



AIRBNB IN EUROPE - MILAN

FIGURES OF 2017



AIRBNB IN MILAN

2017



GUESTS BOOKED ALMOST
1,343,000
OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF
more than 36%



THE TOTAL OVERNIGHT STAYS
IN HOTELS ROSE BY 2.3%
to 13.6 million

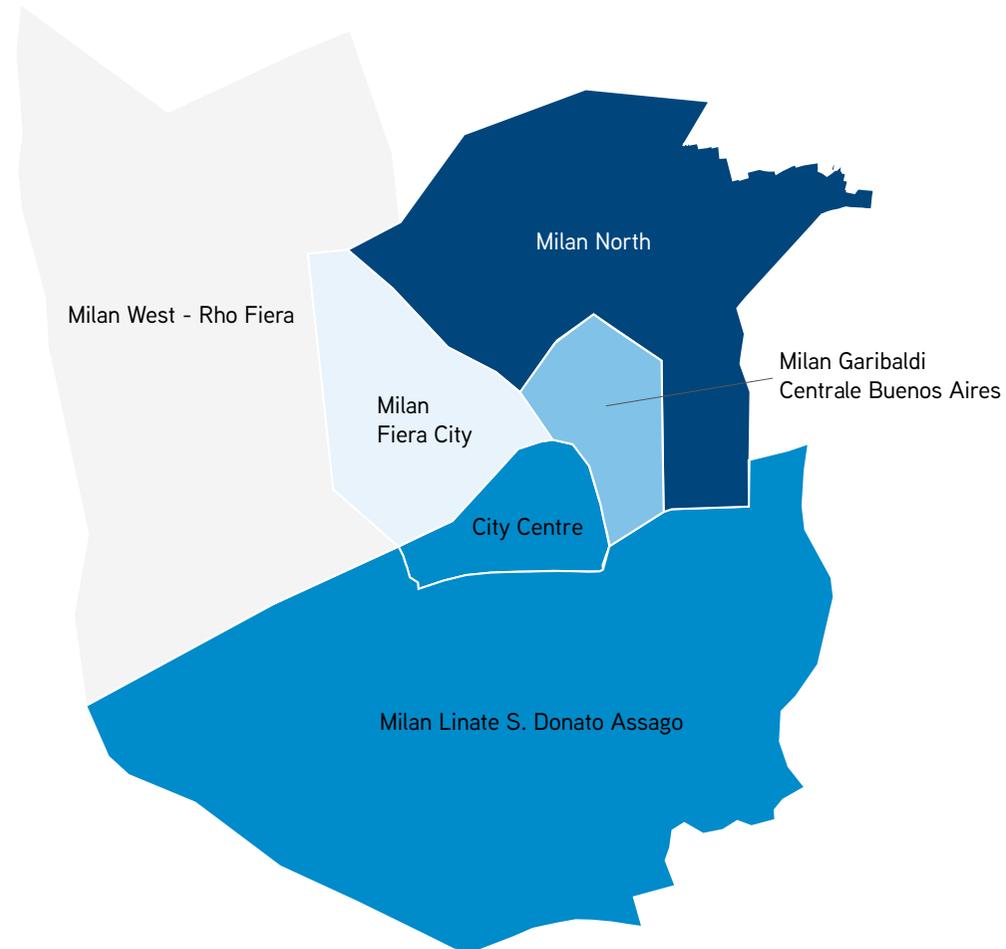


AIRBNB MARKET SHARE IS HIGH AND
STEADILY INCREASING FROM
7.2% to 9.0%

* share of total overnight stays, including hotel accommodation



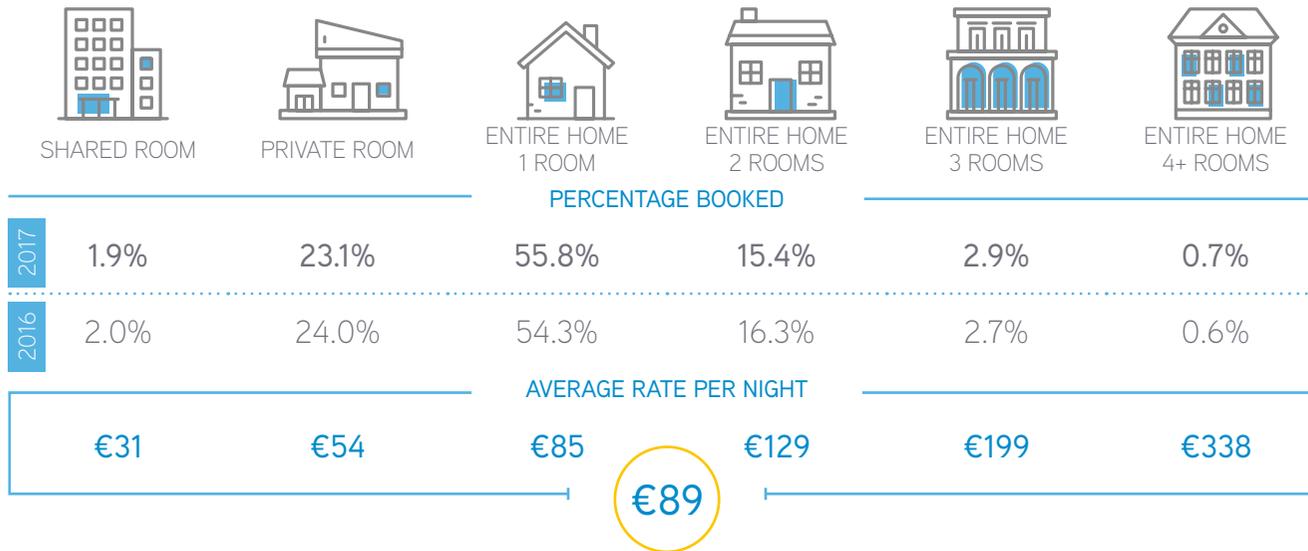
TOP 3 NEIGHBOURHOODS:



% OF TOTAL BOOKINGS IN
TOP 3 NEIGHBOURHOODS

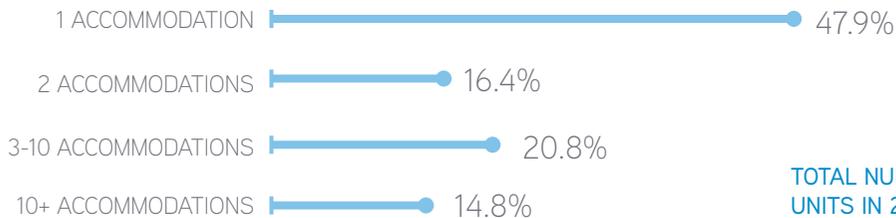
Milan North 23%
City Centre 20%
Milan Linate S. Donato Assago 20%

TYPE OF ACCOMMODATION



BOOKED ACCOMMODATION: LANDLORD LISTINGS*

MULTI-LISTERS WITH:



35.6% MULTI-LISTERS WITH 3 OR MORE PROPERTIES

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

In the last years, the city of Milan emerged as an important touristic destination in the Italian and international sphere. The city is already well-known as a business destination but, in recent years, it is becoming a leisure destination too. For the next years, the tourist market in Milan is expected to grow. The city hosts a large number of events that, each year, attract more and more tourists from all over the world. Just to give an example, the results (in terms of arrivals and overnight stays) that the city of Milan recorded during the "fashion week" and the "Salone del mobile" were significant.

The analysis of the Airbnb data, in fact, shows that, from 2016 to 2017, the volume of overnight stays booked with Airbnb recorded an increase of more than 36%. In the last year, in fact, guests booked almost 1,3 million of overnight stays. During the same period, total overnight stays recorded in hotel-accommodations increased too. However, in this case, the percentage change was approximately 2,3%. Moreover, the number of tourists that each year choose an Airbnb accommodation is getting more and more relevant: in 2017 Airbnb overnight stays represented 9,3% of the market while, in 2016, the Airbnb market share was 7,2%. It is a significant increase and an important sign of the potential of the Airbnb market.

If we analyse the type of accommodation, we can see that there is more and more new demand for "entire home with 1 room" and it represented about 56% of total booked accommodation in 2017. The "private room accommodation" represents about a quarter of the market but decreasing between 2016 and 2017.

Lastly, the data show that about 48% of the landlord is a multi-listers with 1 accommodation. However, it is important to note that about 21% of multi-listers has from three to ten accommodation, representing the 23%. More in general, about 36% of multi-listers has three or more properties.

The analysis of the data and the touristic trends described above, shows that there is an important opportunity for the Airbnb market to grow in the next years.



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