



## City Intelligence Report

### Santa Cruz, California - July 2015

#### General Area Statistics

##### Population

97,900

##### Total Homes

40,600

##### Median Income

\$63,700

#### Occupancy Rates

##### July Median Occupancy

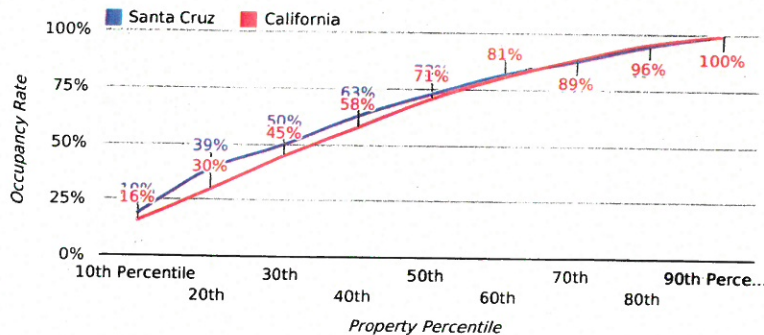
73%



##### Median Occupancy Rate

Occupancy is calculated by taking the percentage of total available days in the month that had a confirmed booking. The median is the 50th percentile for this reporting area. Listings that are blocked for the month or are otherwise "inactive" are not included in the calculation.

##### Occupancy Rate by Percentile



##### Historical Median Occupancy Rates

<b>Jun</b>	52%	<b>Dec</b>	35%
<b>May</b>	45%	<b>Nov</b>	37%
<b>Apr</b>	38%	<b>Oct</b>	42%
<b>Mar</b>	39%	<b>Sep</b>	50%
<b>Feb</b>	33%	<b>Aug</b>	75%
<b>Jan</b>	29%	<b>Jul</b>	71%



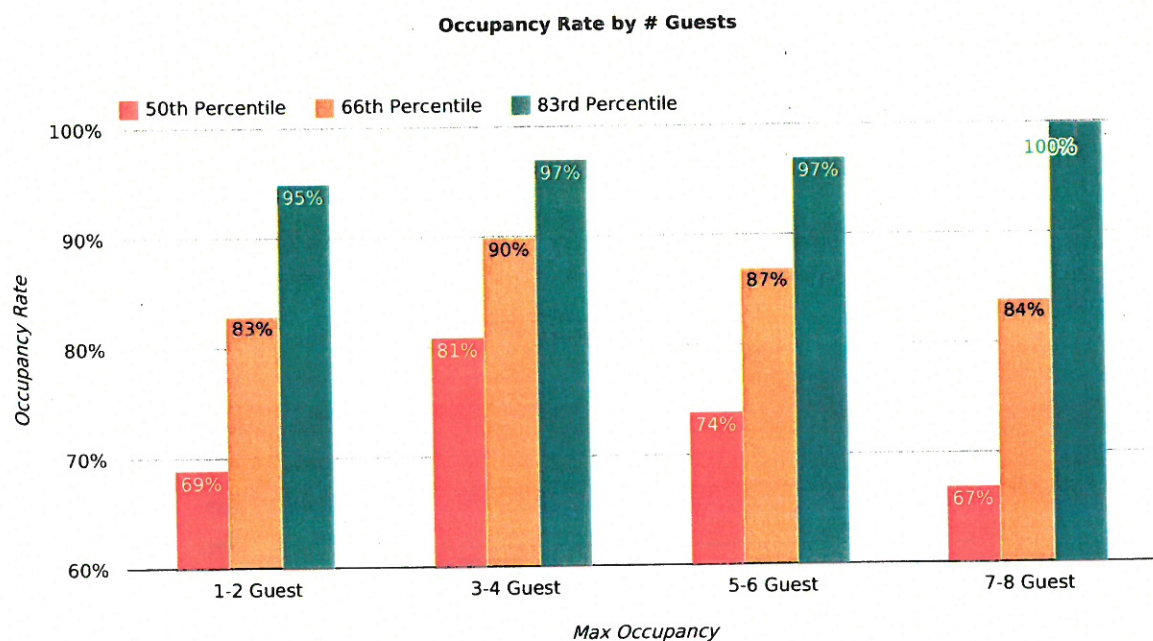
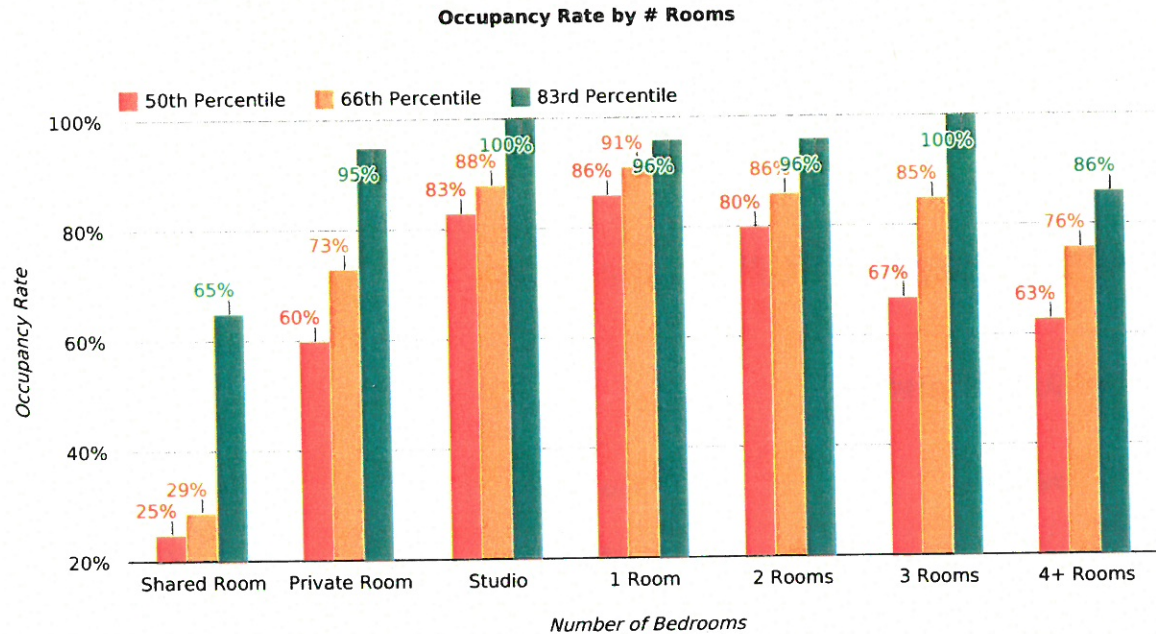
##### How to read this chart

