

AIRDNA

Short-Term Rental European Overview

November 3rd, 2023

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Demand
Trends

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Return of
International
Travel

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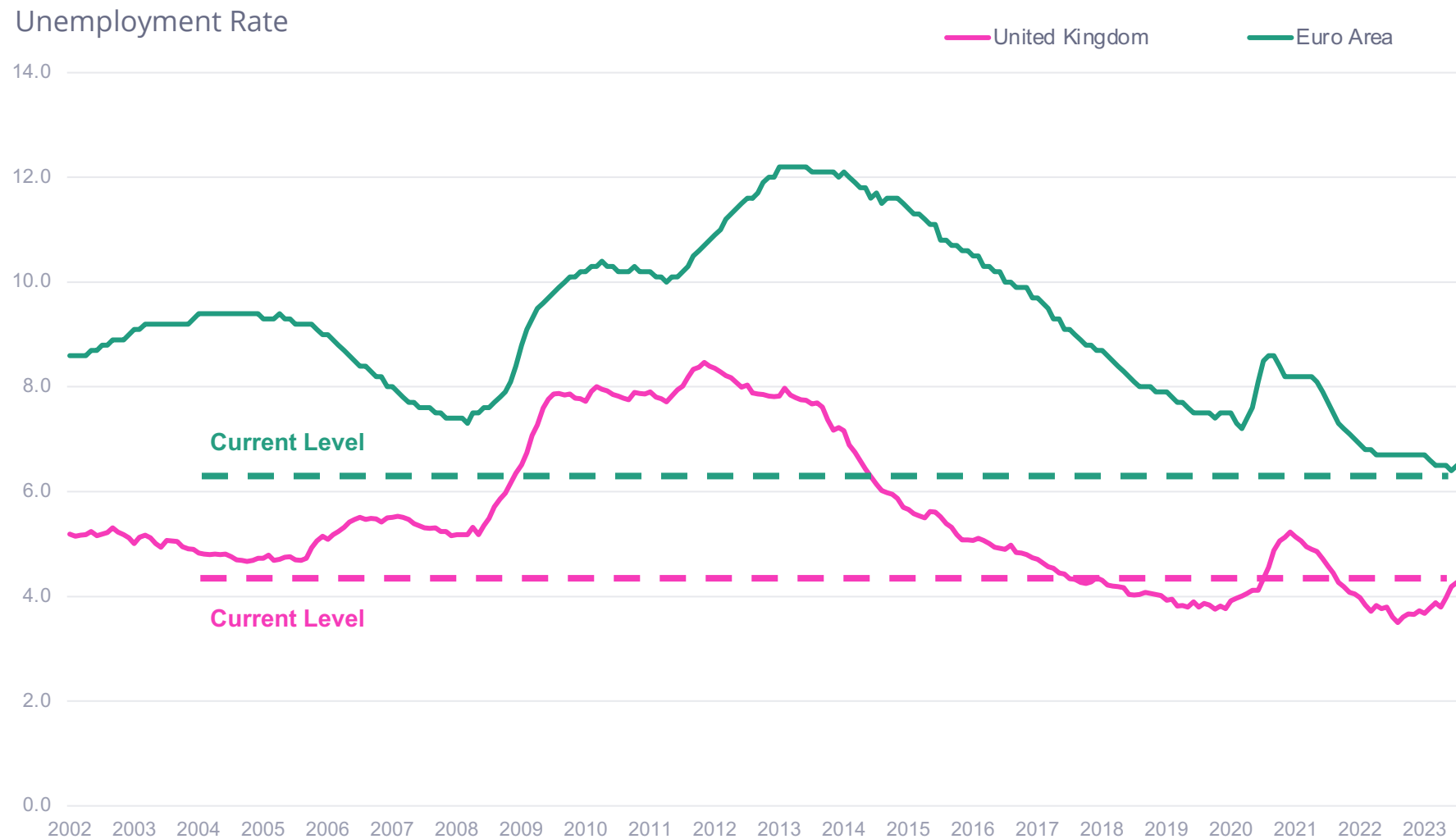
Outlook



European Economy

A Risk to Growth?

Healthy Labor Market but Slowing - Chance of Recession Remains High

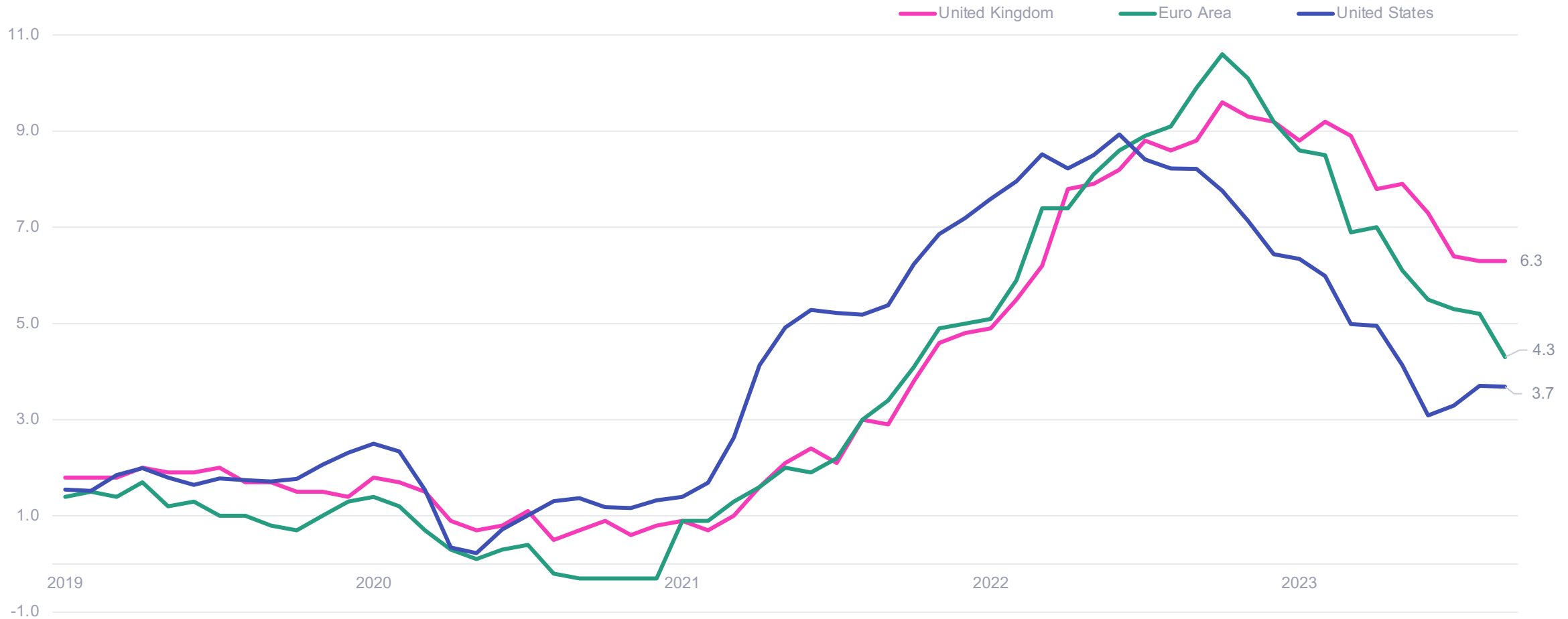


Notes On The EU Economy:

- The European economy has stagnated since summer 2022.
- Weaker consumer demand, earlier increases in energy prices, diminished inventory growth, and the spending rotation from goods back to services have caused pull-back in manufacturing and exports.
- The recovery in tourism and other services, easing supply bottlenecks, and robust labor markets have helped Europe to avoid a recession.
- Declining inflation, positive real incomes, and increasing government investment will allow economic activity to gradually improve in the coming months, with GDP returning to growth in 2024.

Inflation Remains Elevated – Major Source of Higher Risk

United Kingdom, Europe and United States Inflation Rates



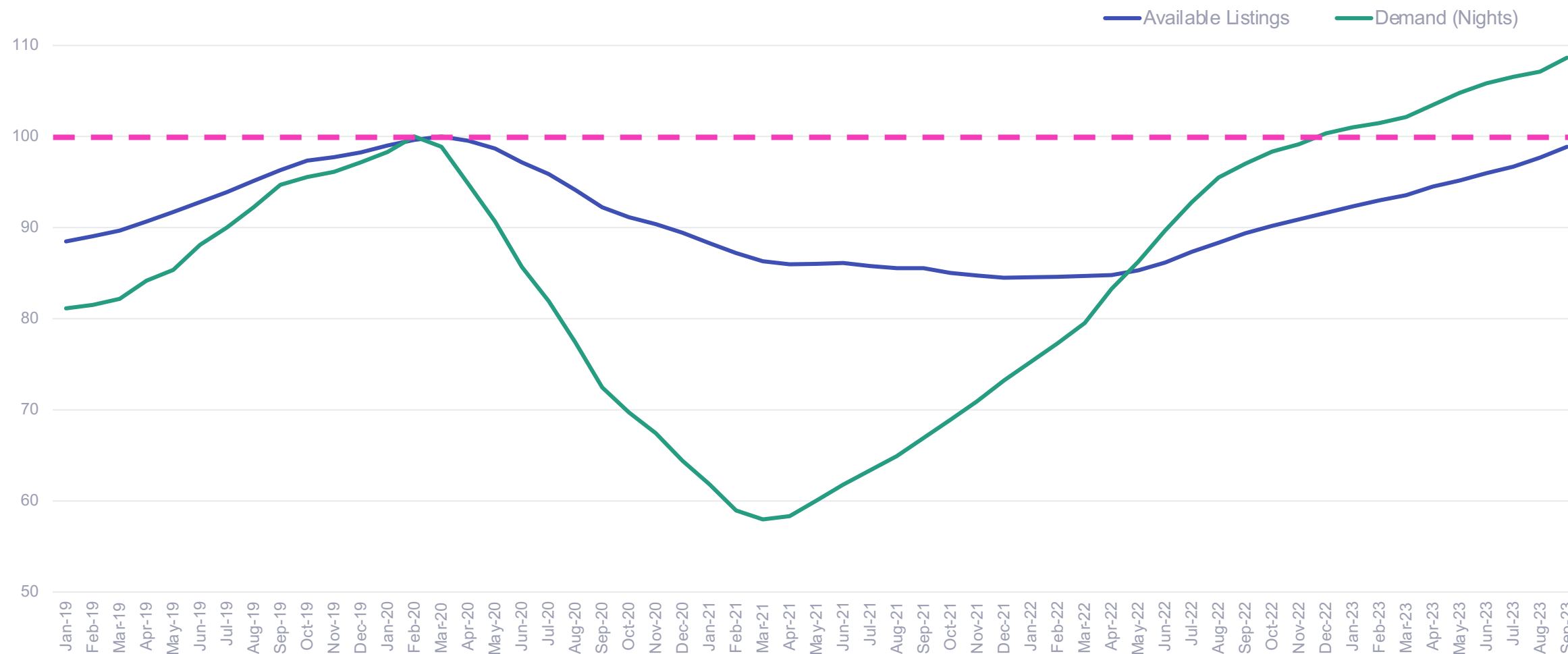
An aerial photograph of a densely packed city, likely Barcelona, Spain, featuring the Sagrada Família cathedral in the center. The image is overlaid with a semi-transparent blue filter. A green horizontal line is positioned below the main title.

