ttra Talk: 
Airbnb and Hotel Performance
An analysis of proprietary data in 13 global markets

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Airbnb & Hotel Performance
An analysis of proprietary data in 13 global markets

Markets included:
Boston
Los Angeles
Miami
New Orleans
San Francisco
Seattle
Washington, D.C.

Barcelona
London
Mexico City
Paris
Sydney
Tokyo
Agenda

- The Accommodations Landscape
- Market Overviews
- Airbnb’s Impact on Hotel Compression Nights
- Airbnb’s Impact During Special Events – A Look at New Year’s Eve
The Accommodations Landscape
Largest Lodging Companies by Rooms/Listings

1. Airbnb - 3M
2. Marriott International - 1.1M
3. Hilton Worldwide - 774K
4. Intercontinental Hotels Group - 717K
5. Wyndham Worldwide - 677K
6. AccorHotels - 519K
7. Choice Hotels International - 511K
8. Best Western Hotels & Resorts - 296K
9. Carlson Hospitality Group - 177K
10. Hyatt Hotels Corporation - 168K
Largest Lodging Companies by Rooms/Listings
Less Unavailable, Shared Rooms, Private Rooms and Large Listings

- Marriott International: 1.1M
- Airbnb: 1.0M
- Hilton Worldwide: 774K
- Intercontinental Hotels Group: 717K
- Wyndham Worldwide: 677K
- AccorHotels: 519K
- Choice Hotels International: 511K
- Best Western Hotels & Resorts: 296K
- Carlson Hospitality Group: 177K
- Hyatt Hotels Corporation: 168K
US Occupancy by Day of Week
July 2016, 12-Month Moving Average

Sunday: 67% Hotel, 48% Airbnb
Monday: 76% Hotel, 43% Airbnb
Tuesday: 81% Hotel, 42% Airbnb
Wednesday: 82% Hotel, 42% Airbnb
Thursday: 78% Hotel, 45% Airbnb
Friday: 79% Hotel, 49% Airbnb
Saturday: 82% Hotel, 52% Airbnb
Airbnb’s Share of Weekday Demand

July Year-To-Date

- Boston MA: 0.5%, 1.0%, 1.6%
- Los Angeles/Long Beach CA: 4.7%, 3.1%, 1.8%
- Miami/Hialeah FL: 1.6%, 3.8%, 2.6%
- New Orleans LA: 0.7%, 1.1%, 2.0%
- San Francisco/San Mateo CA: 2.1%, 2.6%, 3.3%
- Seattle WA: 0.6%, 1.2%, 2.1%
- Washington DC MD-VA: 0.4%, 0.7%, 1.2%
Market Overviews
Hotel Supply and Demand Growth
July 2016, 12-Month Moving Average
Airbnb Supply and Demand Growth
July 2016, 12-Month Moving Average

- Greater Barcelona: Supply 13.1%, Demand 36.2%
- Greater London: Supply 62.1%, Demand 67.9%
- Mexico City: Supply 107.0%, Demand 119.2%
- Paris: Supply 39.6%, Demand 33.0%
- Sydney: Supply 53.1%, Demand 81.3%
- Tokyo: Supply 252.4%, Demand 241.3%
- Boston MA: Supply 62.7%, Demand 70.5%
- Los Angeles/Long Beach CA: Supply 41.3%, Demand 61.5%
- Miami/Hialeah FL: Supply 52.0%, Demand 60.6%
- New Orleans LA: Supply 76.3%, Demand 79.3%
- San Francisco/San Mateo CA: Supply 31.9%, Demand 25.1%
- Seattle WA: Supply 77.9%, Demand 84.8%
- Washington DC-MD-VA: Supply 53.7%, Demand 65.5%
Hotel and Airbnb Occupancy
July 2016, 12-Month Moving Average

