



## Gwynedd peer-to-peer accommodation: 2021 review

### Introduction

This report reviews the 2021 data for the peer-to-peer accommodation market provided for Gwynedd Council by AirDNA. This company specialises in producing market reports for Airbnb and Vrbo (formerly Home Away), giving monthly data on a range of variables including room and place listings, bookings, occupancy, and average daily rates. Details on their methodology can be found here: <https://www.airdna.co/blog/short-term-rental-data-methodology>.

The AirDNA methodology uses booking calendars on Airbnb and Vrbo to calculate available listings and bookings. A shortcoming of the method is that if a booking is subsequently cancelled but the booking calendar not updated the cancellation is still counted as a booking. This is usually a small error source, but in 2020 and 2021 it has caused a more significant problem. COVID-19 meant that a large number of bookings were cancelled, and owners didn't necessarily update the booking calendar as lockdown meant that the properties weren't actually available any more. This means that the AirDNA figures probably substantially overestimate booking volumes during the lockdown periods. Unfortunately AirDNA haven't conducted any research into the scale of the problem, so it is not possible to say what proportion of the apparent bookings for 2020 or January-March 2021 are genuine.

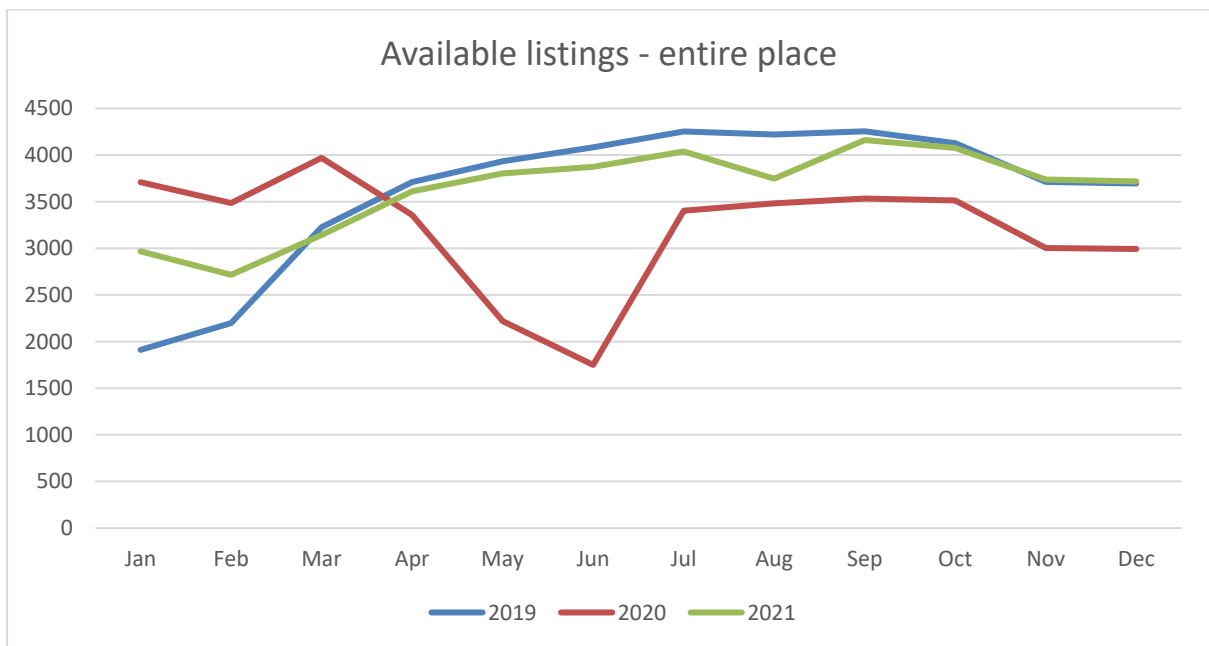
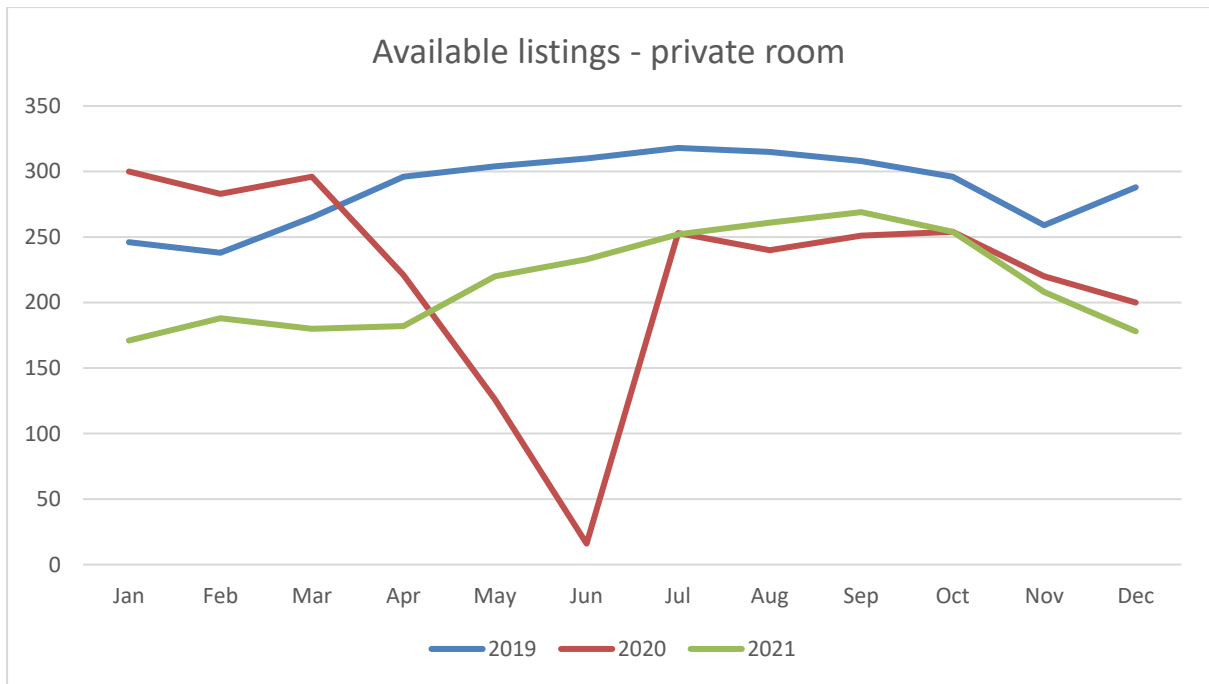
The AirDNA data for Gwynedd is provided in full with this report and includes definitions of terms used.