Guests Are Back

Will They Stay?

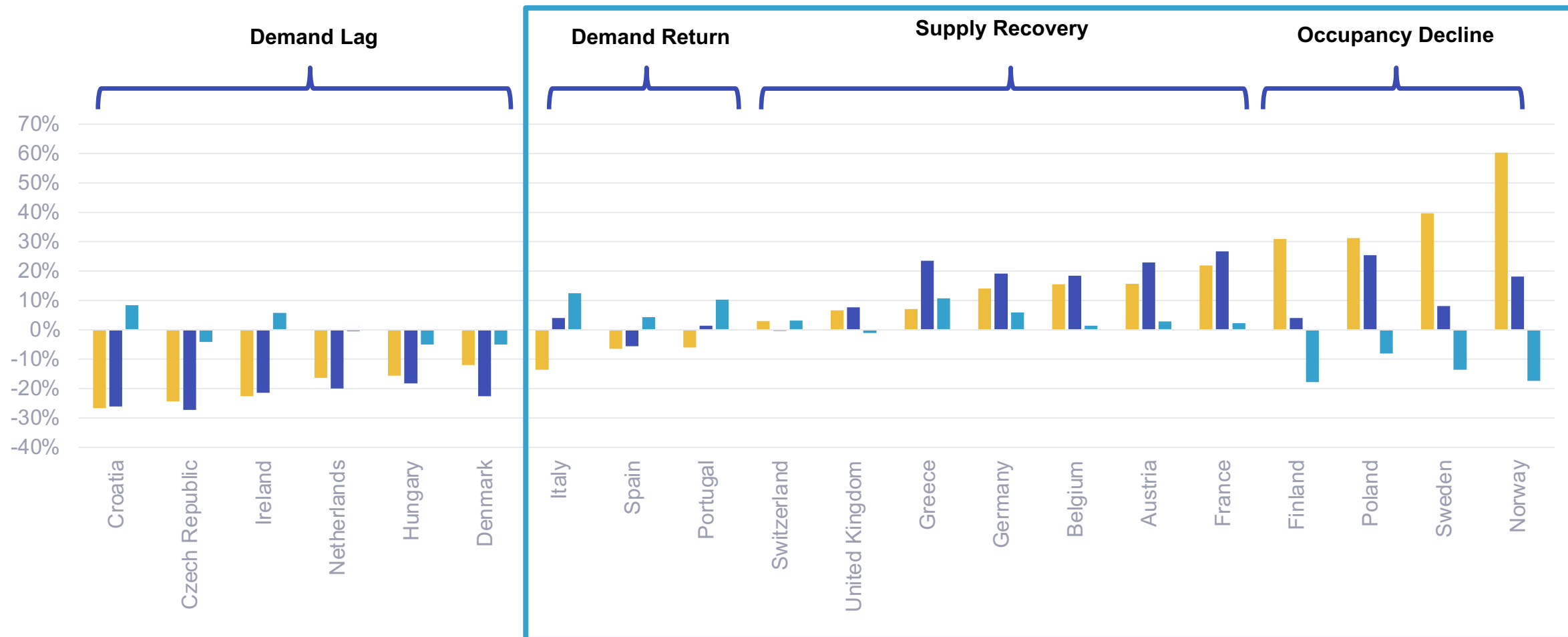
Short-Term Rental Demand is Back in 2019 Levels in Europe... Finally!

12-Month Moving Average Europe **Available Listings** & **Demand** Index Feb 2020 = 100



Demand is Back in 14 of the Largest 20 European Countries for STRs

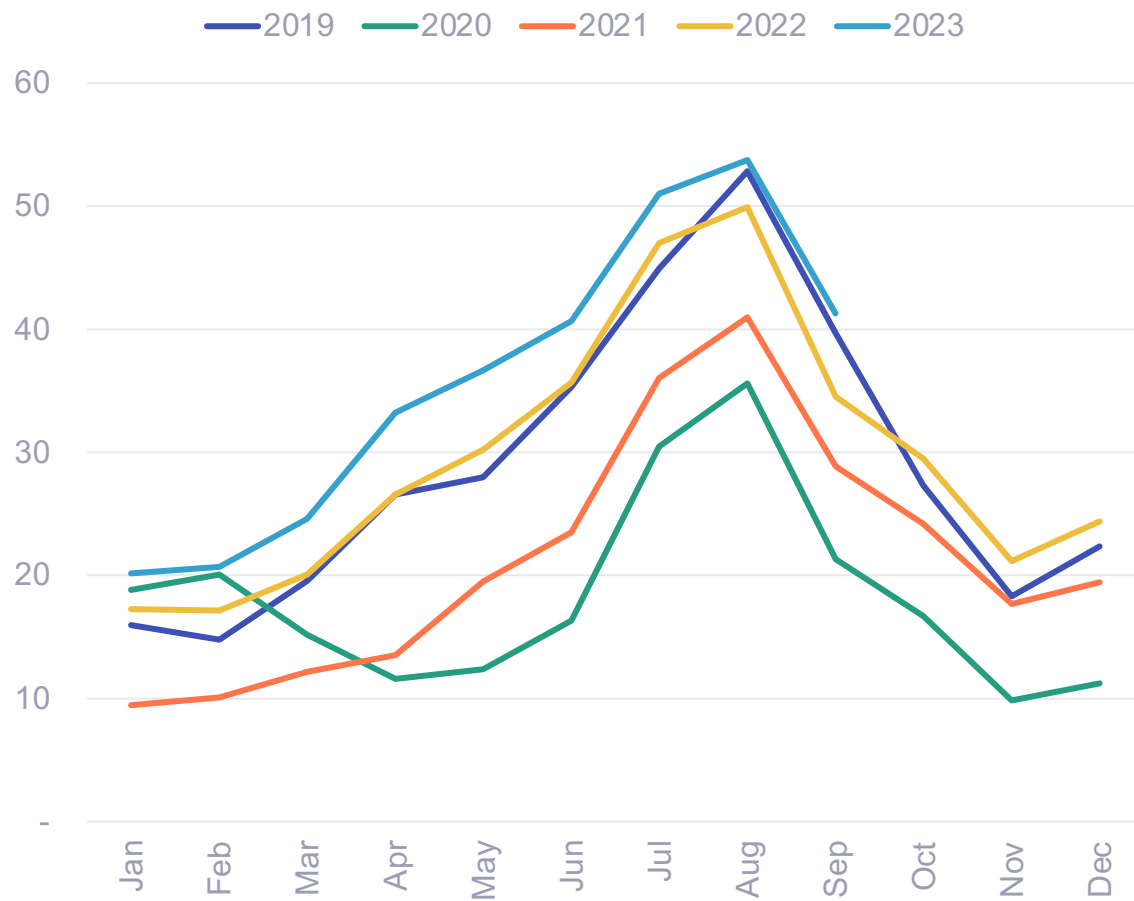
Change in **Available Listings**, **Demand**, and **Occupancy** in Top 20 European Countries, Jun-Sep 2023 vs. 2019



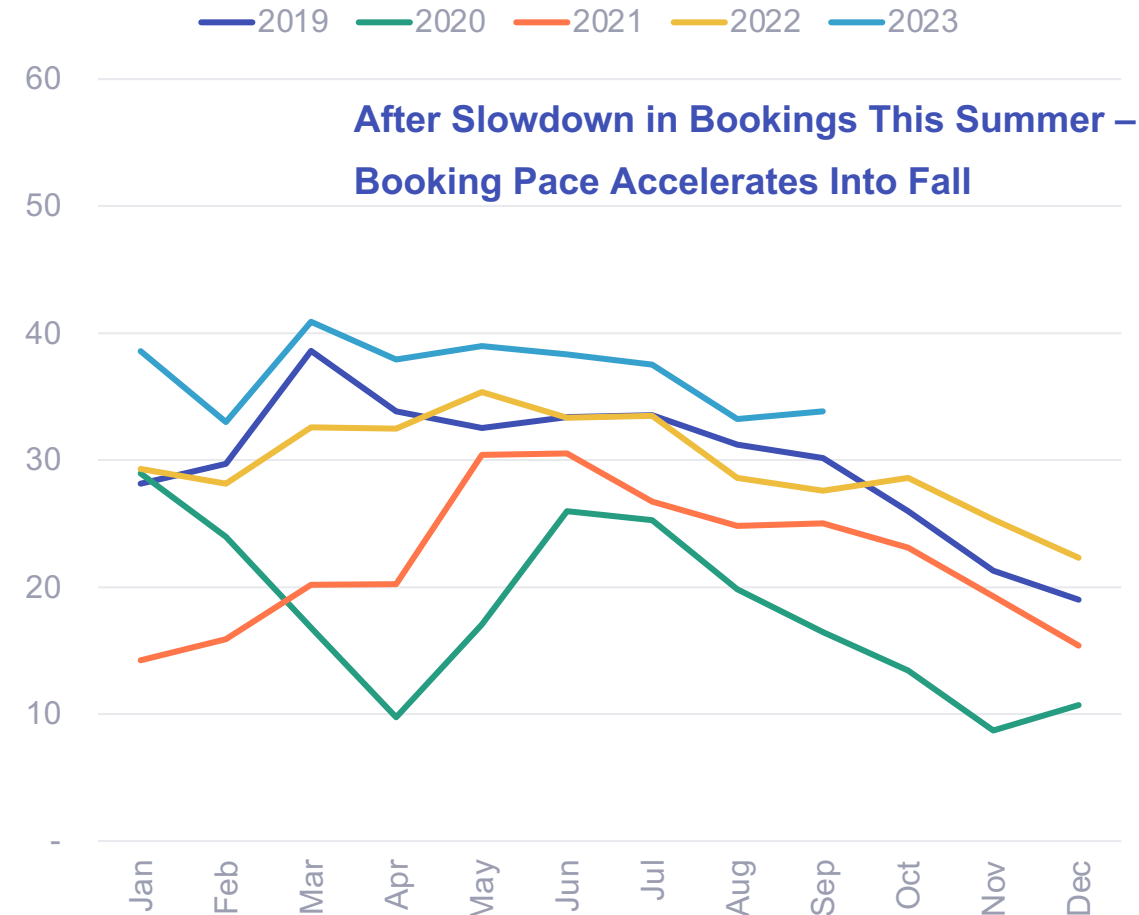
September Demand and Bookings in Europe at Record Highs