<table>
<thead>
<tr>
<th>Location</th>
<th>Airbnb Occ</th>
<th>Hotel Occ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greater Barcelona</td>
<td>50.5%</td>
<td>76.1%</td>
</tr>
<tr>
<td>Greater London</td>
<td>42.1%</td>
<td>80.9%</td>
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<tr>
<td>Mexico City</td>
<td>18.4%</td>
<td>68.7%</td>
</tr>
<tr>
<td>Paris</td>
<td>32.7%</td>
<td>71.7%</td>
</tr>
<tr>
<td>Sydney</td>
<td>44.1%</td>
<td>85.4%</td>
</tr>
<tr>
<td>Tokyo</td>
<td>40.4%</td>
<td>84.8%</td>
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<tr>
<td>Boston MA</td>
<td>52.6%</td>
<td>75.1%</td>
</tr>
<tr>
<td>Los Angeles/Long Beach CA</td>
<td>30.9%</td>
<td>80.8%</td>
</tr>
<tr>
<td>Miami/Hialeah FL</td>
<td>35.6%</td>
<td>77.5%</td>
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<tr>
<td>New Orleans LA</td>
<td>68.6%</td>
<td>84.6%</td>
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<tr>
<td>San Francisco/San Mateo CA</td>
<td>49.8%</td>
<td>75.8%</td>
</tr>
<tr>
<td>Seattle WA</td>
<td>42.8%</td>
<td>71.1%</td>
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US Hotel and Airbnb ADR
July 2016, 12-Month Moving Average

<table>
<thead>
<tr>
<th>City/Region</th>
<th>Airbnb ADR</th>
<th>Hotel ADR</th>
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<tbody>
<tr>
<td>Boston MA</td>
<td>$183</td>
<td>$190</td>
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<tr>
<td>Los Angeles/Long Beach CA</td>
<td>$153</td>
<td>$167</td>
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<tr>
<td>Miami/Hialeah FL</td>
<td>$149</td>
<td>$193</td>
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<tr>
<td>New Orleans LA</td>
<td>$155</td>
<td>$149</td>
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<tr>
<td>San Francisco/San Mateo CA</td>
<td>$207</td>
<td>$232</td>
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<tr>
<td>Seattle WA</td>
<td>$139</td>
<td>$151</td>
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<tr>
<td>Washington DC-MD-VA</td>
<td>$134</td>
<td>$151</td>
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Airbnb’s Impact on Hotel Compression Nights
Compression Nights for 7 US Markets

July Year-To-Date

<table>
<thead>
<tr>
<th>Year</th>
<th>Nights</th>
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<tbody>
<tr>
<td>2005</td>
<td>15</td>
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<td>2006</td>
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<td>2013</td>
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<td>2014</td>
<td>75</td>
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<tr>
<td>2015</td>
<td>76</td>
</tr>
<tr>
<td>2016</td>
<td>71</td>
</tr>
</tbody>
</table>
ADR Premiums on Compression Nights in the US

July Year-To-Date

2005: 30.3%
2006: 23.0%
2007: 15.8%
2008: 34.9%
2009: 3.6%
2010: 24.1%
2011: 26.5%
2012: 34.6%
2013: 30.8%
2014: 25.6%
2015: 34.9%
2016: 34.8%
Compression Nights for 6 Non-US Markets

July Year-To-Date

- 2015: 93
- 2016: 62
- 2014: 73
- 2013: 75
- 2012: 40
- 2011: 62
- 2010: 67
- 2009: 22
- 2008: 42
- 2007: 56
- 2006: 47
- 2005: 39
Airbnb’s Impact During Special Events – A Look at New Year’s Eve
US Market Hotel Demand Growth on New Year’s Eve
2014/2015
US Market Airbnb Demand Growth on New Year’s Eve 2014/2015

- Los Angeles/Long Beach CA: 90.6% (2014), 63.2% (2015)
- San Francisco/San Mateo CA: 27.3% (2014), 19.8% (2015)
- Seattle WA: 170.4% (2014), 95.1% (2015)
- Boston MA: 149.5% (2014), 89.9% (2015)
- Miami/Hialeah FL: 99.6% (2014), 50.3% (2015)
- Washington DC MD-VA: 164.8% (2014), 76.9% (2015)
US Market Hotel and Airbnb ADR on New Year’s Eve
2013/2014/2015

Hotels

Airbnb
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For free download:
http://str.com/research1

Also download “A Look Inside Real Airbnb Data (New York City)”
Thank you.