The occupancy rate varies greatly in every area based on location, price and other factors. In order to show the whole picture we place each property into a percentile based on their achieved Occupancy Rate in the last full month. Example: If there were 10 properties in the area, the property with the 9th highest occupancy rate would be in the 90th percentile. In the line chart you can see what the lowest performing to best performing properties were able to achieve.

- High Performing Area - Greater than 60% Median Occupancy
- Mid Performing Area - 40%-60%
- Low Performing Area - Less than 40%

Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

## Occupancy Rates (continued)



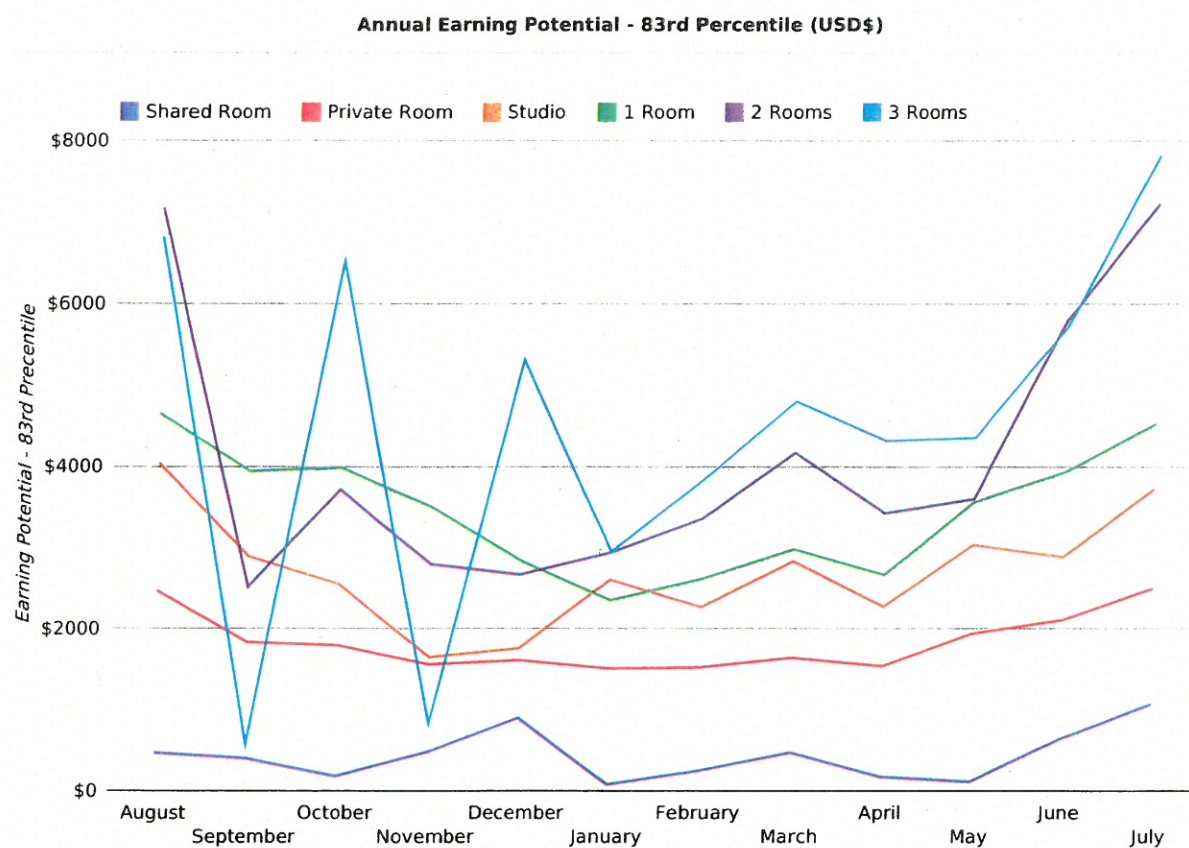
### How do we calculate this?

