



Séminaire n°25

Les logements d'AirBnB et autres plateformes

Vendredi 18 nov. 2022

Présentation 6 :

Comment observer ? Les sources Eurostat

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Did you know that...

- In 2019, Paris was the most popular city destination in the EU, with 13.5 million nights spent in short-term rental accommodation?
- Paris was the most popular city in each reference year, followed by Barcelona and Lisbon.



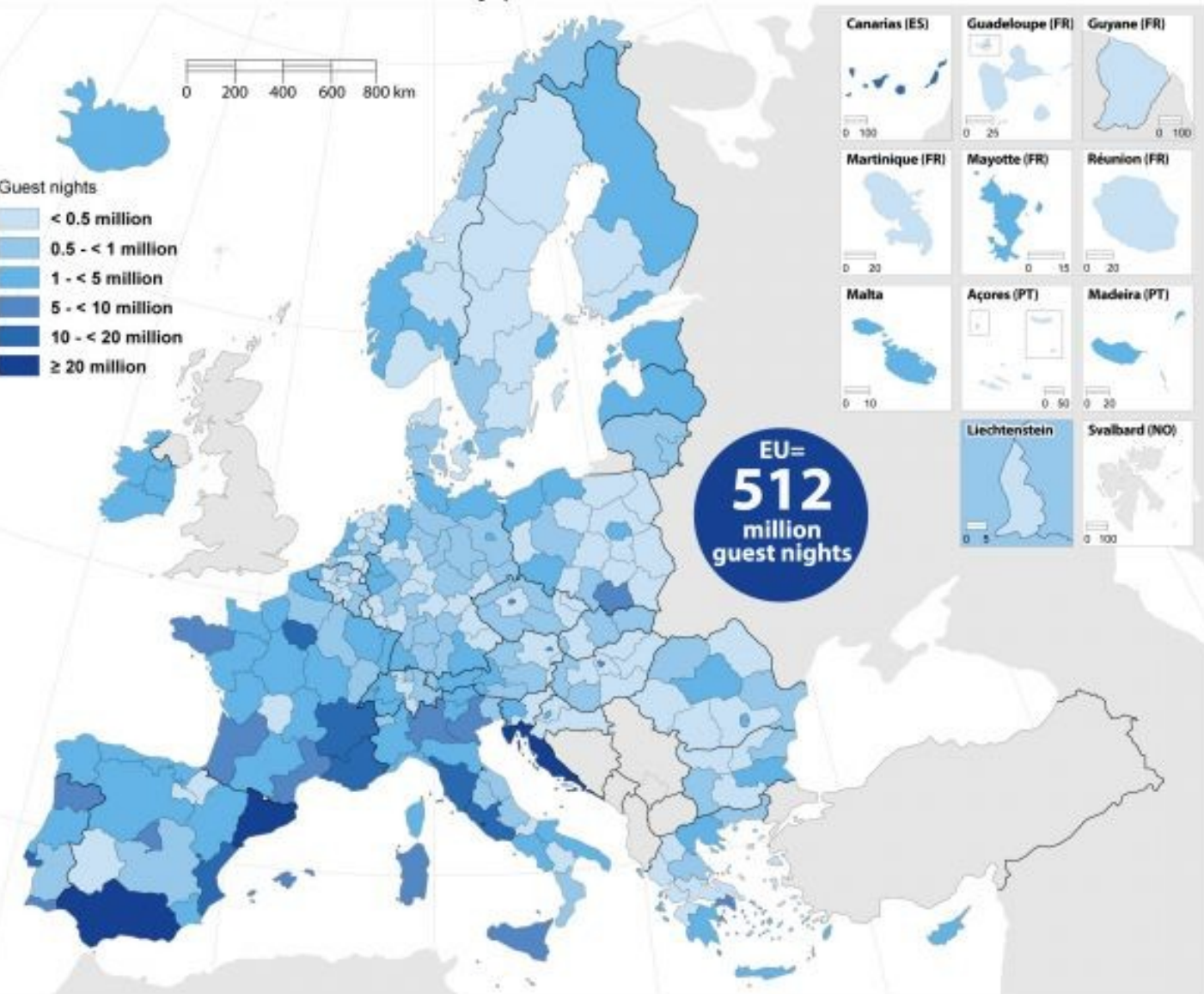


Did you know that...

