




Airbnb Market Report

Colorado Springs, Colorado - July 2016


General Area Statistics

Population	Total Homes	Median Income
525,700	217,400	\$60,100

Active Listings

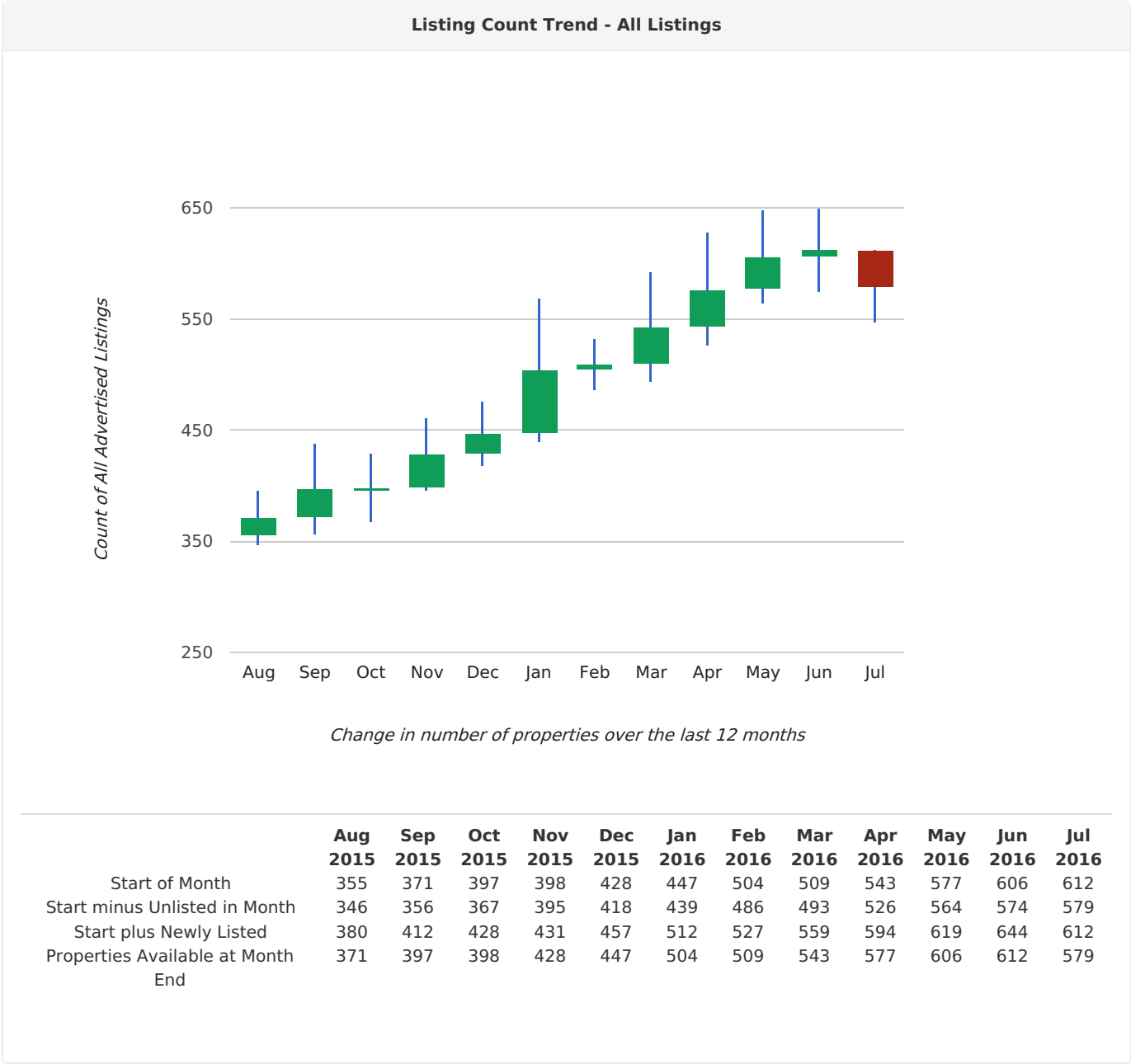
Total Active Listings	Active Listing Breakdown				
399	# Bedrooms	House	Apartment	Other	Total
 What is an Active Listing? We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.	Shared Room	-	4	1	5
	Private Room	131	12	24	167
	Studio	2	4	2	8
	1 Room	27	16	9	52
	2 Rooms	35	11	16	62
	3 Rooms	39	7	2	48
	4+ Rooms	55	1	1	57
	Total	289	55	55	399

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.



Occupancy Rates

Median Occupancy Rate

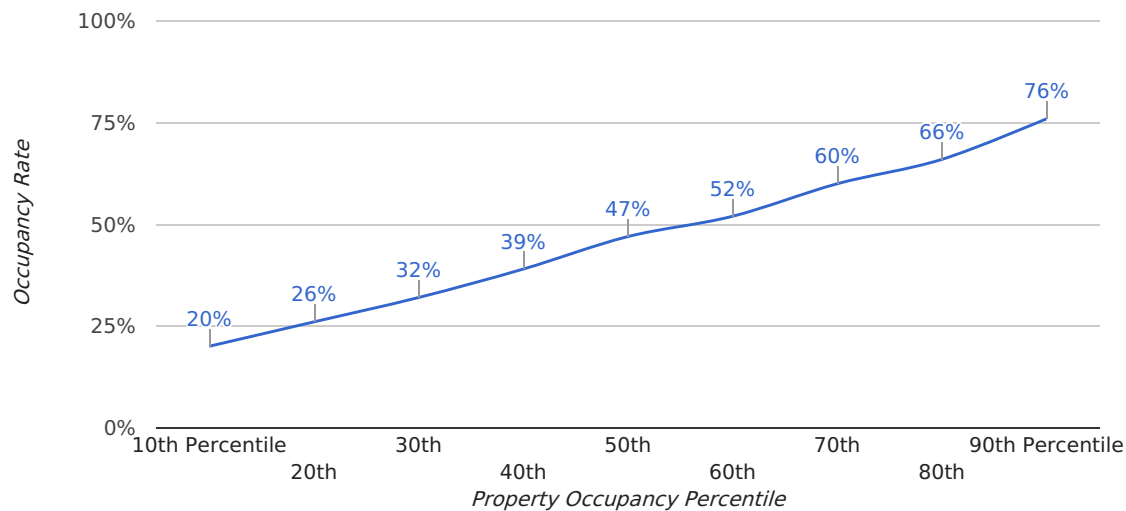
47%



Occupancy Rate

Occupancy rate is the number of days that a property had a reservation divided by the total number of days it was available for rent in the month. 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.

