



AIRBNB IN EUROPE - STOCKHOLM

FIGURES OF 2017



AIRBNB IN STOCKHOLM



2017



GUESTS BOOKED ALMOST
401,600
OVERNIGHT STAYS IN 2017



THIS IS AN INCREASE OF
more than 14%



THE TOTAL OVERNIGHT STAYS
IN HOTELS ROSE BY 4.5%
to 14 million

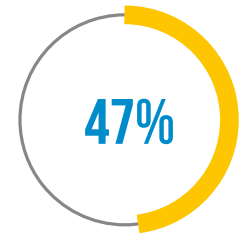
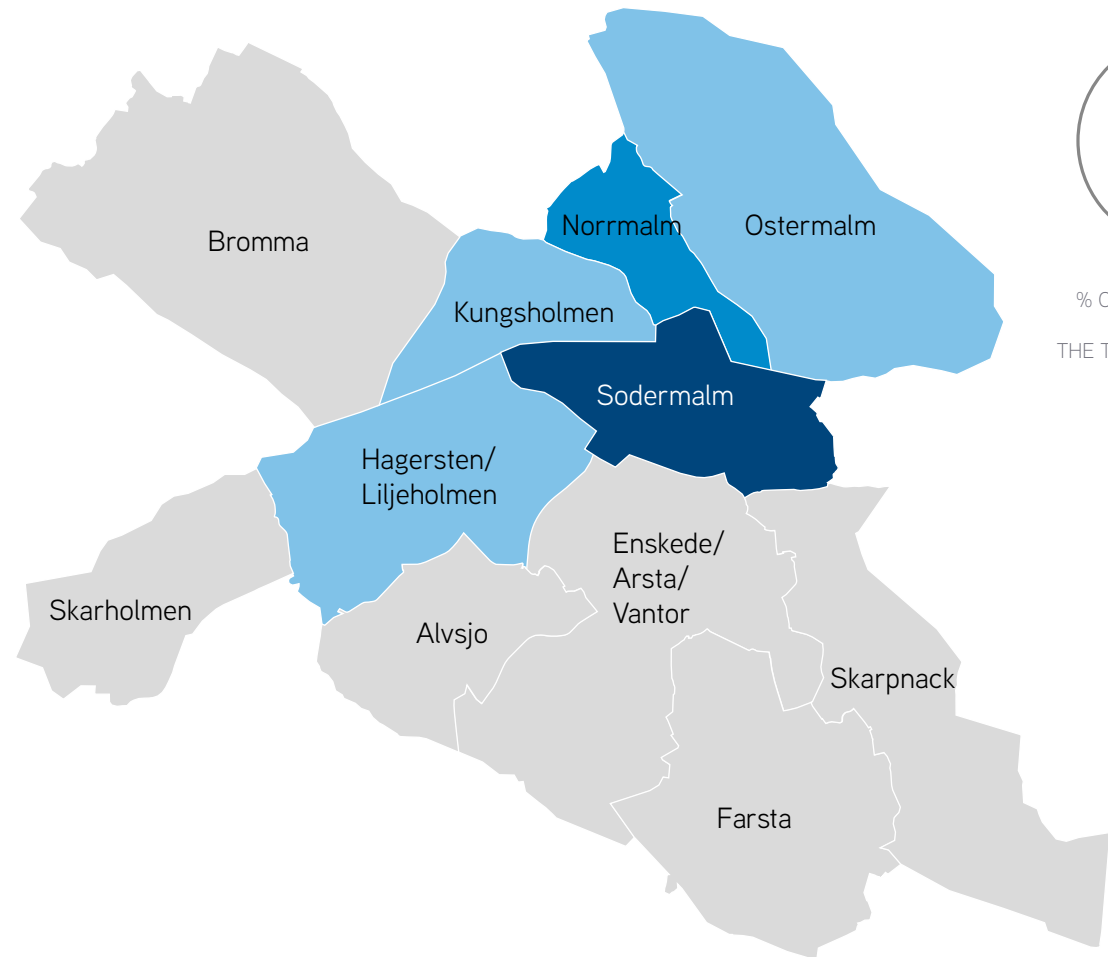


