

Airbnb . The Facts

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HTH Research on Airbnb

- Delphi study (2015): What is this new experience?
Future scenarios
- Magnitude of the phenomenon.
- Growth dynamics: sharing – commercial.



Why are there no data?

Both destinations and researchers desperately need access to visitor data. Airbnb does not disclose these data.

1. *Avoid regulation.* This allows Airbnb to reach benevolent agreements with cities.
 2. *Competitive advantage.* It allows the platform to monopolize on strategic traveler data.
 3. *Marketing and lobbying.* It allows the company to preserve its hipster image.
- Airbnb issues its own research report with the same template (and message) in each city.

Study Finds that Airbnb Hosts and Guests Have Major Positive Effect on City Economies

Airbnb fosters new travelers, longer visits, and more spending in more neighborhoods

Why are there no data?

We work with scraped data (AirDNA): publicly available website data.

Property file: characteristics of each listed Airbnb Unit

Transaction file: Daily updates of the status of each unit.

	Property records	Transaction records
Amsterdam	18.486	3,8 million
Berlin	40.090	6,6 million
London	91.337	12,8 million
Madrid	20.041	3,4 million

Monitoring for city destinations



Amsterdam Demand Growth 2015:

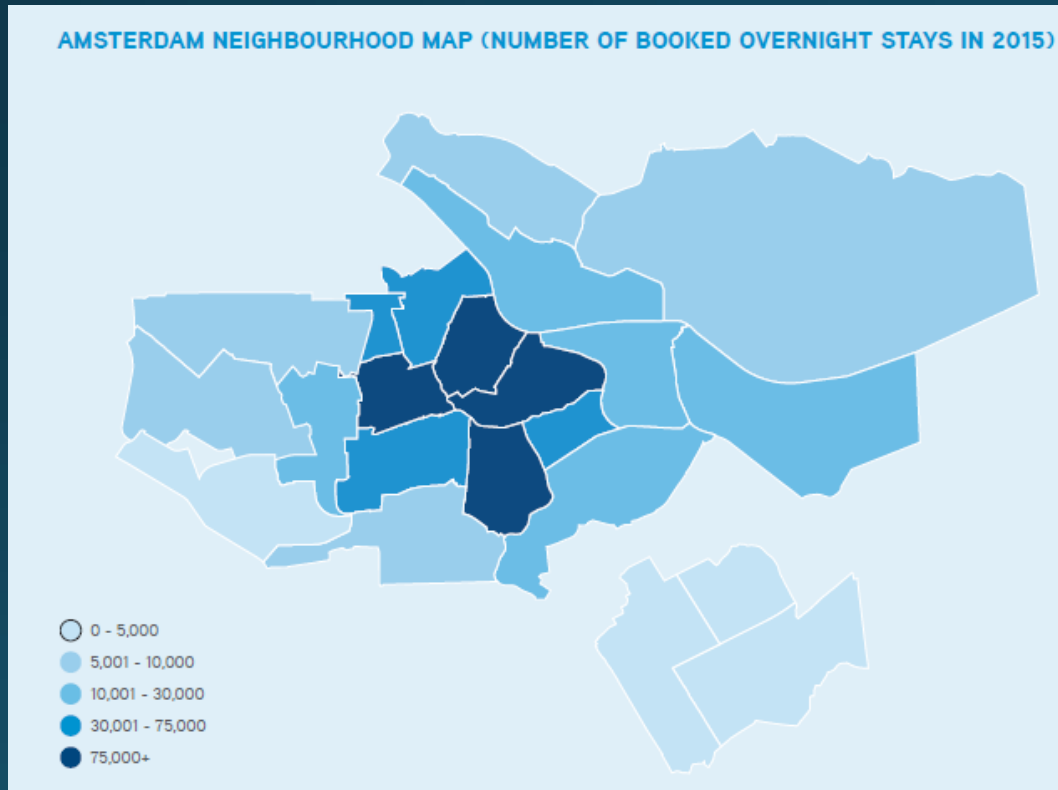
474%

Growth forecast 2016:

98 - 118%
(NBTC)

Where?

