



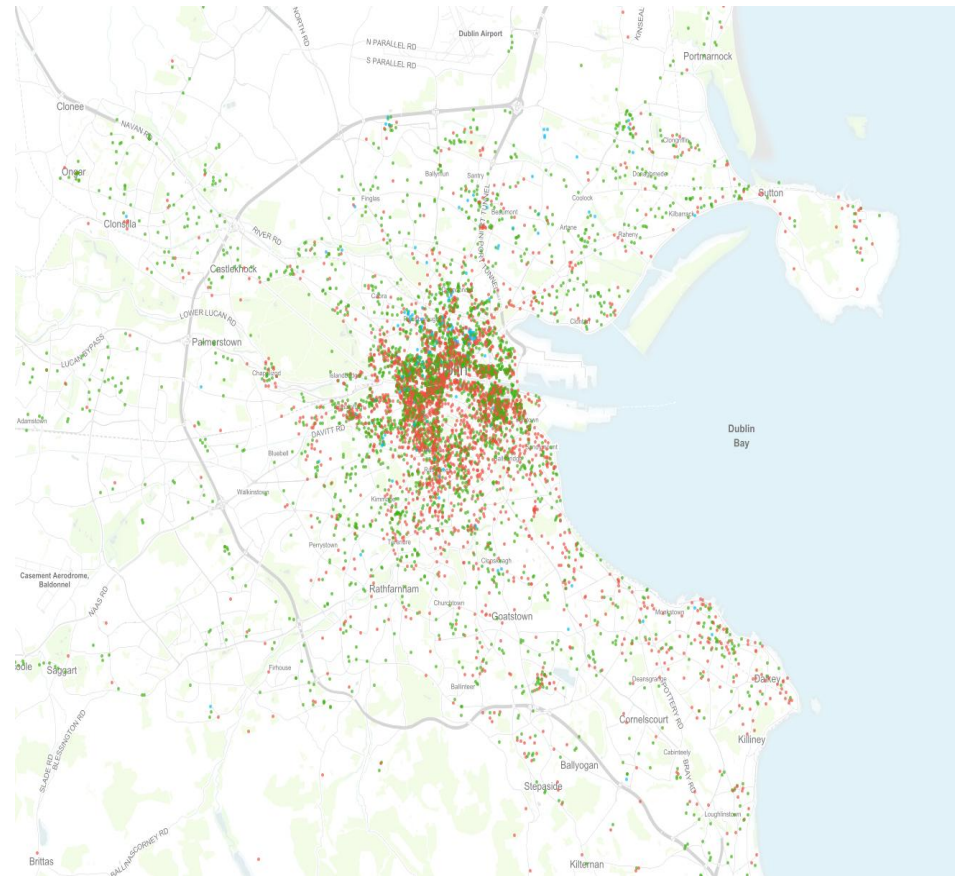
Preliminary data on Airbnb in Dublin City for February 2017: drilling down and next steps

