State of the Australia Short-term Rental Market

Q3 / 2021

AIRDNA

AIRDNA

Understanding the ***true*** impact of short-term rentals on your destination.

AirDNA turns industry-savvy short-term rental data into strategic, actionable analytics for LGAs, DMOs, and tourism organizations.

As the world's leading provider of short-term rental data and analytics, we track the daily performance of over 10 million listings in 120,000 markets globally on Airbnb and Vrbo.

Why should my LGA, DMO, or tourism board care about short-term rentals?

24

Cents of every dollar spent on lodging now goes to **short-term rentals**

300%

Growth in short-term rental revenue prior to COVID-19

35%

Of short-term rentals are located in **non-traditional tourist destinations** (1+ mile from closest hotel)

60%

Of short-term rental listings are **2 bedrooms or larger.**

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2020 brought **seismic shifts** in the way we travel

Growing preference for STRs

60%

Of leisure travelers prefer short-term rentals

STR guests spend more

140%

Guests spend 140% more on STRs than they do on hotels.

Remote work & long-term stays

72%

Guests stay on average **72% longer in STRs** than they do in hotels.

Changing traveler tastes

Unique Stays

Unique stays — treehouses, bungalows, yurts — were the **only property type** to see positive growth during 2020.

How it Works

Providing key metrics from reliable sources for tourism organizations

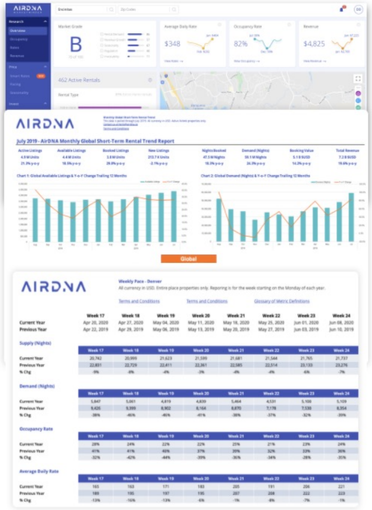
airbnb

Vrbo

Property Management Systems

Channel Managers

Individual Hosts



Active listings

Real-time demand

Average Daily Rates

Occupancy

STR Tax Revenue

Seasonality

Booking Lead Time

Agenda

1. Recovery?
2. Normalizing Booking Behavior
3. Supply Changes
4. Outlook

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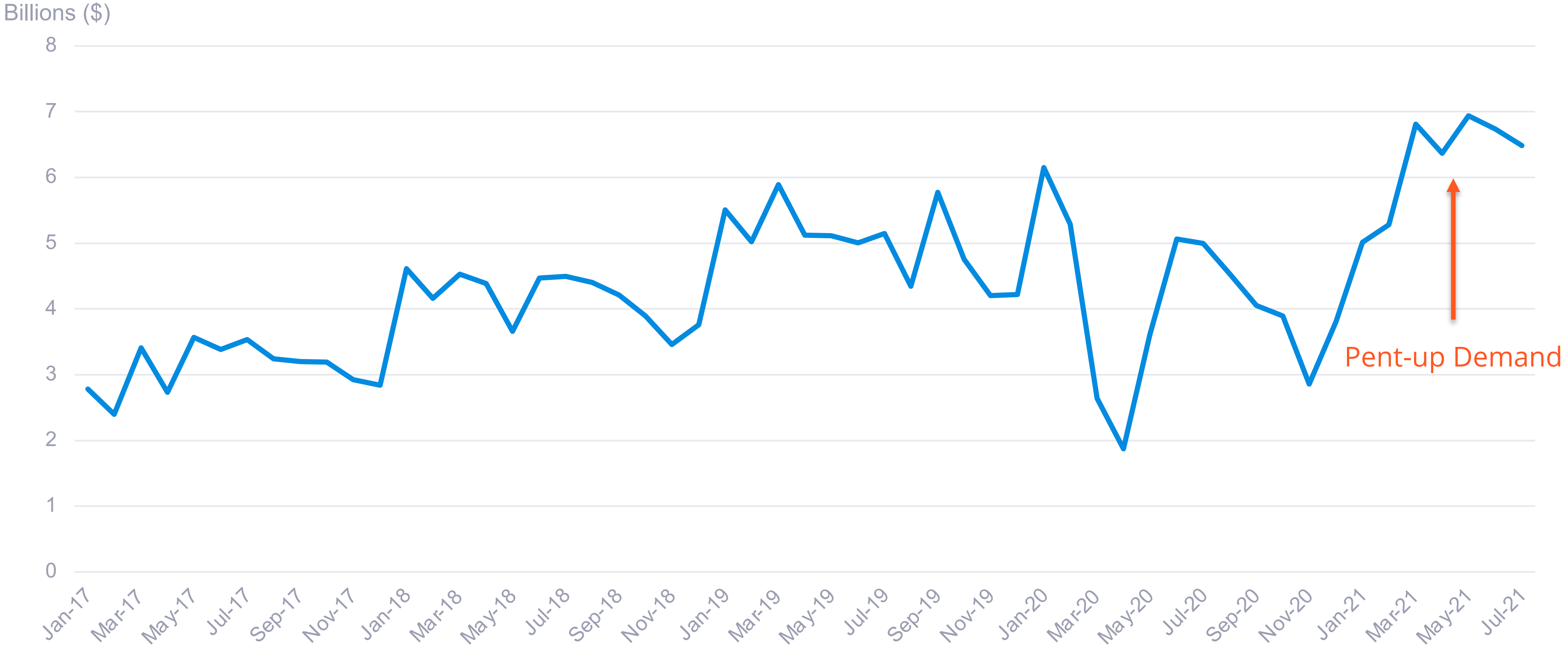
Record High for Global Short-term Rental Bookings in Q2 2021

