



# AIRBNB IN EUROPE - EDINBURGH

## FIGURES OF 2017



# AIRBNB IN EDINBURGH



2017



GUESTS BOOKED ALMOST  
**1,127,419**  
OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF  
**more than 70%**



THE TOTAL OVERNIGHT STAYS  
IN HOTELS ROSE BY 2%  
**to 4.4 million**

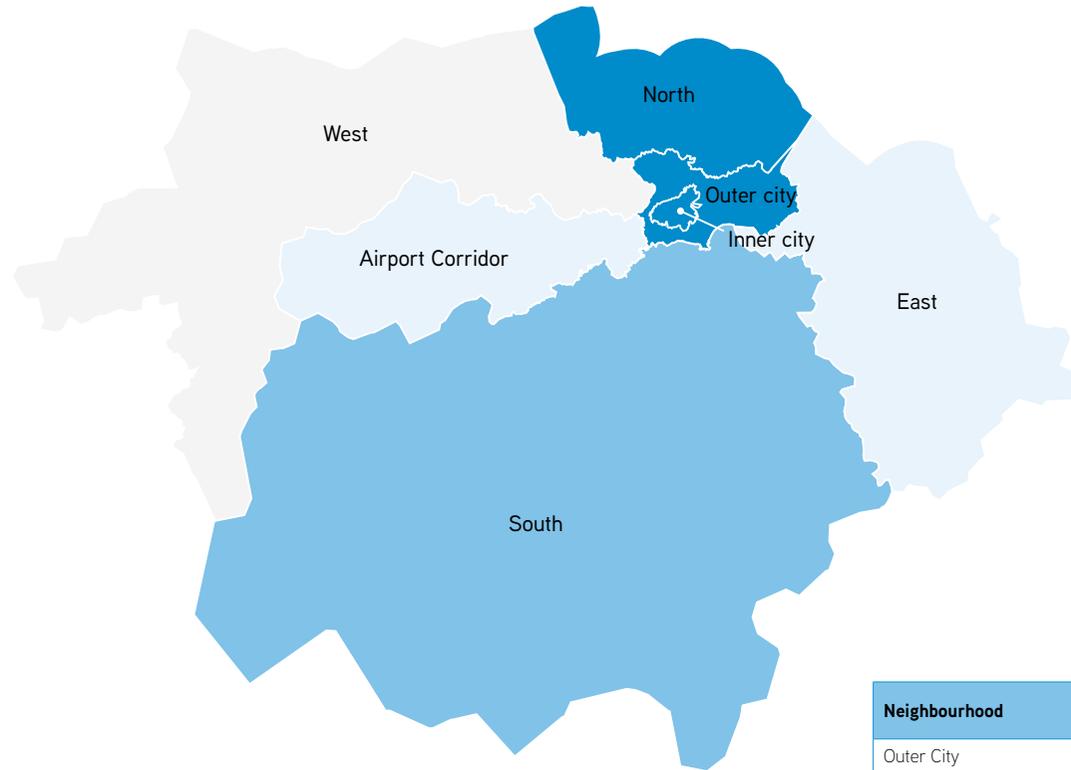


AIRBNB MARKET SHARE IS HIGH AND  
STEADILY INCREASING FROM  
**13.2% to 20.2%**

\* share of total overnight stays, including hotel accommodation



## TOP 3 NEIGHBOURHOODS:



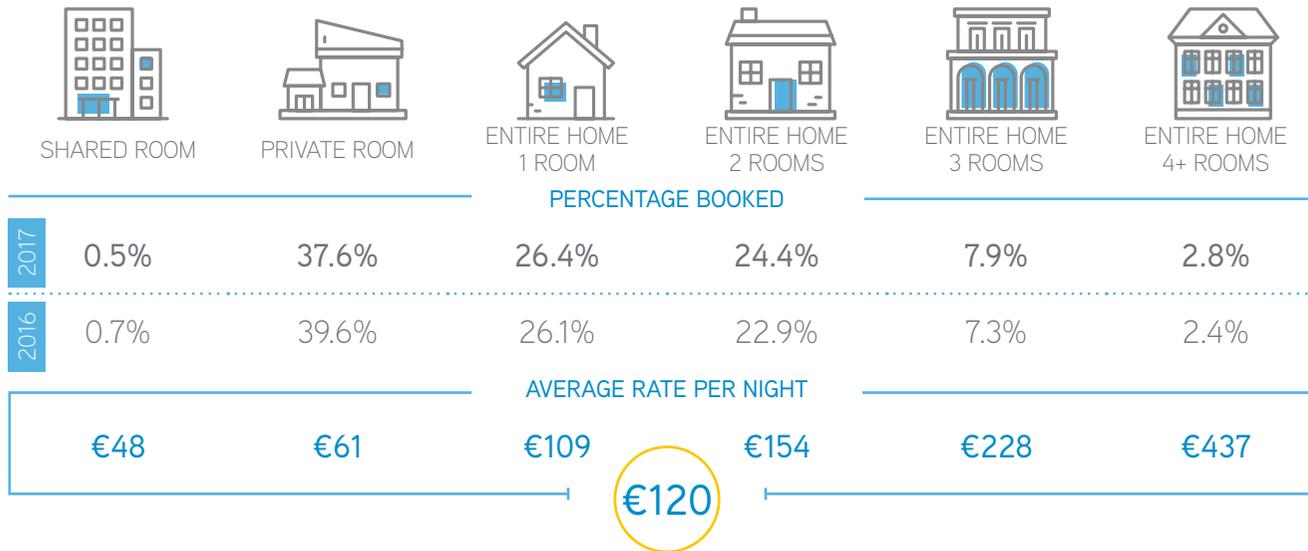
% OF TOTAL BOOKINGS IN  
TOP 3 NEIGHBOURHOODS

\* based on number of bookings

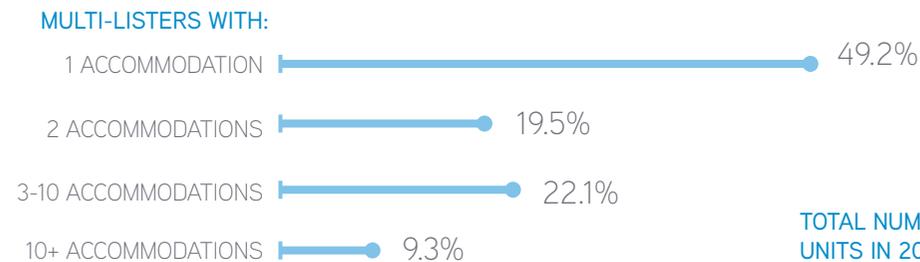
- > 200,000
- > 100,000
- > 10,000
- < 10,000

Neighbourhood	No. of bookings	No. of bookings %	ADR
Outer City	315,914	28.08%	€ 109.5
Inner City	249,835	22.21%	€ 146.2
North	249,314	22.16%	€ 84.2
South	146,670	13.04%	€ 86.8
Airport Corridor	93,959	8.35%	€ 77.2
East	59,665	5.30%	€ 80.1
West	9,758	0.87%	€ 113.1

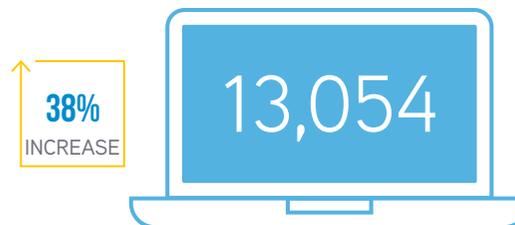
## TYPE OF ACCOMMODATION



## 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

The Airbnb market in Edinburgh continues to flourish. In 2017, over 1.1 million overnight stays were booked in Airbnb accommodation, representing an increase of more than 70% on 2016. The Airbnb market share soared from 13% to over 20% year-on-year.