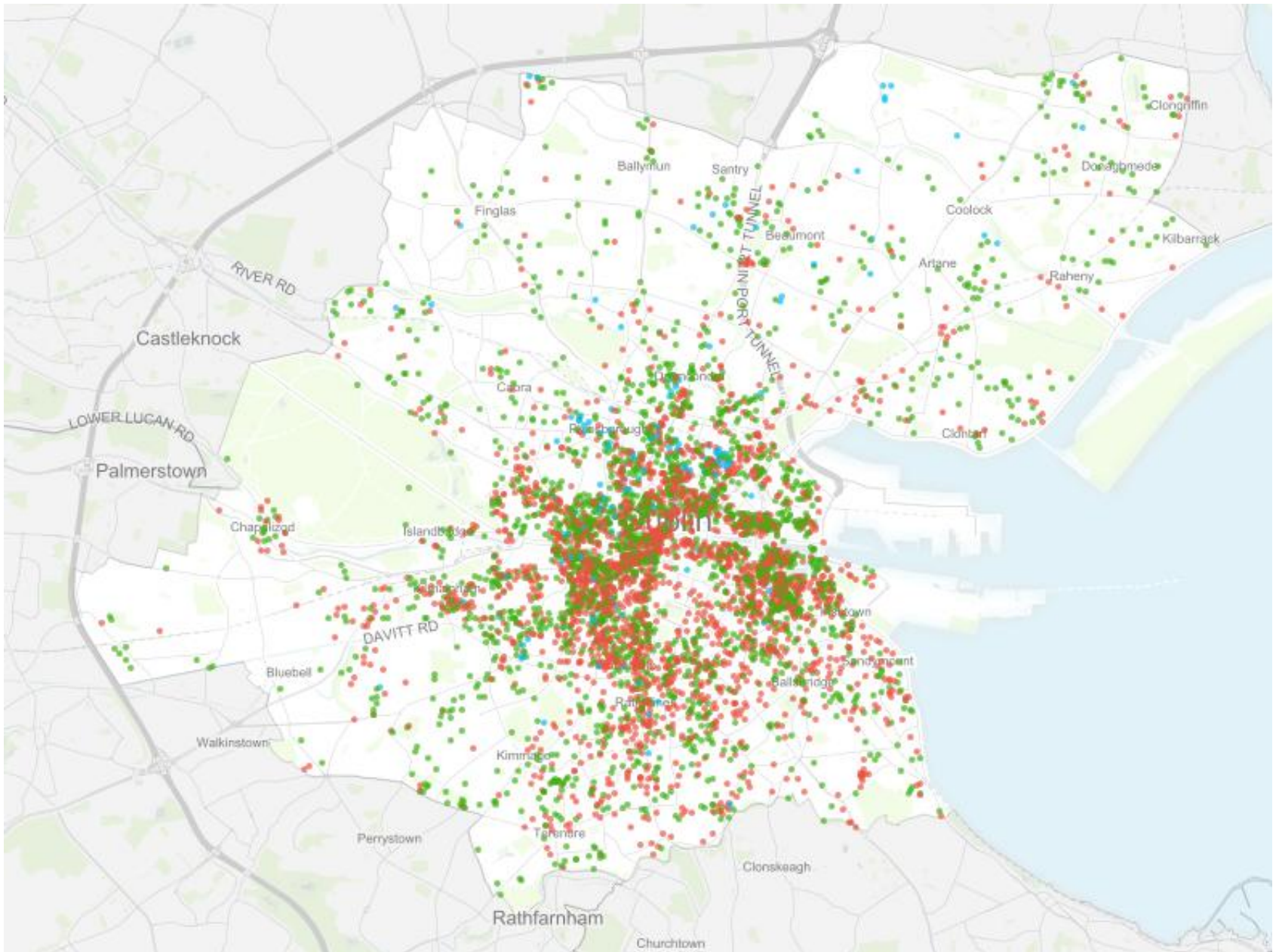
Overview report for members of DCC Housing SPC
March 10th 2017

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airbnb in Dublin

- **6,729 listings*** on Airbnb for **all of Dublin City and County**
 - **DCC: 5,377 listings***
 - SDCC: 228 listings*
 - DLRCC: 633 listings*
 - FCC: 491 listings*
- *means entire homes/apartments, private and/or shared rooms





Distribution of DCC listings, N = 5,377 (Red : entire home/ apartment; Green: private room; Blue: shared room)



Activity for DCC's 5,377 listings

- All listings* are available for booking for an estimated 106 nights per year (minium)
- The estimated 'occupancy rate' for per listing* is 29 percent
- There are 122,965 reviews of listings*
 - There are 1.7 reviews per listing* per month
- The average price per night per listing is €108
- The estimated income per month per listing* is €857

(*means entire homes/apartments, private or shared rooms)



Availability of DCC's 5,377 listings

- 2,796 listings are identified as 'low availability' i.e. only for bookings less than 90 days per year
 - (52 percent of total)
- 2,581 listings are identified as 'high availability' i.e. only for bookings greater than 90 days per year
 - (48 percent of total)
- The average number of days per year that a 'highly available' listing is booked for is 132 days



