

Airbnb at island destinations: Majorca - and Bornholm (DK)

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Overview

1. Introduction: Manual and automatic data collection @ Airbnb
2. InsideAirbnb.com: Majorca (and big cities)
3. Airbnb at Bornholm island, Denmark
4. Discussion: The reviews, and the pricing issue
5. Conclusion

Listings and reviews

– example: Airbnb @ Majorca

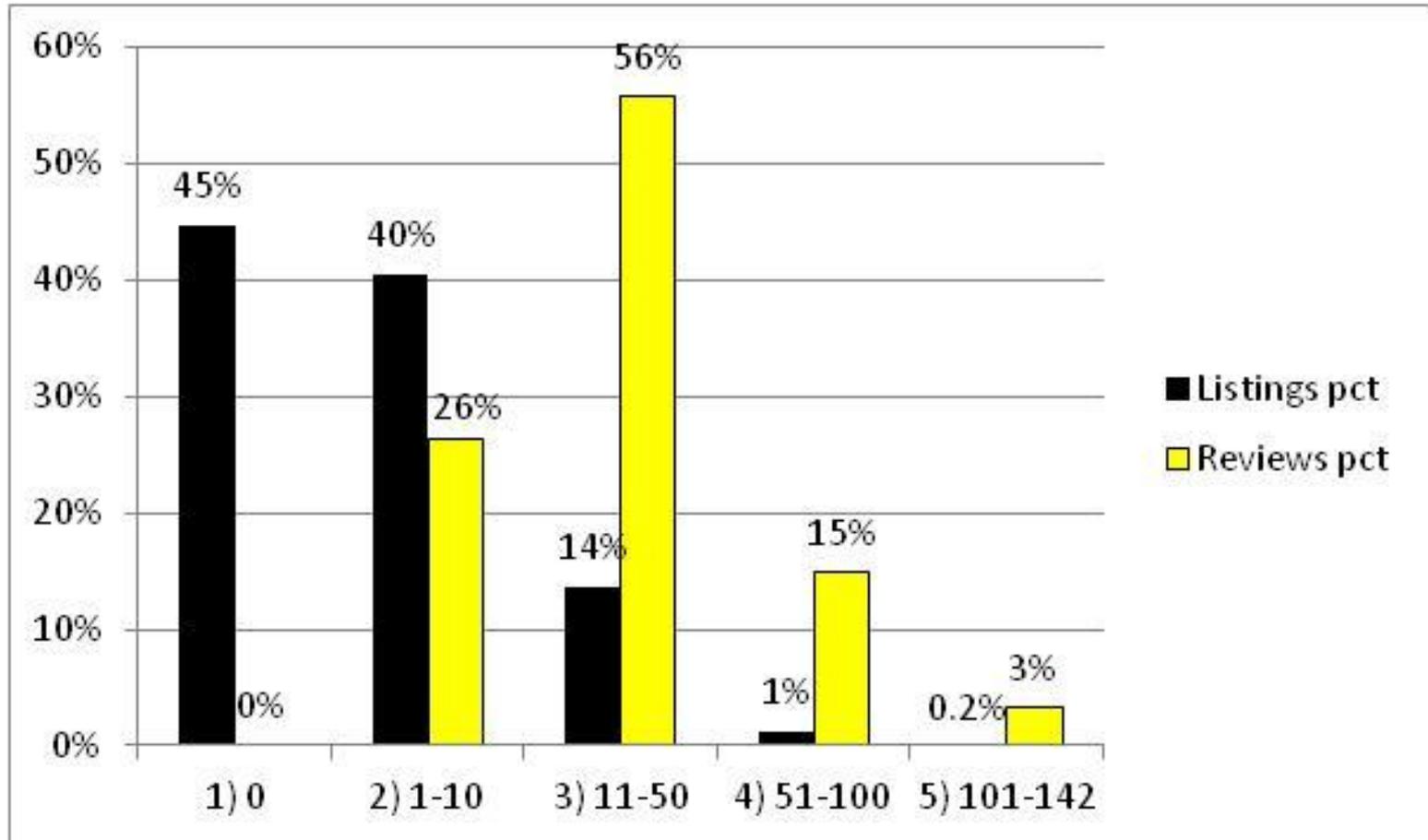
Range reviews	Listings	Reviews	Listings pct	Reviews pct	Reviews per listing
1) 0	5030	0	45%	0%	0
2) 1-10	4552	15977	40%	26%	3.5
3) 11-50	1538	33811	14%	56%	22.0
4) 51-100	134	9021	1%	15%	67.3
5) 101-142	17	1947	0%	3%	114.5
Total	11271	60756	100%	100%	5.4 *

* Accumulated. – The average no. of reviews in 2015 was 3.4 among listings on 6th Jan. 2016.

Source: Own analysis based on data from InsideAirbnb.com.

