



Barcelona community and data report

Foreword

On February 7th, 2016 we announced our [One Host, One Home](#) (OHPH) policy in Ciutat Vella, that limits hosts to sharing just one listing at one address on the platform in the historical city centre of Barcelona. Hosts can only share more than one listings if they identify themselves as a business and show the company contact details.

This announcement was part of our broader commitment to promoting responsible home sharing, and being more transparent in order to better understand the positive impact that Airbnb community is having in some parts of the city. We outlined our compromise to promote responsible home sharing, addressing concerns over the concentration of listings in Ciutat Vella and asses its potential impacts on long-term housing availability.

The new hosting limit has been in force since April 1st. The transition to the new Policy should be done before the start of the summer season.

This report has two main goals and two differents parts:

- 1) Measure the impact One Host One Home
 - a) Set up a starting point to measure the impact, so we can see how this new policy is working.
 - b) Publish a set of data -at a district level-that will be updated every three months: This data was taken on March 31st, just before the new OHOH rule started to take place.
- 2) Show that Airbnb has no significant impact in housing availability and the size of our community compared to the rest of accommodation services in Barcelona:
The data that we present today shows that other factors -like empty houses or lack of new developments-, have a much broader impact on housing availability in the city.

Airbnb has called officials at Generalitat and the City Hall to clearly distinguish between home sharing -everyday citizens who occasionally rent out their primary residences- and professional operators.

Officials from City Hall and Generalitat have recently acknowledged that sharing a space where you live is not the same as running a tourist apartment. We remain committed to working with leaders across Barcelona and Catalonia to further progressive policies that protect affordable housing while fostering the economic opportunity of home sharing for families, businesses, and communities.

Summary:

1) On data about Home Sharing in Barcelona, this report confirms:

- **Most hosts occasionally share their the place where they live.**
According to Airbnb's data, the overwhelming majority of Airbnb hosts (80%) share their space where they live or occasionally their entire primary home. ([Table 1.2](#))
- **Entire homes and shared spaces (rooms) are equally distributed among districts**
Barcelona has almost the same amount of shared spaces listed than entire homes, one of the highest percentage of rooms amongst big cities around the world. In Ciutat Vella almost 47% of listings are rooms while 53% are entire homes. ([Table 1.1](#))
- **The overwhelming majority of host share only one listing, including those that list an entire home**
80% percent of Airbnb hosts who share an **entire home have only one listing** ([Table 1.5](#)):
 - In Barcelona there are 5,907 host that list an entire home and 4,709 have only one listing (80%).
 - In Ciutat Vella, 1,210 hosts out of a total of 1,519 only list one apartment (also 80%)
- **Home Sharing is an economic life preserver for many hosts**
A typical host in Barcelona makes €5,500 a year, an **economic life preserver for many hosts** who are struggling to live in an increasingly expensive city. ([Table 1.4](#))
- **Most hosts share their space occasionally**
The median nights booked per listing is 92 days in Ciutat Vella; while in the rest of Barcelona is between 60 and 75 days. In the city as a whole is 70 days. ([Table 1.3](#))
Hotels run at a much higher capacity with an occupation rate of 79%¹ during the year or an equivalent of 288 days.

2) On Housing and hotel comparison to analysis

- **Airbnb listings are a small fraction of the housing stock in these cities:**
 - In Ciutat Vella there are currently almost 56,000 housing units with a population of 100,000 inhabitants, thus the amount of **commercial professional listings**

¹ Source: <http://www.bcn.cat/estadistica/castella/dades/economia/teoh/actual/r2016.htm>

(**>120 days in Ciutat Vella**) represents only **2.3%** of the total housing stock. ([Table 2.1](#))

- There are 1,285 entire homes in Ciutat Vella ([Table 2.1](#)) that are rented for more than a 120 days². This figure represents **Only 6.6% of the total number of listings in Barcelona (19,565)** and the 27% of the total listings in Ciutat Vella (4,721). ([Table 1.1](#))
- Outside Ciutat Vella, **listings rented for more than 120 days represent less than 1% of the total housing stock.** ([Table 2.1](#))
- **Other factors -like empty houses- have a much broader impact on housing availability in the city:**
 - Only In Ciutat Vella there are **over three times more empty houses (8,643 units) than entire home listings (2,516), nearly seven times more empty houses than professional commercial operators (1,285)** in the district. ([Table 1.1](#) and [Table 2.1](#))
 - Only in **Eixample there are almost as many empty houses units (18,586 units) as total Airbnb listings in the whole city (19,565 units)**, twice as many as entire home listings in the whole city and five times more that purely commercial (>120 days) apartment dwellings. ([Table 1.1](#) and [Table 2.1](#))
 - **In Barcelona there are 811.107 housing units** and, according to the National Institute of Statistics, 11% are empty. That is around **89,000³ housing units or nearly nine times the number of entire home listings in Airbnb and more than 20 times the number of commercial professional entire home listings in Airbnb.** ([Table 2.1](#))

² We have defined a 120 day mark (or 33% occupancy rate in a full year open calendar) as a proxy to establish a difference between a the most frequent hosts and a non professional host. Professional accommodation providers in Barcelona have occupancy rates over 50% during the whole year. Hotels, for example, have an occupancy rate of 204 day, so the 120 day threshold is a conservative mark.

