



What We've Learned: Peer to Peer Lodging

Periscope Broadcast Series

February 2016

Airbnb removes New York igloo charging \$200 a night

But snow house was 'very well constructed'

By **Rich McCormick** on January 26, 2016 03:49 am [Email](#)



Share on Facebook (6,393)



Tweet



Share (118)



Pin

REAL ESTATE

REAL ESTATE | HOUSING | MORTGAGES | CONSTRUCTION | COMMERCIAL REAL ESTATE | REITS

Report Says Airbnb Fudged Data To Hide Illegal Hosts

Martha C. White
Friday, 12 Feb 2016 | 3:29 PM ET



51 SHARES

7 COMMENTS

Join the Discussion



Waldo Swiegers | Bloomberg | Getty Images

Airbnb is just a cool Internet place where regular people rent out their extra rooms to make some cash on the side, right?

Well, a new [report](#) by an activist claims that lodging platform Airbnb manipulated the numbers it released about its [New York City](#) hosts to hide how the site is being exploited by commercial landlords acting as “illegal hosts.”

The report by Inside Airbnb alleges that the sharing-economy poster child purged problematic listings ahead of its public release of New York City listing data on November 17 of last year.

Read more from NBC:
[Art Institute of Chicago rents replica of Van Gogh painting on Airbnb](#)
[Take a tour inside the world's most popular Airbnb rental](#)
[Emerson student lands in hot water for offering dorm room on Airbnb](#)



Co-authors Murray Cox and Tom Slee wrote that before November 1, property hosts with multiple listings made up about 19 percent of the market, but that number fell to 10 percent in the few weeks immediately before Airbnb



FROM THE WEB

Look into the future. Leave no sale behind. Adjust your forecasts in real-time.

Sales Forecasting Feature Demo [Video]

Salesforce

Professional & Casual Styles

\$227 - allenedmonds.com

What 'Game of Thrones' Can Teach Us About Great Customer Service

Wired | Desk.com

Dr. Ron Paul: "Crisis Bigger Than 2008 Is Coming"

Stansberry Research

MORE FROM CNBC

Dow futures plunge 200 on growth worries
Dow futures plunge 300 as Europe tanks; 10-year b...
China's problems 'just gargantuan': Investor
Cramer: A \$2 stock controls this entire market
Cramer: Be ready when the big banks get uglier
Cramer: Fed could spark a long awaited rally
to buy amid the bloodbath

From Air Mattresses to Unregulated Business: An Analysis of the Other Side of Airbnb
JANUARY 2016

Key Findings

Two overlapping groups of operators, multiple-unit operators and full-time operators, are a growing percentage of total Airbnb hosts and are generating a disproportionate share of the company's revenue in major U.S. cities.

Multi-Unit Hosts

There is an explosion of multi-unit operators, defined as hosts renting out two or more units. We found this to be an issue in all 12 of the cities we analyzed, which also represent the largest cities in the country.

\$500 Million

\$1.3 billion Revenue

Multiple-unit operators (2+ units) account for nearly **40% of the revenue on Airbnb;**

That translates to over **\$500 million dollars of the \$1.3 billion in revenues Airbnb** generated from whole units in the 12 cities studied between September 2014 and September 2015.

Full-Time Hosts

A growing number of hosts are using the Airbnb platform to operate an unregulated, full-time business. **Nearly 30 percent of Airbnb revenue is derived from this group of full-time hosts.** They are becoming bigger and more prominent.

2,675 full-time operators (renting 360+ days per year) recorded **\$378,173,374 in revenue**, or a very high **average of \$142,331 per host** during the time period studied.

The growth in Airbnb hosts accelerated over the summer months and remained steady, indicating a considerable long-term trend if left unchecked and unregulated.

