AIRDNA
Airbnb Data and Analytics

City Intelligence Report

Shanghai, CN - September 2015

Active Listings

Total Active Listings
2,976

What is an Active Listing?
We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

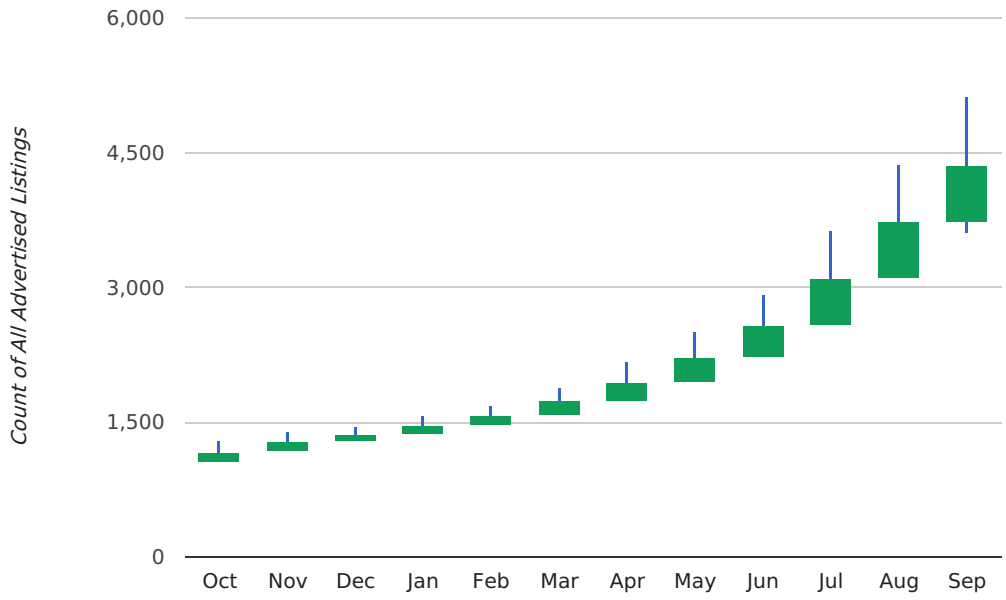
Active Listing Breakdown

# Bedrooms	House	Apartment	Other	Total
Shared Room	12	117	26	155
Private Room	92	1037	91	1220
Studio	14	89	12	115
1 Room	97	772	68	937
2 Rooms	20	304	26	350
3 Rooms	6	119	16	141
4+ Rooms	9	31	18	58
Total	250	2469	257	2976

Historical Listing Counts

How to read this chart
This candle stick chart depicts the change in number of advertised listings (all listings found on Airbnb within this region) month over month. The wider green (increasing) or red (decreasing) bars show the cumulative increase or decrease in number of listings from the prior month. The lines above and below the bars show the number of added and removed listings, respectively.

Listing Count Trend - All Listings



Change in number of properties over the last 12 months

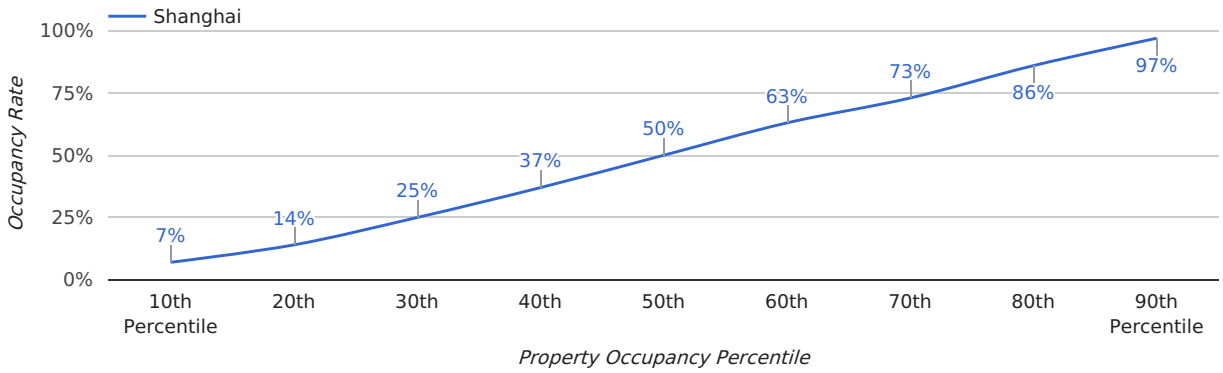
	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015
Start of Month	1058	1175	1281	1362	1465	1574	1730	1948	2229	2572	3099	3729
Start minus Unlisted in Month	1058	1175	1281	1362	1465	1574	1730	1948	2229	2572	3099	3596
Start plus Newly Listed	1292	1387	1443	1568	1683	1886	2166	2510	2915	3626	4359	5124
Properties Available at Month End	1175	1281	1362	1465	1574	1730	1948	2229	2572	3099	3729	4360

Occupancy Rates

September Median Occupancy
50%

Median Occupancy Rate
Occupancy is calculated by taking the percentage of total available days in the month that had a confirmed booking. The median is the 50th percentile for this reporting area. Listings that are blocked for the month or are otherwise "inactive" are not included in the calculation.