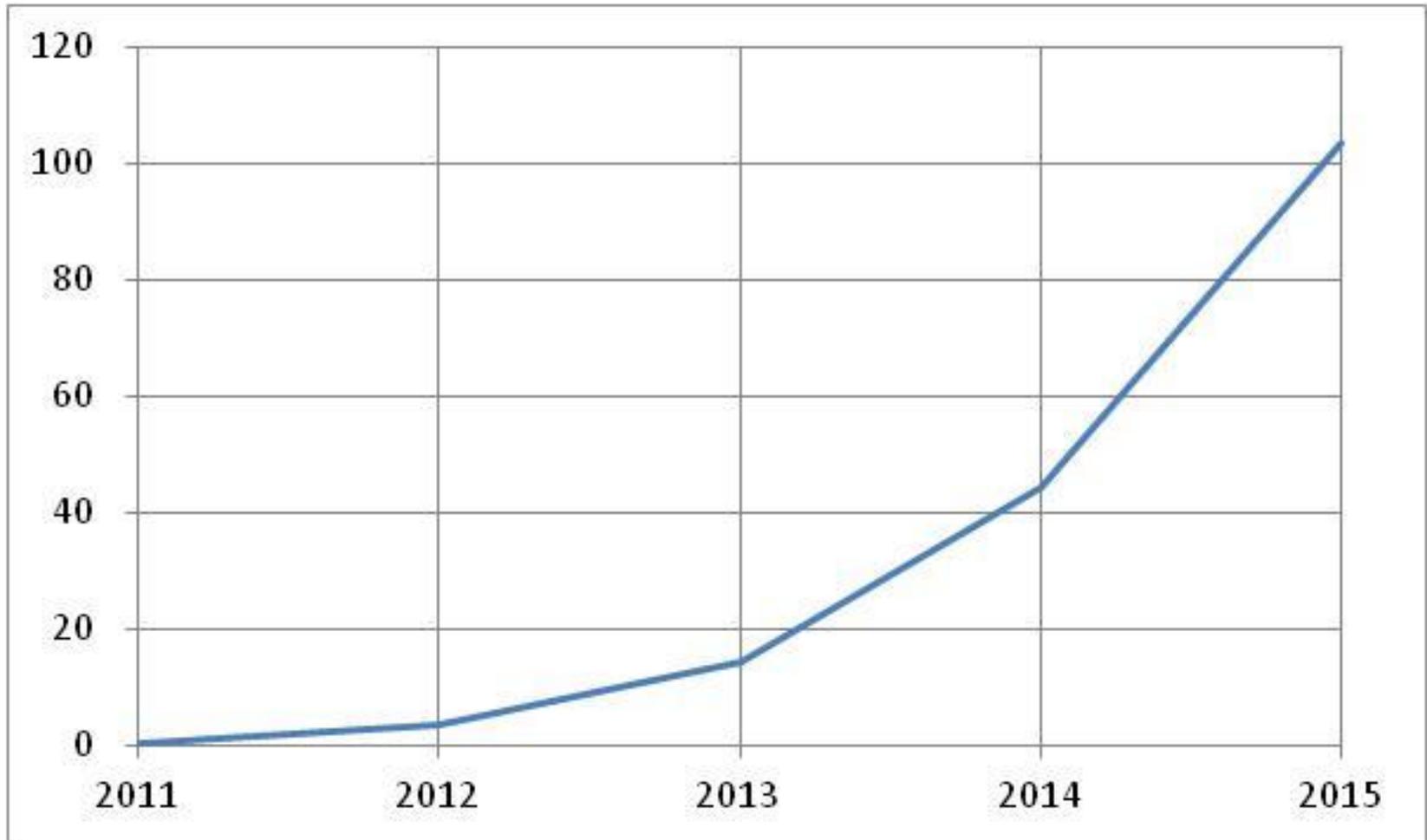
Listings and reviews

– example: Airbnb @ Majorca



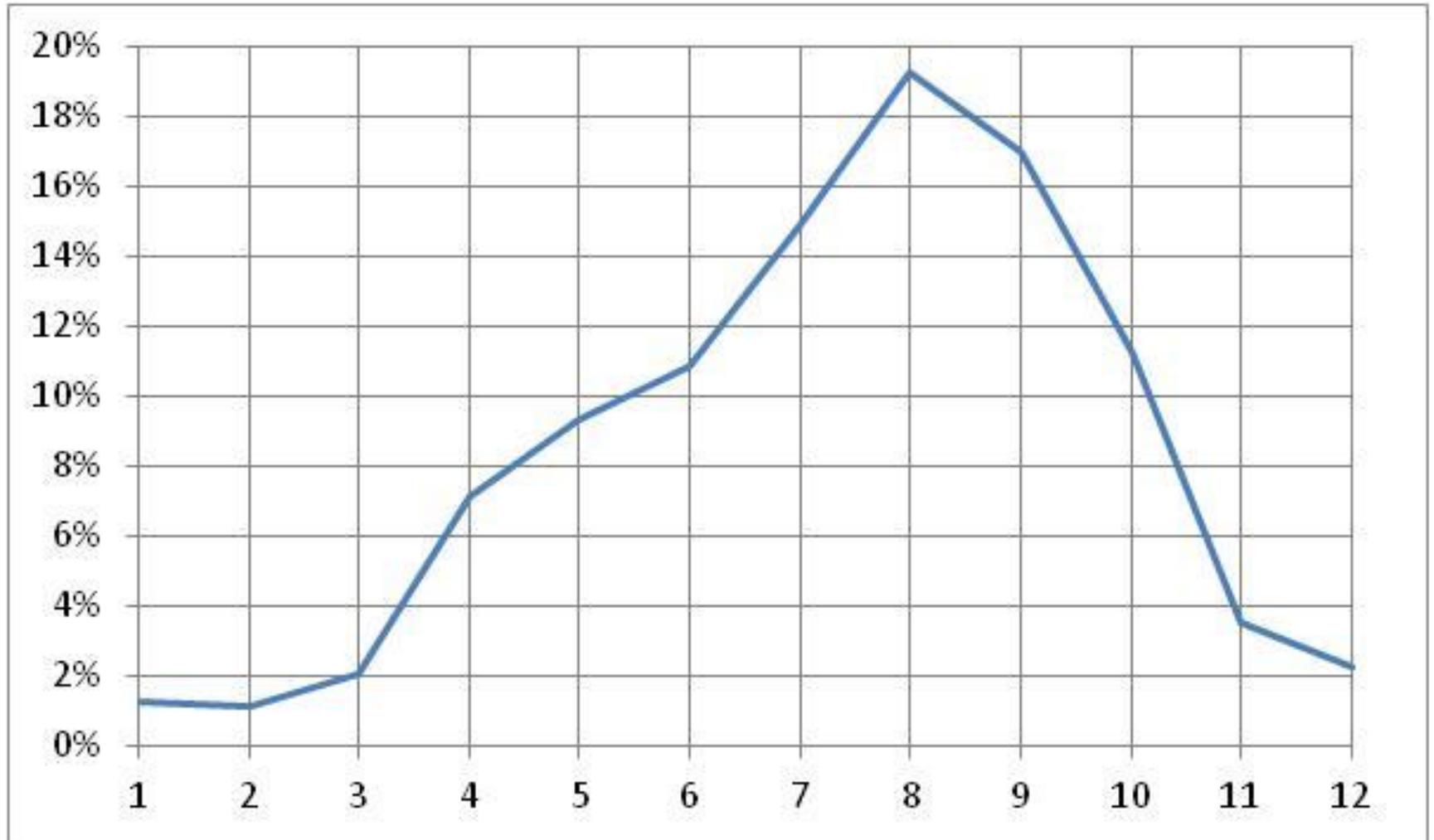
Source: Own analysis based on data from InsideAirbnb.com.