The cities with the largest number of full-time operators include:
East Coast
New York and Miami
West Coast
Los Angeles and San Francisco

By The Numbers

New York
24% of the revenue
(\$116,427,278)
was derived from full-time hosts who made up 3% of operators

Miami
61.3% of the revenue
(\$77,694,157)
was derived from full-time hosts who made up 7.3% of operators

Los Angeles
31.2% of the revenue
(\$86,254,017)
was derived from full-time hosts who made up 4% of operators

San Francisco
22.4% of the revenue
(\$43,559,557)
was derived from full-time hosts who made up 2.9% of operators

Page 3

The State of the American Traveler

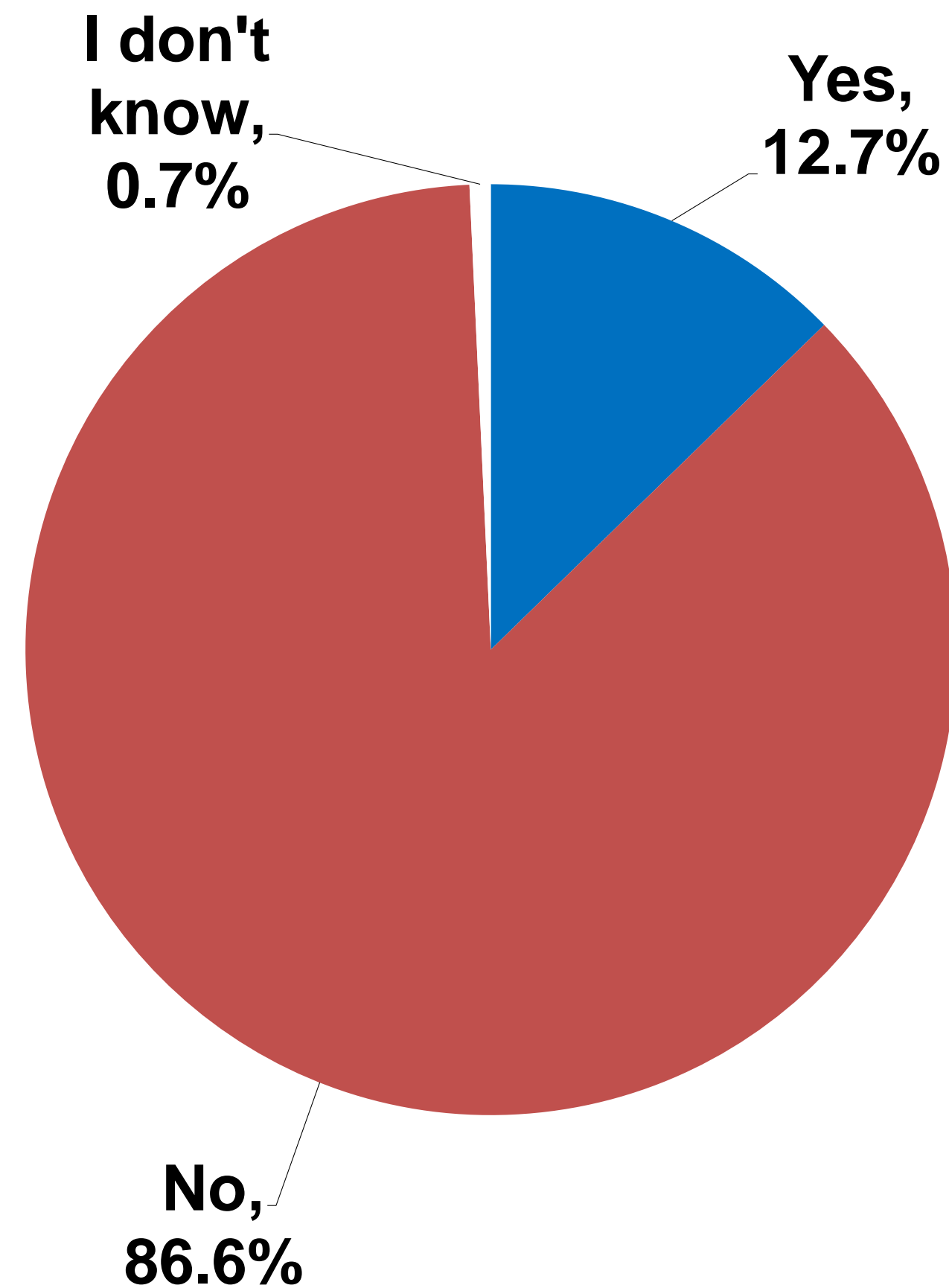


- Online survey conducted bi-annually since 2006
- Survey invitation sent to a nationally representative sample of US adults
- Total sample of 2,000+ American leisure travelers
- Examines traveler sentiment, motivations & behaviors
- January 2016