Global Booking Value: Listings on Airbnb



Source: AirDNA
Note: Active Airbnb Units

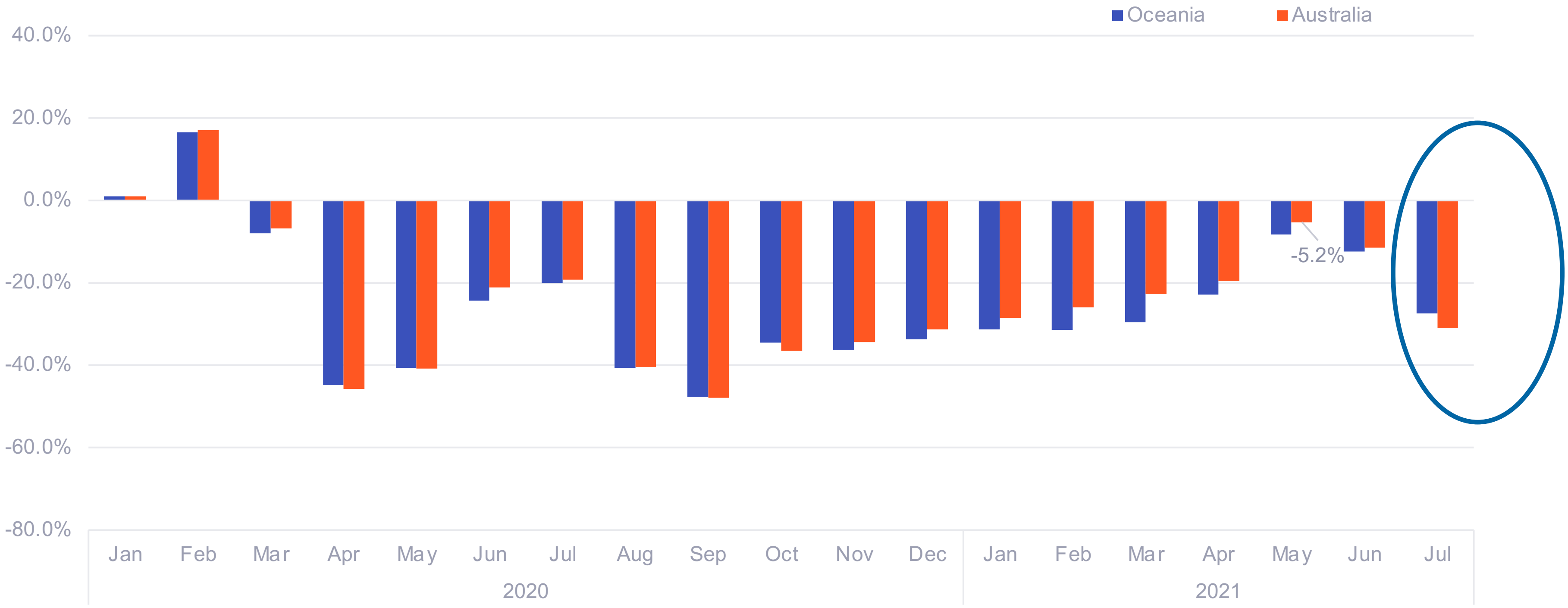
Oceania Lags in the Global Demand Recovery

July 2021 Global Short-term Rental Demand vs 2019

Source: AirDNA

Australia has Outperformed Oceania Except Past 2 Months

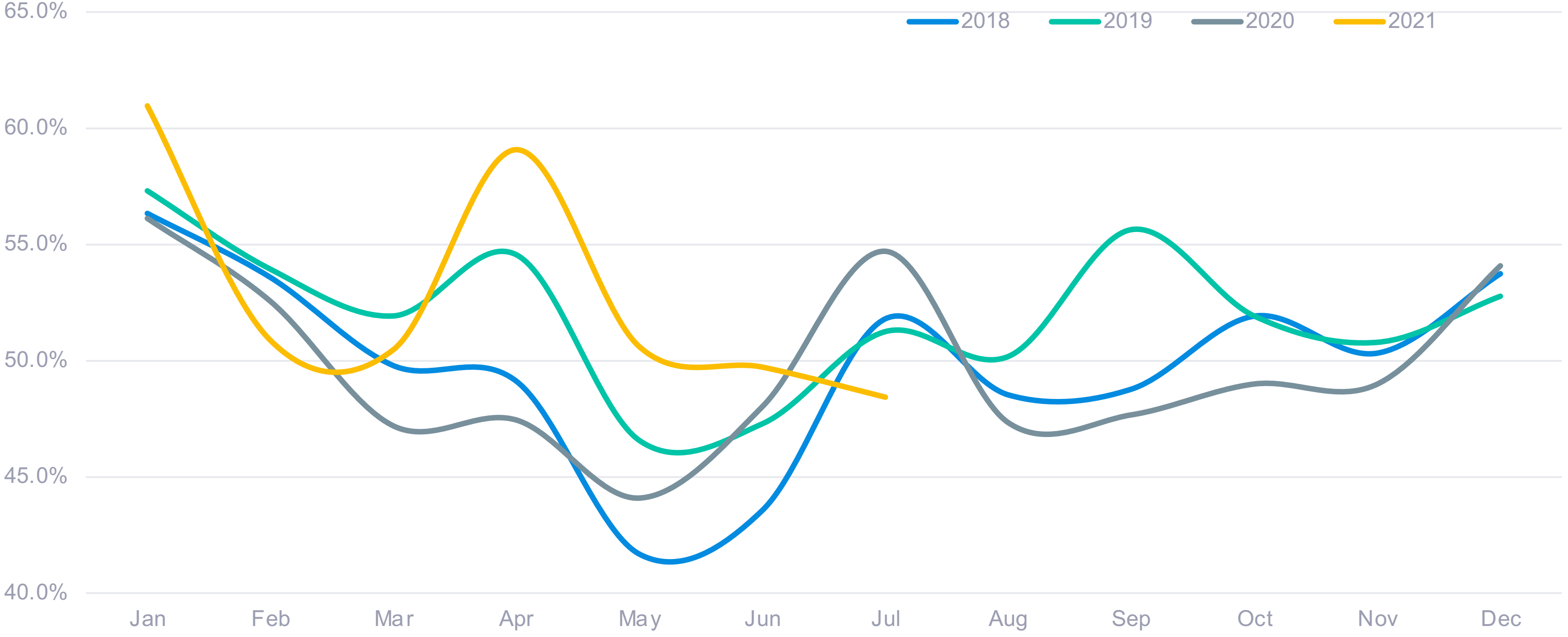
2020 – 2021 Short-term Rental Demand vs 2019