### Available listings

These were advertised for rent on Airbnb / HomeAway for the relevant month or had a booked day in the month. Listings are divided into private room and entire place. (Some shared rooms are also offered but the numbers of these are very small and are excluded from the results.)

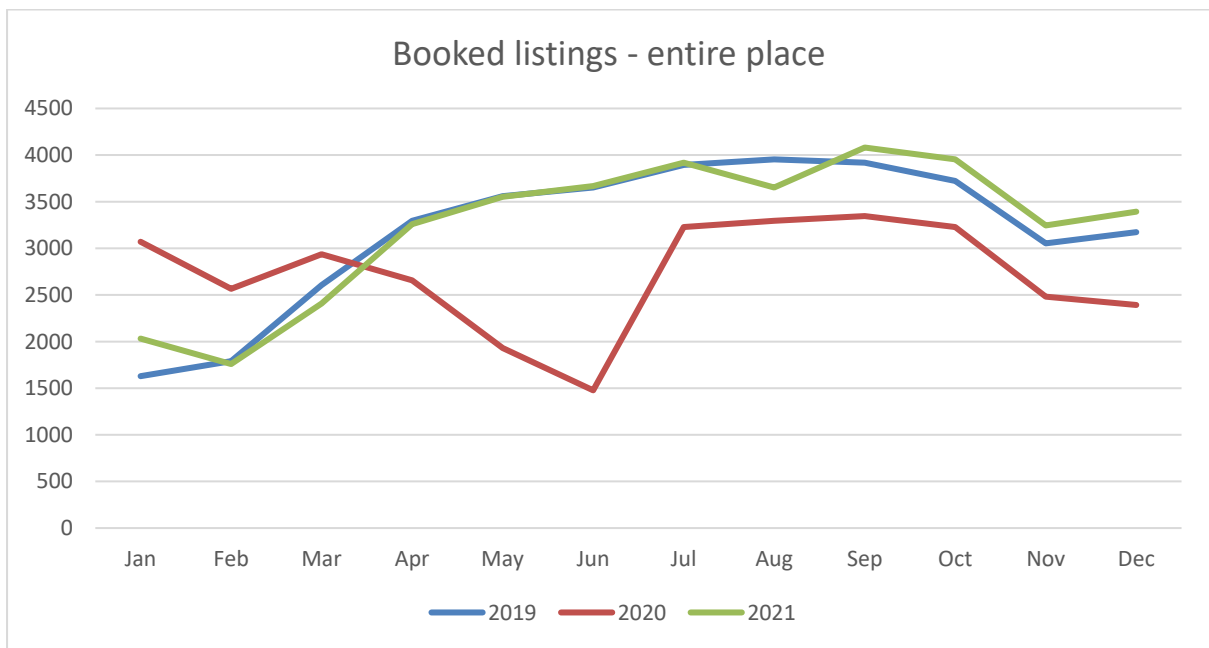
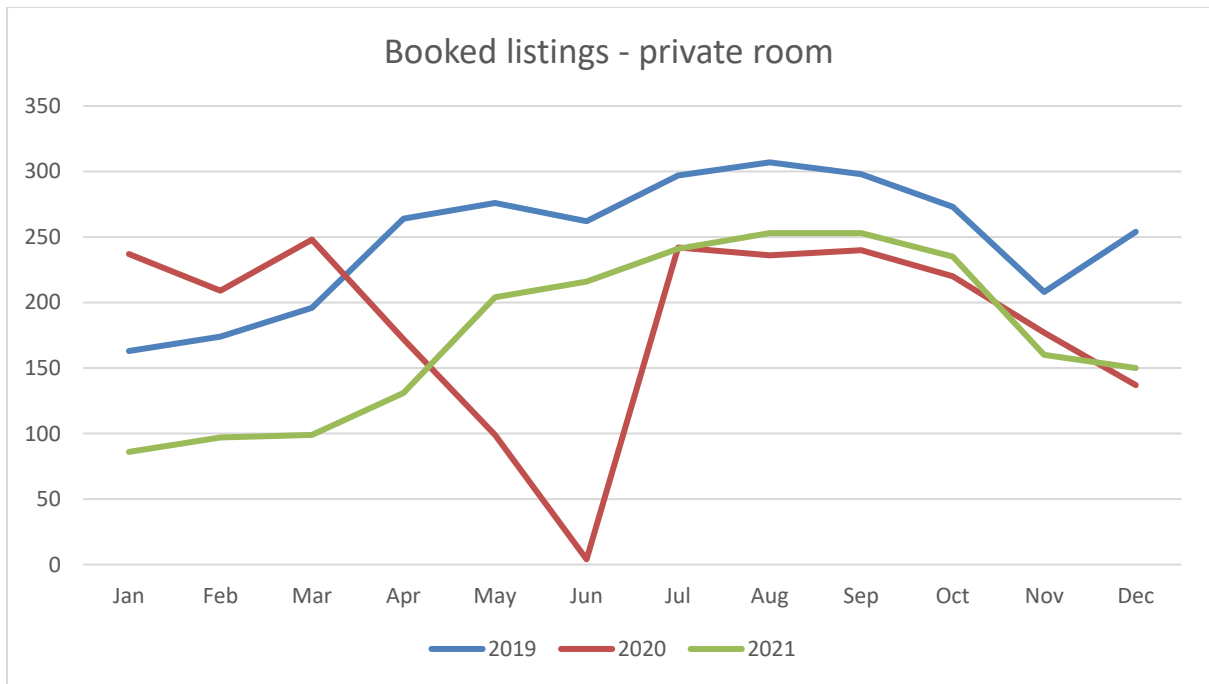
In 2021 there were an average 216 available private room listings per month, compared with 222 in 2020 and 287 in 2019. The total for 2021 was 2596 – a fall of 2% compared with 2020 and of 25% compared with 2019.

For entire place listings there were an average 3633 per month in 2021, compared with 3202 in 2020 and 3611 in 2019. The total for 2021 was 43,590 – an increase of 13% compared with 2020 and of 1% compared with 2019.



### Booked listings

These are just the listings where there was at least one booked day in the month. This excludes any 'dead' listings where the property isn't genuinely available for rent (for example a room advertised for a particular event but not later removed by the owner) though it also excludes any properties that are available but have just not been booked for that particular month.

