



SHORT-TERM RENTAL OF RESIDENTIAL PROPERTY

City Council
October 16, 2018

PURPOSE



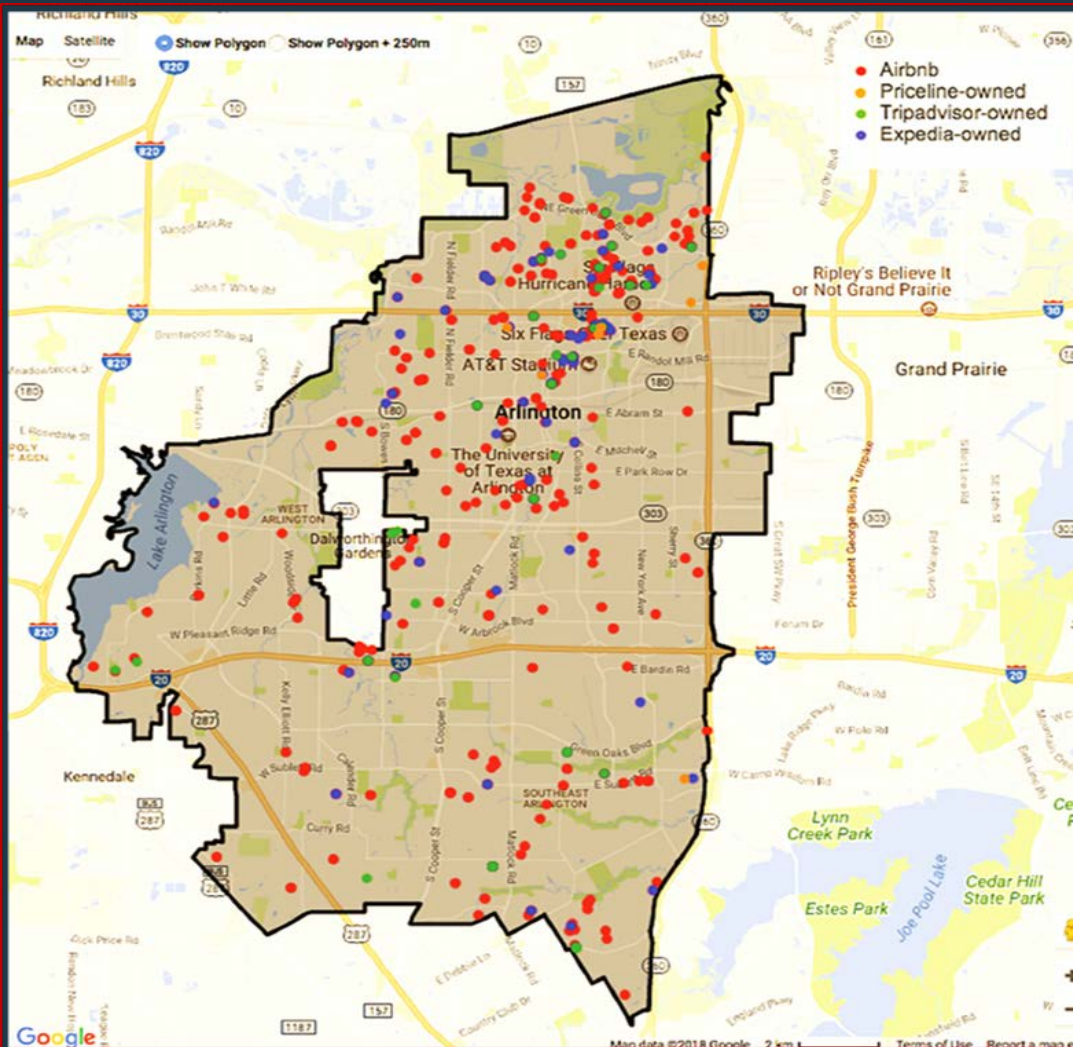
- To provide a short-term rental market overview of data collected mid-July, 2018, as compiled by Host Compliance, LLC.