**In the past 12 months,
have you used any
PEER-TO-PEER
LODGING WEBSITE (e.g.,
AirBnB, VRBO, etc.) to
book any leisure
accommodations?**



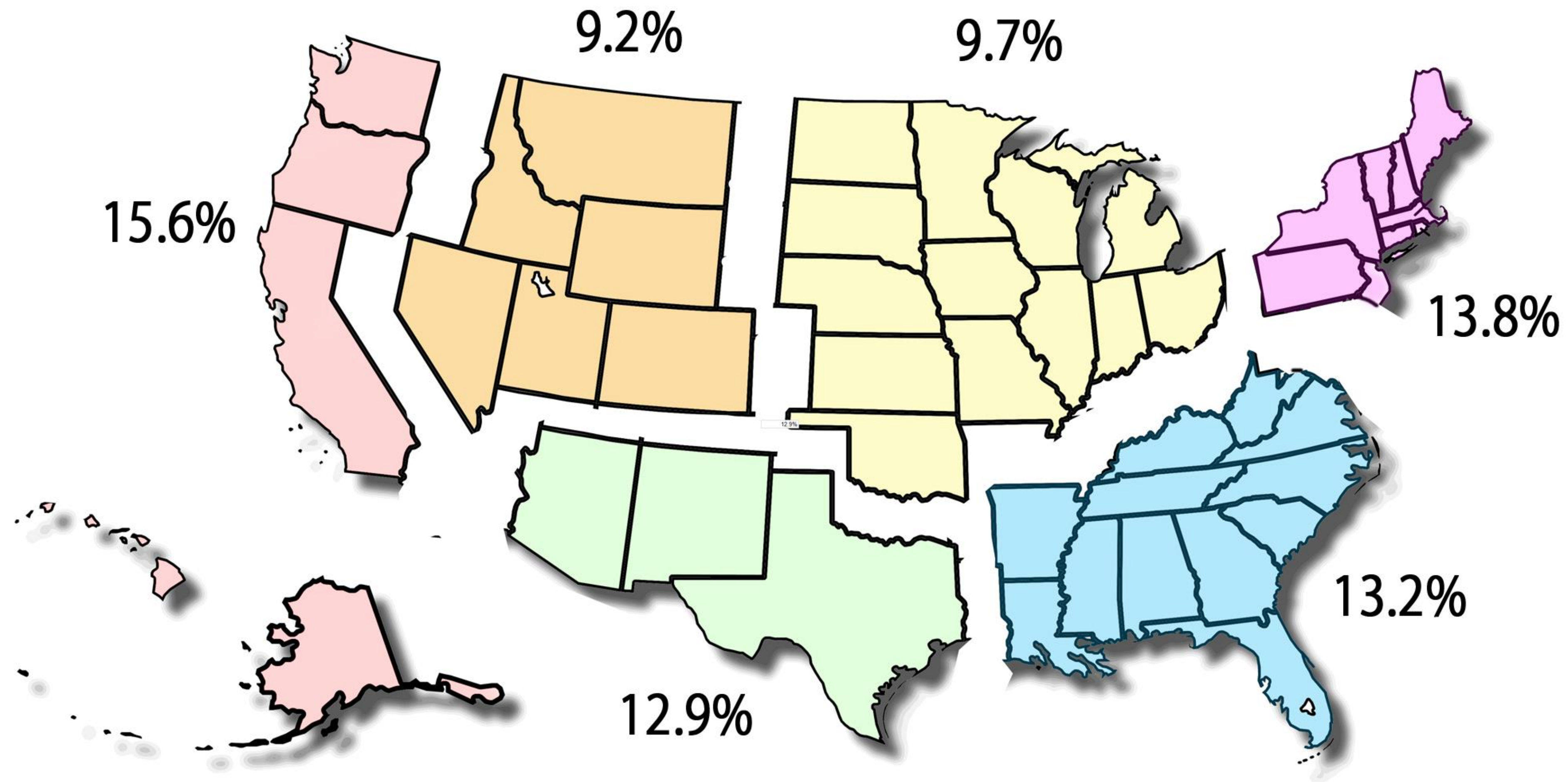
Use of Peer-to-Peer Lodging (past 12 months)