Listings per host: DCC's 5,377 listings

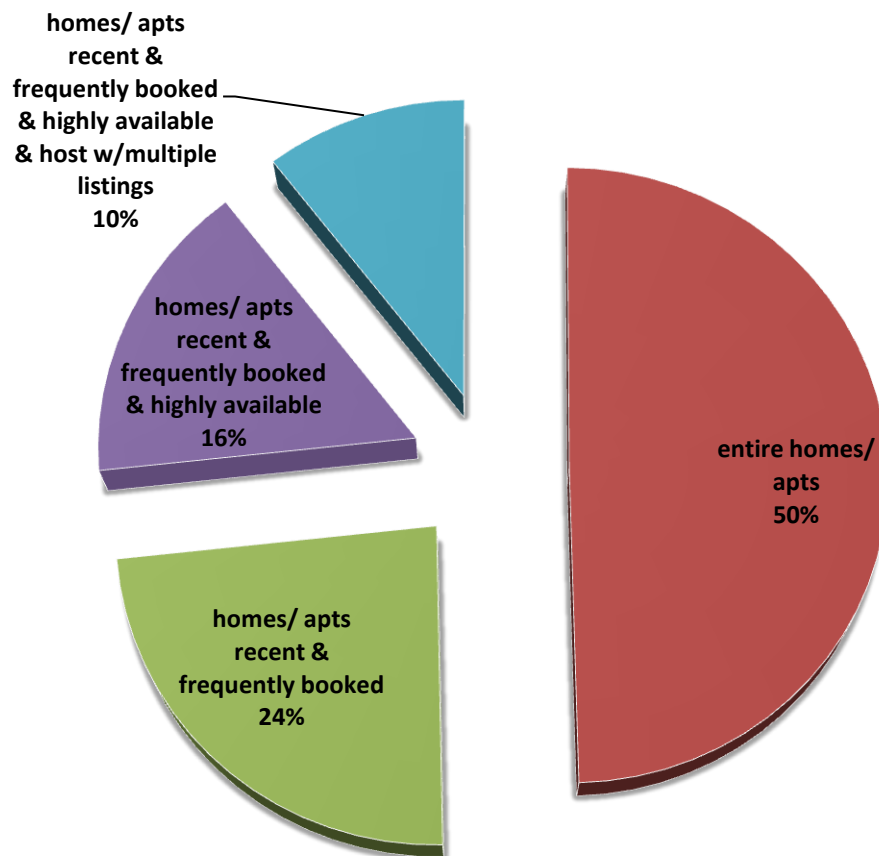
- Some Airbnb hosts may have multiple listings
 - A host may list separate rooms in the same dwelling (house/ apartment) or multiple homes and apartments in their entirety
- There are 2,948 single listings (#hosts = #listings)
 - (54.8 percent of total)
- There are 2,429 multi-listings (#hosts < #listings)
 - (45.2 percent of total)
 - Of the 'top ten' hosts listed the following is known (see table)

Host Name	Number of listings	Type
1. Brian	28	Entire home/ apt and private rooms
2. CANBE Ltd (Superior Hospitality)	28	Entire home/ apt only
3. Ollie	26	Entire home/ apt only
4. Paul	25	Entire home/ apt only
5. Luxury Rental Dublin	19	Entire home/ apt only
6. Eileen	16	Entire home/ apt only
7. Ágata & Marvin	15	Private and shared rooms only
8. Colin	15	Entire home/ apt only
9. MyAccommod	15	Private and shared rooms only
10. Bernard	14	Entire home/ apt and private rooms



5,377 Listings in Dublin: drilling down to try and identify listings as possible short-term rental (STR) business

1. Listings for 'houses and apartments only' (50%)
2. Listings for 'houses and apartments' that are 'recent' and 'frequently booked' (i.e. estimated booking nights per year >90) (24%)
3. Listings for 'houses and apartments' that are 'recent' and 'frequently booked' and only 'highly available' (i.e. only for bookings that are >90 days per year) (16%)
4. Listings for 'houses and apartments' that are 'recent' and 'frequently booked' and only 'highly available' and where the host has 'multiple listings' (i.e. unlikely to be living in the property and may be engaged in running a short-term rental (STR) business) (10%)





Listings for 'entire homes/ apartments' only in DCC (N = 2,672)

- Listings for 'entire homes/ apartments' only are available for booking for an estimated 113 nights per year (minimum)
- The estimated 'occupancy rate' for per listing is 31 percent
- There are 65,830 reviews per this type of listing per month
 - There are 1.8 reviews per listing per month
- The average price per night per listing is €154
- The estimated income per month per listing is €1,268



Availability for DCC listings for 'entire homes/ apartments' only (N = 2,672)

