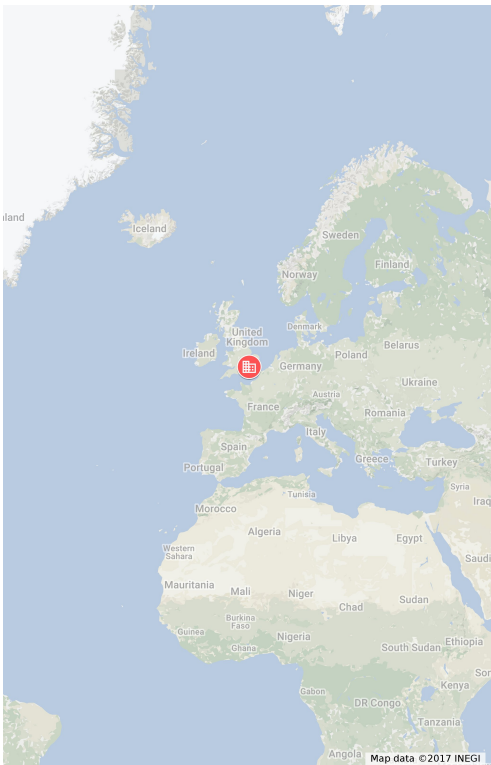




Your City, Your Country - 2016 Report



2016 AT A GLANCE...

Total Urban Population:	3,250,699
Total Number of Hotels:	259
Total Hotel Rooms:	22,452
Hotel Room Occupancy:	81.5%
Average Tourist Expenditure per Night:	\$ 97.3 BN
Overnight Tourists:	2,534,000
New Tourism Projects:	17
Tourism Investments:	\$ 15.2 BN
Local Tourism Revenues:	\$ 53.6 BN
Estimated Hotel Guests Capacity:	50,517
Total Airbnb Listings:	2,337

LISTINGS

Total Active Listings

2,337

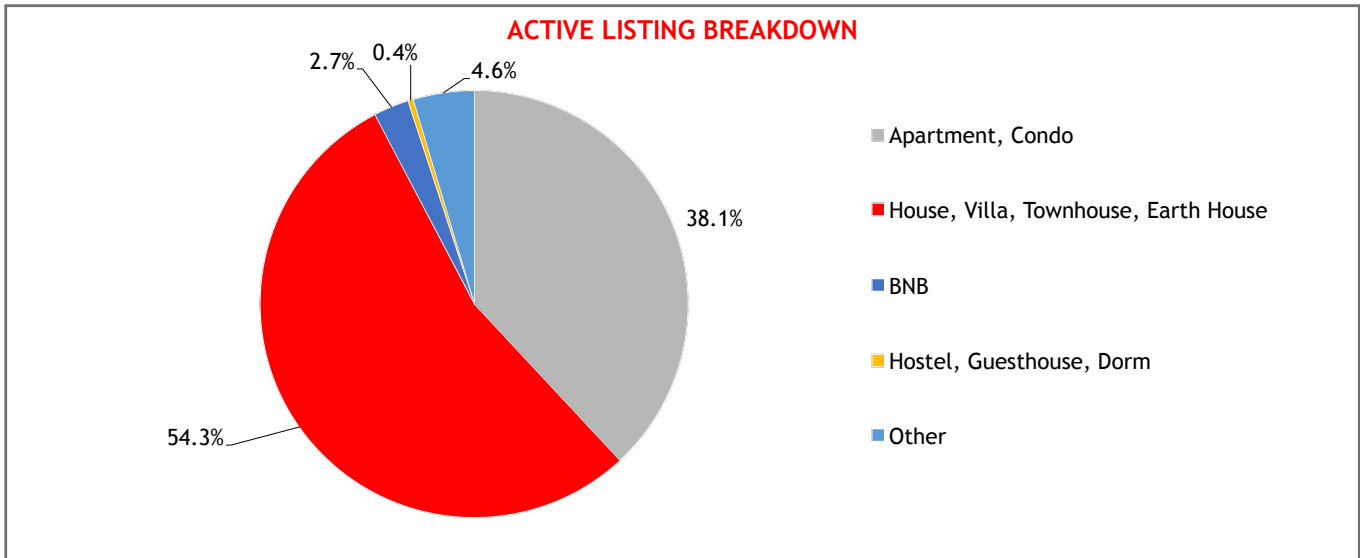
How are Relevant Listings Determined?

A few factors help us determine which listing is active, and which is not. Most importantly, the listing has to be live and available at the moment we run the scan on Airbnb. Other factors that determine the relevance of a listing include the number of reviews, the last review date, and the calendar availability, among other indicators.

Another critical factor is to effectively point out listings from the actual city versus listings from the area; indeed, Airbnb's search filters will most of the time include listings from bordering cities, which of course impacts the end result. Therefore, bnbstat.com has developed a refined algorithm in order to present to its Customers accurate city reports by researching results per neighborhood.