Europe Short-Term Rental Nights Stayed and Nights Booked (2019-2023)

Millions of Nights Stayed

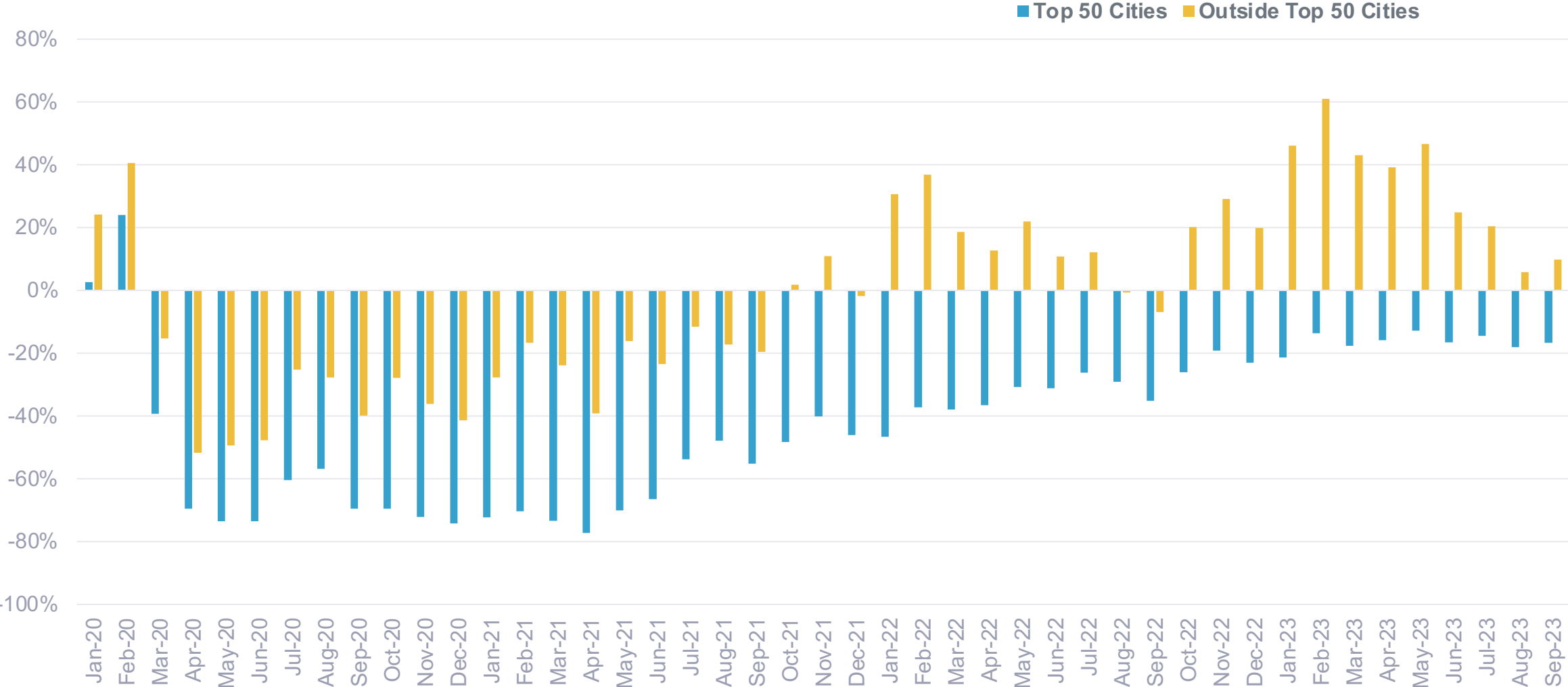


Million of Nights Booked



Demand Remains Below 2019 Levels in Top 50 Cities

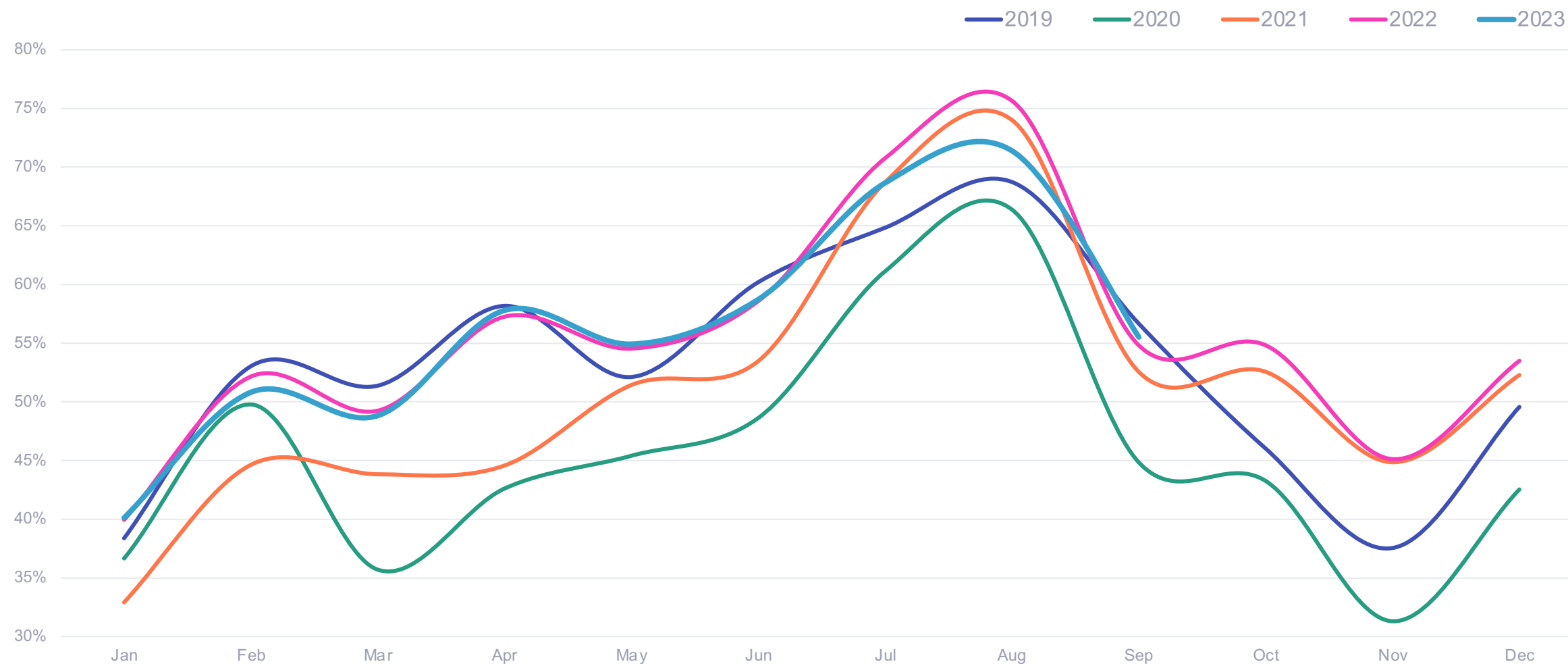
Percent Change in Demand for Top 50 European Cities vs. Everywhere Else, 2023 vs. 2019



Source: AirDNA

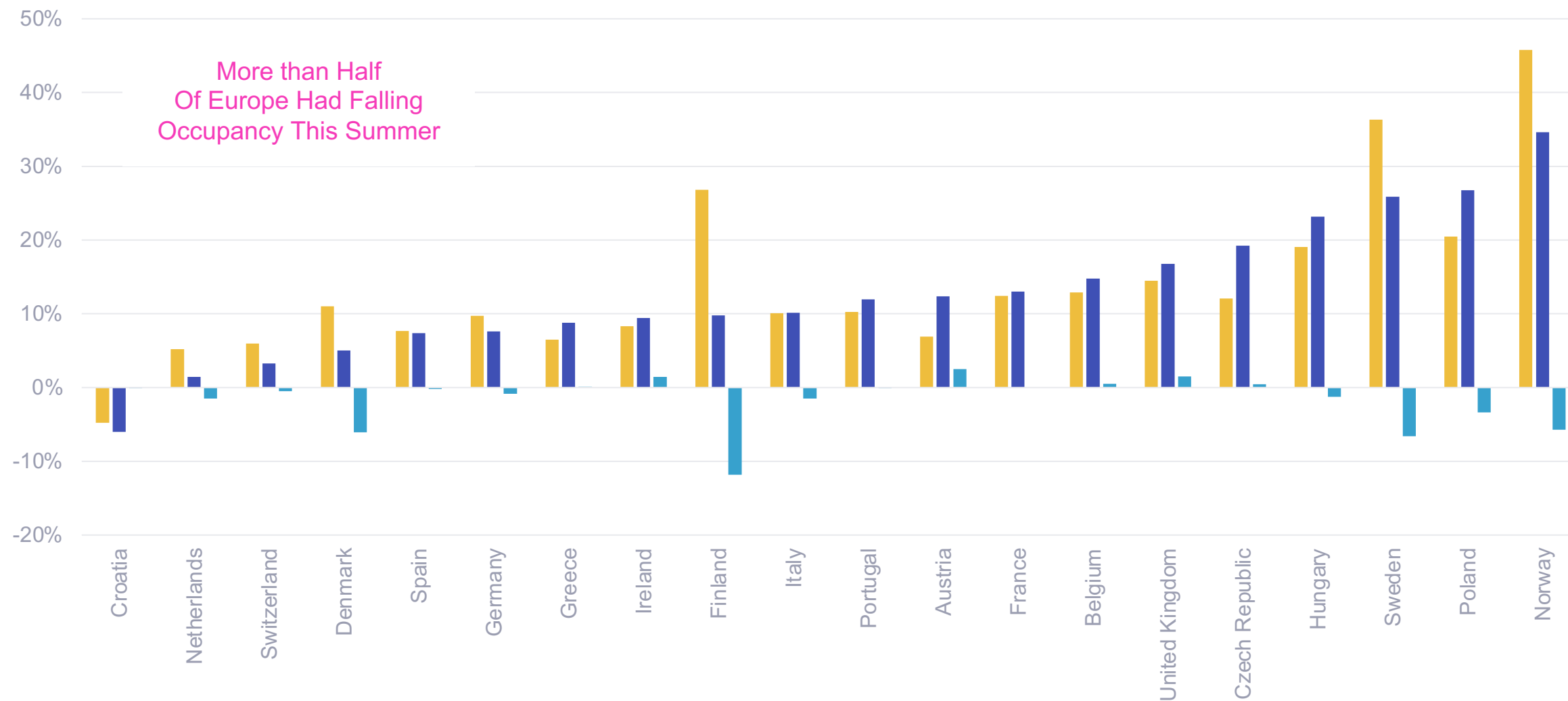
Occupancy is Normalizing - Extended Season Remains