Airdna's technology can determine what dates are actual Airbnb reservation versus which were made "unavailable" by the host. We divide the total amount of booked days by the total number of days available for rent. The above occupancy rates show what size properties are seeing the most confirmed reservations and the least vacancy.

There must be at least six active rentals of each accommodation size to display comparative occupancy rates. If any sections of the graph above is blank, there is not enough data to calculate it. You can use Airbnb to view the calendars of properties in your area of interest to estimate occupancy rates.



# Earning Potential



	Aug 2014	Sep 2014	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Total
Shared Room	\$477	\$410	\$189	\$490	\$910	\$87	\$258	\$480	\$180	\$120	\$650	\$1076	\$5327
Private Room	\$2480	\$1847	\$1810	\$1575	\$1628	\$1524	\$1538	\$1656	\$1552	\$1952	\$2120	\$2509	\$22190
Studio	\$4050	\$2905	\$2565	\$1664	\$1775	\$2616	\$2280	\$2843	\$2285	\$3045	\$2898	\$3736	\$32660
1 Bedroom	\$4650	\$3938	\$3986	\$3500	\$2842	\$2353	\$2617	\$2980	\$2665	\$3560	\$3927	\$4521	\$41537
2 Bedrooms	\$7176	\$2520	\$3720	\$2804	\$2676	\$2945	\$3365	\$4173	\$3429	\$3603	\$5793	\$7233	\$49438
3 Bedrooms	\$6820	\$574	\$6526	\$833	\$5314	\$2952	\$3835	\$4798	\$4313	\$4350	\$5700	\$7822	\$53838
4+ Bedrooms	\$1483	\$3717	\$2170	\$385	\$165	\$410	\$659	\$1500	\$400	\$1154	\$5063	\$10744	\$27849