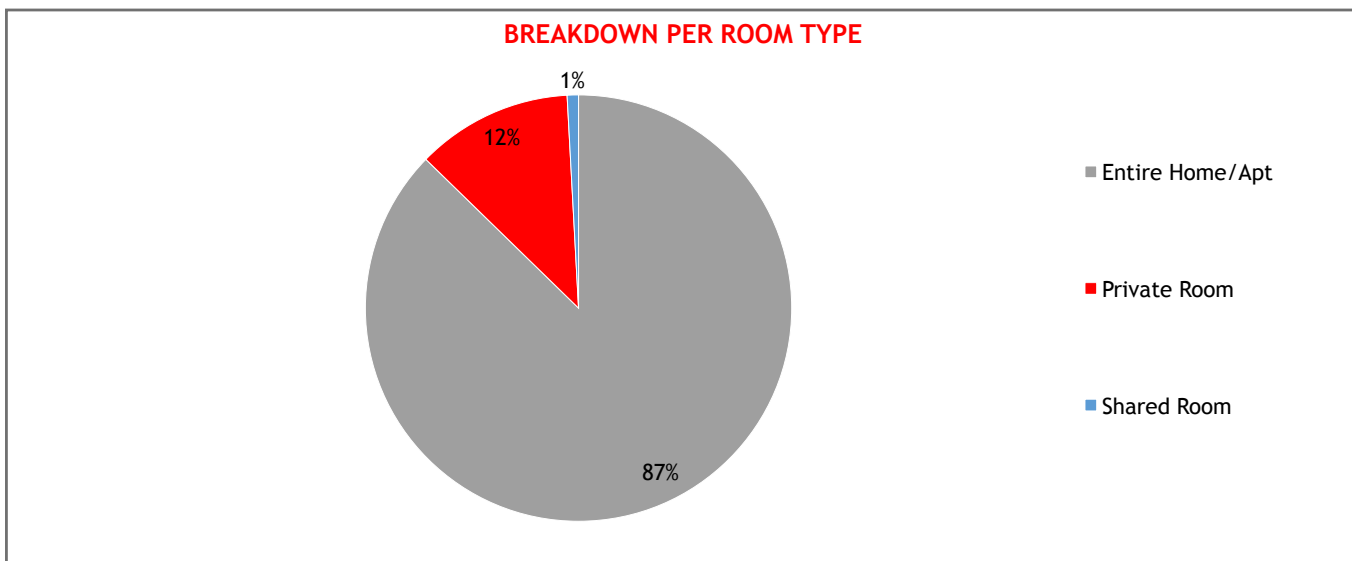
ACTIVE LISTING BREAKDOWN

Property Type	# Properties	Properties %
Apartment, Condo	890	38.1%
House, Villa, Townhouse, Earth House	1,268	54.3%
BNB	62	2.7%
Hostel, Guesthouse, Dorm	9	0.4%
Other	108	4.6%