- 1,297 listings are identified as 'only low availability' i.e. only for bookings less than 90 days per year
 - (48.5 percent of total)
- 1,375 listings are identified as 'only high availability' i.e. only for bookings greater than 90 days per year
 - (51.5 percent of total)
- The average number of days per year that a 'only high availability' listing is available is 236.4 days



Listings per host 'entire homes/ apartments' only (N = 2,672)

- Hosts with multiple listings are unlikely to be living in the property and may be engaged in running a short-term rental (STR) business
- There are 1,390 single listings
 - (52 percent of total)
- There are 1,282 multi-listings
 - (48 percent of total)
- Of the 'top ten' hosts for this type of listing the following is known (see table)

Host Name	Number of listings
1. CANBE Ltd (Superior Hospitality)	28
2. Ollie	25
3. Paul	25
4. Luxury Rental Dublin	19
5. Eileen	16
6. Colin	15
7. Alex & Ran	14
8. Liam	13
9. Kevin	12
10. Gavin & Emma	12



Listings for 'entire homes and apartments' that are 'recent' and 'frequently booked' (N = 1,274)

- 'Recent' listings are those with a 'review' posted in the last 6 months
- 'Frequently booked' are listings with an estimated booking nights per year greater than 90 nights
- There are 1,274 listings for 'entire homes or apartments' that are 'recently' and 'frequently booked' on Airbnb in DCC
- This is approximately one in four (23.7 percent) of ALL types of listings (N = 5,377)



Listings for 'recent' and 'frequently booked' 'entire homes and apartments' only, (N = 1,274)

- Listings for this category are booked for an estimated average of 205 nights per year
- The estimated 'occupancy rate' per listing is currently 56.2 percent
- There are 58,743 reviews per this type of listing
 - There are 3.4 reviews per listing per month
- The average price per night per listing is €136
- The estimated income per month per listing is €2,255



Listings for 'recent' and 'frequently booked' 'entire homes and apartments' only, (N = 1,274)

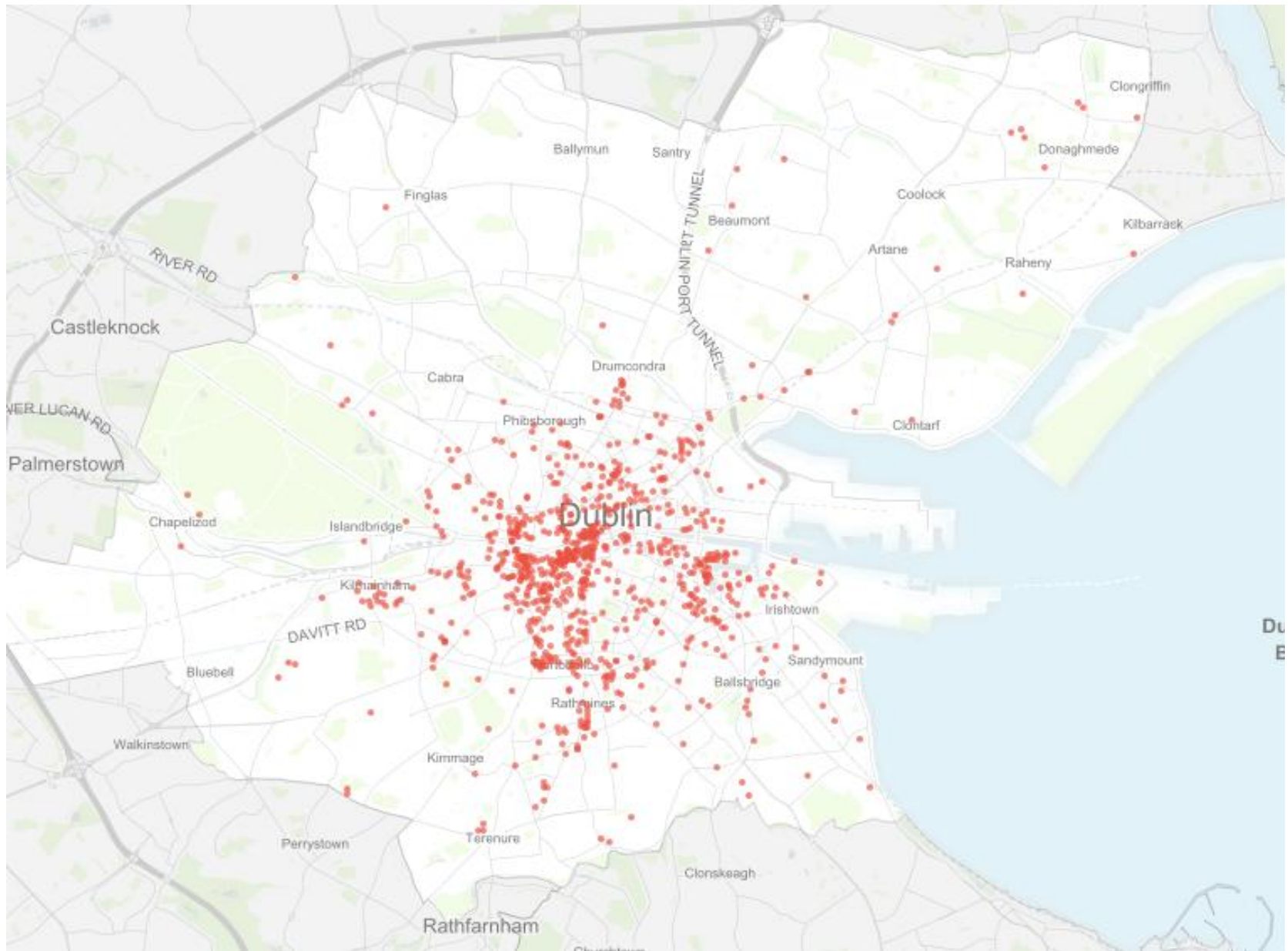
- 406 listings are identified as 'only low availability' i.e. only for bookings less than 90 days per year
 - (31.9 percent of total)
- 868 listings are identified as 'only highly availability' i.e. only for bookings greater than 90 days per year
 - (68.1 percent of total)
- The average number of days per year that a 'only highly available' listing is available is 230.3 days