TODAY'S AGENDA



- Analysis
- Summary
- Next Steps

ANALYSIS – JANUARY 2018



409

“Listings”

Are defined as online advertisements for short-term rental units. Examples of listings are found on websites such as airbnb.com, vrbo.com and flipkey.com.

404

“Active Listings”

Are defined as any listing that has either had its booking calendar changed or received a review in the last year. These are strong indicators that a host is actively managing the listing

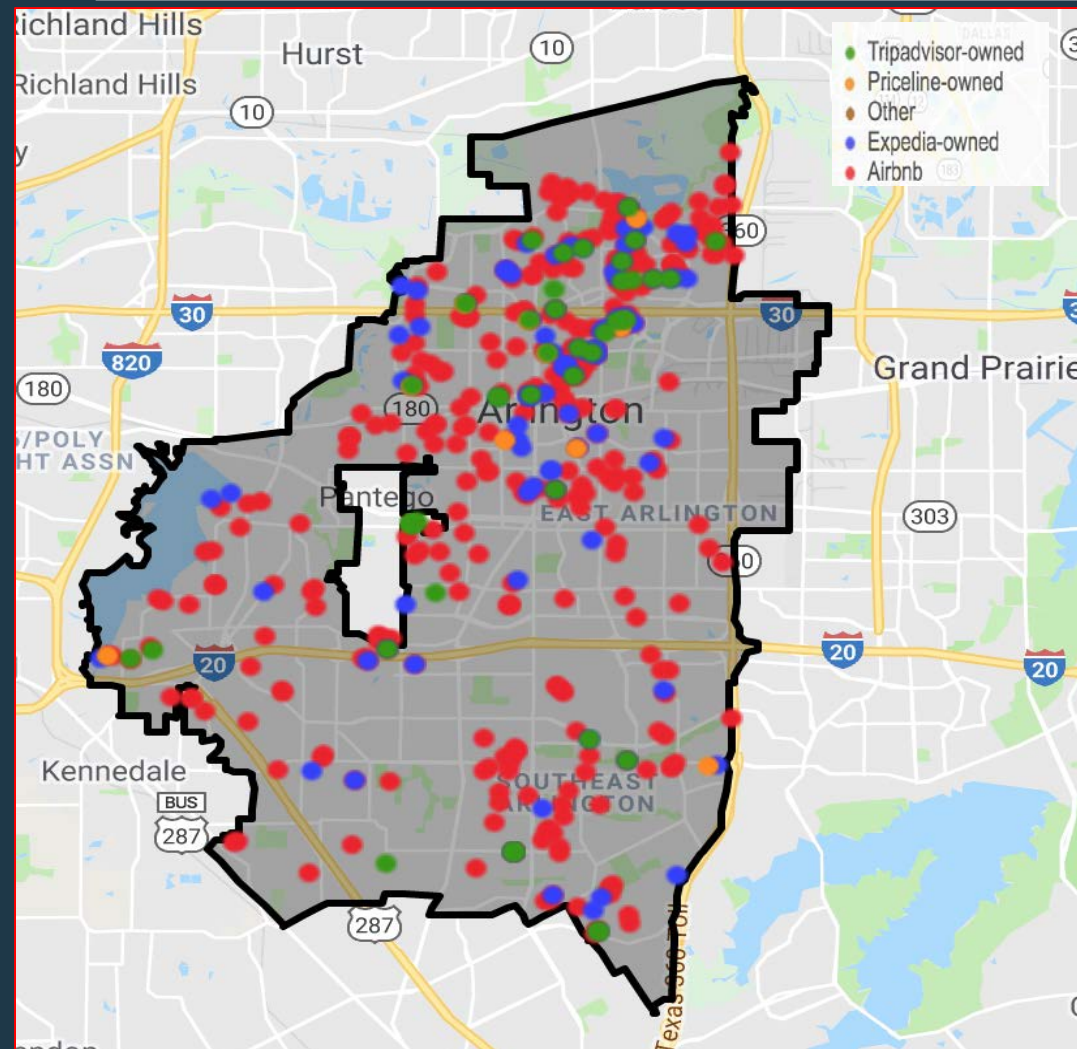
284

“Active Rental Units”

Are defined as Rental Units for which there is at least one (1) “Active Listing”

SOURCE: HOST COMPLIANCE

ANALYSIS – JULY 2018



569

“Listings”

Are defined as online advertisements for short-term rental units. Examples of listings are found on websites such as airbnb.com, vrbo.com and flipkey.com.