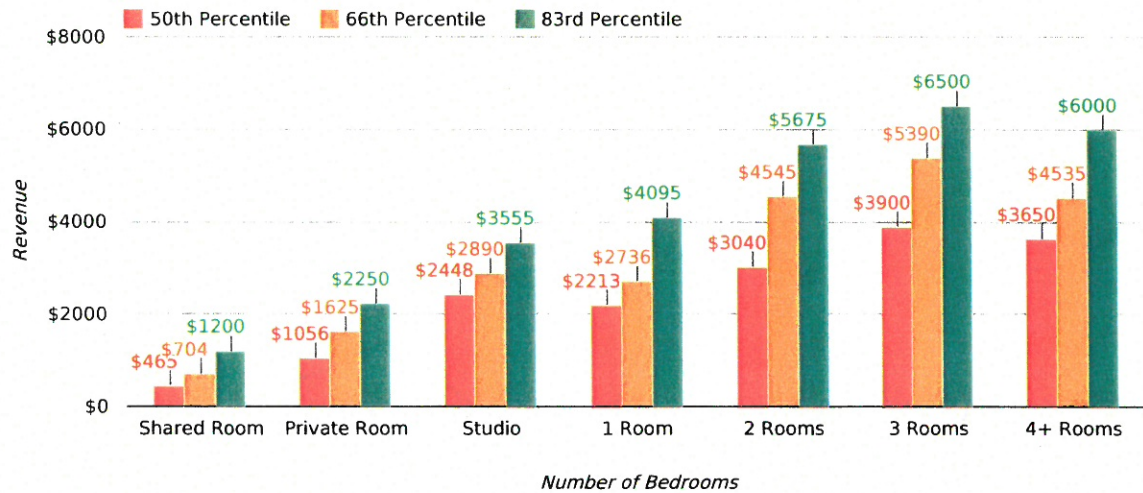


## Earning Potential

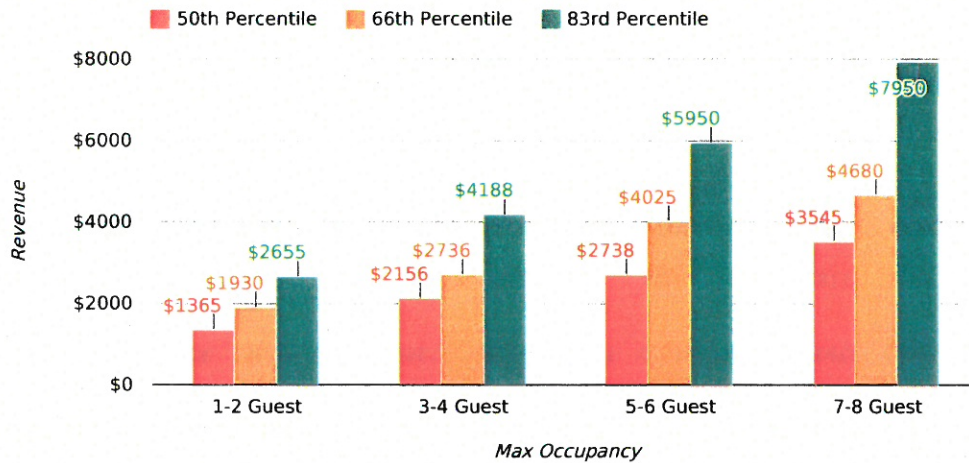
Many Airbnb listings aren't rented full-time. The Earning Potential metric measures the performance of properties while they are available for rent and then calculates what they could have made the rest of year by analyzing their historical performance and that of comparable properties. Earning Potential shows the true value of full-time short-term rentals on the Airbnb marketplace.

## Revenue

July's Revenue by # Rooms (\$USD)



July's Revenue by # Guests (\$USD)



### Monthly Revenue

Monthly revenue is our best estimate of revenue received from Airbnb bookings. Revenue includes cleaning fees, but not extra guest charges or other additional fees.

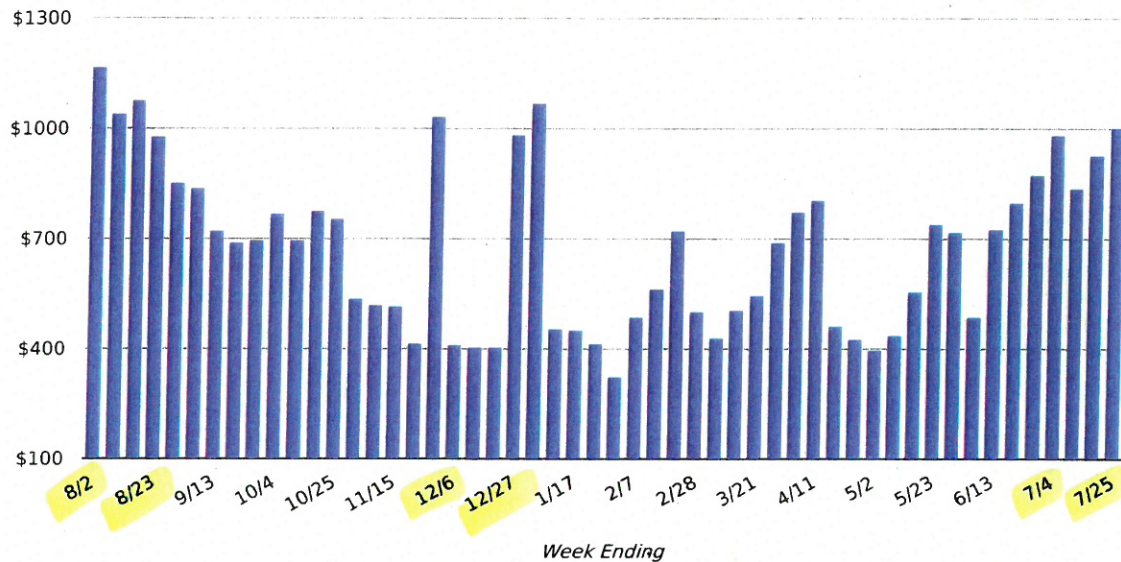
We determine revenue of each Airbnb property by looking at what the nightly rate for each available day is directly before a booking is made. We can not determine whether last minute discounts are made or what revenue is for bookings made outside of Airbnb.

This statistic is lower than earning potential because many properties are only available for rent for a small portion of the month.



