




Airbnb Market Report

Lawrence, Kansas - May 2017

General Area Statistics

Population	Total Homes	Median Income
94,100	40,300	\$45,600

Active Listings

Total Active Listings	Active Listing Breakdown				
132	# Bedrooms	House	Apartment	Other	Total
 What is an Active Listing? An Active Listing was live on the site this month or had a confirmed booking in the month.	Shared Room	-	2	-	2
	Private Room	36	12	14	62
	Studio	-	2	2	4
	1 Room	4	12	3	19
	2 Rooms	13	3	2	18
	3 Rooms	15	-	2	17
	4+ Rooms	10	-	-	10
	Total	78	31	23	132

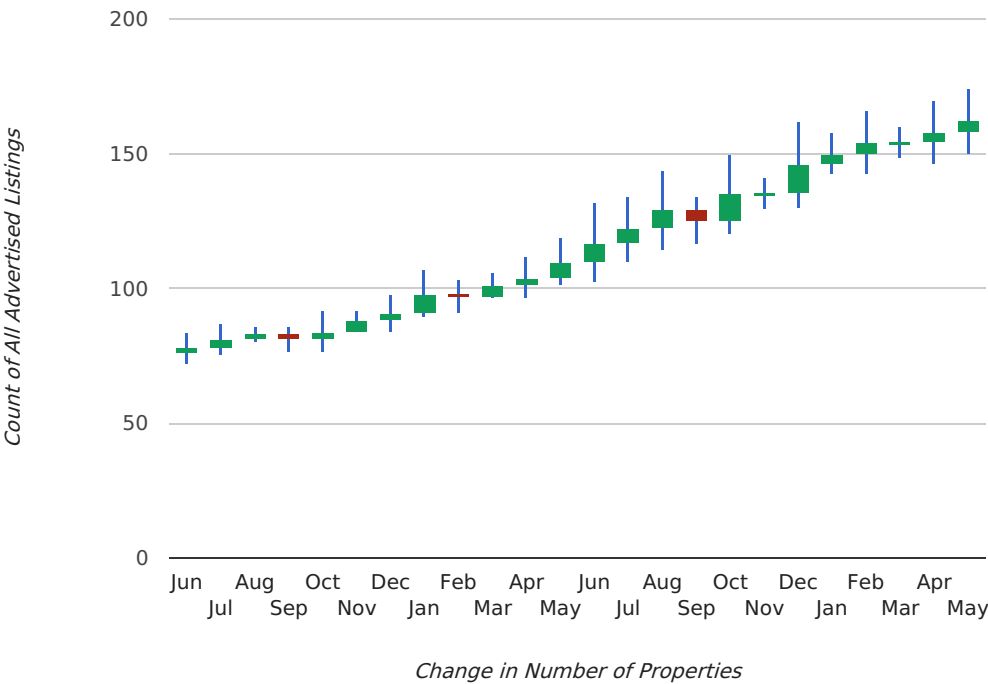
Historical Listing Counts



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



	Jun 2015	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016
Start of Month	76	78	81	83	81	84	88	91	98	97	101	104
Minus Unlisted in Month	72	75	80	78	76	84	84	89	92	96	96	101
Plus Newly Listed	82	84	84	86	89	88	95	100	103	102	109	113
Available at Month End	78	81	83	81	84	88	91	98	97	101	104	110

	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017
Start of Month	110	117	122	129	125	135	135	146	150	154	154	158
Minus Unlisted in Month	102	110	114	120	120	129	130	142	142	148	146	150
Plus Newly Listed	125	129	137	134	140	141	151	154	162	160	166	170
Available at Month End	117	122	129	125	135	135	146	150	154	154	158	162

Occupancy Rates

Median Occupancy Rate

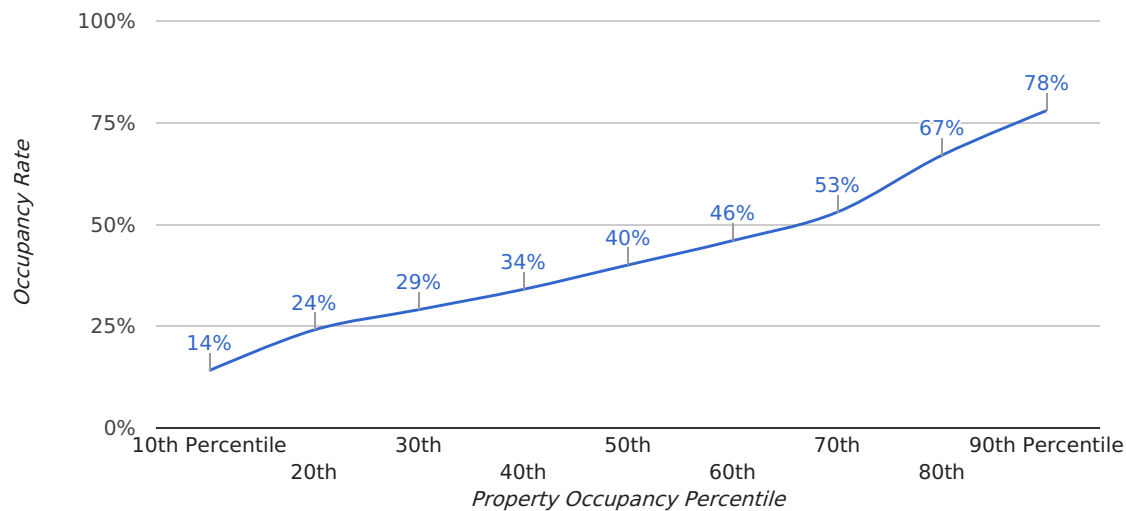
40%



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)