Source: AirDNA

Occupancy Declining with Lockdowns

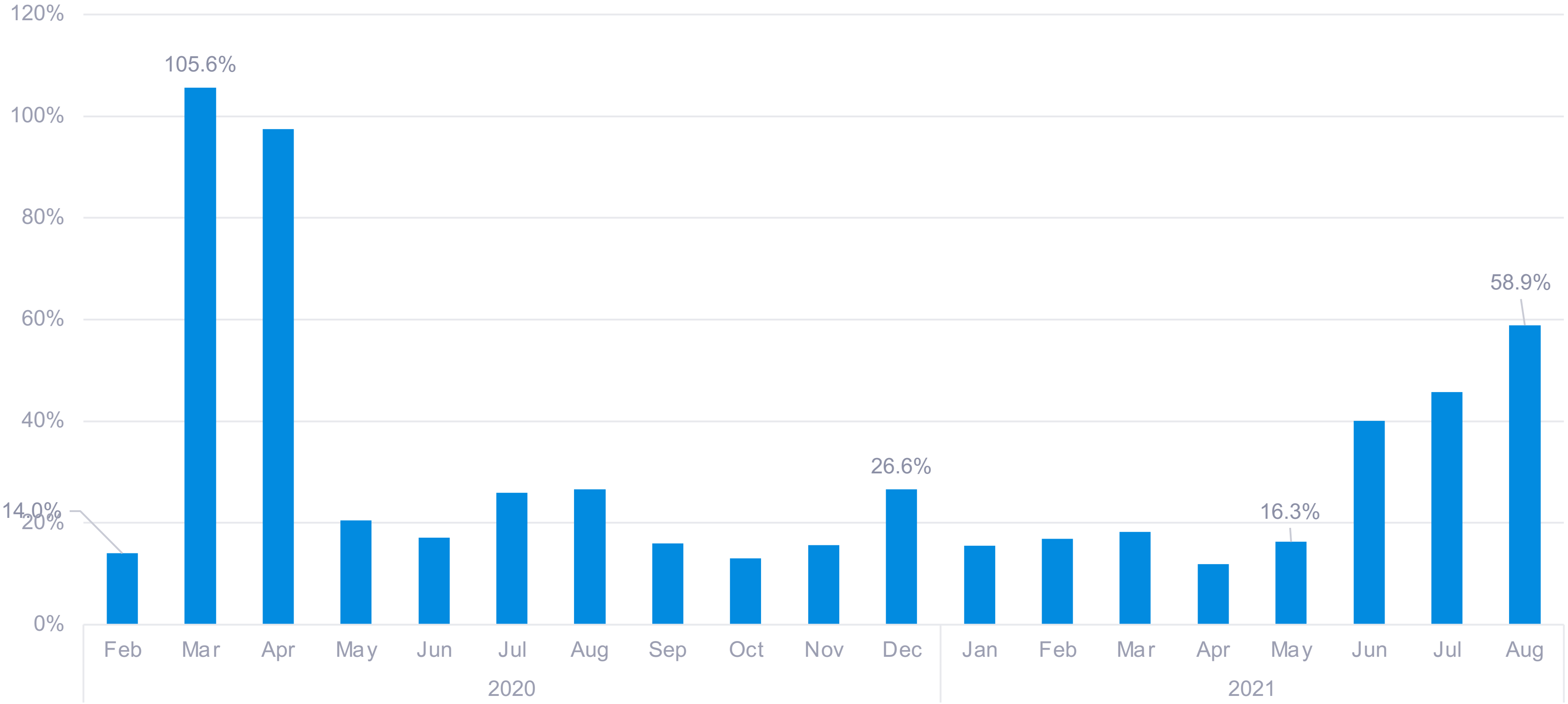
Australia Monthly Short-term Rental Occupancy