## Weekly and Daily Demand

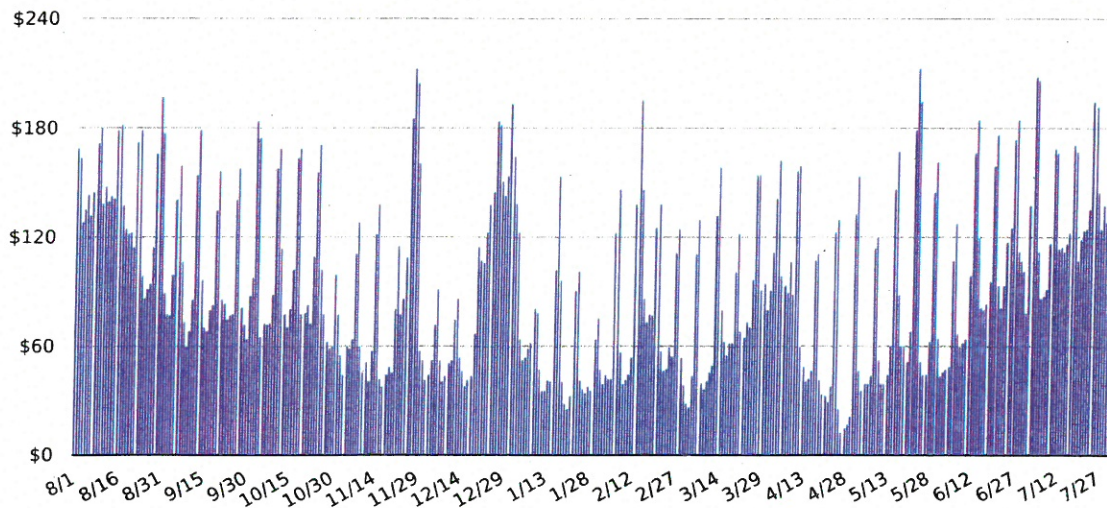
Seasonality - Weekly RevPAR (revenue per available room)



### What is RevPAR?

RevPAR stands for Revenue per Available Room. It is a performance metric widely used in the hotel industry. RevPAR is calculated by looking at all available accommodations on a given day and divides the total revenue generated by the total number of listings. RevPAR is the best indicator of seasonality and demand. By displaying the demand for vacation rentals throughout the year, you can use RevPAR to identify unexpected spikes in demand to increase your listing price far in advance. RevPAR can also show you the best time to list your place, or uncover how weekends perform versus weekdays and what local demand is during the holidays.

Seasonality - Daily RevPAR (revenue per available room)



## Active Listings

### Total Active Listings

421



**What is an Active Listing?**  
We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

### Active Listing Breakdown

# Bedrooms	House	Apartment	Other	Total
Shared Room	7	5	1	13
Private Room	89	18	22	129
Studio	12	13	9	34
1 Room	43	31	16	90
2 Rooms	53	9	4	66
3 Rooms	60	-	-	60
4+ Rooms	29	-	-	29
Total	293	76	52	421



## Pricing

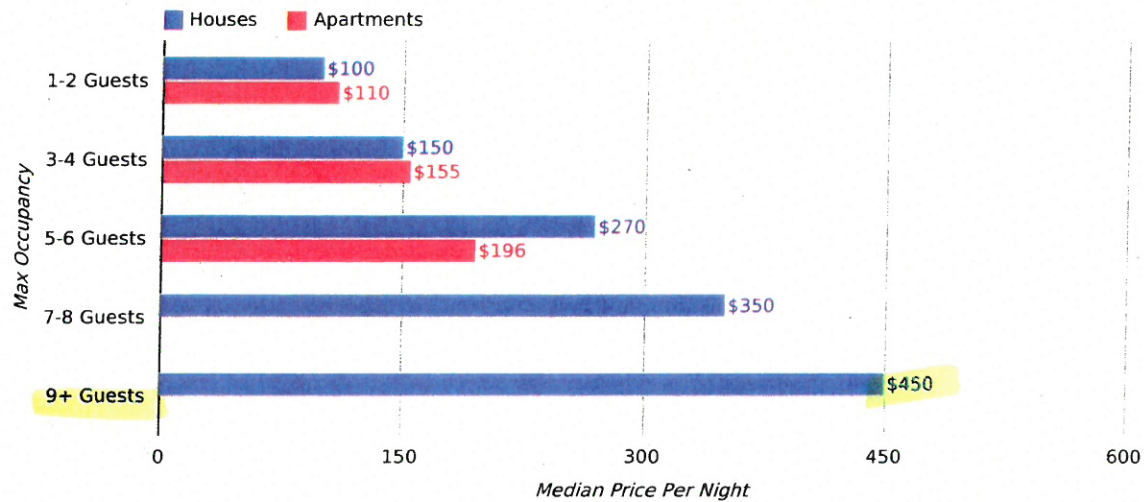


Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. To receive optimized and automated pricing assistance we highly recommend using [Everbooked](http://www.everbooked.com?afmc=airdna) (<http://www.everbooked.com?afmc=airdna>)

