

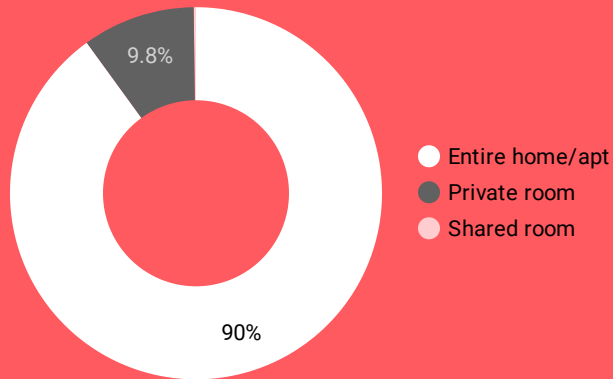


Airbnb Dashboard

The domination of entire homes/appts...

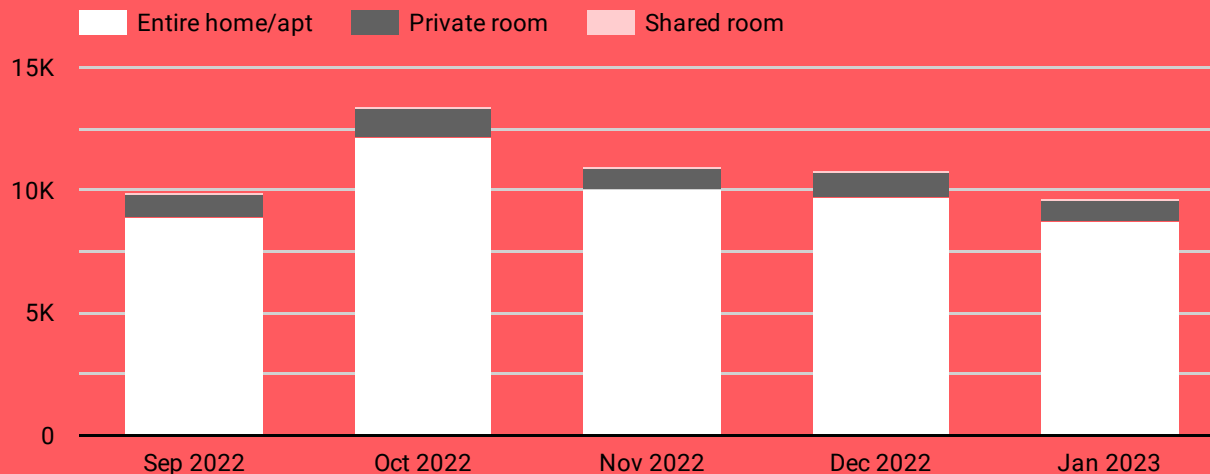
Distribution of different types of housing :

Total	Entire home/apt	Private room	Shared room
500	450	49	1



Reservations by type of accommodation :

Total reservations	Entire home/apt	Private room	Shared room
54.6K	49.4K	5.0K	120



INSIGHTS

- Entire home/appt represents 90% of the total
- Few shared rooms
- October accounts for 25% of activity over the past 5 months
- A downward trend of 7 points was observed between Oct-22 and Jan-23
- Occupancy rate > in Sept-22 due to fewer ads published

	Year Month ▲	Occupation rate	Reserved	Without Reservation	# announce
1.	Sep 2022	93%	9,869	732	10,601
2.	Oct 2022	86%	13,387	2,113	15,500
3.	Nov 2022	73%	10,944	4,056	15,000
4.	Dec 2022	69%	10,755	4,745	15,500
5.	Jan 2023	62%	9,610	5,890	15,500

