

SHARED ECONOMY ECONOMICS

Focus on Portland Metro Airbnb

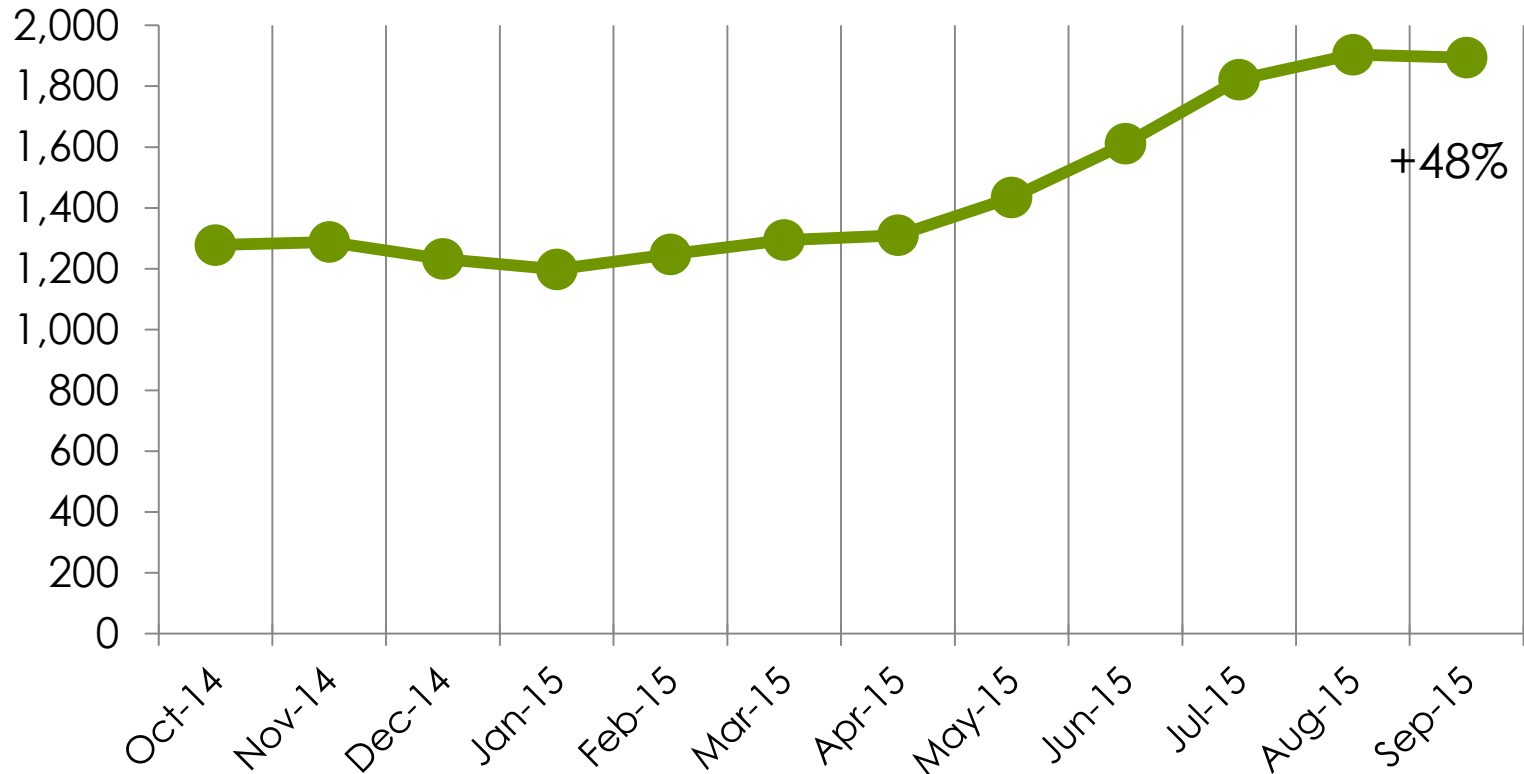
BY

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SHARED LODGING

- 🏠 How consider for purposes of estimating travel impacts
- 🏠 New travelers or a shift between segments?
- 🏠 How do spending and other impacts compare to other accommodation types?

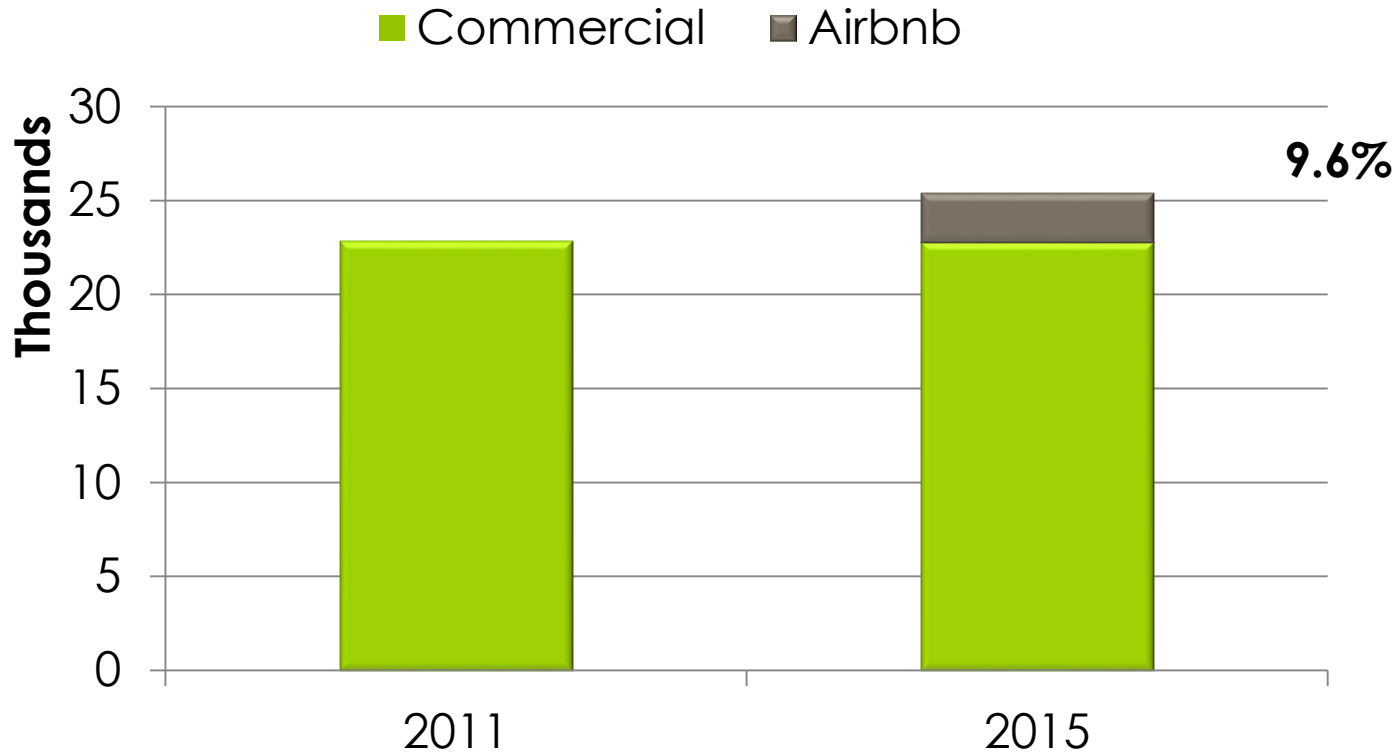
Portland Metro Airbnb Average Daily Supply



