

# U.S. STR Pulse



Monthly short-term rental insights across the U.S.

May, 2026

## Regional Overview

Last 30 days versus same period last year

	Occupancy	ADR	RevPAR	Booking Window	LOS	ASV
Rocky Mountain	15% <sup>-2%</sup>	\$233 <sup>+6%</sup>	\$35 <sup>+4%</sup>	49d <sup>+1%</sup>	4.0d <sup>+3%</sup>	\$842 <sup>+5%</sup>
Midwest	32% <sup>-5%</sup>	\$241 <sup>+9%</sup>	\$76 <sup>+4%</sup>	46d <sup>+10%</sup>	3.7d <sup>+1%</sup>	\$857 <sup>+11%</sup>
New England	15% <sup>-15%</sup>	\$272 <sup>+11%</sup>	\$41 <sup>-5%</sup>	53d <sup>+19%</sup>	3.6d <sup>+2%</sup>	\$928 <sup>+14%</sup>
Southwest	35% <sup>-2%</sup>	\$240 <sup>+3%</sup>	\$85 <sup>+0%</sup>	36d <sup>-3%</sup>	3.8d <sup>+1%</sup>	\$887 <sup>+6%</sup>
Hawaiian Islands	38% <sup>+9%</sup>	\$356 <sup>-2%</sup>	\$136 <sup>+7%</sup>	82d <sup>-3%</sup>	6.4d <sup>+0%</sup>	\$2236 <sup>-4%</sup>
Western U.S.	31% <sup>-3%</sup>	\$306 <sup>+11%</sup>	\$94 <sup>+8%</sup>	44d <sup>+9%</sup>	3.6d <sup>+2%</sup>	\$1102 <sup>+14%</sup>
Southeast	40% <sup>+0%</sup>	\$311 <sup>+5%</sup>	\$123 <sup>+6%</sup>	65d <sup>+2%</sup>	4.6d <sup>+1%</sup>	\$1352 <sup>+7%</sup>

## Regional Spotlight

Last 30 days versus same period last year

<b>24%</b> <sup>-7%</sup>	<b>\$266</b> <sup>+12%</sup>	<b>\$64</b> <sup>+4%</sup>
Occupancy %	ADR	RevPAR
<b>47d</b> <sup>+18%</sup>	<b>3.8</b> <sup>+5%</sup>	<b>\$937</b> <sup>+13%</sup>
Booking Window	LOS	Avg. Stay Value

The Mid-Atlantic states had a strong performance in May despite a 7% decrease in occupancy. Booking windows also saw a notable year-over-year increase.



With real-time insights into short-term rentals and visitor spending, we were able to present compelling data to the County Legislature—helping secure approval for a local short-term rental law. KeyData is now an essential tool for our team.”

– Kevin Peterson, President & CEO, Explore Stueben



#BetterDataTogether