Reviews per day per year – example: Airbnb @ Majorca



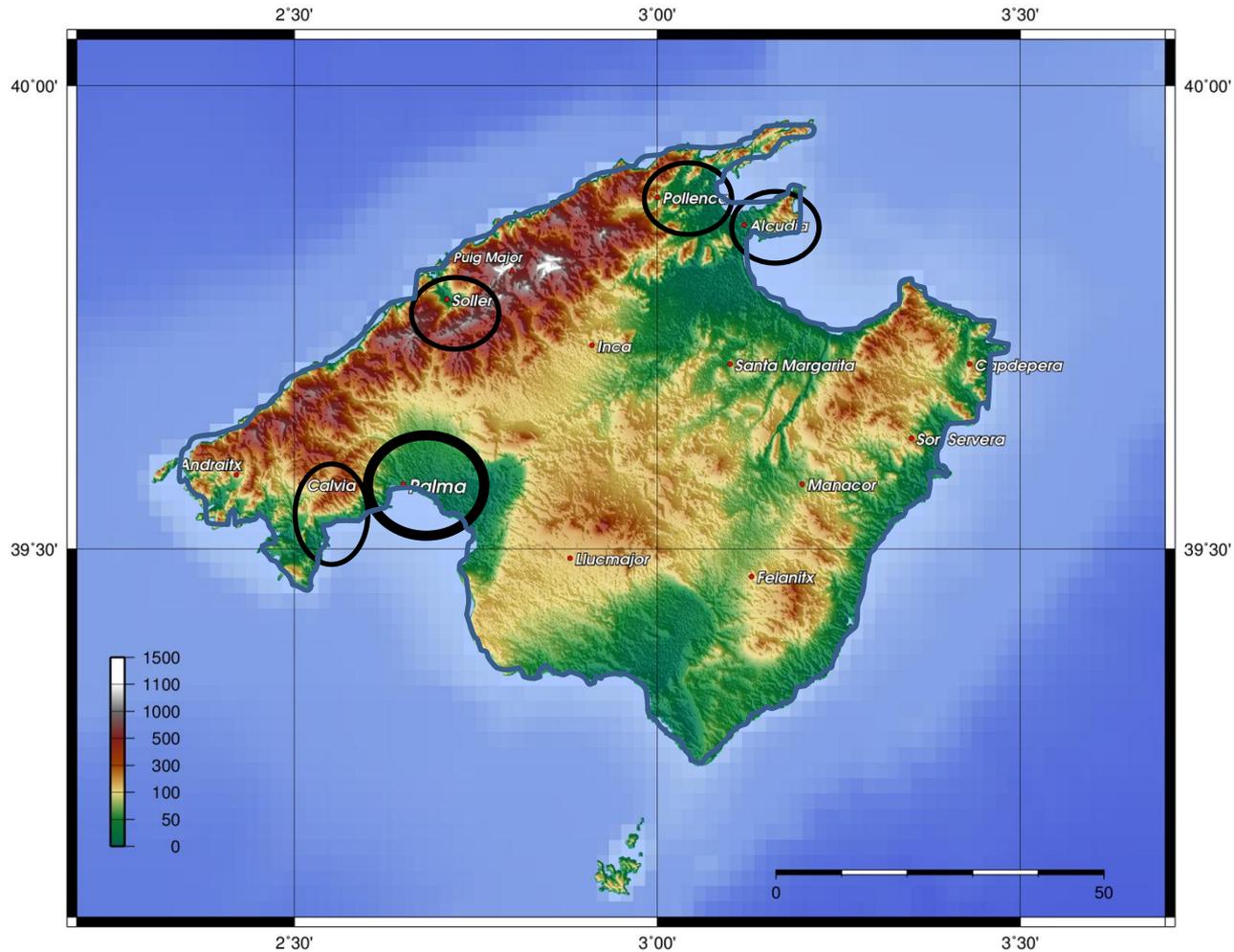
Source: Own analysis based on data from InsideAirbnb.com.