Breakdown per Room Type

	# Properties	Properties %
Entire Home/Apt	2,040	87.3%
Private Room	277	11.9%
Shared Room	20	0.9%

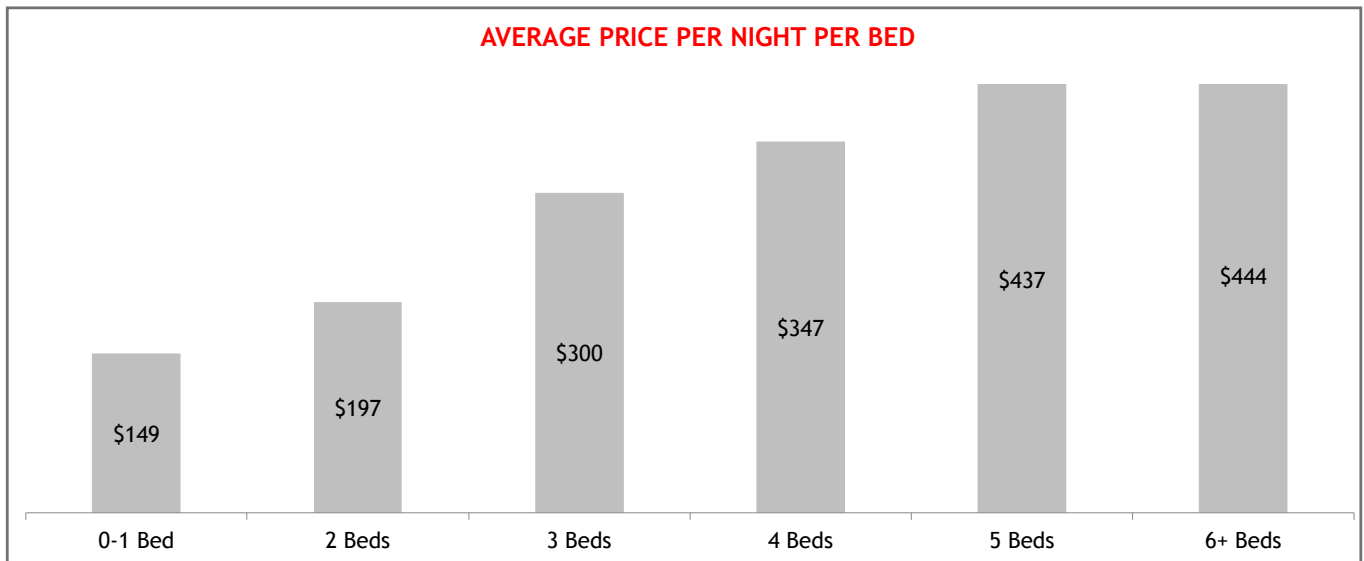


Your City in a Nutshell

The listing breakdown is pretty standard in Your City with a great majority of entire places, but it is interesting to note that there are a significant portion of these places that are houses or villas, with 26.5% of 2 bedrooms, and 27% of 2 bathrooms. We therefore have a quarter of the listings that offer comfort and space to their Guests.

PRICING

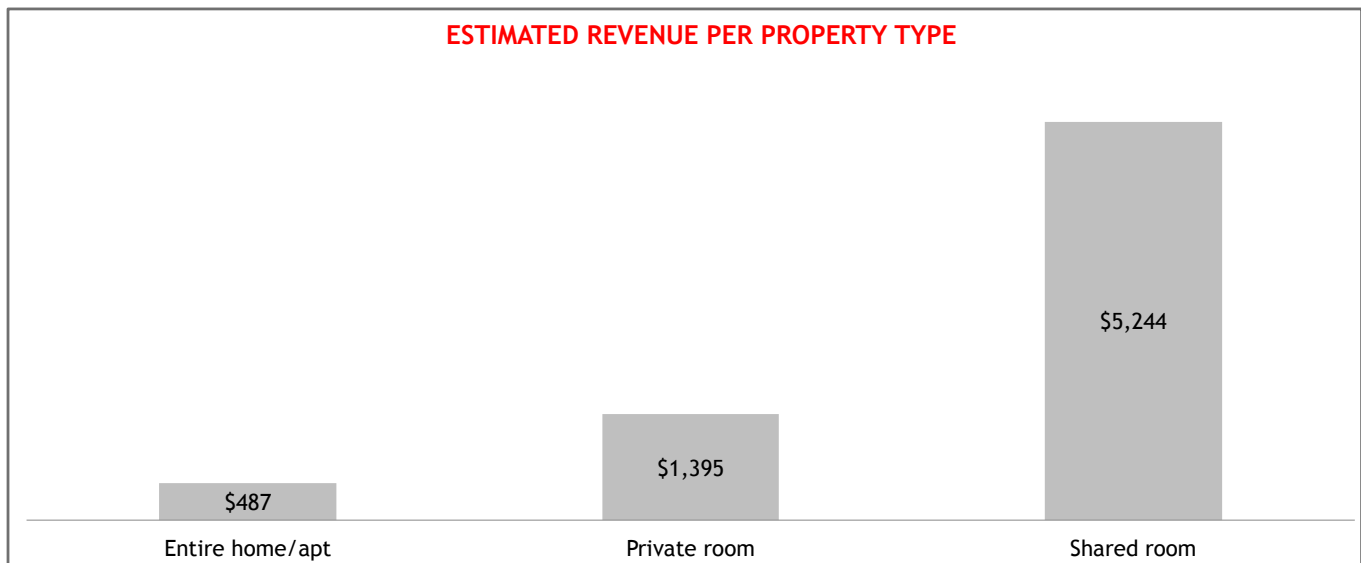
Average Price per Night per Bed	\$
0-1 Bed	\$149
2 Beds	\$197
3 Beds	\$300
4 Beds	\$347
5 Beds	\$437
6+ Beds	\$444



Why Do Beds Matter?

The number of beds in a property can significantly increase your revenues! 3 beds are in high demand as more and more families decide to rent BNBs rather than hotels.

Estimated Revenue per Property Type	\$
Entire home/apt	\$5,244
Private room	\$1,395
Shared room	\$487



How is it Evaluated?

If rented on a short-term basis, an entire home/apt brings significantly higher revenues on a monthly basis, instead of renting the property to full-time tenants.