Overall, the Outer City accounted for the single largest proportion of total bookings (28%), followed by the Inner City (22%) which, unsurprisingly, achieved the highest ADR at €146.20. Interestingly, however, North Edinburgh also accounted for a further 22% of demand, stimulated by competitive prices at an ADR of €84 compared to an average of €120 across the wider Edinburgh market. Collectively, the top three neighbourhoods represented 72% of total bookings, further highlighting the strength and popularity of the Airbnb sector within the central Edinburgh market.

Private rooms remain the most popular type of accommodation amongst Airbnb users in Edinburgh, representing almost 38% of all bookings at an average of €61 per night. This is followed by one bedroom properties (26%), which have seen a slight rise in popularity since 2016. The most notable shift, however, has been towards larger properties with bookings of three and four bedroom units up 8% and 17% respectively year-on-year, with average daily rates substantially higher than the Edinburgh average.

2017 also saw a significant increase in supply, with almost half of all Airbnb accommodation units originating from single property listers, potentially reflective of the high volume of second properties and holiday homes, particularly in some of the outer lying areas of the City. Whilst 31% of units are provided by multi-listers with three or more properties, currently just 9% of supply is provided by those with 10 or more units. This suggests that whilst the local Airbnb market is booming, it has yet to become as commercialised as some other leading UK and European Airbnb cities.



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SOURCES: CBS, AIRDNA

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