



AIRBNB IN EUROPE - LONDON

FIGURES OF 2017



AIRBNB IN LONDON



2017



GUESTS BOOKED ALMOST
6,704,000
NIGHTS IN 2017



THIS IS AN INCREASE OF
over 45% [YOY]



THE TOTAL OVERNIGHT STAYS
IN HOTELS ROSE BY 4.6% [YOY]
to 91 million

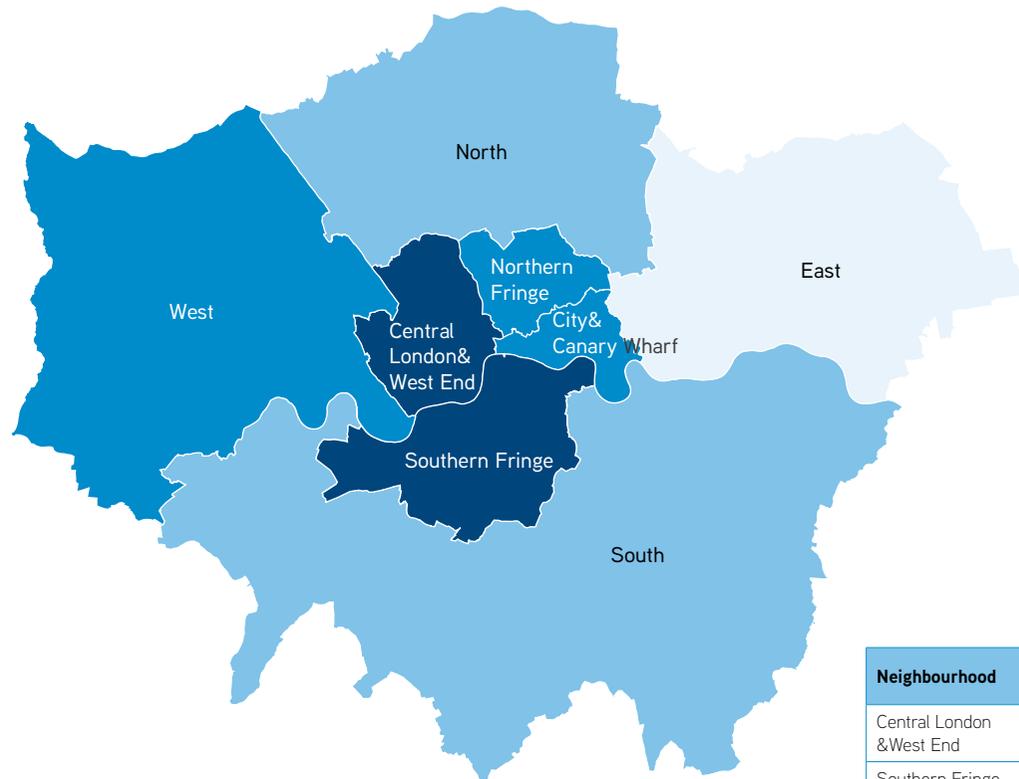


AIRBNB MARKET SHARE IS HIGH AND
STEADILY INCREASING FROM
5.0% to 6.9%
BETWEEN 2016 AND 2017

* share of total overnight stays, including hotel accommodation



NEIGHBOURHOOD ANALYSIS



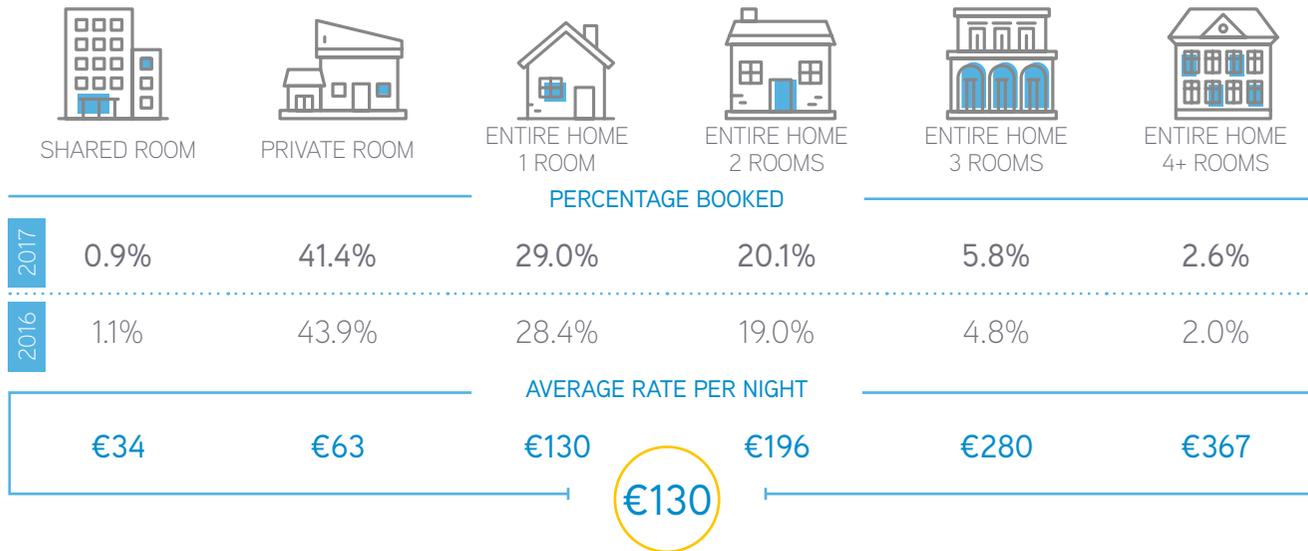
% OF TOTAL BOOKINGS IN
TOP 3 NEIGHBOURHOODS

* based on number of bookings

- > 1,000,000
- > 500,000
- > 250,000
- < 250,000

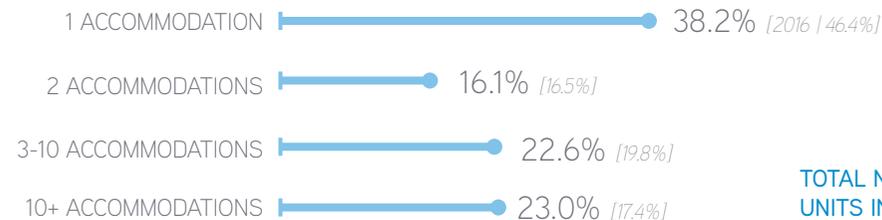
Neighbourhood	No. of bookings	No. of bookings %	ADR
Central London & West End	2,108,455	31.6%	€ 158.38
Southern Fringe	1,131,816	16.9%	€ 97.99
Northern Fringe	854,942	12.8%	€ 103.14
City & Canary Wharf	810,298	12.2%	€ 96.23
West	743,106	11.1%	€ 92.59
South	514,022	7.7%	€ 76.27
North	310,389	4.7%	€ 68.48
East	195,376	2.9%	€ 76.97

TYPE OF ACCOMMODATION

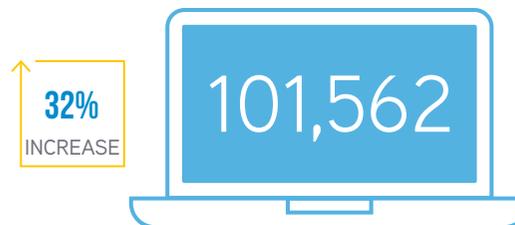


BOOKED ACCOMMODATION: LANDLORD LISTINGS*

LISTERS WITH:



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 London continues to go from strength to strength. In 2017, over 6.7 million overnight stays were booked in London, up 45% on the previous year, with the Airbnb market share increasing from 5.0% to almost 7.0% over the year.

Interestingly, Central London and the West End accounted for almost 32% of total bookings, with an Average Daily Rate (ADR) of over €158 compared to an average of €130 across the wider London market.

In terms of volume, it was the Southern Fringe that was the next most popular area with 17% of bookings. However, when looking at ADR, the Northern Fringe took the second place spot with a daily rate of 103, which accounted for 13% of total bookings.

Although proportionally slightly down on 2016 levels, private rooms remain the most popular type of accommodation amongst Airbnb users in London, representing 41% of all bookings at an average of €63 per night. There was, however, an increase in the proportion of bookings for entire homes with one bedroom properties being the most popular choice in 2017. Similarly, although accounting for a smaller proportion of demand, 2017 saw a sharp rise in bookings for entire three and four bedroom homes (up 20% and 30% respectively), with average nightly rates considerably higher than the London average.

2017 also saw a significant increase in the supply of Airbnb accommodation units, with the single largest proportion originating from single property listers. That said, over 45% of units are provided by multi-listers with three or more properties, with 23% of the total provided by those with 10 or more properties. Interestingly this is up 8.4% on 2016 levels, potentially suggesting the commercialisation of the Airbnb sector in London.



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