



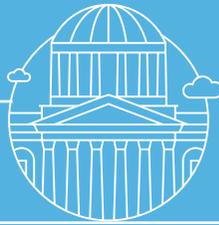
# AIRBNB IN EUROPE - DUBLIN

## FIGURES OF 2017



# AIRBNB IN DUBLIN

2017



GUESTS BOOKED  
**1,021,962**  
OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF  
**more than 44%**



THE TOTAL OVERNIGHT STAYS  
IN HOTELS ROSE BY 0.8%  
**to 6.56 million**



AIRBNB MARKET SHARE IS HIGH AND  
STEADILY INCREASING FROM  
**9.8% to 13.5%**

\* share of total overnight stays, including hotel accommodation

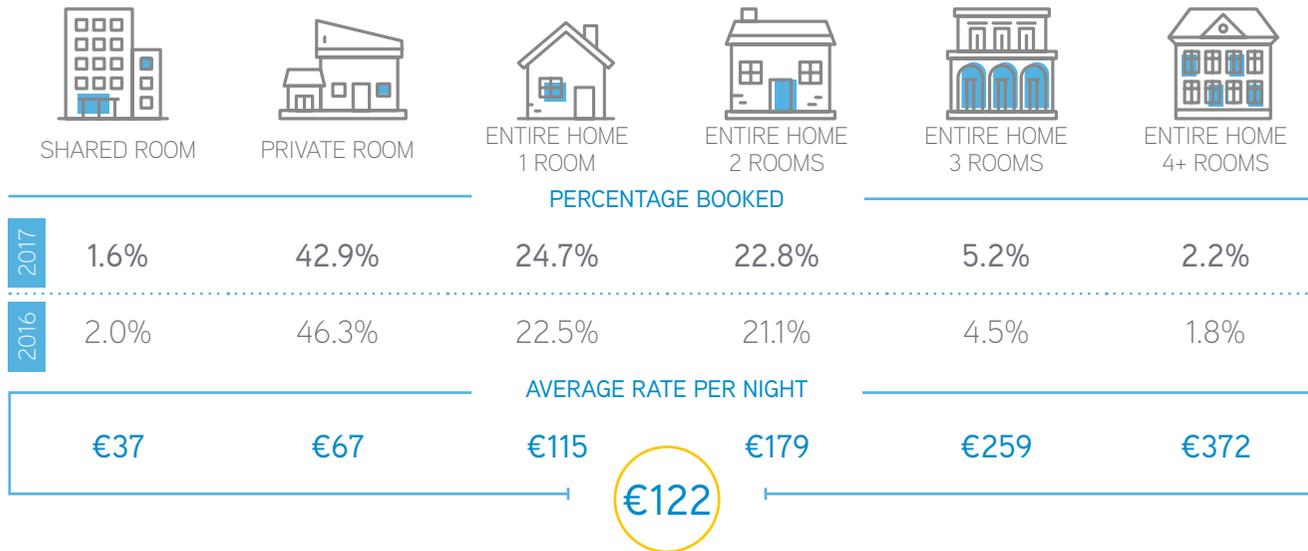
## TOP 3 NEIGHBOURHOODS:



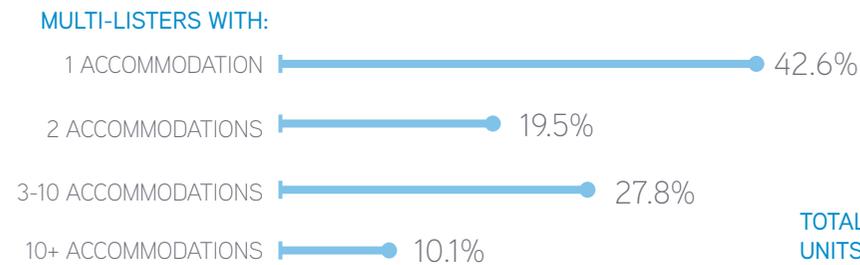
% OF TOTAL BOOKINGS  
IN DUBLIN CITY

**Dublin City 62%**  
**South Dublin 10%**  
**Dublin North Central 8%**

# TYPE OF ACCOMMODATION



# BOOKED ACCOMMODATION: LANDLORD LISTINGS\*



## 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

## Airbnb activity grows by more than 44% in Dublin

A new analysis of Airbnb activity in Dublin shows massive increase in overnight stays in 2017, reaching approximately 1.03 million. The 44% y-o-y expansion is one of the highest across European cities. By comparison, however, hotels saw a rise of only 0.8% compared to 2016. As a result, Airbnb's market share of overnight stays increased from 9.8% in 2016 to 13.5% in 2017.

The most popular area for Airbnb users in Dublin was Dublin city centre. It accounted for 62% of all booked nights, indicating that Airbnb guests concentrated more on the city centre compared to other European cities. Private Rooms were the most popular choice, comprising 42.9% of all booked nights, which is slightly down on 2016. 47.5% stayed in Entire Home rentals with 1 – 2 bedrooms, with only 1.6 % booked a Shared Room.

**The Irish Government has constantly being urged to regulate Airbnb to tackle short term lets.** The Dublin rental market is a very complex animal at the moment with enormous pressure being put on the government to provide affordable rental accommodation for the ever growing number of homeless families and young family priced out of the current Dublin housing market. Hedge funds, private equity funds and distressed debt funds continue to acquire large volumes of residential accommodation in Dublin, and to maximise return are getting possession thus adding to the housing list. Airbnb is now identified as adding to the problem as landlords quite rightly see that their income return is significantly higher by running an Airbnb operation, than it would be by long term rental and what would normally be rented in the longer term is now going short term thus a reduction in supply thus an increase in pressure. In a number of housing and apartment developments in Dublin where individuals have been operating Airbnb, other owners are now objecting to the planners and having these returned to longer term let or owner occupier. In 2017, a government working group was established to examine whether new regulations are required for the sector. The report of that working group was delivered to the Minister of Housing a number of months ago but it has not yet been published. It is understood that regulations imposed in other countries are being considered as part of the report.

**Multi-listers dominate in Dublin,** with 37.9% of listers with 3 or more properties. Approximately 57.4% of listings are offered by hosts that have at least two listings, which is much higher than the 40-50% ratio in operation across most other European cities (London, Barcelona and Madrid show a similar trend to Dublin). Approximately 10% of listings are offered by hosts that offer more than 10 listings on the platform.

### Overview

Airbnb rentals are now seriously competing with hotels for tourist accommodation. We predict Airbnb bookings number for the summer of 2018 to be up around 700,000. Whether the number continue to rise after the summer of 2018 is dependent on the results and recommendations of the report commissioned by the government in 2017, it could be a real game changer!



**MARCUS MAGNIER**  
 Director  
 Colliers International  
 marcus.magnier@colliers.com  
 +353 1 633 3785



**ANDREW CORCORAN**  
 Head of Marketing & Communications  
 Colliers International  
 andrew.corcoran@colliers.com  
 +353 1 633 3766



**DAMIAN HARRINGTON**  
 Director | Head of EMEA Research  
 Colliers International  
 damian.harrington@colliers.com  
 +44 7867 360 489



**JEROEN OSKAM**  
 Director Research Centre Hotelschool  
 Hotelschool The Hague  
 j.oskam@hotelschool.nl  
 +31 6 12 02 02 54

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