- In the first half of 2022, around 200 million guest nights were spent in apartments booked at Airbnb, Booking, Expedia or Tripadvisor?
- This means around 19 million bookings, or around 70 per minute.

Guest nights spent at short-stay accommodation

Booked via collaborative economy platforms, NUTS 2, 2019



Data sharing agreement with Airbnb, Booking, Expedia Group and Tripadvisor

Administrative boundaries: © EuroGeographics © UN-FAO © Turkstat
Cartography: Eurostat - IMAGE, 12/2021

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Well, we know!

Questions I will answer in the next 8'



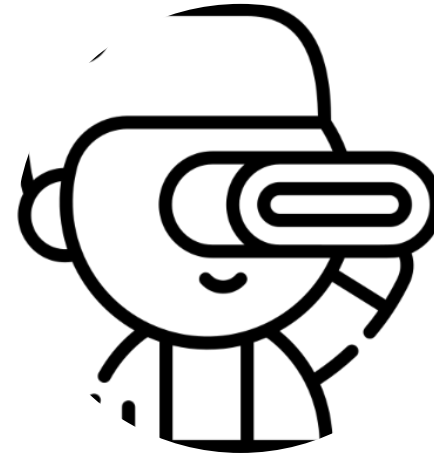
How?

Agreements with
the platforms



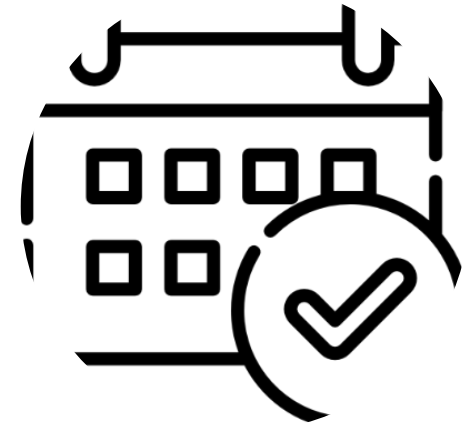
What?

Which data are
available?



Where?

How can you
access the data?

