

CBRE

# AN OVERVIEW OF AIRBNB AND THE HOTEL SECTOR IN CANADA

## A FOCUS ON HOSTS WITH MULTIPLE UNITS

Hotel Association of Canada

CBRE File No. :17-APPRHOTELS-0094



WHERE WOULD YOU LIKE TO STAY?

SEARCH 

**Final Report Date:**  
September 13, 2017

**Prepared for:**  
Susie Grynol, President  
Hotel Association of Canada



CBRE Valuation & Advisory Services  
CBRE Tourism & Leisure Group

September 13, 2017

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**RE: An Overview of Airbnb and the Hotel Sector in Canada – Final Report**

Dear Susie:

In accordance with the terms of our engagement, CBRE Valuation & Advisory Services is pleased to submit the attached report that presents research related to Airbnb as the key sharing accommodation platform in Canada and a competitor to the national hotel sector.

In May 2017, the Hotel Association of Canada (HAC) retained CBRE to undertake a research study of publicly available data to examine and compare the operation of the hotel and the “sharing accommodation” sectors in Canada. As the key sharing accommodation platform in Canada, Airbnb’s recent levels of supply and performance have been examined in this report, along with available comparative measures for the hotel sector. Specifically, this study has examined publicly available data related to the changing landscape of the short-term rental market available on Airbnb and presents an empirical profile of multiple-unit hosts.

This research study makes no recommendations or conclusions with respect to the merits or value of the hotel or multiple-unit host sectors. This research study does not endorse, and is not intended to endorse, any particular business or entity.

This report, in its entirety, including all assumptions and limiting conditions, is an integral part of, and inseparable from, this letter. The intended use and user of our report are specifically identified in our report as agreed upon in our contract for services and/or reliance language found in the report. No other use or user of the report is permitted by any other party for any other purpose. Dissemination of this report by any party to non-client, non-intended users does not extend reliance to any other party and CBRE will not be responsible for unauthorized use of the report, its conclusions or contents used partially or in its entirety.

It has been a pleasure to assist you in this assignment. If you have any questions concerning the analysis or if CBRE can be of further assistance, please contact us.

Respectfully submitted,



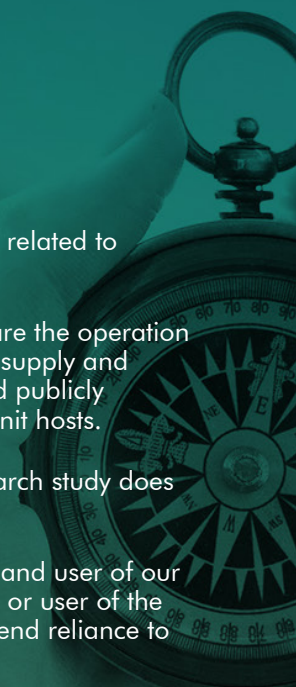
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# STUDY OVERVIEW

In May 2017, the Hotel Association of Canada (HAC) retained CBRE to undertake a research study of publicly available data to examine and compare the operation of the hotel and the “sharing accommodation” sectors in Canada. As the key sharing accommodation platform in Canada, Airbnb’s recent levels of supply and performance have been examined in this report, along with available comparative measures for the hotel sector. Specifically, this study has examined publicly available data related to the changing landscape of the short-term rental market available on Airbnb and presents an empirical profile of multiple-unit hosts.

This research study makes no recommendations or conclusions with respect to the merits or value of the hotel or multiple-unit host sectors. This research study does not endorse, and is not intended to endorse, any particular business or entity. CBRE takes no position on policy or legislation concerning the hotel and “sharing accommodation” sectors in Canada. CBRE has applied the same level of objective rigor to this research study as CBRE applies to all of CBRE’s research assignments.

## **The ultimate goal of the subject study has been to measure the short term rental market (as measured through Airbnb rentals) and the hotel sector in Canada in order to:**

1. Determine the scale to which Airbnb has expanded over the past few years and the role that entire-home properties and multiple-unit entire-home hosts are contributing to that growth;
2. Quantify the degree of potential tax and fee obligations associated with the Airbnb sector as compared to contributions by Canada’s hotel sector;
3. Understand the level of jobs associated with Canada’s Airbnb sector in comparison to Canada’s hotel sector; and
4. Utilize estimates that can be applied to other smaller jurisdictions to determine estimates of the approximate size of the Airbnb sector in smaller communities.

## **In meeting the current study objectives, CBRE has undertaken the following tasks:**

- Quantified the size and growth of Airbnb in Canada, with a particular focus on 11 key markets: Vancouver, Victoria, Calgary, Edmonton, Regina, Winnipeg, Toronto, Ottawa-Gatineau, Montreal, Quebec City and Halifax;
- Profiled the performance trends of single-host entire-home properties and entire-home multi-unit hosts using Airbnb as a distribution platform in the 11 key markets and overall Canada;
- Of the 11 key markets, identified the top markets where entire-home multi-unit hosts have seen the largest growth in supply, demand, and revenue over the past year;
- Prepared estimates of the number of jobs created by the hotel sector in each of the 11 key markets, as well as the number of jobs generated by Airbnb entire-home hosts with single and multiple properties;
- Examined and compared the potential Canadian tax and fee obligations associated with the Airbnb Sector compared to the hotel sector, in 11 key markets and for Canada as a whole; and
- Quantified the level of hotel investment undertaken in each of the 11 key markets and at a national level in the past 3 years, compared to growth in the Airbnb inventory since 2015.



# LEGEND

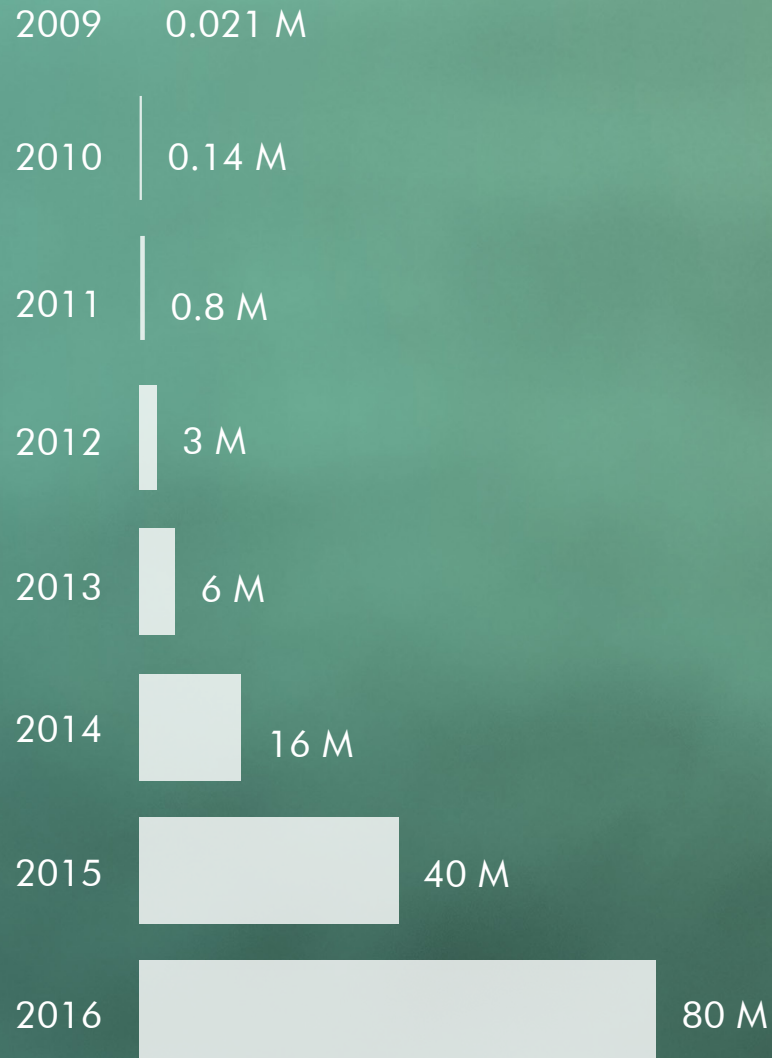
Symbol	Description
—	Political Boundary
- - -	Physical Boundary
•	Capital City
○	Other City
—	Coastline
—	Latitude Line
—	Longitude Line

SOUTH  
ATLANTIC  
OCEAN



# AIRBNB GLOBAL CONTEXT

## Annual Growth in Airbnb Guest Arrivals



**3 MILLION**

Airbnb listings worldwide

**191+**

countries have Airbnb listings

**11%**

of Airbnb guests are business travelers

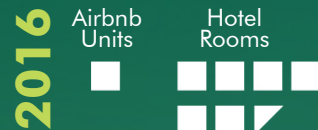
**160 MILLION**

Airbnb guest arrivals overall

# EXECUTIVE SUMMARY

## SIZE OF CANADA'S AIRBNB SECTOR

- Based on the 12-month period (April 2016 to March 2017) there were approximately 70,000 Airbnb hosts with over 100,500 listings in Canada generating one-half billion in revenues.
- Over the past two-year period, (April 2015 to March 2017), the number of Airbnb hosts, units and revenue in Canada has nearly doubled.
- Approximately 7-in-every 10 units listed on the Airbnb distribution platform are entire-home rentals, with guests having complete and sole access to the entire unit during their stay.
- Within Canada, there were 6.5 hotel rooms for every entire-home Airbnb rental unit listing in 2016.



## HOSTS WITH MULTIPLE ENTIRE-HOME UNITS ARE A KEY DRIVER OF AIRBNB GROWTH

- In Canada, hosts renting out two or more entire-home units generated over \$238 million in revenue in the past two years.
- Based on the most recent 12-month period, multi-unit hosts make up approximately 7% of all Airbnb hosts in Canada and account for 19% of the units and over 30% of the revenue generated (\$167 million).
- Multi-unit entire-home hosts were the fastest growing Airbnb segment in terms of number of hosts (+108%); number of units (+113%) and revenues generated (+134%) in the past two years.
- Over the past 2 years, revenue growth for multi-unit entire home revenues increased by an average of 115% in the 11 markets studied. Winnipeg (+146%), Calgary (+146%), Greater Toronto (+146%), Edmonton (+144%) and Ottawa-Gatineau (+142%). The slowest growing market was Quebec City, where revenues were still up by 70%.



108%

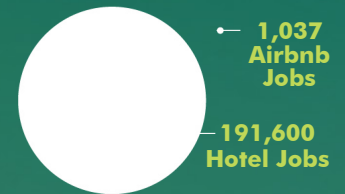
## LONG-TERM RENTAL UNITS ACCOUNT FOR OVER 70% OF REVENUES

- 1-in-every 3 Airbnb units in Canada were rented out for more than 90 days per year, generating \$395 million (71% of total Airbnb revenues) in the most recent 12-month period (April 2016 to March 2017).
- 5% of Canada's Airbnb units were rented out for more than 180 days per year, generating \$108 million, which is 20% of the total revenues generated in the most recent 12-month period.
- Revenues generated by these "super hosts" are highest in Toronto, Vancouver and Montreal.

1 in 3 UNITS  
>90 DAYS

## CANADA'S HOTEL SECTOR SUPPORTS 191,600 JOBS AS COMPARED TO 1,000 AIRBNB DIRECT JOBS

- For every 185 Full-time Equivalent (FTE) Jobs in the hotel sector, there is an estimated 1 FTE job within the Airbnb sharing platform.



## CANADA'S AIRBNB SECTOR HAS THE POTENTIAL TO CONTRIBUTE \$85 MILLION IN CONSUMER TAXES & FEES

- In 2016, guests of Canada's hotel properties contributed an estimated \$2.2 billion in consumer taxes and fees based on room revenues alone.
- If the rates were to be applied to Airbnb revenues, Canada's Airbnb sector has the potential to contribute \$85 million in consumer taxes and fees to the Canadian economy.





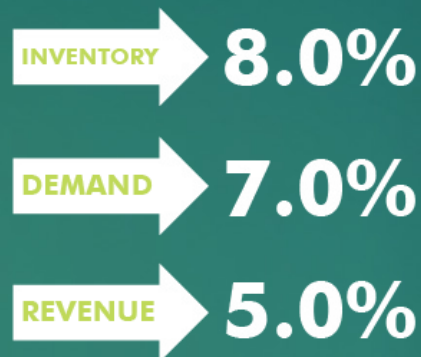
## CANADA'S HOTEL SECTOR HAS MADE SIGNIFICANT CAPITAL INVESTMENTS INTO NEW BUILT HOTELS

- Over the past 4 years (2014 – 2017), Canada's hotel sector has invested \$6 billion in capital expenditures on new hotel developments (excluding land costs), with over 50% of these investments in the 11 Canadian cities highlighted.
- Generally speaking, there have been no comparable capital investments in the Airbnb sector on new built assets, as the sector tends to be based on repurposing existing residential properties.



## GROWTH IN SUPPLY, DEMAND AND REVENUE – HOTELS & AIRBNB

- It is difficult to compare supply and demand factors between the 2 different accommodation types – hotels and Airbnb -- because of the nature of their operations. Hotel supply is fixed, whereas Airbnb supply is fluid. Airbnb hosts can take supply on and off the distribution platform, based on when they choose to offer their property for rent.
- Having said this, we have attempted to compare the 2 datasets in terms of their combined volumes in order to look at supply, demand and revenue factors.
- Over the past 3 years, the size of the Airbnb sector in Canada has grown significantly. In 2014 the inventory of Airbnb units was 1.3% of combined hotel and Airbnb supply. By 2016 it had grown to be 5.2% of the combined inventory. Demand growth has also kept pace. In 2014, the number of Airbnb room/units sold in Canada was 1.1% of the combined hotel and Airbnb units sold. By 2016 this had increased to 4.3%. Total Airbnb revenue levels in Canada were approximately 3% of the combined revenues in 2016, as compared to less than 1% in 2014.
- By year-end 2017, the Canada's Airbnb sector is projected to be 8% of the 2 sectors combined inventory, 7% the size of total demand and 5% of total room/unit revenues.



# STUDY METHODOLOGY

## Canadian Hotel Data

In preparing estimates for the hotel industry within the subject report, CBRE has relied on its own proprietary databases including:

### **CBRE Hotels Trends in the Hotel Industry Operations Database**

Detailed operations and financial information is voluntarily contributed by owners and managers of hotels, motels and resorts from across Canada. CBRE Hotels Trends database contains in excess of 600 properties, representing over 110,000 rooms. Collection of participation is currently ongoing for 2016 year-end accommodation market performance, with the most recent operating results based on the year ending December 31, 2015.

### **CBRE Hotels Trends in the Hotel Industry National Market Database**

On a monthly basis, CBRE Hotels obtains and monitors the occupancy, average daily rate and revenue per available room of 1,900 properties representing 55% of the Canadian industry's 450,000 rooms. Top-line operating results are tracked nationally and by region, province, key urban markets and submarkets across Canada.

### **CBRE Hotels Canadian Lodging Sector Economic Impact Report**

An annual analysis of the economic impact of the hotel industry in Canada on behalf of the Hotel Association of Canada. This includes a summary of the distribution of hotels and hotel rooms by province, jobs created and the direct and indirect revenues and employment generated by the hotel sector on a national and provincial level. The most recent economic analysis of Canada's Lodging Sector was prepared in 2016 and represents a summary of operating results for the hotel sector in 2015.

### **CBRE Hotels National Hotel Inventory**

CBRE Hotels maintains a Canadian inventory of hotel room supply, which is updated on an ongoing basis to reflect room changes, hotel openings, hotels under development and temporary/permanent hotel closures and conversions. Specifically, hotel room supply is tracked on an annualized basis by property name, address, chain scale, brand and brand family affiliation.



## Canadian Airbnb Data

In preparing estimates for the Airbnb industry within the subject report, CBRE has relied on an analysis of data compiled by Airdna (Airdna.co):

### Airdna.co

Airdna (Airdna.co) tracks Airbnb listings and revenue generated by Airbnb hosts. The information used in this study covers 11 key Canadian Airbnb markets: the Greater Vancouver Area, Victoria, Calgary, Edmonton, Regina, Winnipeg, the Greater Toronto Area, Ottawa, Gatineau, the Greater Montreal Area, Quebec City and Halifax/Dartmouth. In addition, an analysis of the total Canadian Airbnb sector has been conducted.

With regard to key Canadian markets, Airdna began collecting and estimating unit level data in the Toronto and Vancouver markets starting in November 2014, adding Montreal, Ottawa and Calgary in August 2015. As of January 2017, Airdna began collecting unit level data on every Airbnb unit in Canada.

For the purposes of the subject analysis, the data covers the most recent 2-year period from April 1, 2015 to March 31, 2016 and April 1, 2016 to March 31, 2017.

Specifically, Airdna data includes a unique identifier for each host, as well as monthly nights available, nights rented, and the associated revenue for each property. The report covers only active units on Airbnb and excludes units that did not have a single booking over the previous month (defined as being “inactive”).