487

“Active Listings”

Are defined as any listing that has either had its booking calendar changed or received a review in the last year. These are strong indicators that a host is actively managing the listing

373

“Active Rental Units”

Are defined as rental units for which there is at least one (1) “Active Listing”

SOURCE: HOST COMPLIANCE

ANALYSIS – SIDE BY SIDE COMPARISON



January 2018

July 2018

409
“Listings”

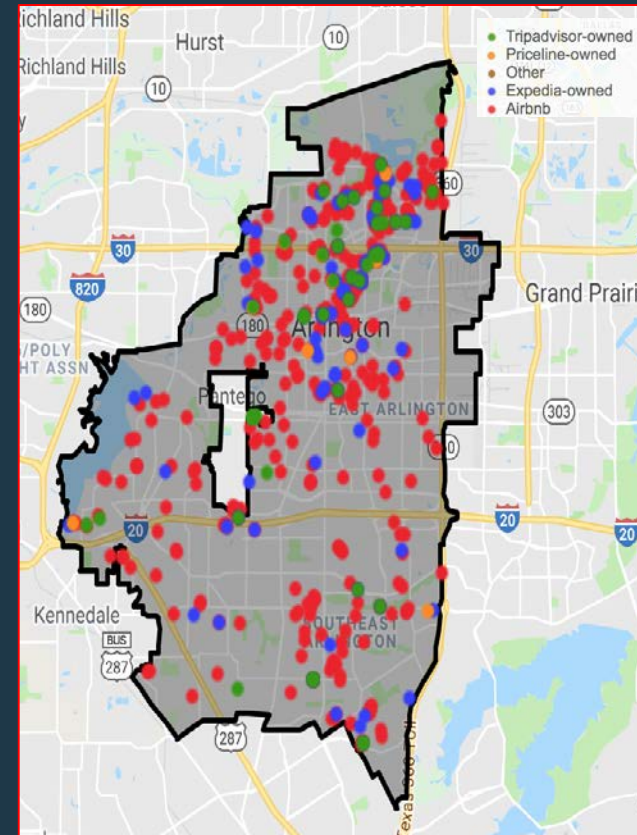
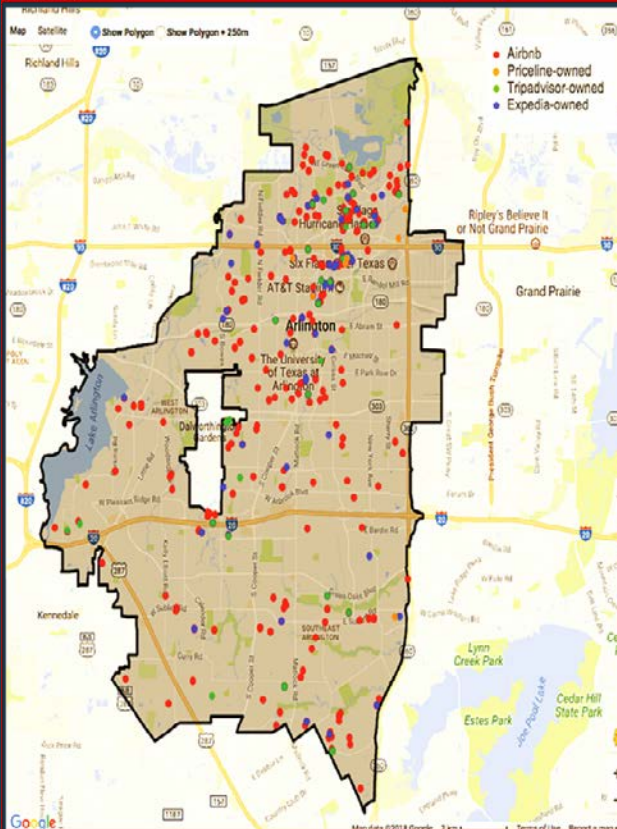
569
“Listings”