September's Occupancy Performance



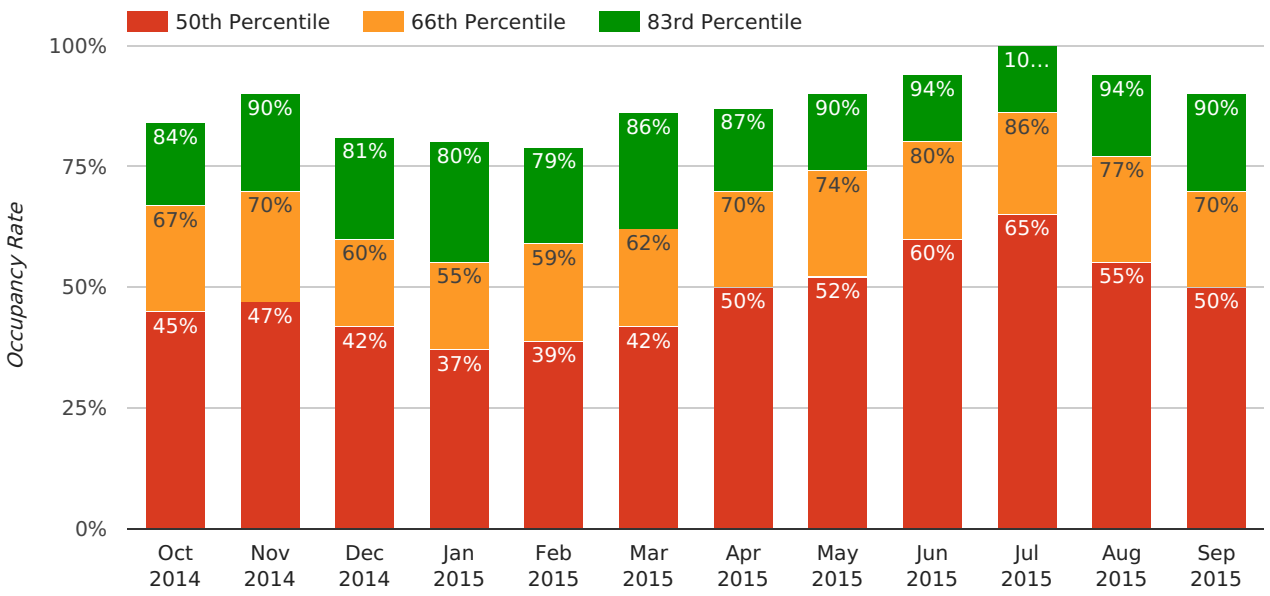
How to read this chart
The occupancy rate varies greatly in every area based on location, price and other factors. In order to show the whole picture we place each property into a percentile based on their achieved Occupancy Rate in the last full month. Example: If there were 10 properties in the area, the property with the 9th highest occupancy rate would be in the 90th percentile. In the line chart you can see what the lowest performing to best performing properties were able to achieve.

- High Performing Area - Greater than 60% Median Occupancy
- Mid Performing Area - 40%-60%
- Low Performing Area- Less that 40%

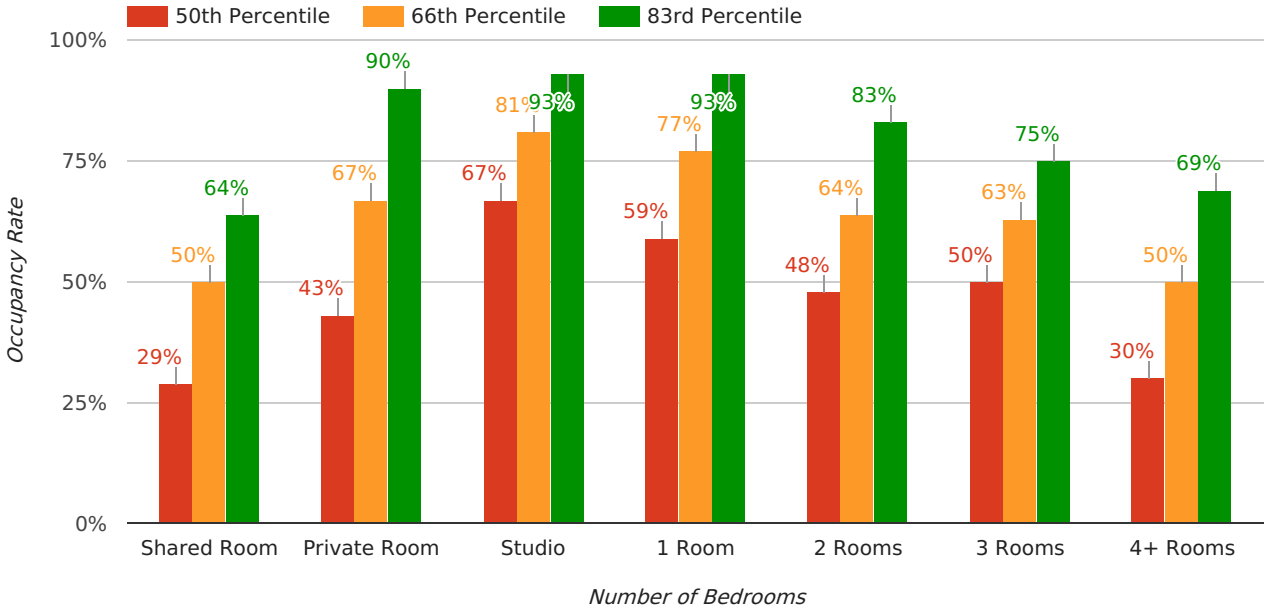
Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