# GLOSSARY OF TERMS

## HOTEL DATA DEFINITIONS

**Supply** – Hotel rooms available per year. Annual Available Room Nights (Number of Available Rooms X Number of Operating Days in year).

**Demand** – Total room nights occupied per year.

**Occupancy** – Paid rooms occupied divided by available rooms.

**ADR** – Average Daily Rate – Rooms revenue divided by paid rooms occupied.

**RevPAR** – Revenue per Available Room – Rooms revenue divided by available rooms.

## AIRBNB DATA DEFINITIONS

**Host** – The individual or entity that lists one or more Units on Airbnb.

**Unit** – A space listed for rent.

### Unit Types:

**Entire Home** – The guest has complete and sole access to the entire Unit during the stay.

**Private Room** – The guest has their own sleeping area, but shares access to the Unit's common areas with others.

**Shared Room** – The guest rents a common area, like an airbed or sofa in a living room.

**Multi-Unit Hosts** – This is an indication of the total number of Units and Revenue that are controlled by a Host that manages two or more entire-home units.

**Revenue** – Total Revenue received from Units Sold.

**Long Term Rental Units** – Units listed and rented for 90+ or 180+ days per year.



# KEY CANADIAN FINDINGS





# GROWTH IN AIRBNB & HOTEL SUPPLY IN CANADA

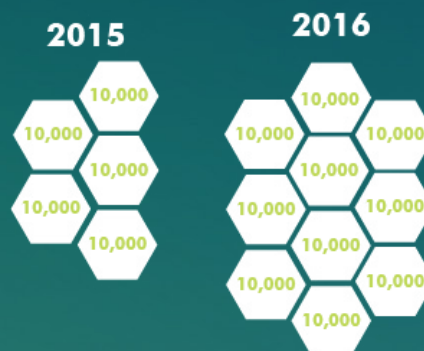
Founded in August 2008 in San Francisco, California, Airbnb has grown from accommodating 21,000 guests in 2009 to over 80 Million guests in 2016. In 2017, Airbnb reported having 3 million+ listings worldwide in 65,000 cities and 191 countries.

Over the past 8 years, the number of Airbnb guest arrivals worldwide has increased at a compound annual growth rate of 225%. In Canada, the average number of active Airbnb units has almost doubled in the past 2 years, from 52,000 in 2015 to just over 100,500 in 2016 (April 1, 2016 to March 31, 2017), representing an increase of 93%.

In comparison, Canada had an estimated hotel inventory of 452,000 rooms in 2016, which is projected to increase to 458,000 in 2017. Since 2009, Canada's hotel room inventory has increased at a CAGR of just under 1%.

In 2015, Airbnb listings in Canada represented 10% of total accommodation supply (Airbnb units plus hotel room inventory). For 2016, Airbnb's share of total accommodation supply in Canada has increased to 18%.

# OF ACTIVE AIRBNB UNITS IN CANADA



Y-O-Y Δ IN INVENTORY



Annual Growth In Airbnb Guest Arrivals

YEARS	ROOMS	Y-O-Y Δ
2009	21,000	567%
2010	140,000	471%
2011	800,000	275%
2012	3,000,000	100%
2013	6,000,000	167%
2014	16,000,000	150%
2015	40,000,000	150%
2016	80,000,000	100%

225% CAGR

Annual Growth in Canadian Airbnb Unit Supply

YEARS	ROOMS	Y-O-Y Δ
2015	52,130	
2016	100,543	93%

Annual Growth In Canadian Hotel Room Supply

YEARS	ROOMS	Y-O-Y
2009	426,447	
2010	431,058	1.1%
2011	435,247	1.0%
2012	437,677	0.6%
2013	440,049	0.5%
2014	442,552	0.6%
2015	447,586	1.1%
2016	452,089	1.0%
2017 F	457,963	1.3%

0.9% CAGR

Source: Airbnb, Airdna, CBRE Hotels, June 2017

# NUMBER OF AIRBNB HOSTS, INCLUDING HOSTS WITH MULTIPLE UNITS

In Canada, the number of hosts listing properties on Airbnb has nearly doubled from 37,000 in 2015/16 to just over 70,000 in the most recent 12-month period. At the same time, the number of Airbnb unit rentals has increased in the past 2 years from approximately 52,000 to an estimated 100,500.

Approximately 7-in-every-10 units on the Airbnb distribution platform are entire-home rentals, with guests having complete and sole access to the entire unit during their stay. Multi-unit hosts, which are defined as any host renting out two or more units in a single month, represent approximately 10% of entire-home hosts and 25 to 27% of the entire home short term rental units.

Over the past 2 years, entire-home multi-unit hosts and units in Canada have increased at a faster pace (108%) than single entire-home hosts/units (86%). In examining the annual totals for single unit hosts and units, there are more units than hosts, which is due to hosts that rented out two or more units during the year, but not in the same month.

# 108%

## Number of Airbnb Hosts and Units in Canada

APRIL 1, 2015 - MARCH 31, 2016			
UNIT TYPE		HOSTS	UNITS
Entire Home	1	25,301	26,857
	2+	2,456	8,779
	Total	27,757	35,636
All other		9,397	16,494
<b>CANADA TOTALS*</b>		<b>37,154</b>	<b>52,130</b>

APRIL 1, 2016 - MARCH 31, 2017			
UNIT TYPE		HOSTS	UNITS
Entire Home	1	47,009	49,960
	2+	5,117	18,698
	Total	52,126	68,658
All other		18,162	31,885
<b>CANADA TOTALS*</b>		<b>70,288</b>	<b>100,543</b>

Y-o-Y Δ			
UNIT TYPE		HOSTS	UNITS
Entire Home	1	86%	86%
	2+	108%	113%
	Total	88%	93%
All other		93%	93%
<b>CANADA TOTALS*</b>		<b>89%</b>	<b>93%</b>

\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017





# GROWTH IN AIRBNB REVENUE GENERATED IN CANADA, INCLUDING SHARE OF MULTI-UNIT HOSTS

In Canada, Airbnb rentals generated an estimated \$277 million in revenue in 2015/16, with entire-home rentals accounting for 83% of total revenue. In the most recent 12-month period, Airbnb revenues have doubled to reach \$554 million, with entire-home multi-unit revenues increasing at a greater rate than all other Airbnb host types, from \$71 million to \$167 million (134%).

The following tables show the performance of Airbnb in Canada shows over the past 2 years, and breaks out the performance of single unit Entire Home hosts versus multi-unit hosts (i.e. 2+ units) and All Other units which include private room, shared room, and other unique property rentals. The table below shows the sum of hosts, units and revenue as a percentage of just entire-home rentals and all hosts, units and revenue. In 2016/2017, entire-home rentals comprised 83% of total Airbnb revenues in Canada.

## Entire-Home Rentals in Canada as a % of Airbnb Activity

% OF ENTIRE-HOME RENTALS				% OF TOTAL			
UNIT TYPE	HOSTS	UNITS	REVENUE	HOSTS	UNITS	REVENUE	
Entire Home	1	90.2%	72.8%	63.8%	66.9%	49.7%	53.2%
	2+	9.8%	27.2%	36.2%	7.3%	18.6%	30.2%
	Total	100.0%	100.0%	100.0%	74.2%	68.3%	83.4%
All other				25.8%	31.7%	16.6%	
<b>CANADA TOTALS*</b>				<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

## Multi-Unit Entire-Home Hosts in Canada Account for 30% of Total Airbnb Revenue

Based on the most recent 12-month period, multi-unit hosts make up approximately 7% of all Airbnb hosts in Canada, and account for 19% of the available rental units and over 30% of all revenue generated on Airbnb in Canada (\$167 million). Revenues derived from multi-unit hosts have more than doubled from \$71 million in 2015/16 to \$167 million in 2016/17 – a 134% increase in revenue over the preceding 12-month period.

## Airbnb Performance

APRIL 1, 2015 - MARCH 31, 2016				
UNIT TYPE	HOSTS	UNITS	REVENUE	
Entire Home	1	25,301	26,857	\$152,558,058
	2+	2,456	8,779	\$71,282,955
	Total	27,757	35,636	\$223,841,013
All other		9,397	16,494	\$53,331,920
<b>CANADA TOTALS*</b>	<b>37,154</b>	<b>52,130</b>	<b>\$277,172,933</b>	

APRIL 1, 2016 - MARCH 31, 2017				
UNIT TYPE	HOSTS	UNITS	REVENUE	
Entire Home	1	47,009	49,960	\$294,589,729
	2+	5,117	18,698	\$167,102,166
	Total	52,126	68,658	\$461,691,895
All other		18,162	31,885	\$91,926,858
<b>CANADA TOTALS*</b>	<b>70,288</b>	<b>100,543</b>	<b>\$553,618,753</b>	

Y-o-Y Δ				
UNIT TYPE	HOSTS	UNITS	REVENUE	
Entire Home	1	86%	86%	93%
	2+	108%	113%	134%
	Total	88%	93%	106%
All other		93%	93%	72%
<b>CANADA TOTALS*</b>	<b>89%</b>	<b>93%</b>	<b>100%</b>	

\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

# AIRBNB MULTI-UNIT GROWTH BY CITY

In the past 24-months, all of the 11 Canadian cities examined have realized a growth in the total number of Airbnb units managed by multi-unit hosts. Winnipeg, Edmonton, Ottawa-Gatineau, Montreal, and Calgary all had year-over-year growth in excess of 100%, with Quebec City, Toronto, Halifax/Dartmouth, Victoria, Vancouver and Regina also showing growth rates of between 47% to 99% (Figure 1).

## *Multi-Unit Entire-Home Hosts in the 11 Cities Account for 38% of Entire-Home Rentals Revenue*

Figure 2 illustrates the percentage of entire-home hosts that have multiple units as a percentage of all entire-home hosts by city as well as the share of properties and revenue these multi-unit hosts comprise in each market. In the 11 Canadian cities profiled, 10% of entire-home hosts have 2 or more units, with these hosts managing 28% of the properties in these cities and earning 38% of the revenue from entire-home rentals.

The percentage of revenue generated by multi-unit hosts varies from a high of 43% in Montreal, and 38% in Vancouver and Toronto, respectively to a low of 22% in Winnipeg.

Figure 3 shows the revenue growth in multi-unit entire-home Airbnb rentals by city over the past 2-year period. In Winnipeg, Toronto, Calgary, Ottawa-Gatineau, Edmonton, Regina and Montreal revenues from multi-unit entire-home hosts have all more than doubled in the past 24 months, with the share of multi-unit entire-home revenues also almost doubling in Vancouver, Victoria and Halifax/Dartmouth. Combined in the 11 cities examined, total revenues earned by multi-unit hosts renting entire-home units have increased from \$58 million to \$124 million in the past 2 years (115%).



**Figure 1**  
**Airbnb Multi-Unit Hosts Unit Growth by City 2015/16-2016/17**

Vancouver	61%
Victoria	69%
Calgary	107%
Edmonton	160%
Regina	47%
Winnipeg	173%
Toronto	93%
Ottawa-Gatineau	111%
Montreal	107%
Quebec City	99%
Halifax/Dartmouth	73%
<b>TOTAL CANADA</b>	<b>113%</b>

**Figure 3**  
**Growth in Multi-Unit Entire Home Revenues by City, 2015/16 to 2016/17**

Vancouver	94%
Victoria	93%
Calgary	146%
Edmonton	144%
Regina	126%
Winnipeg	146%
Toronto	146%
Ottawa-Gatineau	142%
Montreal	112%
Quebec City	70%
Halifax/Dartmouth	92%
<b>11 CITIES HIGHLIGHTED</b>	<b>115%</b>

**Figure 2**  
**Airbnb Multi-Unit Hosts as a Percent of All Entire-Home Hosts by City, 2016/2017**

	<b>HOSTS</b>	<b>UNITS</b>	<b>REVENUE</b>
Vancouver	11%	28%	38%
Victoria	10%	26%	31%
Calgary	9%	23%	27%
Edmonton	12%	32%	34%
Regina	11%	31%	36%
Winnipeg	9%	22%	22%
Toronto	10%	29%	38%
Ottawa-Gatineau	9%	26%	32%
Montreal	10%	29%	43%
Quebec City	9%	27%	34%
Halifax/Dartmouth	10%	26%	30%
<b>11 CITIES HIGHLIGHTED</b>	<b>10%</b>	<b>28%</b>	<b>38%</b>
<b>TOTAL CANADA</b>	<b>10%</b>	<b>27%</b>	<b>36%</b>

Source: Airdna, CBRE Hotels, June 2017



# AIRBNB LONG-TERM RENTAL UNITS

Within each of the 11 Canadian markets examined, the number of Airbnb properties that are rented out on a long-term basis has also been examined. For the purposes of this analysis, long-term rentals have been defined as units rented out for more than 90 days per year, and 180 days per year. Within the most recent 12-month period (April 2016 to March 2017) hosts which rent out their properties for more than 90 days per year represent 1-in-every-3 units in Canada, and generate 71% of total revenue. "Super hosts" which rented out their properties for more than 180 days in the past 12 months, represent 5% of Canada's Airbnb units and close to 20% of total revenues. Revenues generated by long-term hosts are highest in Toronto, Vancouver and Montreal.

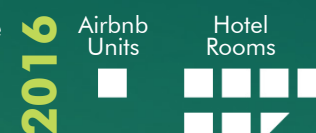
**1 in 3 UNITS  
>90 DAYS**

	TOTAL		UNITS		REVENUE			UNITS		REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days		<90 days	>90 days	>180 days	<90 days	
Vancouver	14,424	\$104,019,770	5,821	1,240	\$83,644,942	\$30,052,496	59.6%	40.4%	8.6%	19.6%	80.4%	28.9%
Victoria	2,185	\$12,367,125	810	116	\$9,390,154	\$2,505,840	62.9%	37.1%	5.3%	24.1%	75.9%	20.3%
Calgary	2,962	\$11,161,740	879	156	\$7,813,217	\$2,522,553	70.3%	29.7%	5.3%	30.0%	70.0%	22.6%
Edmonton	1,456	\$5,648,299	375	5	\$3,552,779	\$84,724	74.2%	25.8%	0.3%	37.1%	62.9%	1.5%
Regina	183	\$669,698	53	1	\$471,467	\$16,072	71.0%	29.0%	0.5%	29.6%	70.4%	2.4%
Winnipeg	615	\$2,221,456	242	44	\$1,768,278	\$597,571	60.7%	39.3%	7.2%	20.4%	79.6%	26.9%
Toronto	20,875	\$120,369,117	7,256	1,532	\$91,899,237	\$33,720,362	65.2%	34.8%	7.3%	23.7%	76.3%	28.0%
Ottawa-Gatineau	584	\$1,616,485	155	9	\$1,058,797	\$100,222	73.5%	26.5%	1.5%	34.5%	65.5%	6.2%
Montreal	21,499	\$98,662,661	6,888	1,248	\$74,197,101	\$24,089,709	68.0%	32.0%	5.8%	24.8%	75.2%	24.4%
Quebec City	3,567	\$13,899,066	1,016	49	\$8,978,796	\$1,056,328	71.5%	28.5%	1.4%	35.4%	64.6%	7.6%
Halifax/Dartmouth	1,133	\$6,115,691	496	63	\$4,849,742	\$1,051,898	56.2%	43.8%	5.6%	20.7%	79.3%	17.2%
Total 11 Cities	69,483	\$376,751,107	23,991	4,463	\$287,624,510	\$95,797,775	65.5%	34.5%	6.4%	23.7%	76.3%	25.4%
Rest of Canada	28,265	\$163,898,360	7,235	367	\$97,683,422	\$8,686,613	74.4%	25.6%	1.3%	40.4%	59.6%	5.3%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

# AIRBNB RENTAL UNITS AS A PERCENTAGE OF TOTAL ACCOMMODATION INVENTORY BY CITY

The 11 Canadian markets comprised approximately 165,100 rooms in 2016, which is 37% of Canada's hotel room inventory. In Montreal, the total number of Airbnb rental units listed in the most recent 12-month period are almost equivalent to the number of hotel rooms offered in the city. In Vancouver, the total number of Airbnb rental units equate to approximately 61% of the size of its hotel inventory, and in Toronto, total Airbnb rental units is just under 50% of the size of GTA's hotel room inventory. Airbnb entire-home rentals comprise approximately 21% of the total accommodation inventory (hotel rooms plus Airbnb units) within the 11 Canadian cities highlighted.

Within Canada's 11 cities examined, there is 1 entire-home Airbnb rental unit for every 3.5 hotel rooms in these markets. On a national basis, there were 6.5 hotel rooms for every entire-home Airbnb rental units in 2016.



