

## MONTHLY PERFORMANCE REPORT

# Studio - Málaga Centro

Reporting period: March 2026 · Anonymised sample — identifying details removed

## 01 - Executive summary

March was a **very solid month**, generating **€2,676.69 in gross revenue** with a healthy mix between Booking.com and Airbnb. The property kept its **excellent online reputation** — 9.4 on Booking.com and 4.69/5 on Airbnb — with the latest review highlighting the location, equipment, hospitality and welcome coffee capsules.

A **strategic price increase** was applied this month ahead of high season, supported by the asset's strong reputation, the aesthetic refresh completed (new curtains) and the demand expected for Easter and spring.

## 02 - Performance KPIs

GROSS REVENUE	OCCUPANCY	ADR	RevPAR
<b>€2,676.69</b>	<b>65%</b>	<b>€99</b>	<b>€64</b>

*Insight:* ADR remains in a very healthy range for March, especially given the reputational strength of the asset and its central positioning.

## 03 - Financial breakdown

Line item	Amount
Gross revenue	€2,676.69
Airbnb platform fees	€219.03
Booking.com platform fees	€292.67
Cleaning (paid by guests)	€363.00

## 04 - Channel mix

Total bookings this month: **6** · Total nights booked: **20**

Channel	Revenue	Share	ADR
Airbnb	€1,192.84	45%	€119
Booking.com	€1,483.85	55%	€93
<b>Total</b>	<b>€2,676.69</b>	<b>100%</b>	<b>€99</b>

*Insight:* Airbnb again contributes a significantly higher average rate, while Booking maintains volume — confirming a very healthy multi-channel strategy.

## 05 - Guest reviews

**Airbnb:** 4.69 / 5 · **Booking.com:** 9.4 / 10

Most-mentioned positives:

- Excellent location
- Very well-equipped apartment
- Attentive and quick communication
- Welcome coffee capsules
- Stated intention to return

*“We had a great stay, the host was always attentive to our needs. They left us coffee capsules, which we really appreciated. Excellent location and very well equipped. We'll definitely return.”*

**Area to monitor:**

The building lift was out of service during part of the month — an external incident, but relevant for guest comfort perception.

## 06 - Property status & maintenance

Work completed this month:

- **Full curtain replacement** (both windows). The renovation improves the overall aesthetic, the freshness of the space and the visual guest experience — directly supporting conversion and reviews in a studio where interior presentation drives pricing power.

## 07 - Outlook & pricing strategy

- ✓ Excellent online reputation (9.4 Booking)
- ✓ Healthy balance between Booking (volume) and Airbnb (premium ADR)
- ✓ Hospitality details highly valued by guests

- ✓ Strong intent-to-return signalled in last review
- ✓ Aesthetic refresh completed (curtains)
- ✓ External risk to monitor: building lift
- ✓ ADR upside expected through Easter and spring

Heading into April, the asset is particularly well positioned to keep lifting ADR — supported by accumulated reputation, repeat-guest intent and a more aggressive pricing strategy.