Pct. of reviews per month (2015) – example: Airbnb @ Majorca



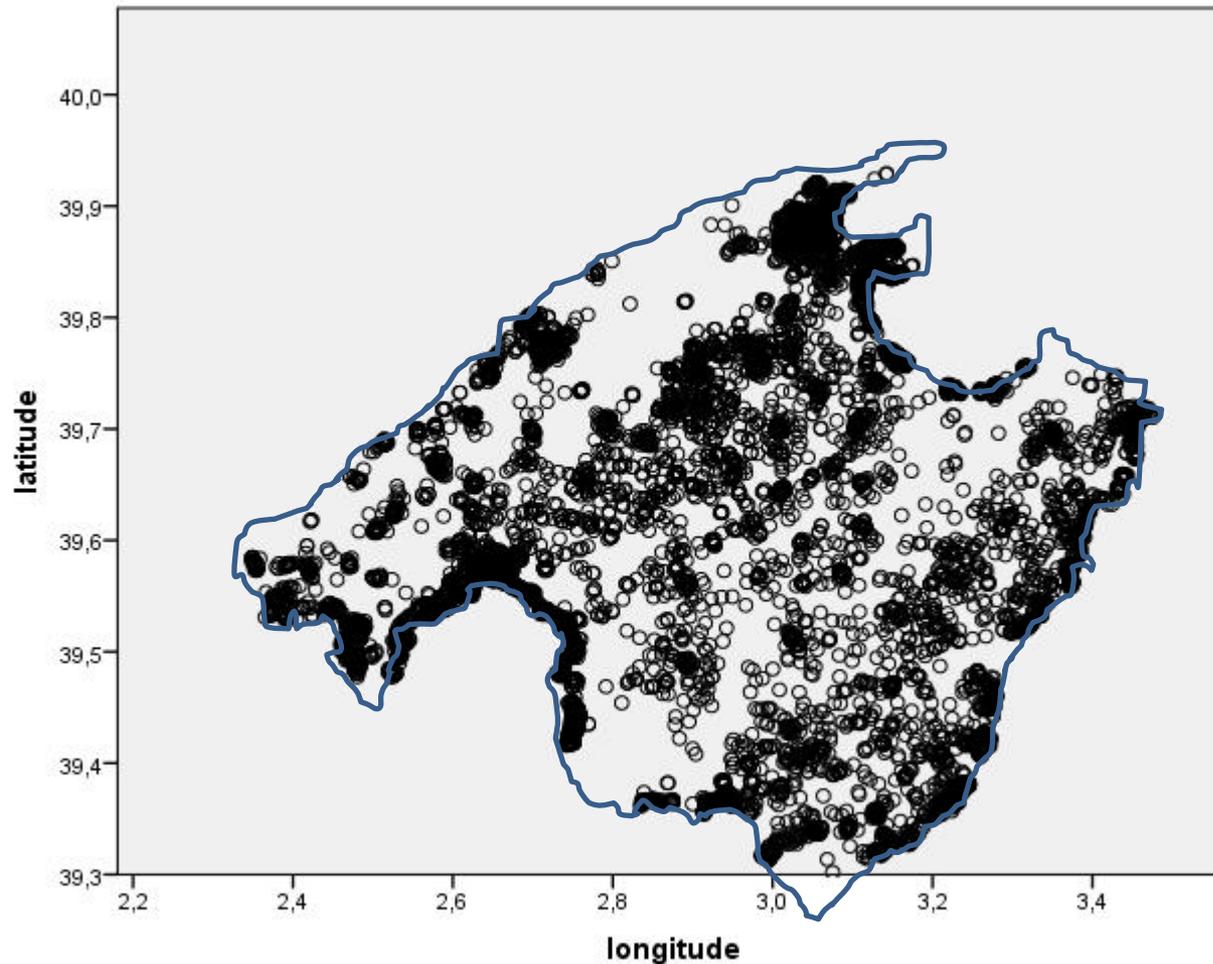
Source: Own analysis based on data from InsideAirbnb.com.

Topographic map of Majorca



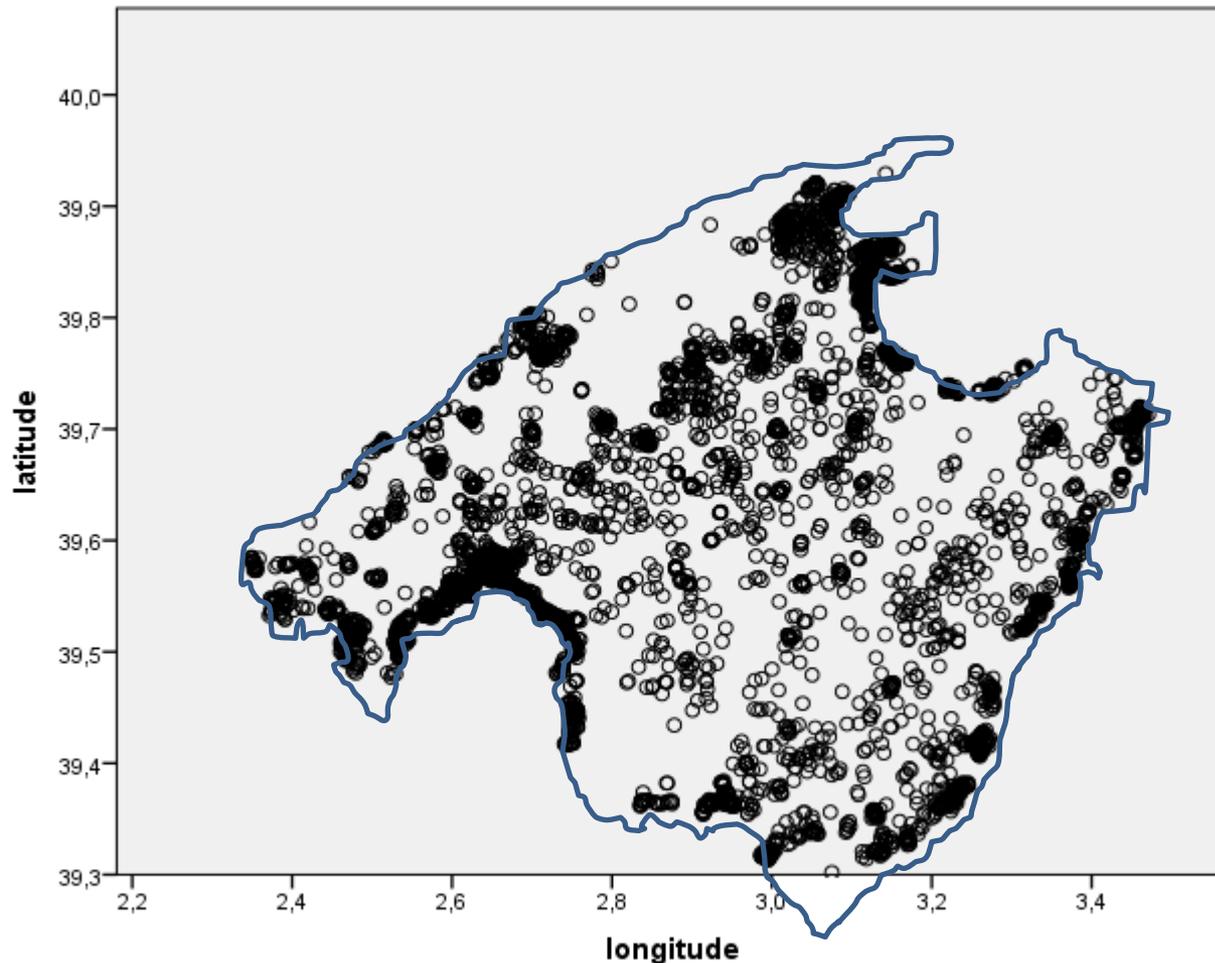
Source: Wikipedia.org.

