



# Airbnb in Amsterdam

## **Airbnb explodes to almost 11% market share    Number of listings more than doubled**

New research on Airbnb activity in Amsterdam shows that travelers booked almost 1.7 million overnight stays in 2016. This is an increase of 125% compared to 2015. Airbnb doubled its market share in Amsterdam, from 5.4% to 10.7%. Booked overnight stays at hotels increased with 7% to 13.9 million. The majority of guests stayed in five neighborhoods: Centrum-West, De Baarsjes & Oud-West, Centrum-Oost, De Pijp and Westerpark.

### **Slight ADR increase**

The Average Daily Rate (ADR) increased 2.8%, from 136 euro to 140 euro. This is in line with the increase in the ADR of hotels (+2.6%). The rate for a shared room increased significantly with 35% to 84 euro. This is especially noteworthy since demand for this unit type did not show a big increase. Travelers apparently are willing to pay more for their Airbnb accommodation, even if that means sharing a room.

By the end of 2015, 32,346 accommodations were offered compared to 15,130 in 2015 (+114%). This shows that residents increasingly offer their homes at Airbnb. Furthermore, our analysis shows that 35% of listings is offered by hosts with multiple listings on the platform. An indication that some listings concern professional letting.

### **And we are not there yet**

An analysis of the first quarter of 2017 shows a further increase in demand and average rates for Airbnb in Amsterdam. More than 367,000 overnight stays were booked, an increase of 34% compared to the same period in 2016. Guests paid 131 euros for their accommodation, while hosts charged 129 euros in the first quarter of last year. This indicates that further growth of Airbnb is ahead and that 2017 is expected to be another record breaking year for Airbnb.



## Who books Airbnb?

Restrictions do not slow down demand for Airbnb.

# 1,662,000

overnight stays booked in 2016 - +126% compared to 2015.

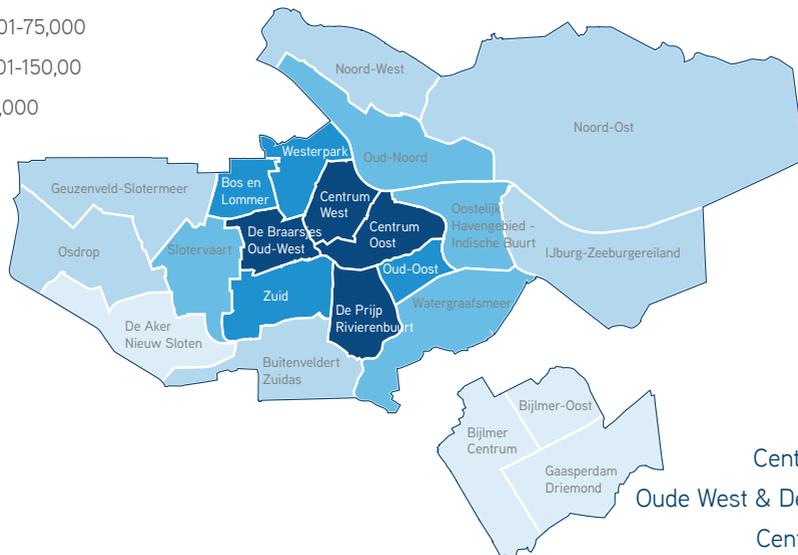
Market share of Airbnb doubled.

market share in 2016  
coming from 5.4% in 2015

# 10.7%

## Amount of booked accommodations

- <15,000
- 15,001-30,000
- 30,001-75,000
- 75,001-150,00
- >150,000

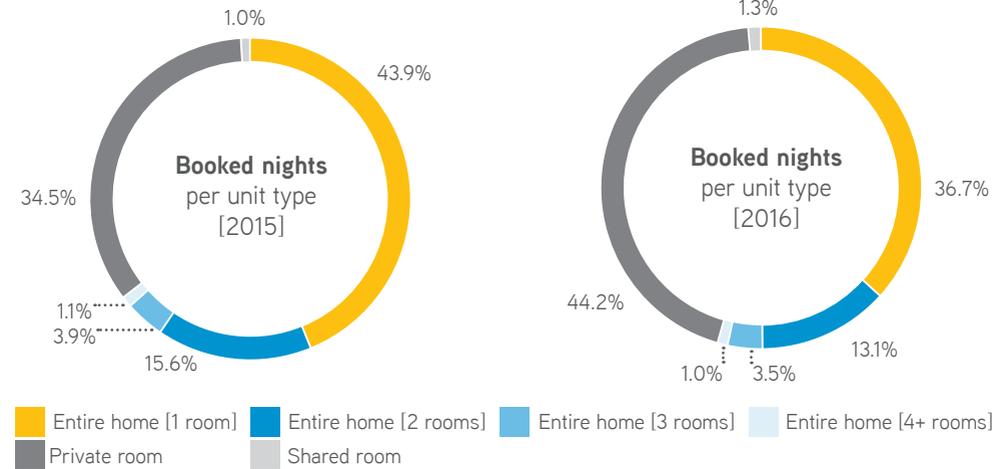


## Where do they stay?

The top 3 neighborhoods are the same ones as last year. Together they account for 45% of overnight stays

## What do they book?

Entire homes remain the most popular unit type. They account for 75% of booked stays.



## What do they pay for their Airbnb accommodation?

ADR increased by 2.8% in 2016, driven by an increase for private and shared rooms

# €140

was the ADR in 2016 +2.80% (compared to 2015)

ADR per unit type	2015	2016	Change
Entire home [1 room]	€ 130	€ 132	1.5%
Entire home [2 rooms]	€ 182	€ 182	0.0%
Entire home [3 rooms]	€ 232	€ 238	2.7%
Entire home [4+ rooms]	€ 384	€ 322	-16.2%
Private room	€ 86	€ 92	7.4%
Shared room	€ 62	€ 84	35.0%

## What about the hosts?

Number of listings more than doubled. One third of listings was offered by multilisters

### Properties offered

114% more properties were offered in 2016 (32,346) compared to 2015 (15,130).

One listing **64.8%**

Two listings **14.9%**

3-10 listings **12.1%**

>10 listings **8.1%**



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Source: CBS, AirDNA  
1USD = 0.95EUR

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