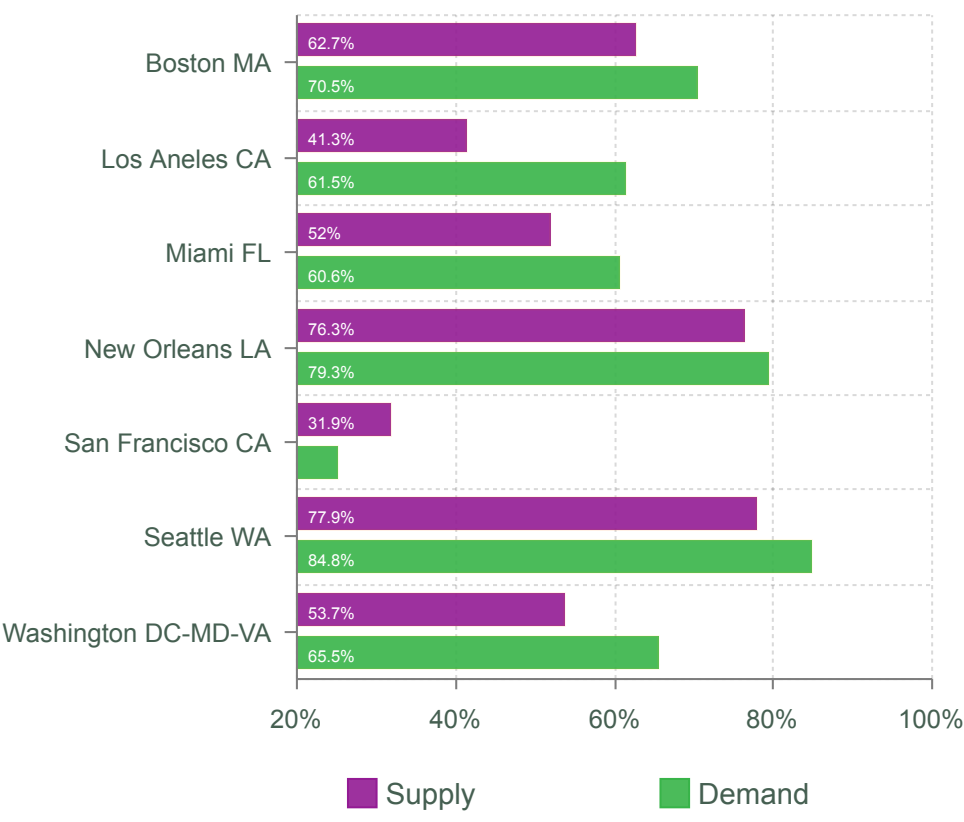




# AIRBNB VS. HOTELS



## AIRBNB SUPPLY AND DEMAND GROWTH



## Occupancy Growth



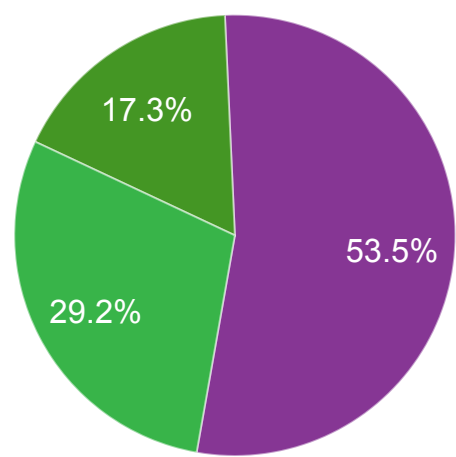
In a 12 month study of July 2016-July 2017 by STR, it shows that Airbnb had a favorable balance between supply and demand resulting in a healthy occupancy growth.



## Extended Stay Room-nights

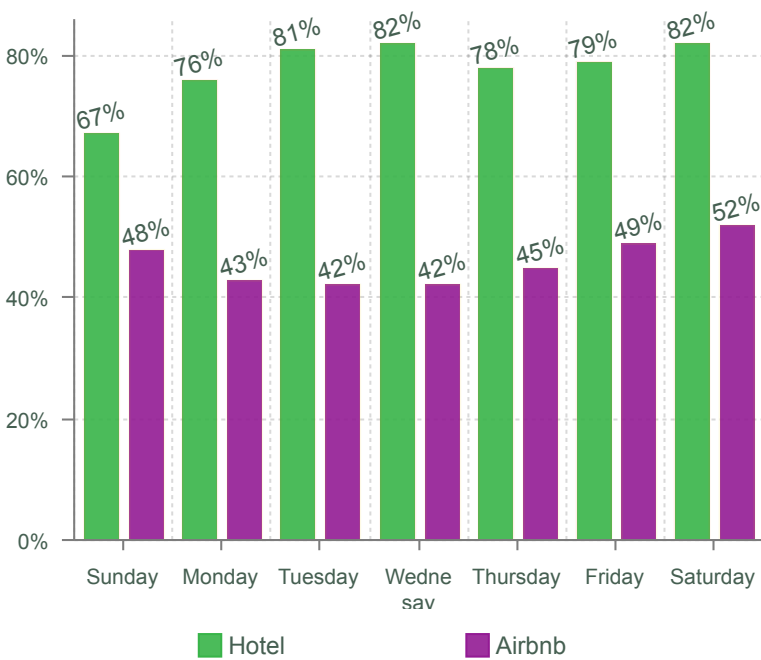
In this same 12 month period, Airbnb guests stayed longer than the average hotel guest with 53.5% of its guests staying 30+ nights.