Occupancy Rate Last Twelve Months (LTM)



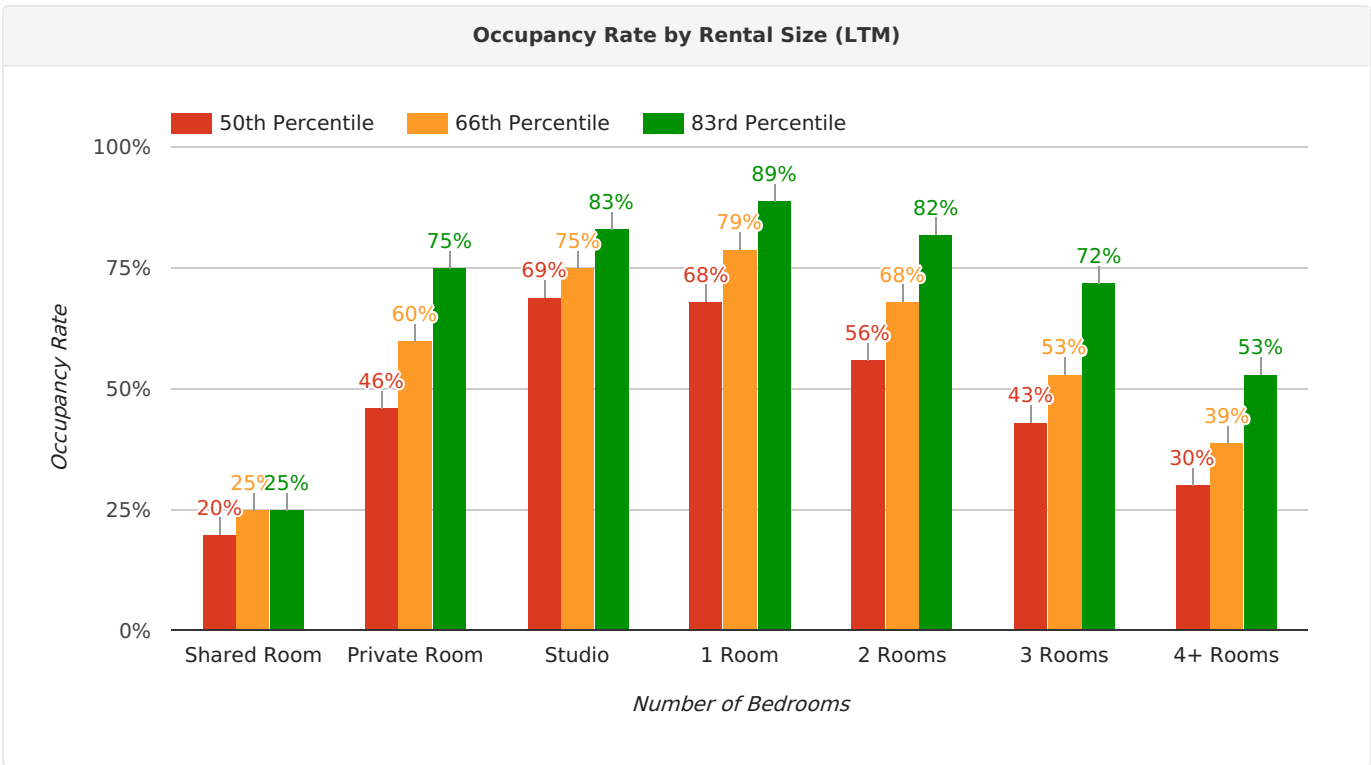
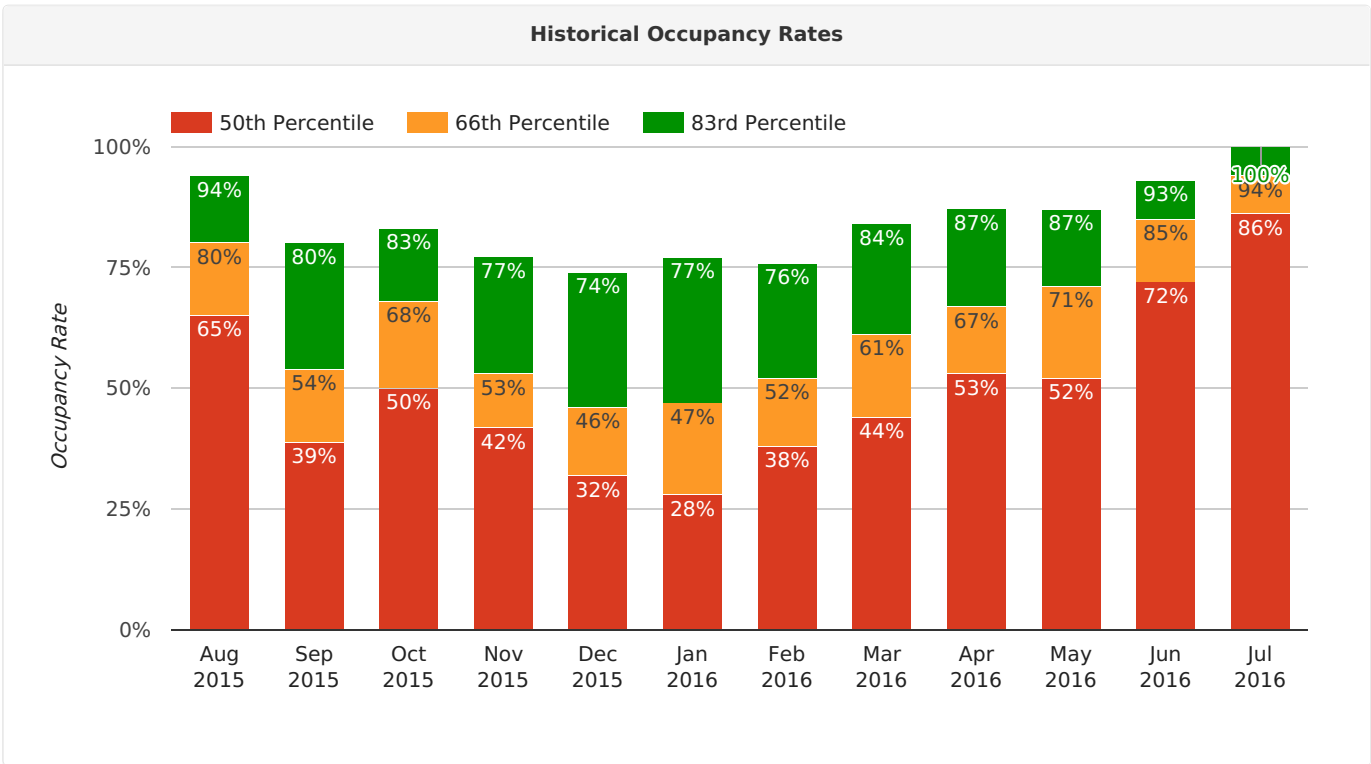
How to read this chart