Listings for 'recent' and 'frequently booked' 'entire homes and apartments' only, (N = 1,274)

- There are 519 single listings
 - (40.7 percent of total)
- There are 755 multi-listings
 - (59.3 percent of total)
- Of the 'top ten' hosts for this type of listing the following is known (see table)

Host	Number of listings
Paul	22
Eileen	16
Luxury Rental Dublin	13
Bernard	11
Lloyd	10
Lucas	9
Flora	9
Alex & Ran	9
Brian	9
Oly & Zoe	8



Distribution of DCC listings for 'entire homes and apartments' that are 'recent' and 'frequently booked' and 'highly available', (N = 868 of 5,377 listing or 16.1%)



Listings for 'entire homes and apartments' that are 'recent' and 'frequently booked' and 'highly available', N = 868

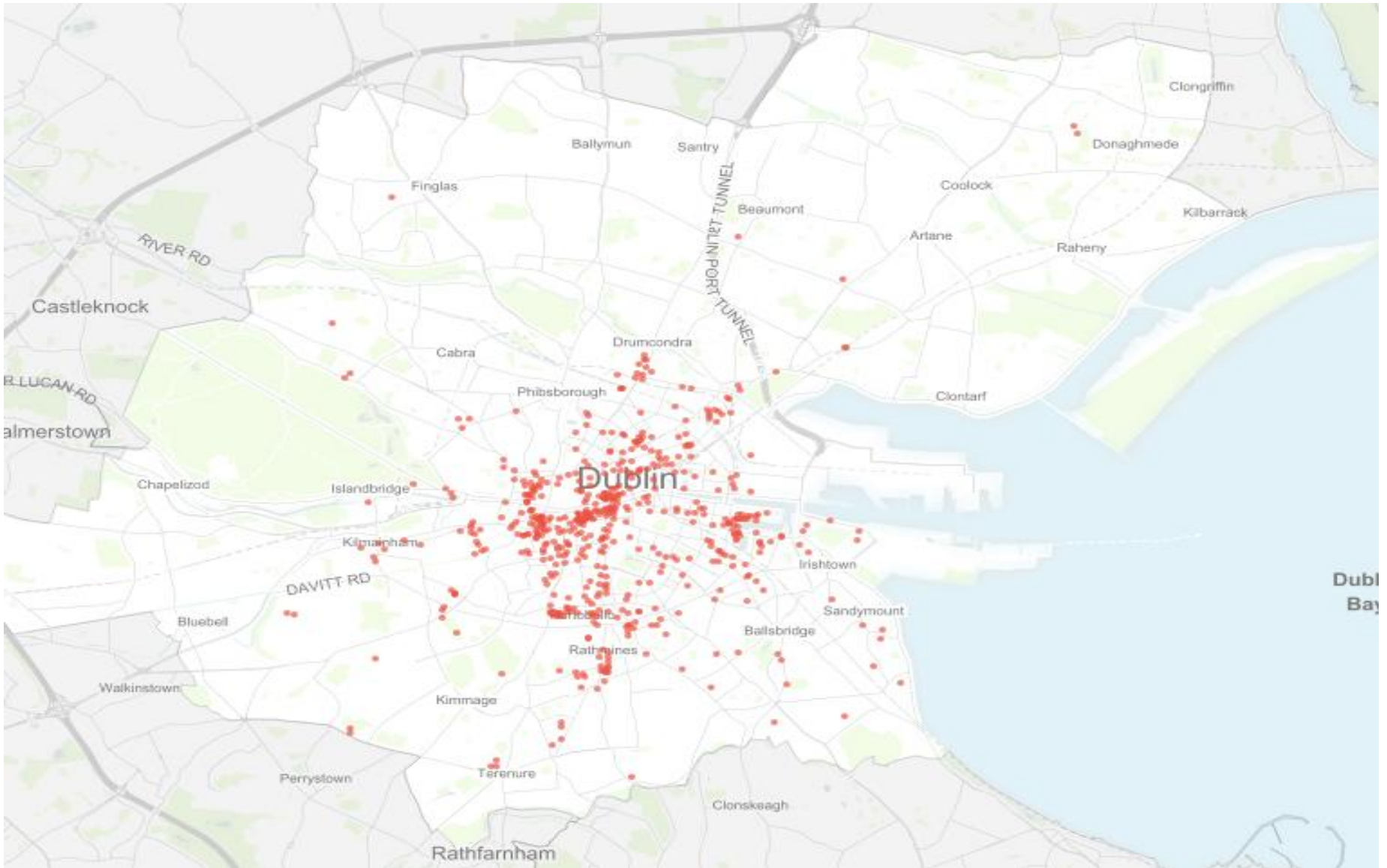
- 'Highly available' means this listing is **only** available for bookings of more than 90 days in a year
- Listings for this category are booked for an estimated average of 207 nights per year in 2017
- The estimated 'occupancy rate' per listing is currently 56.8 percent
- There are 42,669 reviews per this type of listing
 - There are 3.5 reviews per listing per month
- The average price per night per listing is €143
- The estimated income per month per listing is €2,386
- The average number of days per year that a listing is available is 230 days



Listings for ‘entire homes and apartments’ that are ‘recent’ and ‘frequently booked’ and ‘highly available’, N = 868