³ Source: Instituto Nacional de estadística: <http://www.ine.es/prensa/np775.pdf> and Observatori DESC "Exclusió residencial al món local: crisi hipotecària a Barcelona 2013-2016" <http://observatoridesc.org/nou-informe-exclusio-residencial-al-mon-local-crisi-hipotecaria-barcelona-2013-2016>

- **Only a little fraction of hosts do it in a very intensive way**
Only 2,5% of entire homes listings in Ciutat Vella make more than the average long term rent. In the rest of neighborhoods this figure is less than 1% ([Table 2.2](#))
- **The big majority of listings are less profitable than long term rent**
78% of entire home listings in Airbnb earn less than the revenue in the long term rental market. 22% of entire home listings (or 4,458) earn more. Of these, 1,405 are in Ciutat Vella. ([Table 2.2](#))
- **Hotels own overwhelming the professional accommodation supply in the city.**
 - They have **80% of the whole professional supply** (in beds) in Ciutat Vella (Hotels+Tourist Dwellings+Airbnb entire home >120 days), while **entire homes** rented more than 120 days are **only 12% of beds**. ([Tables 2.3](#))
 - In the whole city, **hotels dominate the professional accommodation segment with more that 60% of the supply**, while **entire homes rented for more than 120 days** in the platform represent **only 8%**. ([Tables 2.3](#))

Tables

1) Data by district in Barcelona

1.1) Active Listings as of April 1st, 2017

Number of listings throughout the City, by type of listings district

District	Entire home		Shared space		Total
	N	% of City	N	% of City	
Ciutat Vella	2,516	24.56%	2,205	23.65%	4,721
Eixample	3,477	33.95%	2,765	29.66%	6,242
Gràcia	1,009	9.85%	852	9.14%	1,861
Horta-Guinardó	219	2.14%	382	4.10%	601
Les Corts	162	1.58%	198	2.12%	360
Nou Barris	44	0.43%	175	1.88%	219
Sant Andreu	120	1.17%	201	2.16%	321
Sant Martí	1,072	10.47%	1,029	11.04%	2,101
Sants-Montjuïc	1,131	11.04%	1,146	12.29%	2,277
Sarrià-Sant Gervasi	493	4.81%	369	3.96%	862
Barcelona Total	10,243	100%	9,322	100%	19,565

1.2) Listings shared less frequently

This table shows the number of listings that are shared less frequently and therefore most likely shows residents who share their homes in which they live, therefore potentially home sharing hosts (listings that are rooms plus entire home listings that are rented for less than 120 days).

Listings shared less frequently, by district

District	Potential home sharing listings	Potential home sharing as a percent of total listings
Ciutat Vella	3,436	73%
Eixample	5,057	81%
Gràcia	1,510	81%
Horta-Guinardó	516	86%
Les Corts	306	85%
Nou Barris	200	91%
Sant Andreu	278	87%
Sant Martí	1,791	85%
Sants-Montjuïc	1,843	81%
Sarrià-Sant Gervasi	754	87%
Barcelona Total	15,691	80%

1.3) Median Nights Booked Per Typical Listing

This chart shows how often listings are booked in Barcelona.

Nights booked by district

District	Entire home	Shared Space	All listings
Ciutat Vella	91	93	92
Eixample	73	62	69
Gràcia	66	53	60
Horta-Guinardó	70	66	69
Les Corts	74	69	72
Nou Barris	70	67	68
Sant Andreu	90	64	67
Sant Martí	63	69	64
Sants-Montjuïc	84	67	75
Sarrià-Sant Gervasi	46	49	46
Barcelona Total	73	76	70

1.4) Median Annual Typical Airbnb Listing Earnings

This chart shows how much the median Airbnb listing earned in the last 12 months.

Median Annual Host Earnings, in euros

District	Median Annual Host Earnings
Ciutat Vella	7,188
Eixample	6,061
Gràcia	4,254
Horta-Guinardó	3,039
Les Corts	4,411
Nou Barris	2,449
Sant Andreu	3,233
Sant Martí	5,573
Sants-Montjuïc	5,086
Sarrià-Sant Gervasi	3,460
Barcelona Total	5,557

1.5) Number of Hosts By Count of Active Entire Home Listings

This table shows how entire home listings per host and per district.