Occupancy Rates (continued)

Historical Occupancy Rates



September's Occupancy Rate by # Rooms



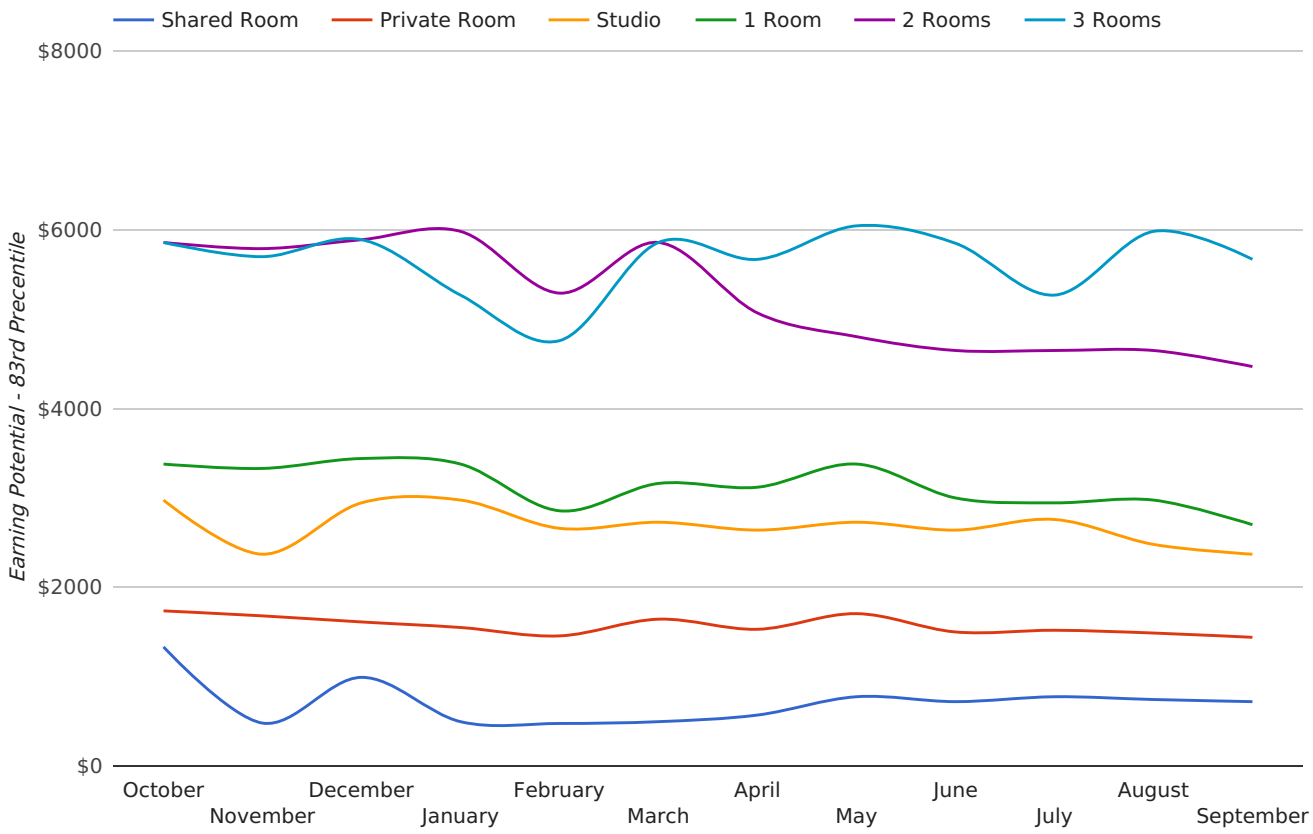
How do we calculate this?

Airdna's technology can determine what dates are actual Airbnb reservation versus which were made "unavailable" by the host. We divide the total amount of booked days by the total number of days available for rent. The above occupancy rates show what size properties are seeing the most confirmed reservations and the least vacancy.

There must be at least six active rentals of each accommodation size to display comparative occupancy rates. If any sections of the graph above is blank, there is not enough data to calculate it. You can use Airbnb to view the calendars of properties in your area of interest to estimate occupancy rates.

Earning Potential

Annual Earning Potential - 83rd Percentile (USD$)