Source: AirDNA

Delta Impact – Increase in Cancelations

Oceania Canceled Nights as a Percent of Nights Booked



Source: AirDNA

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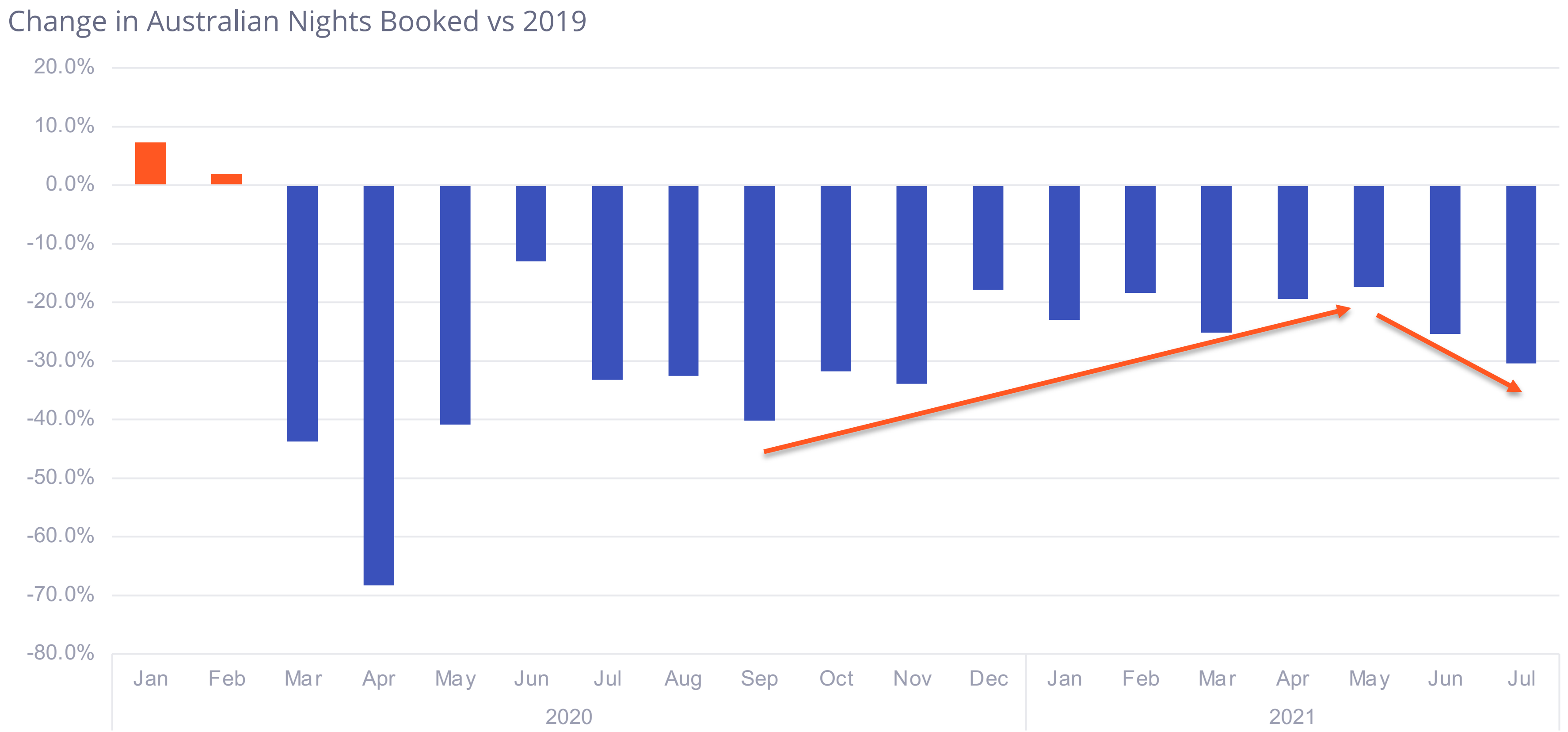
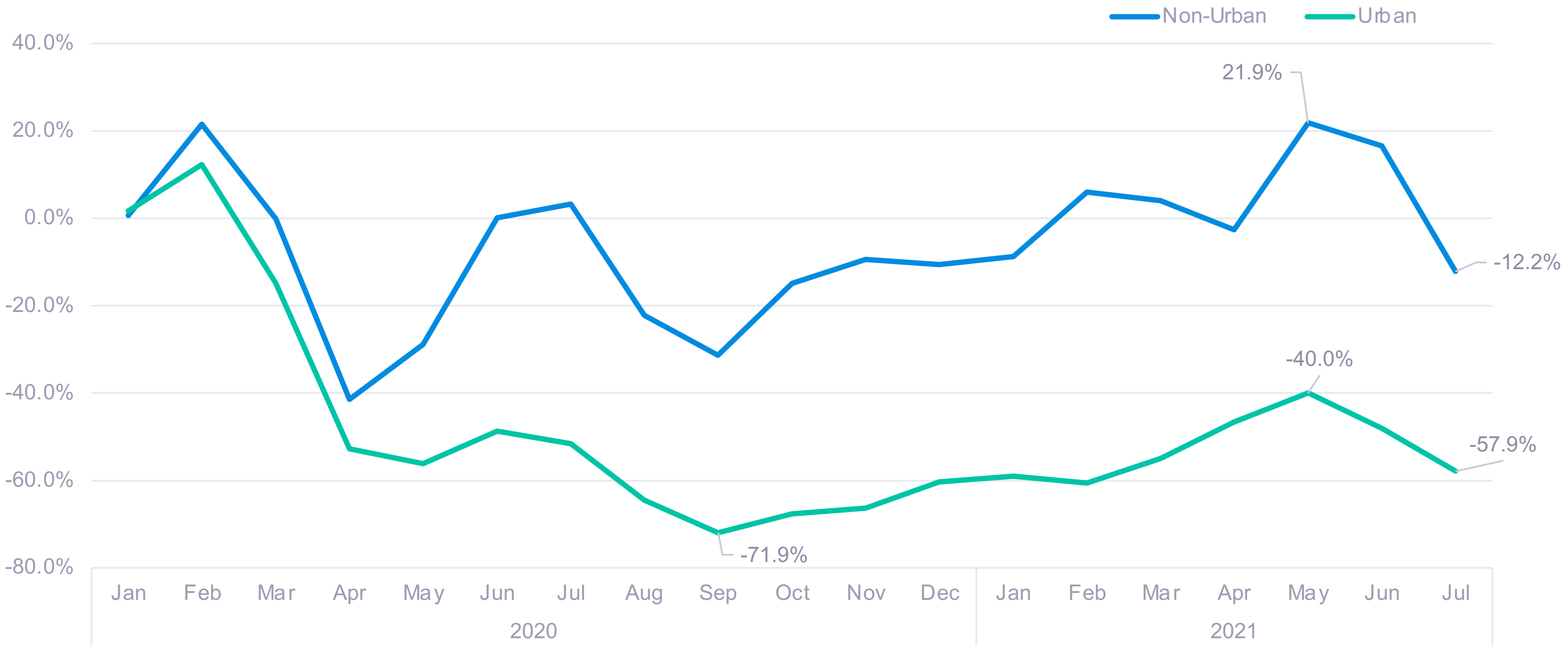
Delta Impact - Slowdown in New Bookings



Source: AirDNA

Divergent Demand Trends among Australia Areas

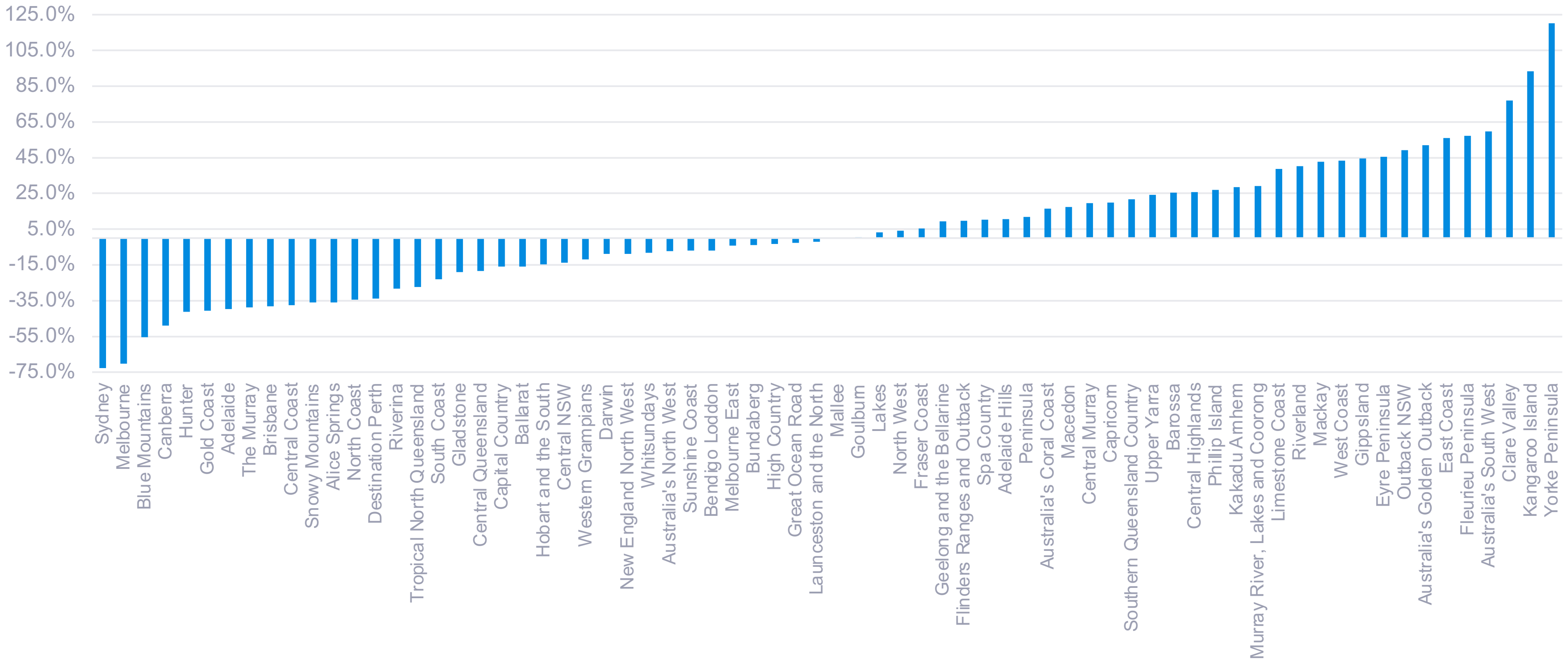
2020/2021 U.S. Short-term Rental Demand vs. 2019 by City Type