Empowering residents in peripheral neighbourhoods?



Source: Colliers Int. / Hotelschool
The Hague,
*Airbnb: Impact and Outlook for
Amsterdam (2016)*

The numbers

Detailed information per month and per neighborhood



Monitoring for city destinations



London Demand Growth 2015:

206%

Airbnb ADR:

£113

Airbnb Revenue:

£228M

How many visitors?

Overnight stays: 2.011.049 (a)

Length of stay: 4,61 (b)

Party size: 2,6 – 3,3 (c)

Visitors using Airbnb: $a * c / b = 1,3M$

About “Sharing”

- Sharing = “more efficient use of underutilized assets”.



Reuse / recycle, or use
“high-idling capacity”.
Think of a power drill.

“Commerce with the promise
of human connection”.



Commercialization

Type of unit: shared rooms or entire homes?

% of revenue	4 cities
Shared room	0,3
Private room	17,3
Entire home/apt.	82,4
Total	100

Commercialization

Type of unit: availability of entire homes?

Days Available	4 cities
<31	19,2%
31-60	16,8%
61-180	28,2%
181-300	21,3%
>300	14,5%

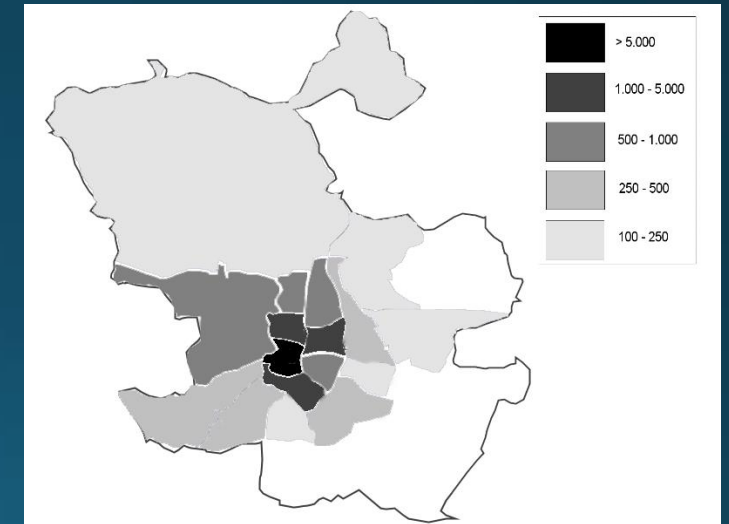
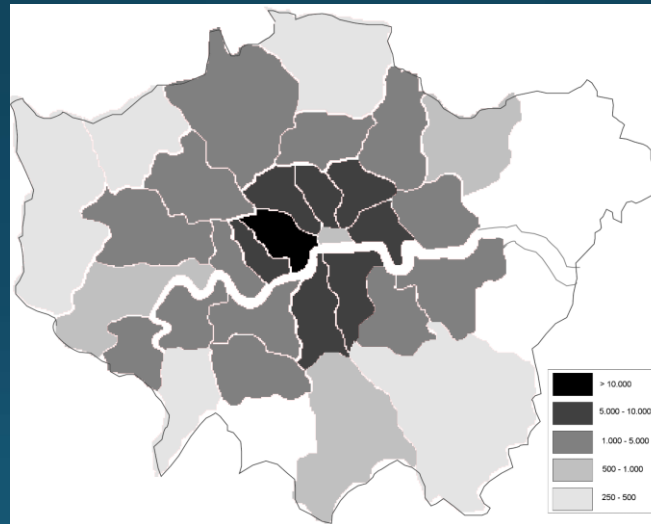
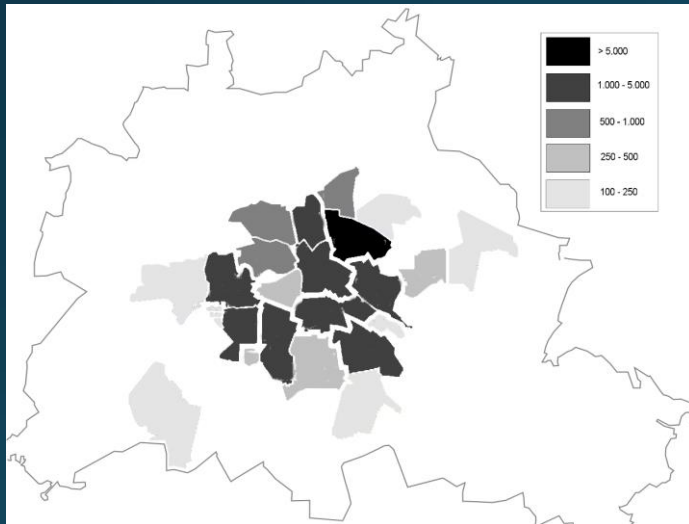
Commercialization