Source: Airdna, PKF Hospitality Research | CBRE Hotels, Q4 2015

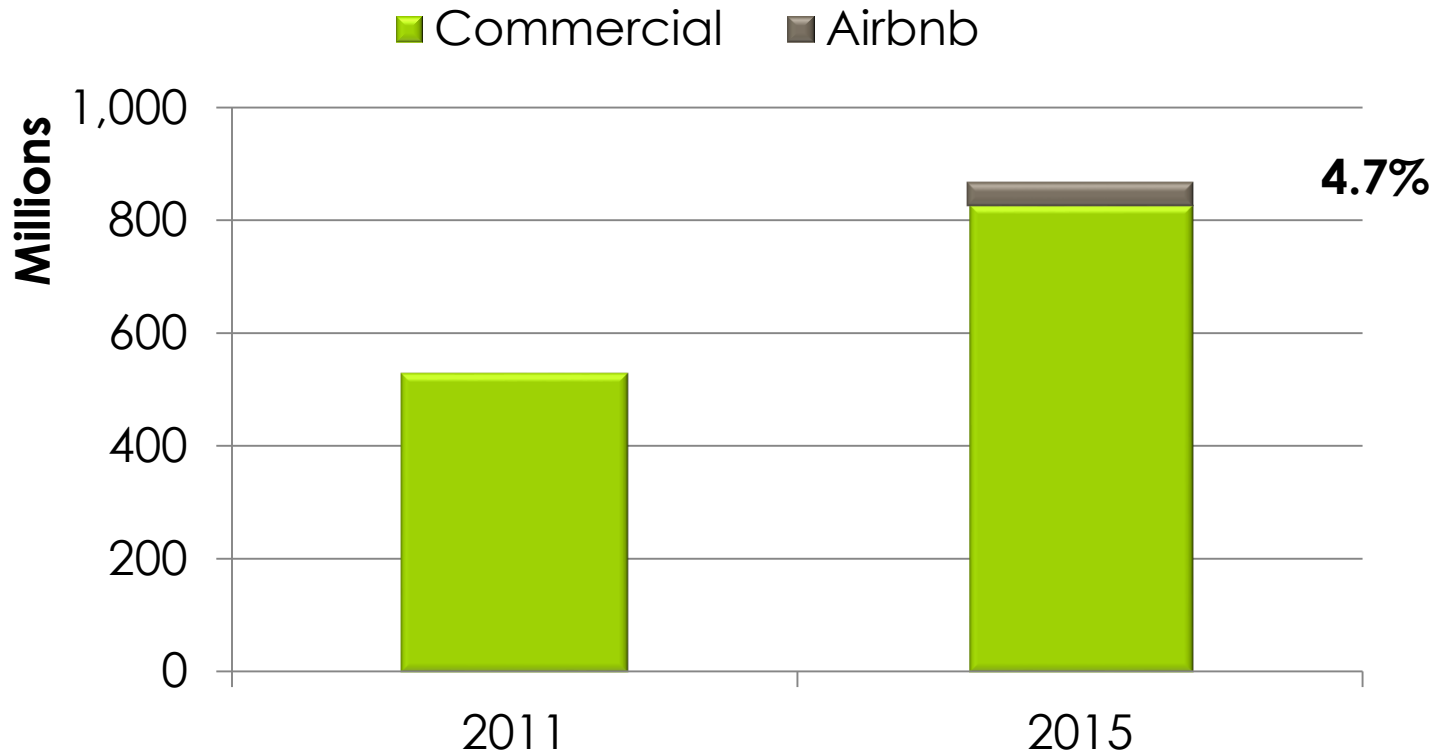
PORTLAND MARKET

Available Units



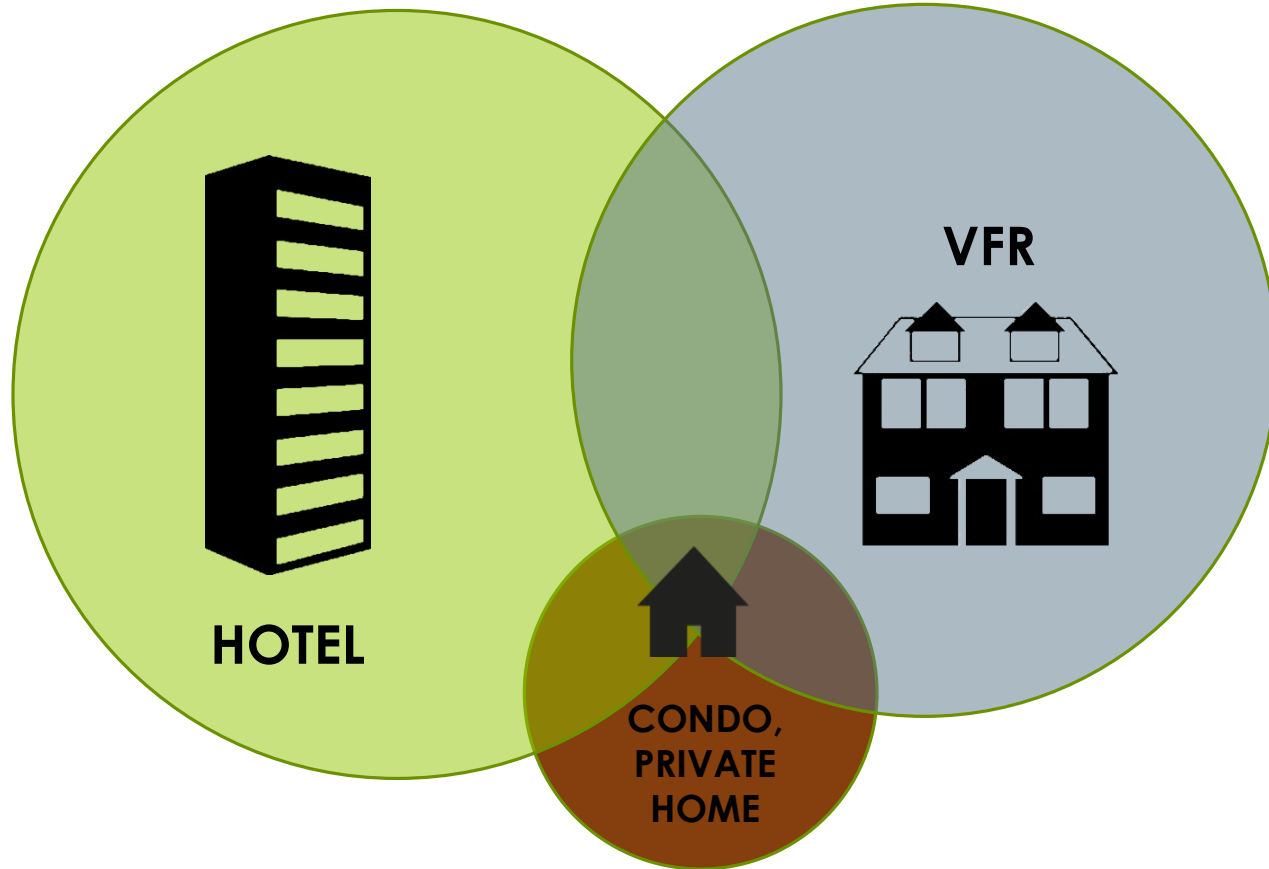
Source: Airdna, PKF Hospitality Research | CBRE Hotels, Q4 2015