Source: AirDNA
Note: Urban includes large cities like Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, and Hobart. Non-urban includes all other locations.

Mixed Performance Throughout Australia

Australia Short-term Rental Demand July 2021 vs July 2019



Source: AirDNA

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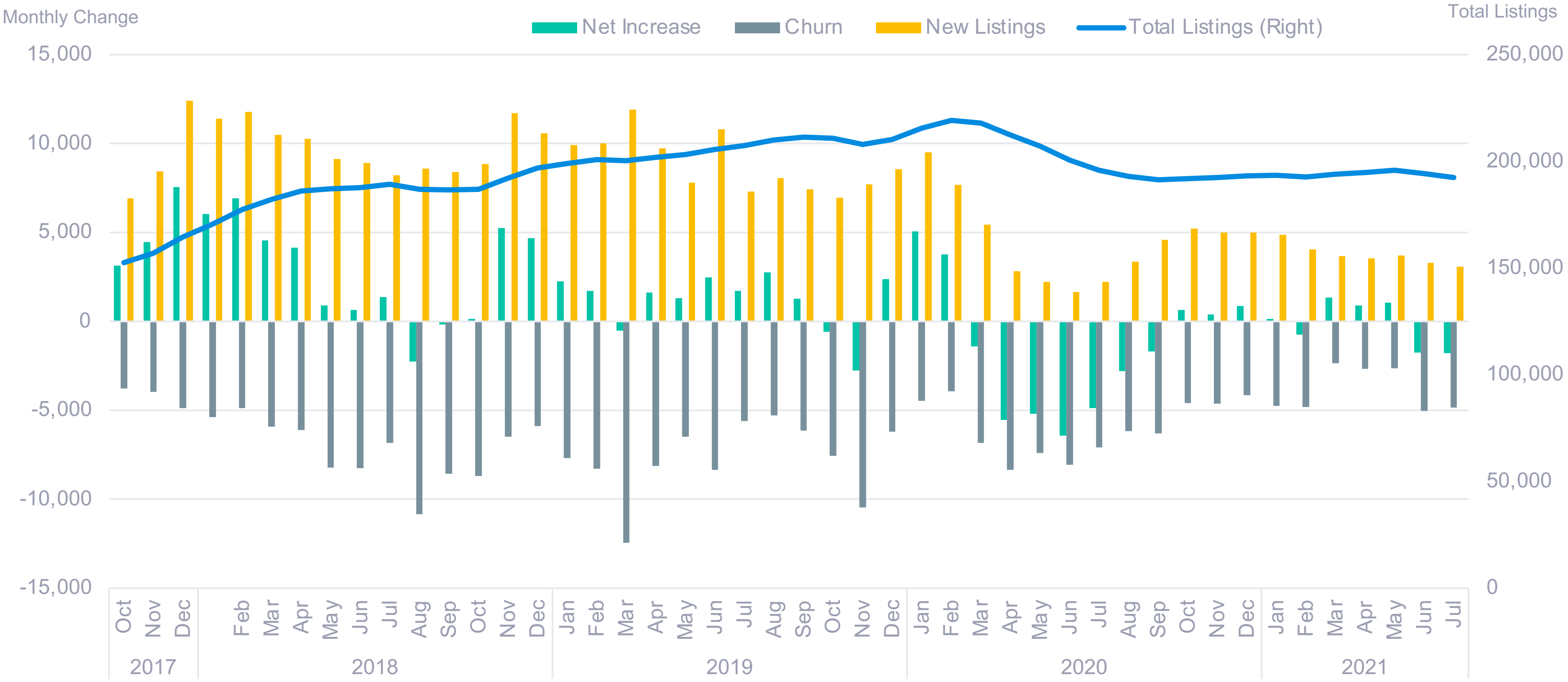
Churn Eating Into Net Gains in Listing Counts