- There are 299 single listings
 - (34.4 percent of total)
- There are 569 multi-listings
 - (65.6 percent of total)
 - Of the ‘top ten’ hosts for this type of listing the following is known (see table)

Host	Number of listings
Paul	17
Eileen	16
Luxury Rental Dublin	12
Bernard	11
Brian	9
Flora	8
Gerry	8
Lloyd	8
Oly & Zoe	8
Alex & Ran	8



Distribution of DCC listings for 'entire homes and apartments' that are 'recent' and 'frequently booked' and 'highly available' and where the host has 'multiple listings' (N = 569 , out of 5,377 listings or 10.6%)



**DCC listings for ‘entire homes and apartments’
that are ‘recent’ and ‘frequently booked’
and ‘highly available’ and where the
host has ‘multiple listings’ (N = 569)**

- Listings for this category are booked for an estimated average of 211 nights per year
- The estimated ‘occupancy rate’ per listing is currently 57.9 percent
- There are 29,151 reviews per this type of listing
 - There are 3.5 reviews per listing per month
- The average price per night per listing is €141
- The estimated income per month per listing is €2,421
- The average number of days per year that a listing is available is 230.6 days

Host	Number of listings
Paul	17
Eileen	16
Luxury Rental Dublin	12
Bernard	11
Brian	9
Flora	8
Lloyd	8
Gerry	8
Oly & Zoe	8
Alex & Ran	8



'Economic impacts of home sharing'