Annual Revenue, by Type of Lodging

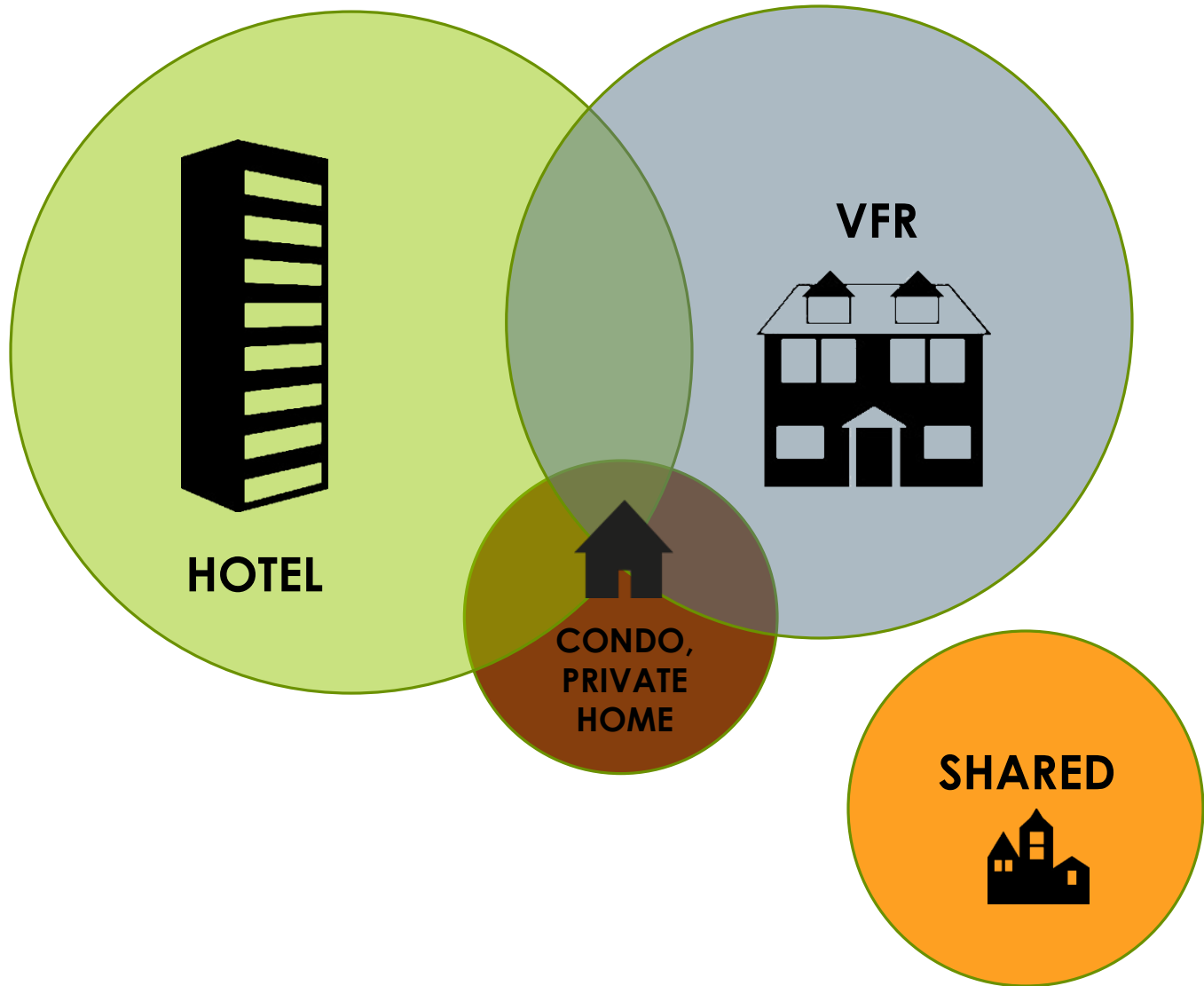


Source: Airdna, PKF Hospitality Research | CBRE Hotels, Q4 2015

SEGMENTATION