Location of Airbnb accommodations on Majorca (n=11271, 100%)



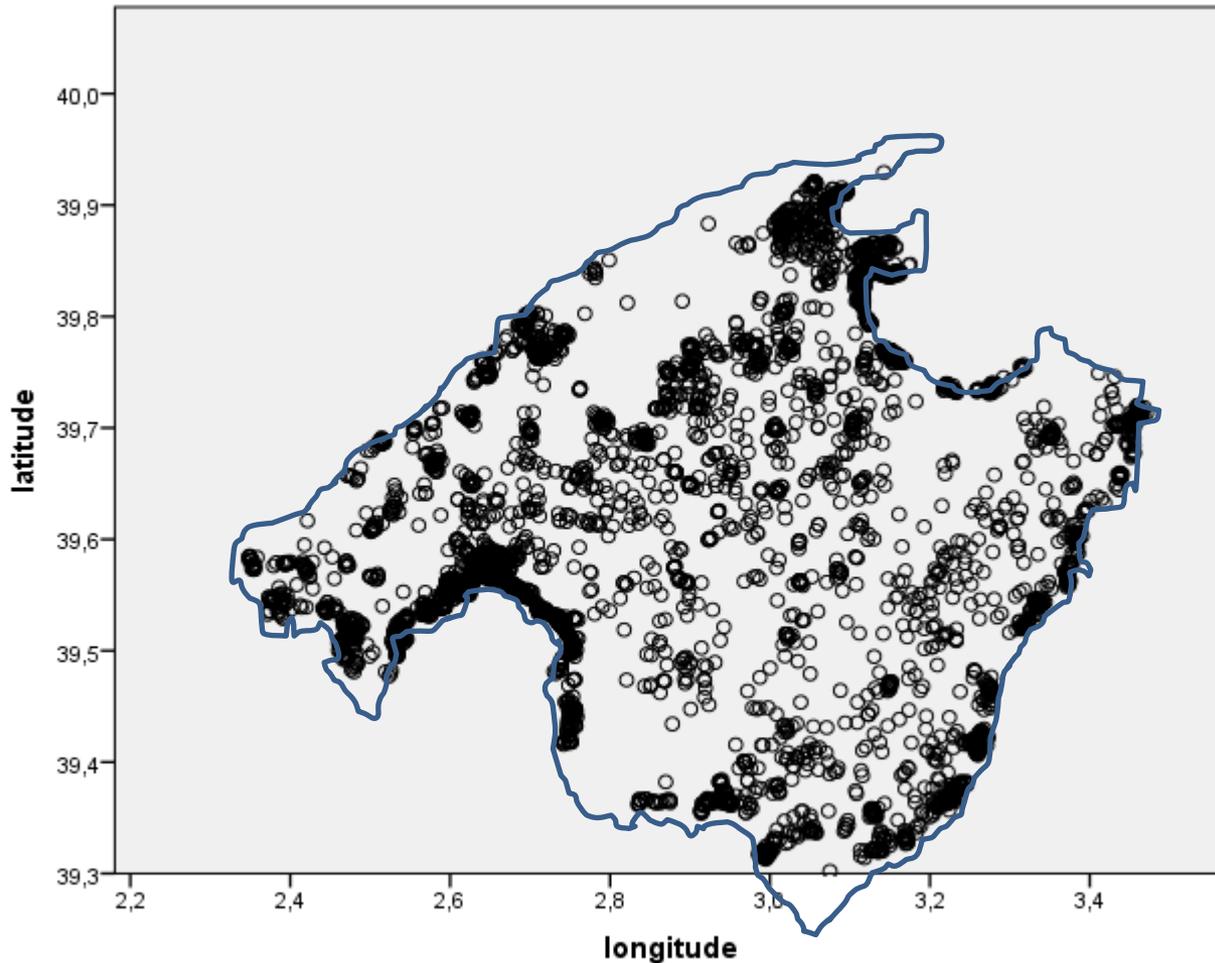
Source: Based on data from InsideAirbnb.com.

