TTRA Panel: Developing Methodologies to Track Alternative Accommodations
Why do travelers choose Private Accommodations?

Meet local people
Interact with hosts
Experience local culture

49% Location

53% Value

Source: Phocuswright, A Market Transformed: Private Accommodation in the U.S.
Supply shifts in response to big events

- Provides supply where hotels can’t
- More options for visitors:
  - Location
  - Length of Stay
  - Spending choices
- Creates opportunities for guests and hosts alike
Daily supply of all accommodations is increasing

<table>
<thead>
<tr>
<th>Year</th>
<th>Hotel Rooms</th>
<th>Hotel Growth</th>
<th>Airbnb Units</th>
<th>Airbnb Growth</th>
<th>Airbnb + Hotels</th>
<th>Airbnb + Hotels Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>4,849,352</td>
<td>0.30%</td>
<td>13,000</td>
<td>150%</td>
<td>4,862,352</td>
<td>0.50%</td>
</tr>
<tr>
<td>2013</td>
<td>4,875,064</td>
<td>0.50%</td>
<td>28,000</td>
<td>115%</td>
<td>4,903,064</td>
<td>0.8%</td>
</tr>
<tr>
<td>2014</td>
<td>4,905,305</td>
<td>0.60%</td>
<td>58,000</td>
<td>107%</td>
<td>4,963,305</td>
<td>1.2%</td>
</tr>
<tr>
<td>2015</td>
<td>4,953,177</td>
<td>1.00%</td>
<td>115,235</td>
<td>99%</td>
<td>5,068,412</td>
<td>2.1%</td>
</tr>
<tr>
<td>2016</td>
<td>5,027,238</td>
<td>1.50%</td>
<td>224,630</td>
<td>95%</td>
<td>5,251,868</td>
<td>3.6%</td>
</tr>
<tr>
<td>2017</td>
<td>5,119,907</td>
<td>1.80%</td>
<td>347,748</td>
<td>55%</td>
<td>5,467,655</td>
<td>4.1%</td>
</tr>
</tbody>
</table>

Average daily supply in the U.S., Source: CBRE Hotels American Research, AirDNA,
But only represents a fraction of hotel performance
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Visitor Accommodation Units - 2017

- Hotel: 55.3%
- Condo-Hotel: 13.5%
- Timeshare: 13.8%
- Vacation Rental: 15.8%
- Other: 1.6%
## Accommodation Unit Counts by Type

*Other includes Apartment Hotels, B&Bs, Hostels, and Other units.
Rental House Usage Increasing

Hotel, Condo, Timeshare, and Rental House Use - % of Total Arrivals

- Hotel
- Condo
- Timeshare
- Rental House

<table>
<thead>
<tr>
<th></th>
<th>Hotel</th>
<th>Condo</th>
<th>Timeshare</th>
<th>Rental House</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>62.3%</td>
<td></td>
<td></td>
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<tr>
<td>2008</td>
<td>61.6%</td>
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<tr>
<td>2009</td>
<td>61.1%</td>
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<tr>
<td>2010</td>
<td>61.9%</td>
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<tr>
<td>2011</td>
<td>62.7%</td>
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<td></td>
</tr>
<tr>
<td>2012</td>
<td>63.4%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>63.0%</td>
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<tr>
<td>2014</td>
<td>63.6%</td>
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<tr>
<td>2015</td>
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<td></td>
</tr>
<tr>
<td>2016</td>
<td>62.4%</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2017 P</td>
<td>61.0%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Hotel: 4.2% 4.5% 4.4% 4.6% 5.1% 5.5% 6.2% 6.8% 7.4% 7.7% 8.2%
- Condo: 0% 10% 20% 30% 40% 50% 60% 70% 80%
- Timeshare: 0% 10% 20% 30% 40% 50% 60% 70% 80%
- Rental House: 0% 10% 20% 30% 40% 50% 60% 70% 80%
Expenditure categories calculated as the weighted average of spending for all major market areas.
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1959: Short-term rentals (STR’s) subject to state HOT on sleeping rooms charging $15 or more per night on stays less than 30 days.

February 2017: Legislation filed introducing state-wide regulations for STR’s but did not make it out of committee

April 2017: Airbnb and Texas Comptroller sign compromise and settlement agreement to facilitate reporting, collection and remittance of state HOT tax in May 2017

Source: Texas State Comptroller.
https://comptroller.texas.gov/taxes/hotel/airbnb-faq.php
May 2018: Texas Supreme Court rules STR’s are a residential use overturning previous court decisions

Source: Texas Supreme Court rules in favor of San Antonio-area homeowner in short-term rental case
Travel Texas

Tax agreement allows for transparency and research analysis of market size and impact

State of Texas Airbnb Revenue and Occupancy Tax Paid

Source: Texas State Comptroller
Airbnb revenue reported to Texas Comptroller allows for analysis of market size and impact.

Source: Texas State Comptroller
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