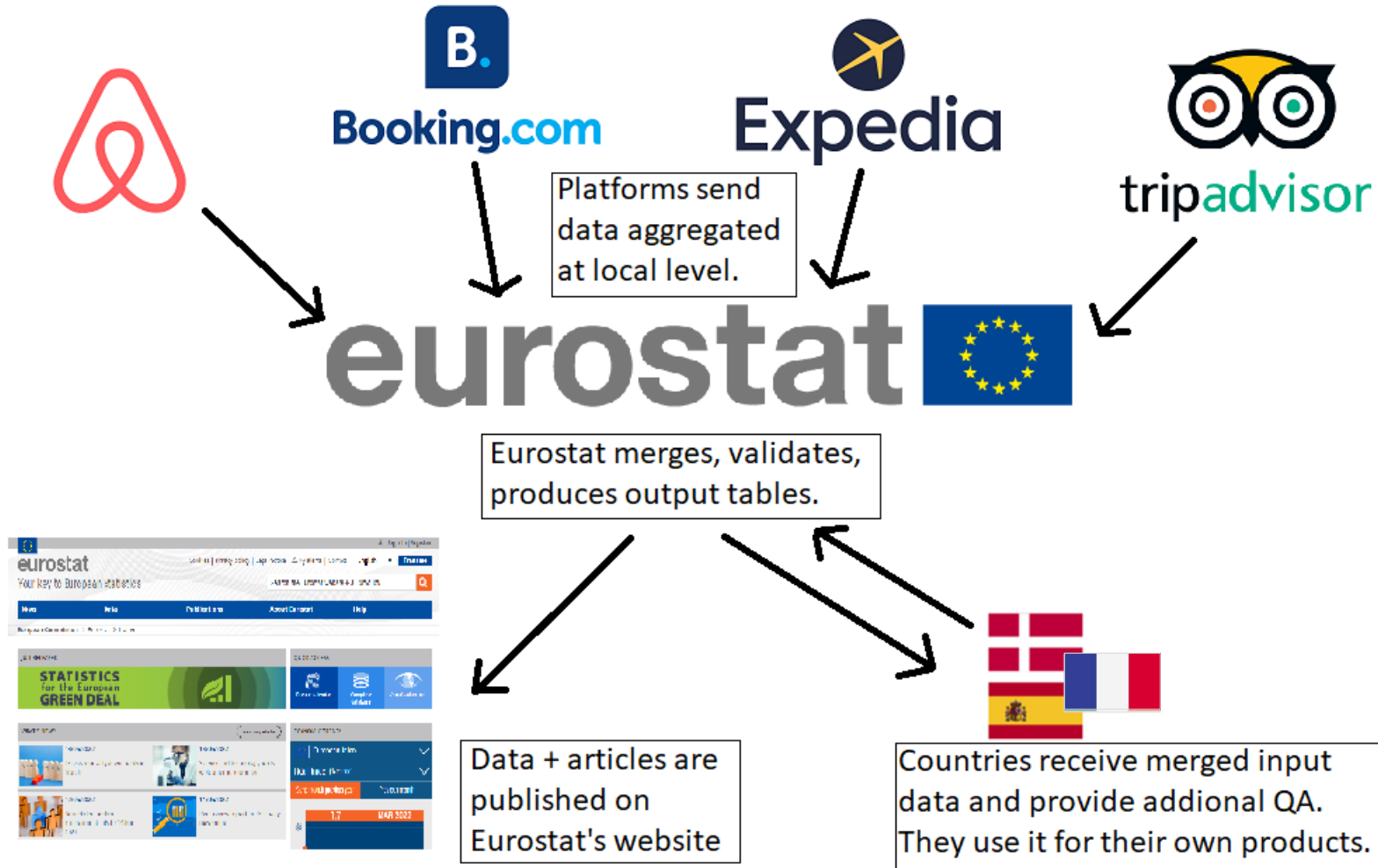


What's next?