404
“Active Listings”

487
“Active Listings”

284
“Active Rental
Units”

373
“Active Rental
Units”



SOURCE: HOST COMPLIANCE

ANALYSIS – PLATFORMS (JULY 2018)



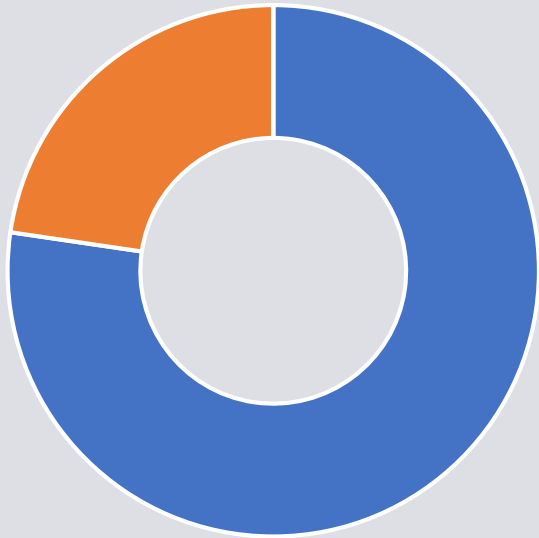
Listing Site	No. of Active Listings	% of Total Active Listings
Airbnb	340	69.82%
VRBO	60	12.32%
Flipkey	45	9.24%
HomeAway	39	8.01%
Vacation Rentals	3	0.62%
Total	487	100.0%

SOURCE: HOST COMPLIANCE

ANALYSIS – LISTING TYPE

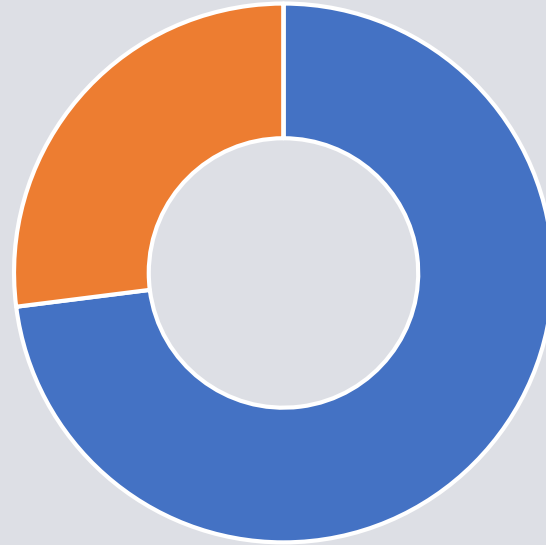


January 2018



- Single Family (75%)
- Multi Family (22%)

July 2018



- Single Family (73%)
- Multi Family (27%)

SOURCE: HOST COMPLIANCE

ANALYSIS – UNIT TYPE



January 2018



- Partial Home (32%)
- Entire Home (68%)

July 2018



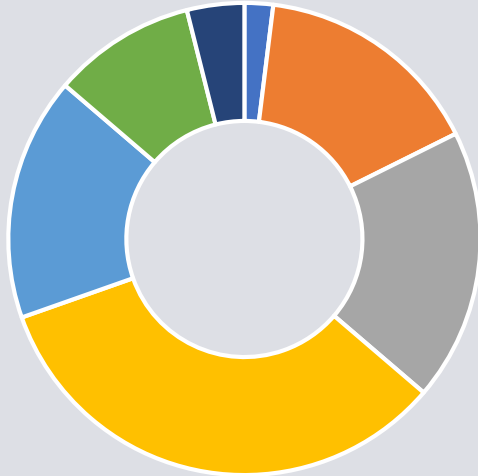
- Partial Home (31%)
- Entire Home (69%)