Impact studies for:

- Amsterdam
- Athens
- Barcelona
- Berlin
- Boston
- **Dublin (February 2017)**
- London & Edinburgh
- Los Angeles
- Montreal
- New York
- Paris
- San Francisco
- Sydney



The Economic Impacts of Home Sharing in cities around the world



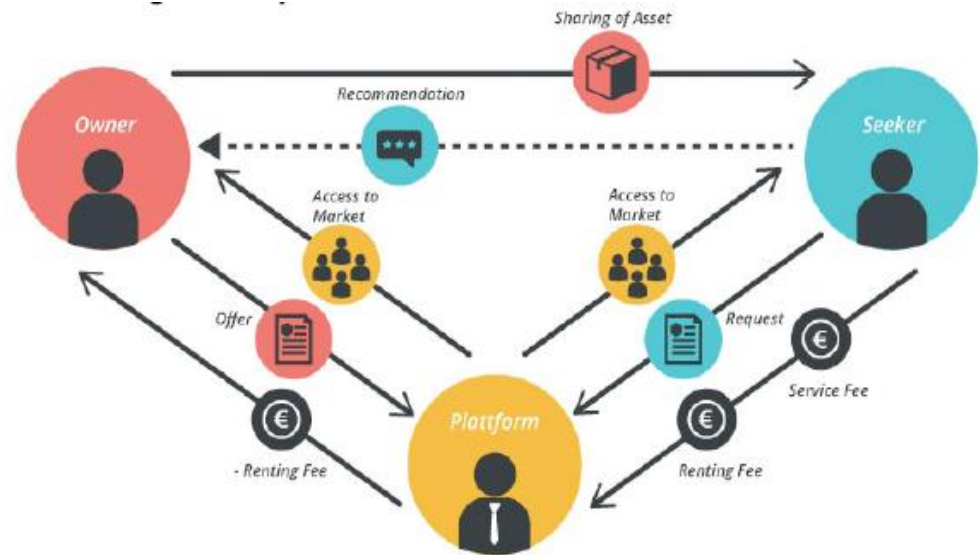


‘Economic impacts of home sharing’: some headlines for Dublin City

- 5,200 hosts who have hosted in Dublin city in the past year (12 months to Feb 2017)
 - Male 47 % Female 53%
 - Average host age is 39 years
 - 51 days hosted annually per typical listing
 - 88% of hosts share their primary residence (Airbnb host survey)
 - Average number of years a host has lived in their neighbourhood is 16
1. €4,900 annual earnings per typical host
 2. 53% of hosts use Airbnb income to make ends meet (Airbnb host survey)
 3. €46M total income earned by host community in Dublin city
 4. €196M estimated total spend by Airbnb guests in Dublin city

Understanding the 'sharing economy' and its impacts on residential space in Dublin city

- From 'consumer' to 'sharer' and 'seller'
- From 'owning' to 'providing access'
- 'Decentralisation' and de-professionalization of traditional production chains
- Disruption of business models on a large scale
- Driven by data-centric technologies
- Mediated by platforms, often with considerable negotiation power



The **Sharing Economy** evolution

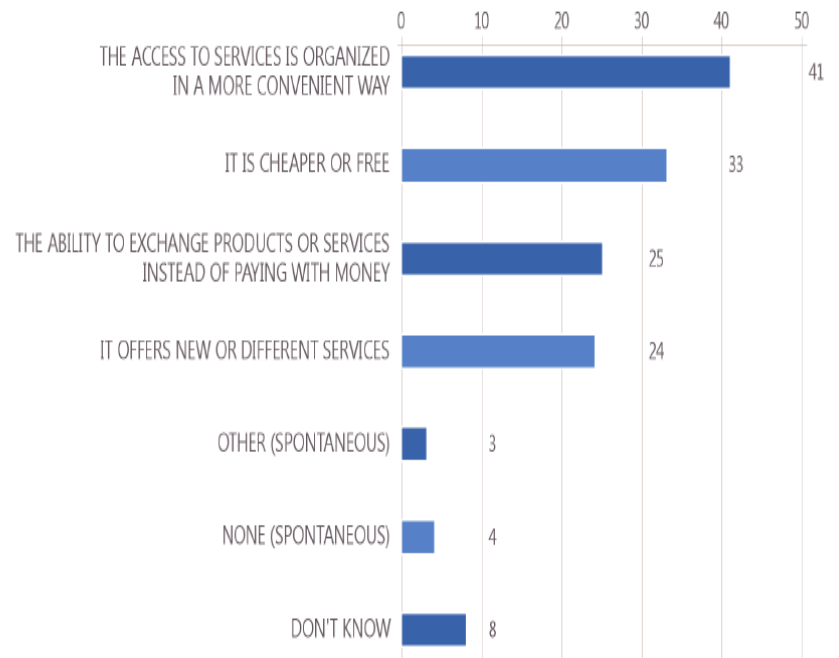
	1 Free exchange	2 Sharing cost		3 Professionalization
		Share the cost of an event	Pay back its costs	
Hosting	couchsurfing Echanges maisons.com		airbnb	
Car			drivy	
Transport	Auto stop	Bla Bla Car	heetch	UBER
Service	fon			TaskRabbit
Biens			leboncoin.fr	