Type of host: role of “multilisters”?

Revenue %	4 cities
One listing	46,7
Two listings	15,3
3-10 listings	23,2
More than 10 listings	14,9


Commercialization

Spatial distribution: empowering residents in neighbourhoods?




Commercialization

Affordable or exclusive?




€8546 ⚡

Amazing 3 bedder single roo...
Shared room — 11.0 miles away



€9766

guests rooms choose
Entire home/apt — 5.1 miles away



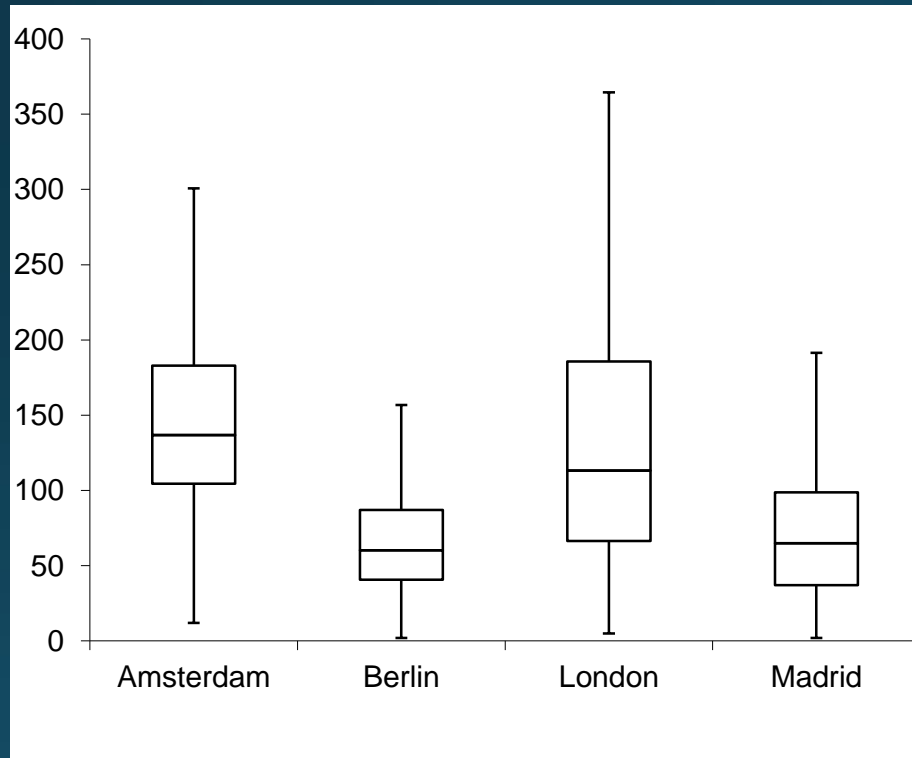
€6104

ALTITUDE 360, ULTIMATE PE...
Entire home/apt — 9.8 miles away

Affordable does not necessarily mean sharing;
Exclusive is unlikely to be sharing.