Location of Airbnb accommodations with ≥ 1 reviews, ever (n=6241, 53%)



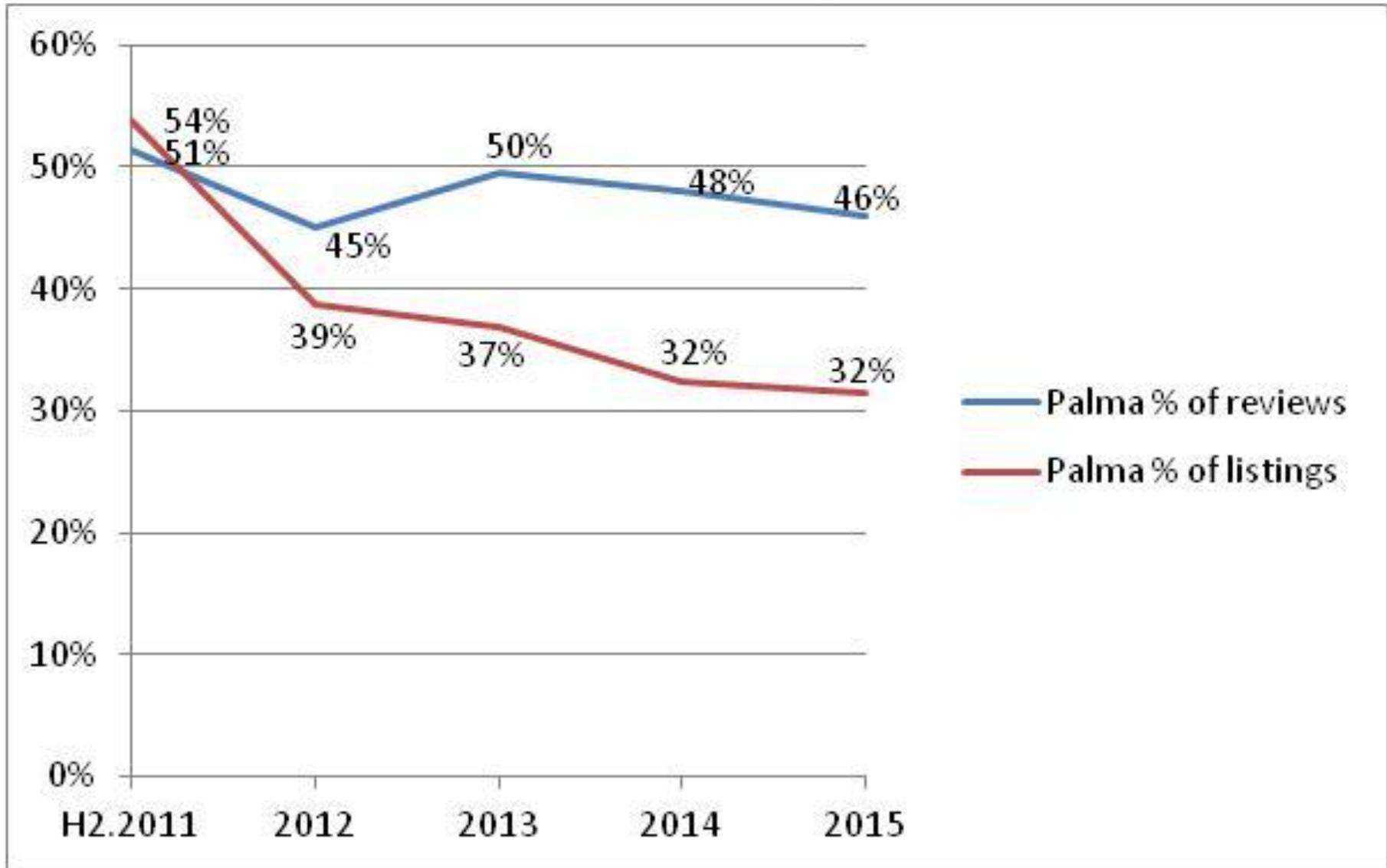
Source: Based on data from InsideAirbnb.com.

Location of Airbnb accommodations with ≥ 1 reviews in 2015 (n=5793, 51%)



Source: Based on data from InsideAirbnb.com.

Palma de Majorca's share of reviews and listings @ Airbnb



Pct. of reviews and pct. of listings @ Airbnb in Majorca, by districts

Neighbourhood	Reviews H2.2011	Reviews 2012	Reviews 2013	Reviews 2014	Reviews 2015
Palma de Mallorca	51%	45%	50%	48%	46%
Alcúdia	0%	5%	4%	5%	5%
Pollença	0%	5%	6%	4%	4%
Calvià	3%	3%	3%	4%	5%
Sóller	0%	1%	3%	4%	4%
Others	46%	41%	34%	35%	37%
Total	100%	100%	100%	100%	100%
Reviews	76	1276	5254	16159	37761
Neighbourhood	Listings H2.2011	Listings 2012	Listings 2013	Listings 2014	Listings 2015
Palma de Mallorca	54%	39%	37%	32%	32%
Alcúdia	0%	6%	6%	7%	6%
Pollença	0%	6%	7%	6%	6%
Calvià	8%	6%	5%	5%	6%
Sóller	0%	1%	3%	3%	3%
Others	38%	43%	43%	47%	47%
Total	100%	100%	100%	100%	100%
Listings	26	271	937	2627	5793