## LENGTH OF STAY COMPARISON



1-6 Days 29.2% 7-29 Days 17.3% 30+ Days 53.5%

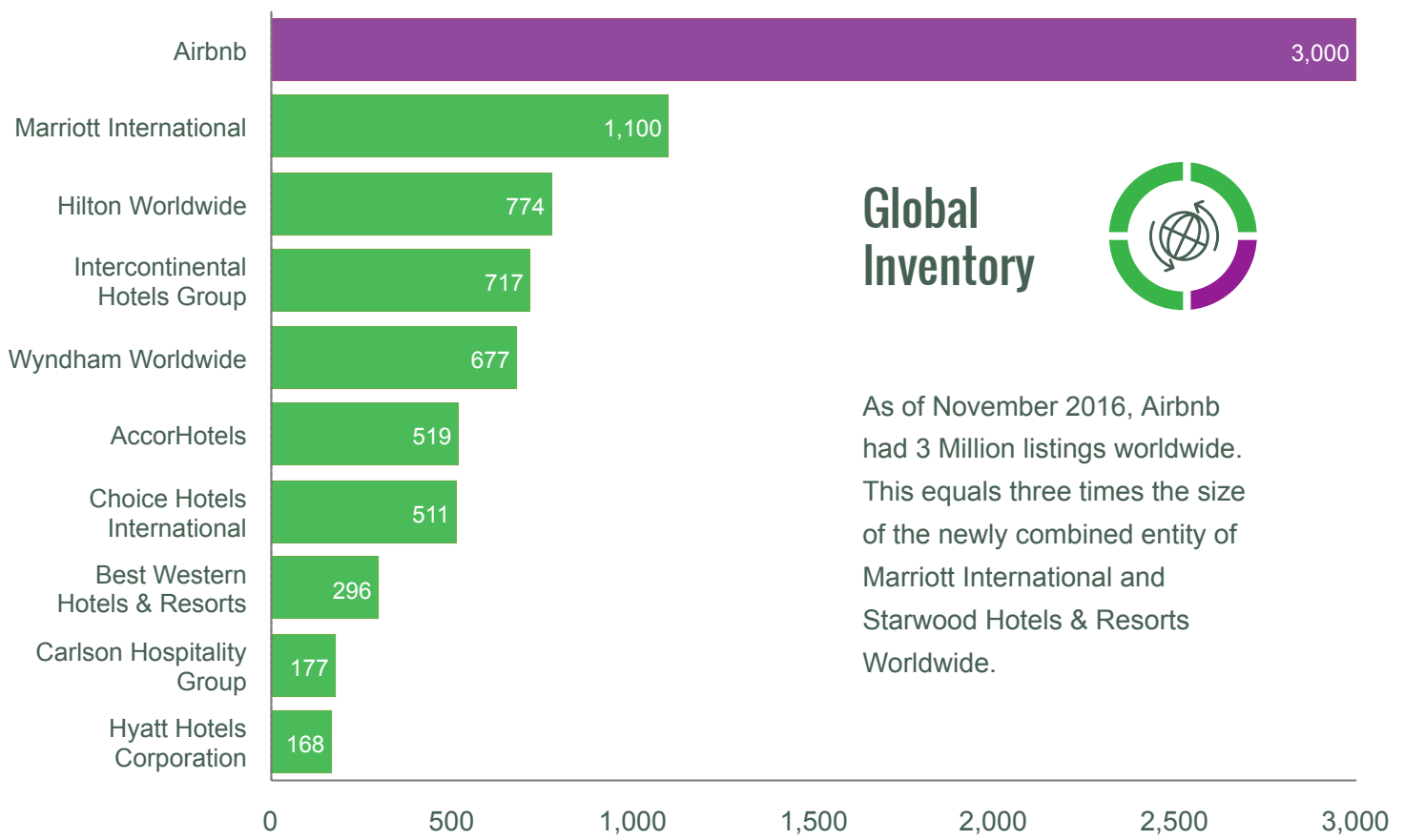
## US DAY OF WEEK OCCUPANCY COMPARISON



## Day of Week Demand

In this same 12 month period, statistics show that Airbnb guests tend to stay more on weekends vs. weekday, but only by a slight variance. Keep in mind though, these statistics show that Airbnb enjoys more of an "even occupancy" trend. This is because more than half of their guests are "extended stay" guests with 30+ night occupancies. On the other hand, Hotels in the US have more fluctuation in their occupancies.

## GLOBAL INVENTORY AIRBNB vs. LODGING BRANDS



## Global Inventory



As of November 2016, Airbnb had 3 Million listings worldwide. This equals three times the size of the newly combined entity of Marriott International and Starwood Hotels & Resorts Worldwide.

### SOURCES

[http://www.str.com/Media/Default/Research/STR\\_AirbnbHotelPerformance.pdf](http://www.str.com/Media/Default/Research/STR_AirbnbHotelPerformance.pdf)

### CREATED BY

Rose Mentrie / iResponse

