

Additional Research Options, if funding allows:

AirBNB & Vacation Rental Reports (reports similar to STR reports for hotels)

AirDNA Solutions – see attached pricing and sample reports

Market Summary Reports - Track market changes using supply and demand trends. Used by lodging analysts, tourism agencies and asset managers to understand the growth of Airbnb, our Market Summary Reports provide a high-level overview of Airbnb rentals in major markets around the world. With RevPAR, ADR, occupancy, and monthly supply & demand trends. This report brings hotel-style performance metrics to the vacation rental industry.

- 100% coverage of the United States and 150 international markets
- Historical trends back to August of 2014
- Reports available for any MSA, city, zip code or neighborhood

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Airbnb Market Summary Report

Created: 25-Apr-16

	Aug-14	Sep-14	Oct-14	Nov-14	Dec-14	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15
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London, UK

Advertised Listings

Entire Place								12,844	13,840	15,132	16,409	18,158	18,685
Private Rooms								11,292	12,297	13,685	14,944	16,878	17,557
Shared Rooms								283	311	341	370	441	470

Booked Listings

Entire Place								3,688	5,268	6,069	7,066	8,872	9,203
Private Rooms								3,040	3,885	4,784	5,706	6,831	7,255
Shared Rooms								96	132	147	157	189	201

Room Nights - Entire Place

Available								371,863	418,545	474,557	517,301	629,047	775,662
Booked								109,701	155,241	192,973	228,326	305,973	297,983

Room Nights -Hotel Comps

Available								197,802	224,553	254,181	276,432	333,353	398,093
Booked								61,168	91,476	110,391	129,522	173,999	166,612

Listing Nights - Entire Place

Available								86,382	113,356	132,896	149,311	186,413	203,452
Booked								45,986	67,229	82,020	96,437	129,079	124,067

Listing Nights - Hotel Comps

Available								48,560	62,347	70,984	78,456	97,456	101,344
Booked								26,708	37,907	44,862	51,859	68,609	63,847

Occupancy

Entire Place								53.20%	59.30%	61.70%	64.60%	69.20%	61.00%
Hotel Comparable								55.00%	60.80%	63.20%	66.10%	70.40%	63.00%

ADR

Entire Place								\$199.28	\$207.84	\$209.53	\$217.73	\$223.18	\$211.05
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