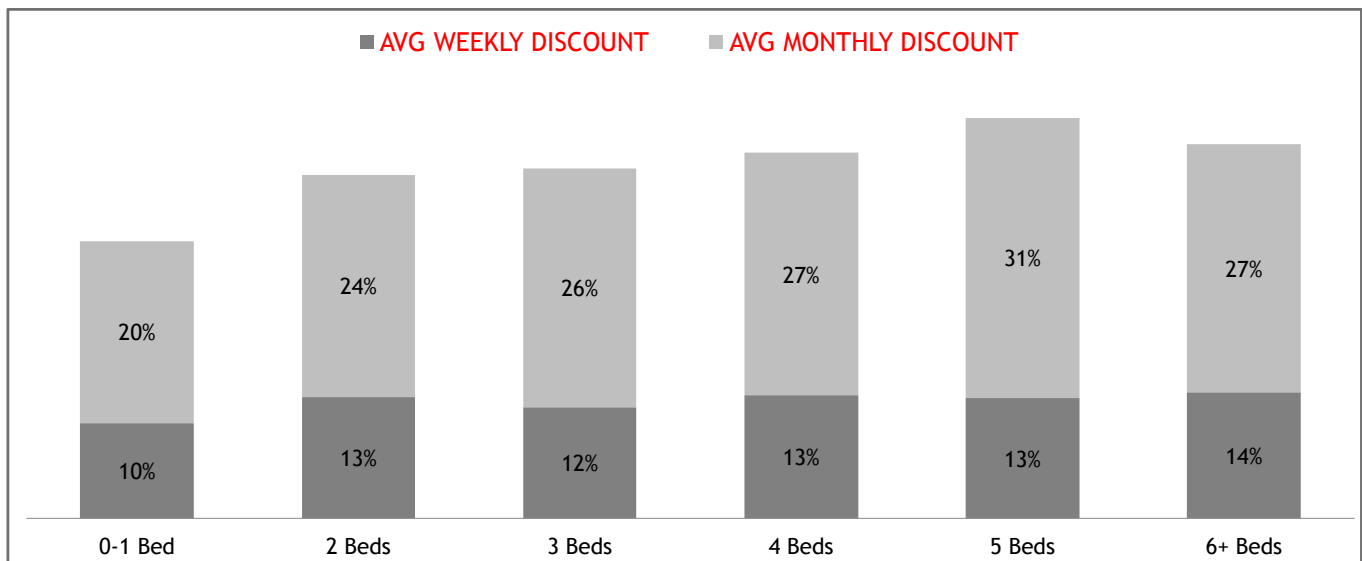
The calculations for an entire home are the same as above, and slightly different for rooms. A private room has an average monthly occupancy rate of 65-67%, and a shared room averages at 40%, computed with a 10% margin of error.

Discounts

	Avg Weekly Discount	Avg Monthly Discount
Percentage of Hosts Offering Discounts	67%	69%

Beds

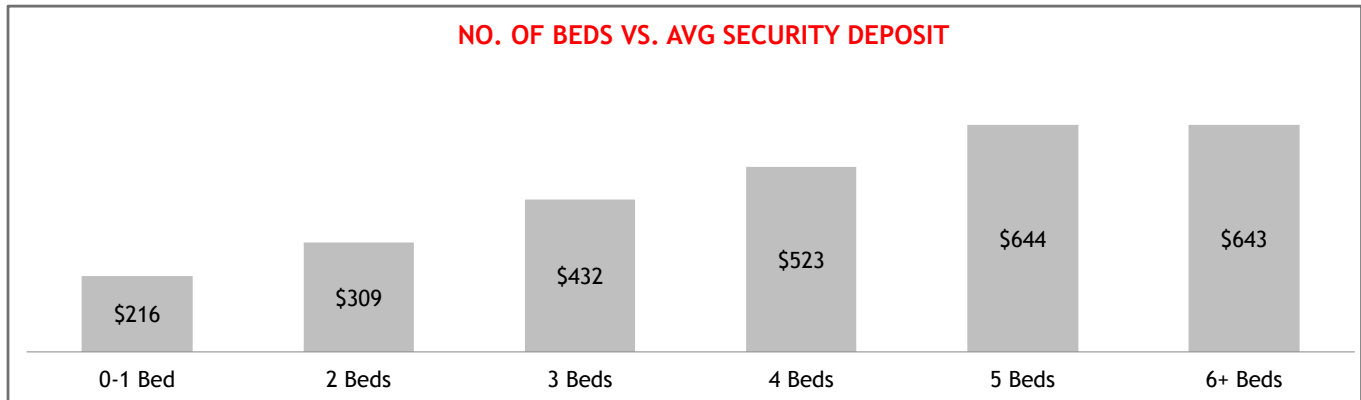
	Avg Weekly Discount	Avg Monthly Discount
0-1 Bed	10%	20%
2 Beds	13%	24%
3 Beds	12%	26%
4 Beds	13%	27%
5 Beds	13%	31%
6+ Beds	14%	27%
Average	13%	26%



