



AIRBNB IN EUROPE - COPENHAGEN

FIGURES OF 2017



AIRBNB IN COPENHAGEN



2017



GUESTS BOOKED ALMOST
1,780,000
OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF
more than 28%



THE TOTAL OVERNIGHT STAYS
IN HOTELS ROSE BY 6.5%
to 7.4 million

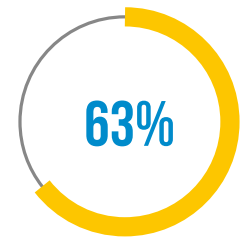
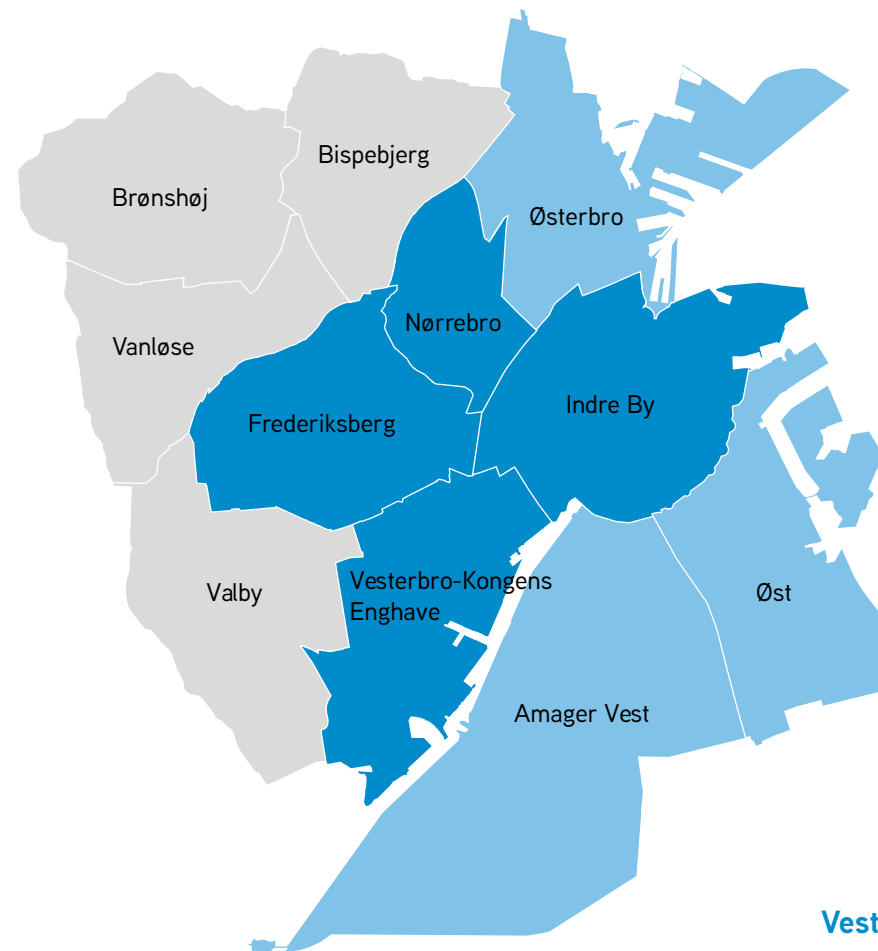


AIRBNB MARKET SHARE IS HIGH AND
STEADILY INCREASING FROM
16.7% to 19.4%

* share of total overnight stays, including hotel accommodation



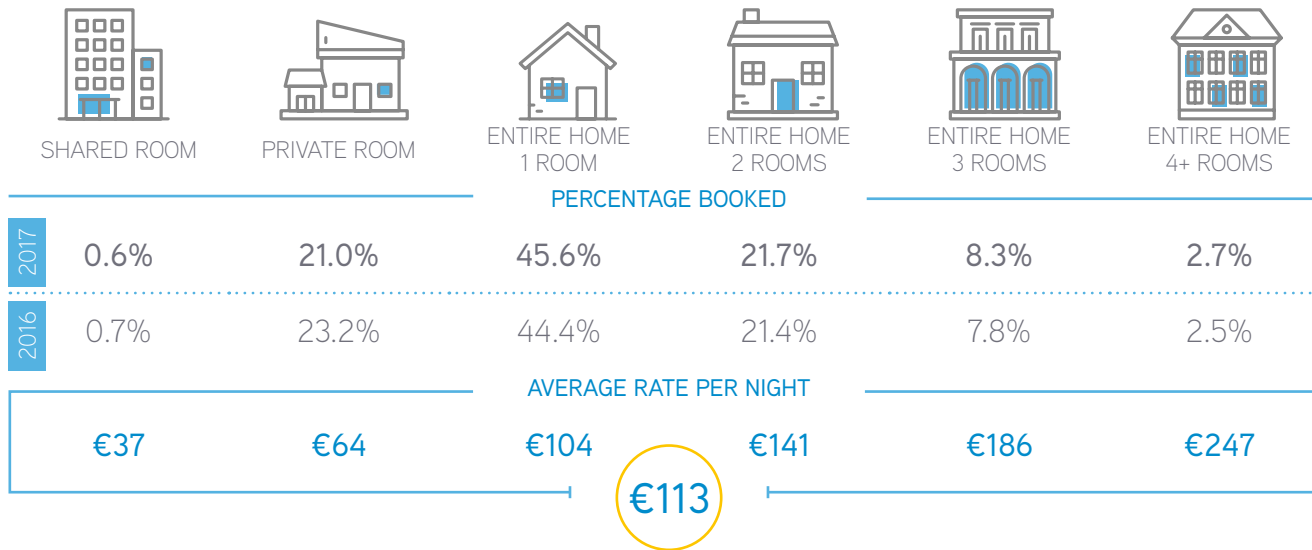
TOP 4 NEIGHBOURHOODS:



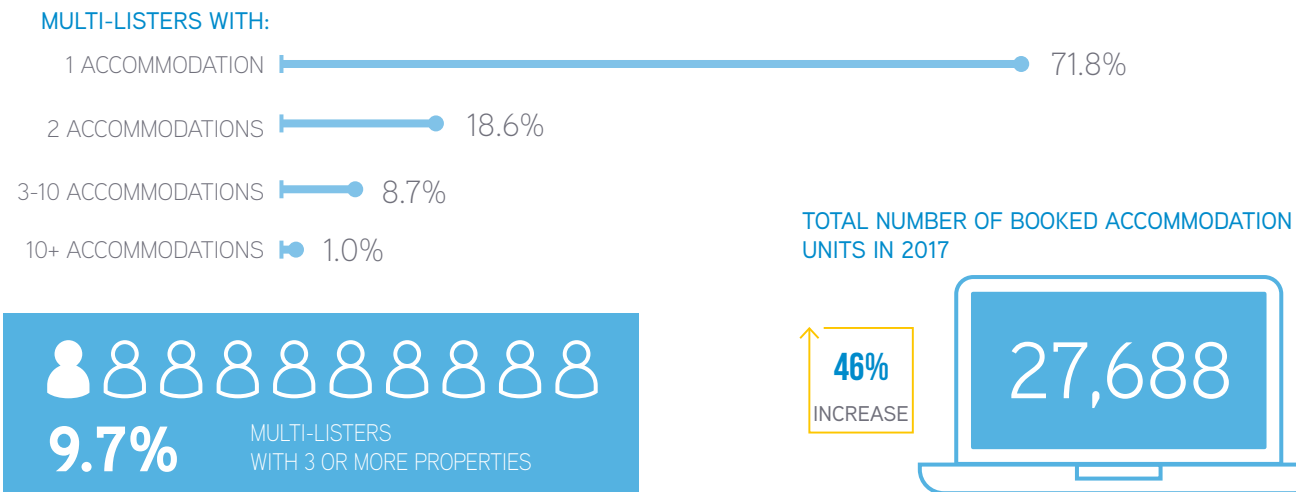
% OF TOTAL BOOKINGS IN
TOP 4 NEIGHBOURHOODS

Nørrebro 19%
Indre By 17%
Vesterbro - Kongens Enghave 16%
Frederiksberg 11%

TYPE OF ACCOMMODATION



BOOKED ACCOMMODATION: LANDLORD LISTINGS*



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

SUMMARY

The hospitality sector in Copenhagen experienced an all-time record high in registered demand during 2017, with 7.4 million overnight stays booked across the city. The Airbnb share of activity reached almost 20% in Copenhagen, equivalent to over 1.75 million overnight stays.

Airbnb activities are mainly centered in Nørrebro, Indre By (the inner city) and Vesterbro, where over half of the overnight stays were booked. The average daily rate increased to an average of €113, ranging from €37 for shared rooms to €247 for an entire home with four or more rooms. In response to the increase in demand, the number of accommodation units being offered increased by 6.3% to 27,688 in 2017, which is a new record for Copenhagen.

In May 2018, a broad political majority agreed to ease the tax conditions for rental income from Airbnb or other third party platforms or agencies, given that the platform reports the rental income directly to the authorities. The new agreement will allow an annual tax-free income of DKK 40,000 (ca. €5,400) for each holiday home and DKK 28,000 (ca. €3,750) for each permanent residence. In addition, only 60% of income above this amount will be taxed. Colliers International expects that the final legislation will be in place later this year.



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SOURCES: CBS, AIRDNA

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