Percent of American Leisure Travelers

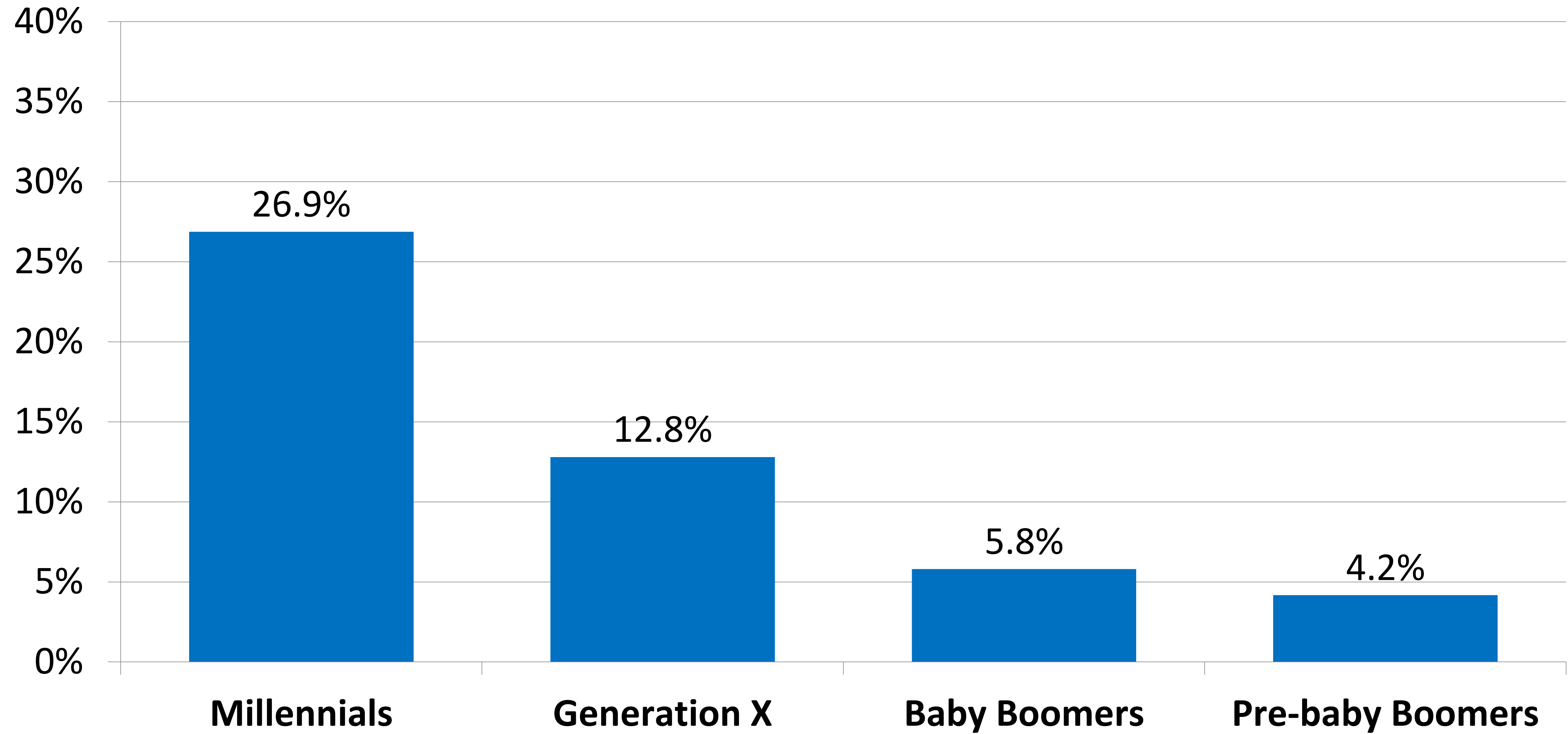
Question: In the past 12 months, have you used any PEER-TO-PEER LODGING WEBSITE (e.g., AirBnB, VRBO, etc.) to book any leisure accommodations?