Average turnover by housing type

Total
8.06M €

Entire home/apt
7.63M €

Private room
427.25K €

Shared room
4.88K €

Average price by housing type

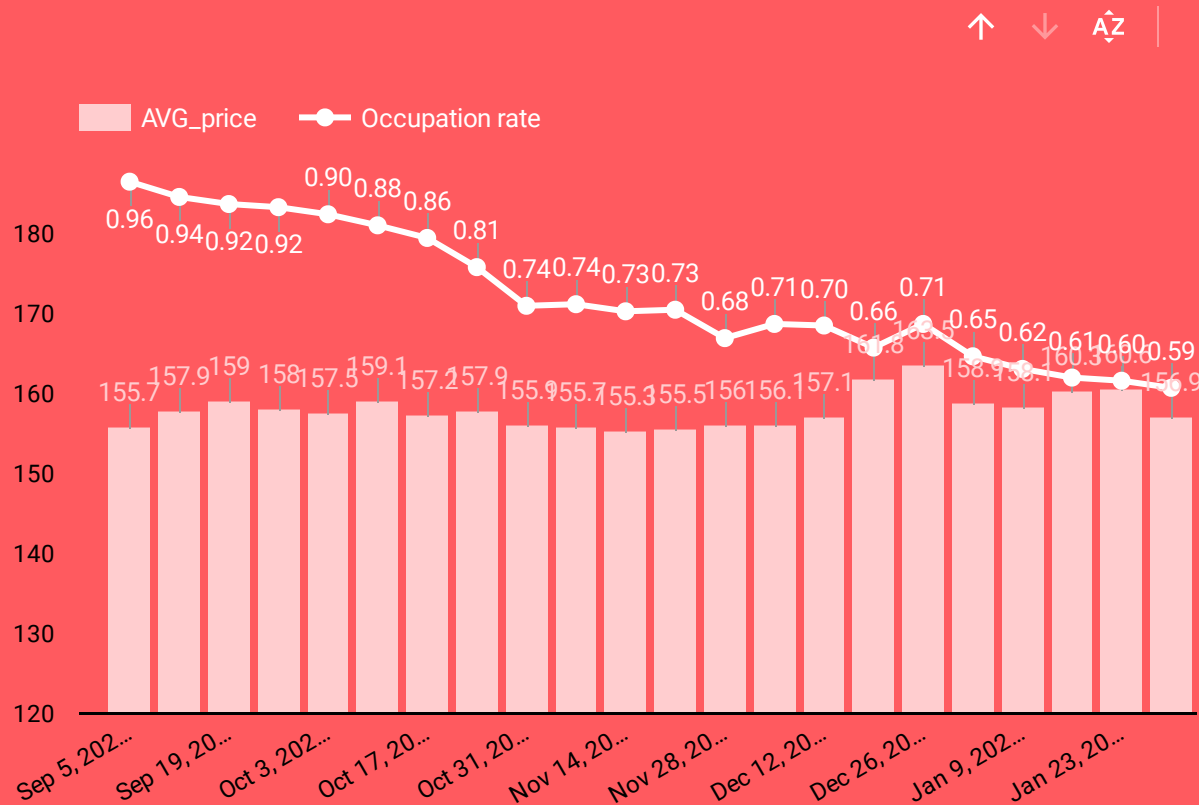
Total
98.27 €

Entire home/apt
165.98 €

Private room
87.39 €

Shared room
41.44 €

Occupancy rate and average price over time

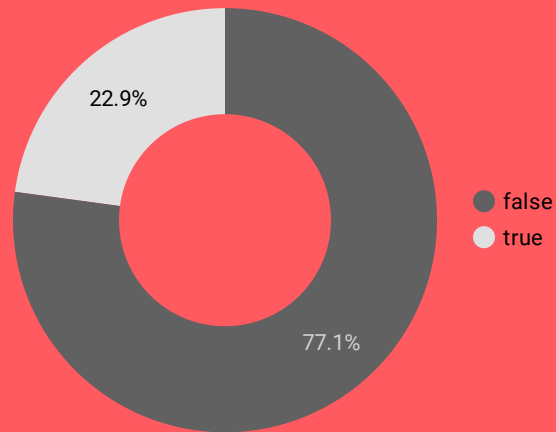


INSIGHTS :

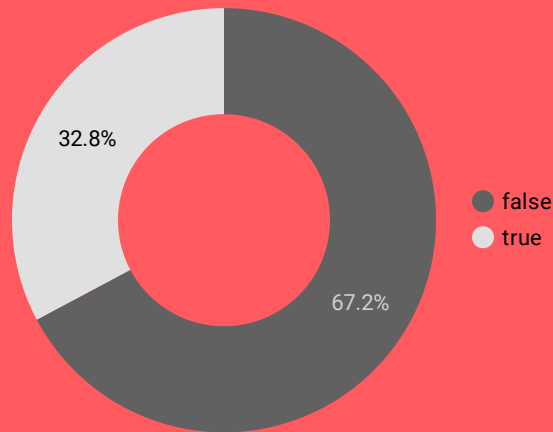
- 95% of sales are generated by entire homes/appts, which are also the most expensive
- An occupancy rate that plummets with the onset of winter