Commercialization

Affordable or exclusive?



Commercialization

Our conclusion:

- Airbnb is a decentralized platform, the development of which obeys to specific local circumstances.
- It combines a substantial part of commercial activities with a minority of authentic “sharers”.
- Destinations with high hotel ADR have a strong incentive for commercial investments.
- Sharpens socioeconomic divide.
- Primarily low-cost option.

Why is this bad news?

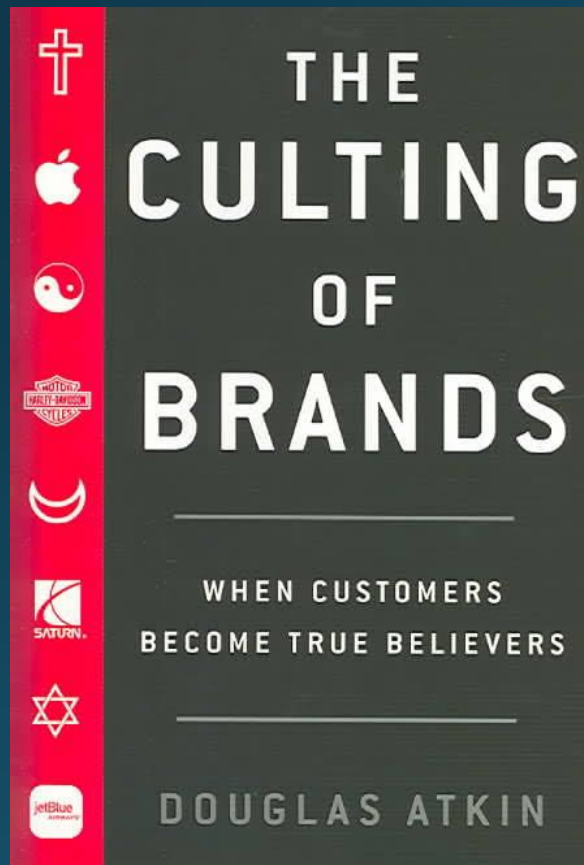
Effect on prices: do I rent my room to tourists or to students?

“Unsharing”: not letting others use underutilized assets, but reserving assets for non-users.

Opportunity costs: commercialization of our lives.

Experience

What are the differences; how genuine is this?

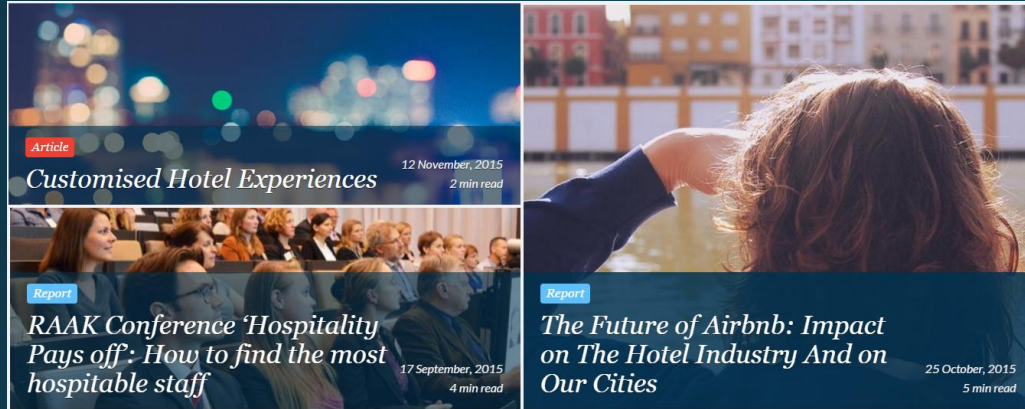


Experience

People use Airbnb:

- because of idealism
- because it is cheaper
- because they want to be surprised
- because they want to meet locals
- because they want to be independent

Thank you!



Latest research findings are posted on:
blog.hotelschool.nl

[Order the full reports](#) for London and Amsterdam.

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