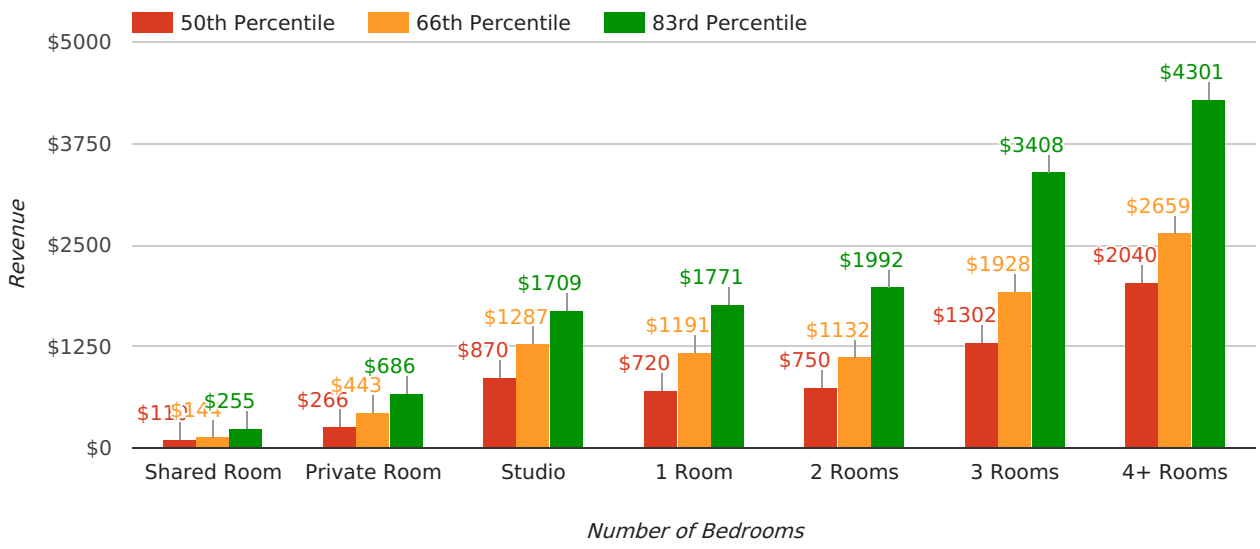


	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	Total
Shared Room	$1333	$480	$992	$496	$476	$496	$570	$775	$720	$775	$744	$720	$8577
Private Room	$1736	$1680	$1612	$1550	$1456	$1643	$1530	$1705	$1500	$1519	$1488	$1440	$18859
Studio	$2976	$2370	$2945	$2976	$2660	$2728	$2640	$2728	$2640	$2759	$2480	$2370	$32272
1 Bedroom	$3379	$3330	$3441	$3379	$2856	$3162	$3120	$3379	$3000	$2945	$2976	$2700	$37667
2 Bedrooms	$5859	$5790	$5890	$5983	$5292	$5859	$5070	$4805	$4650	$4650	$4650	$4470	$62968
3 Bedrooms	$5859	$5700	$5890	$5270	$4760	$5859	$5670	$6045	$5850	$5270	$5983	$5670	$67826
4+ Bedrooms	$10013	$8970	$10013	$9269	$8372	$9269	$8970	$9269	$8970	$8370	$9858	$9690	$111033

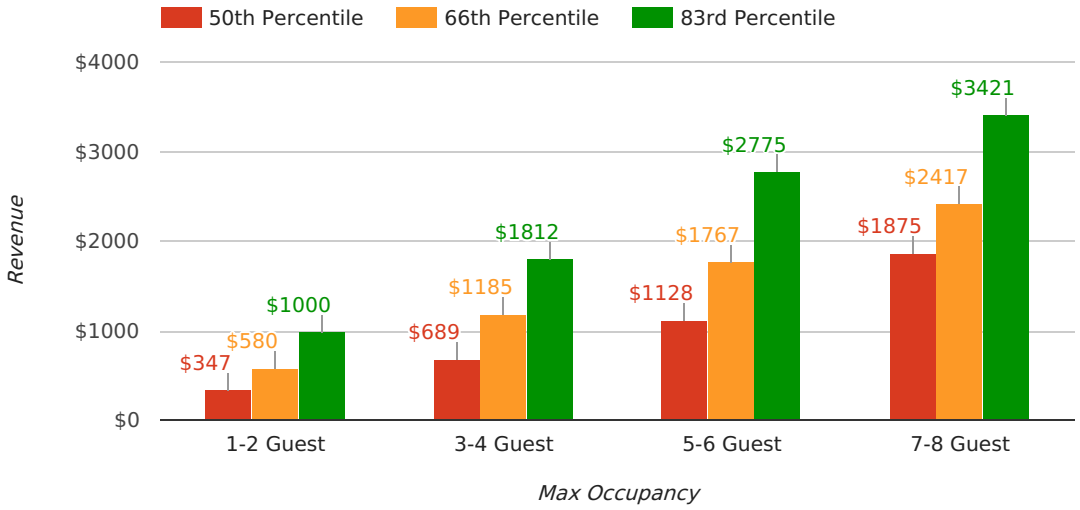
Earning Potential
Many Airbnb listings aren't rented full-time. The Earning Potential metric measures the performance of properties while they are available for rent and then calculates what they could have made the rest of year by analyzing their historical performance and that of comparable properties. Earning Potential shows the true value of full-time short-term rentals on the Airbnb marketplace.