SOURCE: HOST COMPLIANCE

ANALYSIS – NUMBER OF BEDROOMS

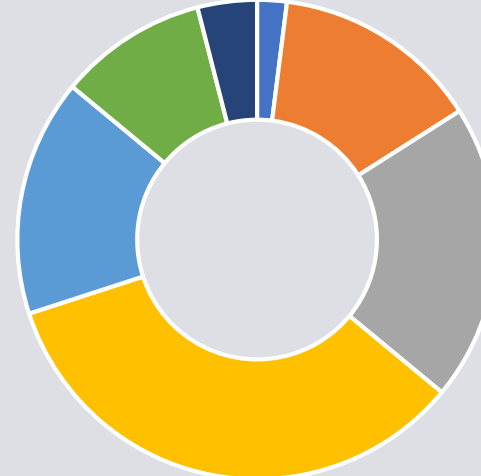


January 2018



- 0 Bedrooms (2%)
- 1 Bedroom (16%)
- 2 Bedrooms (19%)
- 3 Bedrooms (34%)
- 4 Bedrooms (17%)
- 5 + Bedrooms (10%)
- Unknown (4%)

July 2018

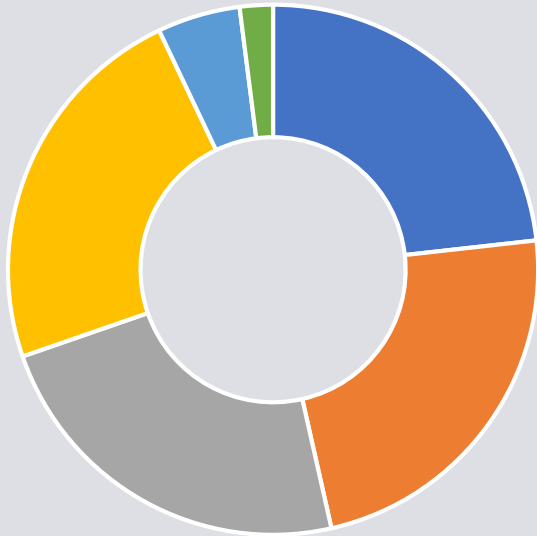


- 0 Bedrooms (2%)
- 1 Bedroom (14%)
- 2 Bedrooms (20%)
- 3 Bedrooms (34%)
- 4 Bedrooms (16%)
- 5 + Bedrooms (10%)
- Unknown (4%)

ANALYSIS – NIGHTLY RATE

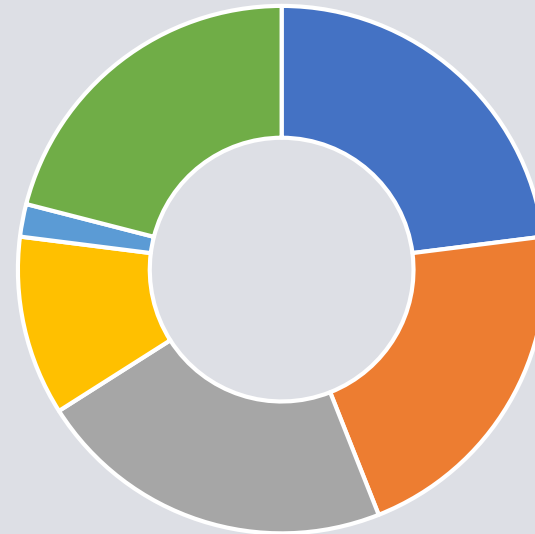


January 2018



- \$0-\$50 (23%)
- \$50-\$100 (23%)
- \$100-\$200 (23%)
- \$200-\$400 (23%)
- \$400 + (5%)
- Not Provided (2%)