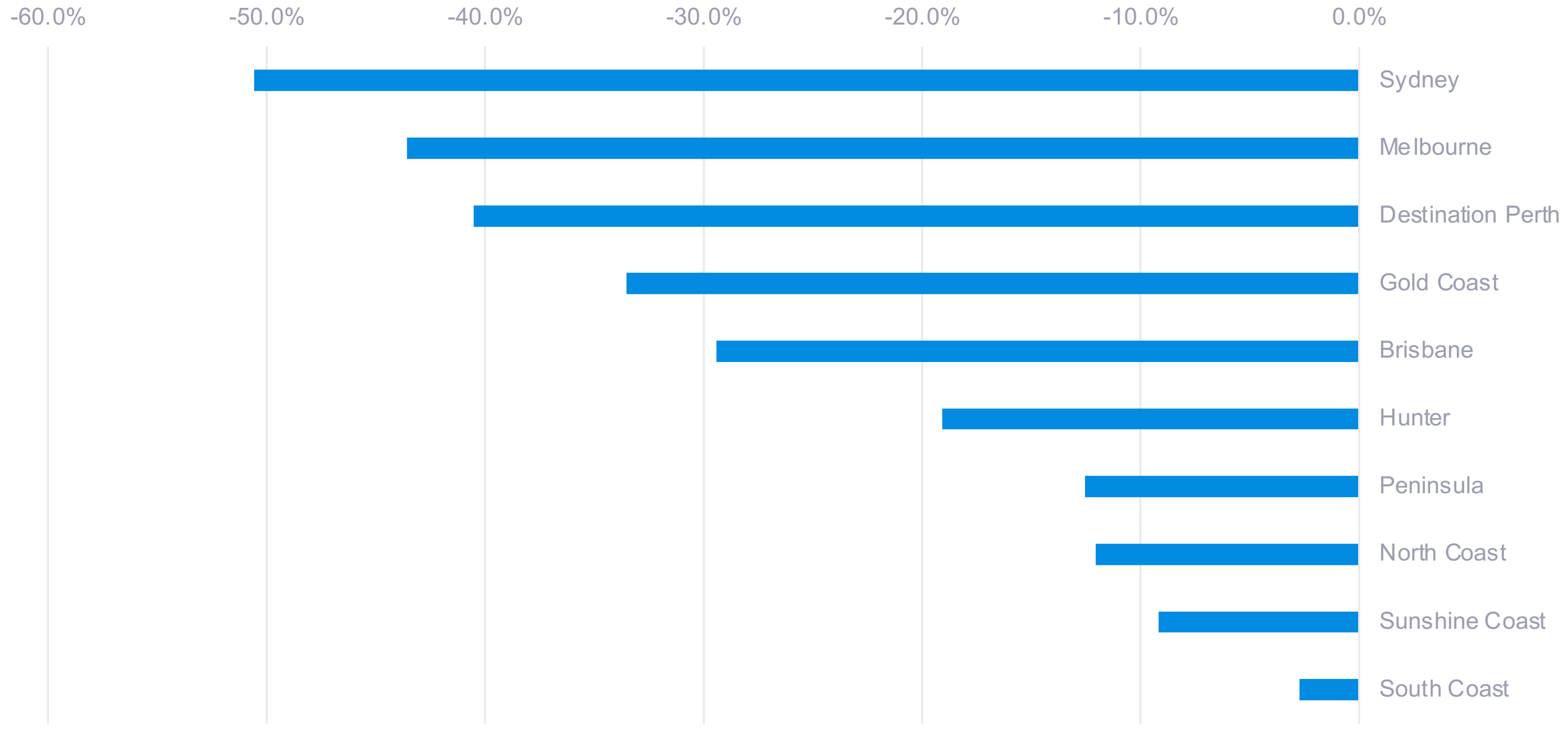
Australia Listings Count Changes – 3 Month Moving Average



Source: AirDNA

Largest Areas All Lost Supply since 2019

Change in Available Listings - July 2021 vs July 2019, 10 Largest Australian STR Tourism Areas



Source: AirDNA

Listing Growth limited to Mountains & Coast

Top Growth Markets in Australia for Available Listings - July 2021 vs July 2019

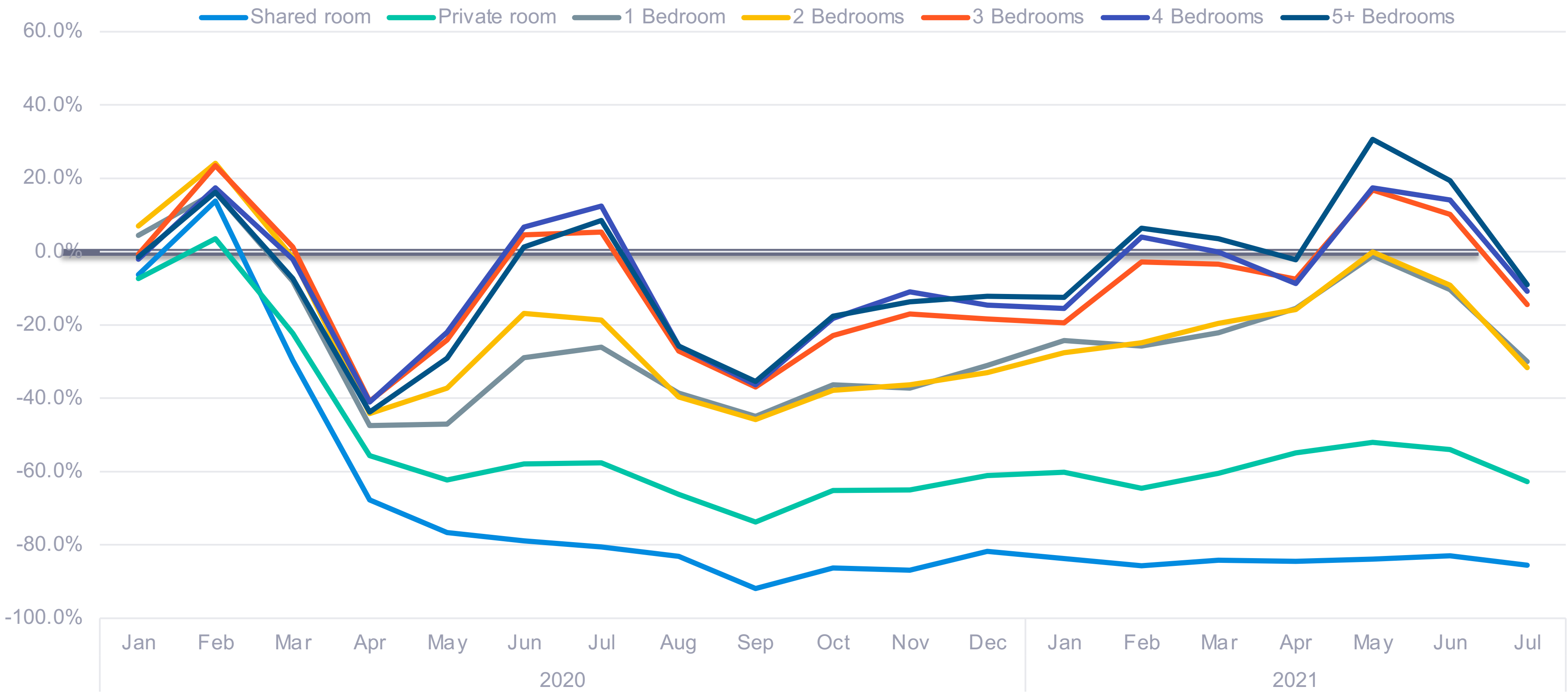
City	% Change
Capricorn	9.6%
Yorke Peninsula	0.7%
Fleurieu Peninsula	0.6%

City	% Change
Southern Queensland Country	5.1%
Capital Country	3.3%
Australia's Golden Outback	2.5%
Ballarat	2.3%
Central Murray	2.1%