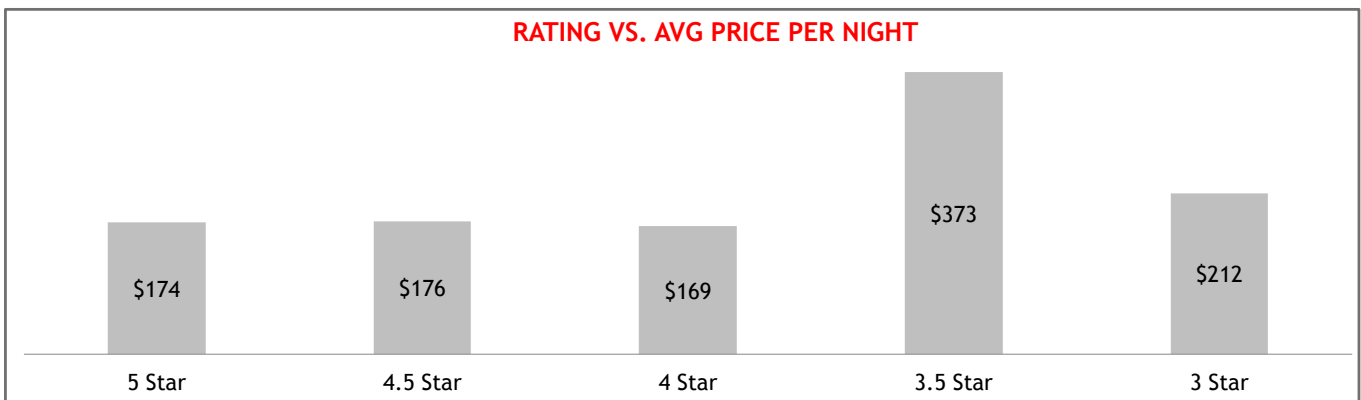
Discount or No Discount?

Weekly and Monthly discounts are quite common but not a decisive factor when Guests book your property, especially for shorter trips. Usually, Guests who are planning to stay more than two weeks tend to automatically ask for a rebate. Economically speaking, it is not really relevant to offer high weekly or monthly discounts. However, when Guests are scooping for long stays, Airbnb's algorithm will push forward listings offering discounts.

# Beds	Avg Security Deposit
0-1 Bed	\$216
2 Beds	\$309
3 Beds	\$432
4 Beds	\$523
5 Beds	\$644
6+ Beds	\$643
Average	\$461



Star Ratings	Avg Night Price
5 Star	\$174
4.5 Star	\$176
4 Star	\$169
3.5 Star	\$373
3 Star	\$212



Minimum Stay	Avg Night Price
1 Day	\$254
2 Days	\$220
3 Days	\$295
4 Days	\$263
5 Days	\$306
6 Days	\$278
7 Days	\$320
8+ Days	\$217



Price versus Minimum Stay

Hosts have a tendency to increase prices for longer stays, except for 6 days and more than 8 days. We believe it is because Hosts have an advantage to allow shorter stays and at the same time decrease prices for the upcoming days in order to fill gaps in their nearby calendar, and boost their revenues.

An ideal strategy would be for Hosts to allow longer stays (minimum 7 days) only in the long-term, and decrease the range as time passes, if their calendar is still not full. This will bring a certain consistency in your agenda and allow you to plan more efficiently your upcoming reservations. It will also increase revenues and decrease your amount of work, as you will have the same amount of nights sold, but yet less check-ins and checkouts to handle.

Another point to note: if you're allowing one-night reservations the full year, you will have Guests booking a one day trip 6 months in advance. And any other Guest looking for long term rentals in 6 months will simply not see your listing only because one night from your calendar is taken. You might miss opportunities by allowing short stays in the long run.