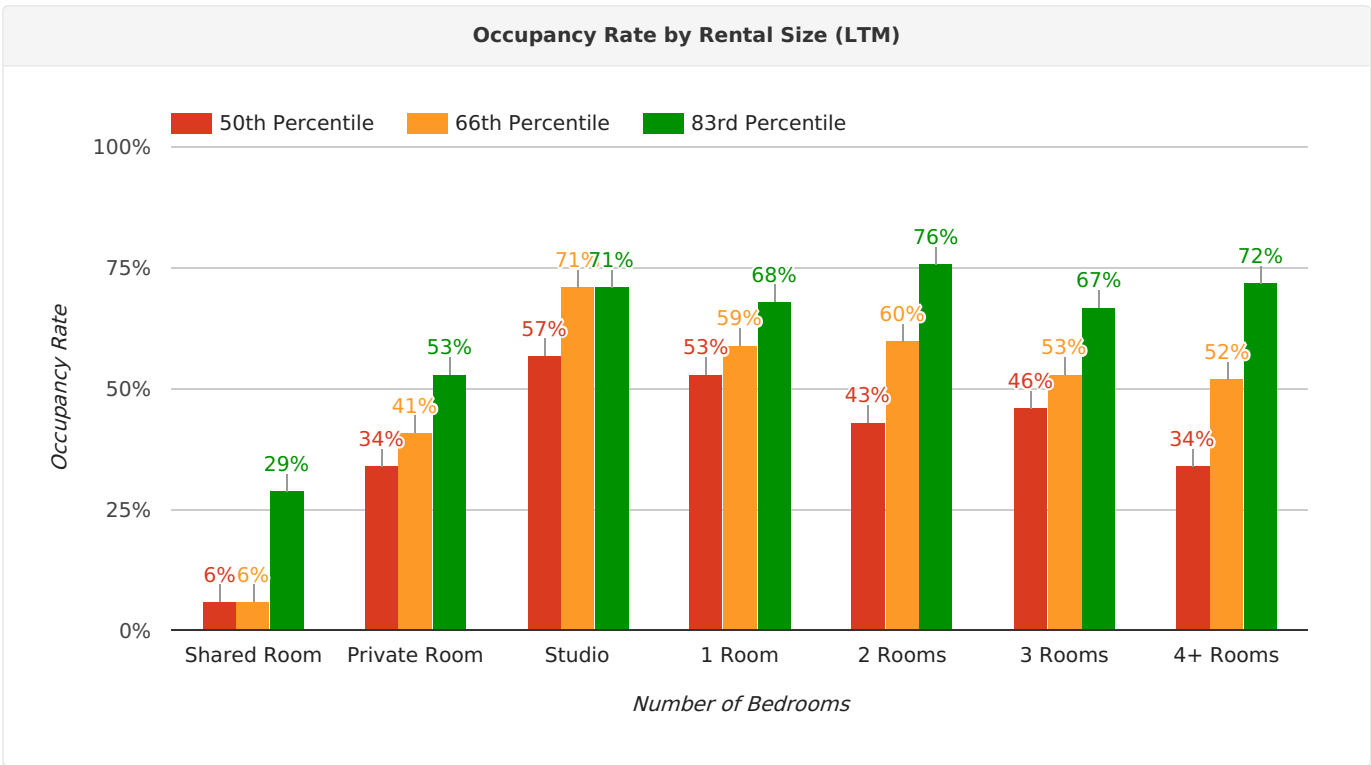
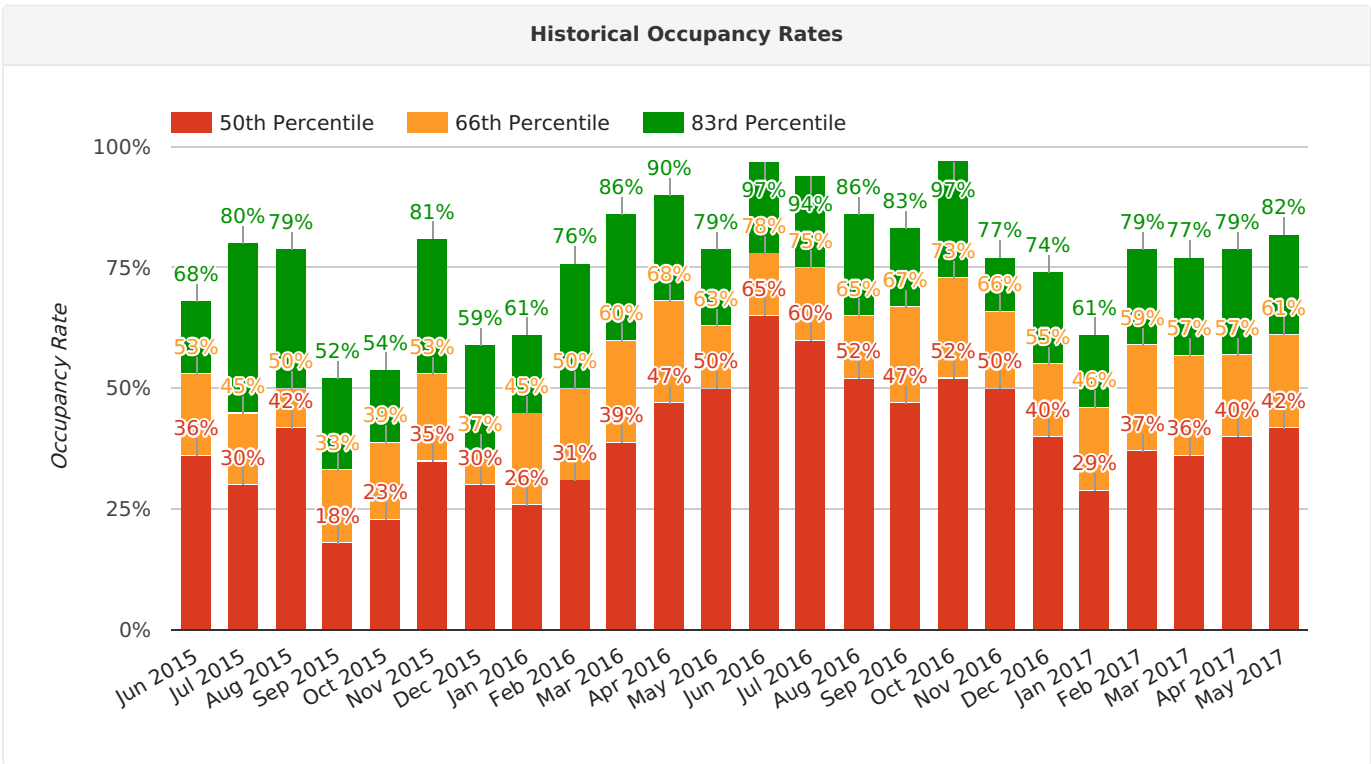
How to read this chart