Use of Peer-to-Peer Lodging (past 12 months)



Percent of Leisure Travelers Using Peer-to-Peer lodging, by Region

Use of Peer-to-Peer Lodging (past 12 months)

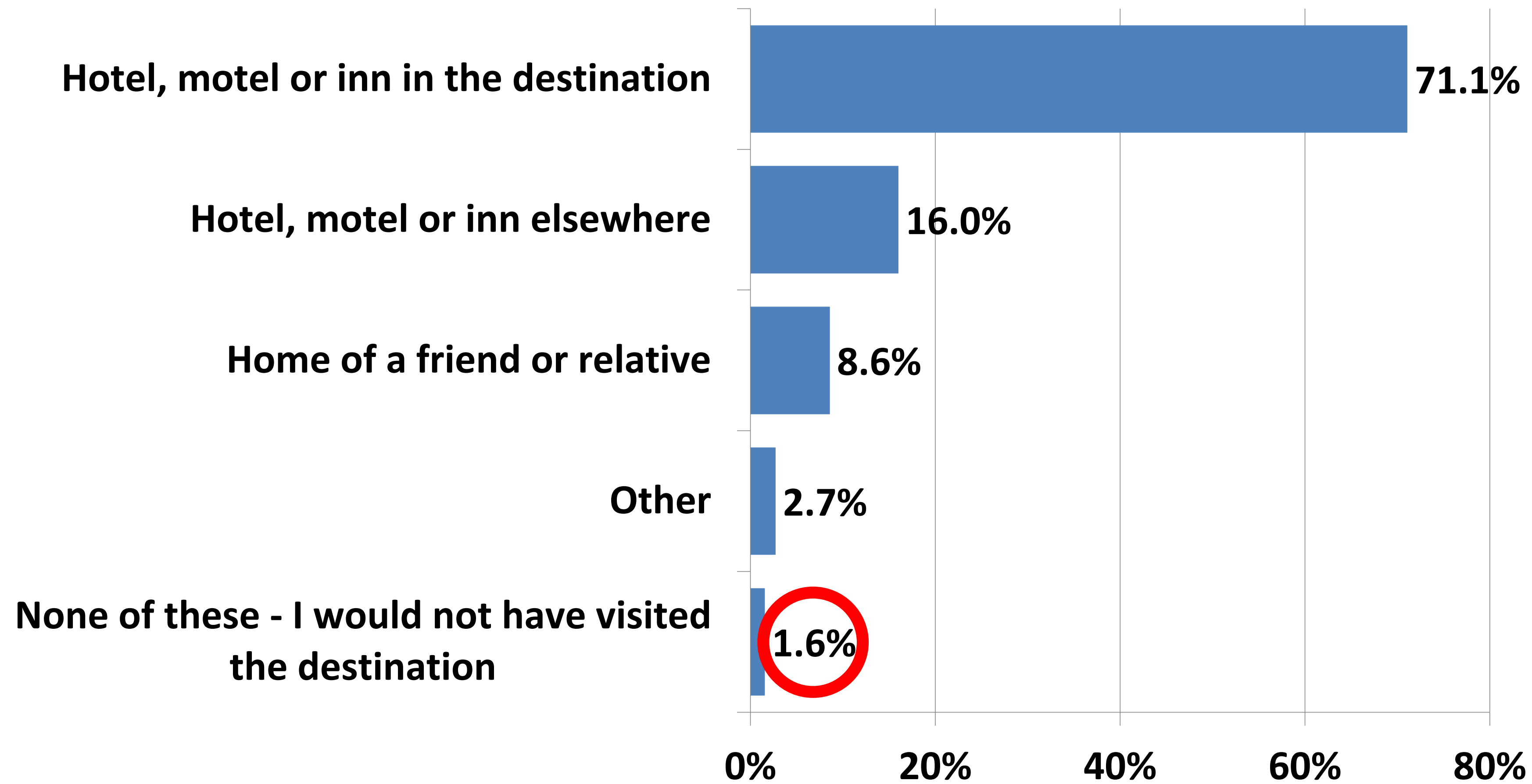


Please think about the MOST RECENT DESTINATION where you stayed in a peer-to-peer lodging property .