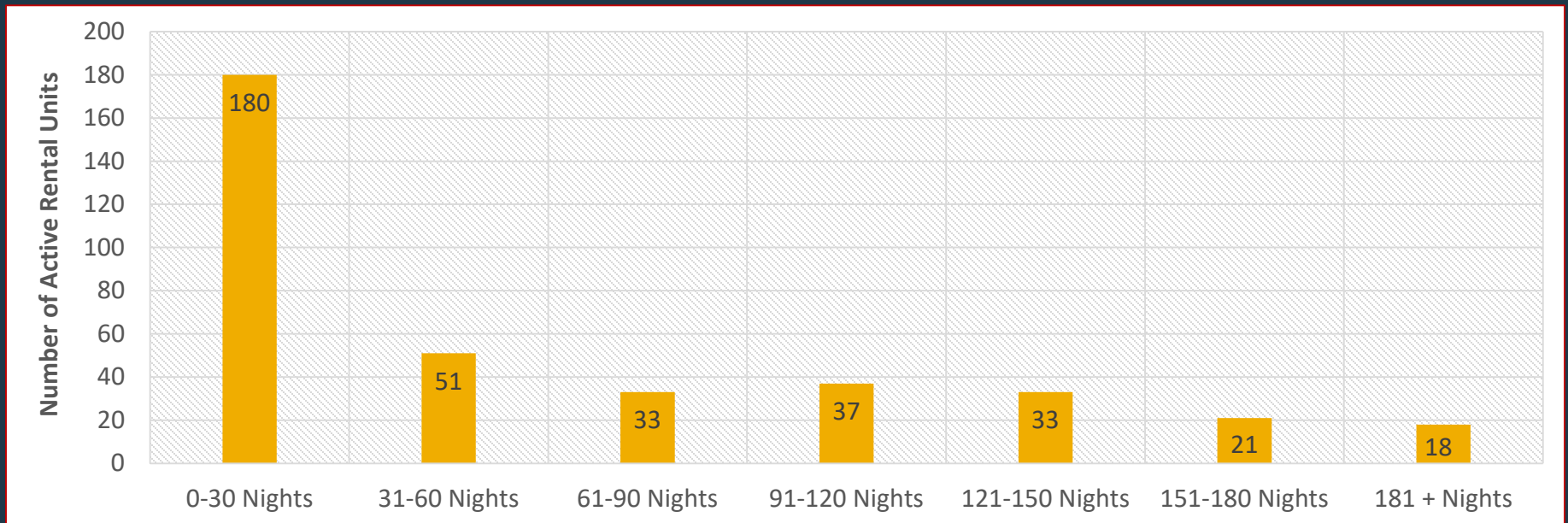
July 2018



- \$0-\$50 (23%)
- \$50-\$100 (21%)
- \$100-\$200 (22%)
- \$200-\$400 (11%)
- \$400 + (2%)
- Not Provided (21%)

