



AIRDNA

JANUARY 24, 2019

AIRDNA

Data to set you apart. Insights to keep you ahead.

AirDNA turns short-term rental data into strategic, actionable insights.

As the world's leading provider of vacation rental data, we track the daily performance of over 10 million listings on Airbnb and HomeAway in 80,000 markets worldwide.



SONDER

CBRE



HOSTMAKER



To empower better decision making across every step of the short-term rental lifecycle



Property
Selection

Listing
Optimization

Dynamic
Pricing

Competitive
Benchmarking

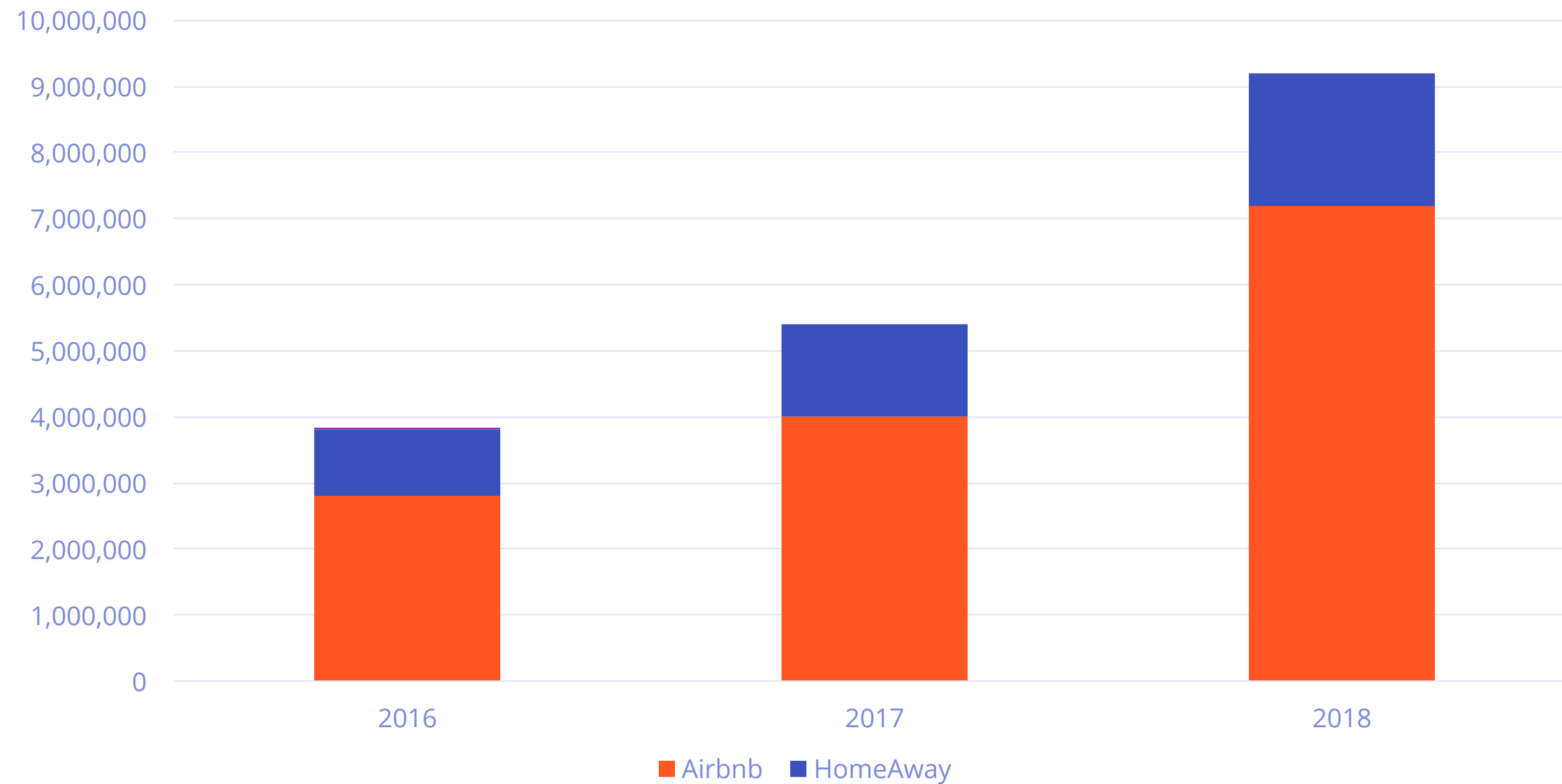
AIRDNA



Short-term rentals are transforming accommodation worldwide

- Professionalization of the the vacation rental industry is accelerating.
- Increased competition is leading to a more data-driven marketplace.