## Airbnb Rental Units as a Percentage of Total Accommodation Room Inventory by City, 2016

	Airbnb Entire-home Rentals	Total Airbnb Rentals	Hotel Room Inventory	Airbnb Entire-Home Units	Airbnb Total Units	Total Hotel & Airbnb Units
Vancouver	26%	38%	23,475	9,688	14,424	37,899
Victoria	21%	27%	5,941	1,691	2,185	8,126
Calgary	10%	17%	14,213	1,803	2,962	17,175
Edmonton	5%	9%	15,626	872	1,456	17,082
Regina	2%	5%	3,720	97	183	3,903
Winnipeg	4%	8%	7,148	287	615	7,763
Toronto	21%	32%	44,312	13,913	20,875	65,187
Ottawa-Gatineau	13%	23%	11,425	1,998	3,379	14,804
Montreal	35%	48%	23,000	15,426	21,499	44,499
Quebec City	17%	25%	10,850	2,460	3,567	14,417
Halifax/Dartmouth	11%	17%	5,399	705	1,133	6,532
<b>11 Cities Highlighted</b>	<b>21%</b>	<b>30%</b>	<b>165,109</b>	<b>48,940</b>	<b>72,278</b>	<b>237,387</b>
<b>TOTAL CANADA</b>	<b>12%</b>	<b>18%</b>	<b>452,089</b>	<b>68,658</b>	<b>100,543</b>	<b>552,632</b>





# JOBS GENERATED BY THE HOTEL SECTOR VERSUS AIRBNB RENTALS

## Hotels support many jobs including, but not necessarily limited to positions in:

- Management
- Human Resources
- Front Desk
- Housekeeping
- Room Attendants
- Laundry
- Audit and Finance
- Reservations
- Guest Services
- Kitchen, Banquet and Foodservice
- Sales and Marketing
- Property Operations and Maintenance
- Security

Utilizing 2015 and 2016 detailed financial operating statements voluntarily contributed by owners and managers of hotel properties across Canada, total salaries, wages and benefits generated by Canada's lodging sector have been estimated at just under \$7 billion in 2016, of which close to \$4 billion is generated in Canada's 11 cities. These salaries, wages and benefits pertain to direct employee positions only, and exclude income earned by hotel owners and third party management firms.

Canada's hotel sector directly supports approximately 192,000 full-time equivalent jobs, at an average salary of \$36,000. Within Canada's 11 markets, the hotel sector employs an estimated 76,800 full-time equivalent positions at an average annual salary of \$52,000.

## Estimated Salaries, Wages & Benefits and FTE Direct Jobs Generated by Canada's Hotel Sector, 2016

	Hotel Rooms Inventory	Hotel Salaries Wages & Benefits	Hotel FTE Jobs
Vancouver	23,475	\$635,000,000	12,100
Victoria	5,941	\$132,000,000	2,600
Calgary	14,213	\$371,000,000	7,900
Edmonton	15,626	\$332,000,000	7,500
Regina	3,720	\$65,000,000	1,200
Winnipeg	7,148	\$136,000,000	3,500
Toronto	44,312	\$1,027,000,000	17,900
Ottawa-Gatineau	11,425	\$303,000,000	5,600
Montreal	23,000	\$666,000,000	11,300
Quebec City	10,850	\$240,000,000	4,300
Halifax/Dartmouth	5,399	\$103,000,000	2,900
<b>11 Cities Highlighted</b>	<b>165,109</b>	<b>\$4,010,000,000</b>	<b>76,800</b>
<b>REST OF CANADA</b>	<b>286,980</b>	<b>\$2,879,000,000</b>	<b>114,800</b>
<b>TOTAL CANADA</b>	<b>452,089</b>	<b>\$6,889,000,000</b>	<b>191,600</b>

FTE - Full Time Equivalent Job based on \$30,000 annual salary (Hourly rate of \$15.00 X 2,000 annual hours)

Source: Airdna, CBRE Hotels, June 2017

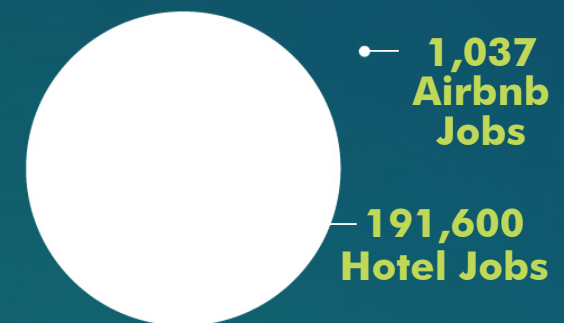


For comparison purposes, we have estimated the number of direct jobs created by Airbnb demand in Canada through a review of Airbnb cleaning fee charges. Assuming that 80% of the cleaning fees are paid to employ cleaning service providers with the remaining 20% allocated to the management/organization of housekeeping services, it has been estimated that Canada's Airbnb sector directly employed an estimated 1,000 full-time equivalent positions in 2016/17, assuming an average annual salary of \$30,000. Entire-home rentals comprise approximately 90% of the FTE jobs, at an estimated 930 jobs in the most recent 12-month period.

Similar to the hotel analysis, these salaries and wages exclude income earned by the owners of the Airbnb units and any 3rd party management firms.

## Estimated Salaries, Wages & Benefits and FTE Jobs Generated by Canada's Airbnb Sector, 2016

	Entire-Home Rental Cleaning Fees	Total Airbnb Rental Cleaning Fees	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Vancouver	\$7,555,000	\$8,674,000	201	231
Victoria	\$977,000	\$1,050,000	26	28
Calgary	\$874,000	\$989,000	23	26
Edmonton	\$238,000	\$262,000	6	7
Regina	\$34,200	\$38,000	1	1
Winnipeg	\$109,000	\$143,000	3	4
Toronto	\$8,096,000	\$9,292,000	216	248
Ottawa-Gatineau	\$910,000	\$1,064,000	24	28
Montreal	\$7,289,000	\$7,918,000	194	211
Quebec City	\$408,000	\$464,000	11	12
Halifax/Dartmouth	\$302,000	\$346,000	8	9
<b>11 Cities Highlighted</b>	<b>\$ 26,792,200</b>	<b>\$30,240,000</b>	<b>714</b>	<b>806</b>
<b>REST OF CANADA</b>	<b>\$8,085,800</b>	<b>\$8,644,000</b>	<b>216</b>	<b>231</b>
<b>TOTAL CANADA</b>	<b>\$34,878,000</b>	<b>\$38,884,000</b>	<b>930</b>	<b>1,037</b>



**Based on our analysis, for every 185 FTE jobs in the hotel sector, there is an estimated 1 FTE job within the Airbnb sharing platform.**

FTE - Full Time Equivalent Job based on \$30,000 annual salary (Hourly rate of \$15.00 X 2,000 annual hours)

Source: Airdna, CBRE Hotels, June 2017

# CONSUMER TAXES & FEES GENERATED BY THE HOTEL SECTOR VERSUS AIRBNB

In 2016, guests of Canada's hotel properties contributed an estimated \$2.2 billion in consumer taxes and fees based on room revenues alone. The following table summarizes the different tax and fee rates applied to hotels and other transient accommodation by each of the 11 cities examined. Tax and fee rates have been applied to the estimated 2016 room revenue generated by the hotel sector nationally, and in each city, as well as to the total Airbnb room revenue achieved in the most recent 12-month period. If the same rates were to be applied to Airbnb revenues, Canada's Airbnb sector has the potential to contribute \$85 million in consumer taxes and fees to the Canadian economy, \$61 million of which would be potentially generated within Canada's 11 cities reviewed.



**\$85 Million**

## Estimated Consumer Taxes & Fees Generated by Canadian Hotel and Airbnb Sectors, 2016

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/ Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Vancouver	3% in Vancouver; 2% in other participating municipalities Municipal & Regional District Tax (MRDT); 1.5% DMF, participating hotels	12.00%	14.95%	\$177,000,000	\$15,500,000
Victoria	2% Municipal and Regional District Tax (MRDT)	12.00%	14.00%	\$32,000,000	\$1,700,000
Calgary	Tourism Levy/Hotel Room Tax - 4%; 3% DMF, participating hotels	5.00%	12.00%	\$53,000,000	\$1,300,000
Edmonton	Tourism Levy/Hotel Room Tax - 4% 3% DMF, participating hotels	5.00%	12.00%	\$53,000,000	\$680,000
Regina	3% DMF, participating hotels	10.00%	13.00%	\$13,000,000	\$90,000
Winnipeg	5% Hotel Room Tax	13.00%	18.25%	\$39,000,000	\$410,000
Toronto	3% Voluntary DMF	13.00%	14.05%	\$271,000,000	\$16,900,000
Ottawa-Gatineau	3% Voluntary DMF	13.00%	16.00%	\$75,000,000	\$2,300,000
Montreal	3.5% Accommodation Tax	14.98%	19.00%	\$189,000,000	\$19,000,000
Quebec City	3.5% Accommodation Tax	14.98%	19.00%	\$82,000,000	\$2,600,000
Halifax/Dartmouth	2% Hotel Room Tax	15.00%	17.00%	\$31,000,000	\$1,000,000
<b>11 Cities Highlighted</b>				<b>\$1,015,000,000</b>	<b>\$61,000,000</b>
<b>REST OF CANADA</b>				<b>\$1,199,000,000</b>	<b>\$24,000,000</b>
<b>TOTAL CANADA</b>			<b>15.30%</b>	<b>\$2,214,000,000</b>	<b>\$85,000,000</b>



# CAPITAL INVESTMENT IN CANADA'S HOTEL SECTOR, 2014- 2017

Over the course of the past 4 years (2014-2017), Canada's hotel sector has invested an estimated \$6 billion in capital expenditures on new hotel development, with over 50% of these investments occurring in the 11 Canadian cities examined. Generally speaking, there have been no comparable capital investments in the Airbnb sector, as there are no purpose built Airbnb properties. Rather, the Airbnb sector tends to be based on the re-purposing of existing residential units. While we cannot draw a direct correlation between the growth of Airbnb in Canada and its impact on the level of investment in the hotel sector, the preceding analysis demonstrates that Airbnb's growth rates are high, with growth rates to date continuing to increase year-over-year.



## Capital Investment in New Hotel Development in Canada, 2014-2017

	2014	2015	2016	2017
Vancouver	\$15,500,000	\$26,500,000	\$0	\$273,800,000
Victoria	\$0	\$39,200,000	\$0	\$0
Calgary	\$84,800,000	\$145,300,000	\$232,400,000	\$106,400,000
Edmonton	\$89,500,000	\$68,000,000	\$220,300,000	\$108,200,000
Regina	\$49,500,000	\$14,800,000	\$99,300,000	\$0
Winnipeg	\$67,800,000	\$19,600,000	\$0	\$32,400,000
Toronto	\$232,600,000	\$83,000,000	\$47,300,000	\$231,100,000
Ottawa-Gatineau	\$15,800,000	\$39,800,000	\$107,100,000	\$70,900,000
Montreal	\$18,500,000	\$21,000,000	\$116,600,000	\$267,400,000
Quebec City	\$0	\$0	\$40,000,000	\$25,200,000
Halifax/Dartmouth	\$80,000,000	\$0	\$28,300,000	\$0
<b>11 Cities Highlighted</b>	<b>\$654,000,000</b>	<b>\$457,200,000</b>	<b>\$891,300,000</b>	<b>\$1,115,400,000</b>
<b>REST OF CANADA</b>	<b>\$779,000,000</b>	<b>\$783,800,000</b>	<b>\$547,700,000</b>	<b>\$552,600,000</b>
<b>TOTAL CANADA</b>	<b>\$1,433,000,000</b>	<b>\$1,241,000,000</b>	<b>\$1,439,000,000</b>	<b>\$1,668,000,000</b>



Capital Investment Dollars applied to the opening year of new built hotel additions.  
Source: CBRE Hotels Estimates, June 2017

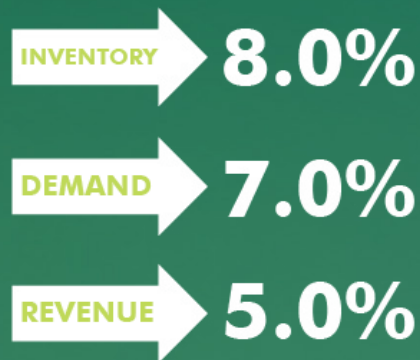
# GROWTH IN SUPPLY, DEMAND AND REVENUE – HOTELS AND AIRBNB

It is difficult to compare supply and demand factors between the 2 different accommodation types – hotels and Airbnb - because of the nature of their operations. Hotel supply is fixed, whereas Airbnb supply is fluid. Airbnb hosts can take supply on and off the distribution platform, based on when they choose to offer their property for rent.

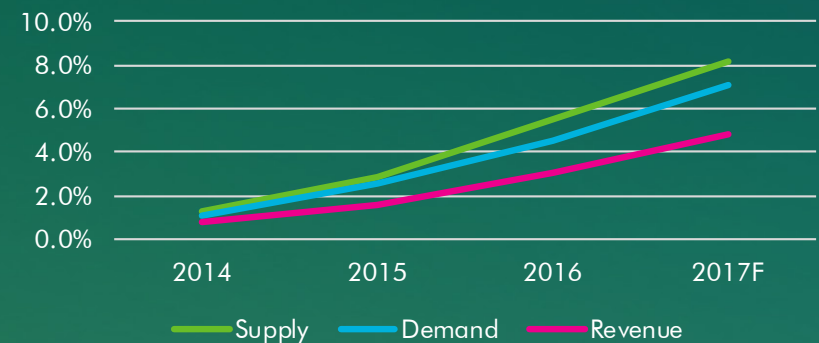
Having said this, we have attempted to compare the 2 datasets in terms of their combined volumes in order to look at supply, demand and revenue factors.

Over the past 3 years, the size of the Airbnb sector in Canada has significantly grown. In 2014 the inventory of Airbnb units was 1.3% of combined hotel and Airbnb supply. By 2016 it had grown to be 5.2% of the combined inventory. Demand growth has also kept pace. In 2014, the number of Airbnb room/units sold in Canada was 1.1% of the combined hotel and Airbnb units sold. By 2016 this had increased to 4.3%. Total Airbnb revenue levels in Canada were approximately 3% of the combined revenues in 2016, as compared to less than 1% in 2014.

By year-end 2017, Canada's Airbnb sector is projected to be 8% of the 2 sectors combined inventory, 7% the size of total demand and 5% of total room/unit revenues.



**AIRBNB & HOTELS**  
**Canadian Airbnb Performance as a Percent of Hotel Performance**



Source: Airdna, CBRE Hotels, June 2017



# CITY OVERVIEWS



# VANCOUVER, BC

- Revenue generated by multi-unit entire-home hosts increased by 94% to now total more than \$32 million.
- 82% of Greater Vancouver's Airbnb revenue is generated by entire-home rentals.
- 40% of Greater Vancouver's units were rented out for more than 90 days in past 12 months, earning more than 80% of total revenues.
- 9% of Greater Vancouver's Airbnb inventory was rented out for more than 180 days and generated 29% of total revenues.
- Greater Vancouver's hotel sector supports approximately 12,100 full-time equivalent jobs at an average salary of \$52,500.
- Based on an analysis of cleaning revenues, it is estimated that Vancouver's Airbnb sector supports 230 jobs, of which 200 are generated by entire-home rentals.
- In addition to 5% GST and 7% PST, hotel room sales in Greater Vancouver are subject to 2% to 3% municipal and regional district tax (MTDT), with participating hotels paying an additional 1.5% Destination Marketing Fee (DMF). It is estimated that hotel room sales generate \$177 million in consumer taxes and fees.
- Applying the same rates to Vancouver's Airbnb sector has the potential to generate an estimated \$15.5 million in consumer taxes and fees.
- Over the past 4 years, Greater Vancouver's hotel sector has invested over \$315 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.



## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	23,529	
2015	23,600	0.3%
2016	23,475	-0.5%
2017 F	23,722	1.1%
		0.3% CAGR

Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

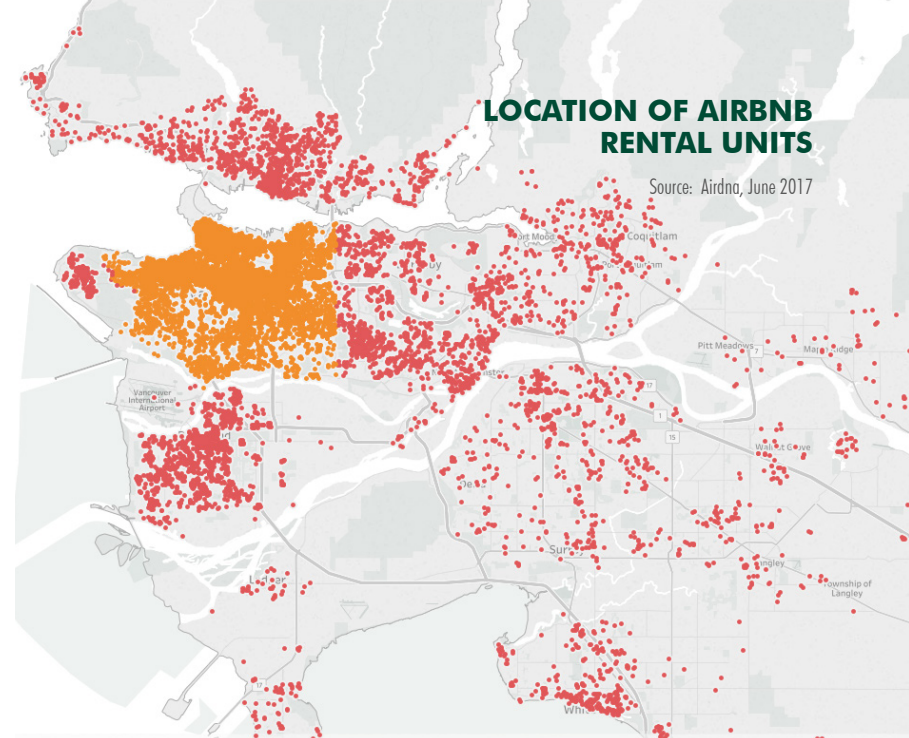
Year	Rooms	Y-o-Y Change
2015	9,527	
2016	14,424	51%

Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, VANCOUVER RANKS:



## LOCATION OF AIRBNB RENTAL UNITS



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014			2015			2016			2017		
	Props	Rooms		Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Vancouver Downtown	65	12,214		65	12,103	-1%	65	11,984	-1%	68	12,272	2%
Other Vancouver	99	11,355		100	11,497	1%	100	11,491	0%	100	11,450	0%
Greater Vancouver Area	164	23,596		165	23,600	0%	165	23,475	-1%	168	23,722	1%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Greater Vancouver	14,424	\$104,019,770	5,821	1,240	\$83,644,942	\$30,052,496	59.6%	40.4%	8.6%	19.6%	80.4%	28.9%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue only	Potential Airbnb Tax/fee Revenue
Greater Vancouver	3% in Vancouver; 2% in other participating municipalities Municipal & Regional District Tax; 1.5% DMF, participating hotels	12.00%	14.95%	\$177,000,000	\$15,500,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada

## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	4,671	4,947	\$34,193,342	6,552	6,943	\$52,621,517	40%	40%	54%
Homes	2+	504	1,707	\$16,830,733	805	2,745	\$32,634,702	60%	61%	94%
	Total	5,176	6,654	\$51,024,075	7,357	9,688	\$85,256,219	42%	46%	67%
All other		1,605	2,873	\$12,568,280	2,314	4,736	\$18,763,551	44%	65%	49%
MARKET TOTALS*		6,781	9,527	\$63,592,355	9,671	14,424	\$104,019,770	43%	51%	64%

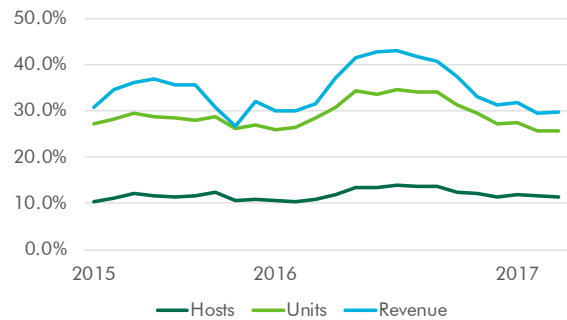
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Greater Vancouver	\$635,000,000	12,100	201	231
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

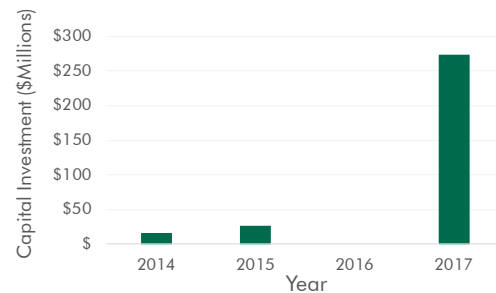
Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

### MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



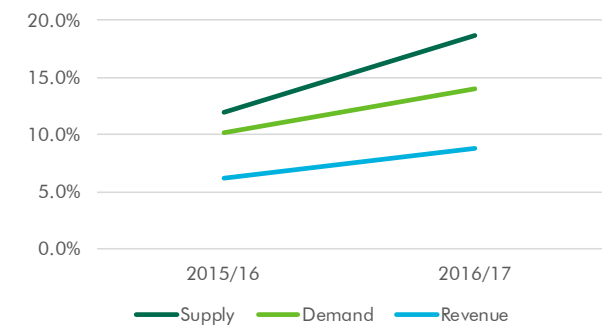
Time Period: April 2015 to March 2017  
Source: Airdna, CBRE Hotels, June 2017

### TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



Source: CBRE

### AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



### Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Greater Vancouver has grown from 11% to 16% of Greater Vancouver's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 9% to 12% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 8% of the combined revenues in 2016/17, as compared to less than 6% in 2015/16.



# VICTORIA, BC

- Revenue generated by multi-unit entire-home hosts increased by 93% to now total more than \$3.3 million.
- 86% of Victoria's Airbnb revenue is generated by entire-home rentals.
- 37% of Victoria's units were rented out for more than 90 days in past 12 months, earning more than 75% of total revenues.
- 5% of Victoria's Airbnb inventory was rented out for more than 180 days and generated 20% of total revenues.
- 2,600 full-time equivalent jobs at an average salary of \$51,000.
- Based on an analysis of cleaning revenues, it is estimated that Victoria's Airbnb sector supports 28 jobs, of which 26 are generated by entire-home rentals.
- In addition to 5% GST and 7% PST, hotel room sales in Victoria are subject to 2% municipal and regional district tax (MTDT). It is estimated that hotel room sales generate \$32 million in consumer taxes and fees.
- Applying the same rates to Victoria's Airbnb sector has the potential to generate an estimated \$1.7 million in consumer taxes and fees.
- Over the past 4 years, Victoria's hotel sector has invested over \$39 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	5,779	
2015	5,807	0.5%
2016	5,941	2.3%
2017 F	5,941	0.0%
		0.9% CAGR
Source: CBRE Hotels		

### AIRBNB UNIT SUPPLY

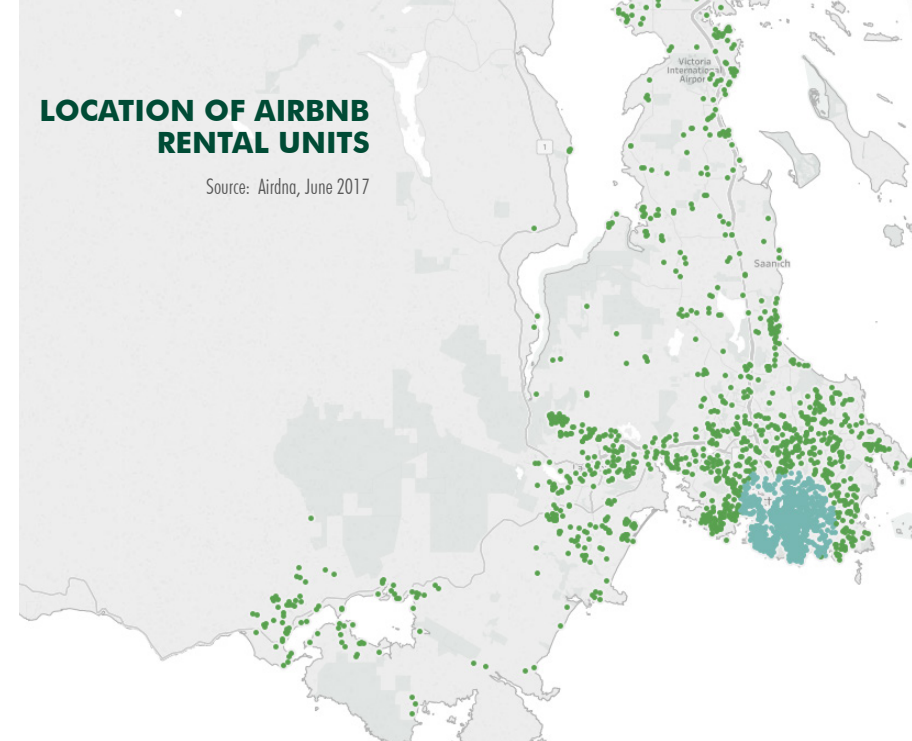
Year	Rooms	Y-o-Y Change
2015	1,129	
2016	2,185	94%
Source: Airdna, CBRE Hotels, June 2017		

## OF THE 11 CANADIAN CITIES ANALYZED, VICTORIA RANKS:



## LOCATION OF AIRBNB RENTAL UNITS

Source: Airdna, June 2017



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014		2015			2016			2017		
	Props	Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Victoria	56	5,779	58	5,807	0%	58	5,941	2%	58	5,941	0%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Victoria	14,424	\$104,019,770	5,821	1,240	\$83,644,942	\$30,052,496	59.6%	40.4%	8.6%	19.6%	80.4%	28.9%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Victoria	2% Municipal and Regional District Tax (MRDT)	12.00%	14.00%	\$32,000,000	\$1,700,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	586	614	\$3,497,251	1,162	1,246	\$7,283,423	98%	103%	108%
Homes	2+	73	263	\$1,717,851	130	445	\$3,310,783	78%	69%	93%
	Total	659	877	\$5,215,103	1,292	1,691	\$10,594,205	96%	93%	103%
All other		152	252	\$947,478	308	494	\$1,772,920	103%	96%	87%
MARKET TOTALS*		811	1,129	\$6,162,580	1,600	2,185	\$12,367,125	97%	94%	101%

\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals

Source: Airdna, CBRE Hotels, June 2017

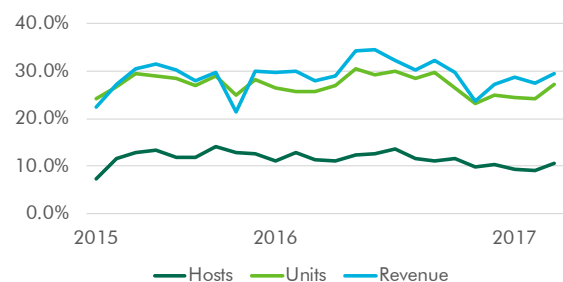
## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Victoria	\$132,000,000	2,600	26	28
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year

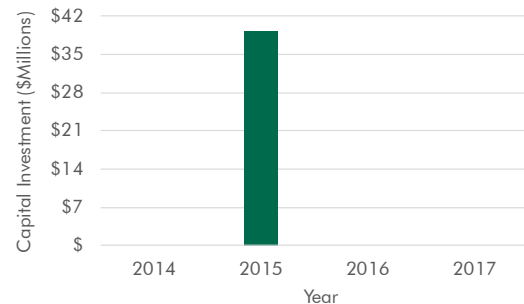
Source: Airdna, CBRE Hotels, June 2017

## MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



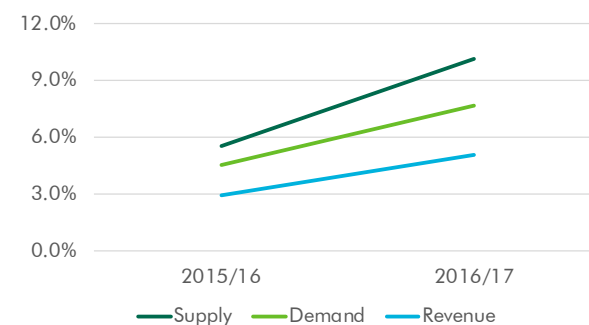
Time Period: April 2015 to March 2017  
Source: Airdna, CBRE Hotels, June 2017

## TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



Source: CBRE

## AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



## Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Victoria has grown from 6% to 10% of Victoria's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 4.5% to 8% of the city's combined room nights sold. Total Airbnb revenues are approximately 5% of the combined room revenues in 2016/17, as compared to an estimated 3% in 2015/16.

# CALGARY, AB

- Revenue generated by multi-unit entire-home hosts increased by 146% to now total more than \$2.4 million.
- 80% of Calgary's Airbnb revenue is generated by entire-home rentals.
- 30% of Calgary's units were rented out for more than 90 days in past 12 months, earning 70% of total revenues.
- 5% of Calgary's Airbnb inventory was rented out for more than 180 days and generated 23% of total revenues.
- 7,900 full-time equivalent jobs at an average salary of \$47,000.
- Based on an analysis of cleaning revenues, it is estimated that Calgary's Airbnb sector supports 26 jobs, of which 23 are generated by entire-home rentals.
- In addition to 5% GST, hotel room sales in Calgary are subject to 4% Tourism Levy and participating hotels remit 3% of room revenue through a voluntary DMF. It is estimated that hotel room sales generate \$53 million in consumer taxes and fees.
- Applying the same rates to Calgary's Airbnb sector has the potential to generate an estimated \$1.3 million in consumer taxes and fees.
- Over the past 4 years, Calgary's hotel sector has invested an estimated \$570 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	12,982	
2015	13,407	3.3%
2016	14,213	6.0%
2017 F	14,998	5.5%

4.9% CAGR

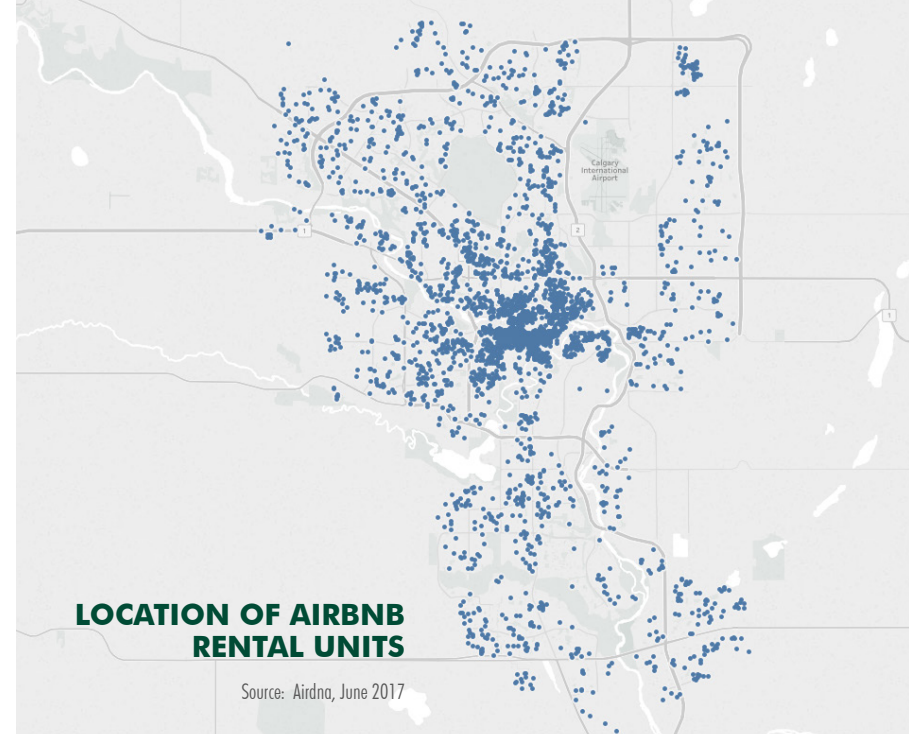
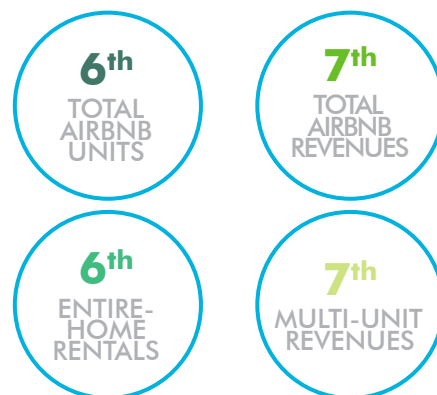
Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

Year	Rooms	Y-o-Y Change
2015	1,475	
2016	2,962	101%

Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, CALGARY RANKS:



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014			2015			2016			2017		
	Props	Rooms		Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Calgary	90	12,982		96	13,407	3%	101	14,213	6%	104	14,998	6%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Calgary	2,962	\$11,161,740	879	156	\$7,813,217	\$2,522,553	70.3%	29.7%	5.3%	30.0%	70.0%	22.6%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Calgary	Tourism Levy/Hotel Room Tax - 4%; 3% DMF, participating hotels	5.00%	12.00%	\$53,000,000	\$1,300,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	640	673	\$2,995,535	1,318	1,394	\$6,536,497	106%	107%	118%
Homes	2+	58	198	\$959,876	126	409	\$2,362,324	117%	107%	146%
	Total	698	871	\$3,955,411	1,444	1,803	\$8,898,821	107%	107%	125%
All other		394	604	\$1,238,056	394	604	\$1,238,056	90%	92%	83%
MARKET TOTALS*		1,092	1,475	\$5,193,467	2,193	2,962	\$11,161,740	101%	101%	115%

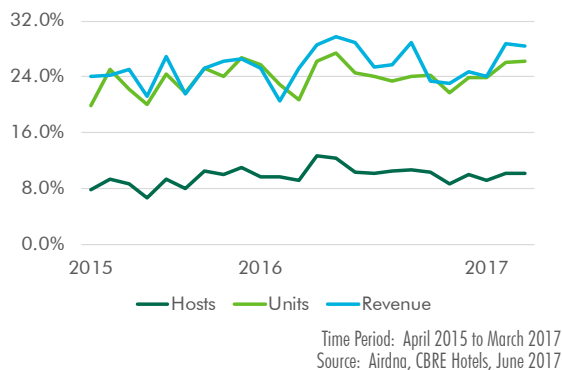
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

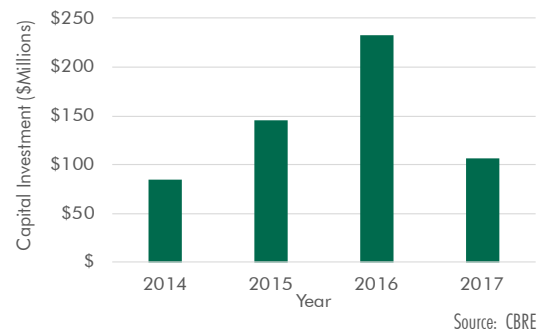
	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Calgary	\$371,000,000	7,900	23	26
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

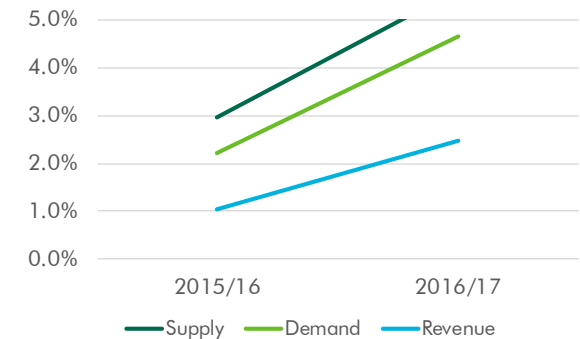
### MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



### TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



### AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



### Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Calgary has grown from 3% to over 5% of Calgary's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 2% to 5% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 1% of the size of combined room revenues in 2016/17, as compared to an estimated 2.5% in 2015/16.