AIRBNB'S MARKET SHARE*
GREW FROM
2.6% to 2.8%

* share of total overnight stays, including hotel accommodation

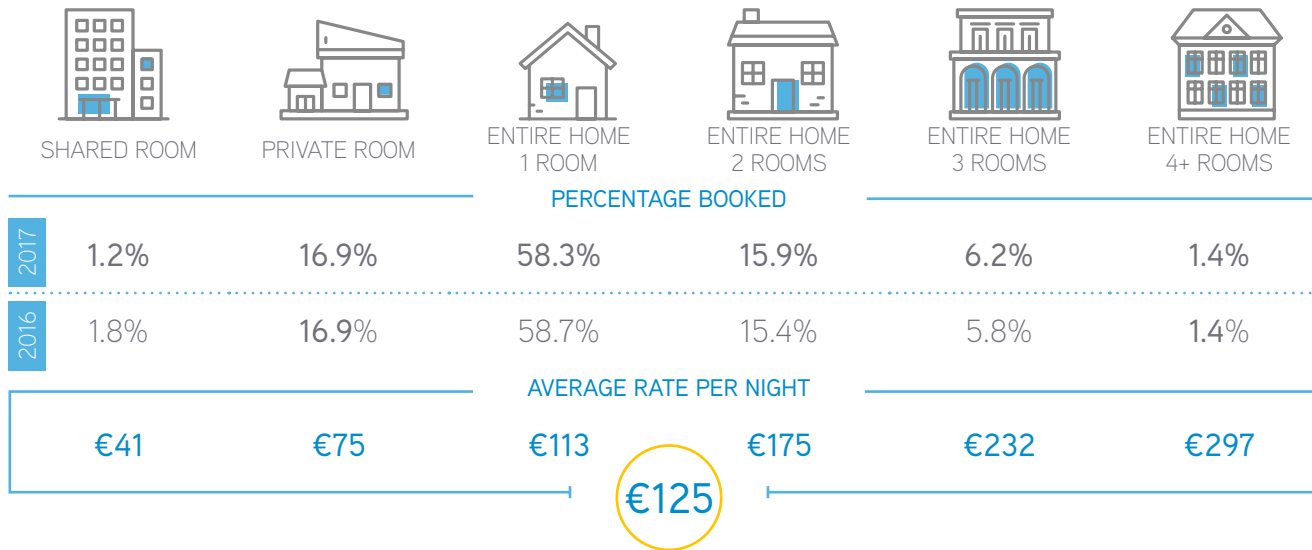


TOP NEIGHBOURHOOD:

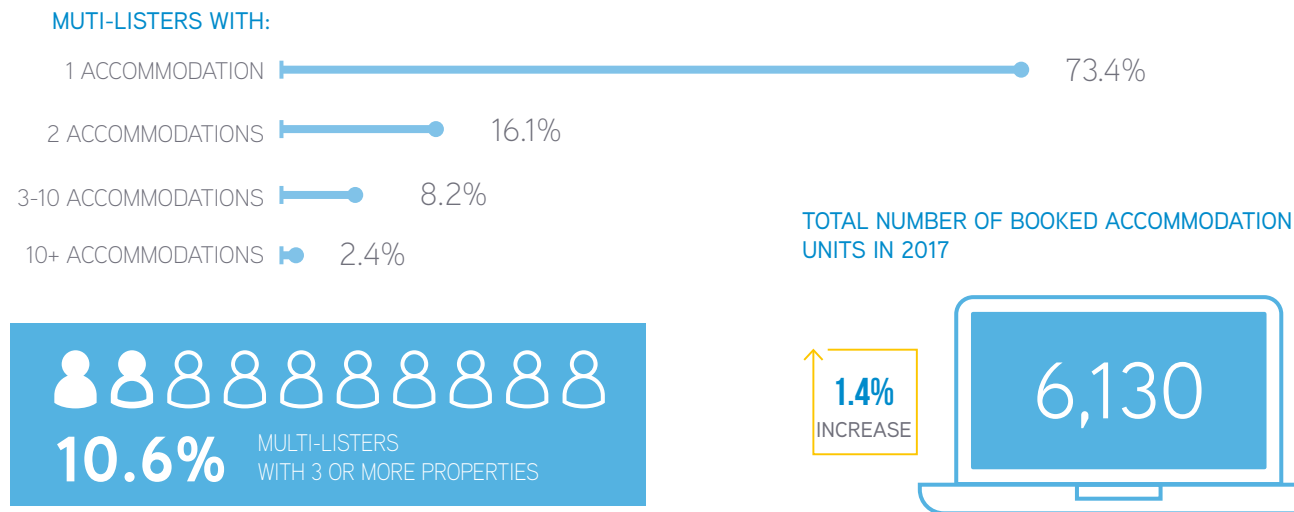


% OF TOTAL BOOKINGS
IN SODERMALM,
THE TOP NEIGHBOURHOOD

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





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SOURCES: CBS, AIRDNA

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