STR listings have increased by 140% in 2 years



Source: AirDNA, Skift



Hotels have poured >\$1 B into short-term rentals

But without local data and knowledge, they have accumulated losses nearing \$400MM.



In Greece, Airbnb and HomeAway listings are increasing

ENTIRE HOME SHORT TERM RENTALS IN GREECE

| Metric | December 2017 | December 2018 | Growth Rate |
|---------------------------------------|---------------|---------------|-------------|
| Available Entire Place Listings | 59,379 | 72,144 | 21% |
| Booked Entire Place Listings | 17,138 | 22,079 | 29% |
| Listed Nights | 473,163 | 585,766 | 24% |
| Booked Nights | 249,577 | 270,021 | 8% |
| Occupancy | 52.7% | 46.1% | -13% |
| Average Daily Rate | € 152.96 | € 126.44 | -17% |
| Revenue Per Available Rental (RevPAR) | € 80.68 | € 58.28 | -28% |

Source: AirDNA

AIRDNA

Greece: 5 markets to watch in 2019

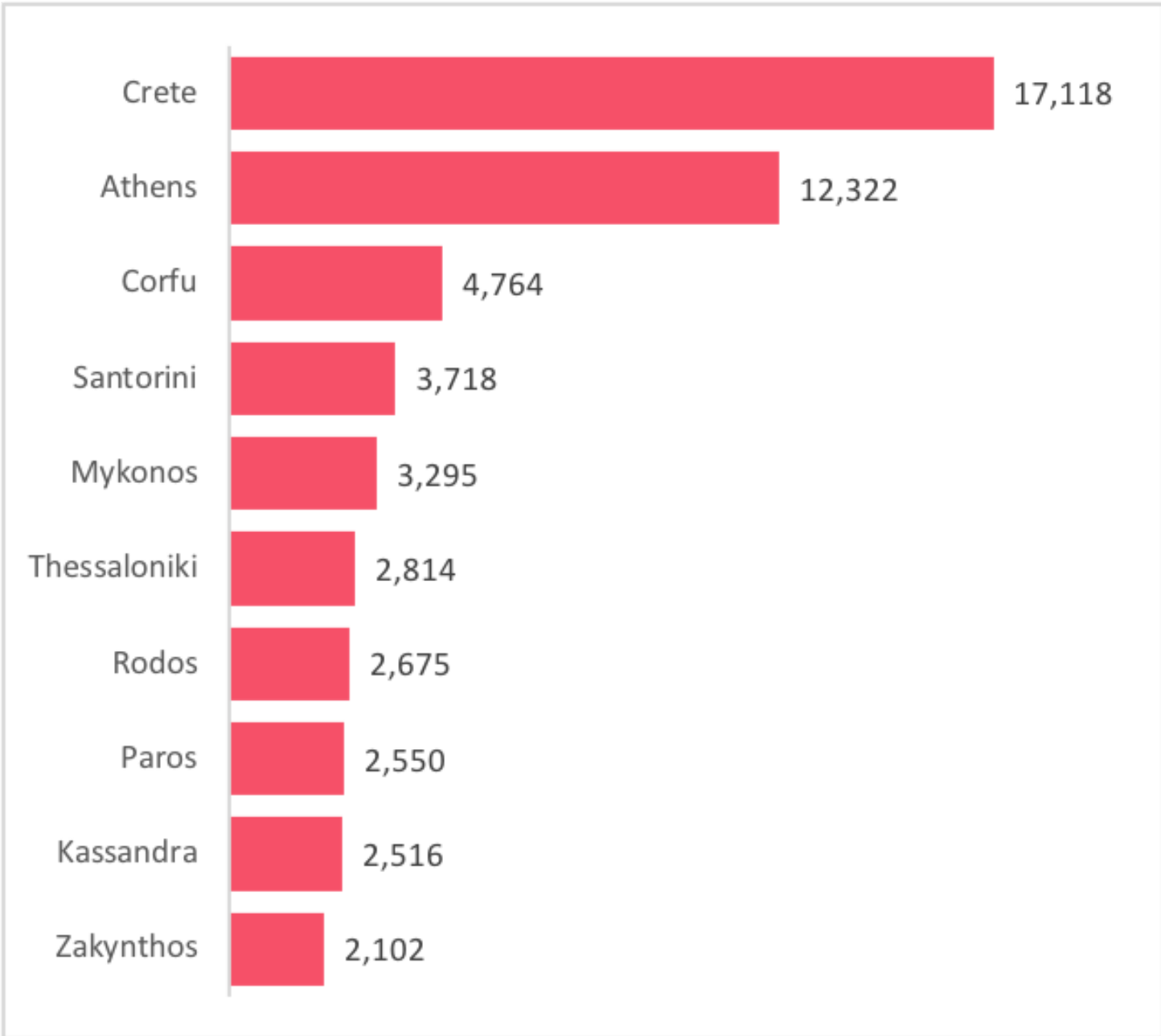
| Market | RevPAR Increase |
|-----------|-----------------|
| Lefkada | 167% |
| Ermionida | 101% |
| Corfu | 73% |
| Glyfada | 45% |
| Tinos | 42% |