Europe Short-Term Rental Occupancy (2019-2023)



Rising Supply Growth is Leading to Flat or Falling Occupancies

Change **Available Listings**, **Demand**, and **Occupancy** in Top 20 European Countries, Jun-Sep 2023 vs. 2022



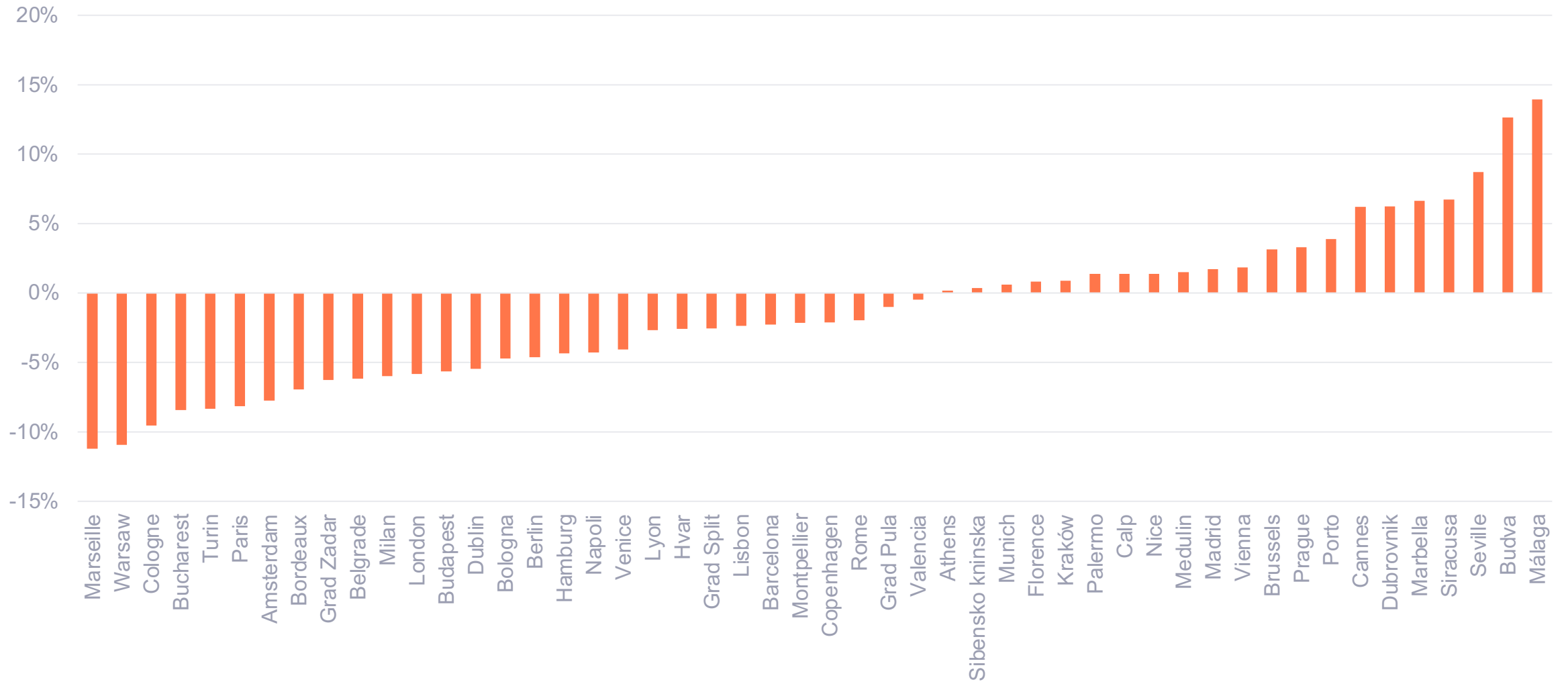
Occupancy Growth Lagging for Smaller and Mid-Tiered Properties in Europe

Europe Summer YoY Change in Occupancy by Price Tier and Bedroom Count (Current YTD vs. Previous YTD)



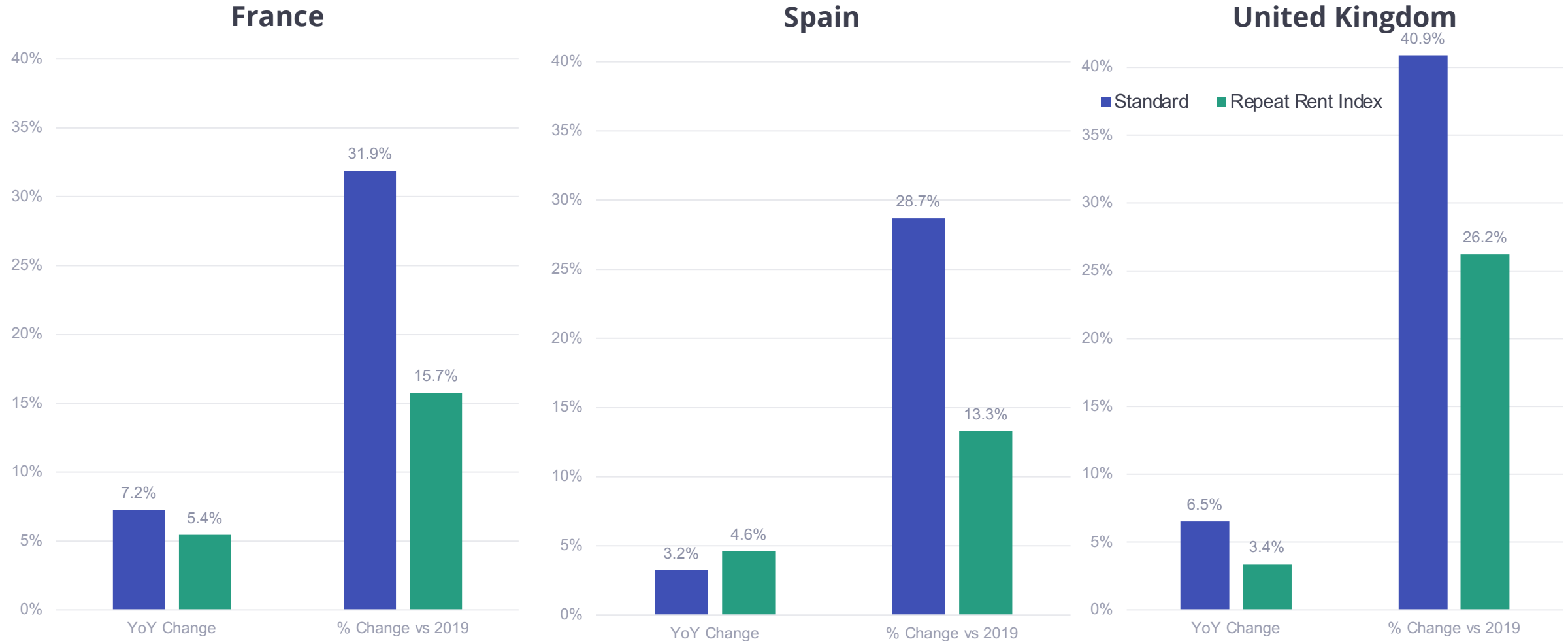
21 of Top 50 European Cities Experienced Occupancy Growth in September

Change in September Occupancy for Top 50 European Cities, 2023 vs. 2022



Average Daily Rates up ~3% to 8% YoY in Western Europe This Summer

YoY and % Change vs. 2019 for Local Currency ADRs using **Standard** and **Repeat Rent Index** Methodology



Source: AirDNA

Note: Repeat Rent Index Reflects the change in Rates for the same set of properties in comparable time periods