Reviews/got reviews

2.9

4.7

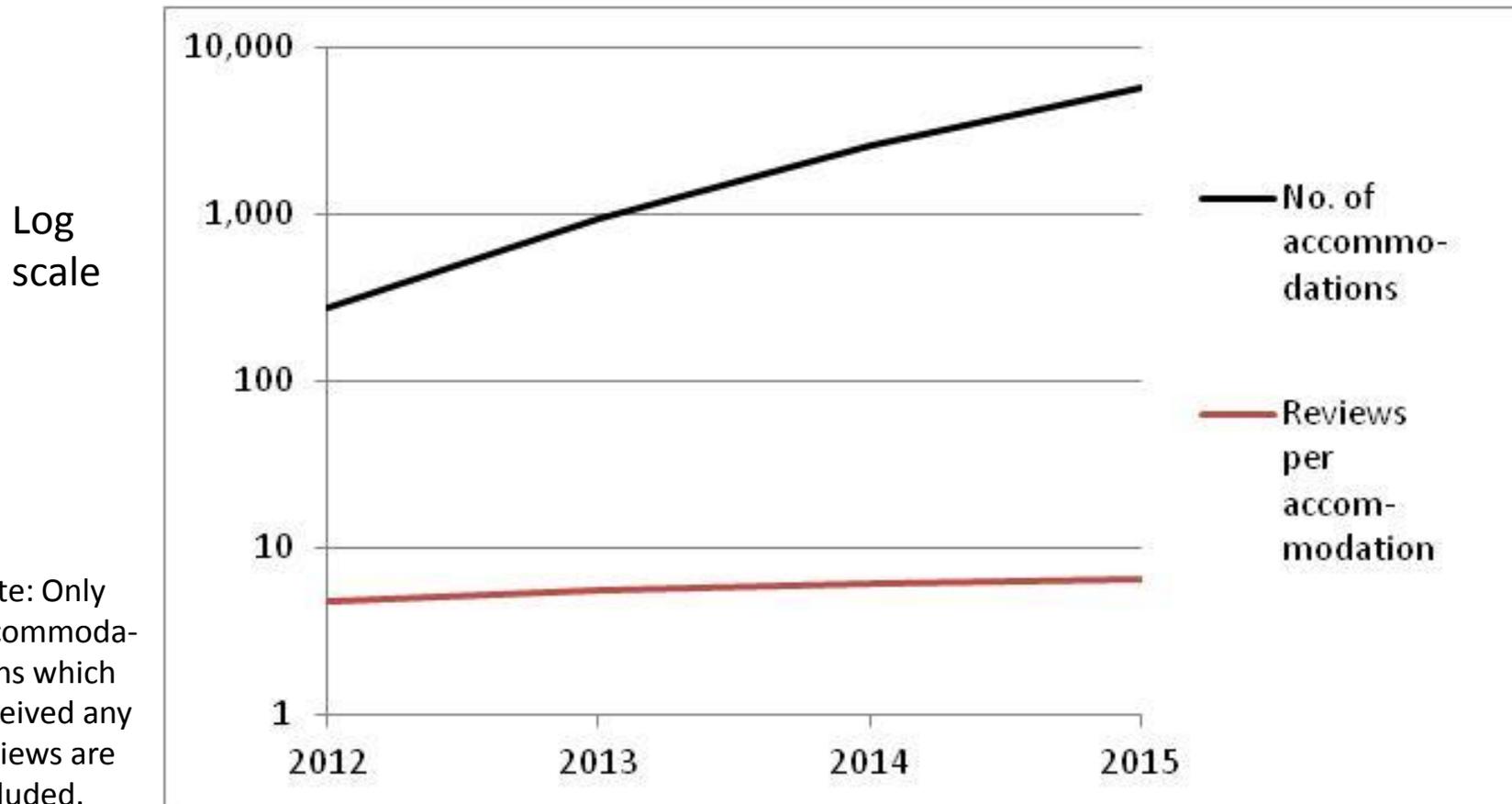
5.6

6.2

6.5

Only those
which received
any reviews

Is the growth in reviews and bookings @
Airbnb in Majorca due to growth in the
no. of accommodations or growth in the
no. of reviews per accommodation?