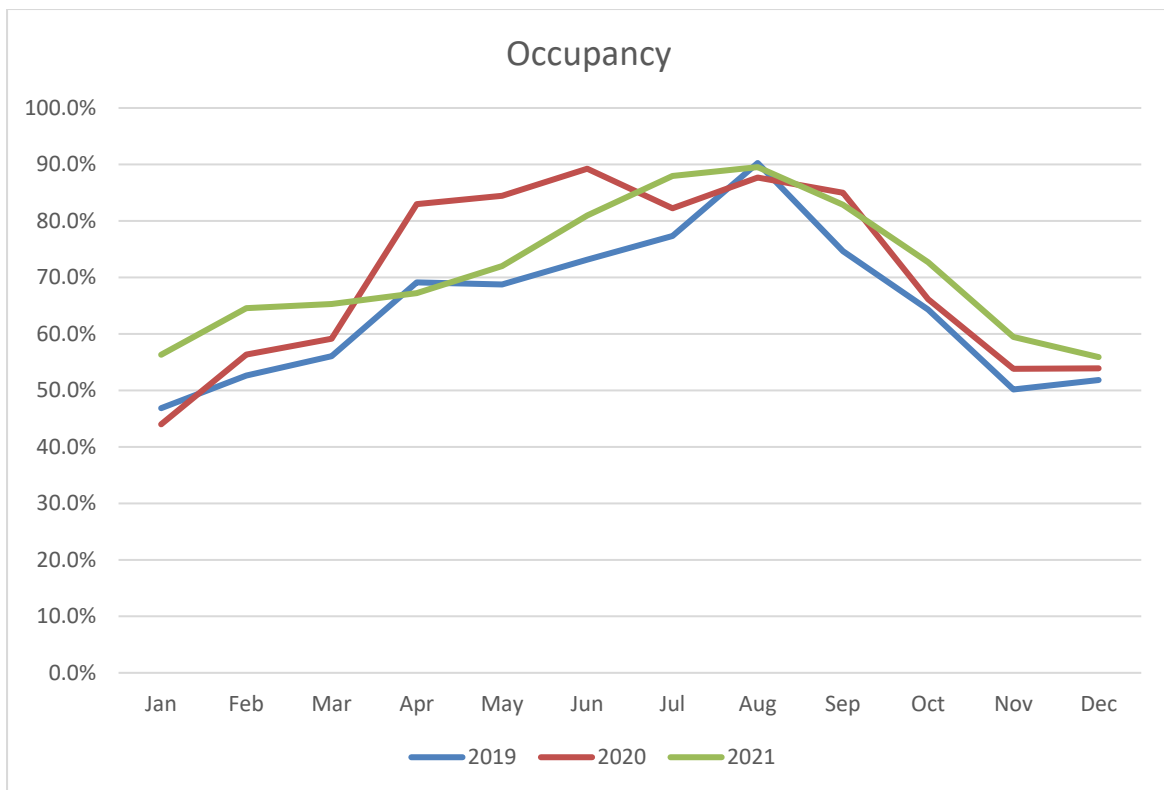


In 2021 there were an average 177 private room booked listings per month, compared with 185 in 2020 and 248 in 2019. The total for 2021 was 2125 – a fall of 4% compared with 2020 and of 28% compared with 2019.

For entire place listings there were an average 3244 per month in 2021, compared with 2718 in 2020 and 3187 in 2019. The total for 2021 was 38,922 – an increase of 19% compared with 2020 and of 2% compared with 2019.

## Occupancy

The metric of listing nights is used to calculate occupancy. This multiplies the booked listings by the number of nights each was available for the month. The occupancy is the number of actually booked listing nights divided by the number of available booked listing nights. Occupancy figures are only provided by AirDNA for entire place listings.