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 2nd 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 than 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)

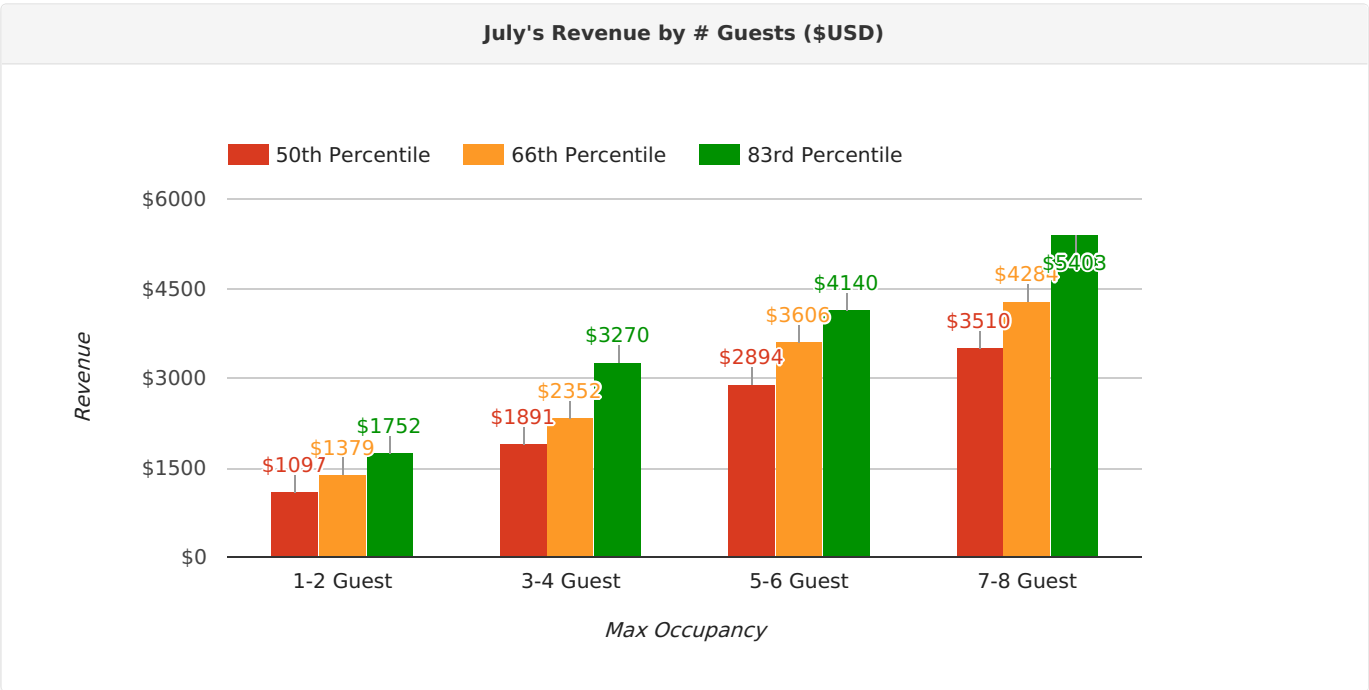
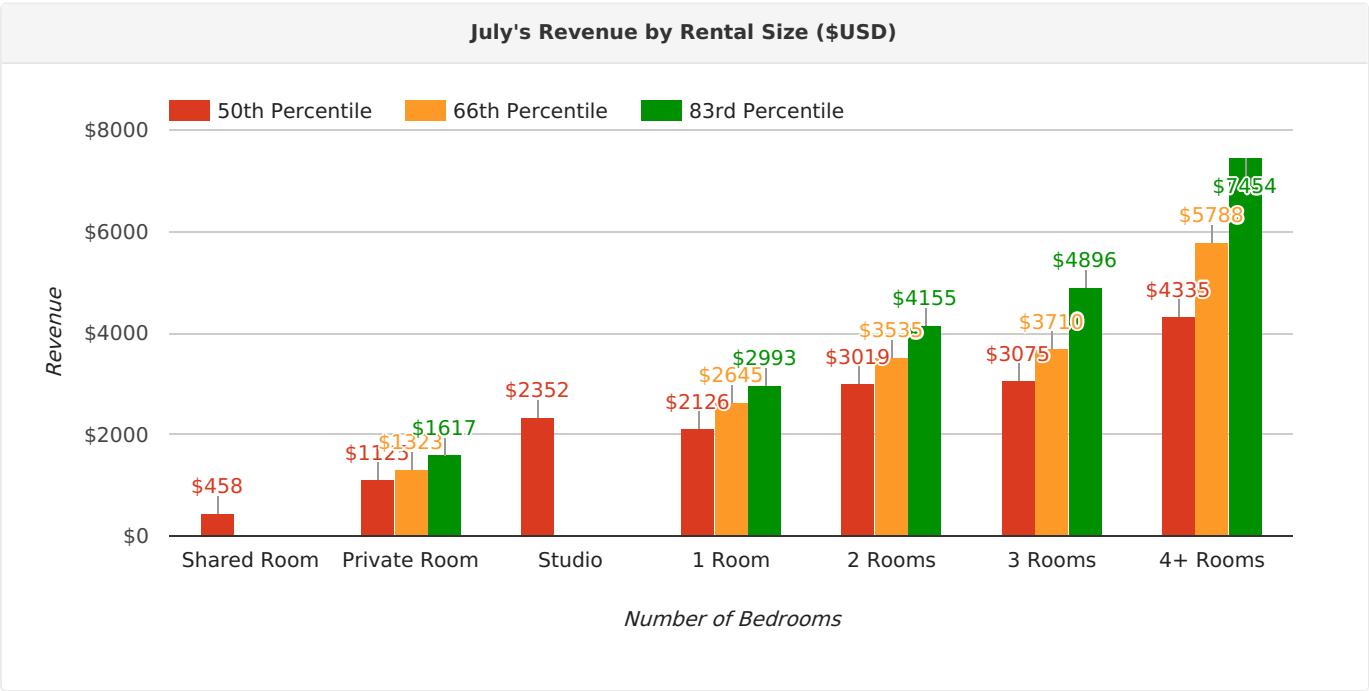