Release calendar



How? : Brief overview



What? : type of available data

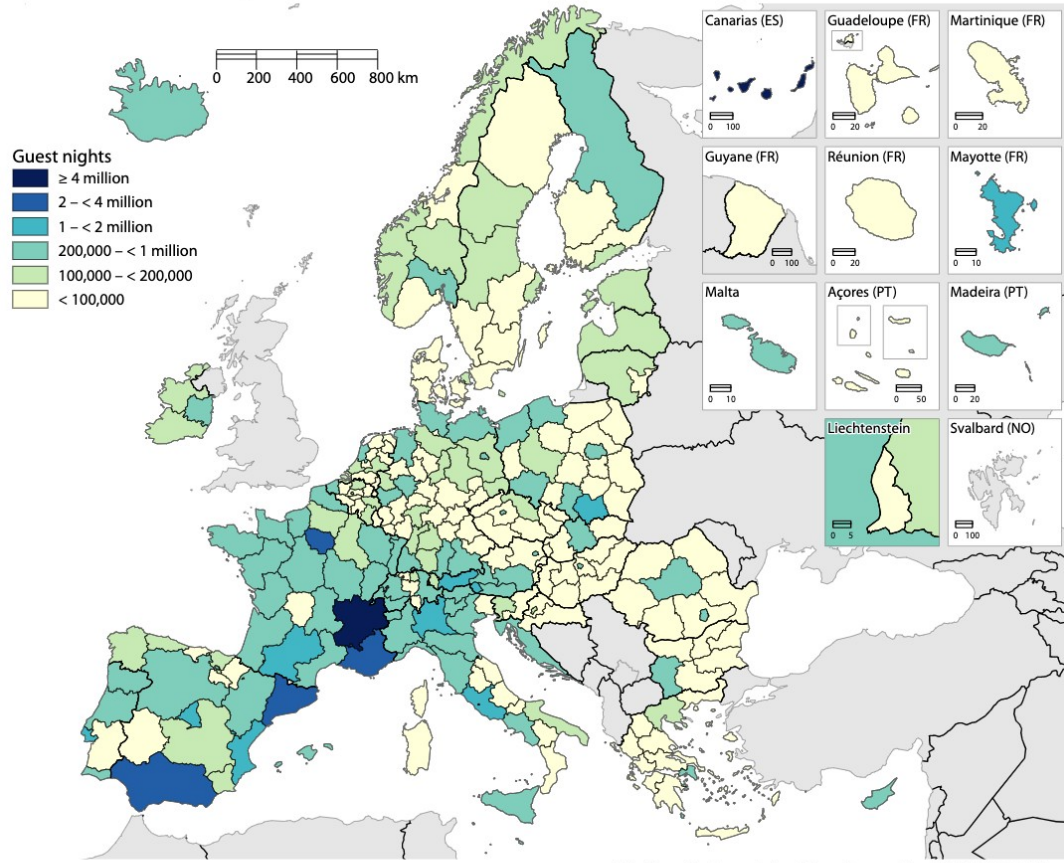


- **Available occupancy data**
 - Three variables: Number of **stays**, number of **nights spent**, number of **guest nights**
 - Monthly data at EU, country and NUTS1 and NUTS2 regional levels
 - Annual data at NUTS3 and city level (around 250 cities)
 - Breakdown by origin of guest
 - Breakdown by accommodation characteristics (shared vs. entire; size class)
- **Coverage: holiday and short-stay accommodation**
 - ⇒ Apartments, rooms, houses, villas, etc. (NACE 55.2)

Data teaser: First half of 2022

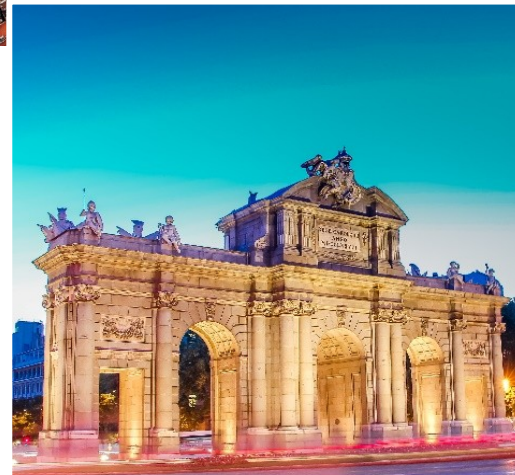
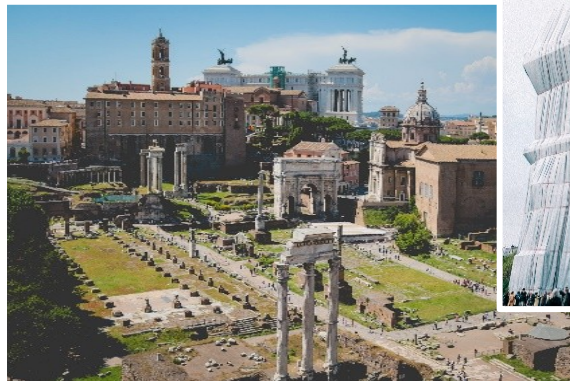


Guest nights spent at short-stay accommodation Booked via online platforms, NUTS2, Jan-Mar 2022



- 199 million guest nights so far
- +138 % compared to 2021
- Feb-June levels exceed 2019
- High seasonality – Alpine regions popular alongside the Mediterranean
- High variability across Europe