Revenue

September's Revenue by # Rooms ($USD)



September's Revenue by # Guests ($USD)



Monthly Revenue

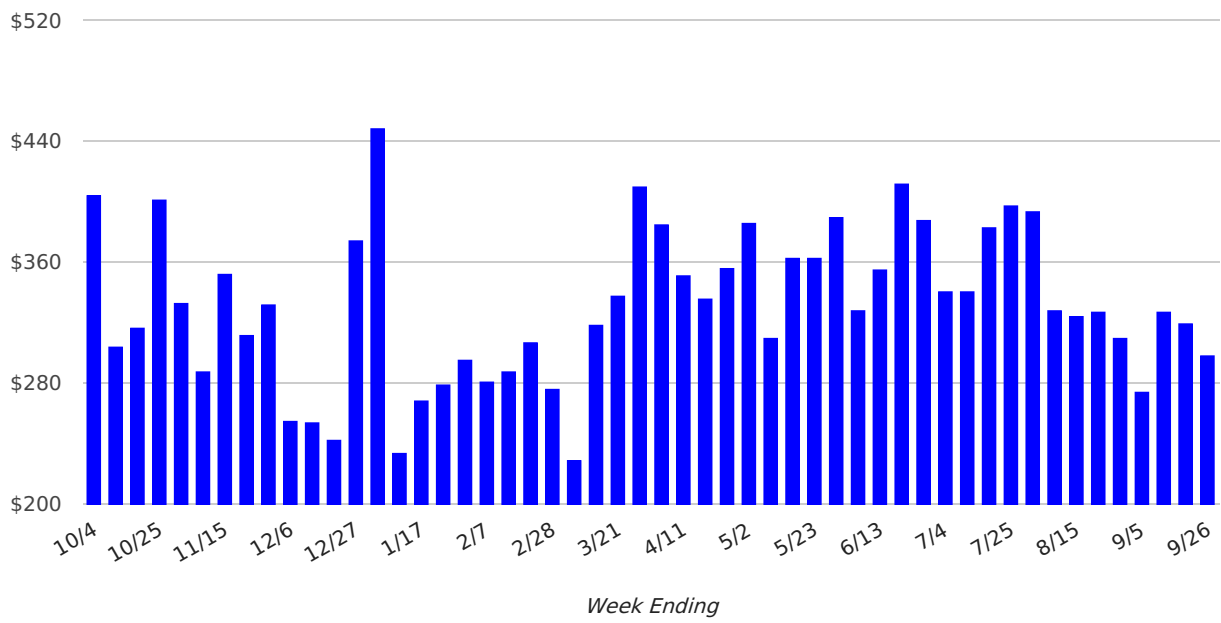
Monthly revenue is our best estimate of revenue received from Airbnb bookings. Revenue includes cleaning fees. but not extra guest charges or other additional fees.

We determine revenue of each Airbnb property by looking at what the nightly rate for each available day is directly before a booking is made. We can not determine whether last minute discounts are made or what revenue is for bookings made outside of Airbnb.

This statistic is lower than earning potential because many properties are only available for rent for a small portion of the month.

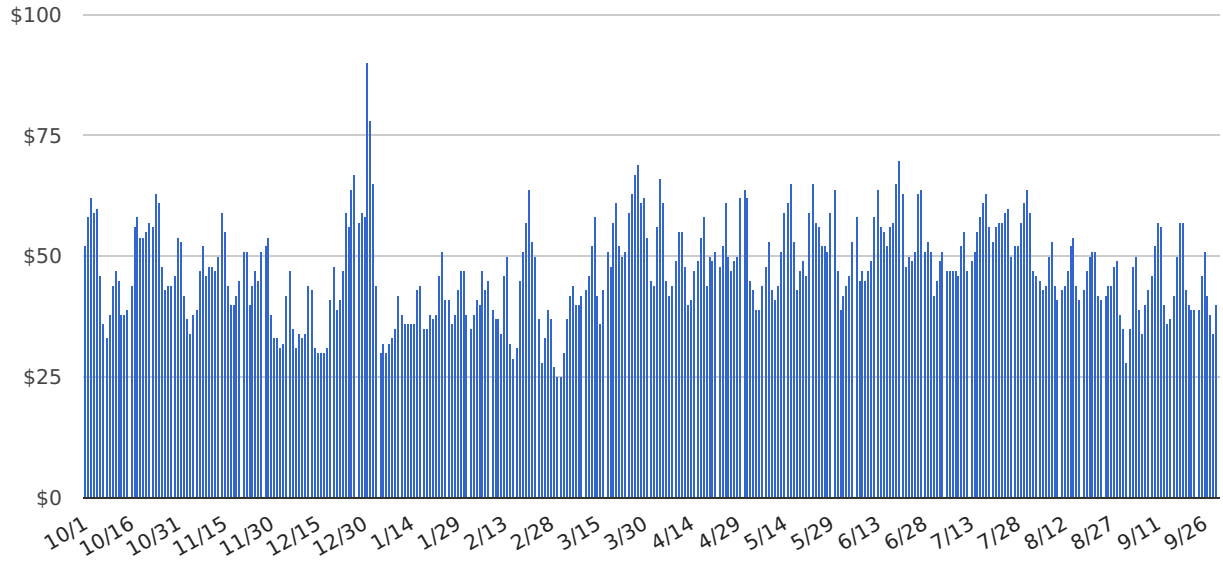
Weekly and Daily Demand

Seasonality - Weekly RevPAR (revenue per available room)



What is RevPAR?
RevPAR stands for Revenue per Available Room. It is a performance metric widely used in the hotel industry. RevPAR is calculated by looking at all available accommodations on a given day and divides the total revenue generated by the total number of listings. RevPAR is the best indicator of seasonality and demand. By displaying the demand for vacation rentals throughout the year, you can use RevPAR to identify unexpected spikes in demand to increase your listing price far in advance. RevPAR can also show you the best time to list your place, or uncover how weekends perform versus weekdays and what local demand is during the holidays.