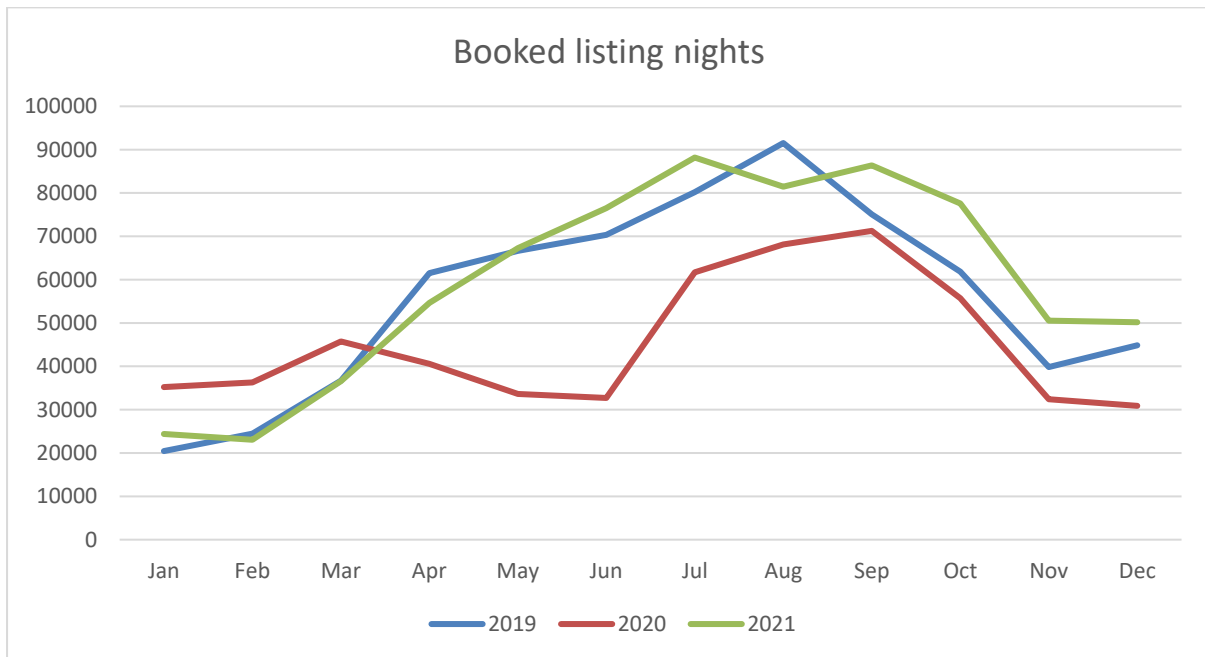


The average annual occupancy for 2021 was 71%, compared with 70% for 2020 and 65% for 2019.

Wales average occupancies (for the 17 Unitary Authorities for which AirDNA data was available) were:

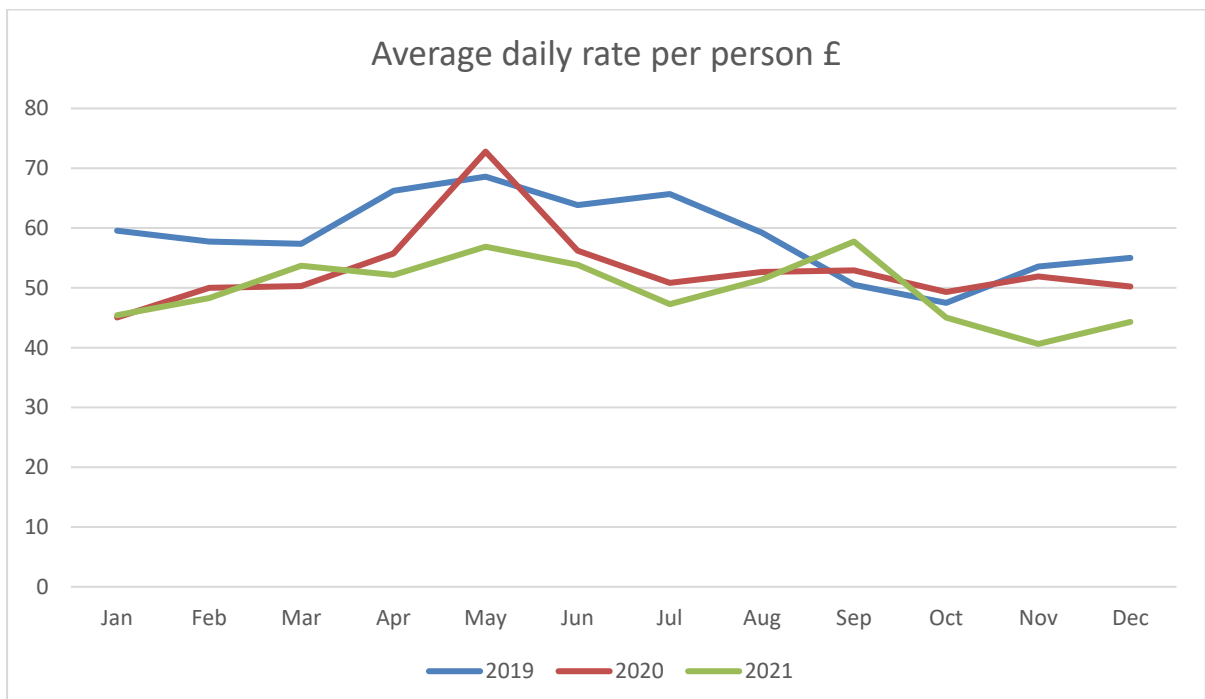
2019	2020	2021
59%	61%	63%

The occupancy can be used to calculate the number of booked listing nights (again, for entire place bookings only). For 2021 the total for booked listing nights stood at 716,782, which was a 32% increase on 2020 and a 6% increase on 2019.



### Average daily rate

The average daily rate per person for entire place listings was £49.72 in 2021, £53.15 in 2020 and £58.73 in 2019.



The Wales average figures (for the 17 Unitary Authorities for which AirDNA data was available) were: £45.82 for 2021, £44.91 for 2020 and £48.83 for 2019.

**Contact information**

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