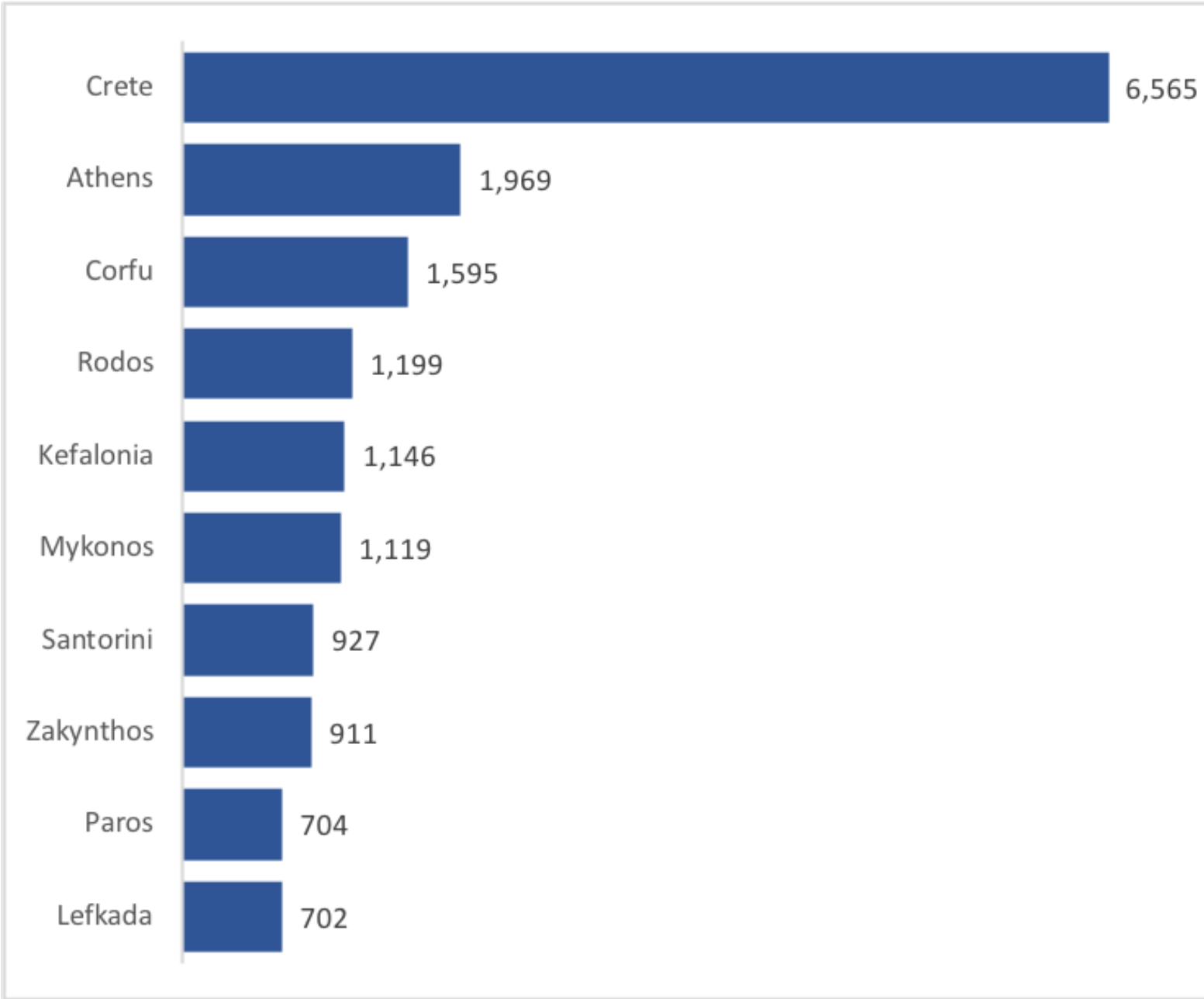


Airbnb and HomeAway presence in Greece

TOP 10 CITIES IN GREECE - AIRBNB

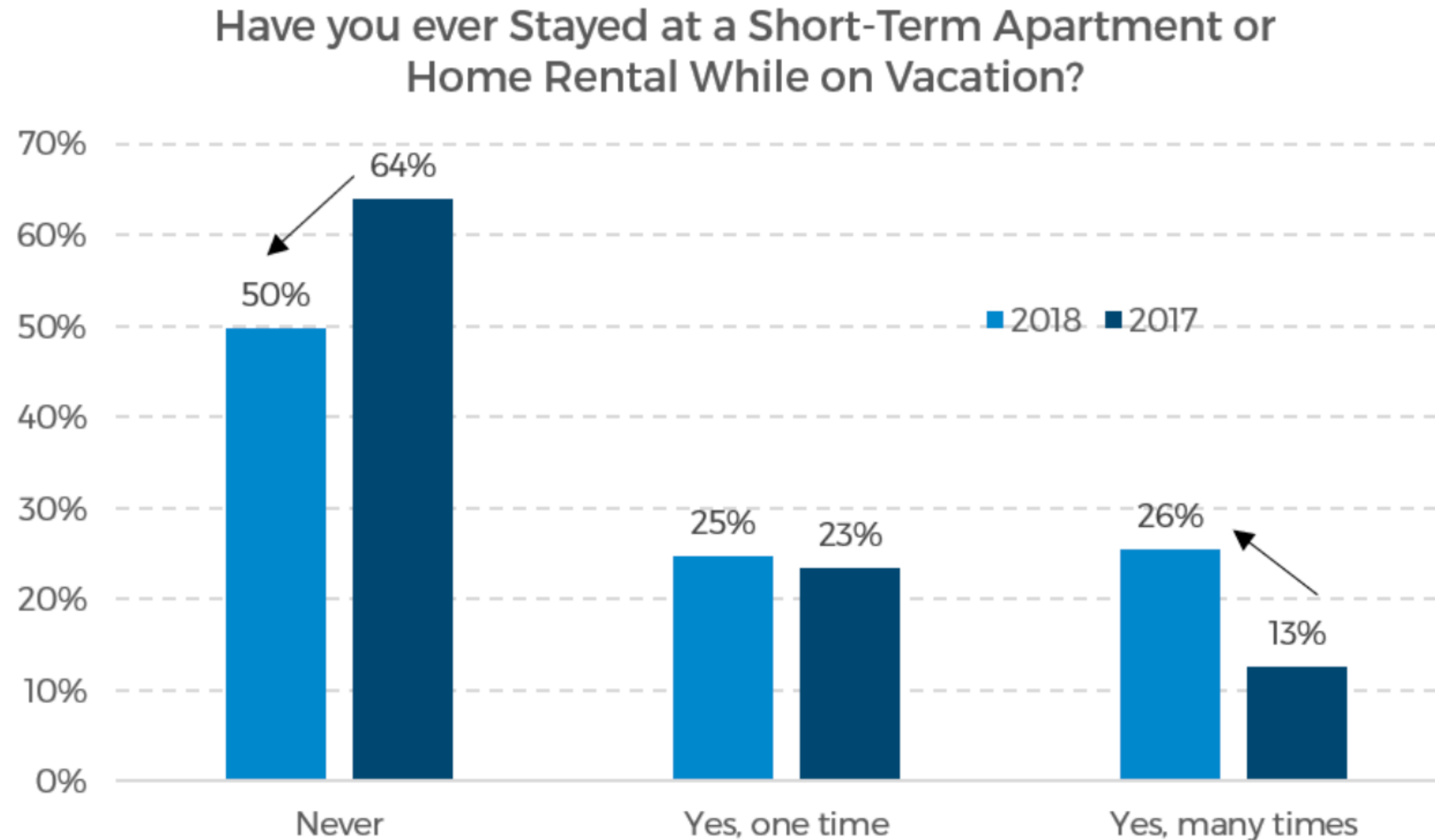


TOP 10 CITIES IN GREECE - HOMEAWAY



Source: AirDNA

STRs are up, but satisfaction has decreased 60% to 47%



Source: Skift Research 2018 High-Income Traveler Survey