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)

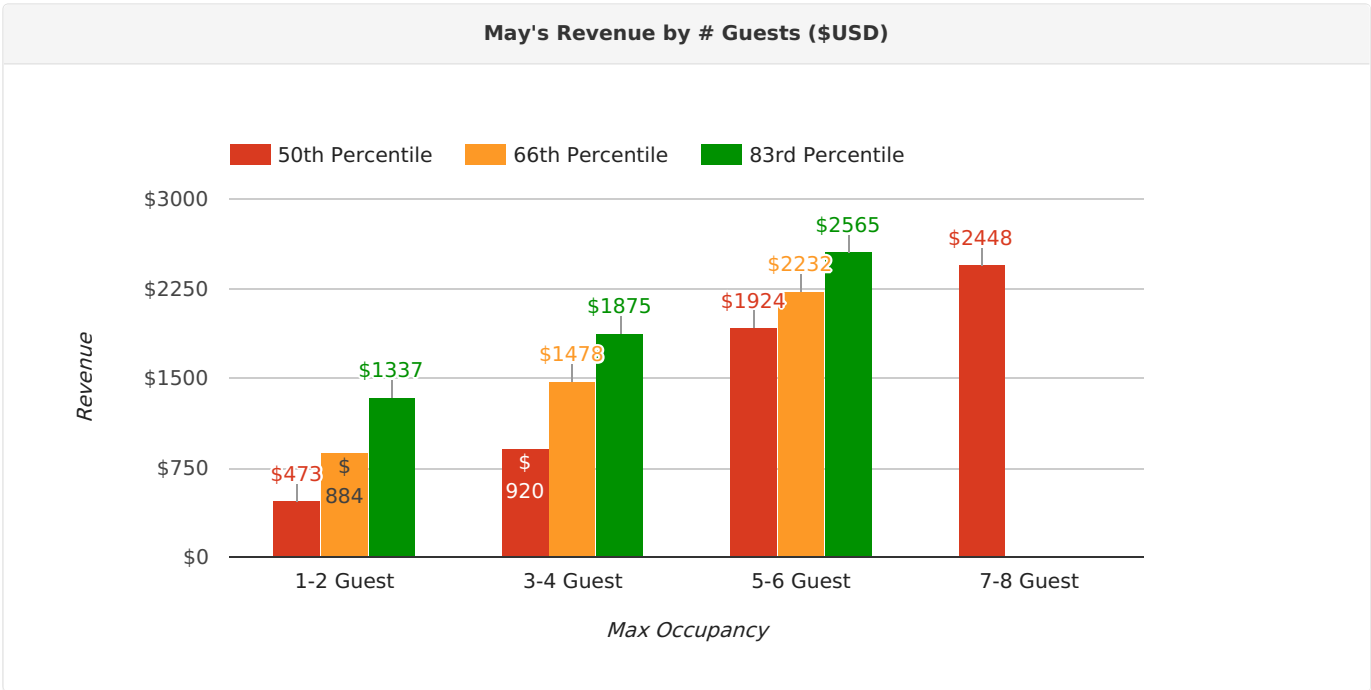
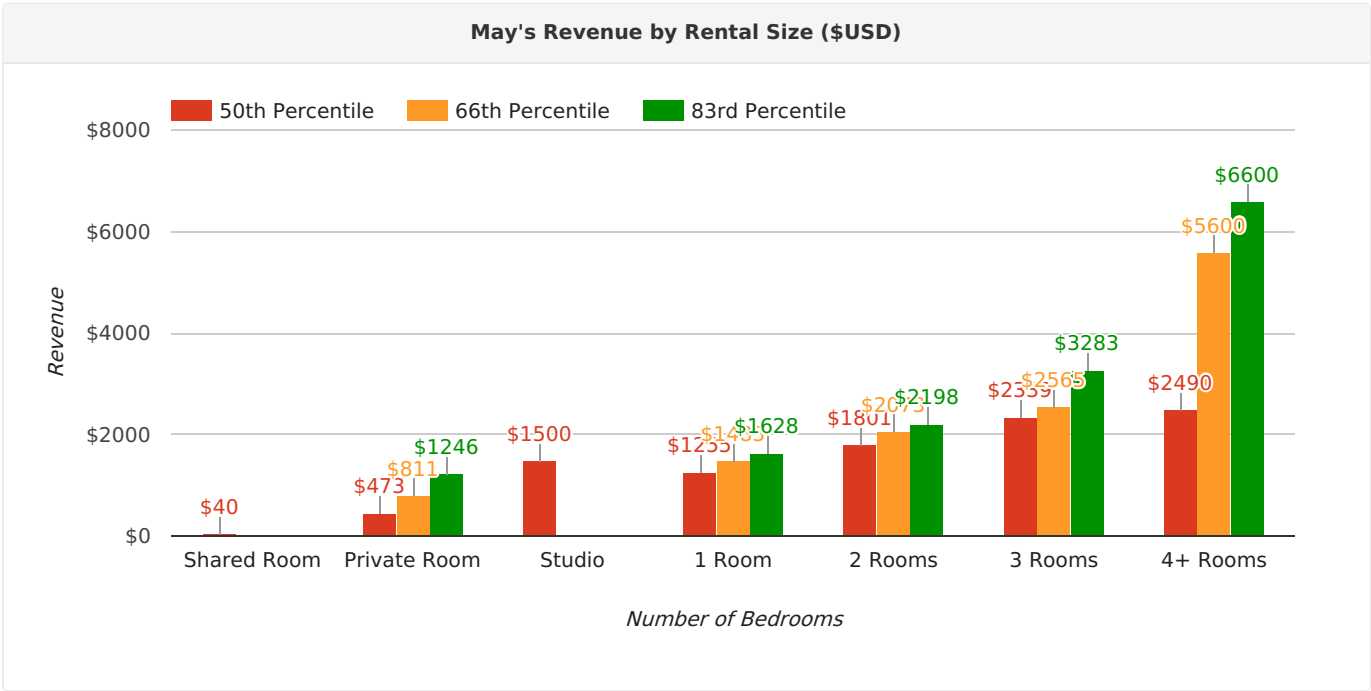