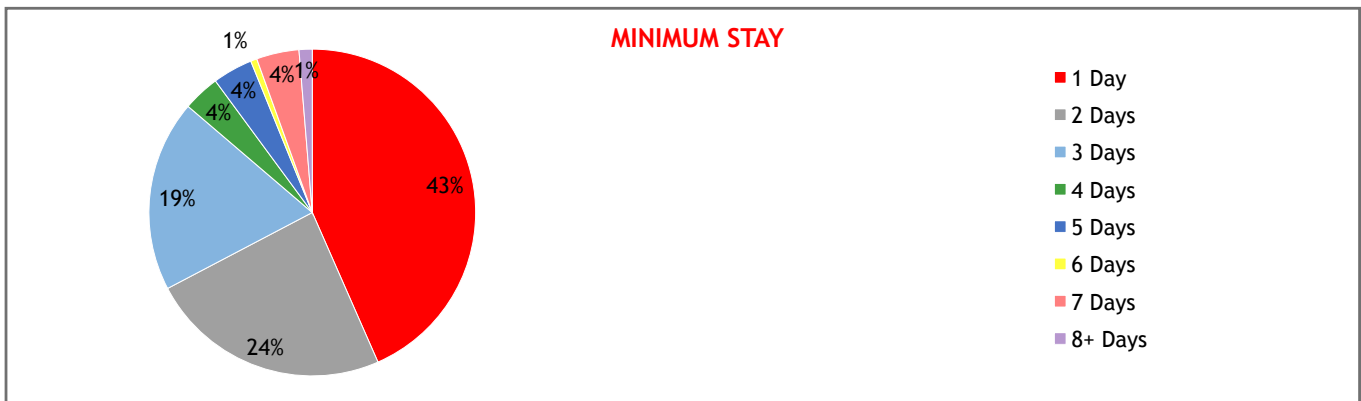
CLEANING FEES

Properties Applying Cleaning Fees

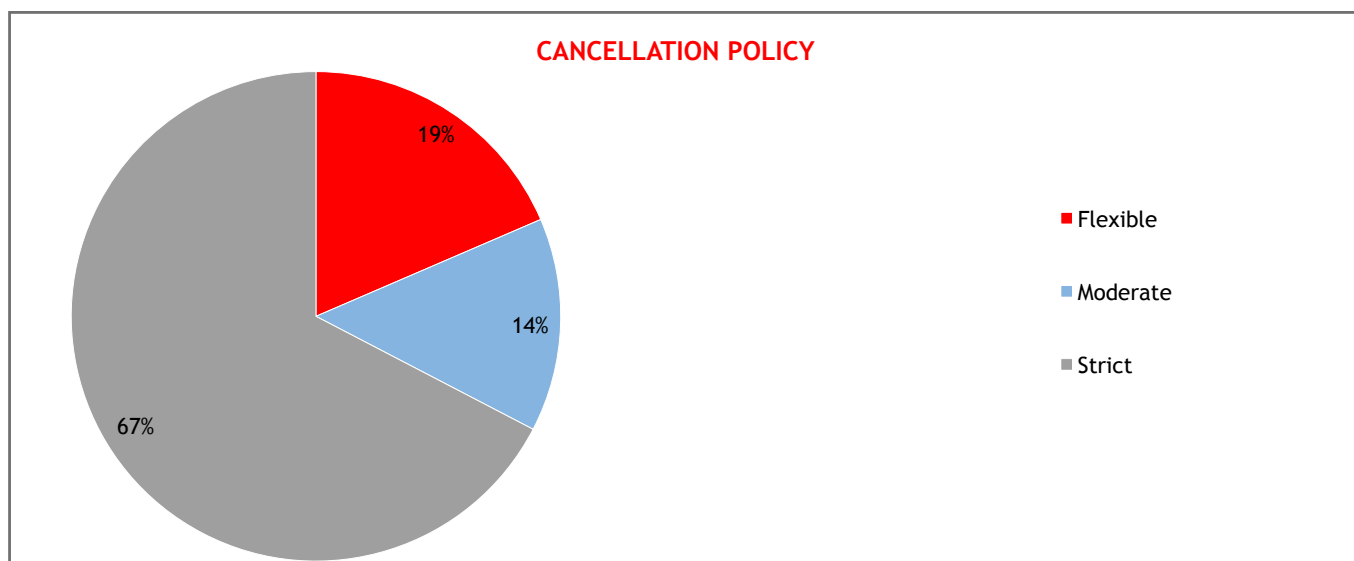
37.5%

# Beds	Avg Cleaning Fees
0-1 Bed	\$23.71
2 Beds	\$40.98
3 Beds	\$58.25
4 Beds	\$64.53
5 Beds	\$80.93
6+ Beds	\$87.20
Average	\$59.27

Minimum Stay	# Properties	Properties %
1 Day	834	43%
2 Days	459	24%
3 Days	364	19%
4 Days	70	4%
5 Days	76	4%
6 Days	12	1%
7 Days	81	4%
8+ Days	25	1%



Cancellation Policy	# Properties	Properties %
Flexible	407	19%
Moderate	310	14%
Strict	1,480	67%