Now imagine that this peer-to-peer lodging was not available in the destination. In this case, where would you have most likely stayed?



Why Use Peer-to-Peer Lodging?

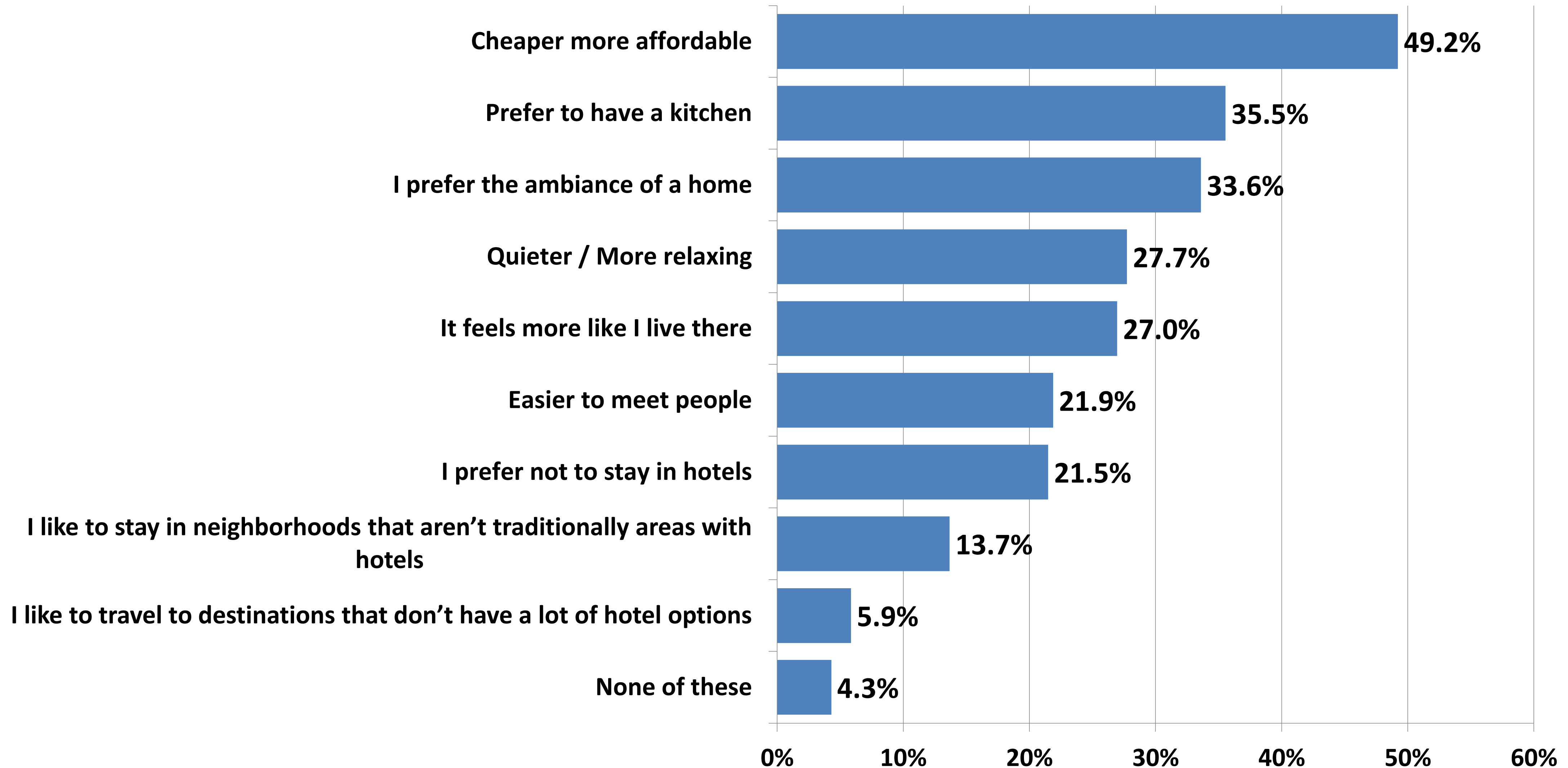