How do we calculate this?

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

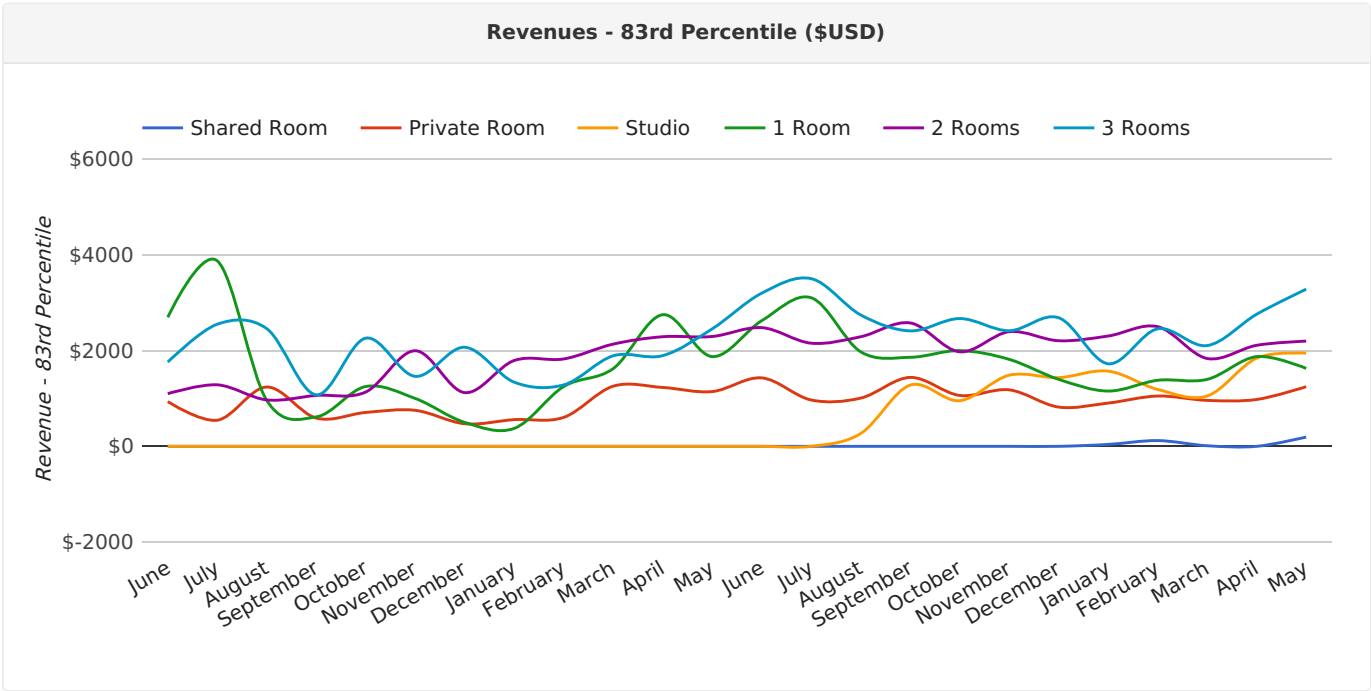


Monthly Revenue

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.

