
ANALYSIS OF AIRBNB PROPERTIES IN AMSTERDAM

APRIL 19, 2016 • STUART KING



AGENDA

- Introduction
- Location
- Market share
- Property type & size
- Conclusion

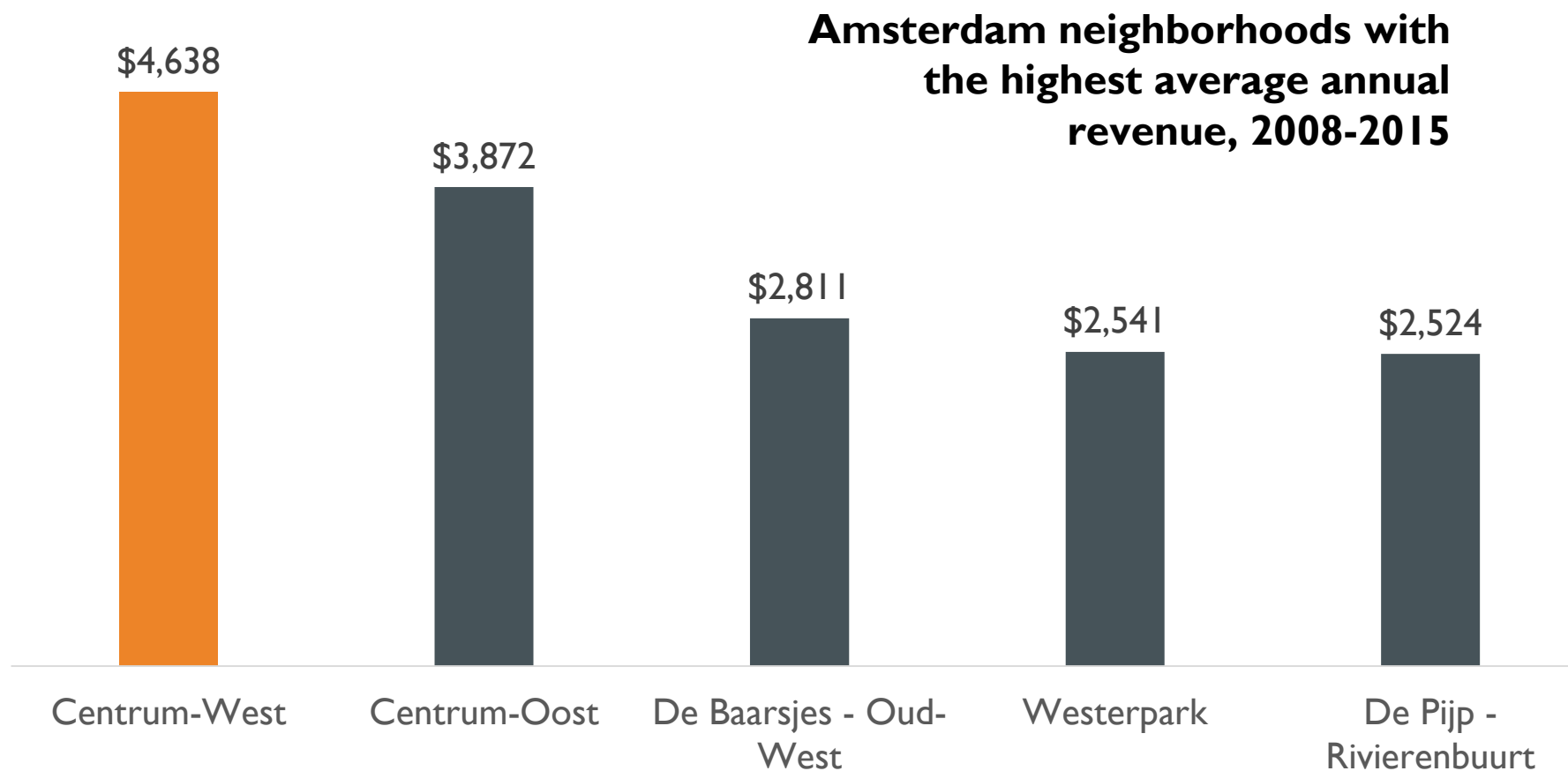
Presentation notes:

- Color accents represent key findings
- Boxes identify areas with the highest concentration of observations

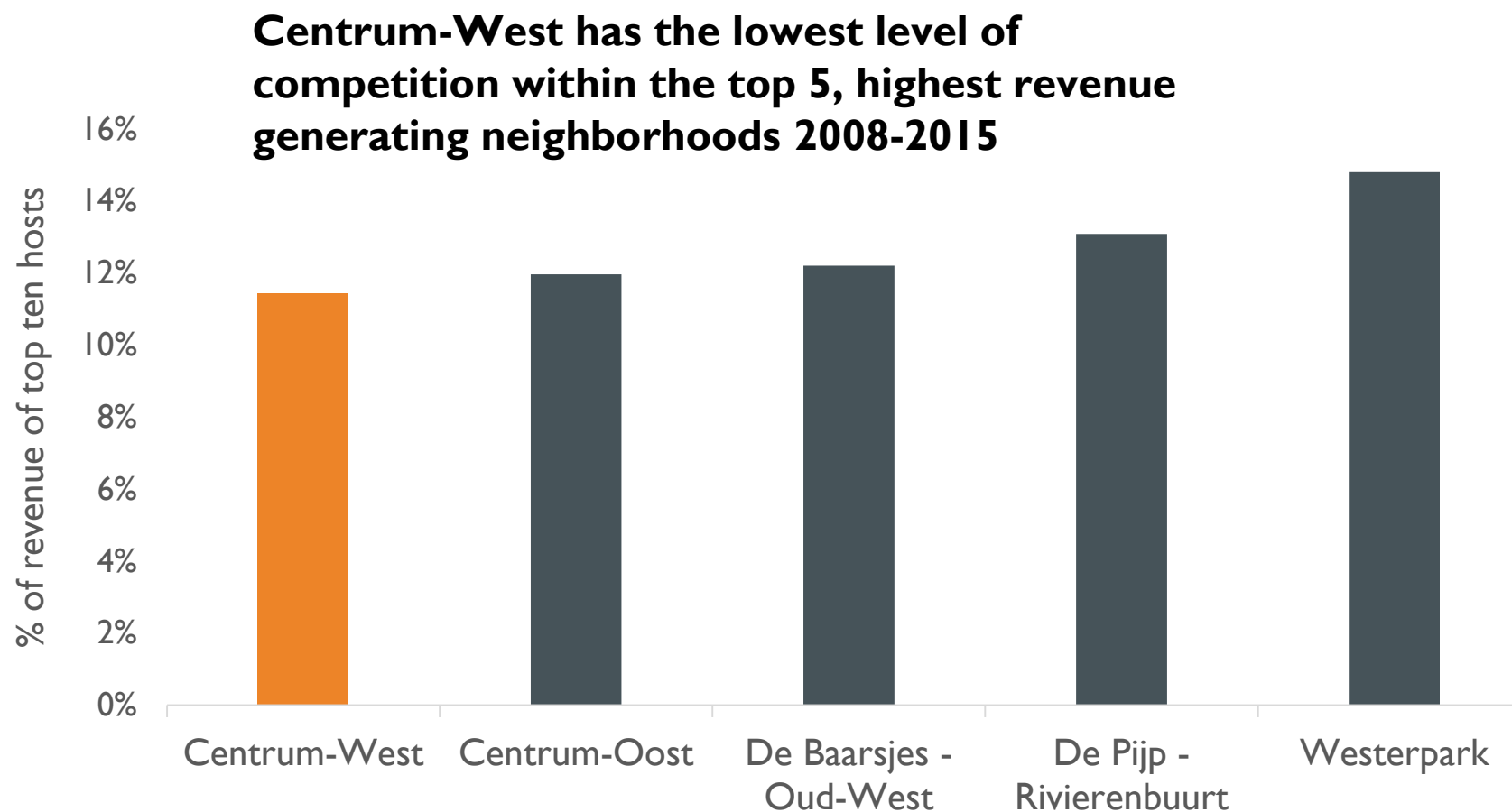
INTRODUCTION

- Research Question(s):
 - In what neighborhood(s) of Amsterdam should a new investor look to purchase a rental property, and what type of real estate property will generate the highest revenue?
- Key Findings:
 - 1) Centrum-West generates the highest average annual revenue for active AirBnB listings and has lowest competition from the top five hosts in the neighborhood.
 - 2) Apartments and houses are the most commonly listed property types
 - 3) A boat generates the highest average annual revenue
 - 4) Revenues increase with property size; most listings have 1-2 bedrooms and 1-2 beds
 - 5) Bed & Breakfasts have the highest relative value per bedroom and bed

