Monthly vs. Daily Revenue Model

Same site, two ways to rent it. Model both.

Run Both

DAILY: nightly rate _____________ x nights booked _____________ = annual revenue _____________
(higher revenue, higher labor and turnover)

MONTHLY: monthly rate _____________ x 12 = annual revenue _____________
(steadier, lower labor, fills the off-season)

The Tradeoff

Daily maximizes revenue when occupancy is high. Monthly trades some revenue for stability and less work. Most parks want a blend of both.