



Airbnb in Rotterdam & The Hague

The Hague is the second Airbnb market

The Hague was the second Airbnb city in The Netherlands in 2016. 126,000 overnight stays were booked there, resulting in a market share of 7.3%. Rotterdam was third with 116,000 overnight stays and a market share of 6.5%. This is particularly interesting since Rotterdam welcomed 13% more hotel guests than The Hague. The average daily rates were far below Amsterdam levels. In The Hague guests paid 79 euros per night and in Rotterdam 72 euros.

Airbnb not spread throughout the city

Like in other big cities in Europe, most guests stayed in and around the city center of The Hague and Rotterdam. In both cities about two thirds booked an accommodation in the three most popular neighborhoods.

Most visitors in The Hague stayed in Centrum, Scheveningen and Segbroek. In Rotterdam the top three was Centrum, Delfshavena and Noord.

Rotterdam is expected to exceed The Hague in 2017

A snapshot of Airbnb activity in the first quarter of 2017 shows a significant increase for both cities year-on-year. The amount of overnight stays in Rotterdam grew by 40% and in The Hague by 32%. The average rate increased in Rotterdam by 4%, from € 69 to € 72. In The Hague, the average room rate decreased slightly, from € 73 to € 72. Because of the higher growth rates in Rotterdam than in The Hague, it is expected that Rotterdam will surpass The Hague in 2017 in terms of Airbnb activity.

Who books Airbnb?

The Hague trumps Rotterdam in number of booked overnight stays

126,000

overnight stays booked in 2016
88,000 guests in 2016

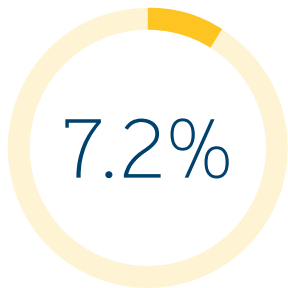
116,000

overnight stays booked in 2016
90,000 guests in 2016

What do they pay?

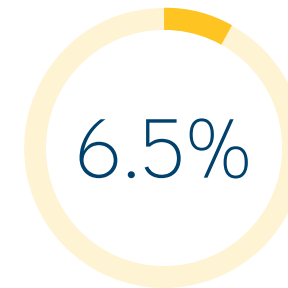
Rotterdam will surpass The Hague in Airbnb activity in 2017.

The Hague
market share
in 2016



€79
average price

€72
average price



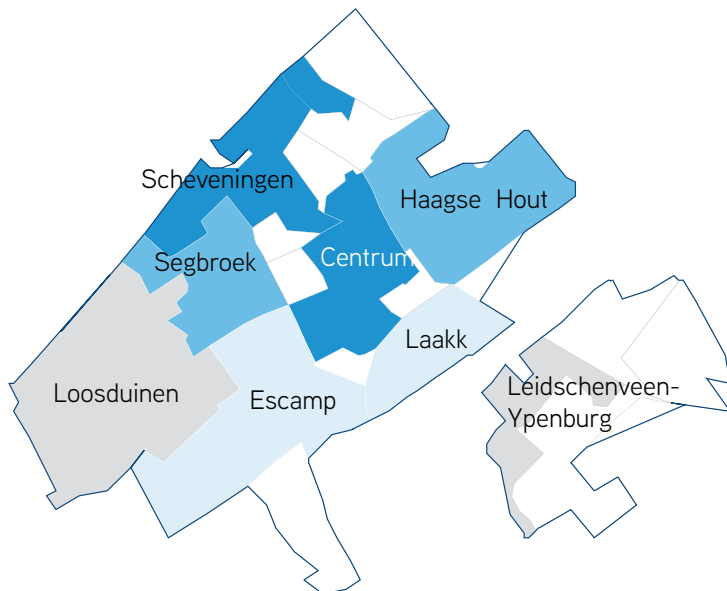
Rotterdam
market share
in 2016

Where do they stay?

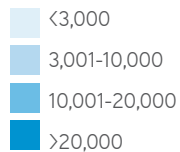
Two thirds of stays is booked in top three neighbourhoods in both cities.

TOP 3

Centrum
Scheveningen
Segbroek

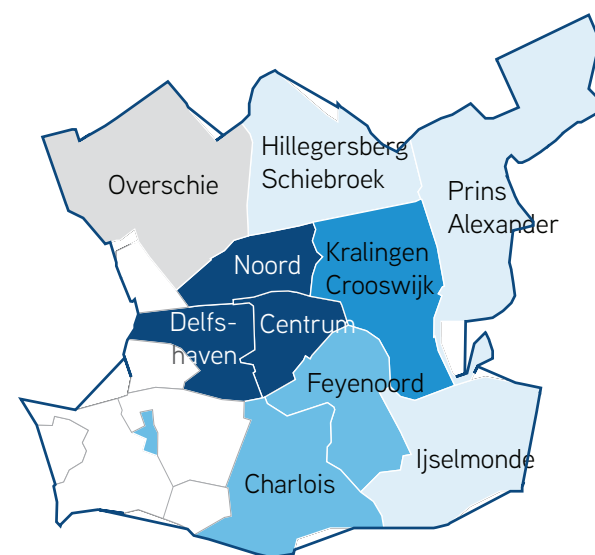


Rooms booked

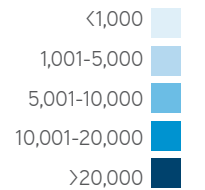


TOP 3

Centrum
Delfshaven
Noord



Rooms booked



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Source: CBS, AirDNA
1USD = 0.95EUR

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Hotelschool The Hague was founded in 1929, making it one of the oldest independent hotel schools in the world. Since 1929, Hotelschool The Hague has been renowned for its education and innovative research, and is ranked among the Top 5 Hospitality Management Schools in the World. The school has two campuses, one in The Hague and one in Amsterdam with a total of 2000 students and 180 employees. Graduates of Hotelschool The Hague occupy leading positions in the hospitality industry all over the world.

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