# EDMONTON, AB

- Revenue generated by multi-unit entire-home hosts increased by 144% to now total more than \$1.7 million.
- 86% of Edmonton's Airbnb revenue is generated by entire-home rentals.
- 30% of Edmonton's units were rented out for more than 90 days in past 12 months, earning 70% of total revenues.
- 5% of Edmonton's Airbnb inventory was rented out for more than 180 days and generated 20% of total revenues.
- Edmonton's hotel sector supports approximately 7,500 full-time equivalent jobs at an average salary of \$44,000.
- Based on an analysis of cleaning revenues, it is estimated that Edmonton's Airbnb sector supports 7 jobs, of which 6 are generated by entire-home rentals.
- In addition to 5% GST, hotel room sales in Edmonton are subject to a 4% Tourism Levy. It is estimated that hotel room sales generate \$53 million in consumer taxes and fees.
- Applying the same rates to Edmonton's Airbnb sector has the potential to generate an estimated \$680,000 in consumer taxes and fees.
- Over the past 4 years, Edmonton's hotel sector has invested an estimated \$485 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	14,664	
2015	15,063	2.7%
2016	15,626	3.7%
2017 F	16,956	8.5%

5.0% CAGR

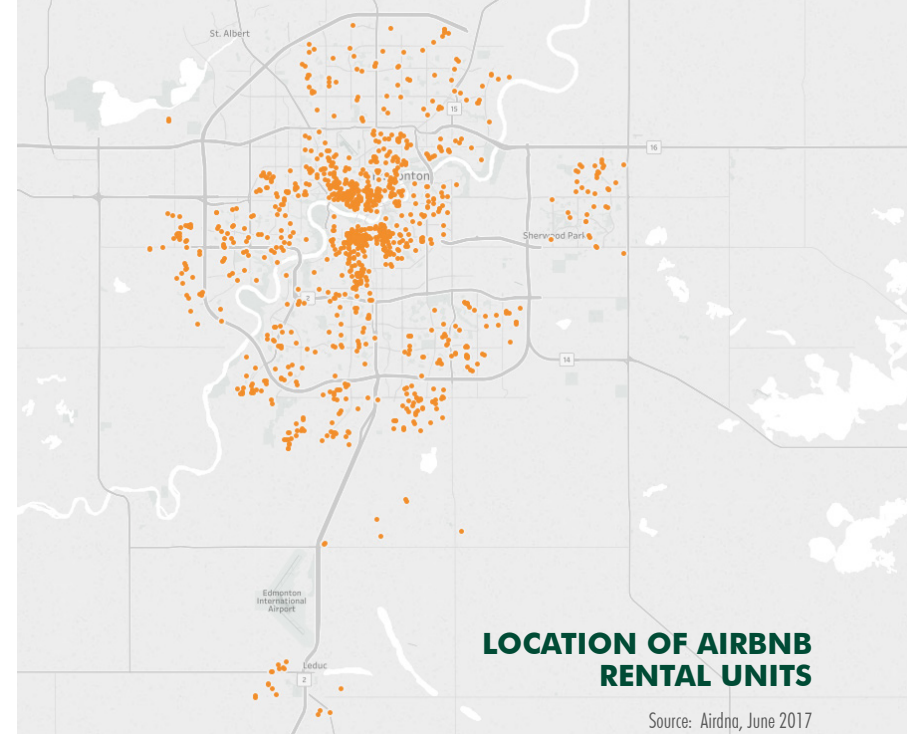
Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

Year	Rooms	Y-o-Y Change
2015	626	
2016	1,456	133%

Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, EDMONTON RANKS:



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014		2015			2016			2017		
	Props	Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Edmonton	119	14,664	122	15,063	3%	129	15,626	4%	134	16,956	9%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Edmonton	1,456	\$5,648,299	375	5	\$3,552,779	\$84,724	74.2%	25.8%	0.3%	37.1%	62.9%	1.5%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Edmonton	DMF/Hotel/Tourism Tax Levy; Tourism Levy/Hotel Room Tax - 4% & 3% DMF on participating hotels	5.00%	12.00%	\$53,000,000	\$680,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	268	269	\$1,462,227	562	597	\$3,187,256	110%	122%	118%
Homes	2+	29	106	\$685,141	80	275	\$1,674,645	178%	160%	144%
	Total	297	375	\$2,147,368	642	872	\$4,861,901	116%	133%	126%
All other		131	251	\$319,826	349	584	\$786,397	166%	133%	146%
MARKET TOTALS*		428	626	\$2,467,194	991	1,456	\$5,648,299	131%	133%	129%

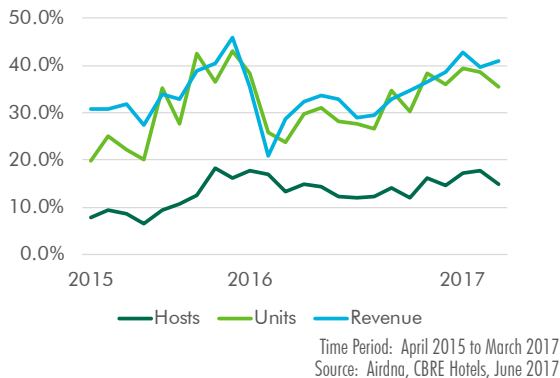
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

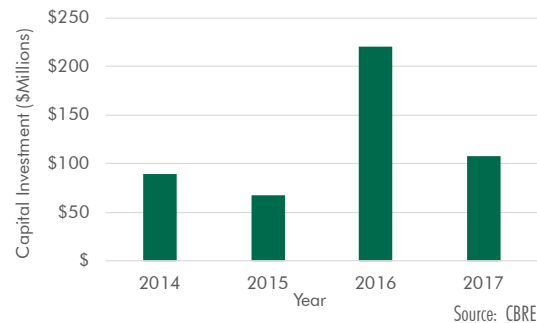
	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Edmonton	\$332,000,000	7,500	6	7
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

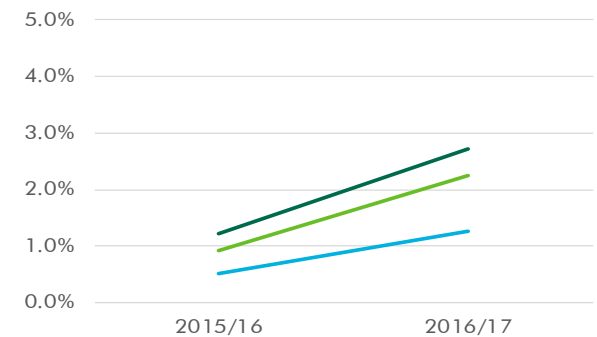
### MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



### TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



### AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



### Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Edmonton has grown from 1% to 3% of Edmonton's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 1% to over 2% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 1.3% of the combined room revenues in 2016/17, as compared to an estimated 0.5% in 2015/16.

# REGINA, SK

- Revenue generated by multi-unit entire-home hosts increased by 126% to now total \$159,000.
- 65% of Regina's Airbnb revenue is generated by entire-home rentals.
- 29% of Regina's units were rented out for more than 90 days in past 12 months, earning 70% of total revenues.
- Less than 1% of Regina's Airbnb inventory was rented out for more than 180 days and generated 2% of total revenues.
- Regina's hotel sector supports approximately 1,300 full-time equivalent jobs at an average salary of \$51,000.
- Based on an analysis of cleaning revenues, it is estimated that Regina's Airbnb sector supports 1 direct FTE job.
- In addition to 5% PST and 5% GST, participating hotels in Regina remit an additional 3% of room revenue through a voluntary DMF. It is estimated that hotel room sales generate \$13 million in consumer taxes and fees.
- Applying the same rates to Regina's Airbnb sector has the potential to generate an estimated \$90,000 in consumer taxes and fees.
- Over the past 4 years, Regina's hotel sector has invested an estimated \$164 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	3,230	
2015	3,362	4.1%
2016	3,720	10.6%
2017 F	3,860	3.8%
		6.1% CAGR

Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

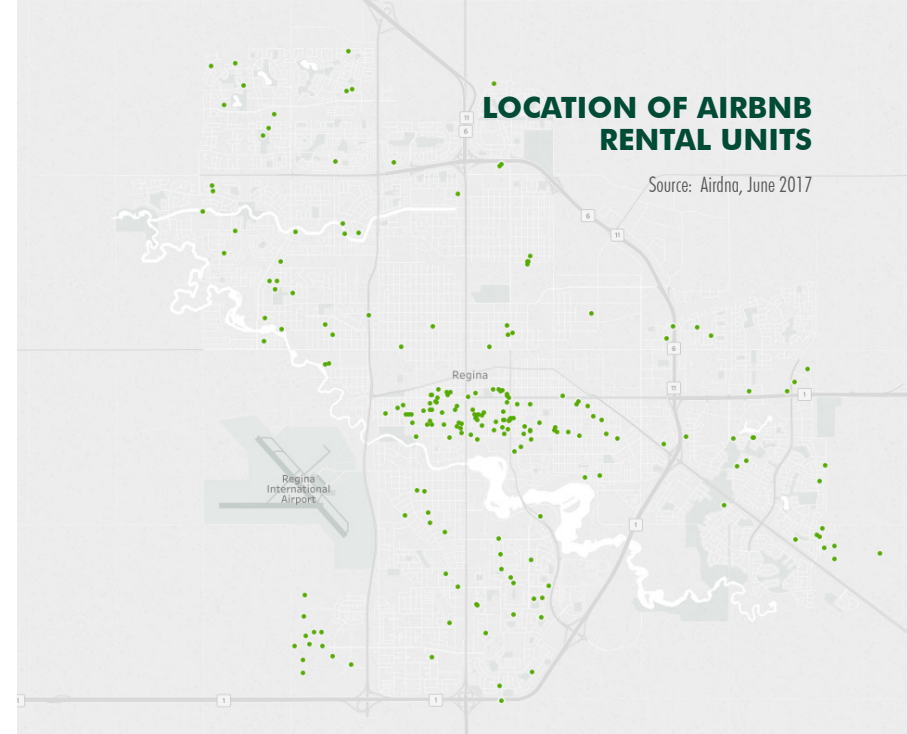
Year	Rooms	Y-o-Y Change
2015	285	
2016	183*	-36%

\*Low sample size, may be due to missing months data  
Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, REGINA RANKS:



## LOCATION OF AIRBNB RENTAL UNITS



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014			2015			2016			2017		
	Props	Rooms		Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Regina	28	3,230		29	3,362	5%	32	3,720	10%	32	3,860	4%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Regina	183	\$669,698	53	1	\$471,467	\$16,072	71.0%	29.0%	0.5%	29.6%	70.4%	2.4%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Regina	3% DMF, participating hotels	10.00%	13.00%	\$13,000,000	\$90,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	29	140	\$130,811	62	67	\$276,674	112%	-52%	112%
Homes	2+	4	20	\$70,457	8	30	\$159,017	92%	47%	126%
	Total	33	161	\$201,268	70	97	\$435,691	109%	-40%	116%
All other		32	125	\$120,401	62	86	\$234,007	96%	-31%	94%
MARKET TOTALS*		65	285	\$321,669	132	183	\$669,698	103%	-36%	108%

\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals

Source: Airdna, CBRE Hotels, June 2017

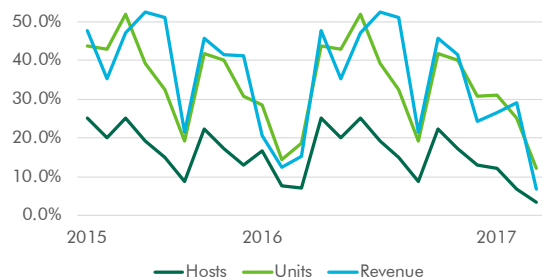
## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Regina	\$65,000,000	1,200	1	1
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

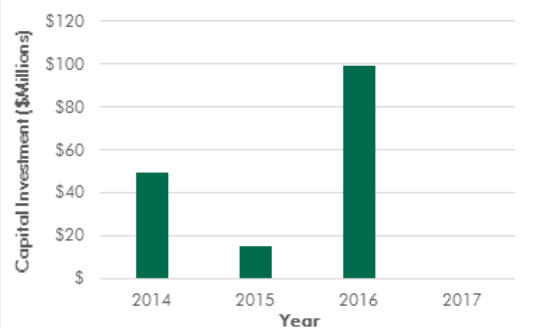
Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year

Source: Airdna, CBRE Hotels, June 2017

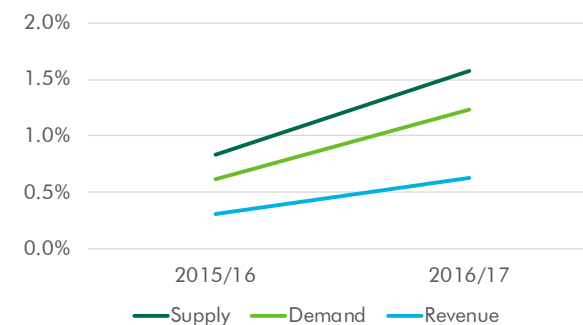
## MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



## TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



## AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



## Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Regina has grown from less than 1% to 1.6% of Regina's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing less than 1% to 1.3% of the city's combined room nights sold. Total Airbnb revenues are approximately 0.6% of the combined room revenues in 2016/17, as compared to an estimated 0.3% in 2015/16.