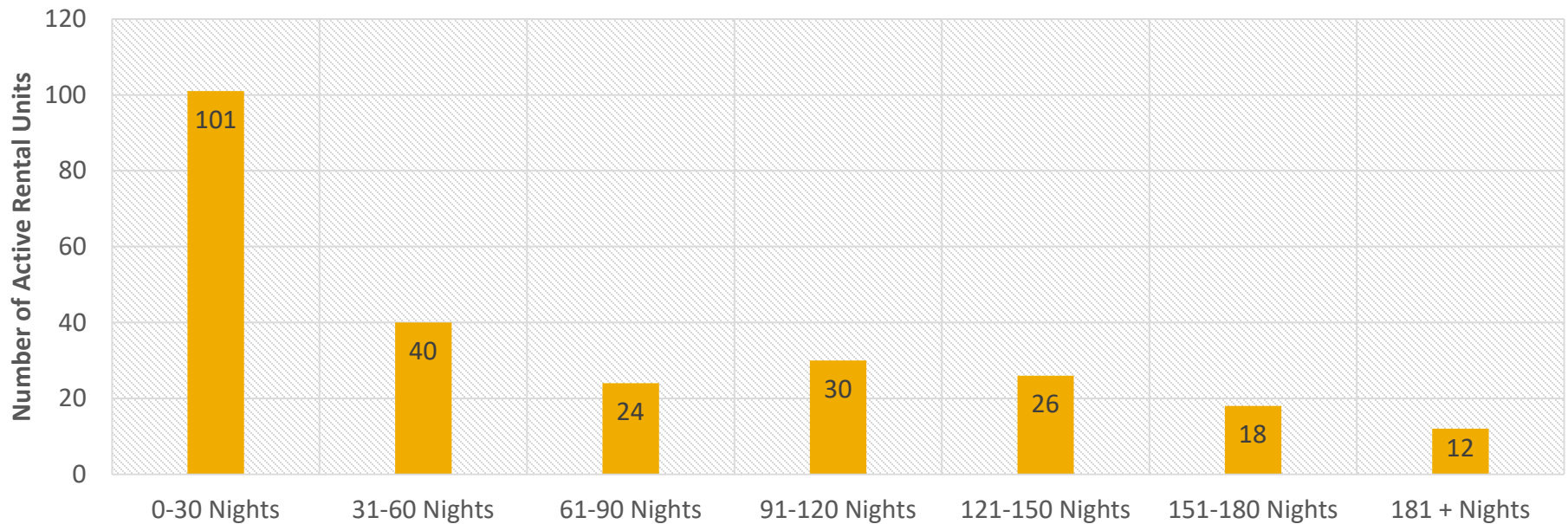
ANALYSIS – ESTIMATED ANNUAL RENTAL FREQUENCY

	0-30 Nights	31-60 Nights	61-90 Nights	91-120 Nights	121-150 Nights	151-180 Nights	181 + Nights
No. of Active Unique Rental Units	180	51	33	37	33	21	18
% of Total Active Rental Units	<u>48%</u>	16%	9%	109 Units / 29% of Total Active Rental Units			



ANALYSIS – ESTIMATED ANNUAL RENTAL FREQUENCY FOR ENTIRE HOME RENTAL UNITS

	0-30 Nights	31-60 Nights	61-90 Nights	91-120 Nights	121-150 Nights	151-180 Nights	181 + Nights
No. of Active Unique Rental Units	101	40	24	30	26	18	12
% of Total Active Rental Units	<u>40%</u>	16%	10%	86 Units / 34% of Total Active Entire Home Rental Units			



ANALYSIS – ESTIMATED NUMBER OF RENTAL UNITS PER HOST

	No. of Active Hosts	Percent of Active Hosts	Cumulative Percent of Active Hosts
Hosts With 1 Active Rental Unit	263	80.20%	80.20%
Hosts With 2 Active Rental Units	41	12.50%	92.70%
Hosts With 3 Active Rental Units	10	3.00%	95.70%
Hosts With 4 Active Rental Units	8	2.40%	98.20%
Hosts With 5 Active Rental Units	2	0.60%	98.80%
Hosts With 6 Active Rental Units	3	0.90%	99.70%
Hosts With 7 Active Rental Units	1	0.30%	100%

SUMMARY



- 373 Unique Active Rentals
- 73% are operated out of single-family homes and 27% are located in multi-family dwellings
- While large ‘party houses’ may get more attention, the use of smaller unit STRs and ‘entire home’ rentals have been found to most directly impact availability of long-term affordable housing units and the quality of life of nearby residents

SUMMARY



- The intensity of use varies dramatically from one STR to another and many STRs in Arlington are never or seldom rented, whereas other STRs operate at occupancy rates similar to traditional lodging providers
- The market in Arlington is distinctly dumbbell shaped, with 48% of STRs identified as showing annualized rental activity for 30 or fewer nights per year while 29% of STRs show annualized rental activity for more than 90 nights per year.
- 40% of Entire Home Rentals are rented for 30 or less nights per year, whereas 34% show more than 90 nights of annualized rental activity
- 80.20% of hosts have 1 Unique Active Rental Unit

NEXT STEPS



- Staff will proceed as directed by Council



Questions