Professionalization
requires localized STR data.

AIRDNA

Athens: Professional Hosts

- 4,847 active hosts: 22% multi-listing hosts, 35% Superhosts
- 54% of properties are managed by multi-listing hosts
- In Athens, 55% of properties were booked 1-3 months in the last twelve months

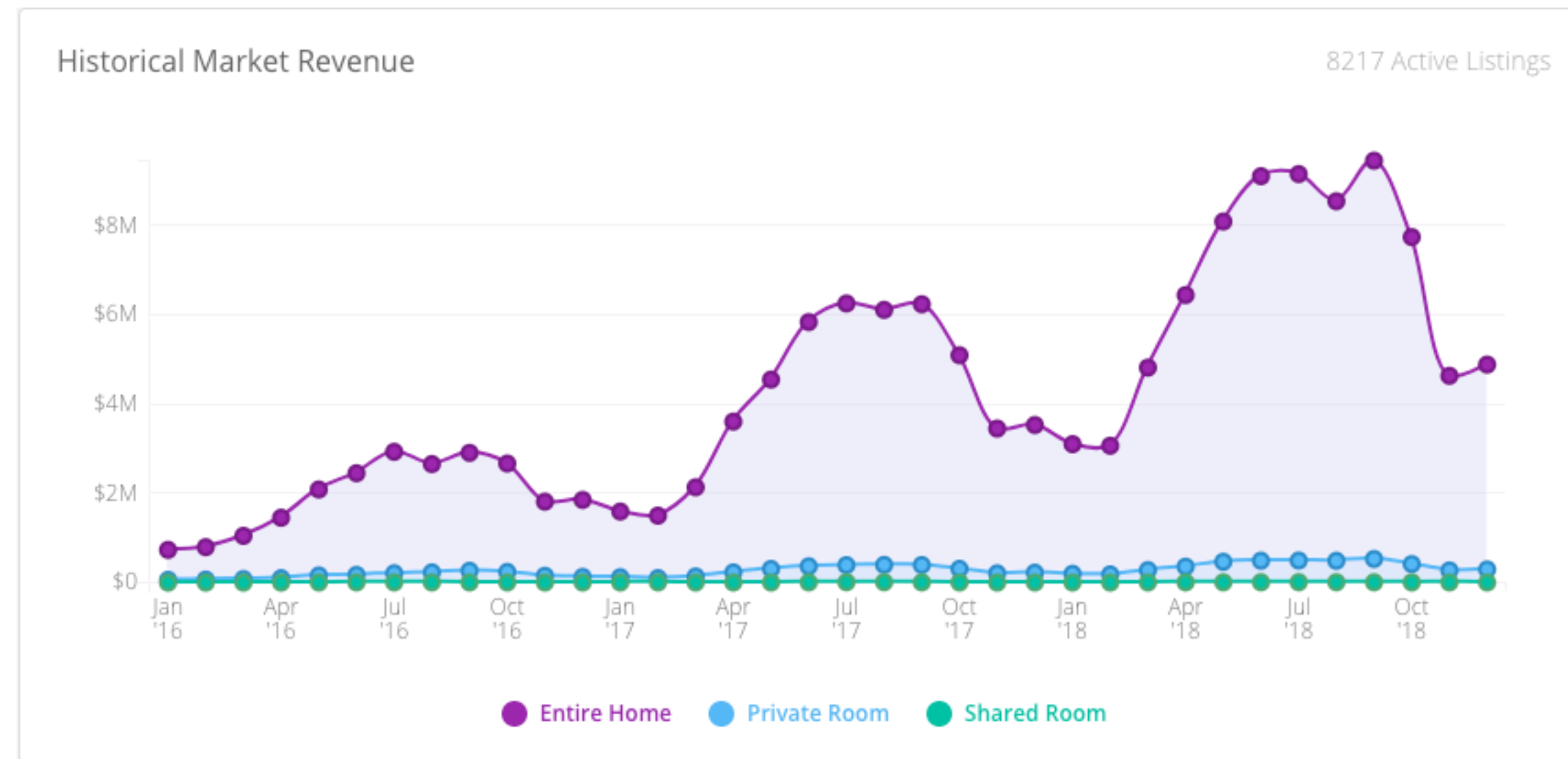
| Market | Booked 1-3 Months LTM | Booked 7-12 Months LTM |
|--------------|-----------------------|------------------------|
| Zakynthos | 84% | 17% |
| Kos | 79% | 21% |
| Mykonos | 76% | 24% |
| Crete | 73% | 27% |
| Corfu | 73% | 27% |
| Thessaloniki | 61% | 17% |
| Athens | 55% | 22% |
| Santorini | 44% | 16% |