**Pricing for Houses and Apartments by # Rooms**



**Pricing for Houses and Apartments by # Guests**



## Extra Fees and Reservation Settings

### Price and Fee Ranges

# Bedrooms	# Listings	Daily Price	Cleaning Fee	Security Deposit
Shared Room	13	\$40 -\$65	Avg \$18	Avg \$200
Private Room	129	\$89 -\$109	\$25 -\$30	\$100 -\$200
Studio	34	\$105 -\$135	\$35 -\$50	\$200 -\$250
1 Room	90	\$138 -\$175	\$35 -\$65	\$200 -\$250
2 Rooms	66	\$200 -\$265	\$75 -\$100	\$200 -\$500
3 Rooms	60	\$275 -\$350	\$125 -\$150	\$300 -\$500
4+ Rooms	29	\$365 -\$450	\$145 -\$190	\$500 -\$500

Price range is for the 33rd and 66th percentiles

### Additional Fee Usage

	No Cleaning Fee	No Security Deposit	No Extra Guest Charge
Super Hosts	35%	50%	69%
Experienced Hosts	26%	46%	60%
Novice Hosts	31%	43%	77%

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews



As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

### Booking Discounts

	Weekly Discount	Monthly Discount
Top Area Hosts	9% off	20% off
Top State Hosts	7% off	13% off
Top National Hosts	8% off	13% off

Top 10% based on number of reviews



Weekly and Monthly Booking Discounts for short-term rentals were once in the 25% - 50% off range, but due to the simplification of the booking process on Airbnb, top hosts now offer minimal discounts for extended stays.



## Host Information

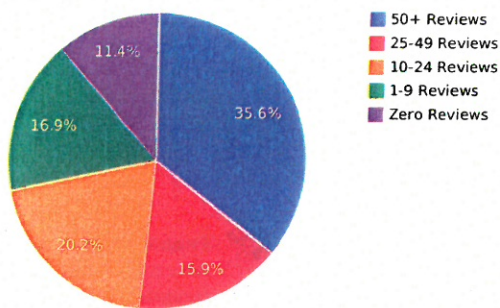
### Host Responsiveness

	Response Rate	Days Since Last Calendar Update
<b>Super Hosts</b>	95%	6
<b>Experienced Hosts</b>	97%	8
<b>Novice Hosts</b>	91%	9



Host Responsiveness is the single most important determinant of successful Airbnb host. It has been proven to be the largest influencer of booking conversions, Airbnb search placement, and overall listing views. If you are serious about becoming a Super Host, nothing less a 100% response rate is acceptable. If you are unable to respond to all messages within one hour it is recommended you sign up for a service to help manage your inquiries.

### Host Experience



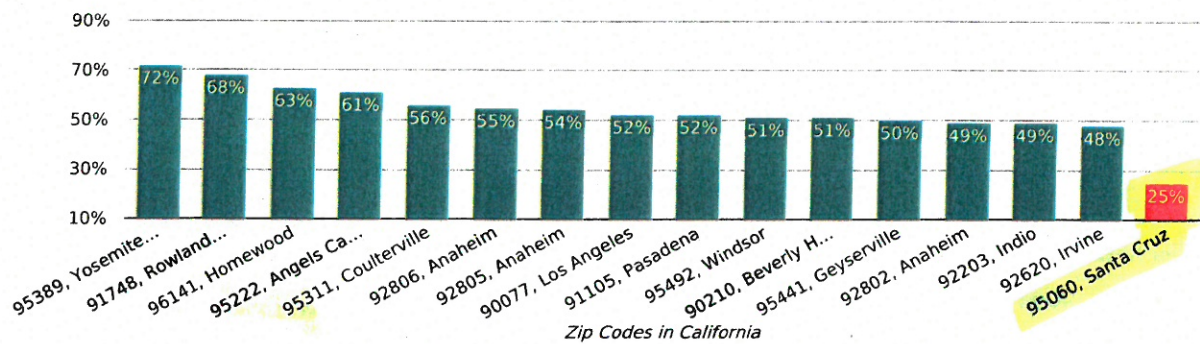
#### Why is this important?

80% of the hosts in America have less than 10 reviews. A high percentage of host with over 10 reviews is a great sign of a High Potential Area.

% Host with 10+ Reviews:

- High Potential = Greater than 30%
- Med Potential = 10% to 30%
- Low Potential = Under 10%

### Percentage of Hosts With Multiple Listings



#### Why is this important?

A high percentage of host with multiple properties is another indicator of a High Potential Area. This means either early Airbnb entrants have expanded as a result of early success or that Property Management firms have penetrated the area to skim off some of the sizable profits.

