



AIRBNB IN EUROPE - HELSINKI

FIGURES OF 2017



AIRBNB IN HELSINKI

2017



GUESTS BOOKED ALMOST
343,000
OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF
more than 58%



THE TOTAL OVERNIGHT STAYS
IN HOTELS ROSE BY 2%
to 3.6 million

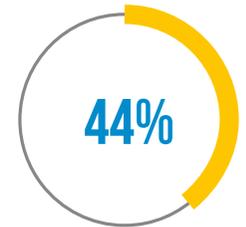


AIRBNB'S MARKET SHARE*
GREW FROM
5.7% to 8.6%

* share of total overnight stays, including hotel accommodation

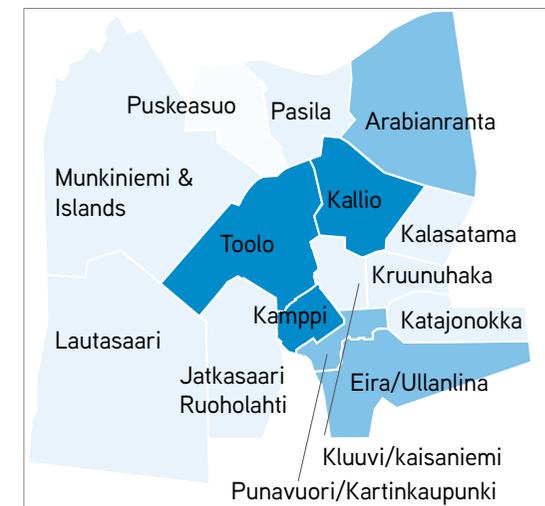


TOP 3 NEIGHBOURHOODS:

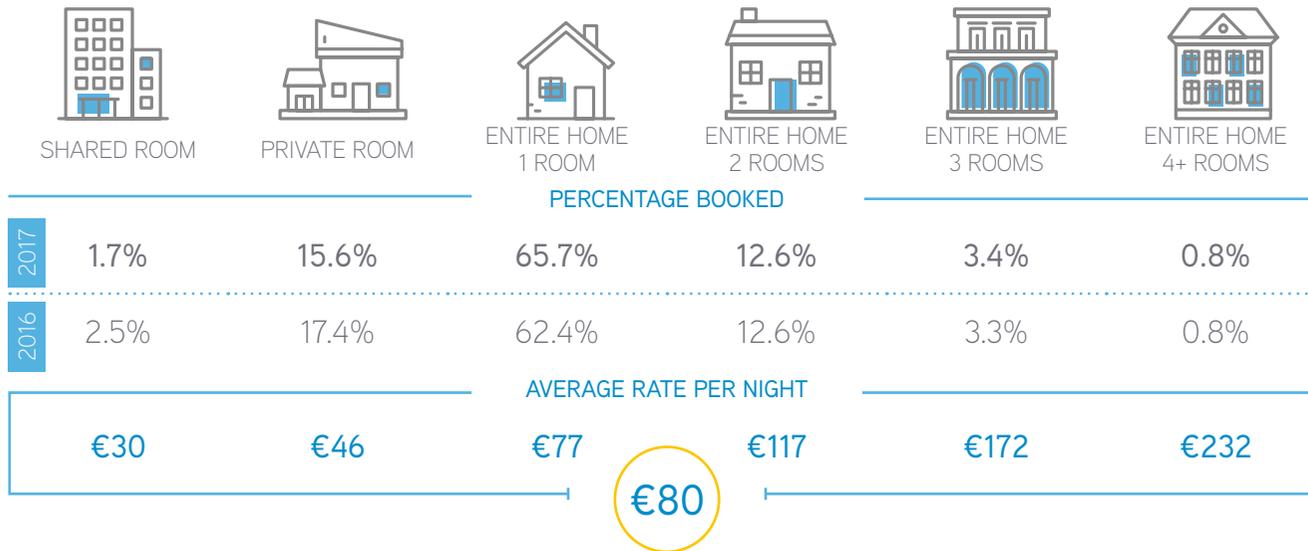


% OF TOTAL BOOKINGS IN
TOP 3 NEIGHBOURHOODS

Kallio 20%
Kamppi 13%
Toolo 11%

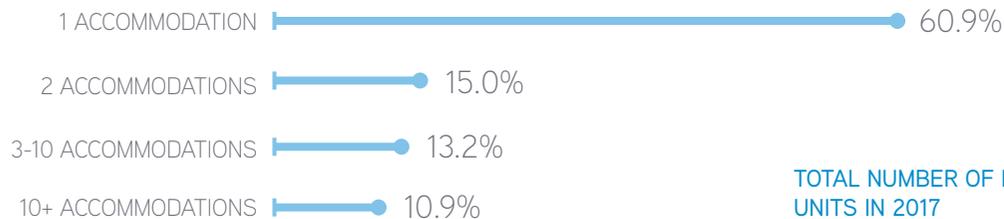


TYPE OF ACCOMMODATION



BOOKED ACCOMMODATION: LANDLORD LISTINGS*

MUTI-LISTERS WITH:



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

Helsinki city experienced an all-time record in overnight stays during 2017, with nearly four million overnight stays in registered accommodation. Visitors staying in Airbnb accommodation accounted for almost nine percent of total overnight stays in the Helsinki accommodation market. The amount of Airbnb accommodation units comprised approximately one fifth of the total amount of registered accommodation units in Helsinki in 2017.

Even though Airbnb has had an impact on the Helsinki tourism market, professional hotel operators consider the increased presence of Airbnb as a positive phenomenon. Existing Helsinki hotel accommodation capacity is not considered sufficient enough, especially during the summer festival season, so the additional supply of Airbnb accommodation has helped to meet growth in demand.

At present, rental income generated via Airbnb is considered income subject to state taxation and therefore such accommodation is reported in tax return documents routinely. Currently there are no other regulations that specifically restrict Airbnb operations in the Finnish market. However, Helsinki policy-makers have taken note of Airbnb's rapid growth and are considering new legislation for the professional Airbnb accommodation business. The Economic Development division of Helsinki have begun planning new rules to create common rules for all accommodation businesses concerning common safety requirements yet, for example, rather than target Airbnb hosts exclusively.



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