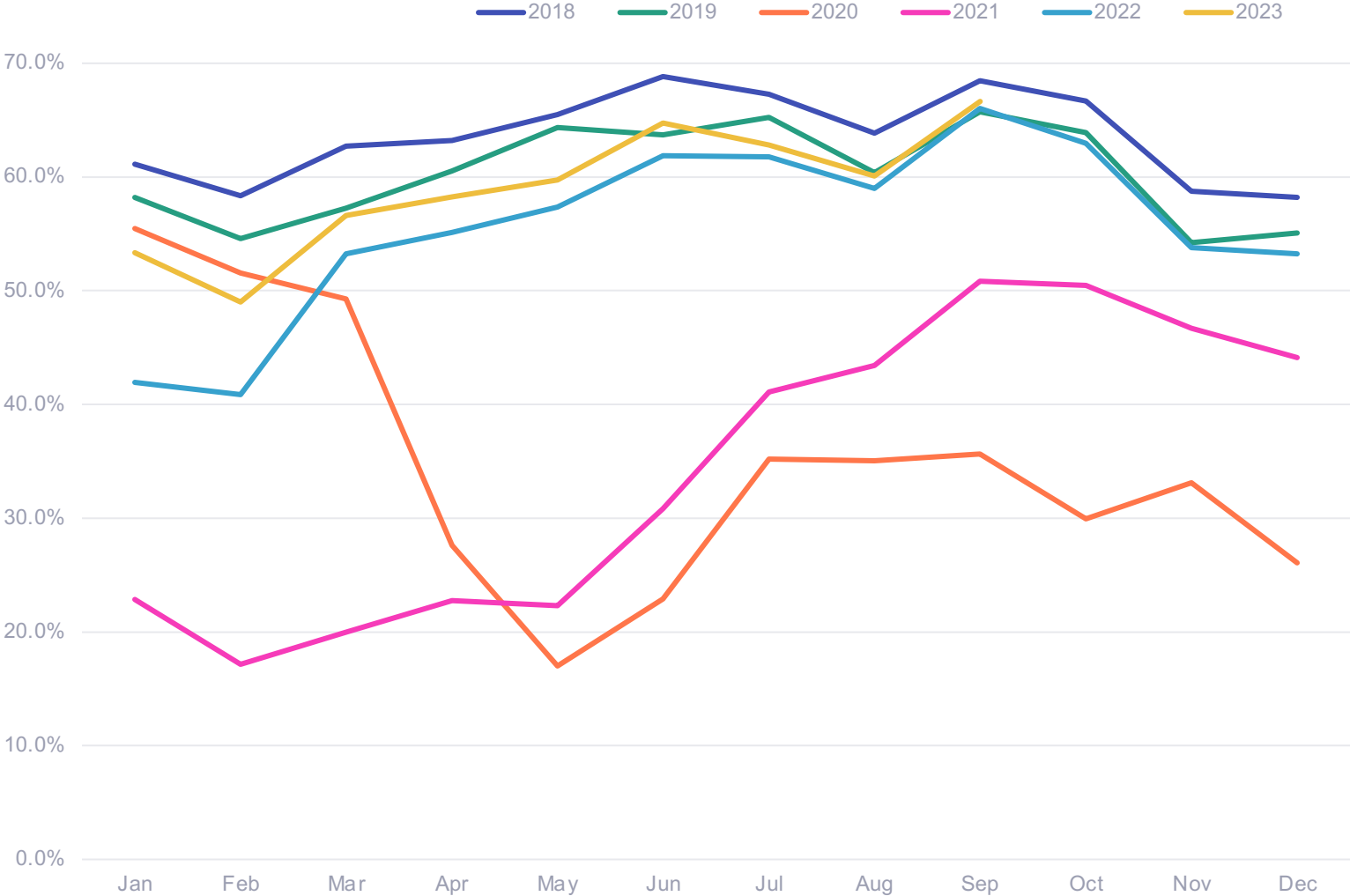


Return of International Travelers

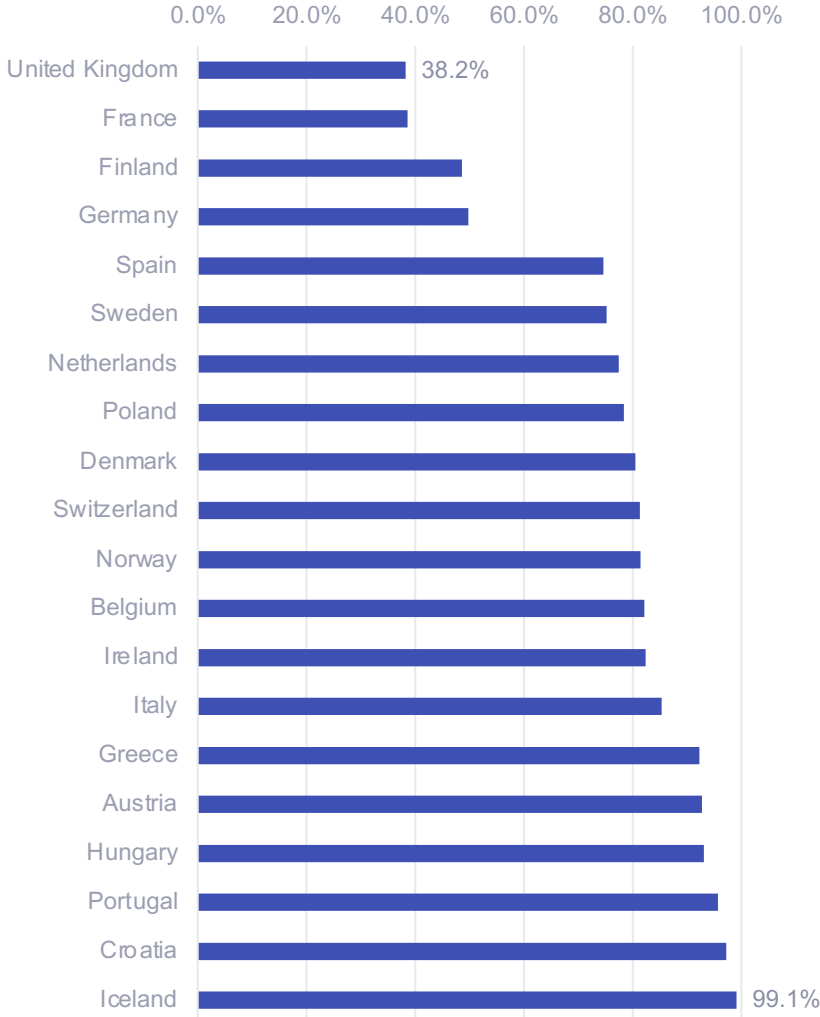
Where are they Going?

Cross-Border Travel in Europe Has Normalized in 2023

Percent of STR Demand in Europe that is Cross-Border



Percent of STR Demand Cross-Border

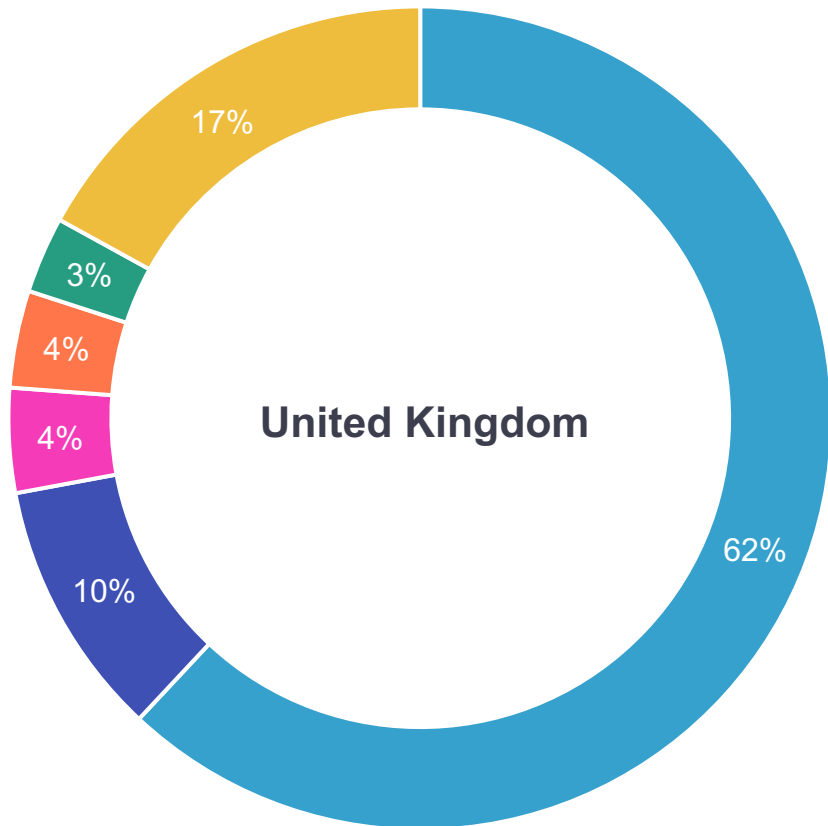


Source: AirDNA

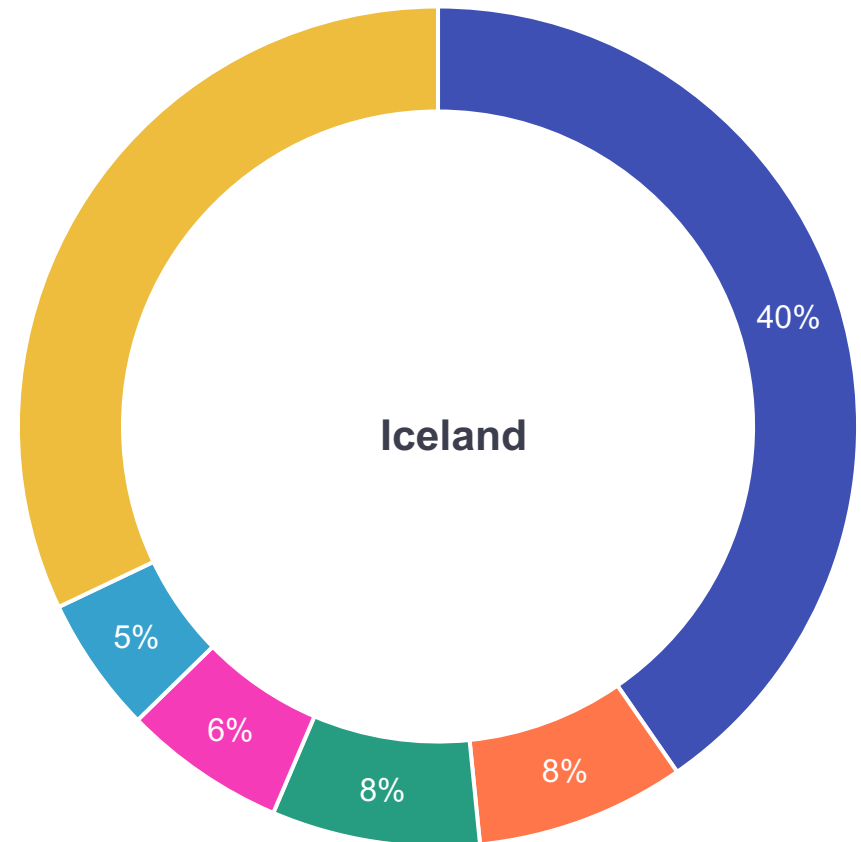
Know your Mix - International Guest Mix Can Vary Significantly

Percent of Total Summer Airbnb Stays in UK and Iceland by Traveler Country of Origin (Jun-Sept 2023)