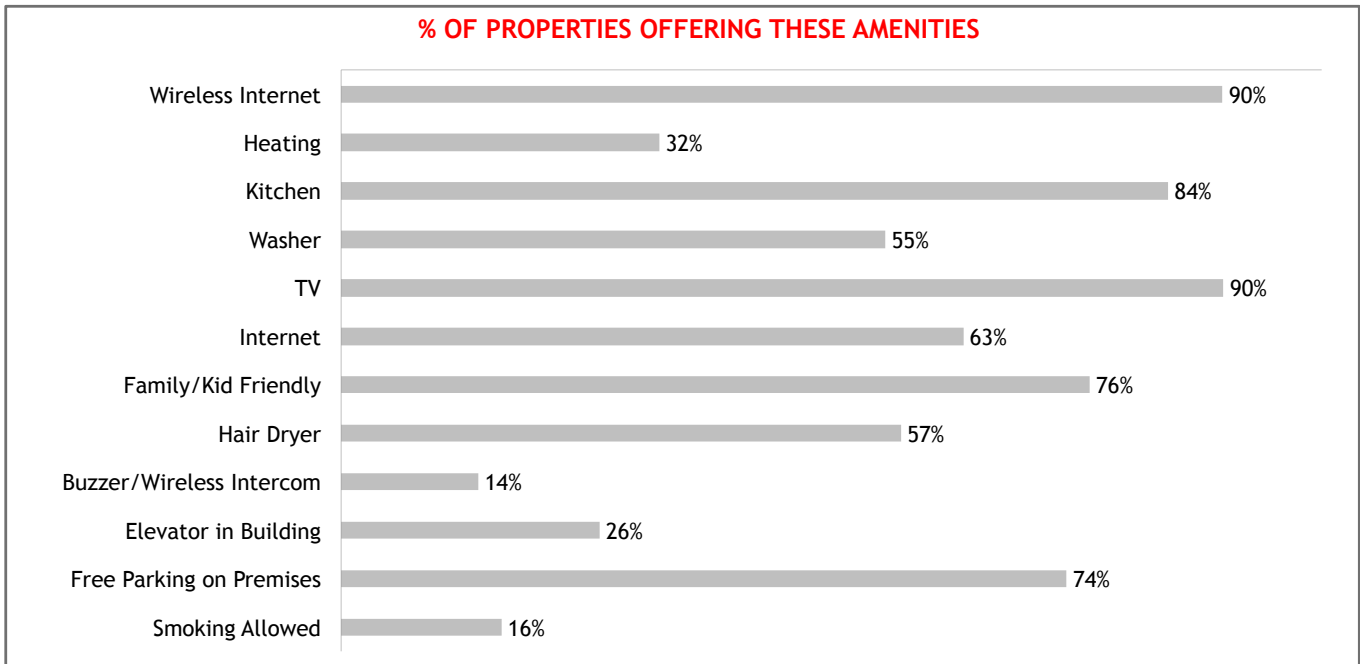


Cancellation Policy

Cancellation policies are quite balanced in the Airbnb market and seem to have a low impact on booking decisions. We have seen Hosts with strict or flexible cancellation policies but demand was very high in any case. In a market with a high demand, cancellation policies are not a major factor.

AMENITIES

Common Amenities	# Properties	Properties %
Wireless Internet	2,101	90%
Heating	758	32%
Kitchen	1,971	84%
Washer	1,297	55%
TV	2,103	90%
Internet	1,483	63%
Family/Kid Friendly	1,784	76%
Hair Dryer	1,334	57%
Buzzer/Wireless Intercom	327	14%
Elevator in Building	616	26%
Free Parking on Premises	1,729	74%
Smoking Allowed	382	16%



Amenities are of course a game changer in renting out your property. The more you have, the higher amount of Guests you will reach!

A general rule of thumb for amenities in your area:

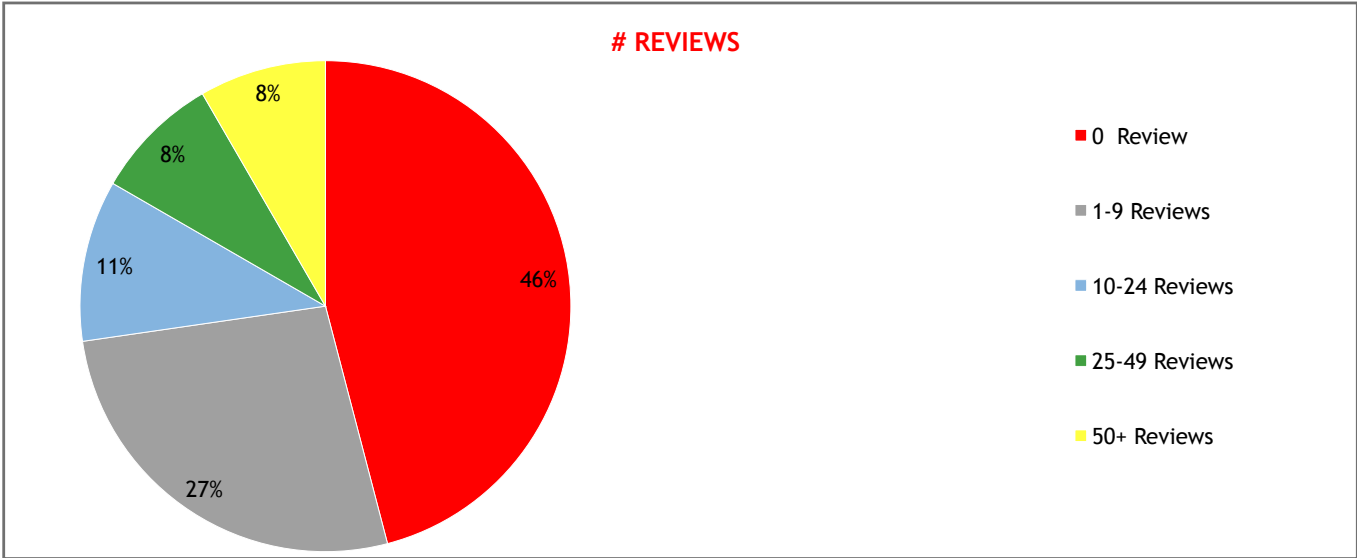
80% or greater → Must have!

