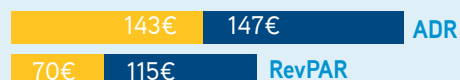
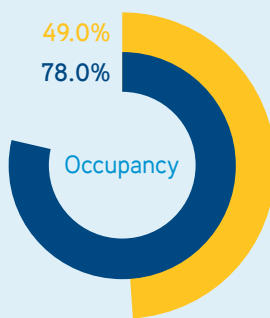


Airbnb:

Impacts and Outlook for Amsterdam

More than 736,000 overnight stays were booked through Airbnb accommodations in 2015 – almost 9% of total demand in the city. A first look into January 2016 shows a 474% increase in demand y-o-y.

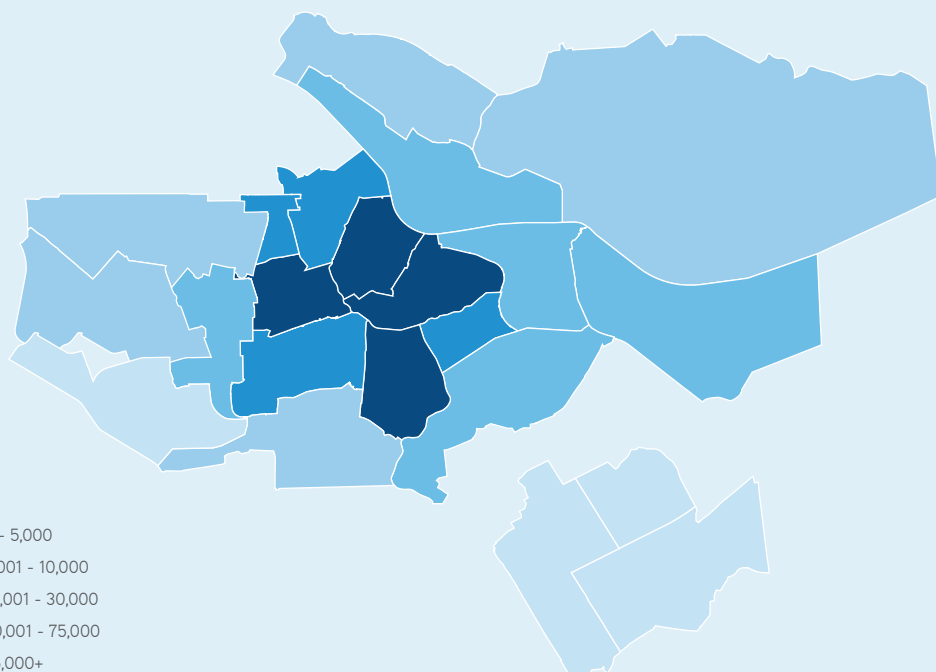
KEY METRICS AIRBNB VS. HOTELS



€105 Million
€1.13 Billion
Total Revenue



AMSTERDAM NEIGHBOURHOOD MAP (NUMBER OF BOOKED OVERNIGHT STAYS IN 2015)



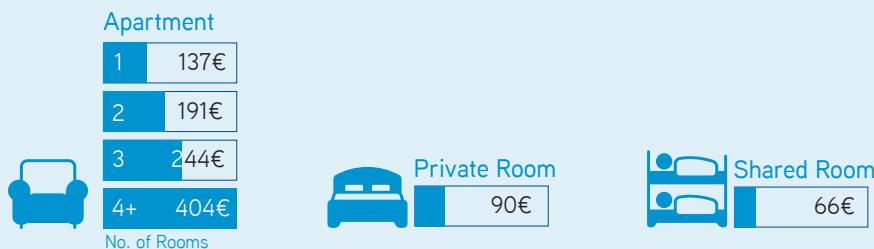
TOP 5 NEIGHBOURHOODS [BY DEMAND]

- 1 Centrum-West 19.5%
- 2 De Baarsjes - Oud-West 17.1%
- 3 Centrum-Oost 12.5%
- 4 De Pijp-Rivierenbuurt 11.1%
- 5 Westerpark 7.0%

SNAPSHOT JANUARY 2016

	Jan 2016	Y-o-Y Change
Supply	282,639	276.9%
Demand	107,418	473.9%
Revenues	€15.1m	483.1%
Occupancy	38.0%	52.3%
ADR	€140.43	1.6%
RevPAR	€53.37	54.7%

AVERAGE ADR PER UNIT TYPE



474%
Y-o-Y Increase in Demand



Our full report includes monthly data on each neighbourhood in Amsterdam 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 the full report (€299 + VAT), please contact Marieke Dessauvagie at Marieke.dessauvagie@colliers.com.