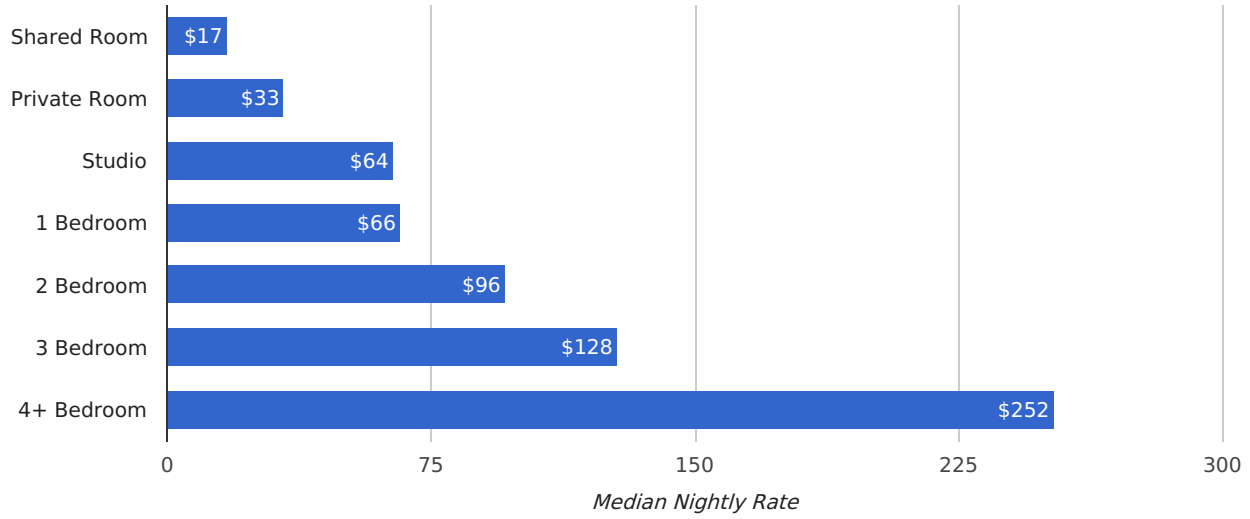
Seasonality - Daily RevPAR (revenue per available room)



Average Daily Rate

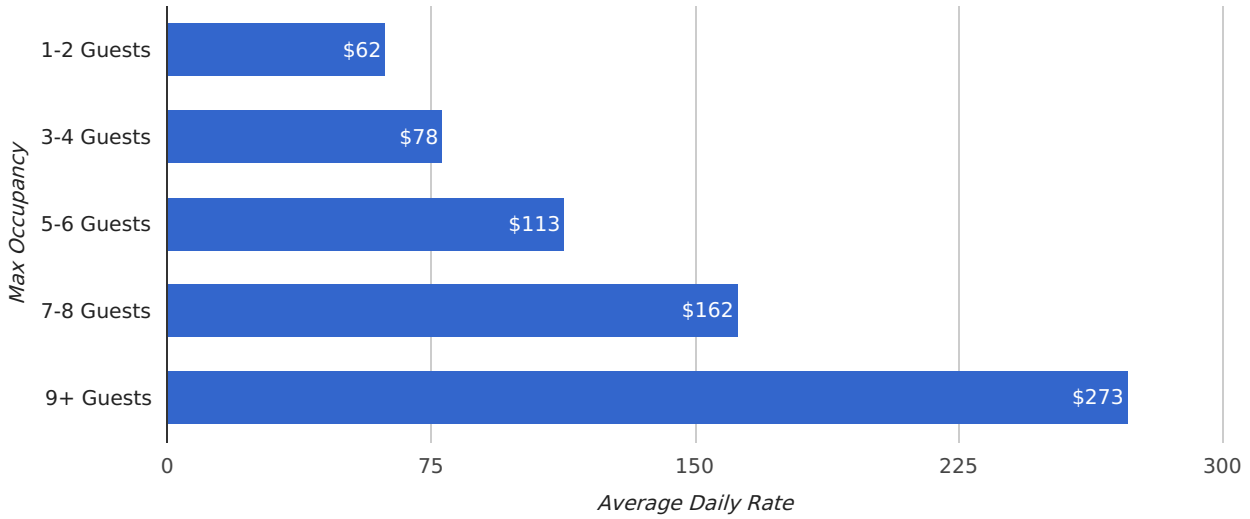
Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. To receive optimized and automated pricing assistance we highly recommend using BeyondPricing (http://www.beyondpricing.com/#r=airdna)

Average Daily Rate



ADR = Is the Average Daily Rate that an Airbnb unit is booked for during the month. ADR is a standard metric used in the hotel industry and is a better measurement than price because it shows what price guests are actually paying vs. simply what price hosts are advertising.

Average Daily Rate



An easy way to increase your vacation rental revenue is by adding a fold out couch and temporary sleeping accomodations.

One bedrooms make 20% more if they can accomodate 4 guests instead of just 2.