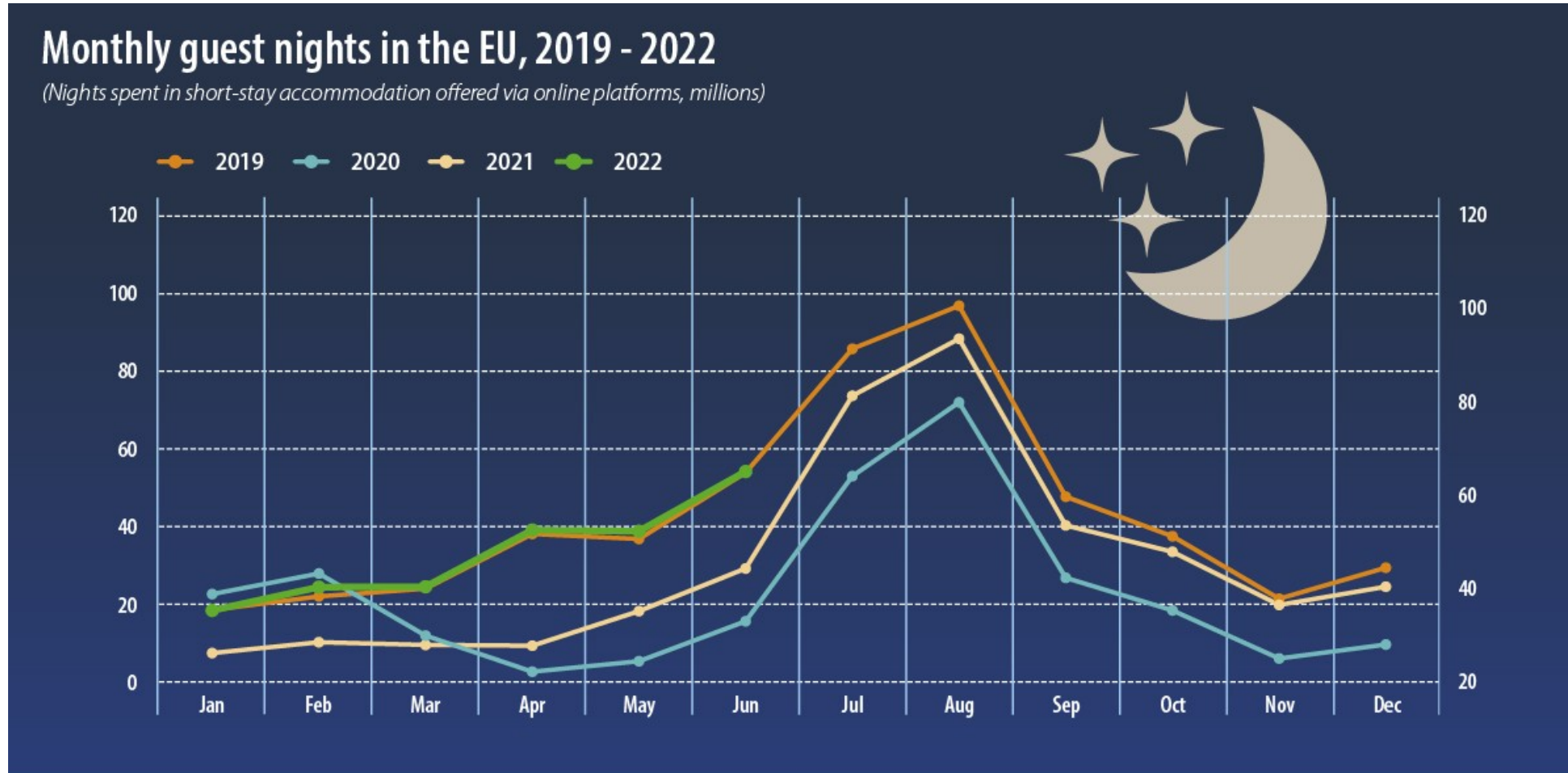
Top cities



Cities with the highest number of guest nights booked via collaborative economy platforms (2019)

City	Number of guest nights
Paris (greater city)	13 523 000
Barcelona (greater city)	11 028 000
Lisboa (greater city)	10 235 000
Roma	10 131 000
Madrid (greater city)	7 904 000
Budapest	6 819 000
Praha	6 512 000
Porto (greater city)	5 171 000
Wien	5 057 000
Nice	4 914 000
Athina (greater city)	4 554 000
Milano (greater city)	4 438 000
Berlin	4 221 000
Valencia (greater city)	4 078 000
Firenze	4 032 000
Sevilla (greater city)	3 949 000
Kraków	3 564 000
Venezia	3 517 000
Málaga	3 344 000
Warszawa	2 910 000
Dublin (greater city)	2 620 000
Napoli (greater city)	2 251 000
Split	2 230 000
Amsterdam (greater city)	2 224 000
København (greater city)	2 174 000
Bruxelles / Brussel (greater city)	2 110 000
Granada (greater city)	2 036 000
Gdansk	1 891 000
Marseille	1 741 000
Valletta (greater city)	1 730 000

Impact of the pandemic (1)