- United Kingdom
- United States
- Australia
- France
- Germany
- Other



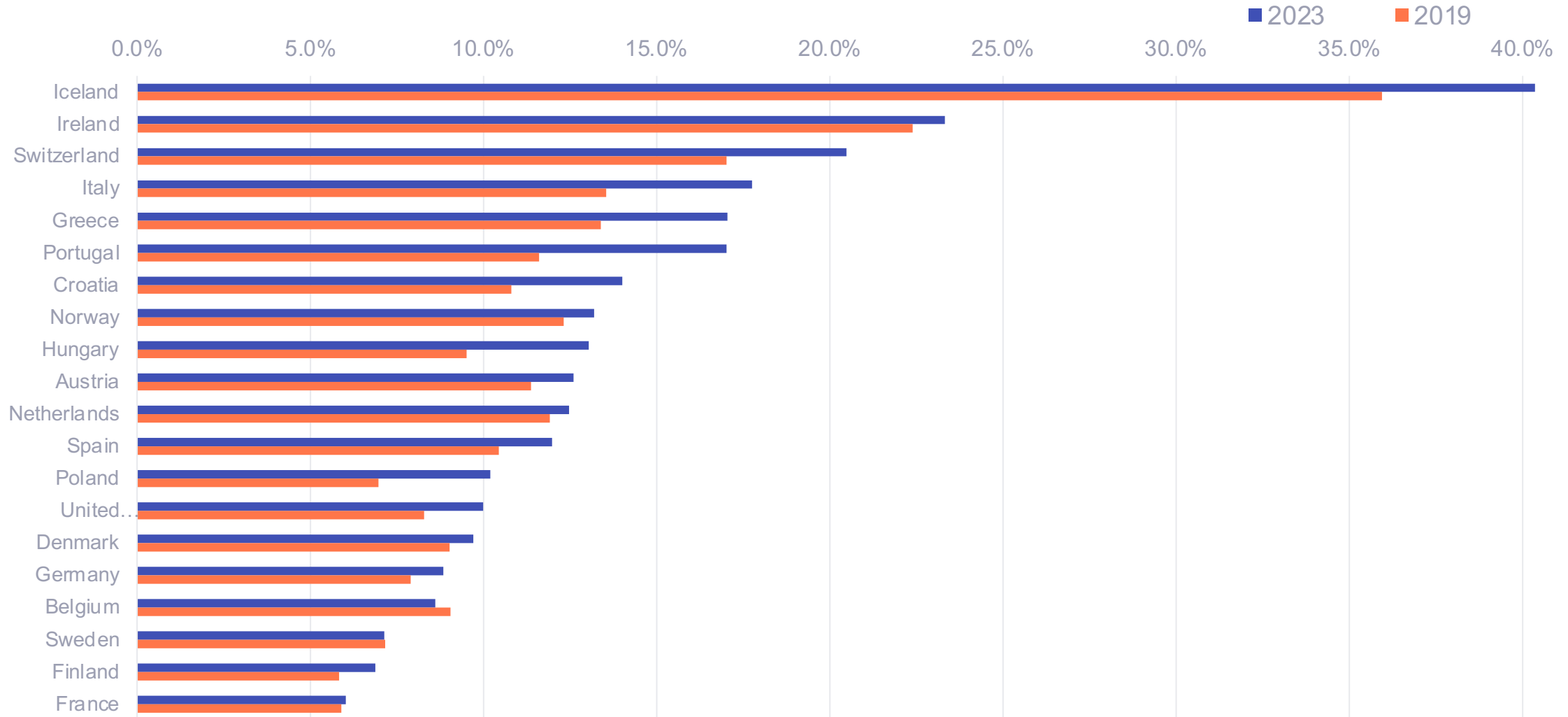
- United States
- France
- Germany
- Canada
- United Kingdom
- Other



All Major Countries with a Higher % of Demand from the US (Except Belgium)



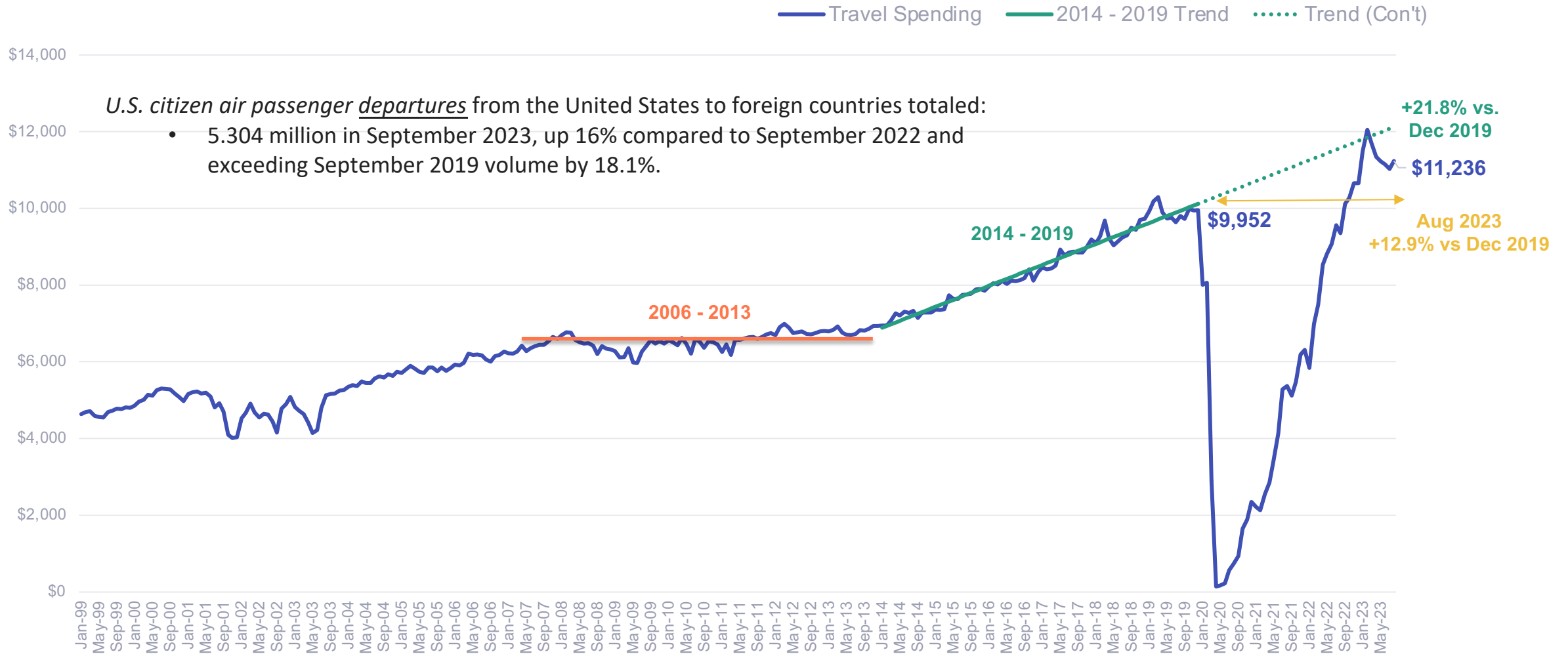
Percent of STR Demand in Europe From U.S. Guests in 2023 & 2019



Spending By Americans Up 13% vs. Pre-Covid (Below Trend)



All Foreign Travel Spend By Americans



Source: Bureau of Economic Analysis and the National Travel and Tourism Office (NTTO)

Note: Millions of dollars, seasonally adjusted - Includes food, lodging, recreation, gifts, entertainment, local transportation