How do we calculate this?

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.

Revenue

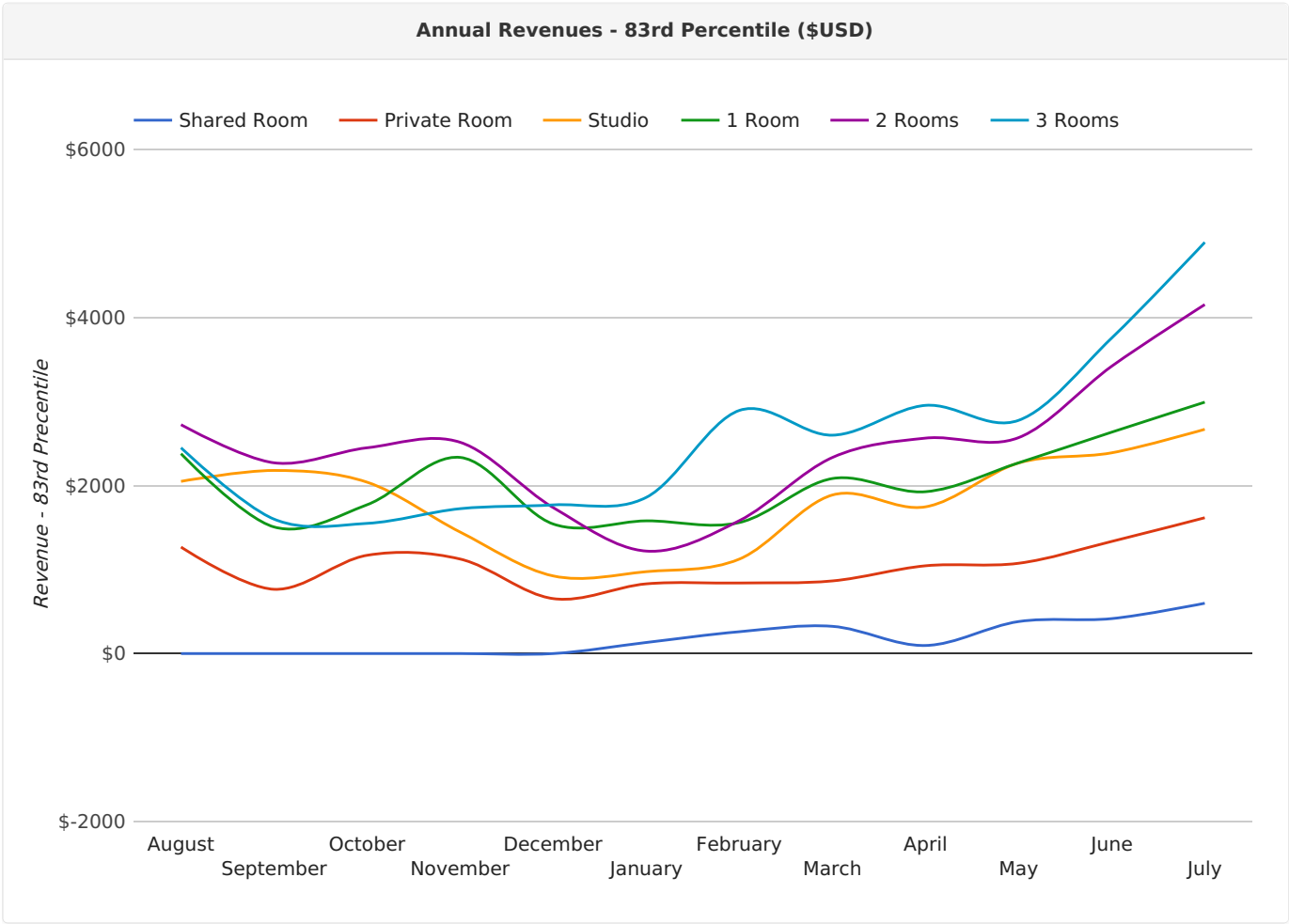


Monthly Revenue

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.