PwC (2015) study for EC found Europe’s ‘sharing economy’ has generated revenues of nearly €4bn and facilitating around €28bn of transactions in 2015.

EC Flash Barometer 438 (2016)

- Found slightly more than four in ten respondents who are aware of collaborative platforms (41%) consider the fact that the access to services is more conveniently organized as one of the main benefits of this type of platforms compared to traditional commerce of goods and services.
- Around a third mention the fact that it is cheaper or free (33%), while around a quarter identify the ability to exchange products or services instead of paying with money (25%) and these platforms offer new or different services (24%) as the main benefits of collaborative platforms

Q3 Compared to the traditional commerce of goods and services, what do you think are the main benefits of this type of platform for its users? (MAX. 2 ANSWERS)
(% - EU)



Base: respondents who have heard of or have visited collaborative platforms (N=7,409)

‘sharing’/ ‘collaborative’/ ‘access’ economy: differentiation reflects wider disagreement on definitions and broader uncertainty on business models (P2P; B2P; B2C; C2C).

Some proposed benefits:

- ✓ Lower prices & transactions costs and broader choices
- ✓ Fostering new growth models (indirect forms of employments & flexible source of income)
- ✓ Lower entry barriers for ‘prosumers’ *
- ✓ Reduced environmental impact (e.g. carpooling)
- ✓ Inclusive to vulnerable consumers with weaker purchasing power
- ✓ Creating diversified market (differentiated & more personalised)

Some proposed costs:

- Market imbalances due to unfair competition as traditional actors not bound by the same rules and safety standards
- Higher prices in adjacent markets
- Consumer protection issues: new monopolies and ‘lock-ins’
- Labour standards and rights (social security)
- Concerns over potential discrimination (reputation/ race/ religion/ sexuality)
- Questions on inclusivity i.e. ‘digital divide’ ICT access and skills

*A private individual who provides, produces or trades goods or services not related to their habitual business, trade or profession. Such activity could be for profit, not-for-profit or for intangible rewards or social reasons such as helping other users, reducing waste, improving the environment, etc. services)

Next steps?

- **‘To properly regulate short-term rentals (STR), a city needs to think about how, where, when, and what to regulate’**
 - Quattrone, Giovanni and Proserpio, Davide and Quercia, Daniele and Capra, Licia and Musolesi, Mirco, *Who Benefits from the 'Sharing' Economy of Airbnb* (February 26, 2016). International World Wide Web Conference. WWW 2016, April 11–15, 2016, Montréal, Québec, Canada
- Proposal that DCC Housing and Community Department commission a study to report for Qtr 4 (October) and make recommendations
 - Consultation with DCC Housing SPC members (March)
 - Comprehensive Terms of Reference based on initial Scoping Report (April)
 - Formulation of key Research Questions
 - Confirmation of comparative analysis with other cities



A note on data

- Airbnb does not provide data to DCC
- The data presented in slides 2 to 21 is public information that is 'scraped' from the Airbnb website by 'Insideairbnb.com'
 - Insideairbnb.com is 'an independent, non-commercial online set of tools and data' that can be used to explore activity of Airbnb website.
 - The data presented here is a snapshot of 'listings' for Dublin available at 18th February 2017.
 - Insideairbnb.com data is not verified by Airbnb.
- Data presented in slides 23-26 is produced and authorised by Airbnb.