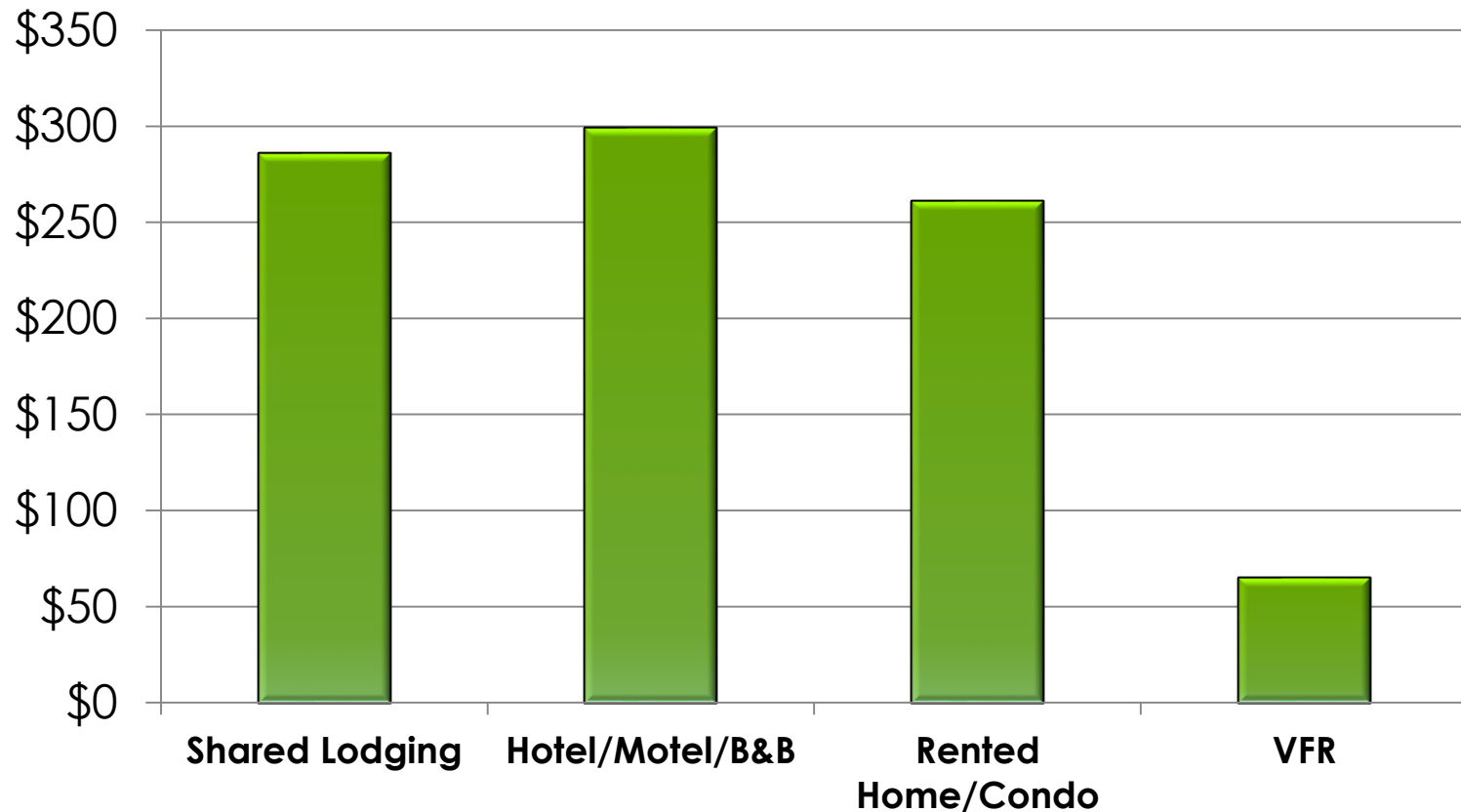


SEGMENTATION



TRIP CHARACTERISTICS

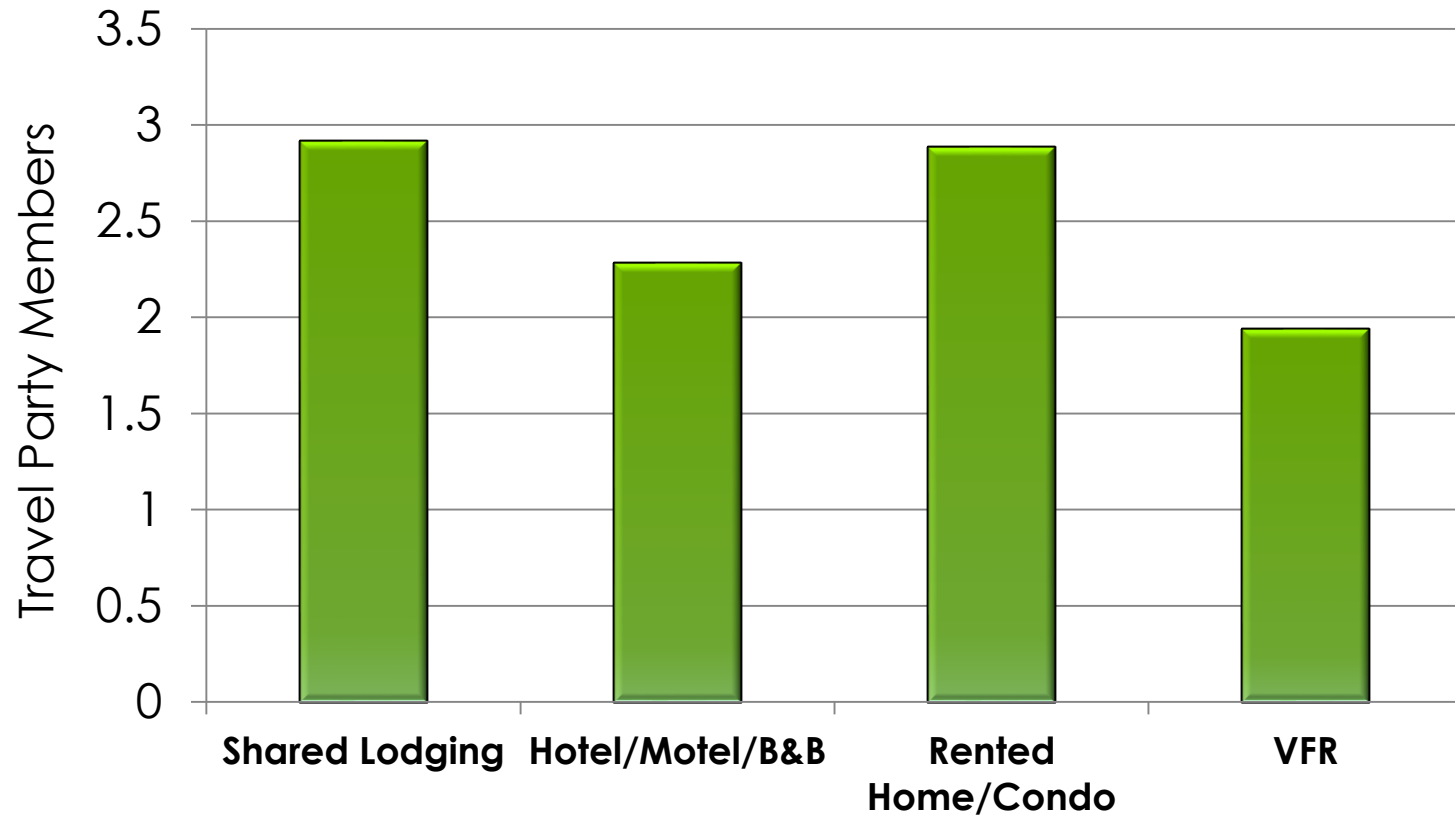
Average Day Expenditures per Travel Party