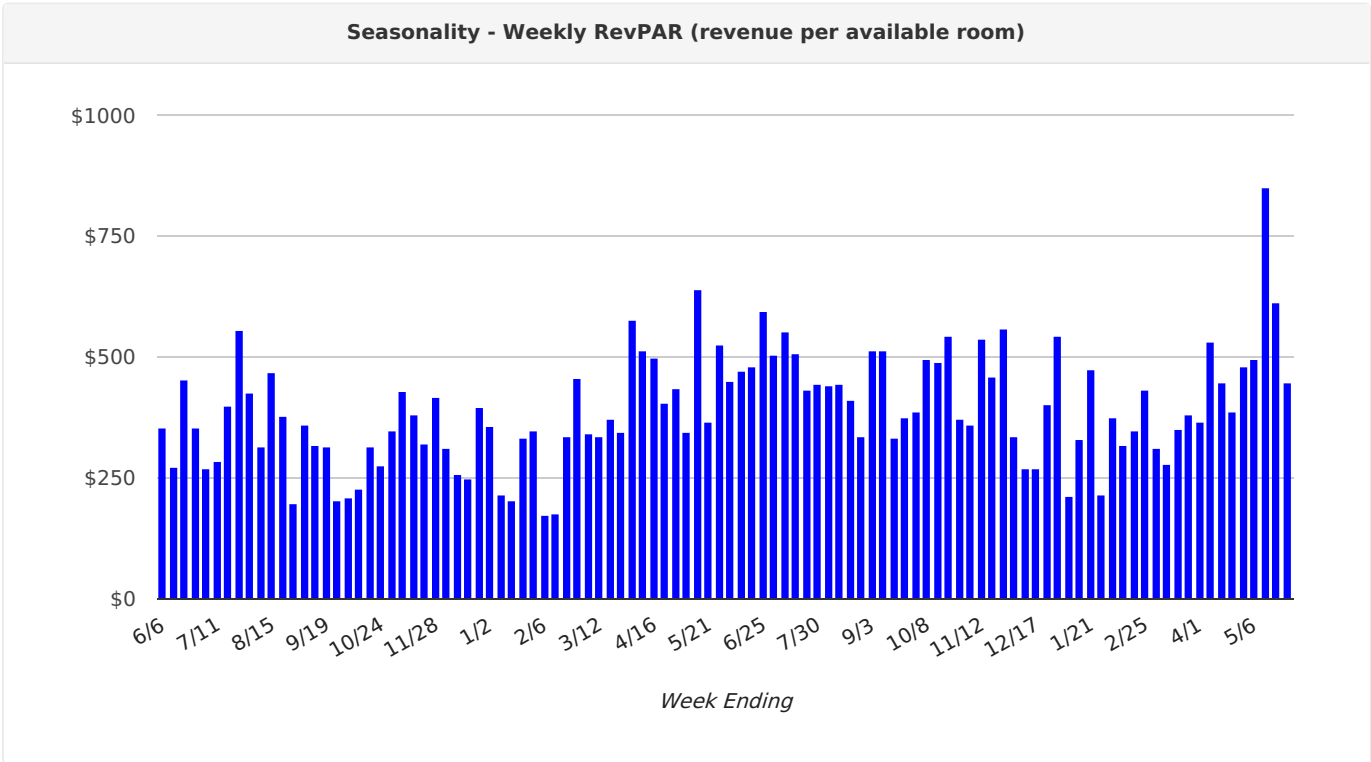
Revenue (continued)



	Jun 2015	Jul 2015	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Total
Shared	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Private	\$935	\$546	\$1239	\$590	\$708	\$752	\$472	\$558	\$605	\$1257	\$1230	\$1144	\$10036
Studio	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
1 Bedroom	\$2696	\$3875	\$959	\$615	\$1250	\$1000	\$500	\$375	\$1250	\$1625	\$2750	\$1875	\$18770
2 Bedrooms	\$1100	\$1285	\$970	\$1064	\$1135	\$1997	\$1122	\$1794	\$1826	\$2136	\$2290	\$2295	\$19014
3 Bedrooms	\$1760	\$2552	\$2458	\$1076	\$2260	\$1462	\$2070	\$1340	\$1284	\$1892	\$1895	\$2455	\$22504
4+ Bedrooms	\$350	\$3000	\$150	\$560	\$700	\$0	\$161	\$2625	\$928	\$800	\$3400	\$2575	\$15249

