of guests in listings (supply) and bookings in the last 30 days (demand).

■ % Of Listings   ■ % Of Bookings
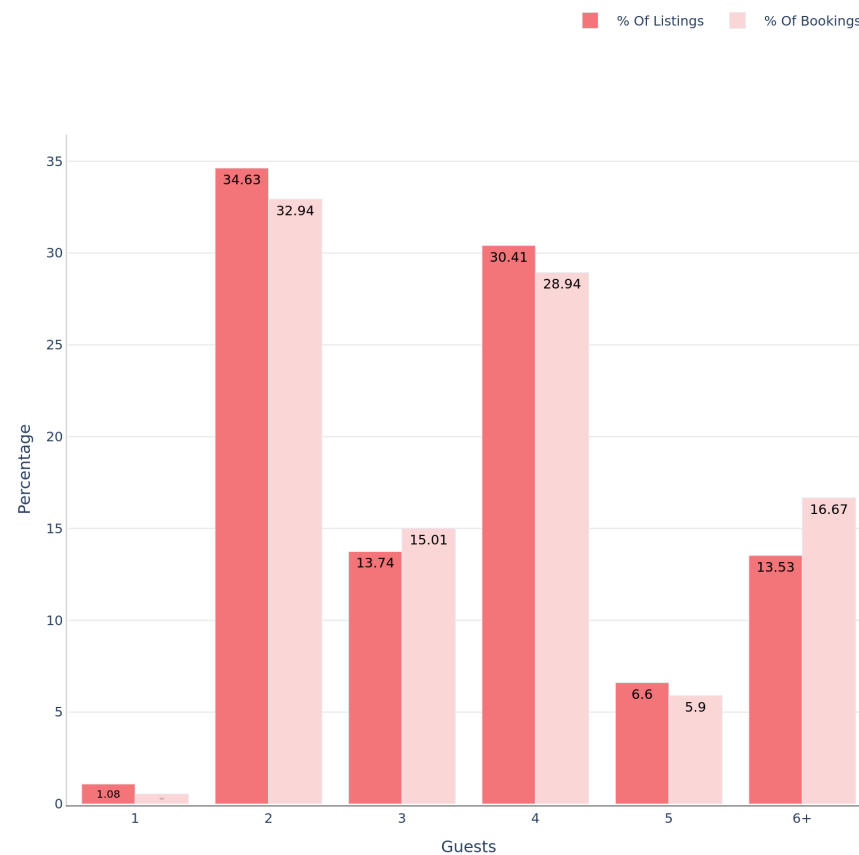
Extra Person Fees

Shows the percentage of occurrence of extra person fees in listings (supply) and bookings in the last 30 days.

■ % Of Listings   ■ % Of Bookings

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