Percent of Peer-to-Peer Lodging Travelers



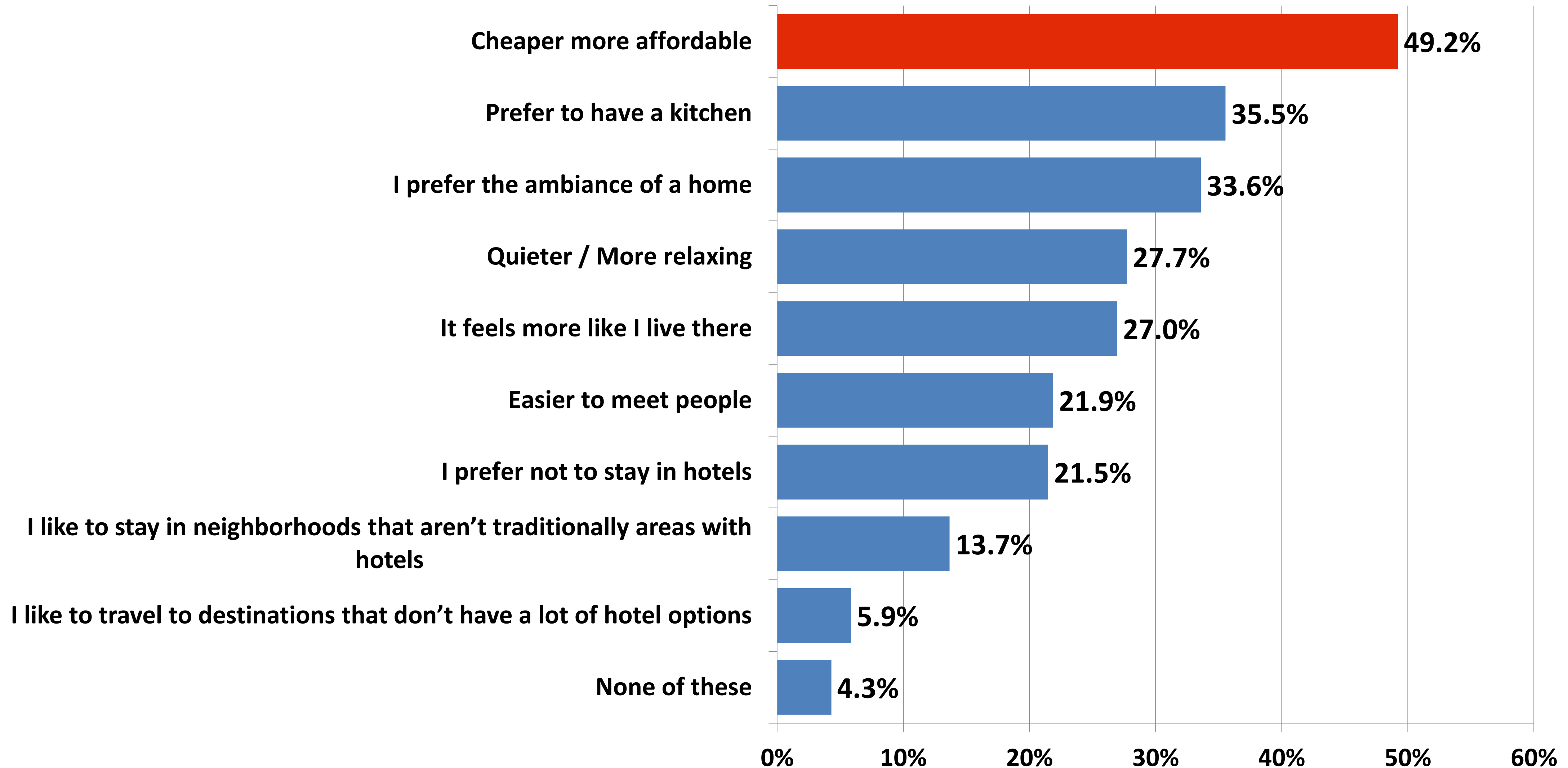
**Why do you use
peer-to-peer
lodging
properties?**

Why Use Peer-to-Peer Lodging?