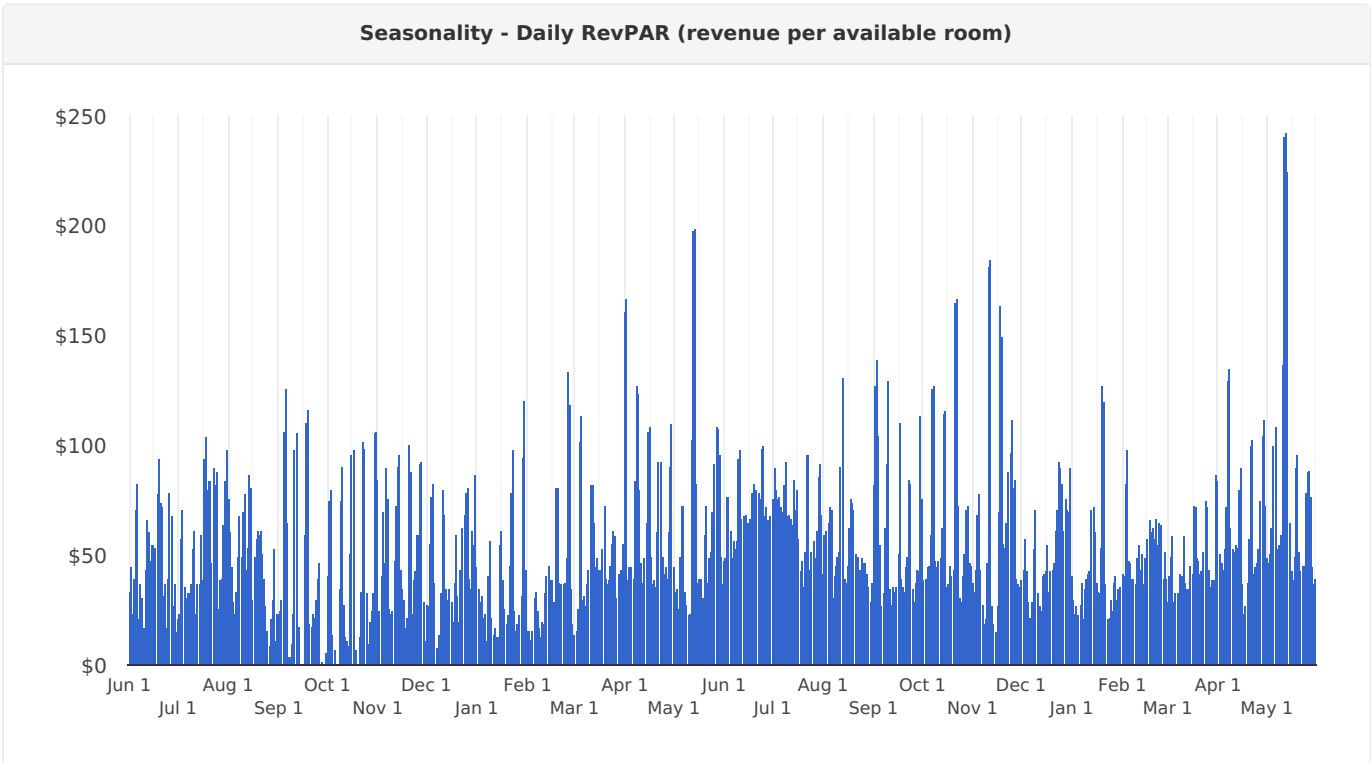
	Jun 2016	Jul 2016	Aug 2016	Sep 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	Apr 2017	May 2017	Total
Shared	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$40	\$120	\$0	\$0	\$194	\$354
Private	\$1430	\$968	\$1008	\$1440	\$1063	\$1180	\$820	\$904	\$1051	\$960	\$979	\$1246	\$13049
Studio	\$0	\$0	\$268	\$1279	\$954	\$1486	\$1436	\$1571	\$1189	\$1052	\$1843	\$1945	\$13023
1 Bedroom	\$2625	\$3104	\$1975	\$1860	\$2000	\$1817	\$1399	\$1155	\$1380	\$1399	\$1875	\$1628	\$22217
2 Bedrooms	\$2480	\$2155	\$2290	\$2578	\$1975	\$2395	\$2206	\$2305	\$2500	\$1835	\$2111	\$2198	\$27028
3 Bedrooms	\$3200	\$3503	\$2745	\$2412	\$2670	\$2415	\$2686	\$1725	\$2455	\$2105	\$2760	\$3283	\$31959
4+ Bedrooms	\$1450	\$3936	\$2235	\$2620	\$4900	\$5075	\$3333	\$2070	\$1905	\$1263	\$3400	\$6600	\$38787

Weekly and Daily Demand



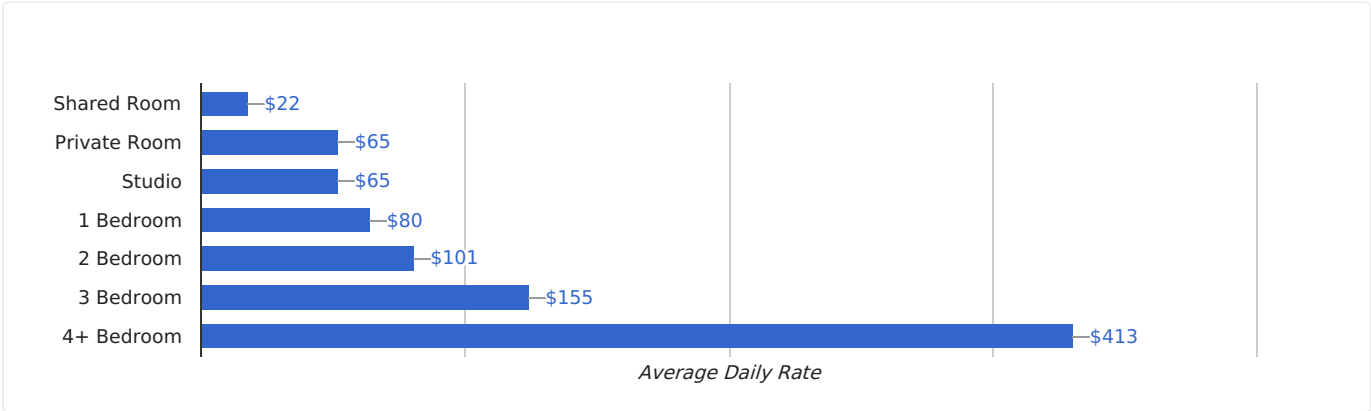
What is RevPAR?

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.