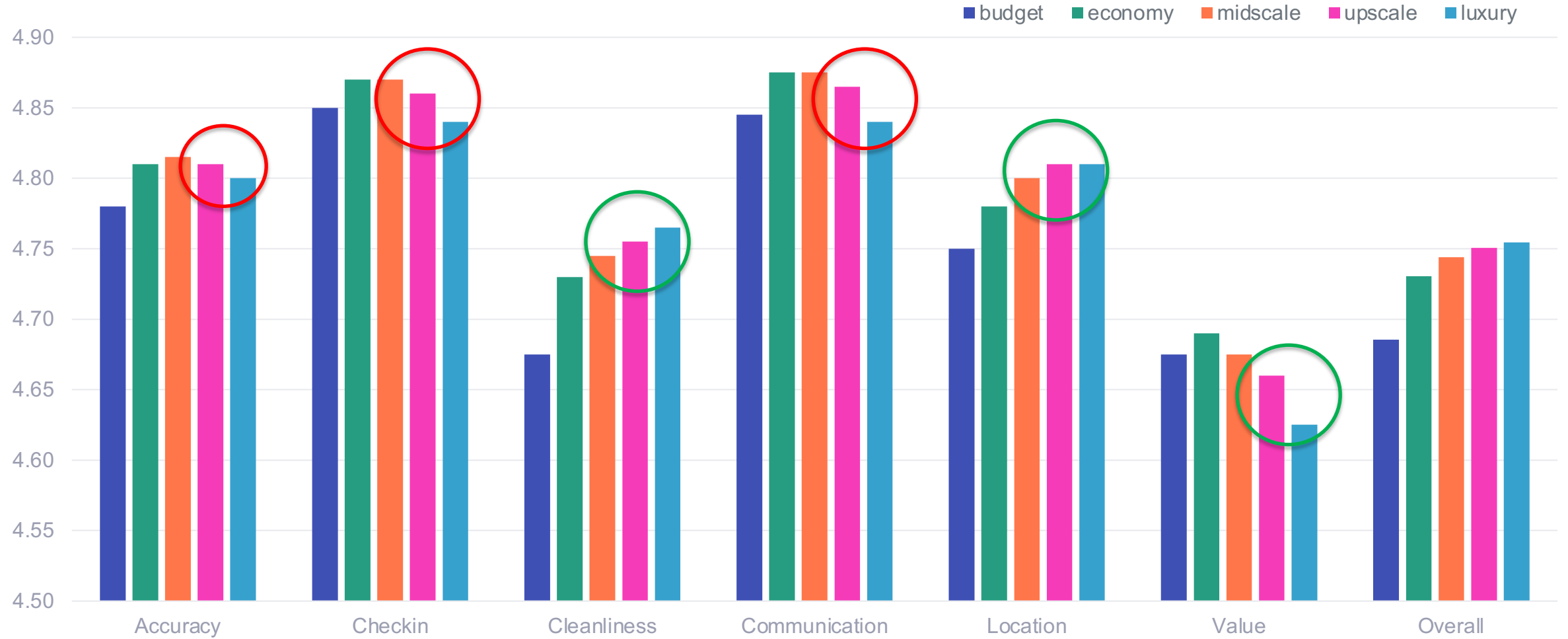
Review Scores



Meeting & Exceeding Expectations

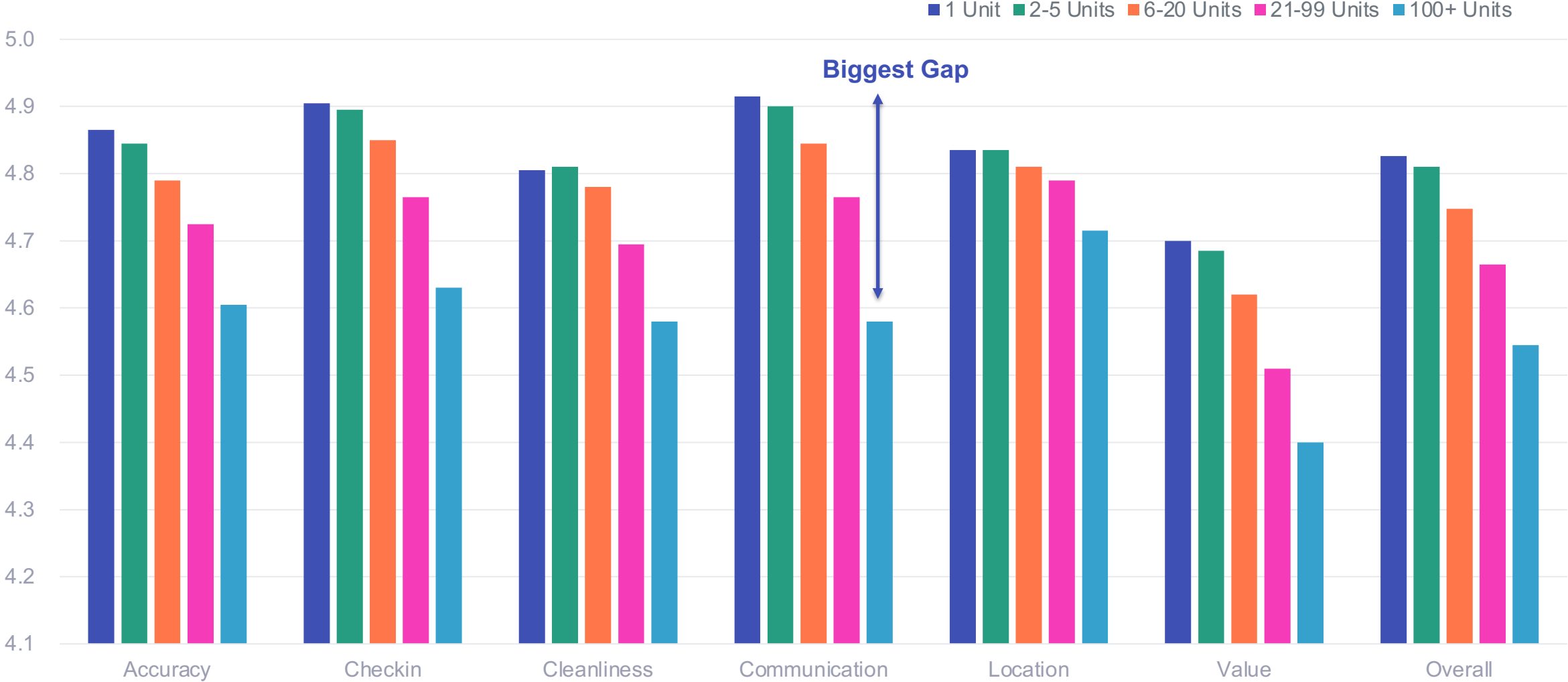
With Higher Prices Come Higher Expectations for Service

Average European Review Scores by Sub-Score, by Price Tier



Largest Operators Continue to Earn Lowest Review Scores

Average European Review Scores by Sub-Score, by Unit Count



Large (Luxury) Operators Exceeding Expectations

Property Manager Name	Luxury Listings*	Review Score*
etori	140	4.96
Croatia Luxury Rentals	88	4.94
Homeleader LTD	66	4.94
Think Villa	103	4.94
FlatWhite Properties	76	4.91

Source: AirDNA

* - Includes only Properties categorized as Luxury by AirDNA's Categorization

Kostas
Superhost

4820
Reviews

4.93★
Rating

10
Years hosting

About Kostas

My work: Loggia, Loguers, Etouri

Speaks English

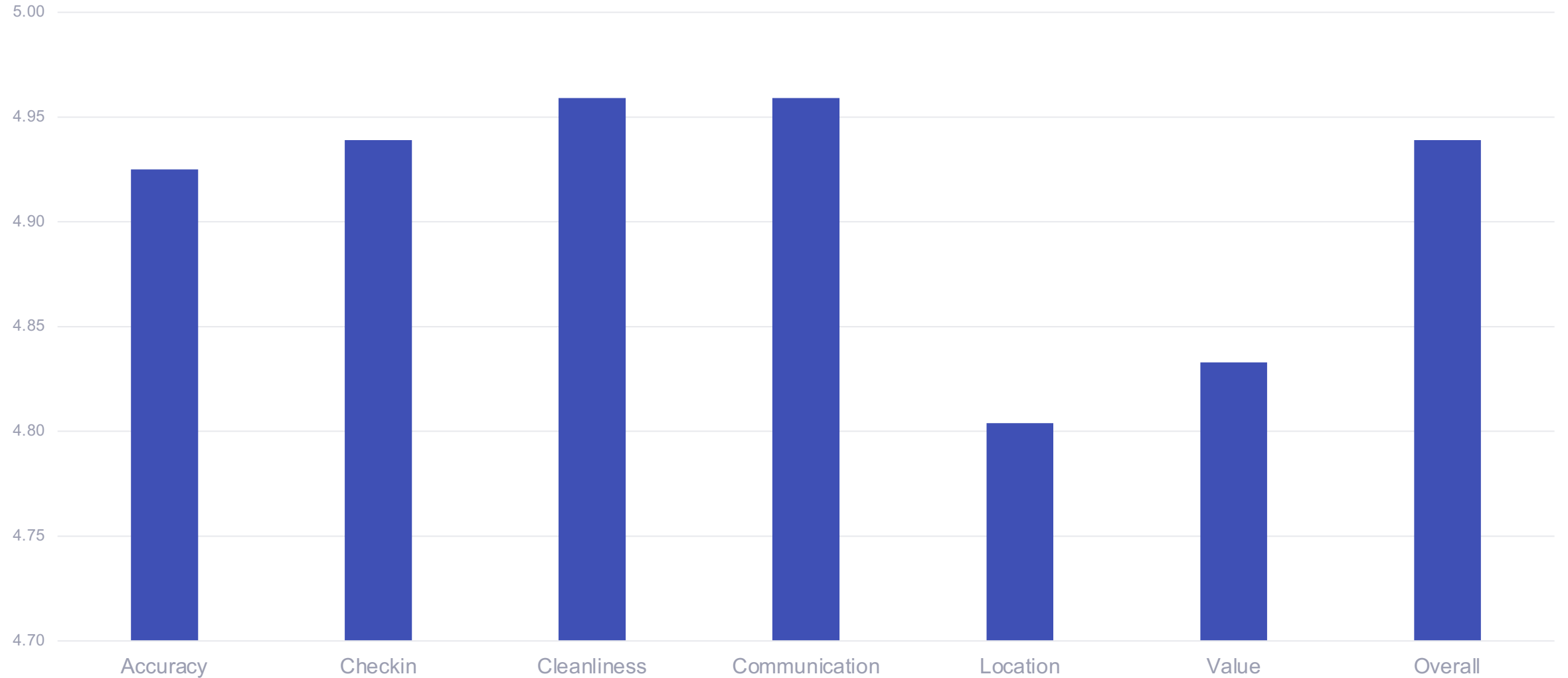
Lives in Rethimnon, Greece

ETOURI is located in 8 I. Petichaki Str. Rethymno, Crete and is approved by the Greek Tourist Organisation.

The founder - Kostas Vasilakis, who studied Economics and Marketing, got involved with the vacation rental industry 10 years ago since his father built one of the first

How Do the Top 5 Large Luxury PMS Score (Clean & Communicative)

Average Review Scores by Sub-Score for Top 5 Large Luxury PMs





Outlook

What Happens Next?



THE WALL STREET JOURNAL.

It's Taylor Swift's Economy, and We're All Living in It

Swifties flocking to Eras Tour cities are filling hotels and crowding restaurants; the Fed has noticed, too

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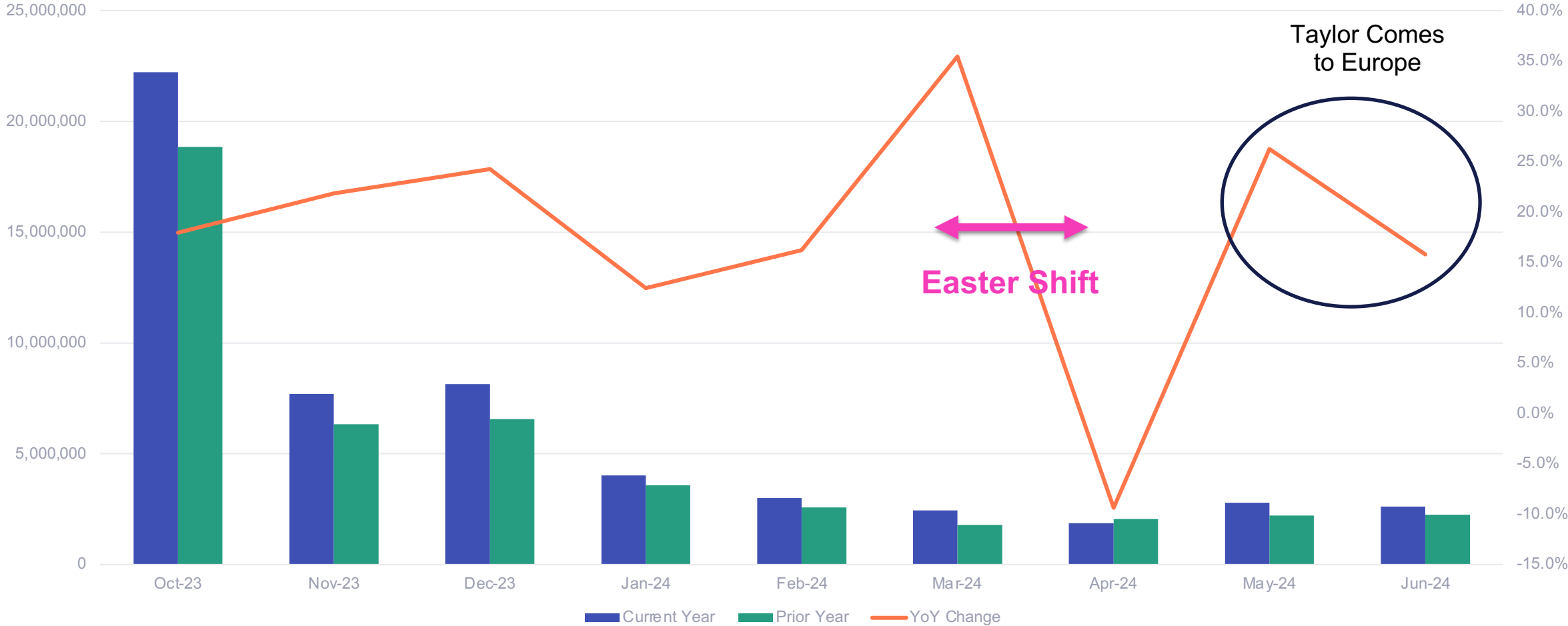
The Federal Reserve says Taylor Swift's Eras Tour boosted the economy. One market research firm estimates she could add \$5 billion

Can Taylor Swift Save the European Economy?