Source: AirDNA



Athens: Overview of Airbnb presence

- Market Grade 'A'
- 88% Entire Home rentals, 11% Private Rooms, 1% Shared Rooms
- 1.5 bedrooms on average, accommodating 4.2 guests

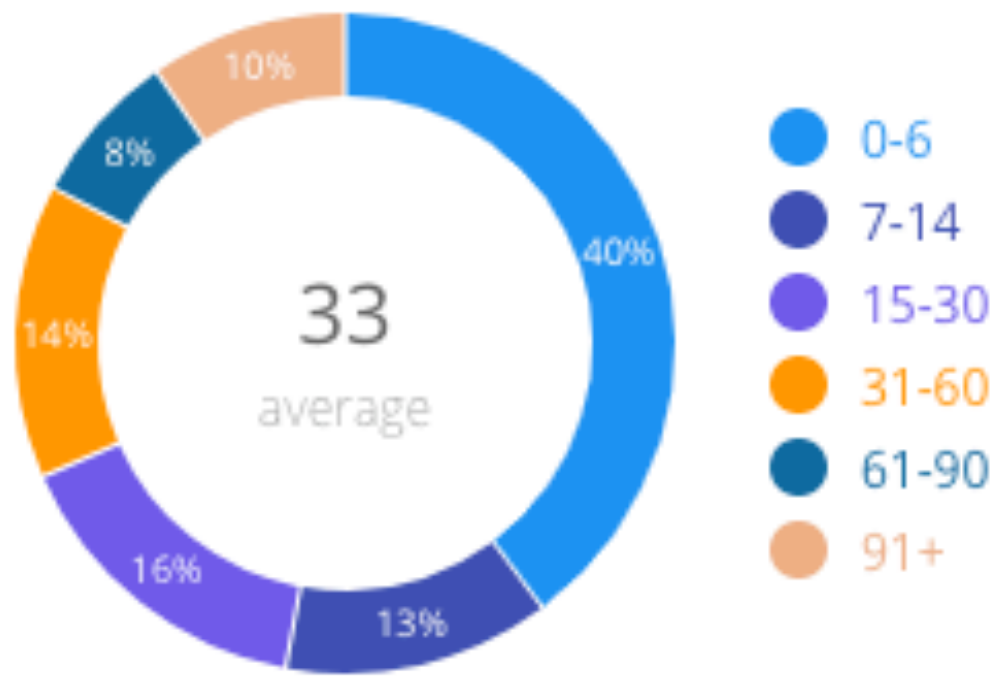


Source: AirDNA MarketMinder

Athens: Booking Lead Time

BOOKING LEAD TIME BY MONTH (ALL RENTALS)