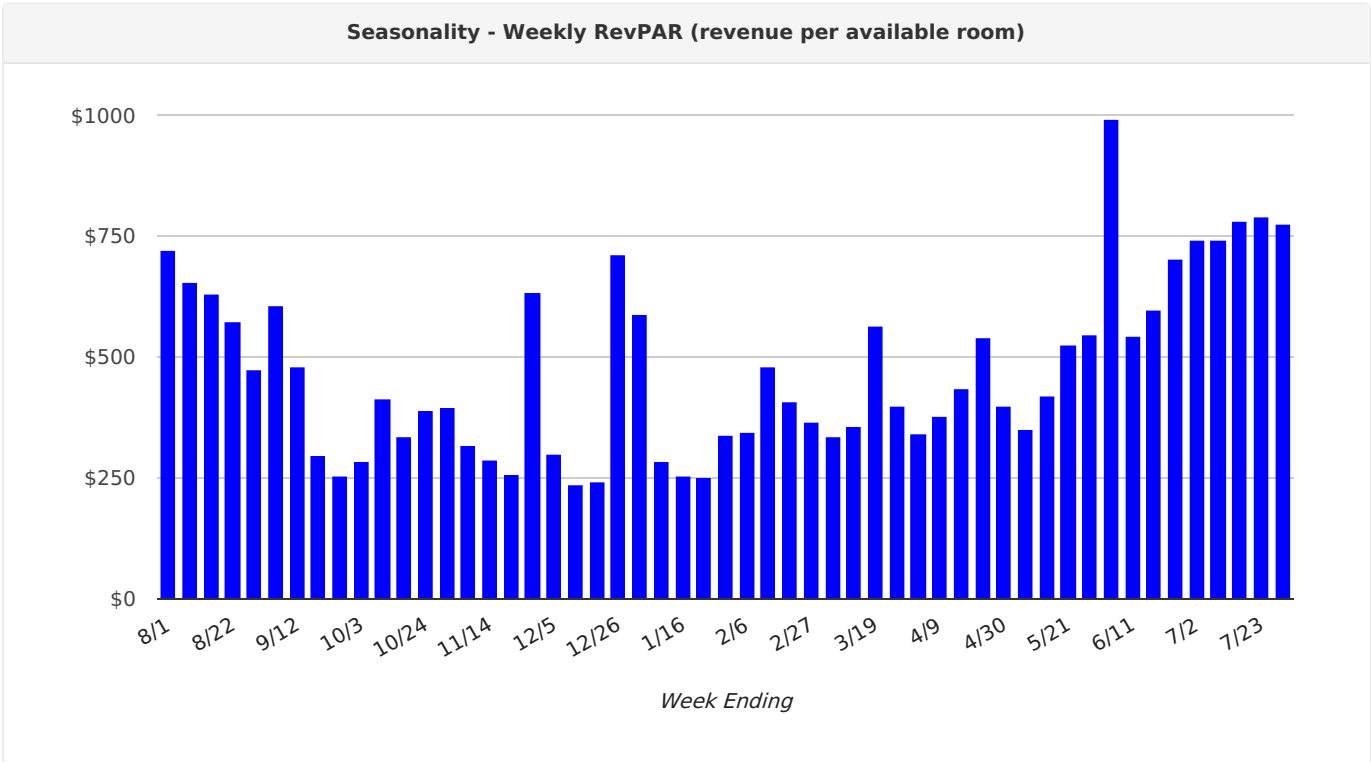
We determine revenue of each Airbnb property by looking at what the nightly rate for each available day is directly before a booking is made. We can not determine whether last minute discounts are made or what revenue is for bookings made outside of Airbnb.

Revenue (continued)



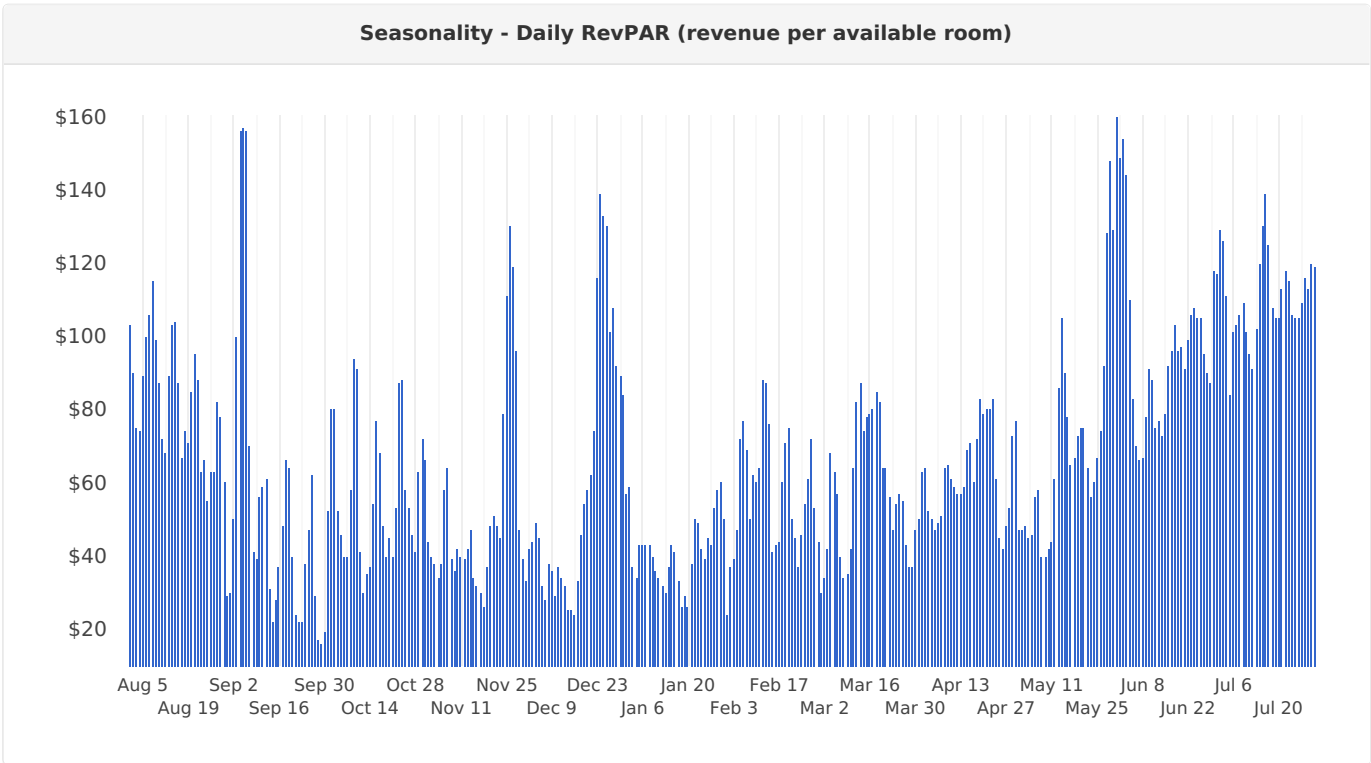
	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Total
Shared Room	\$0	\$0	\$0	\$0	\$0	\$132	\$260	\$324	\$96	\$381	\$416	\$599	\$2208
Private Room	\$1268	\$765	\$1170	\$1125	\$654	\$830	\$840	\$865	\$1045	\$1075	\$1335	\$1617	\$12589
Studio	\$2050	\$2180	\$2040	\$1446	\$924	\$975	\$1125	\$1888	\$1747	\$2269	\$2390	\$2670	\$21704
1 Bedroom	\$2380	\$1507	\$1772	\$2335	\$1542	\$1580	\$1560	\$2084	\$1927	\$2271	\$2636	\$2993	\$24587
2 Bedrooms	\$2725	\$2271	\$2450	\$2515	\$1737	\$1220	\$1583	\$2335	\$2565	\$2571	\$3421	\$4155	\$29548
3 Bedrooms	\$2450	\$1600	\$1550	\$1725	\$1770	\$1860	\$2895	\$2600	\$2955	\$2777	\$3757	\$4896	\$30835
4+ Bedrooms	\$3077	\$2250	\$3000	\$2178	\$3276	\$1620	\$1750	\$2765	\$3310	\$4026	\$6000	\$7454	\$40706