Number of Hosts By Count of Active Entire Home Listings

Number of Active listings Per Host	Ciutat Vella	Eixample	Gràcia	Horta-Guinardó	Les Corts	Nou Barris	Sant Andreu	Sant Martí	Sants-Montjuïc	Sarrià-Sant Gervasi	Multiple districts	Grand Total
1	1,210	1,205	543	162	95	39	65	571	579	240	-	4,709
2	151	156	57	16	10	1	9	61	59	12	147	532
3	65	79	20	7	0	1	3	23	38	14	83	250
4	25	39	14	1	1	0	2	12	18	4	62	116
5	12	17	5	0	1	0	1	8	6	1	37	51
6+	56	106	23	0	4	0	2	22	24	12	184	249
Total	1,519	1,602	662	186	111	41	82	697	724	283	513	5,907

1.6) Additional Background on Airbnb Hosts

67%

Hosts that share a property that is their permanent home

70%

Hosts in Barcelona use the money they earn sharing their space to stay in their home

Full-time	Part-time	Freelancer	Parental leave	Retired	Student	Unemployed
34%	9%	31%	0%	6%	1%	15%

2) Housing analysis by district

2.1) Housing Units, empty units and professional listings

Table 2.1) shows the currently amount of housing units compared to empty units and commercial listings (>120 days in Ciutat Vella).

District	Number of housing units	Empty units	Empty units / Housing	Number of entire homes booked more than 120 days	Number of entire homes booked more than 120 days / Housing units
Ciutat Vella	55,663	8,643	16%	1,285	2.3%
Eixample	143,402	18,586	13%	1,185	0.8%
Gràcia	65,506	4,757	7%	351	0.5%
Horta-Guinardó	78,366	4,762	6%	85	0.1%
Les Corts	44,245	6,522	15%	54	0.1%
Nou Barris	77,155	6,816	9%	19	0.0%
Sant Andreu	70,056	6,242	9%	43	0.1%
Sant Martí	111,536	10,824	10%	310	0.3%
Sants-Montjuïc	90,449	9,099	10%	434	0.5%
Sarrià-Sant Gervasi	74,729	12,007	16%	108	0.1%
Barcelona Total	811,107	88,259	11%	3,874	0.5%

2.2) Revenue per type of listing (long term / short term)

Table 2.2 compares the revenue from long term rentals and entire homes listings

District	Average annual rent (€) ⁴	Earnings of a typical entire home listing per year (€)	Number of entire home listings earning more than the yearly long-term rent	% of housing units making more than the long-term rent
Ciutat Vella	9,399	6,308	1,405	2.5%
Eixample	11,437	8,945	1,414	1.0%
Gràcia	9,767	6,051	402	0.6%
Horta-Guinardó	8,212	5,883	98	0.1%
Les Corts	12,236	6,127	35	0.1%
Nou Barris	7,203	4,250	16	0.0%
Sant Andreu	8,258	5,866	53	0.1%
Sant Martí	9,752	8,300	429	0.4%
Sants-Montjuïc	8,580	7,837	513	0.6%
Sarrià-Sant Gervasi	14,236	5,861	90	0.1%
Barcelona Total	10,121	7,403	4,458	0.6%

⁴ Source: Incasòl, Generalitat de Catalunya
http://habitatge.gencat.cat/ca/dades/estadistiques_publicacions/indicadors_estadistiques/estadistiques_de_construccio_i_mercat_immobiliari/mercat_de_lloguer/lloguers-barcelona-per-districtes-i-barris/

2.3) Number of beds per district per type of accommodation

This table shows how much capacity, in number of beds, has each type of accommodation⁵.

District	Beds in all Listings	Beds in Entire home listings	Beds in Entire home listings booked > 120 days	Beds in Private room or shared room	Beds in Hotels	Beds in Tourist Dwellings
Ciutat Vella	8,913	6,094	2,958	2,819	20,327	2,050
Eixample	15,643	12,005	3,917	3,638	22,743	20,751
Gràcia	3,918	2,806	989	1,112	1,366	4,168
Horta-Guinardó	1,195	662	236	533	1,109	1,094
Les Corts	806	533	155	273	6,115	1,146
Nou Barris	359	122	45	237	282	82
Sant Andreu	626	372	129	254	222	388
Sant Martí	4,933	3,576	916	1,357	14,179	4,767
Sants-Montjuïc	5,067	3,426	1,262	1,641	7,521	4,191
Sarrià-Sant Gervasi	2,122	1,656	286	466	3,969	2,635
Barcelona Total	43,582	31,252	10,893	12,330	77,833	41,272

⁵ Source for hotel beds and tourist dwelling beds: Ajuntament de Barcelona
http://ajuntament.barcelona.cat/santandreu/sites/default/files/plenari/b1463_aprovacioinicial_memoria.pdf

District	Professional Supply	Hotels / Professional Supply	Airbnb / Professional Supply	Tourist Dwellings / Professional Supply
Ciutat Vella	25,335	80%	12%	8%
Eixample	47,411	48%	8%	44%
Gràcia	6,523	21%	15%	64%
Horta-Guinardó	2,439	45%	10%	45%
Les Corts	7,416	82%	2%	15%
Nou Barris	409	69%	11%	20%
Sant Andreu	739	30%	17%	53%
Sant Martí	19,862	71%	5%	24%
Sants-Montjuïc	12,974	58%	10%	32%
Sarrià-Sant Gervasi	6,890	58%	4%	38%
Barcelona Total	129,998	60%	8%	32%