Airbnb Listing Optimization

Extra Fees and Discounts

Price and Fee Ranges

# Bedrooms	# Listings	Daily Price	Cleaning Fee	Security Deposit
Shared Room	155	$15 -$19	$6 -$8	$99 -$130
Private Room	1220	$28 -$41	$8 -$10	$105 -$162
Studio	115	$57 -$78	$8 -$15	$113 -$162
1 Room	937	$53 -$74	$9 -$16	$121 -$162
2 Rooms	350	$79 -$113	$10 -$16	$162 -$243
3 Rooms	141	$113 -$162	$16 -$24	$162 -$200
4+ Rooms	58	$208 -$300	Avg $40	$162 -$324

Price range is for the 33rd and 66th percentiles

Additional Fee Usage

	No Cleaning Fee	No Security Deposit	No Extra Guest Charge
Super Hosts	74%	45%	48%
Experienced Hosts	67%	45%	58%
Novice Hosts	74%	62%	77%

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews

As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

Booking Discounts

	Weekly Discount	Monthly Discount
Top City Hosts	5% off	12% off

Top 10% based on number of reviews

Weekly and Monthly Booking Discounts for short-term rentals were once in the 25% - 50% off range, but due to the simplification of the booking process on Airbnb, top hosts now offer minimal discounts for extended stays.

Reservation Settings

Minimum Stay

	1 Night	2 Nights	3 Nights	4 Nights	5-6 Nights	7+ Nights
Super Hosts	64%	27%	8%	0%	0%	0%
Experienced Hosts	58%	27%	10%	1%	3%	2%
Novice Hosts	72%	12%	7%	1%	6%	4%

Why is this important?
Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

Tip
Airbnb now allows hosts to set different minimum night stays for any time period. It is highly recommended to set longer minimum night stays for high demand periods over three months in the future. This will improve your average booking value, reduce vacancy during peak times, and minimize undesirable inquiries. Reduce your minimum night stay to 1 night only for dates in the next 30 days. View our blog for more details.

Instant Booking

	Shanghai
Super Hosts	5%
Experienced Hosts	11%
Novice Hosts	84%

Enable Instant Book
Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

Cancellation Policy

	Strict	Moderate	Flexible
Super Hosts	64%	28%	8%
Experienced Hosts	42%	39%	19%
Novice Hosts	23%	23%	53%

The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

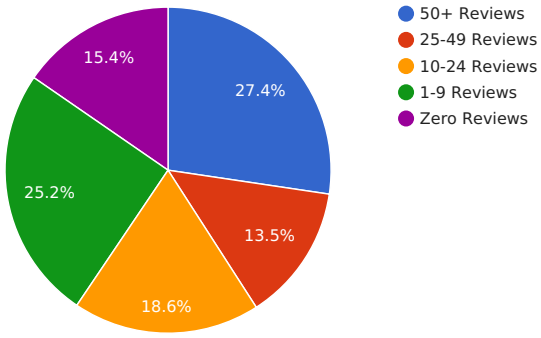
Host Information

Host Responsiveness

	Response Rate	Days Since Last Calendar Update
Super Hosts	98%	7
Experienced Hosts	95%	12
Novice Hosts	91%	15

Host Responsiveness is the single most important determinant of successful Airbnb host. It has been proven to be the largest influencer of booking conversions, Airbnb search placement, and overall listing views. If you are serious about becoming a Super Host, nothing less a 100% response rate is acceptable. If you are unable to respond to all messages within one hour it is recommended you sign up for a service to help manage your inquiries.

Host Experience



Why is this important?

80% of the hosts in America have less than 10 reviews. A high percentage of host with over 10 reviews is a great sign of a High Potential Area.

% Host with 10+ Reviews:

- High Potential = Greater than 30%
- Med Potential = 10% to 30%
- Low Potential = Under 10%

Ratings

Overall Rating

	★★★★★	★★★★½	★★★★	★★★½	★★★
# of Listings	575	151	133	17	22
% of Listings	37%	10%	9%	1%	1%

Detailed Ratings

	Shanghai
Accuracy	4.69
Cleanliness	4.58
Commnication	4.82
Location	4.72
Check In	4.76
Value	4.59

Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

Amenities

Percentage of Properties With Amenities

	Yes	No		Yes	No
Cable TV	42%	58%	**Washer/Dryer**	87%	13%
Gym	12%	88%	**Air Conditioning**	92%	8%
Pool	7%	93%	**WiFi**	90%	10%
Heating	63%	37%	**Free Parking**	15%	85%
Pets Allowed	14%	86%	**Smoking**	23%	77%
Fireplace	3%	97%	**Hot Tub**	24%	76%
Kitchen	86%	14%	**Breakfast**	10%	90%

A general rule of thumb for amenities in your area

- Must Have = 80% or greater
- Should Have = 50% to 80%
- Nice to Have = Under 50%

Top 10 Performing Listings

Below are the Top 10 performing listings in this area over the past 12 months. This list is ranked by total revenue received. Annual bookings is the total number of reservations in the year and reviews is the total numer of reviews received all time. If your PDF viewer does not support clickable links, you can view these listing by adding the ID to http://airbnb.com/rooms/[ID]