Source: TNS survey data, Q1-Q3, 2015

TRIP CHARACTERISTICS

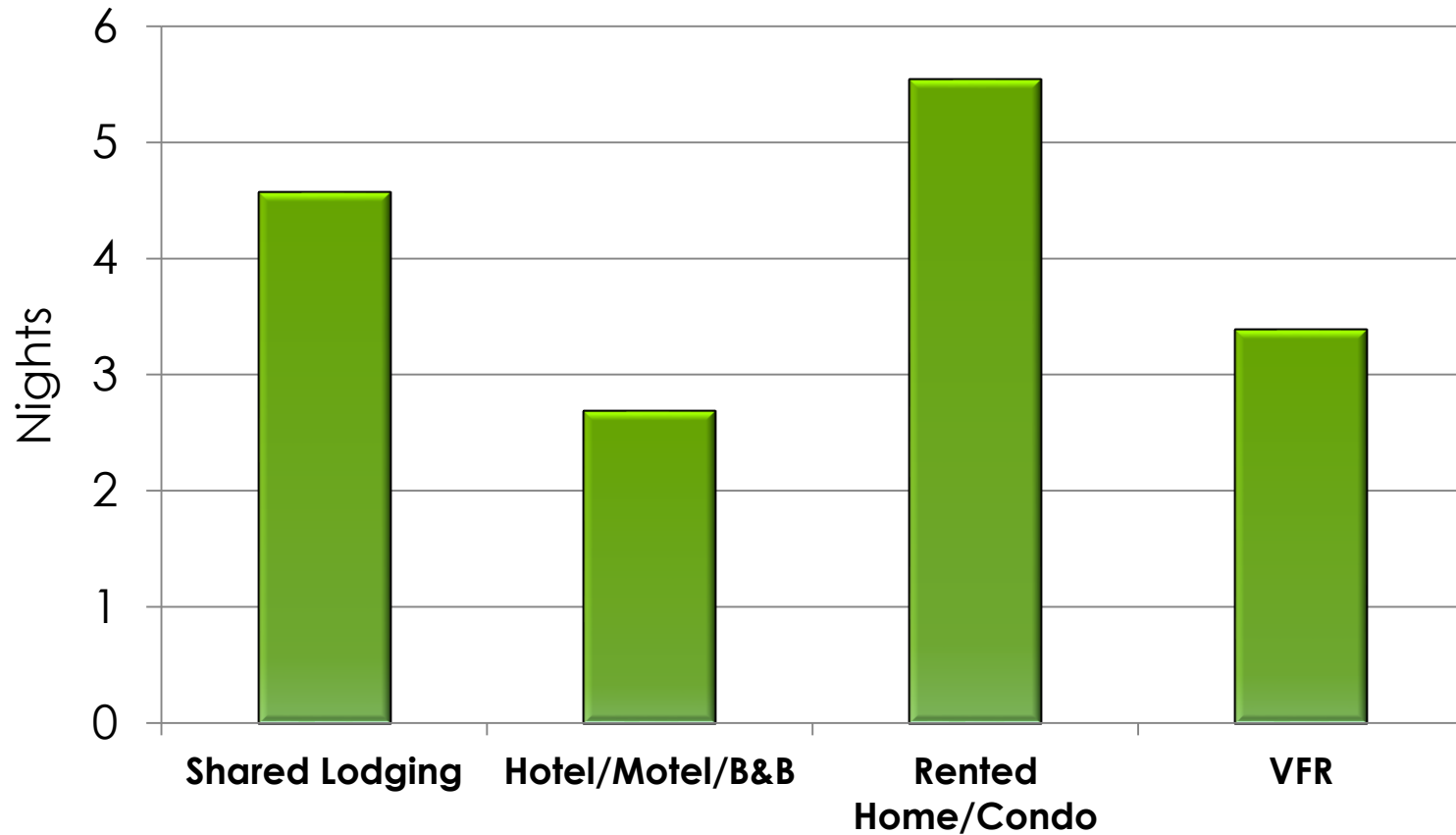
Average Party Size



Source: TNS survey data, Q1-Q3, 2015

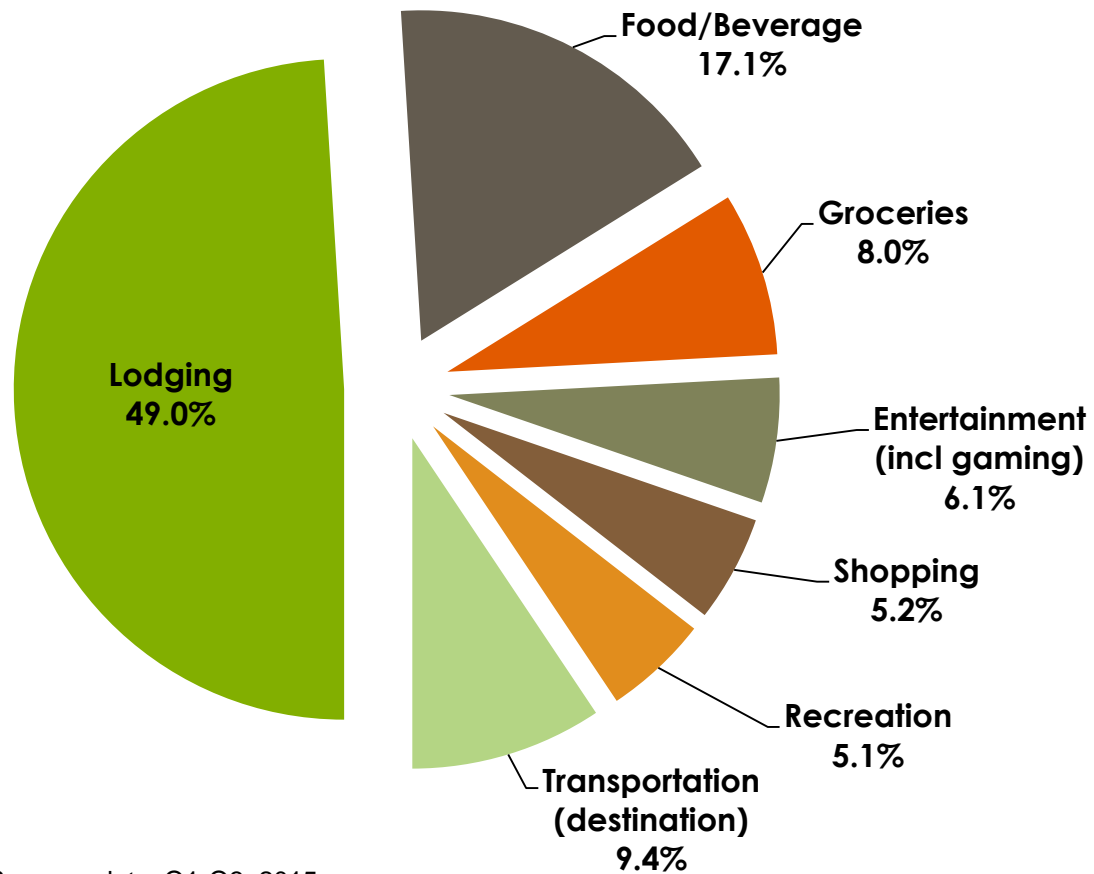
TRIP CHARACTERISTICS

Average Number of Nights



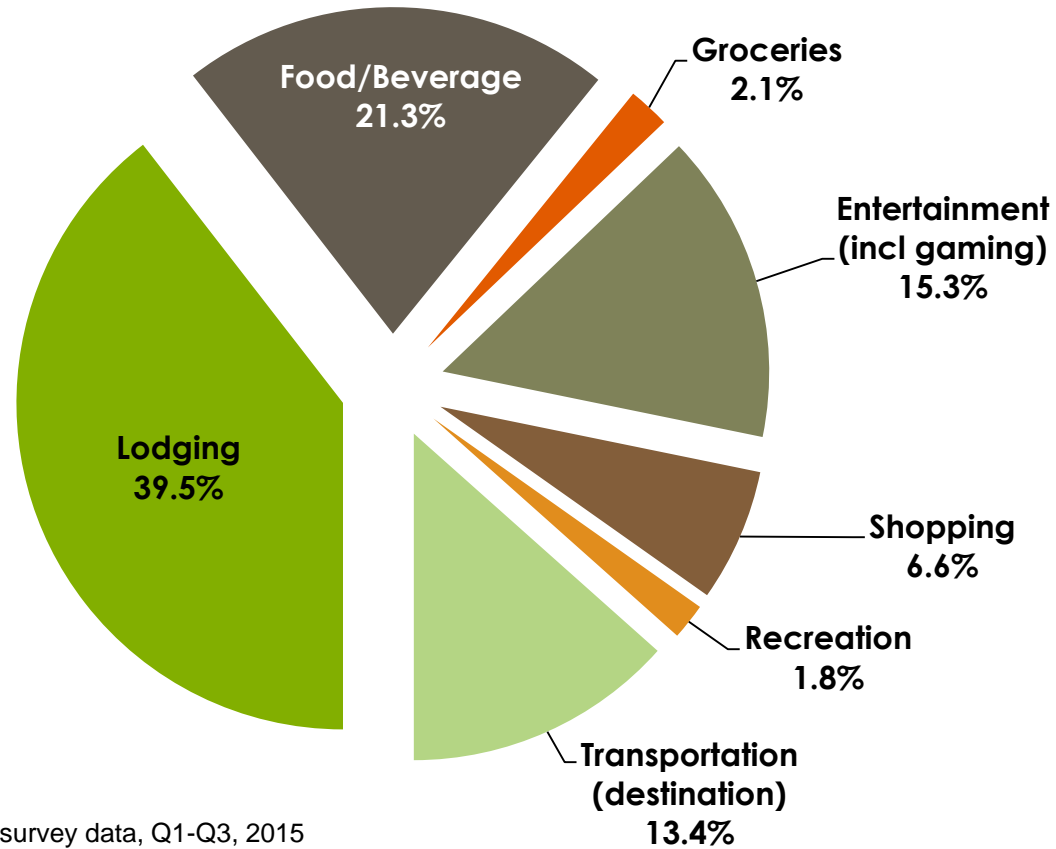
Source: TNS survey data, Q1-Q3, 2015