Weekly and Daily Demand



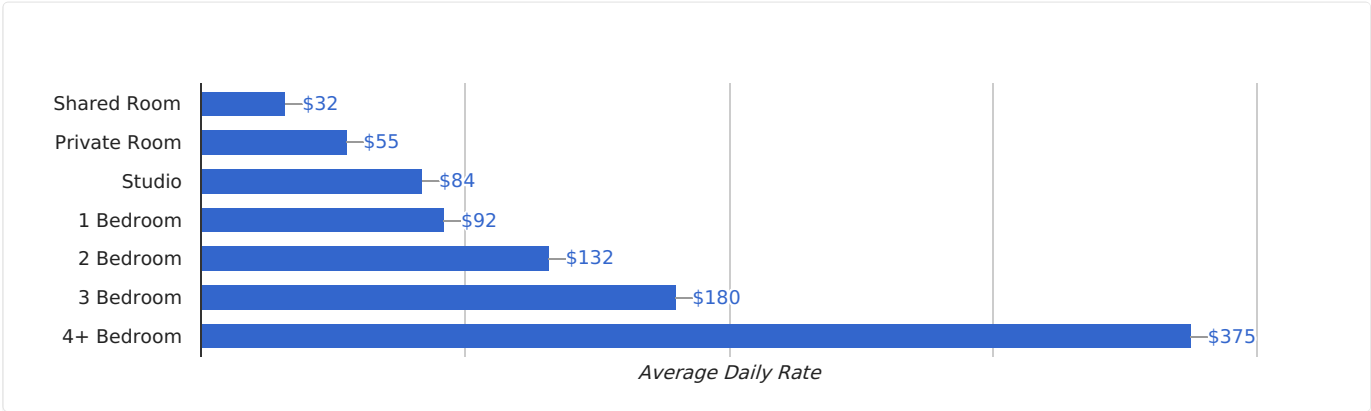
What is RevPAR?

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.