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
Shared Room					
4029507	Cozy Apt. at the centre of Shanghai	$5695	9	6	$43
6699010	Living room, city center, line 4	$2359	5	2	$19
6509701	Jing'an Temple,2□Sofa bed□□□□□	$2293	40	24	$21
2927901	Warm beds! Enjoy the Internet~	$1984	60	41	$16
4313124	Cozy Onebedroom Apartment nearMetro	$1755	24	15	$12
6024057	Mikko's private and cozy couch bed	$1748	41	27	$21
4130528	□□2/4/6/9□□□□□□□□□	$1728	17	9	$32
6250934	□□□□□□□□□□□□□□□	$1701	30	17	$16
1684748	Designer's apartment CentreSH	$1647	9	6	$62
5991921	A comfortable double sized bed	$1530	28	19	$19
Private Room					
871091	Chun Fa Lok - Shared Designer Apt	$11776	20	15	$32
4371747	Master King's Bdroom Next XinTianDi	$11280	16	5	$89
2475635	Stay... is a charming word.	$11163	40	37	$57
3928898	Bedroom with bright big living room	$10812	23	13	$32
1771937	The little house, French concession	$9897	73	60	$45
316180	Roof Garden Home @French Concession	$9853	52	66	$59
4366142	Master BR penthouse next 2 XinTianD	$9760	18	9	$80
3950846	Jing'An Temple-Heart of SH-Room B	$9641	37	36	$42
4348786	Vintage room +private bath in FFC-2	$9559	78	42	$41
1206651	French Concession / Jinan Temple	$9424	15	7	$39

Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
Studio					
1010653	The Lilong Coffee Loft.	$30284	33	41	$113
3798073	British Glamour in Shanghai	$28952	19	3	$94
2229358	The Yongkang.	$25259	88	74	$107
5116570	Design Studio on The Bund	$22278	79	50	$130
2661109	[HERITAGE HOUSE] garden terrace FFC	$19118	108	61	$78
1342459	Old Shanghai house newly decorated	$19036	62	50	$62
3241193	Cozy Studio With Yard@ Huaihai Road	$17064	100	77	$60
2161504	Pop Art Pink Rhino FFC	$17064	58	44	$79
4919870	□VINTAGE CHARM] Best Location FFC	$15921	96	55	$81
3821801	□□□Cozy lanehouse@French Concessio	$15489	36	27	$65
1 Bedroom					
3454350	The Shanghai Retreat.	$35609	76	48	$149
898735	The Changle Lane Loft.	$33214	58	79	$113
2245464	Great Lane apartment with terrace	$30538	59	30	$143
4054580	Vintage French Concession Lovenest	$30427	79	38	$105
3967867	The Shanghai Hideaway.	$30271	73	46	$116
3245833	Cosy&Romantic 1 in FrenchConcession	$29859	17	16	$105
2259277	Spacious Apt w/courtyard French Con	$28855	93	87	$95
4146179	The YongKang Hidden Penthouse	$28647	73	45	$117
3948418	Cosy&Romantic 2 in FrenchConcession	$26640	19	11	$105
4258566	Rustic French Concession Loft	$25476	37	20	$132

Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
2 Bedrooms					
4166390	The French Concession House.	$47192	91	45	$187
4625054	The Xintiandi.	$38733	107	65	$194
737780	Xinhua Luxury Oasis.	$34015	16	19	$193
3345088	LUXURY Historic Apt on Nanjing Road	$32720	31	13	$190
4471130	Gourmandise 1 in FrenchConcession	$30528	31	25	$160
3103548	Family home in French Concession	$28798	40	27	$119
885685	Charming Apt Near French Concession	$27701	40	35	$139
5078818	STUNNING 2BR loft in heritage house	$25815	72	48	$140
3683919	French Concession Apt Stunning View	$25529	57	41	$97
3898645	WUKANG Mansion 2BR | Designer FC	$24804	79	52	$100
3 Bedrooms					
4130219	Downtown 3 Bedroom Close 2 Bund	$36790	62	33	$205
4485507	3 bedroom French Concession□□□	$35692	72	45	$208
5751864	3 Bedroom 5 Beds With City View	$33025	32	17	$225
1848502	Amazing 23F View 3Rs 4Beds downtown	$31136	26	18	$145
975837	3 bed modern apartment , 24th floor	$29110	37	45	$137
4133180	3-Bdr@21F Apt. Downtown TianZiFang	$26751	48	30	$126
2660793	POP Art 3BR 2.0 Next To Metro	$26082	42	36	$189
3126503	Comfortable and bright apartment	$21465	40	31	$135
3958234	Heart of Shanghai - 3BR	$18899	45	29	$121
4669356	French Concession Yuyuan Xintiandi	$18626	28	17	$139

Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
4+ Bedrooms					
3517226	Staffed modern home, Yong Kang Lu	$58006	42	32	$299
2058140	5 Bedroom Duplex 7 Beds	$55394	61	30	$325
2611972	Take My Breath Away Skylne View APT	$55000	51	50	$225
4146641	300m² Sky Mansion 5Br/5Bath FFC	$50677	34	20	$323
1854644	Incredible penthouse in Jingan	$34655	44	30	$146
4471454	4 Br, Big Terrace, FFC□Shaoxing Rd.	$30916	66	34	$256
4157610	4 Br,Old Shanghai,FFC,Yueyang Rd.	$25852	18	10	$292
6614890	□Phoenix□Garden View 4 br, FCC	$19220	34	20	$235
3777022	BlueNight | 4BR+2BATH Near The Bund	$18240	48	24	$130
5002391	4BR+2BATH In Your Face Bund View!	$14550	30	13	$130

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