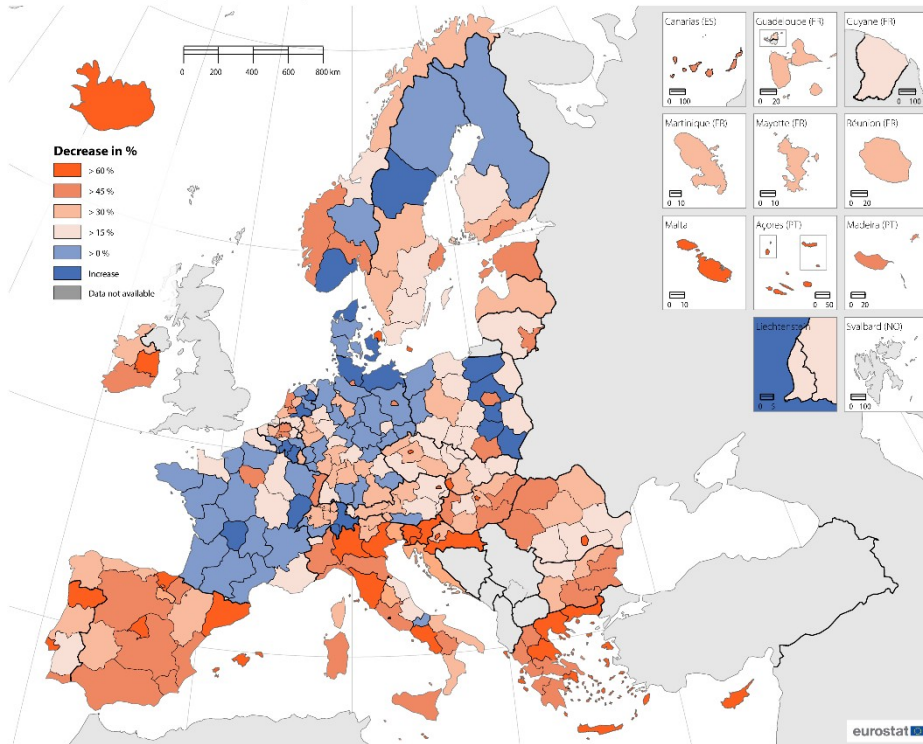


Impact of the pandemic (2)



Guest nights spent at short-stay accommodation

Booked via online platforms, NUTS2, decrease between 2019 and 2020

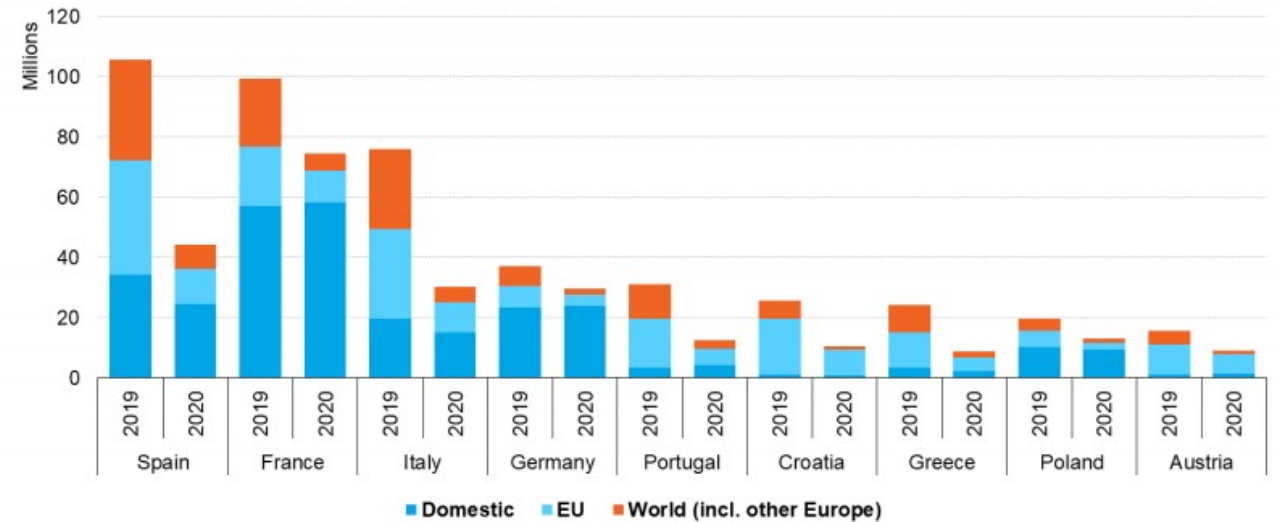


Data in line with agreement with Airbnb, Booking, Expedia and Tripadvisor

Administrative boundaries: © EuroGeographics © UN-FAO © Turstat
Cartography: Eurostat - IMAGI 12/2021

Guest nights by origin of the guest, 2019 vs 2020

Nights spent in short-stay accommodation offered via online platforms



Source: Eurostat (Experimental statistics)

eurostat

Regions were affected differently – countries with larger share of domestic tourism came off best.

Limitations



- Double counting of listings
=> no capacity data



- Also no price data!

- Double counting of stays
=> limited integration with other data