# WINNIPEG, MB

- Revenue generated by multi-unit entire-home hosts increased by 146% to now total \$341,000.
- 69% of Winnipeg's Airbnb revenue is generated by entire-home rentals.
- 39% of Winnipeg's units were rented out for more than 90 days in past 12 months, earning 80% of total revenues.
- Approximately 7% of Winnipeg's Airbnb inventory was rented out for more than 180 days and generated 27% of total revenues.
- Winnipeg's hotel sector supports approximately 3,500 full-time equivalent jobs at an average salary of \$39,000.
- Based on an analysis of cleaning revenues, it is estimated that Winnipeg's Airbnb sector supports 4 jobs.
- In addition to 8% PST and 5% GST, hotel room sales in Winnipeg are subject to a 5% Hotel Room Tax. It is estimated that hotel room sales generate \$39 million in consumer taxes and fees.
- Applying the same rates to Winnipeg's Airbnb sector has the potential to generate an estimated \$410,000 in consumer taxes and fees.
- Over the past 4 years, Winnipeg's hotel sector has invested an estimated \$120 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	7,026	
2015	7,204	2.5%
2016	7,046	-2.2%
2017 F	7,148	1.4%

0.6% CAGR

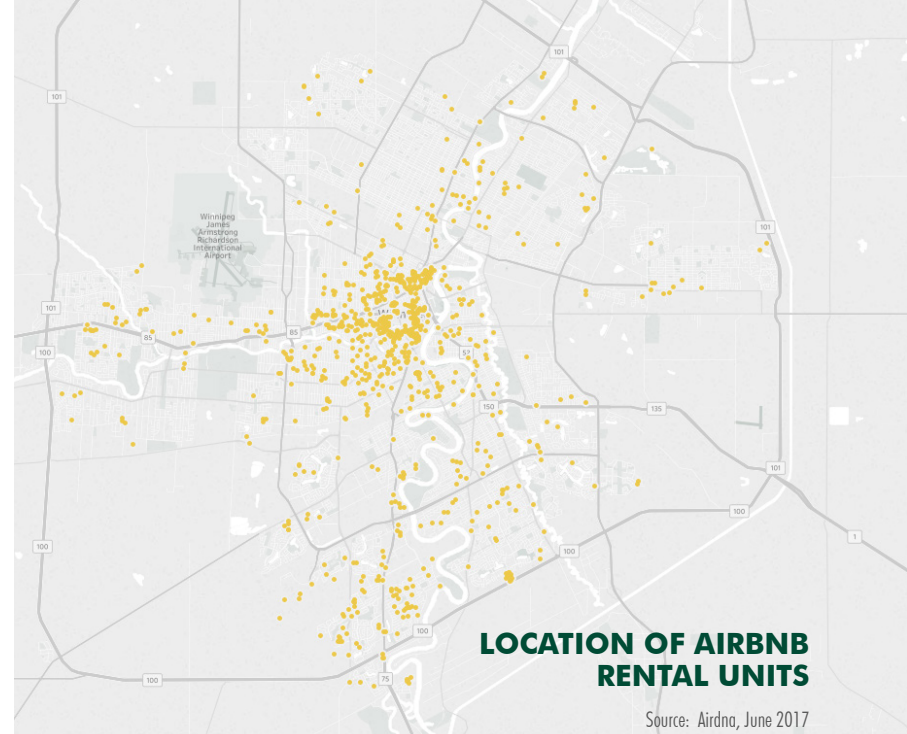
Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

Year	Rooms	Y-o-Y Change
2015	364	
2016	615	69%

\*Low sample size, may be due to missing months data  
Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, WINNIPEG RANKS:



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014		2015			2016			2017		
	Props	Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Winnipeg	60	7,026	60	7,204	3%	60	7,046	-2%	62	7,148	1%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Winnipeg	615	\$2,221,456	242	44	\$1,768,278	\$597,571	60.7%	39.3%	7.2%	20.4%	79.6%	26.9%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Winnipeg	5% Hotel Room Tax	13.00%	18.25%	\$39,000,000	\$410,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	113	117	\$506,657	215	223	\$1,191,779	91%	91%	135%
Homes	2+	8	23	\$138,351	20	64	\$340,730	149%	173%	146%
	Total	121	140	\$645,007	235	287	\$1,532,509	95%	104%	138%
All other		158	224	\$410,218	232	328	\$688,947	46%	47%	68%
MARKET TOTALS*		279	364	\$1,055,225	467	615	\$2,221,456	67%	69%	111%

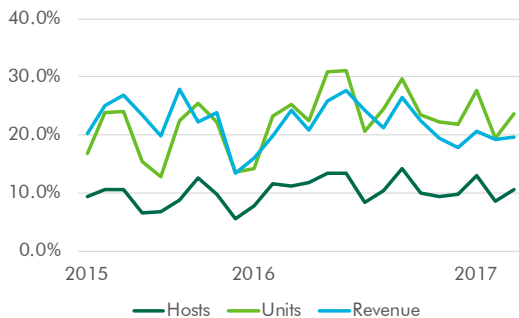
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

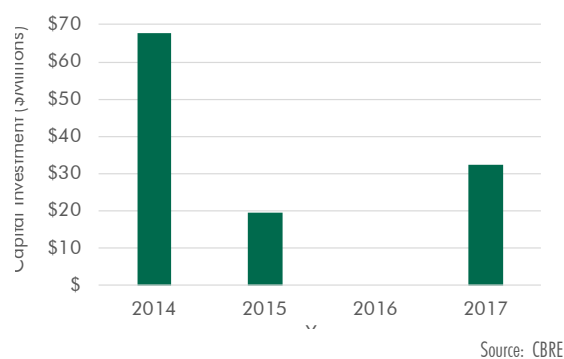
	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Winnipeg	\$136,000,000	3,500	3	4
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

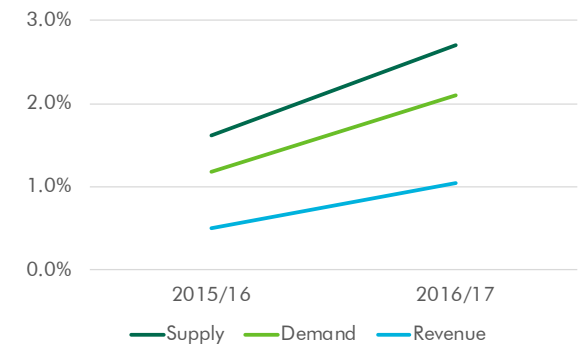
## MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



## TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



## AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



## Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Winnipeg has grown from 1.6% to 2.7% of Winnipeg's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 1.2% to 2.1% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 1% of the combined room revenues in 2016/17, as compared to an estimated 0.5% in 2015/16.

# TORONTO, ON

- Revenue generated by multi-unit entire-home hosts increased by 146% to now total \$38 million.
- 82% of Greater Toronto's Airbnb revenue is generated by entire-home rentals.
- 35% of Greater Toronto's units were rented out for more than 90 days in past 12 months, earning 76% of total revenues.
- Approximately 7% of Greater Toronto's Airbnb inventory was rented out for more than 180 days and generated 28% of total revenues.
- Greater Toronto's hotel sector supports approximately 17,900 full-time equivalent jobs at an average salary of \$57,000.
- Based on an analysis of cleaning revenues, it is estimated that Greater Toronto's Airbnb sector supports 248 jobs, of which 216 jobs are derived from entire-home rentals.
- In addition to 13% HST, participating hotels in Greater Toronto remit an additional 2.66% of room revenue through a voluntary DMF. It is estimated that hotel room sales generate \$271 million in consumer taxes and fees.
- Applying the same rates to Greater Toronto's Airbnb sector has the potential to generate an estimated \$17 million in consumer taxes and fees.
- Over the past 4 years, Greater Toronto's hotel sector has invested just under \$600 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	42,644	
2015	43,483	2.0%
2016	43,622	0.3%
2017 F	44,157	1.2%
		1.2% CAGR
Source: CBRE Hotels		

### AIRBNB UNIT SUPPLY

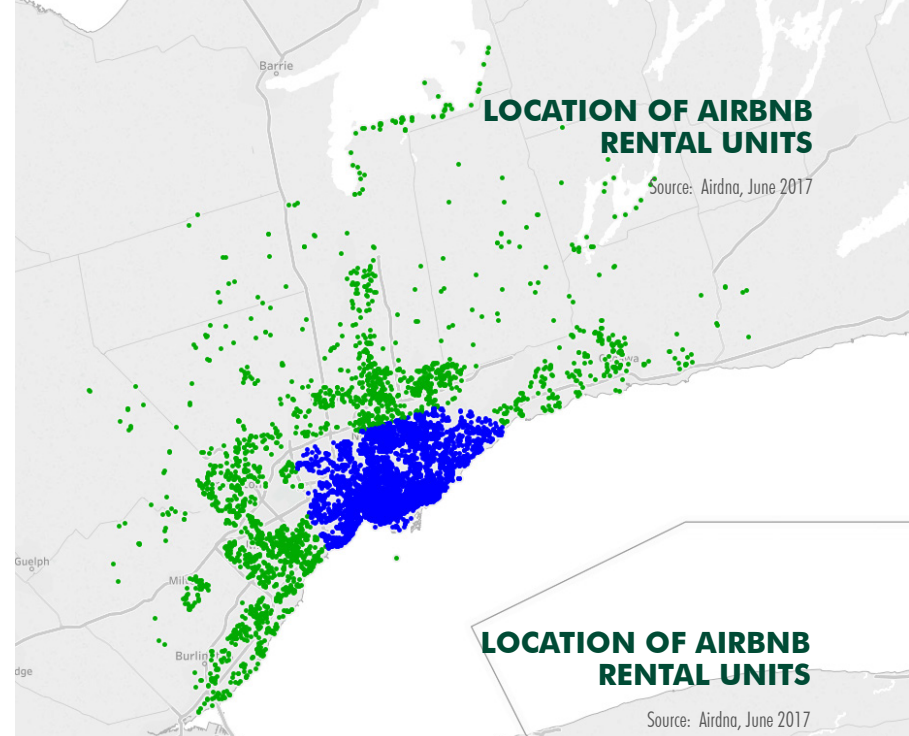
Year	Rooms	Y-o-Y Change
2015	11,680	
2016	20,875	79%
Source: Airdna, CBRE Hotels, June 2017		

## OF THE 11 CANADIAN CITIES ANALYZED, TORONTO RANKS:



## LOCATION OF AIRBNB RENTAL UNITS

Source: Airdna, June 2017



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014			2015			2016			2017		
	Props	Rooms		Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Toronto Downtown	65	16,605		64	17,027	3%	63	16,879	-1%	66	17,154	2%
Other Toronto	190	26,039		192	26,456	2%	194	26,743	1%	196	27,003	1%
Greater Toronto Area	255	42,644		256	43,483	2%	257	43,622	0%	262	44,157	1%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Greater Toronto	20,875	\$120,369,117	7,256	1,532	\$91,899,237	\$33,720,362	65.2%	34.8%	7.3%	23.7%	76.3%	28.0%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Greater Toronto	3% Voluntary DMF	13.00%	14.05%	\$271,000,000	\$17,000,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	5,950	6,245	\$32,866,023	9,346	9,872	\$61,546,560	57%	58%	87%
Homes	2+	579	2,098	\$15,341,432	1,053	4,041	\$37,741,337	82%	93%	146%
	Total	6,529	8,343	\$48,207,456	10,399	13,913	\$99,287,897	59%	67%	106%
All other		1,854	3,337	\$10,225,025	3,780	6,962	\$21,081,221	104%	109%	106%
MARKET TOTALS*		8,383	11,680	\$58,432,480	14,179	20,875	\$120,369,117	69%	79%	106%

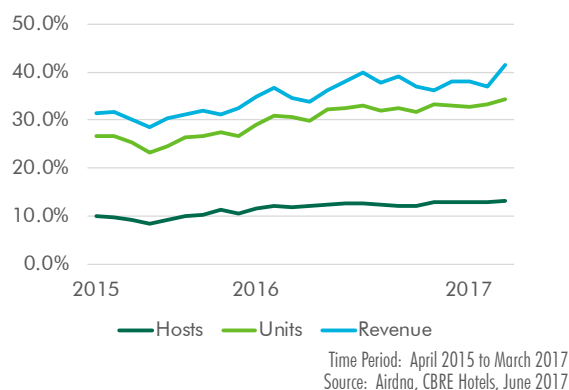
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

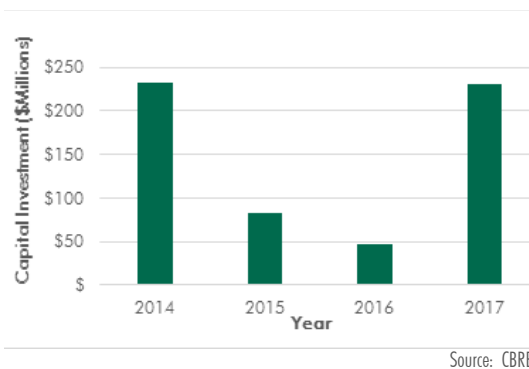
	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Greater Toronto	\$1,027,000,000	17,900	216	248
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

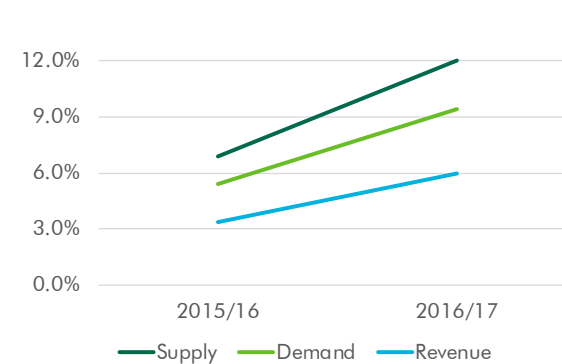
### MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



### TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



### AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



### Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Greater Toronto has grown from 7% to 12% of Greater Toronto's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 5.4% to 9.4% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 6% of the combined room revenues in 2016/17, as compared to an estimated 3.4% in 2015/16.

# OTTAWA, ON - GATINEAU, QC

- Revenue generated by multi-unit entire-home hosts increased by 142% to now total \$3.6 million.
- 78% of Ottawa-Gatineau's Airbnb revenue is generated by entire-home rentals.
- 27% of Ottawa-Gatineau's units were rented out for more than 90 days in past 12 months, earning 66% of total revenues.
- Approximately 1.5% of Ottawa-Gatineau's Airbnb inventory was rented out for more than 180 days and generated 6% of total revenues.
- Ottawa-Gatineau's hotel sector supports approximately 5,600 full-time equivalent jobs at an average salary of \$54,000.
- Based on an analysis of cleaning revenues, it is estimated that Ottawa-Gatineau's Airbnb sector supports 28 jobs, of which 24 jobs are derived from entire-home rentals.
- In addition to 13% HST, participating hotels in Ottawa-Gatineau remit an additional 3% of room revenue through a voluntary DMF. It is estimated that hotel room sales generate \$76 million in consumer taxes and fees.
- Applying the same rates to Ottawa-Gatineau's Airbnb sector has the potential to generate an estimated \$2.3 million in consumer taxes and fees.
- Over the past 4 years, Ottawa-Gatineau's hotel sector has invested just under \$234 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	11,130	
2015	10,725	-3.6%
2016	11,151	4.0%
2017 F	11,522	3.3%

1.2% CAGR

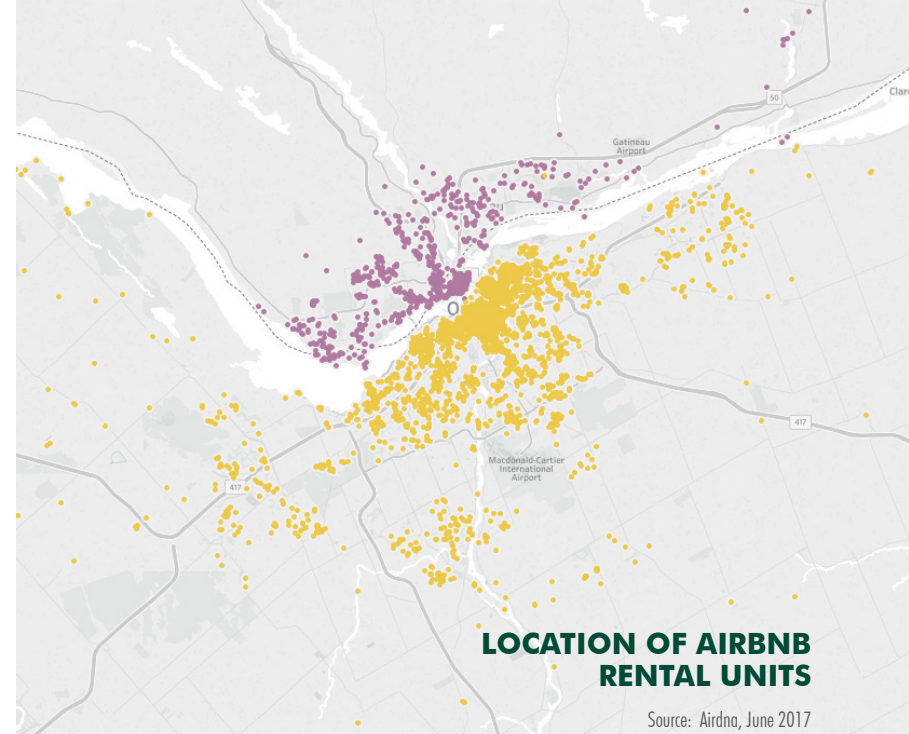
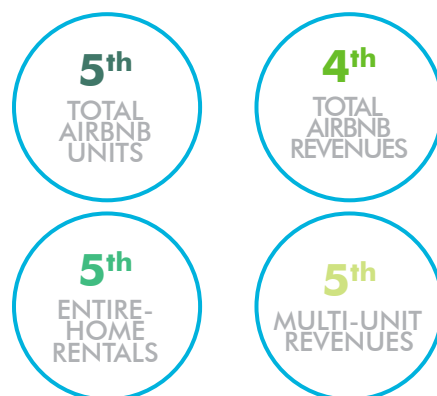
Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

Year	Rooms	Y-o-Y Change
2015	1,786	
2016	3,379	89%

\*Low sample size, may be due to missing months data  
Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, OTTAWA - GATINEAU RANKS:



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014		2015			2016			2017		
	Props	Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Ottawa - Gatineau	74	11,130	73	10,725	-4%	76	11,151	4%	78	11,522	3%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Ottawa - Gatineau	584	\$1,616,485	155	9	\$1,058,797	\$100,222	73.5%	26.5%	1.5%	34.5%	65.5%	6.2%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Ottawa - Gatineau	3% Voluntary DMF	13.00%	16.00%	\$76,000,000	\$2,300,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	740	767	\$3,489,857	1,412	1,488	\$7,707,651	91%	94%	121%
Homes	2+	64	242	\$1,500,176	147	510	\$3,636,475	130%	111%	142%
	Total	804	1,009	\$4,990,033	1,559	1,998	\$11,344,125	94%	98%	127%
All other		492	777	\$1,713,100	875	1,381	\$3,241,646	78%	78%	89%
MARKET TOTALS*		1,296	1,786	\$6,703,133	2,434	3,379	\$14,585,772	88%	89%	118%

\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals

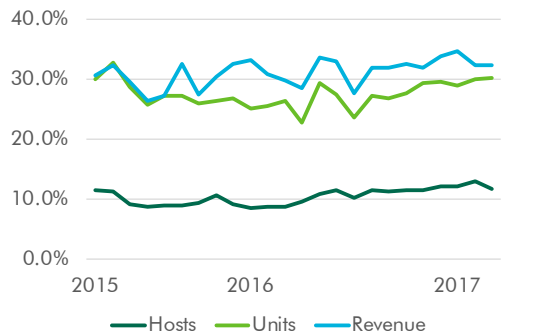
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Ottawa - Gatineau	\$303,000,000	5,600	24	28
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

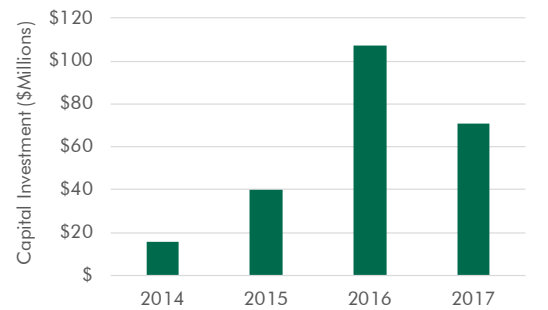
Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

## MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



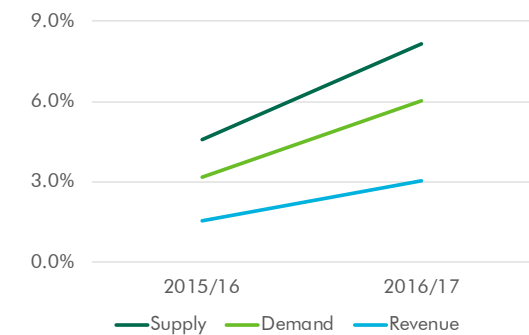
Time Period: April 2015 to March 2017  
Source: Airdna, CBRE Hotels, June 2017

## TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



Source: CBRE

## AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



## Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Ottawa-Gatineau has grown from 4.6% to 8.1% of Ottawa-Gatineau's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 3.2% to 6.0% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 3.1% of the combined room revenues in 2016/17, as compared to an estimated 1.5% in 2015/16.

# MONTREAL, QC

- Revenue generated by multi-unit entire-home hosts increased by 112% to now total \$37 million.
- 87% of Greater Montreal's Airbnb revenue is generated by entire-home rentals.
- 32% of Greater Montreal's Airbnb units were rented out for more than 90 days in past 12 months, earning 75% of total revenues.
- Approximately 6% of Greater Montreal's Airbnb inventory was rented out for more than 180 days and generated 24% of total revenues.
- Greater Montreal's hotel sector supports approximately 11,300 full-time equivalent jobs at an average salary of \$59,000.
- Based on an analysis of cleaning revenues, it is estimated that Greater Montreal's Airbnb sector supports 211 jobs, of which 194 jobs are derived from entire-home rentals.
- In addition to 5.0% GST and 9.975% QST, hotel room sales in Greater Montreal are subject to a 3.5% Accommodation Tax. It is estimated that hotel room sales generate \$189 million in consumer taxes and fees.
- Applying the same rates to Greater Montreal's Airbnb sector has the potential to generate an estimated \$19 million in consumer taxes and fees.
- Over the past 4 years, Greater Montreal's hotel sector has invested an estimated \$423 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	24,577	
2015	24,537	-0.2%
2016	24,456	-0.3%
2017 F	24,649	-0.3%

0.1% CAGR

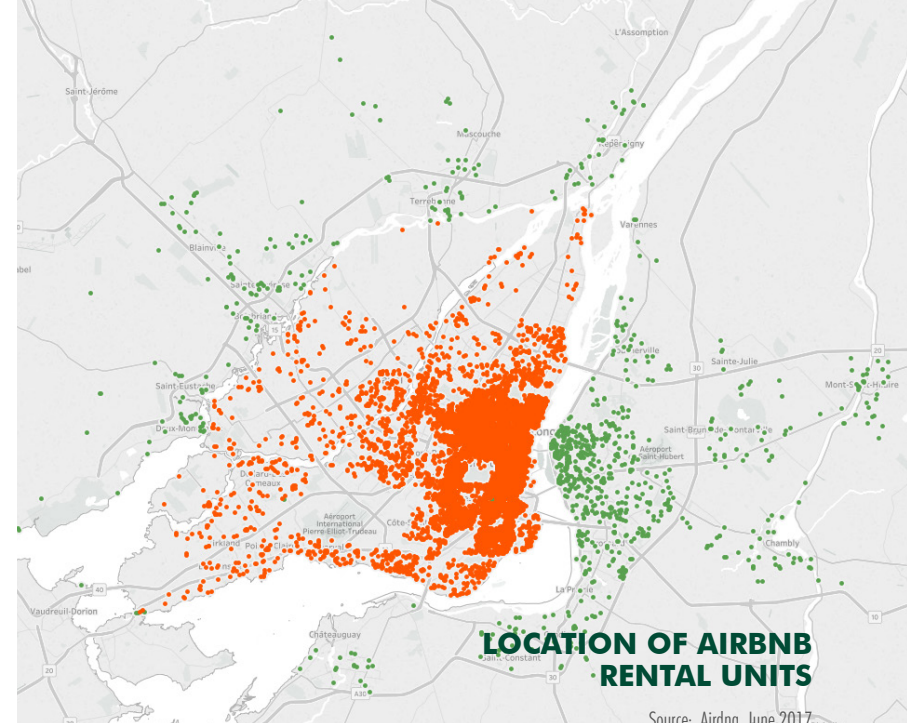
Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

Year	Rooms	Y-o-Y Change
2015	13,655	
2016	21,499	57%

\*Low sample size, may be due to missing months data  
Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, MONTREAL RANKS:



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014		2015			2016			2017		
	Props	Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Montreal Downtown	90	14,929	90	14,833	-1%	92	14,558	-2%	96	14,727	1%
Other Montreal	89	9,648	90	9,704	1%	91	9,898	2%	91	9,922	0%
Greater Montreal Area	179	24,577	180	24,537	0%	183	24,456	0%	187	24,649	1%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Greater Montreal	21,499	\$98,662,661	6,888	1,248	\$74,197,101	\$24,089,709	68.0%	32.0%	5.8%	24.8%	75.2%	24.4%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Greater Montreal	3.5% Accommodation Tax	14.98%	19.00%	\$189,000,000	\$19,000,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	6,726	7,109	\$36,071,608	10,405	10,998	\$49,200,855	55%	55%	86%
Homes	2+	578	2,136	\$17,418,305	1,112	4,428	\$36,875,777	92%	107%	112%
	Total	7,304	9,245	\$53,489,913	11,517	15,426	\$86,076,632	58%	67%	61%
All other		2,579	4,410	\$14,084,428	3,947	6,073	\$12,586,029	53%	38%	-11%
MARKET TOTALS*		9,882	13,655	\$67,574,341	15,464	21,499	\$98,662,661	56%	57%	46%

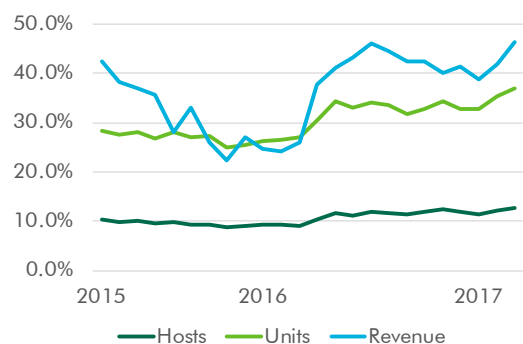
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Greater Montreal	\$666,000,000	11,300	194	211
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

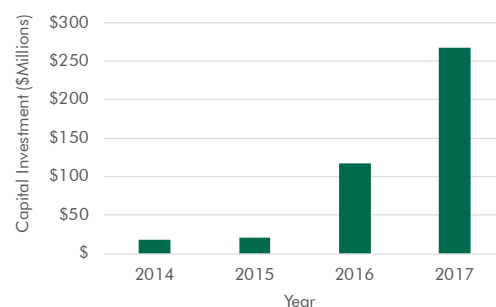
Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

## MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



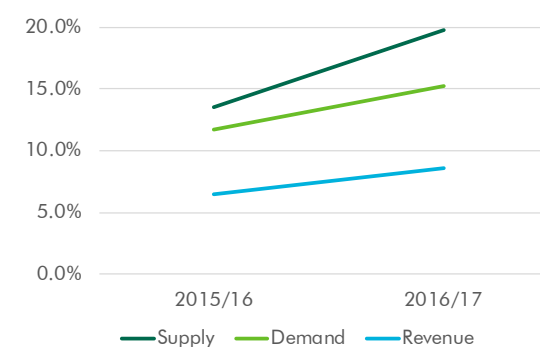
Time Period: April 2015 to March 2017  
Source: Airdna, CBRE Hotels, June 2017

## TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



Source: CBRE

## AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



## Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Greater Montreal has grown from 13.5% to just under 20% of Greater Montreal's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 11.7% to 15.2% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 8.5% of the combined room revenues in 2016/17, as compared to an estimated 6.5% in 2015/16.

# QUEBEC CITY, QC

- Revenue generated by multi-unit entire-home hosts increased by 70% to now total \$3.8 million.
- 81% of Quebec City's Airbnb revenue is generated by entire-home rentals.
- Just under 29% of Quebec City's Airbnb units were rented out for more than 90 days in past 12 months, earning 65% of total revenues.
- Just over 1% of Quebec City's Airbnb inventory was rented out for more than 180 days and generated 8% of total revenues.
- Quebec City's hotel sector supports approximately 4,300 full-time equivalent jobs at an average salary of \$56,000.
- Based on an analysis of cleaning revenues, it is estimated that Quebec City's Airbnb sector supports 12 jobs, of which 11 jobs are derived from entire-home rentals.
- In addition to 5.0% GST and 9.975% QST, hotel room sales in Quebec City are subject to a 3.5% Accommodation tax. It is estimated that hotel room sales generate \$82 million in consumer taxes and fees.
- Applying the same rates to Quebec City's Airbnb sector has the potential to generate an estimated \$2.6 million in consumer taxes and fees.
- Over the past 4 years, Quebec City's hotel sector has invested an estimated \$65 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	10,648	
2015	10,810	1.5%
2016	10,850	0.4%
2017 F	11,019	1.6%

1.1% CAGR

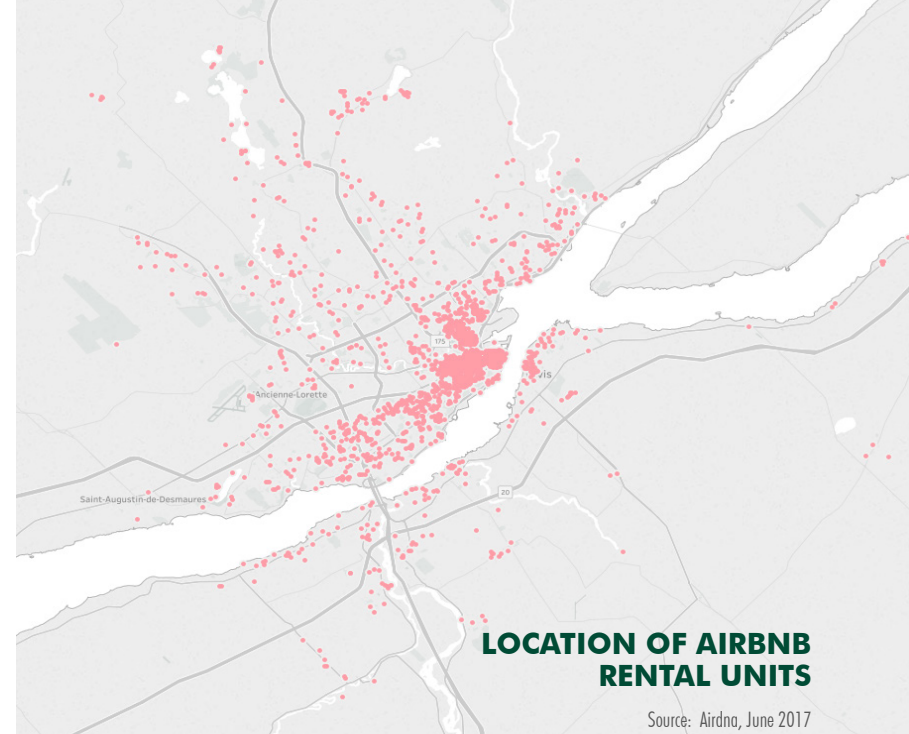
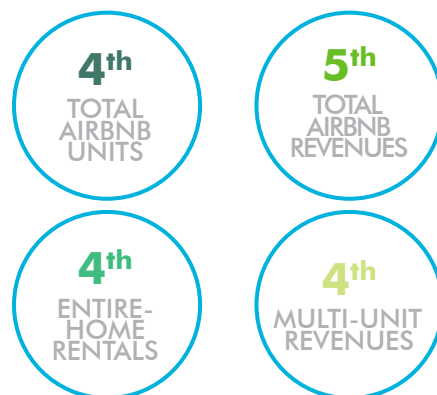
Source: CBRE Hotels

### AIRBNB UNIT SUPPLY

Year	Rooms	Y-o-Y Change
2015	2,076	
2016	3,567	72%

\*Low sample size, may be due to missing months data  
Source: Airdna, CBRE Hotels, June 2017

## OF THE 11 CANADIAN CITIES ANALYZED, QUEBEC CITY RANKS:



## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014		2015			2016			2017		
	Props	Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Quebec City	103	10,648	103	10,810	2%	104	10,850	0%	105	11,019	2%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Quebec City	3,567	\$13,899,066	1,016	49	\$8,978,796	\$1,056,328	71.5%	28.5%	1.4%	35.4%	64.6%	7.6%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/ Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Quebec City	3.5% Accommodation Tax	14.98%	19.00%	\$82,000,000	\$2,600,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	972	1,031	\$5,831,260	1,697	1,801	\$7,393,911	75%	75%	27%
Homes	2+	88	330	\$2,266,336	168	659	\$3,843,728	92%	99%	70%
	Total	1,059	1,362	\$8,097,596	1,865	2,460	\$11,237,639	76%	81%	39%
All other		394	715	\$2,631,707	680	1,107	\$2,661,427	73%	55%	1%
MARKET TOTALS*		1,453	2,076	\$10,729,303	2,545	3,567	\$13,899,066	75%	72%	30%

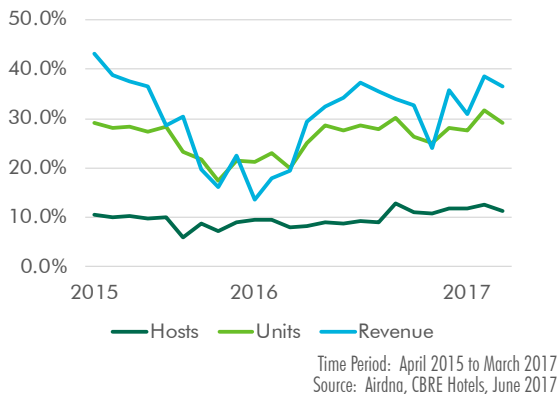
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

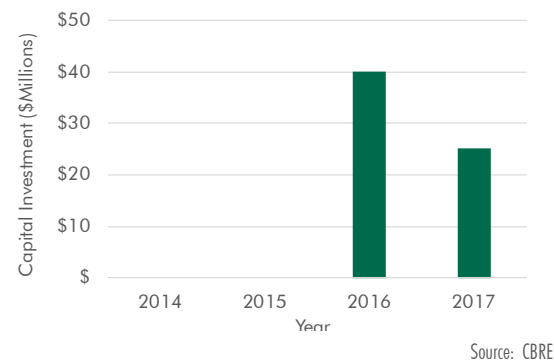
	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Quebec City	\$240,000,000	4,300	11	12
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

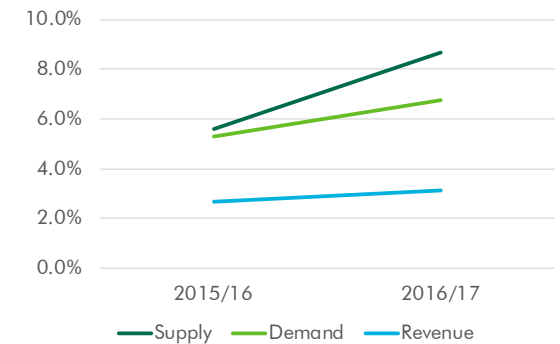
## MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



## TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



## AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



## Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance in Quebec City has grown from 5.6% to 8.7% of Quebec City's combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 5.3% to 6.8% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 3.1% of the combined room revenues in 2016/17, as compared to an estimated 2.7% in 2015/16.