Source: AirDNA

The Larger the Home, the Better the Performance

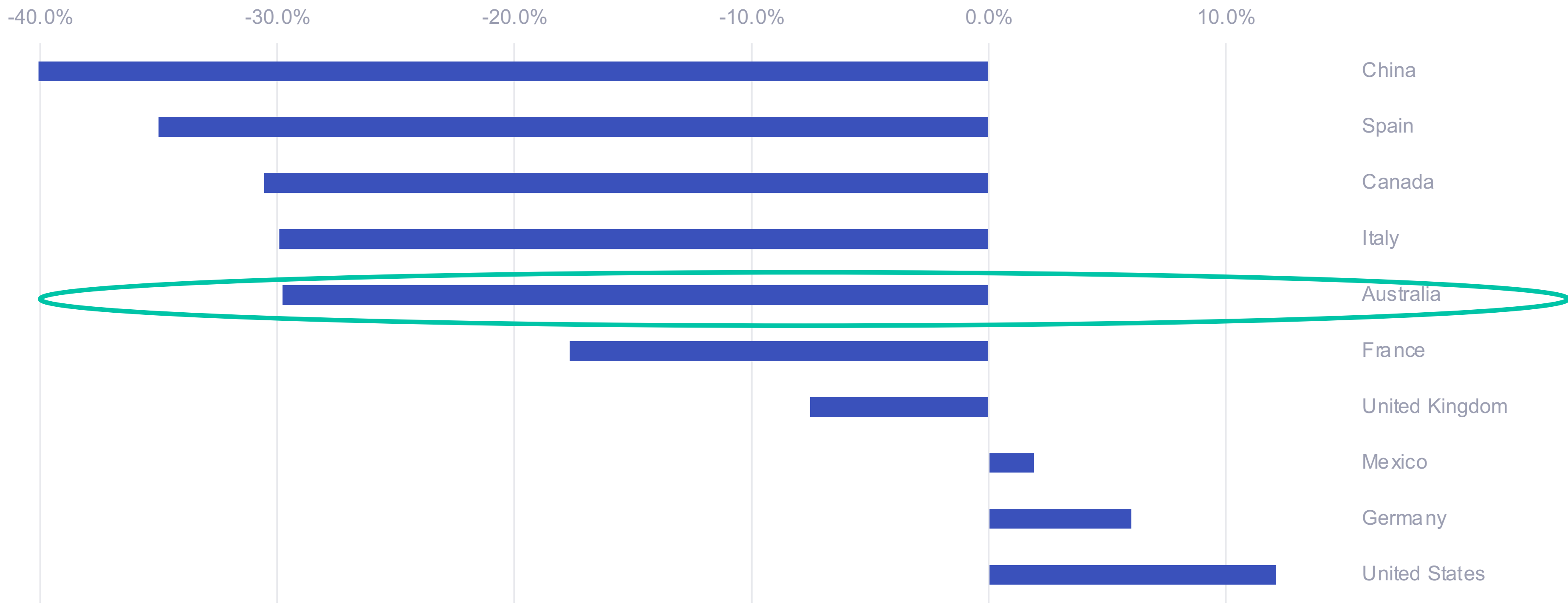
Australia: Monthly Demand vs 2019 by Room Type



Source: AirDNA

Recovery well off for Most Counties

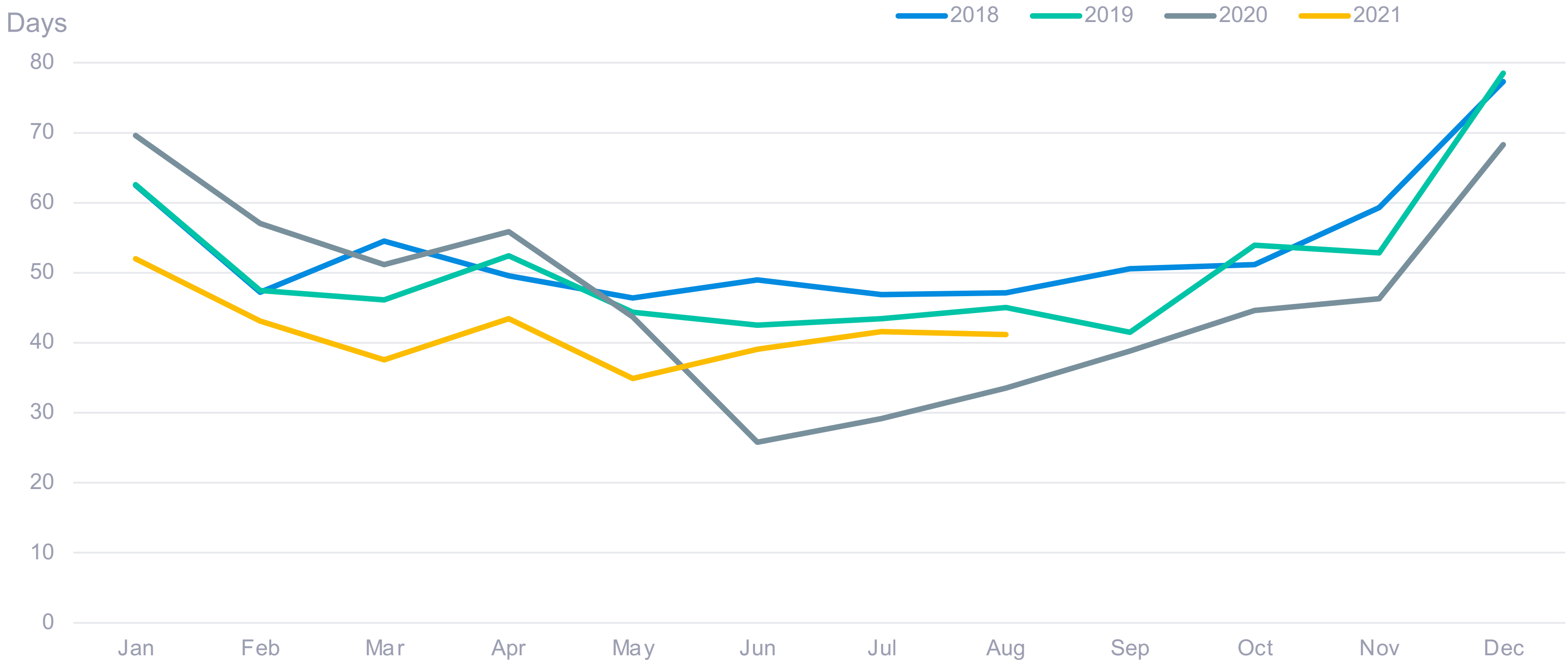
2021 Nights Booked (Aug– Oct.) Relative to 2019 as of Aug 1st