Booking Lead Time



Source: AirDNA MarketMinder



Athens: Future Pricing & Compression Nights

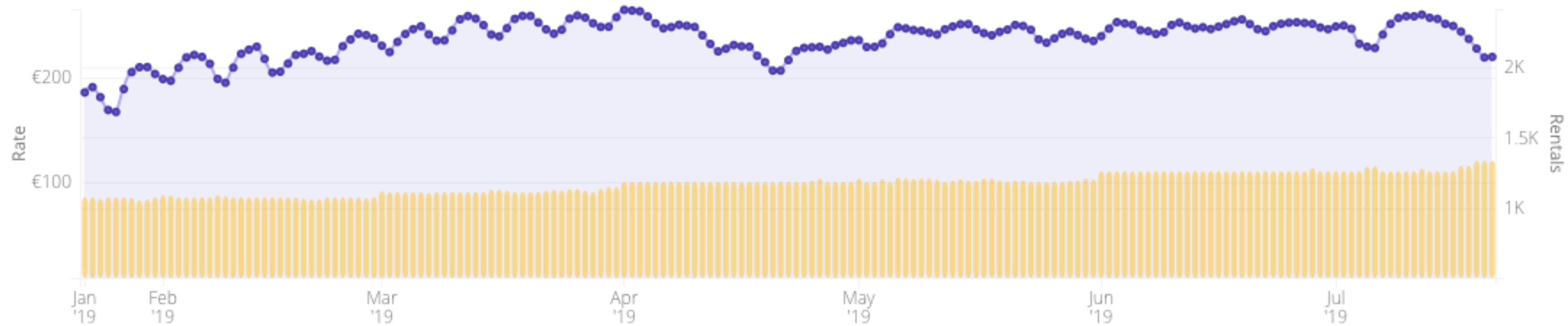
FUTURE DAILY SUPPLY AND AVAILABLE RATES IN ATHENS

Future Supply and Available Rates

Entire Home ▶ Bedrooms: 2-6+ ▶ Accommodates: 4-20+ ▶ **Apply**

2832 Active Listings

Data Range 1 month 3 months 6 months
Rate percentile 5th 95th
75th



January

February

Source: AirDNA MarketMinder

AIRDNA



Athens: Top 10 Neighborhoods by RevPAR

| | Neighborhood | Avg Daily RevPAR |
|----|-----------------------|------------------|
| 1 | Zappeion | € 58.00 |
| 2 | Acropolis | € 54.27 |
| 3 | Commercial Triangle | € 52.58 |
| 4 | Kolonaki | € 46.04 |
| 5 | Thiseio | € 45.83 |
| 6 | Gazi | € 45.46 |
| 7 | Lycabettus | € 44.70 |
| 8 | Koukaki - Makrygianni | € 41.29 |
| 9 | Kerameikos | € 41.12 |
| 10 | Stadiou | € 40.31 |

Athens: Up-and-coming neighborhoods

TOP 5 NEIGHBORHOODS BY LISTING GROWTH

| | | Active Listings 2017 | Active Listings 2018 | YOY Listing Growth | YOY RevPAR Growth |
|---|---------------------|----------------------|----------------------|--------------------|-------------------|
| 1 | Patisia | 26 | 52 | 100% | -12% |
| 2 | Agiou Konstantino | 178 | 282 | 58% | -5% |
| 3 | Commercial Triangle | 633 | 895 | 41% | 2% |
| 4 | Neos Kosmos | 232 | 319 | 38% | 1% |
| 5 | Koukaki-Makrygianni | 277 | 377 | 36% | 0% |

Source: AirDNA

TOP 5 NEIGHBORHOODS BY REVPAR

| | | RevPAR 2017 | RevPAR 2018 | YOY RevPAR Growth | YOY Listing Growth |
|---|-------------|-------------|-------------|-------------------|--------------------|
| 1 | Ano Patisia | € 14.77 | € 18.48 | 25% | 4% |
| 2 | Lycabettus | € 38.46 | € 42.46 | 10% | -2% |
| 3 | Goudi | € 28.70 | € 31.14 | 9% | 16% |
| 4 | Kolonos | € 21.97 | € 23.49 | 7% | 0% |
| 5 | Gazi | € 44.27 | € 47.08 | 6% | 0% |

