



AIRBNB IN EUROPE - PARIS

FIGURES OF 2017



AIRBNB IN

PARIS

2017



GUESTS BOOKED ALMOST
6,450,000
OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF
more than 28%



THE TOTAL OVERNIGHT STAYS
IN HOTELS ROSE BY 11%
to 36 million

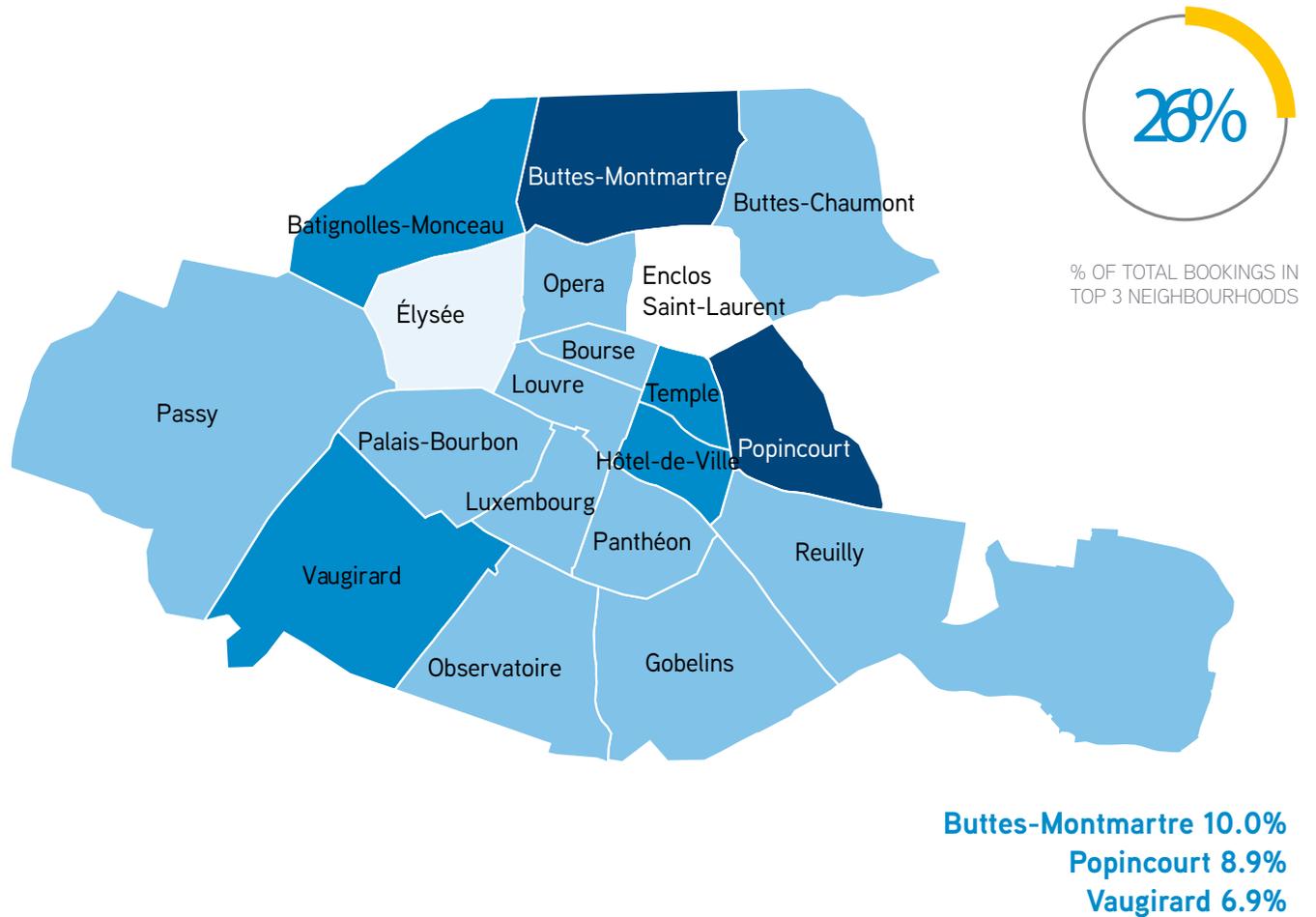


AIRBNB'S MARKET SHARE*
GREW FROM
13.4% to 15.2%

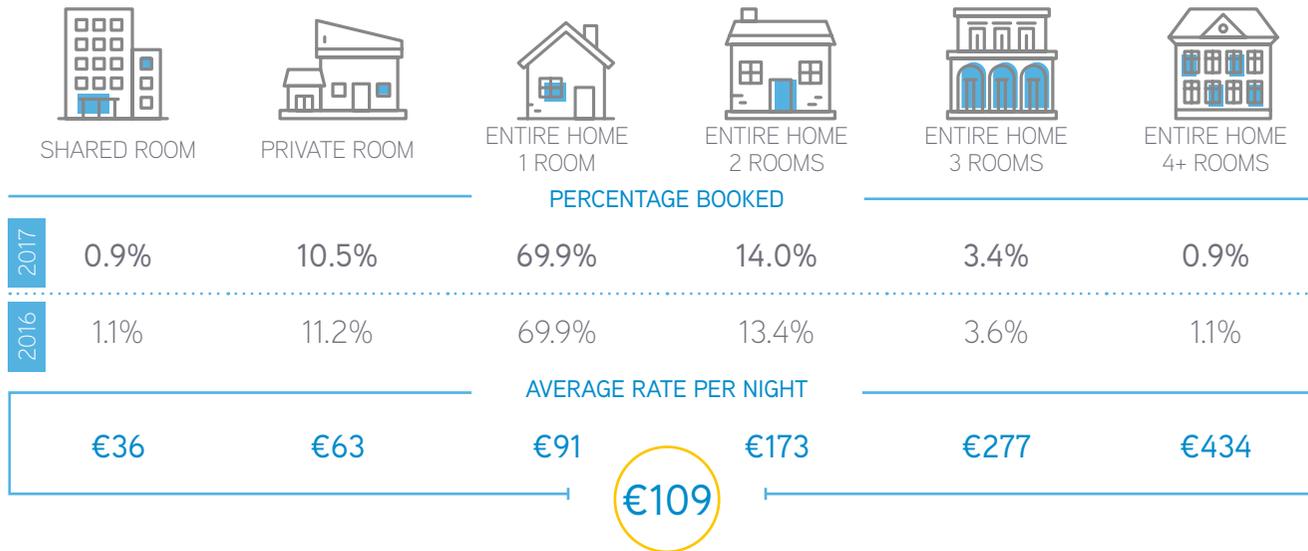
* share of total overnight stays, including hotel accommodation



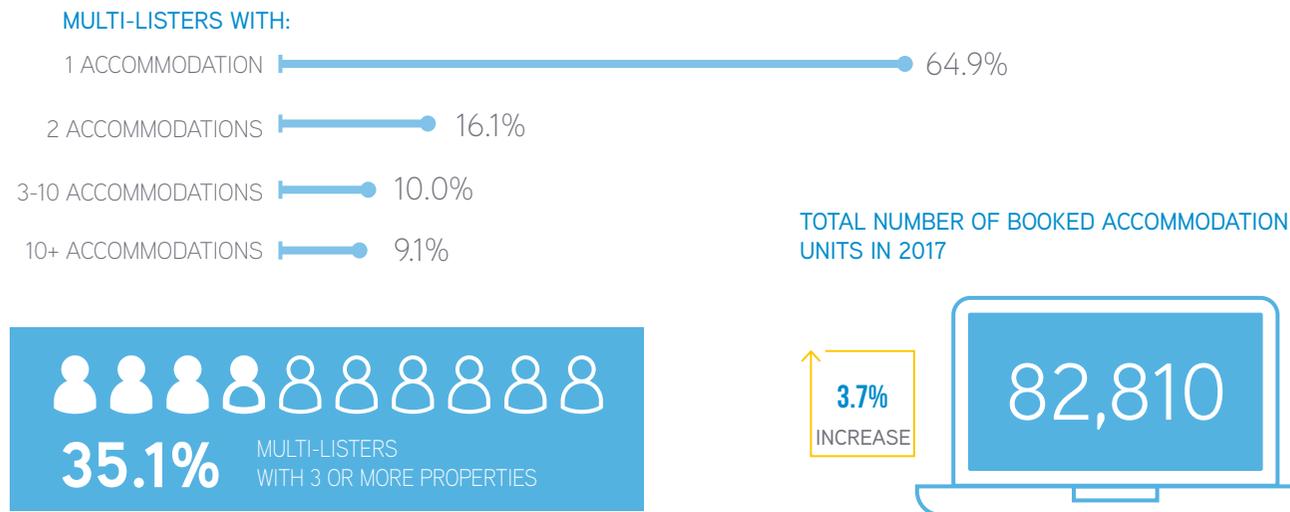
TOP 3 NEIGHBOURHOODS:



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

Paris Airbnb overnight stays increased by 28.5% from 2016 to 2017, representing a continued surge in activity. Whilst hotel overnight stays also increased (15%) over the same period, the growth in Airbnb activity led to an increase in Airbnb market share of all overnight stays during 2017, rising from 13.4% to 15.2%. We expect growth for both categories to continue over the next 5 to 10 years for the world's premier tourist destination due to the €2bn expansion of Disneyland Paris launching in 2021, the Rugby World Cup in 2023 and the Paris Olympic Games in 2024, as well as the ongoing €32.5bn Grand Paris infrastructure investment scheme.

Interestingly, the Airbnb data shows demand was greatest in the Buttes-Montmartre, Popincourt and Vaugirard districts (18th, 11th and 15th arrondissements, respectively), which is not where the main tourist attractions are located. Whereas, in the more popular tourist districts such as Louvre, Luxembourg, Palais-Bourbon and Elysée (1st, 6th, 7th and 8th arrondissements), accommodation demand is still dominated by hotels. This shows that Airbnb is not necessarily taking market share from hotels in Paris but rather it has become a complementary accommodation sector.

Looking ahead, there are a couple of factors that could influence the presence of Airbnb in Paris. The Paris Town Hall is toughening their stance on Airbnb due to the 84% of hosts who have yet to register with the government. This could see administration costs increase and then passed on to hosts and tourists. Another factor is the rumoured Airbnb IPO in 2019-2020, which, depending on the outcome and subsequent executive strategy, may result in increased marketing and support for hosts. Notwithstanding these influences, Airbnb in Paris is here to stay and the tourism market is showing ample buoyancy to cater for its presence.



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