WHAT THE DATA SAYS: WHERE TO INVEST

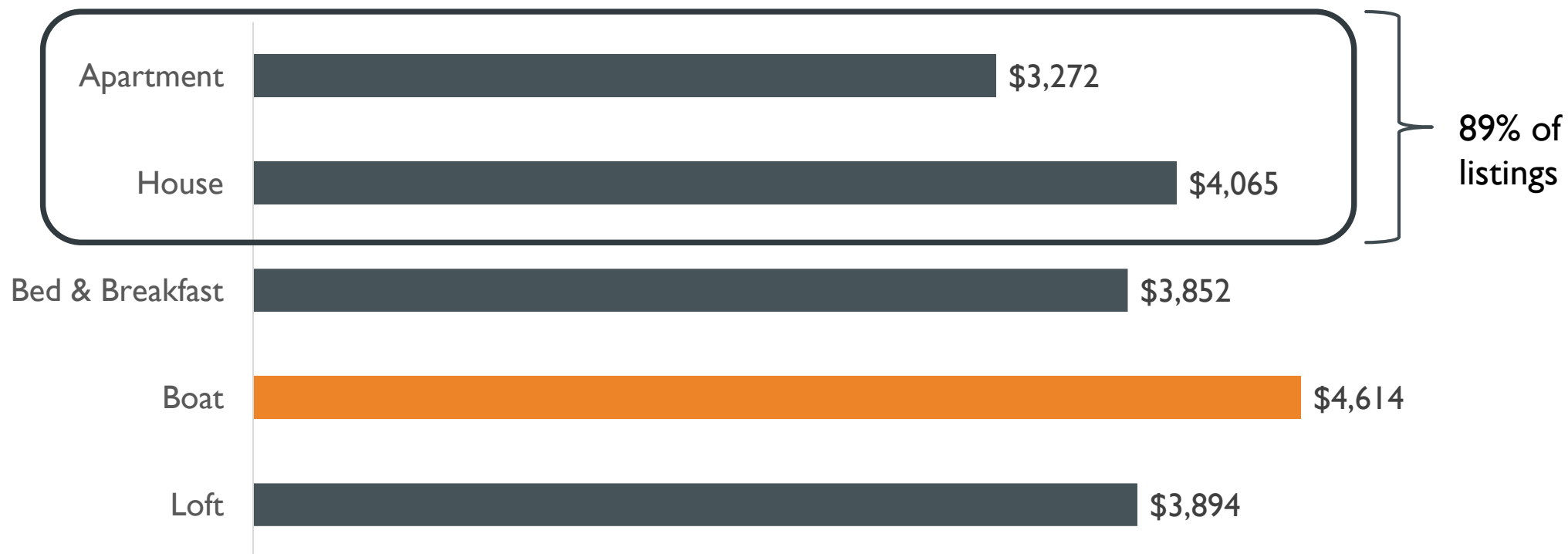


WHERE TO INVEST – COMPETITION



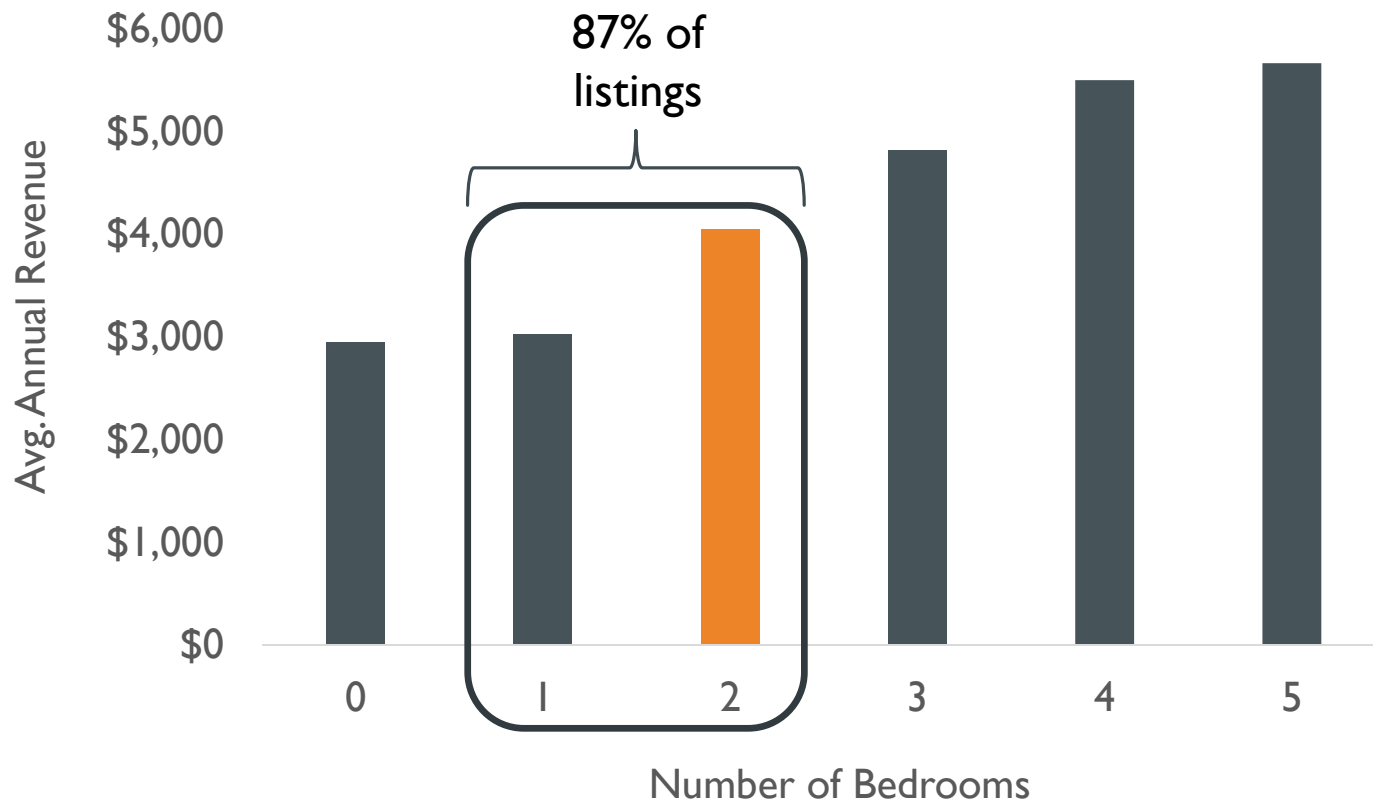
WHAT TO INVEST IN: PROPERTY TYPE

Average annual revenue of property types in Amsterdam's highest performing neighborhoods, 2008-2015