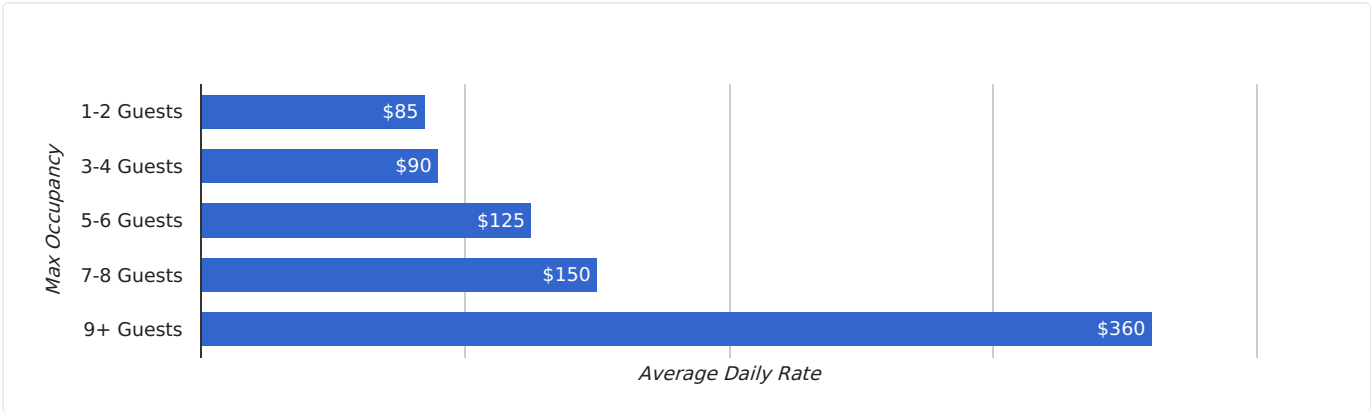


Average Daily Rate

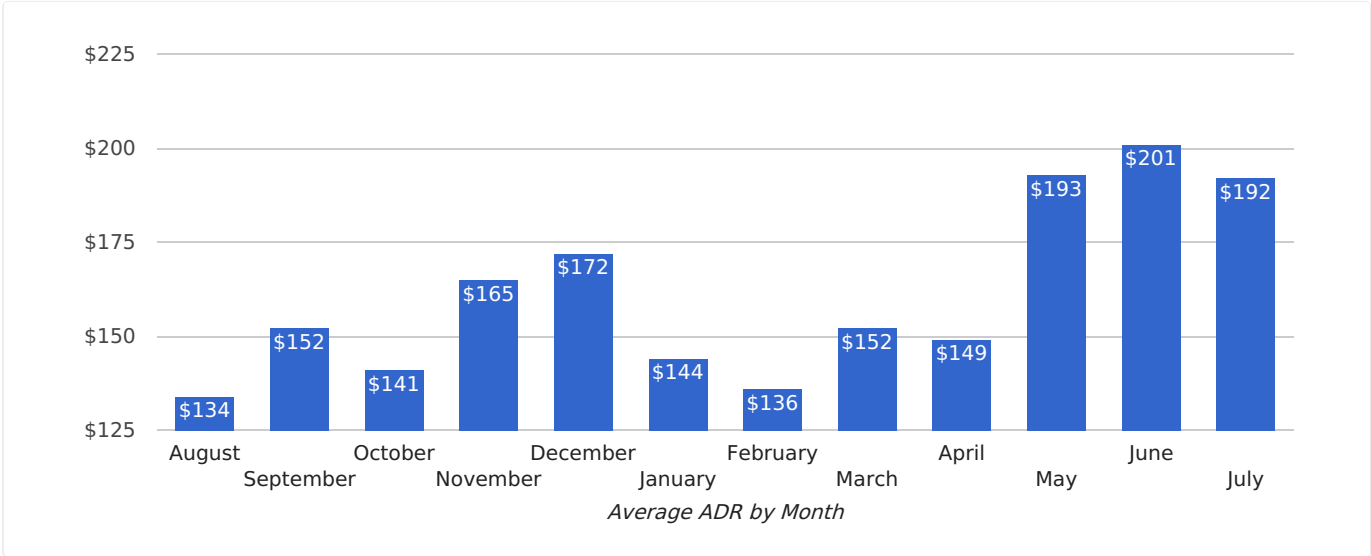
✓ Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. Our [Pricing Copilot](http://www.airdna.co/services/datafeed) product provides real-time forward supply and demand data (www.airdna.co/services/datafeed)



✓ 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.



✓ An easy way to increase your vacation rental revenue is by adding a fold out couch and temporary sleeping accommodations. One bedrooms make 20% more if they can accommodate 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	5	Avg \$29	Avg \$15	Avg \$125
Private Room	167	\$45 - \$65	\$10 - \$20	\$100 - \$150
Studio	8	Avg \$73	Avg \$26	Avg \$158
1 Room	52	\$75 - \$95	\$25 - \$50	\$200 - \$300
2 Rooms	62	\$95 - \$135	\$50 - \$75	\$200 - \$250
3 Rooms	48	\$125 - \$195	\$67 - \$100	\$200 - \$500
4+ Rooms	57	\$222 - \$400	\$125 - \$185	\$300 - \$500
Price range is for the 33rd and 66th percentiles				

Additional Fee Usage			
	No Cleaning Fee	No Security Deposit	No Extra Guest Charge
Super Hosts	45%	71%	75%
Experienced Hosts	37%	48%	76%
Novice Hosts	28%	45%	87%
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 Area Hosts	6% off	22% off
Top State Hosts	10% off	22% off
Top National Hosts	16% off	28% 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	63%	24%	13%	0%	1%	0%
Experienced Hosts	52%	29%	18%	0%	0%	1%
Novice Hosts	39%	34%	20%	3%	3%	0%

**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			
	Colorado Springs	Colorado	U.S.A.
Super Hosts	26%	10%	16%
Experienced Hosts	20%	13%	17%
Novice Hosts	55%	77%	67%

**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	20%	45%	35%
Experienced Hosts	32%	39%	29%
Novice Hosts	33%	31%	35%



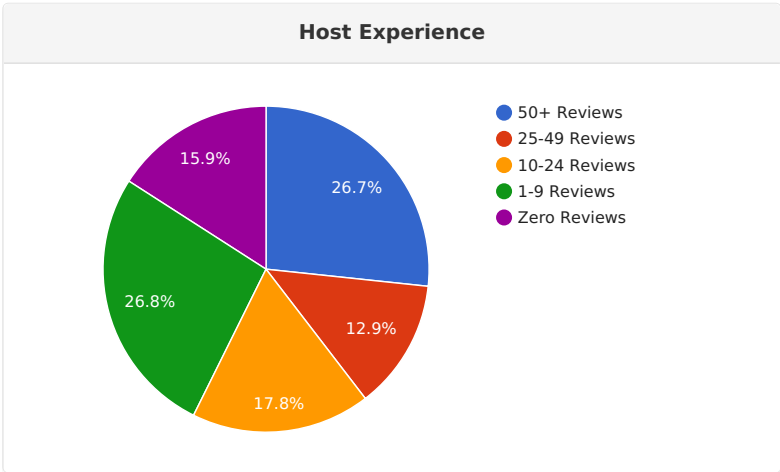
The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

Host Information

Host Responsiveness		
	Response Rate	Days Since Last Calendar Update
Super Hosts	99%	21
Experienced Hosts	100%	18
Novice Hosts	96%	20



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.