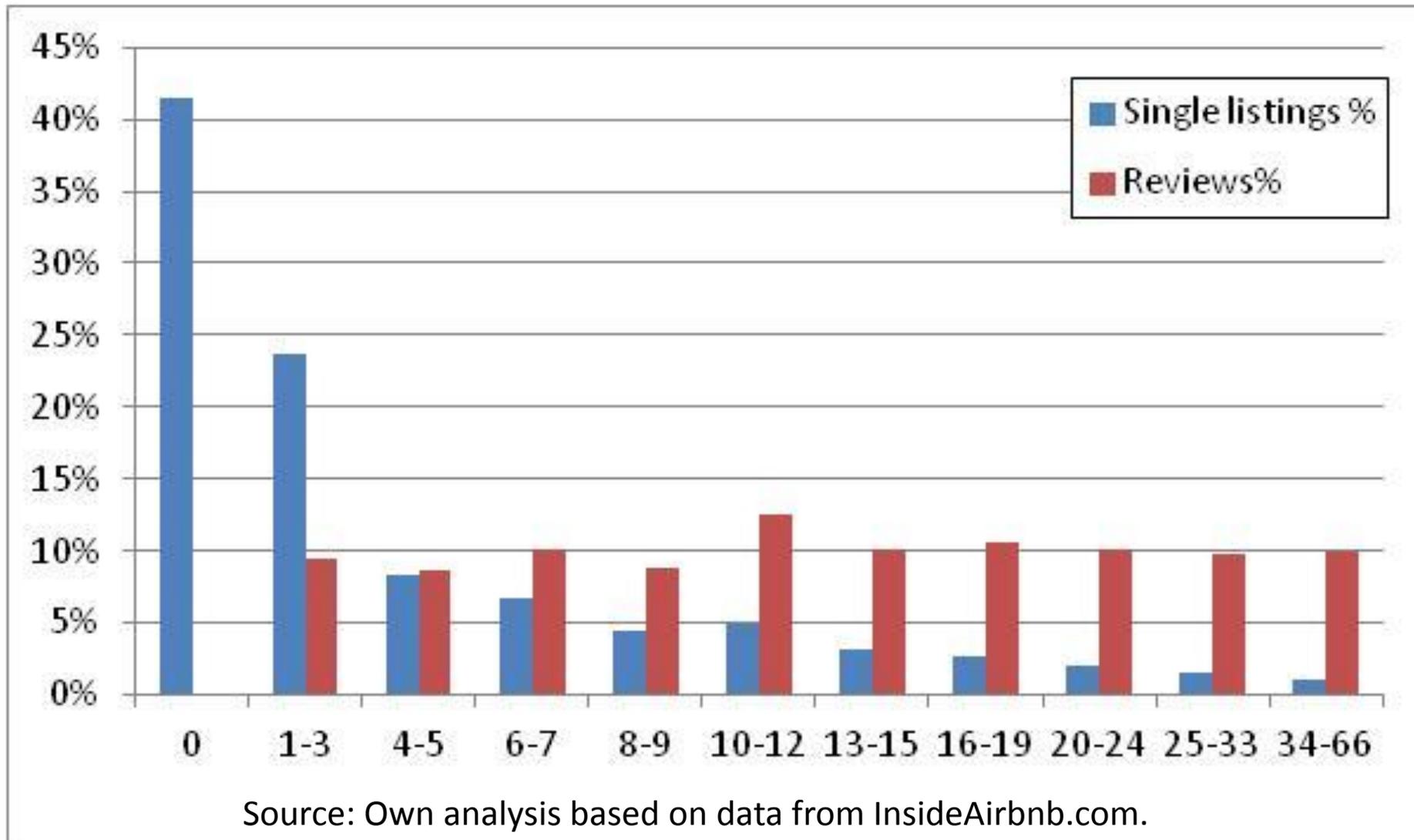
Hosts with single and multiple listings

- 5072 hosts had 11272 listings in Majorca @ Airbnb, 6th Jan. 2016
- Top 10 hosts by no. of listings had 1348 listings
- 3723 (%) of 5072 hosts had only one listing each

Listings/host	Hosts	Listings	Hosts %	Listings %
1 per host	3723	3723	73.4%	33.0%
5 (2-56)	1339	6200	26.4%	55.0%
135 (61-532)	10	1348	0.2%	12.0%
Total	5072	11271	100%	100%

Source: Own analysis based on data from InsideAirbnb.com.

Pct. of single listings and pct. of reviews @ Airbnb in Majorca (2015)



Similar analyses can be undertaken for 32 other destinations world-wide

Cities, destinations	Country	Part of World
New York City, N.Y.	United States	North America
Paris	France	Europe
London	United Kingdom	Europe
Los Angeles, Calif.	United States	North America
San Francisco, Calif.	United States	North America
Amsterdam	The Netherlands	Europe
Sydney	Australia	Asia/Pacific
Austin, Texas	United States	North America
Majorca	Spain	Europe
Barcelona	Spain	Europe

Cities, destinations	Listings	Av. nights p.a.	EUR/night	Rev. mill. EUR p.a.
Top 10	198,211	89	127	2,244
No. 11-25	81,401	88	107	765
8 other destinations	21,271	81	84	144
33 cities, destinations	300,883	88	119	3,153

Comparison of Majorca with 14 European mostly city-destinations

Variable	Europe	Mallorca, Spain
Destinations	14	1
Listings	156,973	11,271
Entire home apartments	68.5%	86.0%
Private rooms	30.4%	13.8%
Shared rooms	1.1%	0.2%
Estimated nights per year	85	59
Reviews per listing / month	1.01	0.72
Reviews, accumulated	2.0 mill.	60756

Variable	Europe	Asia / Pacific	North America	Total, selected
Destinations	14	2	17	33
Listings	156,973	24,782	119,128	300,883
Entire home apartments	68.5%	59%	59%	64%
Private rooms	30.4%	39%	37%	34%
Shared rooms	1.1%	2%	3%	2%
Estimated nights per year	85	58	99	88
Reviews per listing / month	1.01	0.77	1.22	1.07
Reviews, accumulated	2.0 mill.	0.2 mill.	1.7 mill.	3.9 mill.

Some insights from Bornholm island, Denmark

- **220** accommodations at Airbnb
- **40%** get review score **5**; **43%** get **4.5**; 10% get 4; 7% 3.5; none lower.
- **42%** started @ Airbnb in **2015**; 31% in 2014; 15.5% in 2013; 9.5% in 2012; 2%..
- **67%** of listings are **single listings**. – 1.26 listings per host in average.
- **5.1 reviews per listing** in average – More for the eldest, less for the newest.

- **Cheapest 25%** of listings get **46% of the reviews**; Expensive 25% get 13% of reviews.
- The average price in EUR per night, **weighted** by reviews, is **70 EUROS**.
- The un-weighted average was ~**90€/night**. So, weighting makes a difference.
- **59%** of the bookings on Bornholm island @ Airbnb are for the **main town**, Rønne.
- 30% of the listings on Bornholm island for holiday cottages (important type there).

- **82%** of the 220 accommodations are **entire** homes, cottages or apartments.
- Only **20%** of the listings on Bornholm @ Airbnb were “real” **online** bookable.
- For comparison, **35%** of those in Palma de Majorca were online bookable, instantly.
- The online bookable accommodations on Bornholm were **20€ cheaper** than non do.
- Those accommodations with **high** ratings are listed **early**. High rating → Early listing.

A couple of issues

- * - Why are there generally only positive reviews at Airbnb ?
(reciprocal reviewing ..) (Zervas, Proserpio & Byers, 2015)
-

- *** - The price display issue (drip pricing):
The final price inclusive of all fees is (still) not shown
from the *very beginning* of the search process at Airbnb

Given that the fees are included in the second step in the booking process where the price is calculated on the same search criterias as in the initial search results, we consider that these fees can be reasonably calculated in advance. In conclusion, the fees need to be included in the total price at the very beginning of the booking process in accordance with section 8, cf. section 6.

Source: www.vg.no/forbruker/reiseliv/forbrukerombudet-airbnb-lokker-med-villedende-priser/a/23603346/ Published: 28.01.2016

”In the letter to Airbnb Nordic the Norwegian Consumer Ombudsman (watchdog) states the the Norwegian Marketing Law is based on common EU law and that Airbnb therefore must change practice not only in Norway, but in all EU and EFTA countries.”

Thank you for your attention !

Questions, comments ?