Expenditure Distribution: Shared Lodging



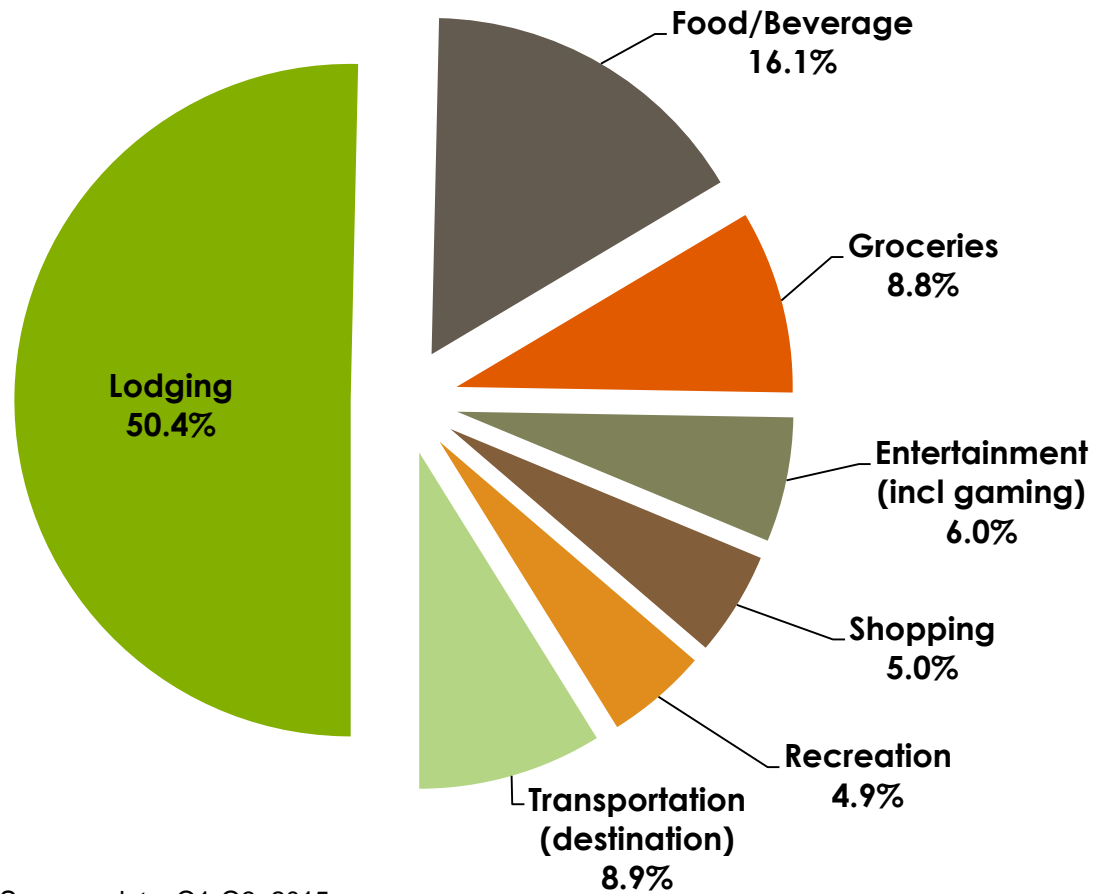
Source: TNS survey data, Q1-Q3, 2015

Expenditure Distribution: Hotel/Motel/B&B



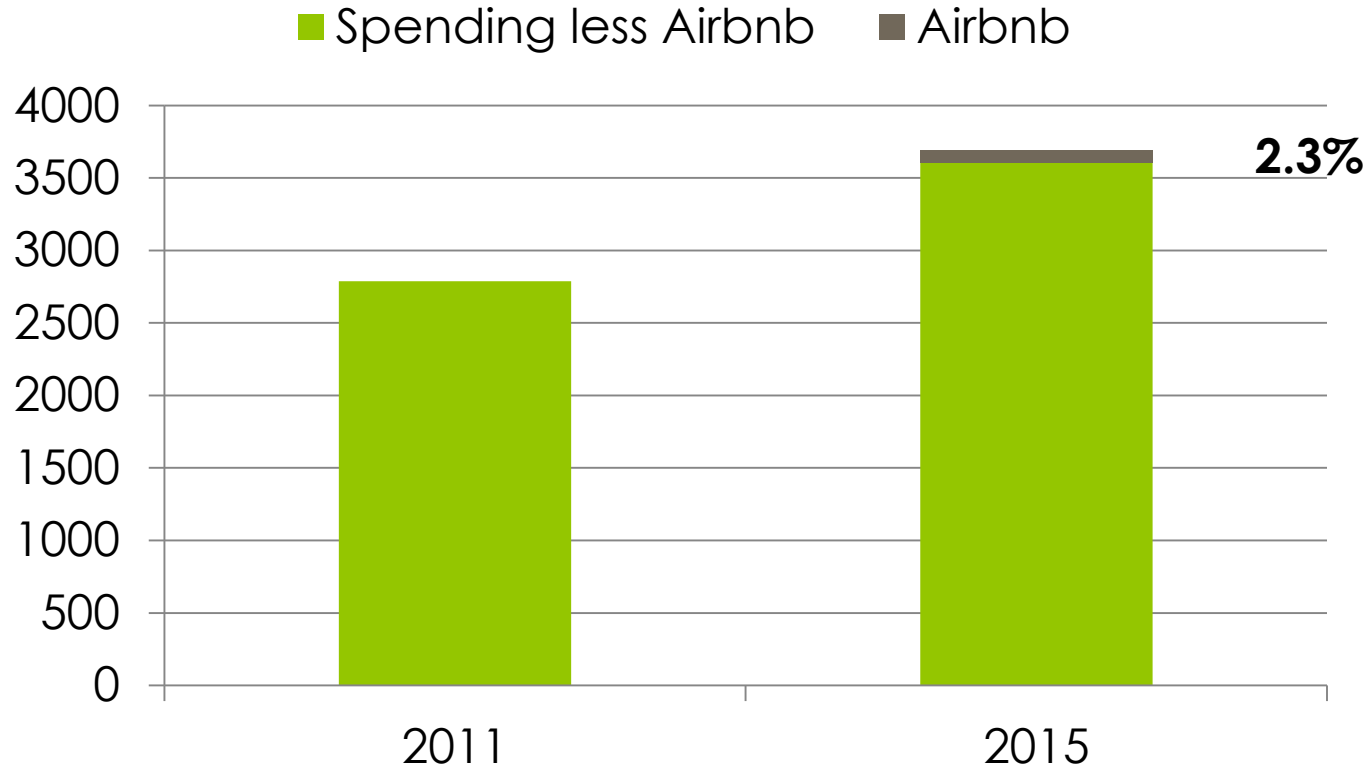
Source: TNS survey data, Q1-Q3, 2015

Expenditure Distribution: Rented Home/Condo