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					
	★★★★★	★★★★☆	★★★☆☆	★★★☆☆	★★★☆☆
# of Listings	123	13	6	-	1
% of Listings	34%	4%	2%	-	0%

Detailed Ratings			
	Colorado Springs	Colorado	U.S.A.
Accuracy	4.89	4.75	4.72
Cleanliness	4.88	4.82	4.76
Commnication	4.95	4.88	4.88
Location	4.87	4.85	4.80
Check In	4.94	4.87	4.88
Value	4.86	4.74	4.72

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	49%	51%	Washer/Dryer	74%	26%
Gym	10%	90%	Air Conditioning	64%	36%
Pool	5%	95%	WiFi	97%	3%
Heating	97%	3%	Free Parking	65%	35%
Pets Allowed	23%	77%	Smoking	11%	89%
Fireplace	39%	61%	Hot Tub	13%	87%
Kitchen	87%	13%	Breakfast	18%	82%

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 (LTM). This list is ranked by total revenues LTM, and total number of reviews LTM (must have at least 1 review). If your PDF viewer does not support clickable links, you can view these listing by adding the ID to [http://airbnb.com/rooms/\[ID\]](http://airbnb.com/rooms/[ID])

ID	Title	Estimated Annual Revenue	Reviews	ADR
Shared Room				
10524136	Shared apt with sleeper sofa	\$2646	3	\$30
12392016	Breathe Easy on Colorado Couch	\$1786	18	\$30
10205151	Cozy futon, fun people, cute dog	\$1485	7	\$33
13713116	Clean bright and central.	\$458	5	\$33
Private Room				
5510784	Cozy home, close to downtown.	\$13449	165	\$48
8301906	Rustic Western with Broadmoor Views	\$13228	32	\$86
7001689	Downtown Victorian Country Charm	\$12901	15	\$63
4598852	Private Bed & Bath Suite -Cheyenne C	\$12715	58	\$71
2910384	1 blk from CC, Historic Downtown	\$12600	201	\$60
6544818	420 Private Room & Bath +Wifi #Dabs	\$12013	91	\$46
7280883	420 Lofty Living	\$11399	22	\$55
7898776	420 Lofty Glassy Suite	\$10857	2	\$101
379480	MysticPortal 420GoldilocksSleptHere	\$10360	31	\$115
5795023	LELOLI bed + breakfast	\$10284	63	\$77
Studio				
6121072	Spectacular Downtown Studio	\$25247	92	\$84
4949947	Dwntwn Bicycle Friendly Studio Apt	\$15259	125	\$81
10317447	Gorgeous Studio in Old CO City	\$12055	30	\$91
9477702	1930's Style Apartment by Downtown	\$10482	22	\$73
10940789	800 Sq Ft Comfortable Studio Apt	\$6645	24	\$85
9310554	CannaBLISS 5 - Pot-Friendly Studio!	\$6100	15	\$68
9114719	Cozy furnished studio with all the ameni	\$3195	11	\$78
12319099	Tiny Camper in Old Colorado City	\$2856	6	\$51

Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Reviews	ADR
1 Bedroom				
641292	Artist Loft	\$31491	64	\$108
7162656	Writer's Cottage	\$24760	86	\$82
4760038	Elizabeth's Hide Away Cottage	\$22680	123	\$79
951642	""The Dog House"" a Charming Cottage	\$21932	198	\$82
5495105	Charming ""Euro Cottage""	\$20548	58	\$89
2898530	MidCentury Garden Level by Downtown	\$19913	63	\$91
1053946	Buck's Hideaway	\$19145	92	\$98
3425008	Quiet Victorian Home by Downtown	\$17902	56	\$92
312996	Step Back in Time Cottage	\$17606	103	\$89
379033	Apartment with a Beautiful View	\$16983	121	\$78
2 Bedrooms				
3913851	Beautiful Modern Victorian	\$35068	53	\$111
1967112	Chateau de Kiwi	\$30569	98	\$111
6784164	Mountain View Townhouse	\$25822	17	\$172
7548403	Amazing mountain view, 2br NW	\$25400	14	\$159
7712214	Red Canon Cottage	\$25025	38	\$153
5648833	Cheyenne Canyon Charmer!	\$24347	22	\$262
6509988	Garden of the Gods, Manitou Springs	\$23135	56	\$146
9988156	Classic Craftsman Bungalow 1 - Lower uni	\$21132	17	\$126
3278282	Chrissy's Get Away	\$20809	33	\$98
1508153	Mystic Portal~Love42OrFamilyApt	\$20076	34	\$173

Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Reviews	ADR
3 Bedrooms				
5190769	Charming, spacious bungalow!	\$30290	65	\$133
6119559	Luxury Colorado Mountain Home	\$26942	11	\$428
1943056	Downtown Victorian Charm	\$23354	32	\$203
5413552	Rocky Mountain ""Hi!""	\$22715	25	\$166
8267367	Charming & Spacious - 3bd Townhome	\$22112	36	\$122
9434201	Garden of the Gods Serenity Lodge	\$20727	22	\$176
11338759	Excellent home and central location	\$19002	10	\$196
7216408	CLOSE TO COLLEGES, USAFA, MEDICALS	\$17458	9	\$176
5887058	Black Forest Log Cabin Getaway	\$16915	4	\$249
7129264	Bright Big Basement Apartment	\$16452	13	\$95
4+ Bedrooms				
3758101	Beautifully Remodeled Unique Home	\$40241	110	\$172
9252794	""Stay a while""In a Comfortable Home	\$31833	2	\$289
10153522	Astro-home at 7,000 feet elevation	\$27700	2	\$454
4346434	Great location,great Coloraro home!	\$25075	19	\$285
1372895	The Palmer large vacation home	\$24718	27	\$250
9739407	Colo Springs I25 & Garden of Gods	\$24585	5	\$482
12047895	The Lodge in the City	\$22355	4	\$447
8267018	Beautiful 6 bdrm home close to USAFA w/	\$20925	4	\$581
2526116	Gorgeous getaway on the Westside	\$20031	14	\$191
3605350	Spacious Home in Old Colorado City	\$19986	37	\$244