Source: AirDNA

AIRDNA

Summary

- Market saturation
- Professionalization and optimization
- Competitive analysis
- Data-driven decisions





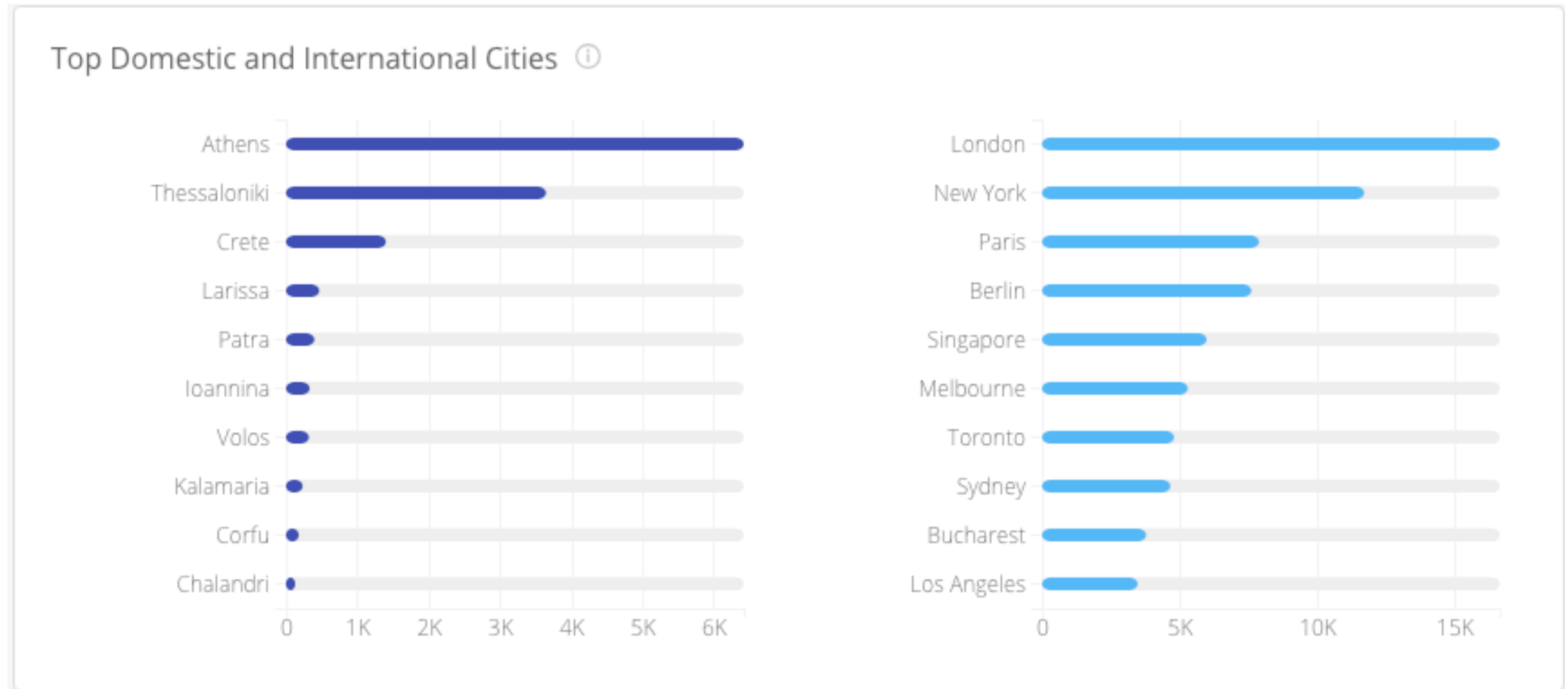
Tom Caton
Chief Revenue Officer, AirDNA
+1 720 372 2318
tom@airdna.co

AIRDNA



VACATION RENTAL MARKET 2018

Athens: Guest Origin & Marketing



Source: AirDNA MarketMinder