... but housing ratings also influence occupancy rates

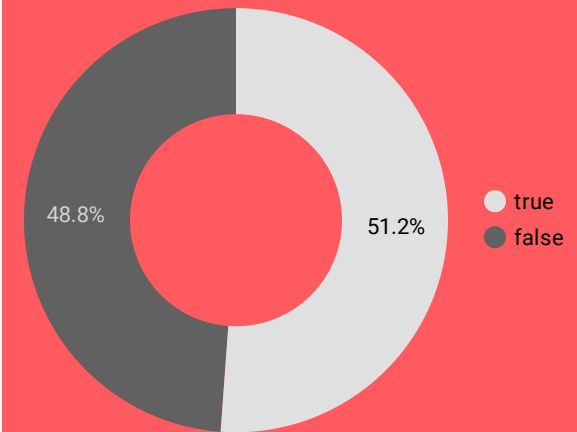
Super-host (9-10/10)



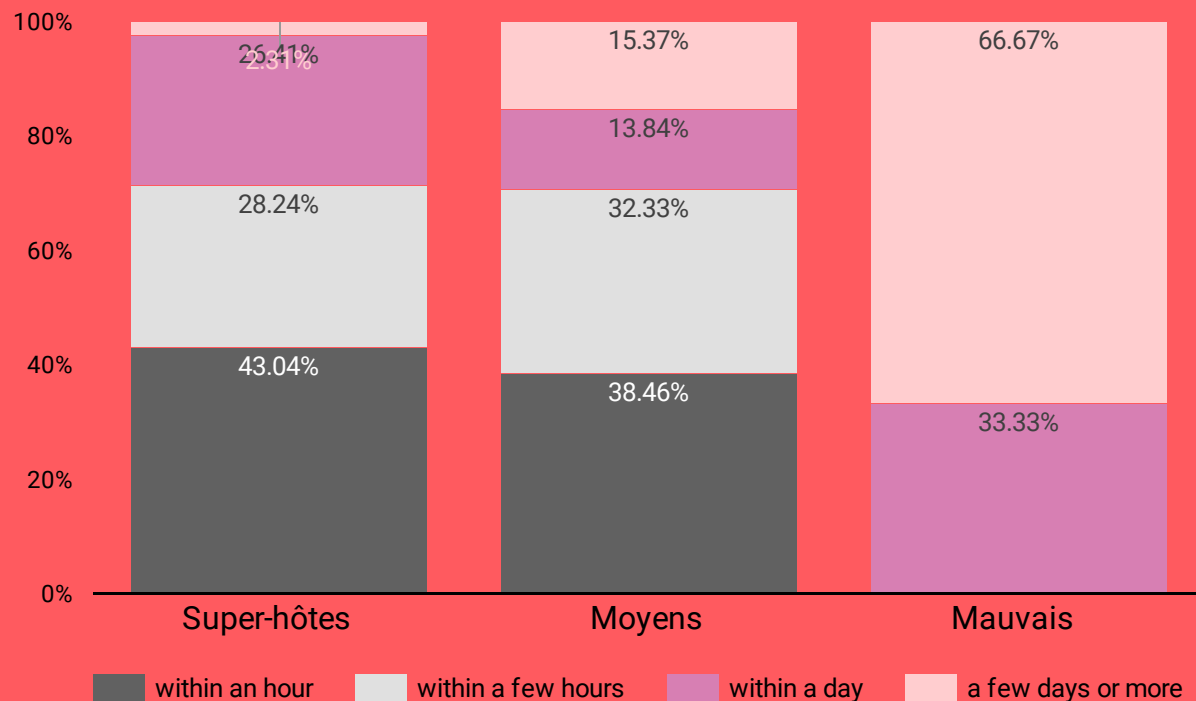
Medium host (7-8/10)



Bad host (1-6/10)



Well-rated homes are linked to faster responses:



INSIGHTS :

- The higher apartments are rated on Airbnb, the more often they are booked
- Super-hosted accommodations are booked 77% of the time, in contrast to so-called bad accommodations, which are booked only 49% of the time
- Super-host guests respond more quickly than poor guests