

# 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

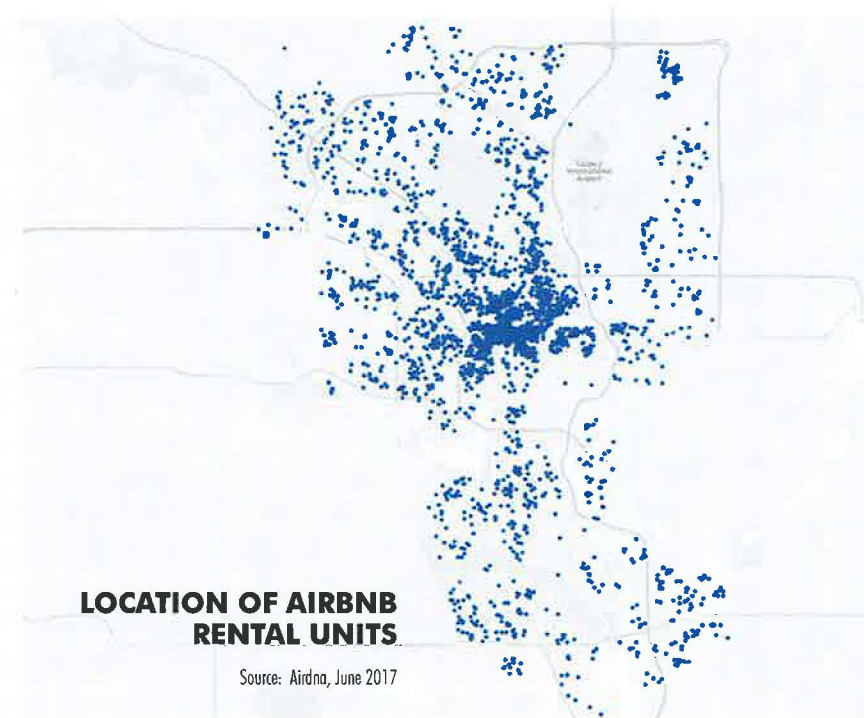
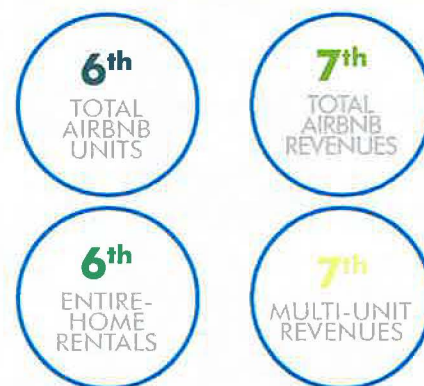
HOTEL ROOM SUPPLY		
Year	Rooms	Y-o-Y Change
2014	12,982	
2015	13,407	3.3%
2016	14,213	6.0%
2017 F	14,998	5.5%
4.9% CAGR		

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

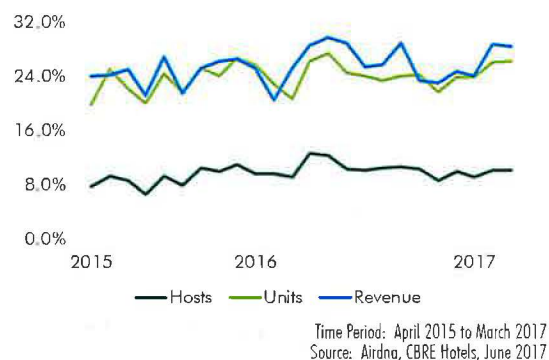
Source: Airdna, CBRE Hotels, June 2017

## JOBS GENERATED BY HOTEL SECTOR VERSUS AIRBNB

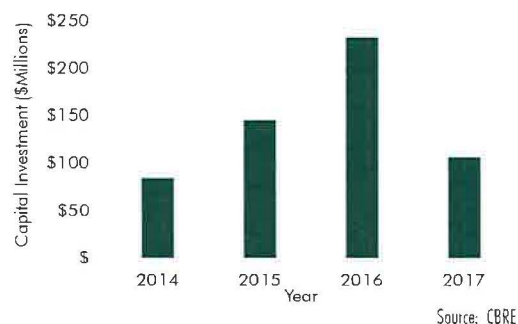
	Hotel Salaries, Wages & Benefits	Hotel FTE Jobs	Airbnb FTE Jobs Supported by Entire-Home Rentals	Total Airbnb FTE Jobs
Calgary	\$371,000,000	7,900	23	26
TOTAL CANADA	\$6,889,000,000	191,600	930	1,037

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

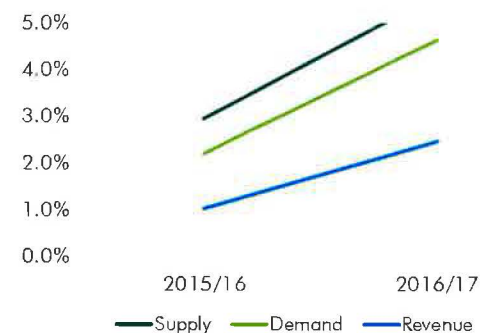
### MULTI-UNIT HOSTS AS A % OF ALL ENTIRE-HOME HOSTS



### 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.

CITY OF CALGARY  
**RECEIVED**  
IN COUNCIL CHAMBER

SEP 11 2019

ITEM: 7.7. CPS 2019-1070  
Received for Corporate Record  
CITY CLERK'S DEPARTMENT