

2026 STATE OF AI IN STR

Why some operators are getting results from AI—and others are just adding more complexity.

STR MARKET AT A GLANCE

The numbers below tell an important story. While the U.S. short-term rental market remains healthy, growth is normalizing and competition continues to rise.

The days of relying on market growth alone are over. As supply and demand return to balance, success increasingly depends on how quickly operators can identify market shifts, adapt their strategy, and make decisions from a complete, connected view of their business.

The operators who outperform won't necessarily have more tools—they'll have better visibility, better timing, and the confidence to act on the right data.

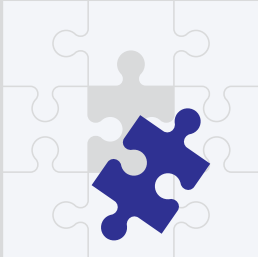
KPI	2025	2026 Forecast
 Occupancy	57.3%	57.4%
 Demand Growth	4.2%	2.7% ▼
 ADR Growth	1.8%	2.8% ▲
 RevPAR Growth	2%	2.9% ▲

Source: AirDNA 2026 Midyear Outlook

13 INTEGRATIONS

is what the average property management tech stack includes — each holding a different piece of your business. Without connecting and reconciling them, there's no single source of truth.

Every piece matters. The complete picture matters more.



PMS | Channel Manager |
Pricing | Accounting |
Payments | Guest Messaging
| CRM | Cleaning |
Maintenance | Owner Portal |
Business Intelligence |
Smart Home / IoT | AI

AI IS ONLY AS SMART AS THE DATA BEHIND IT.

Imagine starting your day by asking AI: "What changed since yesterday—and what should I do about it?"

Every day brings new bookings, cancellations, pricing shifts, and owner requests. AI can surface opportunities and recommend actions—but only if it's working from one complete, reconciled view of your business.

AI won't create your source of truth. It needs one.



● Adopted AI
● Non-AI Adopters

AI IS NO LONGER OPTIONAL

61%



61% of short-term rental operators are already using AI.

The competitive advantage is no longer using AI—it's getting better results from it.

✗ ZILLOW OFFERS

\$500M



When AI Gets It Wrong

Zillow spent years building AI-powered pricing models, but they couldn't keep pace with a rapidly changing housing market because the underlying data foundation wasn't built to adapt in real time. As a result, it had to shut down.

The lesson?

Better algorithms can't overcome outdated or incomplete data.

✓ NETFLIX

+\$1B



When AI Gets It Right

Netflix spent years building one of the world's richest behavioral datasets before layering AI on top. Today, that foundation powers personalized recommendations for +300M members worldwide.

The lesson?

Great AI isn't built overnight. It's built on years of trusted data.