

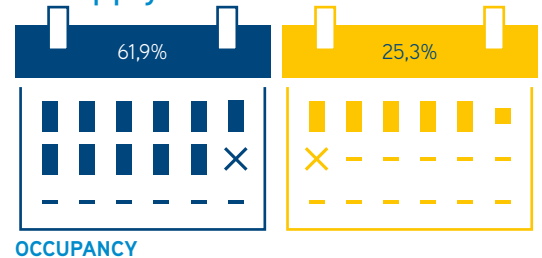
# Airbnb

## Impact and Outlook for Madrid

Airbnb responsible for 5% of total booked overnight stays

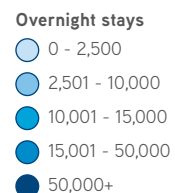
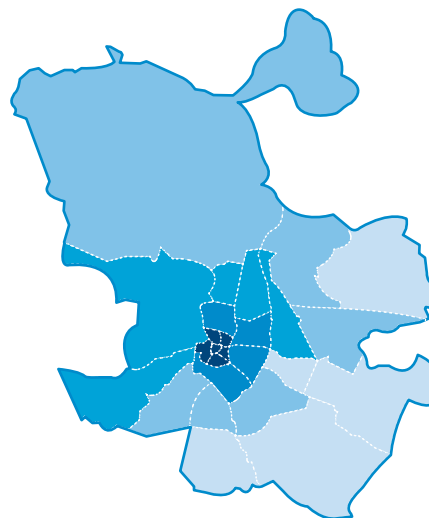


Low occupancy levels caused by oversupply of Airbnb locations

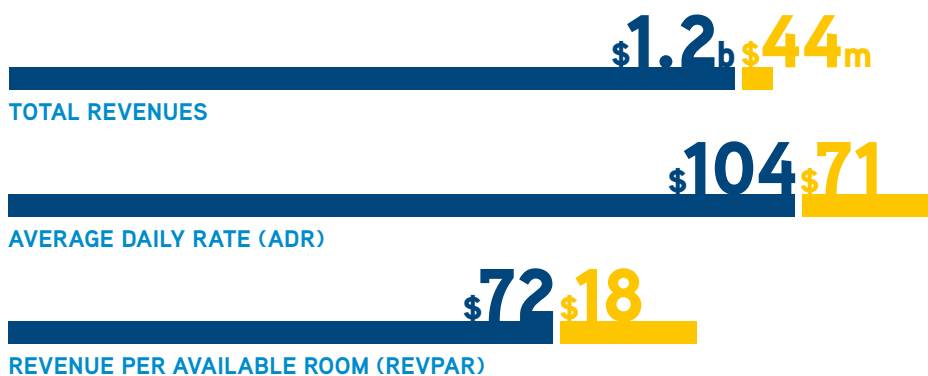


Two-thirds of overnight stays booked in six neighbourhoods of Centro District

1. Embajadores
2. Universidad
3. Sol
4. Palacio
5. Cortes
6. Justicia



Airbn offers cheaper alternative to travellers



COMPARISON January 2016 vs. January 2015

|               | 2016       | 2015       | Y-O-Y CHANGE | 2016      | 2015      | Y-O-Y CHANGE |
|---------------|------------|------------|--------------|-----------|-----------|--------------|
| SUPPLY        | 1.382.000  | 1.411.300  | -2,1%        | 264.700   | 217.700   | 21,6%        |
| DEMAND        | 792.800    | 778.200    | 1,9%         | 72.700    | 26.100    | 178,2%       |
| REVENUES (\$) | 79.084.500 | 72.747.500 | 8,7%         | 5.178.700 | 1.694.000 | 205,7%       |
| OCCUPANCY     | 57,4%      | 55,1%      | 4,0%         | 27,5%     | 12%       | 128,7%       |
| ADR (\$)      | 100        | 93         | 6,7%         | 71        | 65        | 9,9%         |
| REVPAR (\$)   | 57         | 52         | 11,0%        | 20        | 8         | 151,4%       |

### CONTACT

Our full report includes monthly data on each neighbourhood in Madrid and shows the development of 2015 and a snapshot of January 2016. Information on the different unit types, types of hosts and expected development in the future are presented in the report. To purchase this report, (€299 exclusive of VAT) or any of our other city reports, please contact Marieke Dessauvagie at [Marieke.dessauvagie@colliers.com](mailto:Marieke.dessauvagie@colliers.com).