Source: AirDNA

Lead Times remain Below Normal Levels

Australia Booking Lead Times



Source: AirDNA

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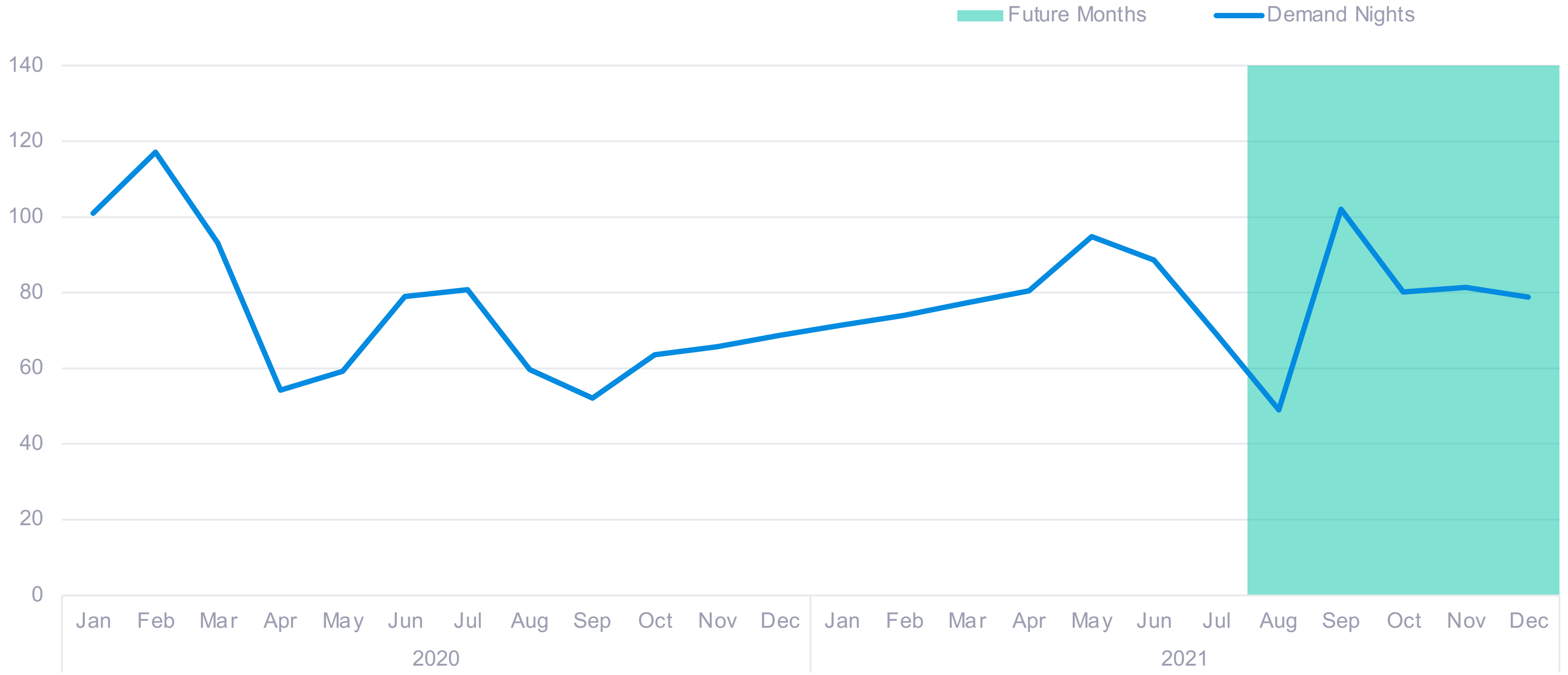
Weak Demand Trends Heading into Spring for Australia

2020 – 2021 Australia Demand (Nights) Index & Forward Pacing relative to 2019, as of Aug 1st



Source: AirDNA
Note: Indexed to 2019 = 100

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How we help

Unlocking the *complete* picture of tourism with short-term rental data.

Measure the *true* effectiveness of **marketing campaigns**

Easily monitor vacation rental **supply and demand.**

Gauge the **economic impact** of short-term rentals

See granular activity by neighborhood, day of week, and **seasonality.**

Uncover blindspots on **tax revenue.**

Become the true **voice of authority** on tourism in your destination.

OUR SOLUTIONS

Industry-leading research and reports.

With both **trend reports** and **future-looking pacing reports**, destinations are able to easily uncover how short-term rentals are impacting destinations.

Track short-term rental supply & demand trends

	Last Twelv			
Occupancy Rate	Sun	Mon	Tue	Wed
Feb - 2020	60%	55%	49%	52%
Mar - 2020	50%	45%	47%	45%
Apr - 2020	51%	55%	50%	51%
May - 2020	64%	56%	60%	60%

See performance by neighborhood, property size, and type.

	Supply (Nights)			Demand (Nights)	
Property Type	2020	2021	% Chg	2020	2021
Entire Place	82,032	67,601	-17.6%	44,373	35,834
Private Room	14,154	10,246	-27.6%	7,616	4,423
Shared Room					

6-month forecast on the outlook of STRs in your market

Supply (Nights)	Week 11	Week 12	Week 13	Week 14
Current Year	3,043	3,179	3,702	4,045
Previous Year	3,373	3,708	3,869	3,182
% Chg	-10%	-14%	-4%	27%

Demand (Nights)	Week 11	Week 12	Week 13	Week 14
Current Year	2,254	2,167	1,957	1,742
Previous Year	2,399	1,958	1,471	868
% Chg	-6%	11%	33%	101%

Measure and benchmark your destination against other comparable markets.

	Available Listings			Booked Listings		
	2020	2021	% Chg	2020	2021	% Chg
Dallas	3,636	3,392	-6.7%	3,191	2,814	-11.8%
Dallas Fort Worth MSA	7,504	7,931	5.7%	6,227	6,192	-0.6%
Atlanta	7,549	6,624	-12.3%	6,442	5,436	-15.6%
Chicago	6,039	3,879	-35.8%	4,891	2,579	-47.3%
Nashville	6,985	5,190	-25.7%	6,265	4,105	-34.5%
New Orleans	7,224	5,323	-26.3%	6,666	3,743	-43.8%
San Antonio	2,965	2,932	-1.1%	2,677	2,295	-14.3%

Thank You!

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