- High Potential = 20% or greater
- Mid Potential = 10% - 20%
- Low Potential = less than 10%

## Reservation Settings

### Minimum Stay

	1 Night	2 Nights	3 Nights	4 Nights	5-6 Nights	7+ Nights
Super Hosts	38%	48%	9%	0%	0%	0%
Experienced Hosts	29%	48%	12%	2%	1%	0%
Novice Hosts	38%	33%	16%	3%	7%	4%



#### Why is this important?

Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

#### Tip

Airbnb now allows hosts to set different minimum night stays for any time period. It is highly recommended to set longer minimum night stays for high demand periods over three months in the future. This will improve your average booking value, reduce vacancy during peak times, and minimize undesirable inquiries. Reduce your minimum night stay to 1 night only for dates in the next 30 days. View our blog for more details.

### Instant Booking

	Santa Cruz	California	U.S.A.
Super Hosts	28%	17%	14%
Experienced Hosts	22%	18%	17%
Novice Hosts	51%	65%	70%



#### Enable Instant Book

Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

### Cancellation Policy

	Strict	Moderate	Flexible
Super Hosts	42%	38%	20%
Experienced Hosts	37%	51%	12%
Novice Hosts	36%	35%	29%



The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews.

Cancellations can kill your profitability.



## Ratings

### Overall Rating

	★★★★★	★★★★☆	★★★☆☆	★★☆☆☆	★☆☆☆☆
# of Listings	209	92	12	-	-
% of Listings	67%	29%	4%	-	-

### Detailed Ratings

	Santa Cruz	California	U.S.A.
Accuracy	4.83	4.77	4.74
Cleanliness	4.77	4.74	4.72
Communication	4.93	4.89	4.88
Location	4.84	4.78	4.75
Check In	4.93	4.89	4.87
Value	4.69	4.68	4.67



Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

## Amenities

### Percentage of Properties With Amenities

	Yes	No		Yes	No
Cable TV	40%	60%	Washer/Dryer	63%	37%
Gym	1%	99%	Air Conditioning	6%	94%
Pool	3%	97%	WiFi	96%	4%
Heating	89%	11%	Free Parking	76%	24%
Pets Allowed	21%	79%	Smoking	3%	97%
Fireplace	28%	72%	Hot Tub	14%	86%
Kitchen	84%	16%	Breakfast	8%	92%



A general rule of thumb for amenities in your area

- Must Have = 80% or greater
- Should Have = 50% to 80%
- Nice to Have = Under 50%

## Top 10 Performing Listings



Below are the Top 10 performing listings in this area over the past 12 months. This list is ranked by total revenue received. Annual bookings is the total number of reservations in the year and reviews is the total number of reviews received all time. If your PDF viewer does not support clickable links, you can view these listing by adding the ID to [http://airbnb.com/rooms/\[ID\]](http://airbnb.com/rooms/[ID])

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
<b>Shared Room</b>					
<a href="#">4335720</a>	The Surf Station on West Cliff	\$6805	20	15	\$65
<a href="#">2098485</a>	Beach villa with coworking space SC	\$4755	17	11	\$65
<a href="#">1708206</a>	Conveniently located place to stay	\$4234	31	35	\$40
<a href="#">3364215</a>	Walk-to-Beach & Dwtm Shared Room	\$3186	15	9	\$69
<a href="#">6026428</a>	Loft/Crash Pad	\$2100	23	16	\$60
<a href="#">5173949</a>	The Surf Station Santa Cruz	\$2005	7	5	\$65
<a href="#">6822762</a>	Full Mattress in Double Room	\$1480	2	0	\$40
<a href="#">6526012</a>	A coach to crash for the night	\$1256	26	12	\$35
<a href="#">6452858</a>	Comfortable Stay / Central Location	\$1204	11	6	\$79
<a href="#">6186357</a>	Shared Room WestCliff Santa Cruz	\$1040	9	4	\$65
<b>Private Room</b>					
<a href="#">1640842</a>	Oceanfront Cliff House Retreat	\$23716	54	84	\$149
<a href="#">231750</a>	Twin Palms B & B at Pleasure Point	\$22202	57	121	\$129
<a href="#">196131</a>	Sweet Room in Great Live Oak Local	\$20925	166	270	\$75
<a href="#">2131116</a>	Sunny & Lush- Room w/Pvt Bath/Entry	\$17142	88	88	\$85
<a href="#">519543</a>	Santa Cruz Private Bedroom and Bath	\$16668	13	57	\$99
<a href="#">3124018</a>	Slice of Heaven in the Honey House	\$16555	44	44	\$135
<a href="#">1168338</a>	Sunny Backhouse Private Room Beach	\$16162	39	44	\$99
<a href="#">3475538</a>	Private Bed and Bath in Santa Cruz	\$15220	31	23	\$80
<a href="#">81528</a>	Private Entry Suite/Gateway to UCSC	\$15070	70	208	\$80
<a href="#">3987105</a>	Midtown Studio	\$14700	47	36	\$120



## Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
<b>Studio</b>					
2056872	Downtown Santa Cruz Adventure	\$38249	93	90	\$173
2818125	Perfect studio close 2 everything	\$35260	17	10	\$145
1515902	Sweet Santa Cruz Surf Haven	\$28970	100	124	\$110
1649986	Private Seabright Garden Apartment	\$28622	148	179	\$105
3084796	Seabright Contemporary Studio	\$25440	9	6	\$155
1965802	Cute Studio Garden Cottage	\$24360	59	54	\$125
1426294	HARBOR/SEABRIGHT BEACH ROOMY STUDIO	\$23784	51	53	\$145
2159387	Christine's Cottage	\$23058	100	95	\$99
2176390	Beauty and privacy in a cozy cabin	\$22290	59	68	\$140
1629040	Nicely's ~ Historic Victorian Flat	\$20175	29	30	\$125
<b>1 Bedroom</b>					
531445	Beautiful Garden Cottage By The Sea	\$42450	104	204	\$180
2314064	Aloha Apartment w/ Spa	\$41727	75	84	\$185
54948	Modern Beach House	\$41275	61	67	\$225
1574540	Garden Cottage in the Heart of SC!	\$38890	146	160	\$166
2483297	New, clean & cozy cottage Westside	\$34290	124	109	\$165
696077	Private Studio Close to Everything	\$29550	57	144	\$130
3028553	Charming Westside Bungalow	\$28953	68	56	\$139
3604928	Ridgetop guesthouse with ocean view	\$27625	86	68	\$150
1434388	Carriage House on West Cliff Drive	\$27600	11	35	\$279
3504131	Modern & Cozy Cottage in Seabright	\$27220	38	23	\$240

## Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
<b>2 Bedrooms</b>					
2777595	Boardwalk Beach Oasis, 2bd/2bth	\$50669	43	40	\$199
3441663	Seabright beach charmer!	\$48905	61	46	\$200
690397	Secluded Santa Cruz Beach Hideaway	\$45150	70	96	\$175
5030677	Sunny Seabright Santa Cruz Cottage	\$34335	55	48	\$225
3782424	Oceanfront Artist Cottage	\$33450	19	18	\$275
1720522	Lovely Central Santa Cruz Westside	\$29530	30	28	\$250
264450	Charming Westside Beach Bungalow	\$28159	20	36	\$259
4716757	Minutes from everything Santa Cruz!	\$24650	78	53	\$250
1808082	Family-Friendly Blue Sparrows' Nest	\$23440	24	23	\$95
2131819	The Joy of Coastal Mountain Living!	\$21269	29	36	\$198
<b>3 Bedrooms</b>					
1137008	WOW ON PLEASURE POINT SURF HOUSE	\$64695	49	63	\$390
1187783	Modern Designer: Amazing Location	\$53490	43	52	\$500
747655	Steamer Lane -- Ocean View Supreme	\$45275	10	13	\$650
1657147	Casa De Weeks	\$40420	46	55	\$450
3382609	Beautiful Westside Beach Home	\$38105	19	16	\$450
3330188	I heart this beach house!	\$36075	17	29	\$325
1971588	Casa de Alta Loma Vacation Rental	\$34710	23	20	\$400
178572	WOW GREAT PRICE BEACH HARBOR HOUSE!	\$33440	44	72	\$220
2176473	Pleasure Point Beach House	\$31819	23	17	\$322
5443660	Downtown 3Bed House Near Boardwalk!	\$26300	21	17	\$350



## Top 10 Performing Listings (continued)

ID	Title	Estimated Annual Revenue	Annual Bookings	Reviews	Price
<b>4+ Bedrooms</b>					
207329	Sunny, Spacious and Modern Home	\$65180	42	71	\$485
1422795	SUNNY 3+BDRM HOME-150 YARDS TO SAND	\$30195	22	23	\$443
2933822	West Cliff Wave 4 Bd+ 3.5 Ba	\$18490	9	7	\$665
1359558	Lighthouse Retreat Santa Cruz!!!	\$14250	7	8	\$500
2970271	Beautiful Victorian Style 4 Bedroom	\$11860	4	3	\$275
6886161	Stunning New Luxury Beach House	\$11575	7	6	\$399
6187887	Modern Sunny 4BR Family Retreat	\$10578	6	4	\$300
4533477	Beach Villa - Ideal Company Retreat	\$10360	14	10	\$900
5550359	Craftsman Home- Heart of Santa Cruz	\$10235	7	3	\$395
1160421	Modernist House on Pleasure Point	\$9450	6	3	\$450

