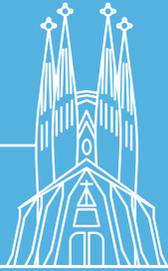


AIRBNB IN

BARCELONA

2017



GUESTS BOOKED

3,011,433

OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF

more than 15%



THE TOTAL OVERNIGHT STAYS
IN HOTELS ROSE BY 0.7%

to 19.7 Million

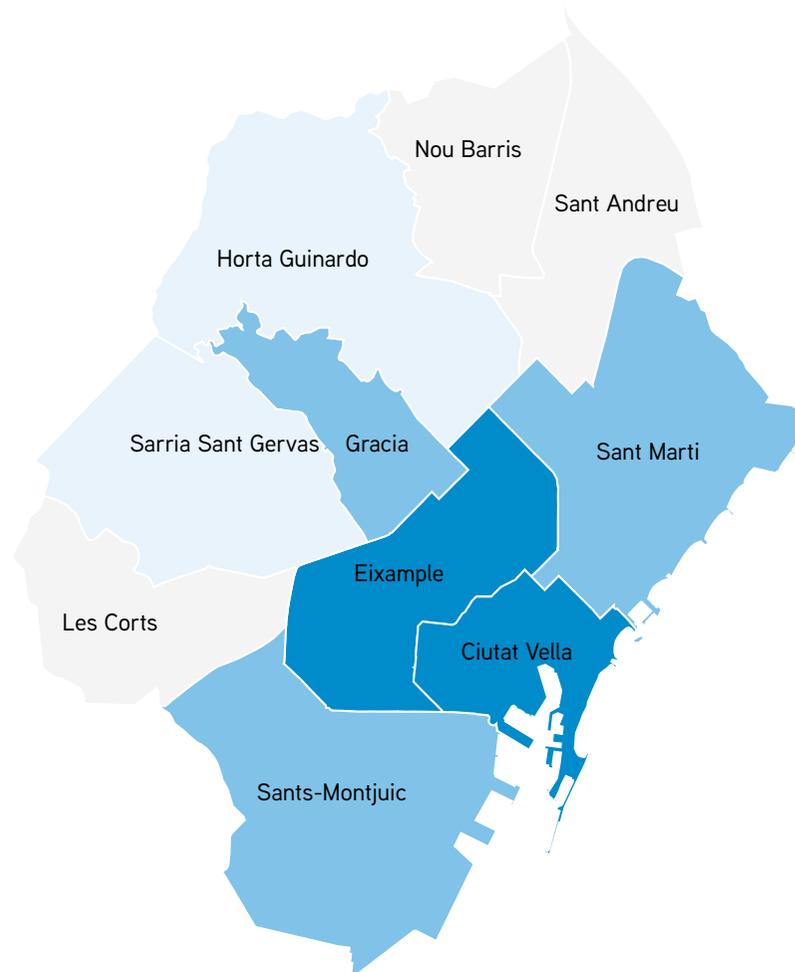


AIRBNB'S MARKET SHARE*
GREW FROM

11.8% to 13.2%

* share of total overnight stays, including hotel accommodation

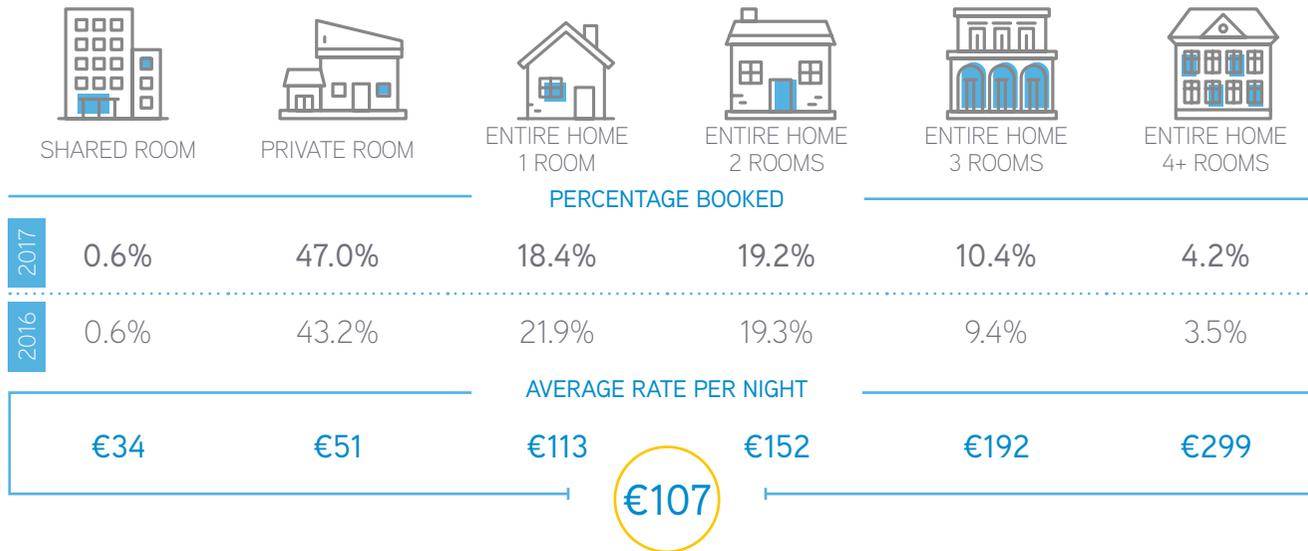
TOP 3 NEIGHBOURHOODS:



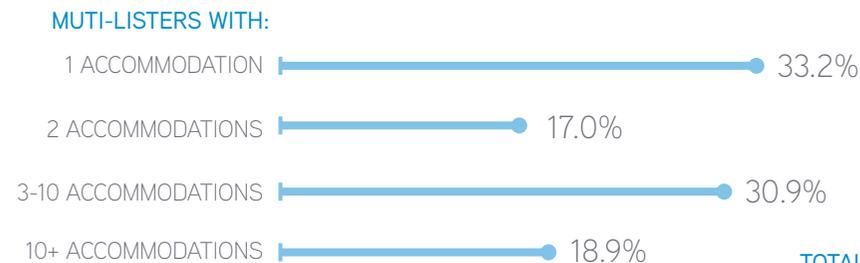
% OF TOTAL BOOKINGS IN
TOP 3 NEIGHBOURHOODS

Eixample 33.2%
Ciutat Vella 26.1%
Sants-Montjuic 11.6%

TYPE OF ACCOMMODATION



BOOKED ACCOMMODATION: LANDLORD LISTINGS*



TOTAL NUMBER OF BOOKED ACCOMMODATION UNITS IN 2017



*The number of accommodation units hosted by the same landlord, helps track the number of single vs multi-listers in a market

SUMMARY

Airbnb activity grows, but market share matures in Barcelona

A new analysis of Airbnb activity in Barcelona shows further growth in overnight stays in 2017, reaching almost 3 million. Yet the 15% y-o-y expansion is one of the lowest across European cities. By comparison, however, hotels saw a rise of only 0.7% compared to 2016. As a result, Airbnb's market share of overnight stays increased from 11.8% in 2016 to 13.2% in 2017.

The most popular neighbourhoods for Airbnb users in Barcelona were Eixample, Ciutat Veilla and Sants-Montjuic. Together, they accounted for 71% of all booked nights, indicating that Airbnb guests more concentrated in the city compared to other European cities. Entire home rentals were the most popular choice, comprising 52% of all booked nights. The remaining 47% stayed mostly in private rooms, with only 1% booking a shared room.

Barcelona is known for its tough regulations on Airbnb. In 2016, the municipality introduced regulations obliging hosts to obtain a city-approved license to rent out their apartment. A team of 'holiday-let inspectors' was formed to trace illegal listings and fine hosts who ignored the regulations, helping to curtail illegal listings in operation. Since the 1st of June, Barcelona municipality and Airbnb signed an agreement authorising city officials to access Airbnb data. This is the first time Airbnb has granted access to their data to improve the process of tracing and fighting illegal vacation rental practices.

Multi-listers dominate in Barcelona

The majority of listings are offered by hosts with more than one listing. Around 67% of listings are offered by hosts that have at least two listings, which is much higher than the 40-50% ratio in operation across most other European cities (London and Madrid show a similar trend to Barcelona). Around 19% of listings are offered by hosts that offer more than 10 listings on the platform. These hosts are often intermediary companies, managing listings on behalf of owners.

Our overview

Barcelona is currently one of the most restrictive cities in terms of touristic flats. After years of strong growth, Barcelona has managed to stabilize this type of accommodations as a result of the most recent measures adopted by its city council. Regarding the city's hotel market, it is important to highlight that Barcelona suffered from strong demand shocks during 2017 (terrorist attacks, socio-political instability, strikes in the Prat airport), and it is, therefore, difficult to isolate and determine the real impact of competition coming from Airbnb accommodations. The control and stabilization of non-hotel lodging is, without doubt, good news for the city's hotel market, which hopefully will return to its growth trend after overcoming this temporary phase of instability.



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