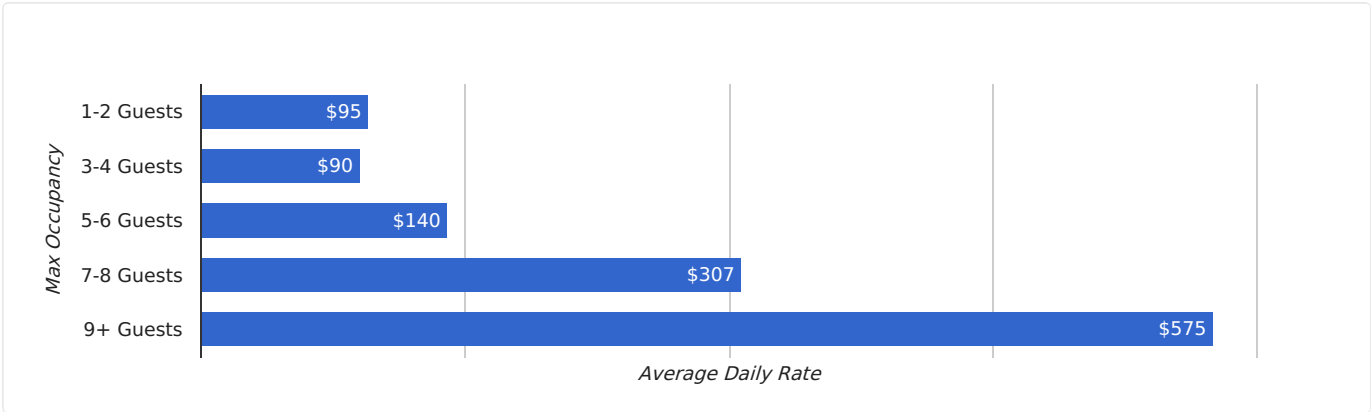


Average Daily Rate

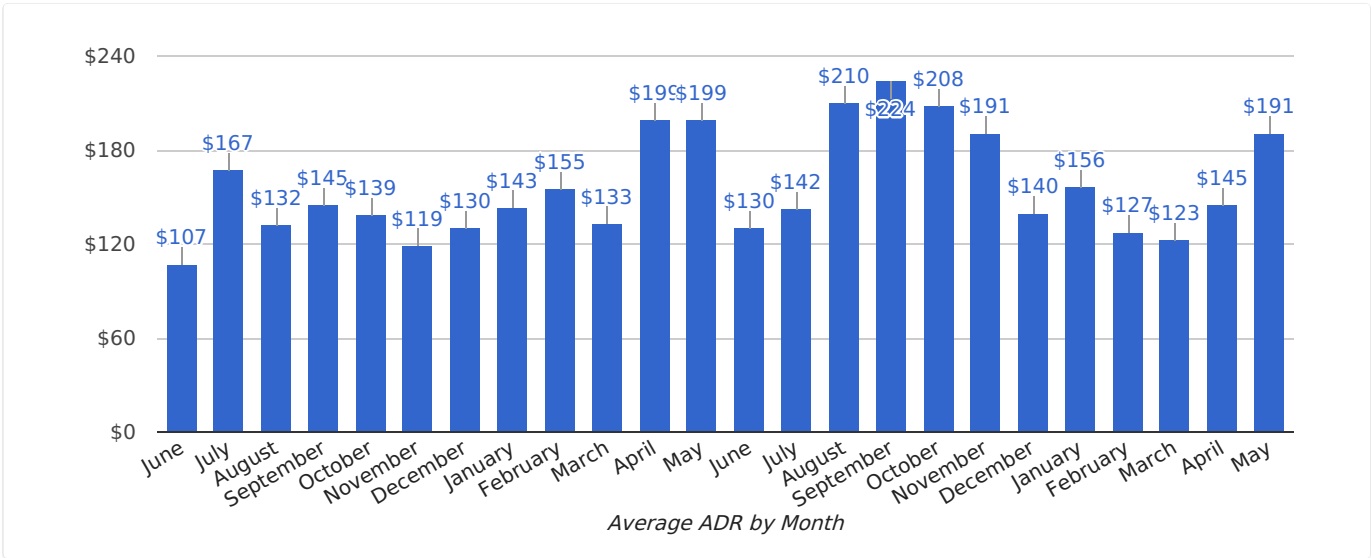
✓ Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. Our [Pricing Copilot](#) product provides real-time forward supply and demand data (www.airdna.co/services/datafeed)



✓ 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	2	Avg \$33	Avg \$5	-
Private Room	62	\$46 -\$70	\$10 -\$20	\$100 -\$150
Studio	4	Avg \$80	Avg \$17	Avg \$98
1 Room	19	\$72 -\$90	\$12 -\$35	Avg \$194
2 Rooms	18	\$100 -\$154	\$25 -\$45	\$100 -\$150
3 Rooms	17	\$120 -\$195	\$30 -\$50	\$200 -\$300
4+ Rooms	10	\$245 -\$500	Avg \$88	Avg \$521
Price range is for the 33rd and 66th percentiles				

Additional Fee Usage			
	No Cleaning Fee	No Security Deposit	No Extra Guest Charge
Super Hosts	47%	64%	50%
Experienced Hosts	28%	48%	48%
Novice Hosts	41%	61%	49%
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	18% off	28% off
Top State Hosts	20% off	31% off
Top National Hosts	27% off	37% 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	86%	14%	0%	0%	0%	0%
Experienced Hosts	84%	16%	0%	0%	0%	0%
Novice Hosts	73%	20%	1%	3%	1%	1%