# HALIFAX/DARTMOUTH, NS

- Revenue generated by multi-unit entire-home hosts increased by 92% to now total \$1.4 million.
- 79% of Halifax/Dartmouth's Airbnb revenue is generated by entire-home rentals.
- Approximately 44% of Halifax/Dartmouth's Airbnb units were rented out for more than 90 days in past 12 months, earning 79% of total revenues.
- Close to 6% of Halifax/Dartmouth's Airbnb inventory was rented out for more than 180 days and generated 17% of total revenues.
- Halifax/Dartmouth's hotel sector supports approximately 2,900 full-time equivalent jobs at an average salary of \$36,000.
- Based on an analysis of cleaning revenues, it is estimated that Halifax/Dartmouth's Airbnb sector supports 9 jobs, of which 8 jobs are derived from entire-home rentals.
- In addition to 15.0% HST, hotel room sales in Halifax/Dartmouth are subject to a 2% Hotel Room Tax. It is estimated that hotel room sales generate \$31 million in consumer taxes and fees.
- Applying the same rates to Halifax/Dartmouth's Airbnb sector has the potential to generate an estimated \$1 million in consumer taxes and fees.
- Over the past 4 years, Halifax/Dartmouth's hotel sector has invested an estimated \$108 million in new hotel development. There is no comparable capital investment in new built Airbnb properties, as these properties are largely repurposed residential units.

## GROWTH IN AIRBNB AND HOTEL SUPPLY

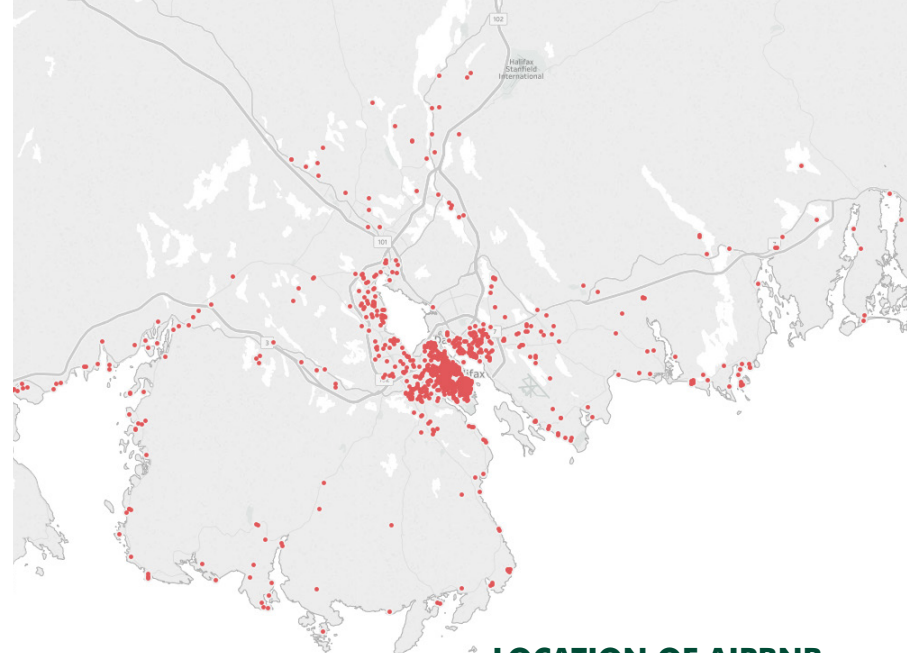
### HOTEL ROOM SUPPLY

Year	Rooms	Y-o-Y Change
2014	5,611	
2015	5,791	3.2%
2016	5,885	1.6%
2017 F	5,904	0.3%
		1.7% CAGR
Source: CBRE Hotels		

### AIRBNB UNIT SUPPLY

Year	Rooms	Y-o-Y Change
2015	611	
2016	1,133	85%
Source: Airdna, CBRE Hotels, June 2017		

## OF THE 11 CANADIAN CITIES ANALYZED, HALIFAX/DARTMOUTH RANKS:



## LOCATION OF AIRBNB RENTAL UNITS

Source: Airdna, June 2017

## HOTEL/MOTEL ACCOMMODATION SUPPLY

	2014			2015			2016			2017		
	Props	Rooms		Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms	Props	Rooms	% Δ in Rooms
Halifax / Dartmouth	46	5,611		46	5,791	3%	47	5,885	2%	47	5,904	0%

Source: CBRE Hotels

## # OF UNITS RENTED OUT MORE THAN 90 AND 180 DAYS

	TOTAL		UNITS		REVENUE		% UNITS			% REVENUE		
	Units	Revenue	>90 days	>180 days	>90 days	>180 days	<90 days	>90 days	>180 days	<90 days	>90 days	>180 days
Halifax / Dartmouth	1,133	\$6,115,691	496	63	\$4,849,742	\$1,051,898	56.2%	43.8%	5.6%	20.7%	79.3%	17.2%
TOTAL CANADA	100,543	\$553,618,753	32,207	5,034	\$395,333,190	\$108,349,235	68.0%	32.0%	5.0%	28.6%	71.4%	19.6%

Time Period: April 2016-March 2017  
Source: Airdna, CBRE Hotels, June 2017

## CONSUMER TAXES AND FEES GENERATED BY HOTEL SECTOR VERSUS AIRBNB

	DMF/Hotel/Tourism Tax Levy	PST & GST or HST on Rooms	Total Potential Taxes/Fees to the Consumer	Estimated Tax/Fee Revenue Remitted by Hotels - Rooms Revenue Only	Potential Airbnb Tax/Fee Revenue
Halifax / Dartmouth	2% Hotel Room Tax	15.00%	17.00%	\$31,000,000	\$1,000,000

Source: Airdna, CBRE Hotels Estimates, Taxes on Lodging in Canada, prepared by City of Toronto, 2016 & Retail Council of Canada



## AIRBNB PERFORMANCE

UNIT TYPE	HOST UNITS	April 1, 2015 - March 31, 2016			April 1, 2016 - March 31, 2017			Y-o-Y Δ		
		HOSTS	UNITS	REVENUE	HOST	UNITS	REVENUE	HOSTS	UNITS	REVENUE
Entire	1	255	267	\$1,754,901	498	523	\$3,408,087	96%	96%	94%
Homes	2+	24	105	\$747,655	53	182	\$1,434,947	118%	73%	92%
	Total	279	372	\$2,502,556	551	705	\$4,843,034	98%	89%	94%
All other		161	239	\$718,579	272	428	\$1,272,657	69%	79%	77%
MARKET TOTALS*		440	611	\$3,221,135	823	1,133	\$6,115,691	87%	85%	90%

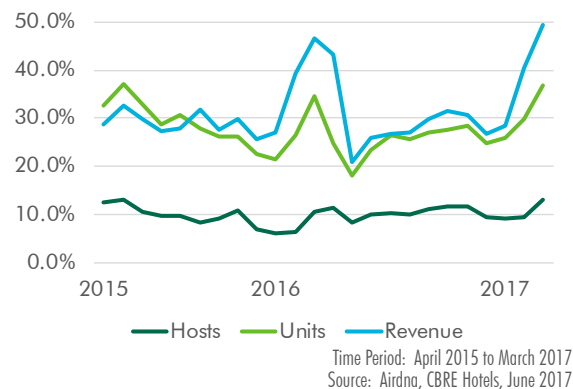
\* Includes All Airbnb Rentals, including Entire Home, Private Room, Shared Room and unique property rentals  
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

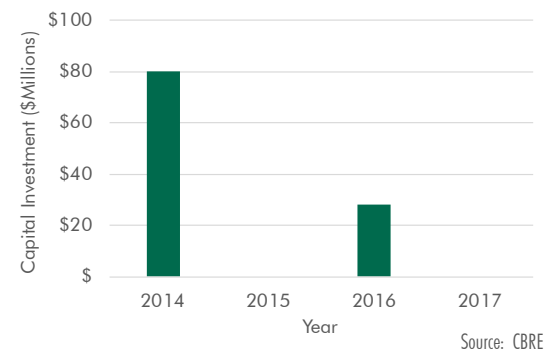
	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Halifax / Dartmouth	\$103,000,000	2,900	8	9
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

Time Period: Hotels - 2016; Airbnb: April 2016-March 2017  
FTE - Full-time Equivalent job based on 2,000 hours worked per year  
Source: Airdna, CBRE Hotels, June 2017

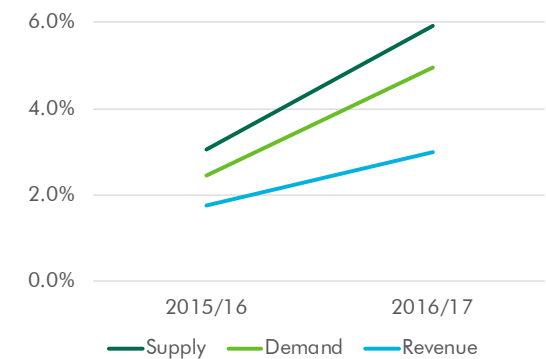
### MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



### TOTAL NEW BUILD HOTEL CAPITAL INVESTMENT



### AIRBNB PERFORMANCE AS A PERCENT OF HOTEL PERFORMANCE



### Growth In Supply, Demand & Revenue - Hotel & Airbnb

In terms of the relative size of the 2 sectors, over the past 2 years, Airbnb's performance Halifax/Dartmouth has grown from 3% to 6% of combined hotel and Airbnb supply (2015/16 to 2016/17), with demand representing 2.5% to 5% of the city's combined hotel and Airbnb room nights sold. Total Airbnb revenues are approximately 3% of the combined room revenues in 2016/17, as compared to an estimated 1.8% in 2015/16.

## ADDENDUM "A"

Assumptions and Limiting Conditions



1. This report has been prepared at the request of the Hotel Association of Canada for the purpose of research related to measuring the "Sharing Accommodation" and Hotel Sector in Canada. It is not reasonable for any person other than the person or those to whom this report is addressed to rely upon this appraisal without first obtaining written authorization from the client and the author of this report. This report has been prepared on the assumption that no other person will rely on it for any other purpose and all liability to all such persons is denied.
2. This report has been prepared at the request of the Hotel Association of Canada and for the exclusive (and confidential) use of, the recipient as named herein and for specific purpose and function as stated herein. All copyright is reserved to the author and this report is considered confidential by the author and the client. Possession of this report, or a copy thereof, does not carry with it the right to reproduction or publication in any manner, in whole or in part, nor may it be disclosed, quoted from or referred to in any manner, in whole or in part, without the prior written consent and approval of the author as to the purpose, form and content of any such disclosure, quotation or reference. Without limiting the generality of the foregoing, neither all nor any part of the contents of this report shall be disseminated or otherwise conveyed to the public in any manner whatsoever or through any media whatsoever or disclosed, quoted from or referred to in any report, financial statement, prospectus, or offering memorandum of the client, or in any documents filed with any governmental agency without the prior written consent and approval of the author as to the purpose, form and content of such dissemination, disclosure, quotation or reference.
3. The estimated market value of the real estate, which is the object of this appraisal, pertains to the value of the freehold or fee simple estate in the real property. The property rights appraised herein exclude mineral rights, if any.
4. The estimate of value contained in this report is founded upon a thorough and diligent examination and analysis of information gathered and obtained from numerous sources. Certain information has been accepted at face value, especially if there was no reason to doubt its accuracy. Other empirical data required an interpretative analysis pursuant to the objective of this appraisal. Certain inquiries were outside the scope of this mandate. For these reasons, the analyses, opinions and conclusions contained in this report are subject to the following Contingent and Limiting conditions.
5. The property has been valued on the basis that title to the real estate herein appraised is good and marketable.
6. The author of this report cannot accept responsibility for legal matters, questions of survey, opinions of title, hidden or unapparent conditions of the property, toxic wastes or contaminated materials, soil or sub-soil conditions, environmental, engineering or other technical matters, which might render this property more or less valuable than as stated herein. If it came to our attention as the result of our investigation and analysis that certain problems may exist, a cautionary note has been entered in the body of the report.
7. The legal description of the property and the area of the site were obtained from the Registry Office. Further, the plans and sketches contained in this report are included solely to aid the recipient in visualizing the location of the property, the configuration and boundaries of the site and the relative position of the improvements on the said lands.
8. The property has been valued on the basis that the real estate is free and clear of all value influencing encumbrances, encroachments, restrictions or covenants except as may be noted in this report and that there are no pledges, charges, liens or special assessments outstanding against the property other than as stated and described herein.
9. The property has been valued on the basis that there are no outstanding liabilities except as expressly noted herein, pursuant to any agreement with a municipal or other government authority, pursuant to any contract or agreement pertaining to the ownership and operation of the real estate or pursuant to any lease or agreement to lease, which may affect the stated value or saleability of the subject property or any portion thereof.
10. The interpretation of the leases and other contractual agreements, pertaining to the operation and ownership of the property, as expressed herein, is solely the opinion of the author and should not be construed as a legal interpretation. Further, the summaries of these contractual agreements, which appear in the Addenda, are presented for the sole purpose of giving the reader an overview of the salient facts thereof.



11. The property has been valued on the basis that the real estate complies in all material respects with any restrictive covenants affecting the site and has been built and is occupied and being operated, in all material respects, in full compliance with all requirements of law, including all zoning, land use classification, building, planning, fire and health by-laws, rules, regulations, orders and codes of all federal provincial, regional and municipal governmental authorities having jurisdiction with respect thereto. (It is recognized there may be work orders or other notices of violation of law outstanding with respect to the real estate and that there may be certain requirements of law preventing occupancy of the real estate as described in this report. However, such circumstances have not been accounted for in the appraisal process).
12. Investigations have been undertaken in respect of matters, which regulate the use of land. However, no inquiries have been placed with the fire department, the building inspector, the health department or any other government regulatory agency, unless such investigations are expressly represented to have been made in this report. The subject property must comply with such regulations and, if it does not comply, its non-compliance may affect the market value of this property. To be certain of such compliance, further investigations may be necessary.
13. The property has been valued on the basis that all rents referred to in this report are being paid in full and when due and payable under the terms and conditions of the attendant leases, agreements to lease or other contractual agreements. Further, it is assumed that all rents referred to in this report represent the rental arrangements stipulated in the leases, agreements to lease or other contractual agreements pertaining to the tenants' occupancy, to the extent that such rents have not been prepaid, abated, or inflated to reflect extraordinary circumstances, and are full enforceable notwithstanding that such documentation may not be fully executed by the parties thereto as at the date of this appraisal, unless such conditions have been identified and noted in this report.
14. The data and statistical information contained herein were gathered from reliable sources and are believed to be correct. However, these data are not guaranteed for accuracy, even though every attempt has been made to verify the authenticity of this information as much as possible.
15. The estimated market value of the property does not necessarily represent the value of the underlying shares, if the asset is so held, as the value of the share could be affected by other considerations. Further, the estimated market value does not include consideration of any extraordinary financing, rental or income guarantees, special tax considerations or any other atypical benefits which may influence the ordinary market value of the property, unless the effects of such special conditions, and the extent of any special value that may arise as a result, have been described and measured in this report.
16. Should title to the real estate presently be held (or changed to a holding) by a partnership, in a joint venture, through a Co-tenancy arrangement or by any other form of divisional ownership, the value of any fractional interest associated therewith may be more or less than the percentage of ownership appearing in the contractual agreement pertaining to the structure of such divisional ownership.
17. In the event of syndication, the aggregate value of the limited partnership interests may be greater than the value of the freehold or fee simple interest in the real estate, by reason of the possible contributory value of non-realty interests or benefits such as provision for tax shelter, potential for capital appreciation, special investment privileges, particular occupancy and income guarantees, special financing or extraordinary agreements for management services.
18. Should the author of this report be required to give testimony or appear in court or at any administrative proceeding relating to this appraisal, prior arrangements shall be made therefore, including provisions for additional compensation to permit adequate time for preparation and for any appearances, which may be required. However, neither this nor any other of these assumptions nor limiting conditions is an attempt to limit the use that might be made of this report should it properly become evidence in a judicial proceeding. In such a case, it is acknowledged that it is the judicial body, which will decide the use of this report, which best serves the administration of justice.
19. Because market conditions, including economic, social and political factors, change rapidly and, on occasion, without notice or warning, the estimate of market value expressed herein, as of the effective date of this appraisal, cannot necessarily be relied upon as of any other date without subsequent advice of the author of this report.
20. The value expressed herein is in Canadian dollars.
21. This report is only valid if it bears the original signature(s) of the author(s).



# Media Contact

## Hotel Association of Canada Contact:

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