WHAT TO INVEST IN: PROPERTY TYPE & SIZE

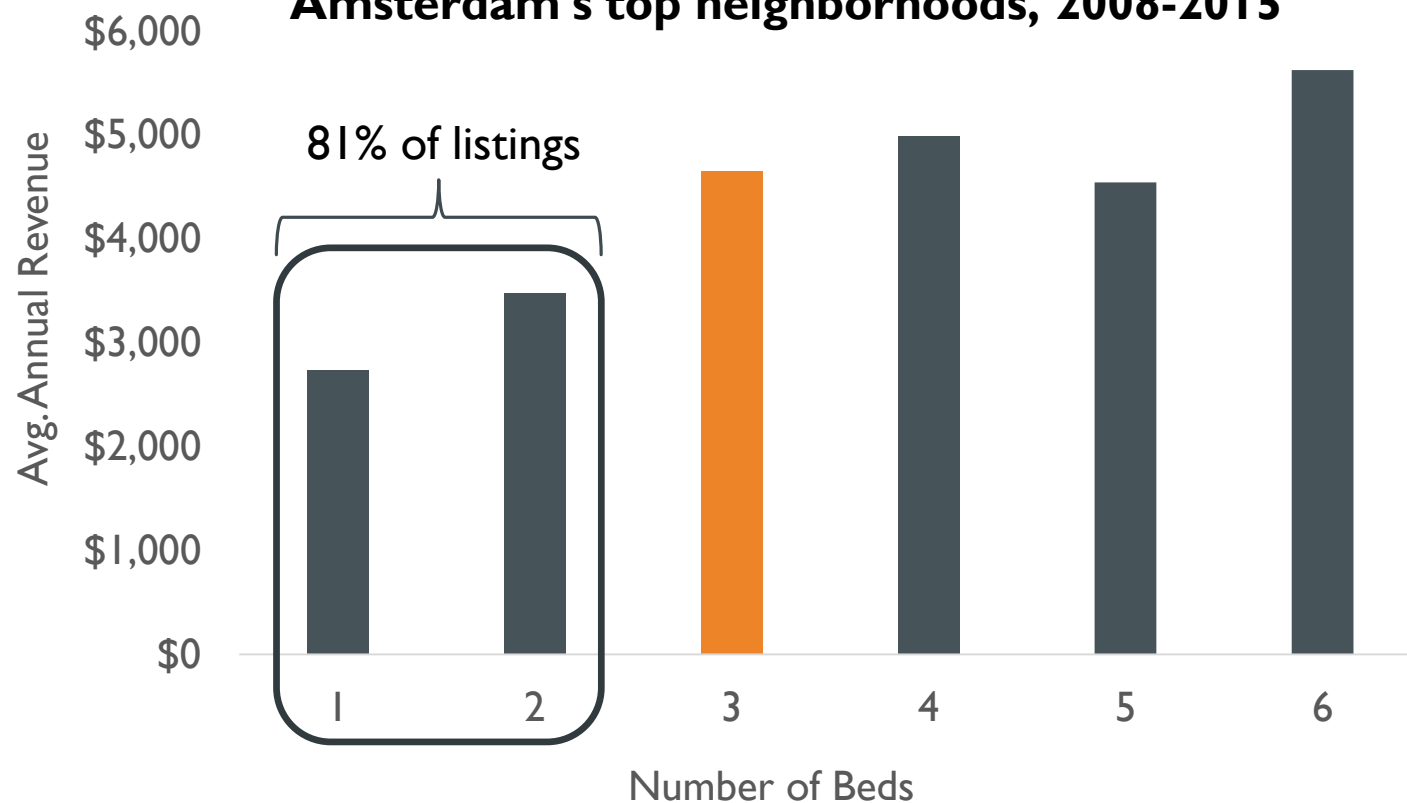
Performance of Airbnb listings in Amsterdam's top neighborhoods, 2008-2015



Property Type	Avg. Annual Revenue per Bedroom
Bed & Breakfast	\$3,590
Boat	\$3,015
Loft	\$2,930
Villa	\$2,897
Apartment	\$2,595
House	\$2,552
Cabin	\$2,257
Earth House	\$1,038
Dorm	\$281
Chalet	\$91

WHAT TO INVEST IN: PROPERTY TYPE & SIZE

**Performance of Airbnb listings in
Amsterdam's top neighborhoods, 2008-2015**



Property Type	Avg. Annual Revenue per Bed
Bed & Breakfast	\$2,757
Loft	\$2,418
Boat	\$2,414
Villa	\$2,201
Apartment	\$2,130
House	\$1,876
Cabin	\$1,414
Earth House	\$1,038
Dorm	\$94
Chalet	\$91

CONCLUSION / KEY FINDINGS

- Key Findings:

- 1) Centrum-West generates the highest average annual revenue for active AirBnB listings and has lowest competition from the top five hosts in the neighborhood.
- 2) Apartments and houses are the most commonly listed property types
- 3) A boat generates the highest average annual revenue
- 4) Revenues increase with property size; most listings have 1-2 bedrooms and 1-2 beds
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DISCLAIMERS & NEXT STEPS

- Disclaimers:

- To calculate revenues it was assumed that only 50% of guests left a review
- Unable to calculate the duration a property has been active on AirBnb
- Data source: [Inside Airbnb](#)

- Next Steps:

- Consider investor's capital situation to focus research
- Evaluate other factors of occupancy and revenue such as host response rate and online presentation
- Determine the proper pricing scheme to maximize revenues