**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	
Lawrence	
Super Hosts	6%
Experienced Hosts	6%
Novice Hosts	17%

**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	0%	3%	6%
Experienced Hosts	4%	4%	8%
Novice Hosts	3%	1%	11%



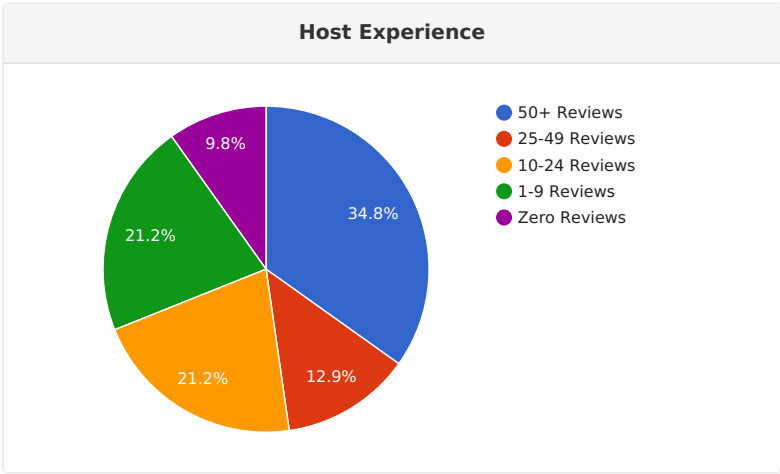
The majority of Super Hosts have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

Host Information

Host Responsiveness		
	Response Rate	Days Since Last Calendar Update
Super Hosts	99%	21
Experienced Hosts	99%	20
Novice Hosts	85%	49



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 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	49	-	-	-	-
% of Listings	44%	-	-	-	-

Detailed Ratings			
	Lawrence	Kansas	U.S.A.
Accuracy	4.94	4.81	4.75
Cleanliness	4.85	4.81	4.79
Commnication	4.99	4.94	4.90
Location	4.95	4.84	4.84
Check In	4.97	4.95	4.90
Value	4.90	4.86	4.76



Over 95% of listings 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	27%	73%	Washer/Dryer	65%	35%
Gym	7%	93%	Air Conditioning	98%	2%
Pool	6%	94%	WiFi	92%	8%
Heating	98%	2%	Free Parking	89%	11%
Pets Allowed	18%	82%	Smoking	8%	92%
Fireplace	26%	74%	Hot Tub	5%	95%
Kitchen	85%	15%	Breakfast	30%	70%



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 5 reviews). 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				
Private Room				
9170120	Awesome House in West Lawrence!	\$18151	49	\$63
11695600	laurie simon	\$15284	21	\$109
5479046	Near KU Big Queen Suite and Office	\$14895	142	\$59
13715153	Queen room kitchen and bath Campus Ar	\$13740	7	\$99
9692966	Old meets new in East Lawrence!	\$12990	19	\$98
3270024	Campus Garage Studio & Private Bath	\$12710	100	\$93
12271249	New House in Lawrence for Travelers	\$11102	28	\$45
4957410	Private room in cozy home!	\$10103	89	\$41
10208213	King Fisher Beautiful Room & Convenien	\$8608	5	\$112
14859567	Comfy King Suite bath and kitchen	\$7942	23	\$96
Studio				
15257184	Downtown Guesthouse Apartment near KU	\$13097	47	\$74
14473608	Urban Homestead Guesthouse	\$9698	72	\$66
17525394	Modern studio 1 minute walk to downtown.	\$4350	15	\$106
1 Bedroom				
3350578	Downtown Loft	\$28264	230	\$131
1445970	Carriage House in Great Location	\$19000	104	\$125
11550399	Sunny studio! Walk to KU Downtown! Pet F	\$17069	113	\$65
7657649	Spacious w kitchen near downtown	\$15835	64	\$119
12371856	Spacious Downtown Loft	\$11865	18	\$81
14252882	Great porch & neighborhood! Walk to KU M	\$11129	44	\$76
14855778	Cozy Studio Near KU and Downtown!	\$6645	23	\$94
15973170	Private retreat close to downtown	\$5520	20	\$71
10994363	1920s apartment close to downtown	\$4477	18	\$51
16938764	Secluded 1870's Victorian	\$3195	10	\$65

Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Reviews	ADR
2 Bedrooms				
7529982	2 BR Greek Revival near Downtown	\$28815	55	\$140
8383132	Lavender House Retreat Center	\$23750	48	\$85
4226747	Little House on Barker Avenue	\$22878	138	\$85
9607726	Quiet Comfort	\$15514	15	\$112
13507163	Country estate in urban surroundings	\$10965	5	\$99
1414858	LUXURY VICTORIAN DOWNTOWN	\$10918	10	\$312
16632734	Choice Location All Modern Apt	\$10482	22	\$101
17841668	Quaint home in East Lawrence close to ev	\$2542	5	\$85
15902283	Cozy 2BR Ranch house close to KU and Dow	\$2383	5	\$104
17211198	1870's secluded Victorian with private e	\$2136	10	\$56
3 Bedrooms				
12520955	Cute & Cozy 3 Bed 1 Bath House	\$31338	36	\$98
6678199	Close to KU and Downtown!	\$27517	45	\$207
15882898	Mid Century Modern Retreat	\$26166	7	\$220
1571056	Country Vineyard Retreat with deck	\$24835	104	\$164
13532962	Campus area Cozy Cottage 3 BR 1 Bath	\$20903	30	\$173
430729	Very Comfy Renovated 1905 home .9 Mi to	\$19848	118	\$80
5340521	1 Block Walk to Heart of Downtown 6 blo	\$19582	108	\$117
17120778	Turn of Century Farmhouse Near Downtown	\$10311	9	\$154
15543314	Luxury Mid Century Home Close to Campus	\$8886	7	\$217
2738203	Lovely master suite...king bed 2 priva	\$7100	18	\$101

Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Reviews	ADR
4+ Bedrooms				
4629992	Private 5bd Home Close to KU Campus & Do	\$31653	24	\$360
11186488	Home & Game Room Next to KU Stadium	\$30000	6	\$1304
2846301	Cozy&Creative	\$27413	26	\$149
14503521	B's Resort	\$17560	7	\$836
14935454	Location Location Location	\$12618	9	\$214