AIRBNB’S IMPACT ON HOTELS

TOP 10 AIRBNB CITIES BY NUMBER OF LISTINGS

- PARIS: 78,000
- LONDON: 47,000
- NEW YORK: 46,000
- NEW YORK: 33,000
- LOS ANGELES: 26,000
- BARCELONA: 23,000
- ROME: 23,000
- COPENHAGEN: 20,000
- SYDNEY: 20,000
- AMSTERDAM: 17,000

FORECAST IMPACT OF AIRBNB ON HOTEL INDUSTRY OCCUPANCY

- 2015: 67%
- 2016: 68%
- 2017: 69%
- 2018: 70%

Channels used to book leisure travel:
- Online travel agency: 56%
- Hotel website: 56%
- Travel agent: 30%
- Other rental site: 13%

Leisure accommodation alternative replaced by Airbnb:
- Hotel: 42%
- Bed and breakfast: 36%
- Other vacation rental: 30%
- Corporate apartment: 19%
- Other rental site: 19%

Average stay at Airbnbs and traditional hotels:

- 1 night: 7%
- 2 nights: 22%
- 3-5 nights: 51%
- 6-10 nights: 25%
- 10+ nights: 33%

Forecast impact of Airbnbs on hotel industry RevPAR growth:

- 2015: 3%
- 2016: 4%
- 2017: 5%
- 2018: 6%

Growth under traditional model (pre-Airbnb)
Growth with impact of Airbnb (base case)

Price difference between Airbnbs and hotel average:

- Global average Airbnb ADR $100
- Europe ADR $105
- US ADR $115

Main reasons for using Airbnb:

- Cheaper price: 55%
- Location: 33%
- Authentic experience: 31%
- Uniqueness of unit: 24%
- Easy to use application: 23%
- Large party accommodation: 17%

Main reasons for not using Airbnb:

- Never heard of Airbnb: 59%
- Privacy concerns: 32%
- Safety concerns: 27%
- Uncertain on logistics: 18%
- Lack of amenities: 15%

Leisure accommodation alternative replaced by Airbnb:
- I would not have taken this trip if not for Airbnb: 42%
- I would not have taken this trip if not for Airbnb: 36%
- I would not have taken this trip if not for Airbnb: 31%
- I would not have taken this trip if not for Airbnb: 30%
- I would not have taken this trip if not for Airbnb: 22%
- I would not have taken this trip if not for Airbnb: 19%
- I would not have taken this trip if not for Airbnb: 19%
- I would not have taken this trip if not for Airbnb: 5%
- I would not have taken this trip if not for Airbnb: 4%

Price difference between Airbnbs and hotel average:

- Global average Airbnb ADR $100
- Europe ADR $105
- US ADR $115

Source: STR Global/MKG Group/Company data/Morgan Stanley Research

Source: Airbnb Data & Analytics 2016

Source: AlphaWise/Morgan Stanley Research 2015

Source: STR Global/MKG Group/Morgan Stanley Research