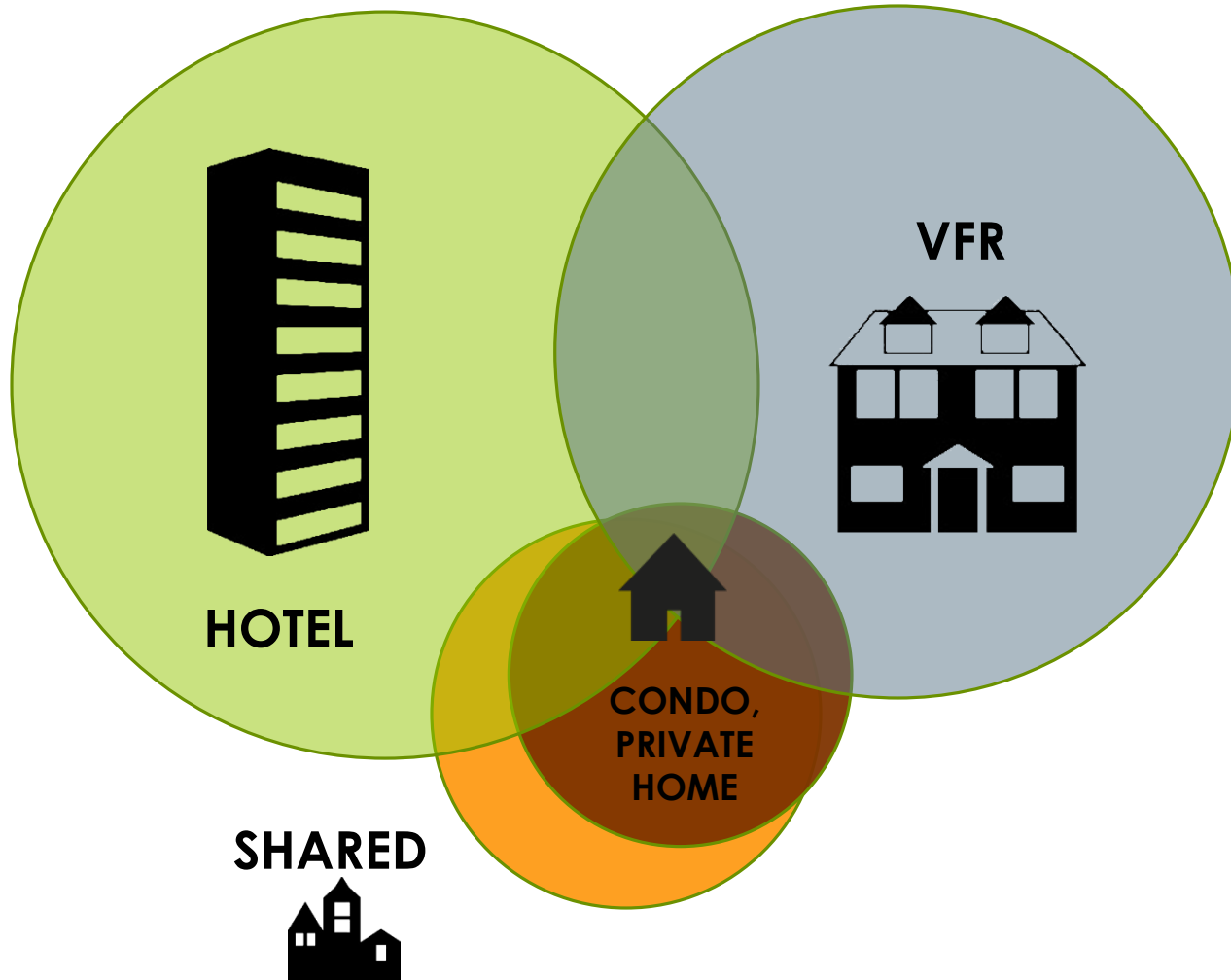
Source: TNS survey data, Q1-Q3, 2015

Spending Impact, All Visitors



Source: Airdna, PKF Hospitality Research | CBRE Hotels, Q4 2015

SEGMENTATION



EMPLOYMENT

- 🏠 Little direct wage and salary employment
- 🏠 Larger multi-unit operations will have some employees
- 🏠 Many services are provided by proprietors
- 🏠 Contracted services also important

EARNINGS

- 🏠 Substantial portion is proprietor income
- 🏠 Additional indirect earnings such as for cleaning, bookkeeping

THANK YOU

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Questions?

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