50% to 80% → A plus.

The rest has low impact, but be aware of non-smoking Guests; a non-smoker will hardly book a place where smoke is allowed.

RANKING & RATINGS

# Reviews	# Properties	Review %
0 Review	1,072	46%
1-9 Reviews	625	27%
10-24 Reviews	248	11%
25-49 Reviews	194	8%
50+ Reviews	195	8%



Overall Rating	# Properties	Properties %
5 Stars	593	25.4%
4.5 Stars	332	14.2%
4 Stars	43	1.8%
3.5 Stars	8	0.3%
3 Stars	2	0.1%

Rating is Everything!

The Shared Economy offers a high level of transparency, and you might want to take action in order to keep the pace. Indeed, 26% of local listings have an overall rating of 5 stars. Value for Money is the biggest influencer for successful Airbnb Hosts, closely followed by Communication.

A high number of ratings brings your listing up in Airbnb's search engine, and of course, the more stars your listing have, the better chance it will be booked!

TOP 10 LISTINGS PER CATEGORY

Entire Home / Apt	Links	# Reviews
1026451	https://www.airbnb.com/rooms/1026451?guests=1&adults=1&children=0&infants=0	252
2449576	https://www.airbnb.com/rooms/2449576?guests=1&adults=1&children=0&infants=0	248
1870709	https://www.airbnb.com/rooms/1870709?guests=1&adults=1&children=0&infants=0	247
1544881	https://www.airbnb.com/rooms/1544881?guests=1&adults=1&children=0&infants=0	214
5952338	https://www.airbnb.com/rooms/5952338?guests=1&adults=1&children=0&infants=0	206
3470790	https://www.airbnb.com/rooms/3470790?guests=1&adults=1&children=0&infants=0	191
6695486	https://www.airbnb.com/rooms/6695486?guests=1&adults=1&children=0&infants=0	169
87359	https://www.airbnb.com/rooms/87359?guests=1&adults=1&children=0&infants=0	160
5552322	https://www.airbnb.com/rooms/5552322?guests=1&adults=1&children=0&infants=0	157

Private Room	Links	# Reviews
2243932	https://www.airbnb.com/rooms/2243932?guests=1&adults=1&children=0&infants=0	178
4146640	https://www.airbnb.com/rooms/4146640?guests=1&adults=1&children=0&infants=0	172
1157185	https://www.airbnb.com/rooms/1157185?guests=1&adults=1&children=0&infants=0	162
5885951	https://www.airbnb.com/rooms/5885951?guests=1&adults=1&children=0&infants=0	132
299106	https://www.airbnb.com/rooms/299106?guests=1&adults=1&children=0&infants=0	122
5222042	https://www.airbnb.com/rooms/5222042?guests=1&adults=1&children=0&infants=0	120
8963191	https://www.airbnb.com/rooms/8963191?guests=1&adults=1&children=0&infants=0	119
4113454	https://www.airbnb.com/rooms/4113454?guests=1&adults=1&children=0&infants=0	107
860460	https://www.airbnb.com/rooms/860460?guests=1&adults=1&children=0&infants=0	107
6508581	https://www.airbnb.com/rooms/6508581?guests=1&adults=1&children=0&infants=0	104

Shared Room	Links	# Reviews
4285032	https://www.airbnb.com/rooms/4285032?guests=1&adults=1&children=0&infants=0	158
11827875	https://www.airbnb.com/rooms/11827875?guests=1&adults=1&children=0&infants=0	61
64978055	https://www.airbnb.com/rooms/12826729?guests=1&adults=1&children=0&infants=0	55
14186460	https://www.airbnb.com/rooms/14186460?guests=1&adults=1&children=0&infants=0	26
1054162	https://www.airbnb.com/rooms/1054162?guests=1&adults=1&children=0&infants=0	22
15655919	https://www.airbnb.com/rooms/15655919?guests=1&adults=1&children=0&infants=0	13
13162321	https://www.airbnb.com/rooms/13162321?guests=1&adults=1&children=0&infants=0	9
15469679	https://www.airbnb.com/rooms/15469679?guests=1&adults=1&children=0&infants=0	7
16169696	https://www.airbnb.com/rooms/16169696?guests=1&adults=1&children=0&infants=0	5
17016794	https://www.airbnb.com/rooms/17016794?guests=1&adults=1&children=0&infants=0	3

Here are the top performers in terms of reviews. Get inspired and learn from the best! Check their listings and see what you can improve. Links are not clickable: please copy and paste in browser.

Sources
airbnb.com

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