Strong Pacing Through the End of 2023, Picks up Again Next Summer



European Short-Term Rental Demand Pacing Current Year vs. Prior



Source: AirDNA, as of Sept 18th

Taylor Swifts Eras European Tour – Demand up 316%

AIRDNA

Eras Tour - European Cities STR Demand Increase on Concert Nights



Paris (May 9-12th) +80%



Stockholm (May 17-19th) +479%



Lisbon (May 24-25th) +400%



Madrid (May 30th) +210%



Edinburgh (June 7-9th) +273%



Liverpool (June 13-15th) +473%



Cardiff (June 18th) +167%



London (June 21-23rd) +162%
London (Aug 15-17th) +221%



Dublin (June 28-30th) +338%



Amsterdam (July 4-6th) +213%



Zurich (July 9-10th) +144%



Milan (July 13-14th) +1237%



Hamburg (July 23-24th) +758%



Munich (July 27-28th) +866%



Warsaw (Aug 1-3rd) +2020%



Vienna (Aug 8-10th) +1989%

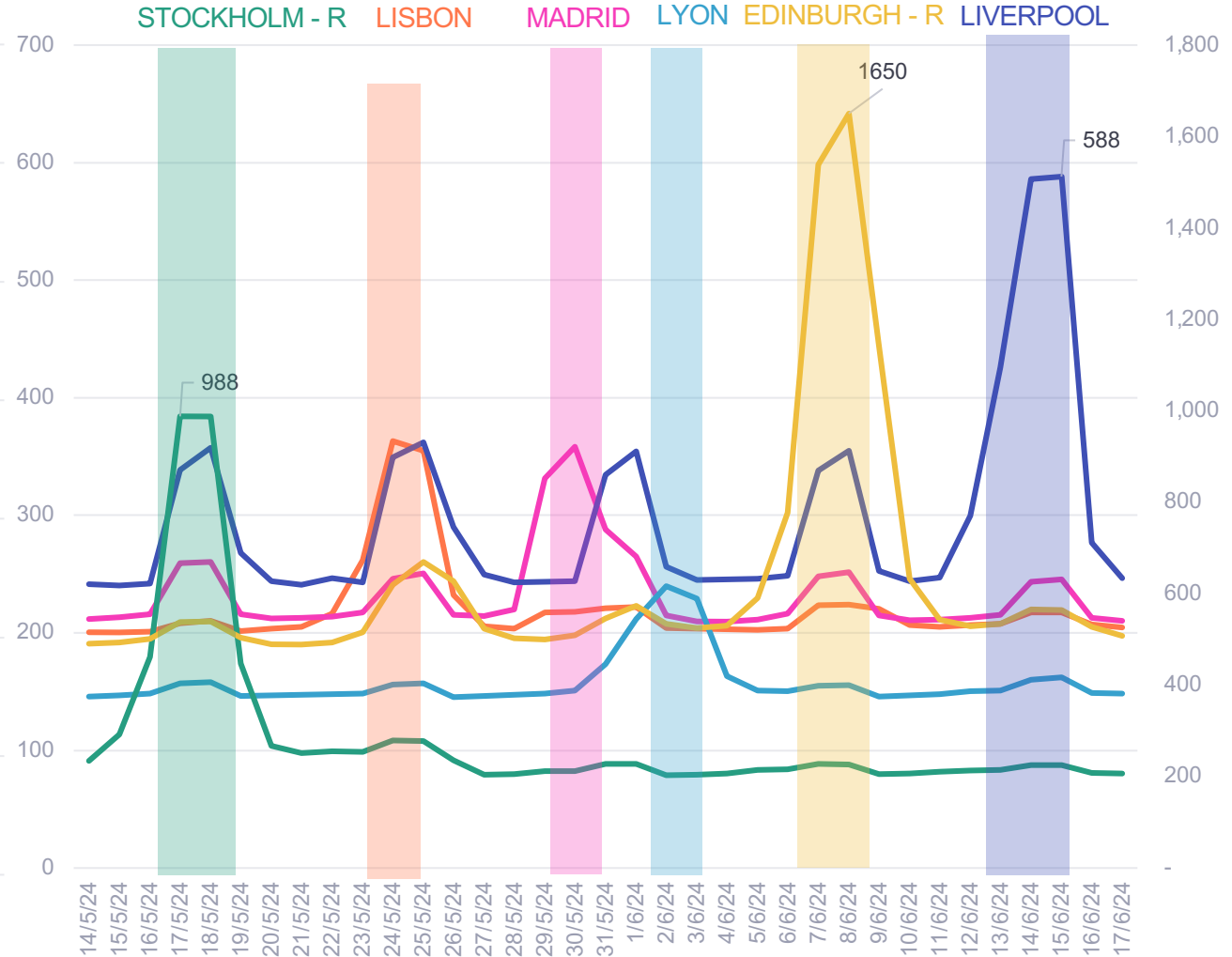
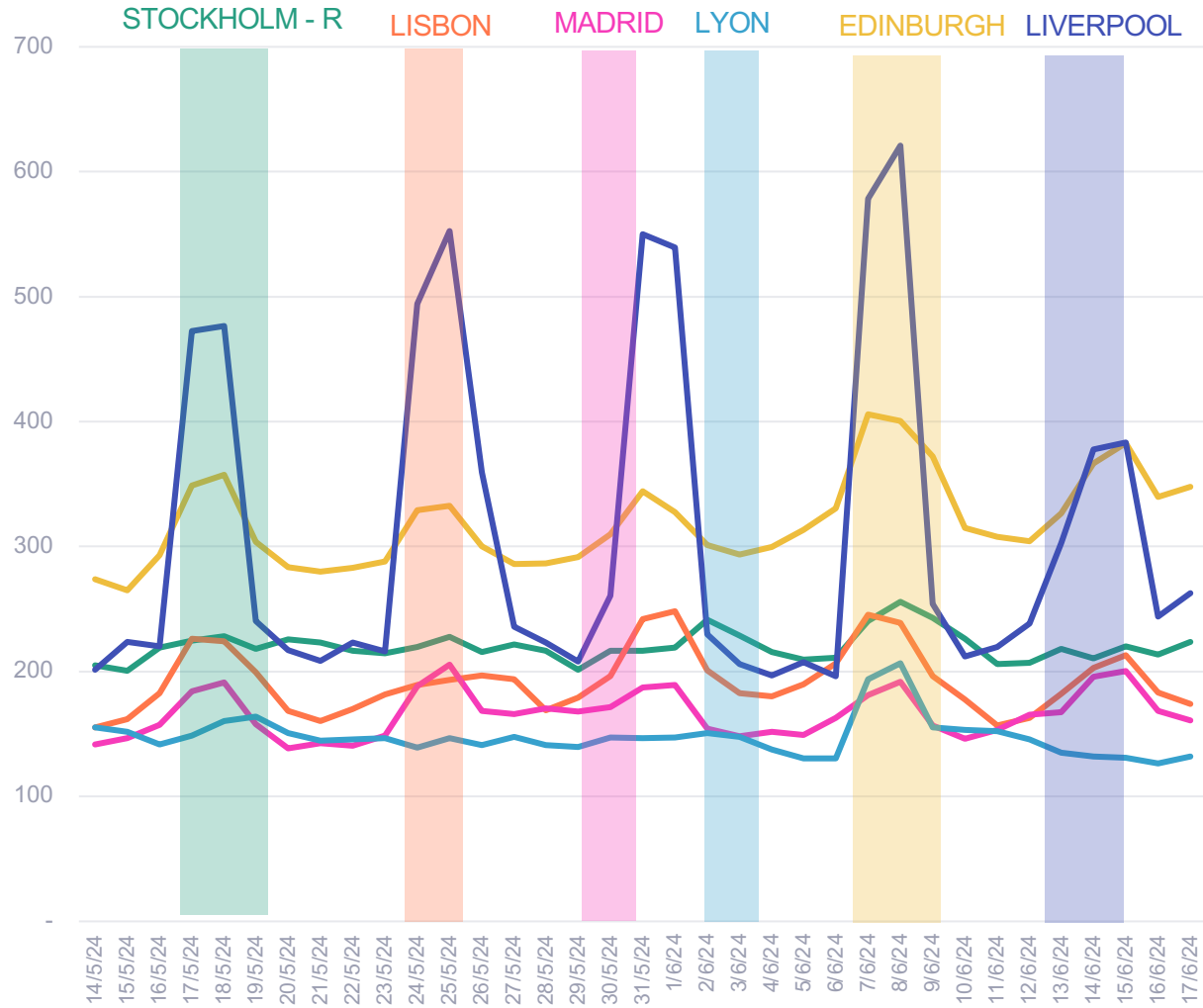
Source: AirDNA

Note: Increase in Demand Relative in other Comparable Dates

What is Happening to Prices?

Booked ADRs

Available ADRs



Source: AirDNA

Thanks for your time.

AirDNA

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