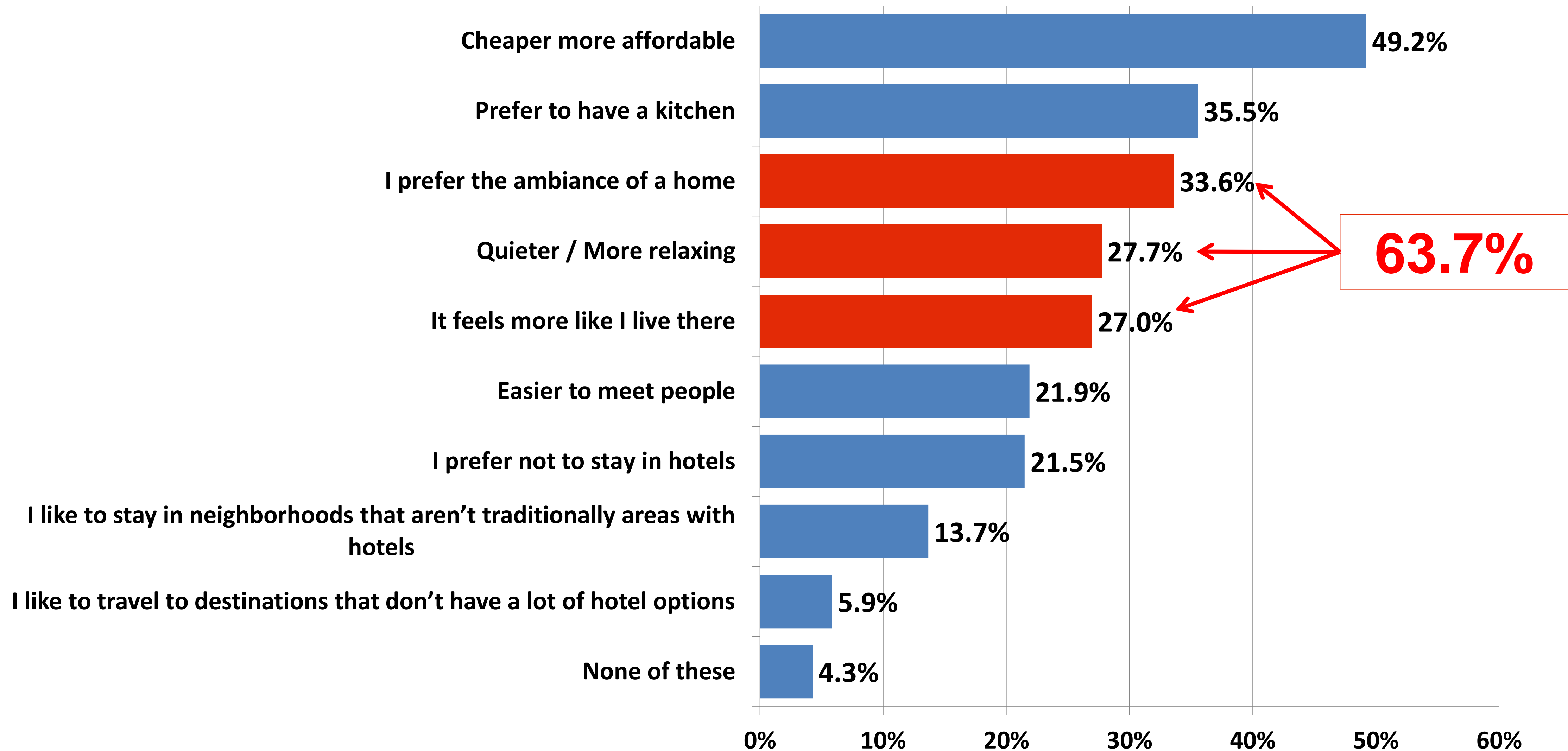
Percent of Peer-to-Peer Lodging Travelers

Why Use Peer-to-Peer Lodging?



Percent of Peer-to-Peer Lodging Travelers

Why Use Peer-to-Peer Lodging?



Experience

Costs





Slides available at:

www.destinationanalysts.com/periscope