



Airbnb Market Report

Charleston, South Carolina - February 2016

General Area Statistics

| Population | Total Homes | Median Income |
|------------|-------------|---------------|
| 177,300 | 84,900 | \$49,200 |

Active Listings

| Total Active Listings |
|-----------------------|
| 556 |



What is an Active Listing?

We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

Active Listing Breakdown

| # Bedrooms | House | Apartment | Other | Total |
|---------------------|-------|-----------|-------|-------|
| Shared Room | - | - | - | - |
| Private Room | 133 | 31 | 26 | 190 |
| Studio | 2 | 12 | 4 | 18 |
| 1 Room | 22 | 69 | 20 | 111 |
| 2 Rooms | 53 | 52 | 16 | 121 |
| 3 Rooms | 59 | 15 | 8 | 82 |
| 4+ Rooms | 31 | 3 | - | 34 |
| Total | 300 | 182 | 74 | 556 |

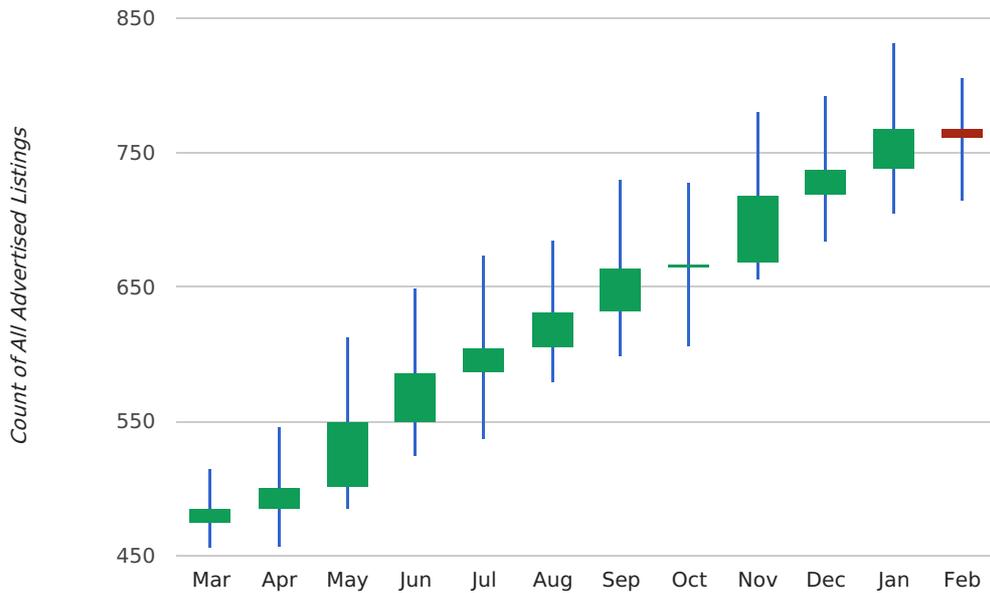
Historical Listing Counts



How to read this chart

This candle stick chart depicts the change in number of advertised listings (all listings found on Airbnb within this region) month over month. The wider green (increasing) or red (decreasing) bars show the cumulative increase or decrease in number of listings from the prior month. The lines above and below the bars show the number of added and removed listings, respectively.

Listing Count Trend - All Listings



Change in number of properties over the last 12 months

| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Start of Month | 474 | 485 | 501 | 549 | 586 | 605 | 632 | 664 | 667 | 718 | 738 | 768 |
| Start minus Unlisted in Month | 455 | 456 | 485 | 523 | 536 | 579 | 598 | 606 | 655 | 683 | 704 | 722 |
| Start plus Newly Listed | 504 | 530 | 565 | 612 | 655 | 658 | 698 | 725 | 730 | 773 | 802 | 806 |
| Properties Available at Month End | 485 | 501 | 549 | 586 | 605 | 632 | 664 | 667 | 718 | 738 | 768 | 760 |

Occupancy Rates

Annual Median Occupancy

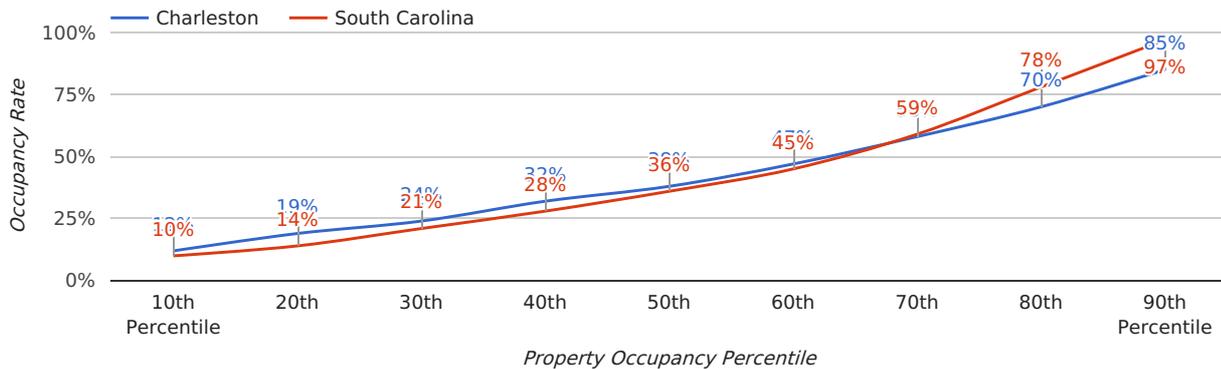
45%



Occupancy Rate

Occupancy rate is the number of days that a property had a reservation divided by the total number of days it was available for rent in the month. The median is the 50th percentile for this reporting area. Listings that are blocked for the month or are otherwise "inactive" are not included in the calculation.

February's Occupancy Performance



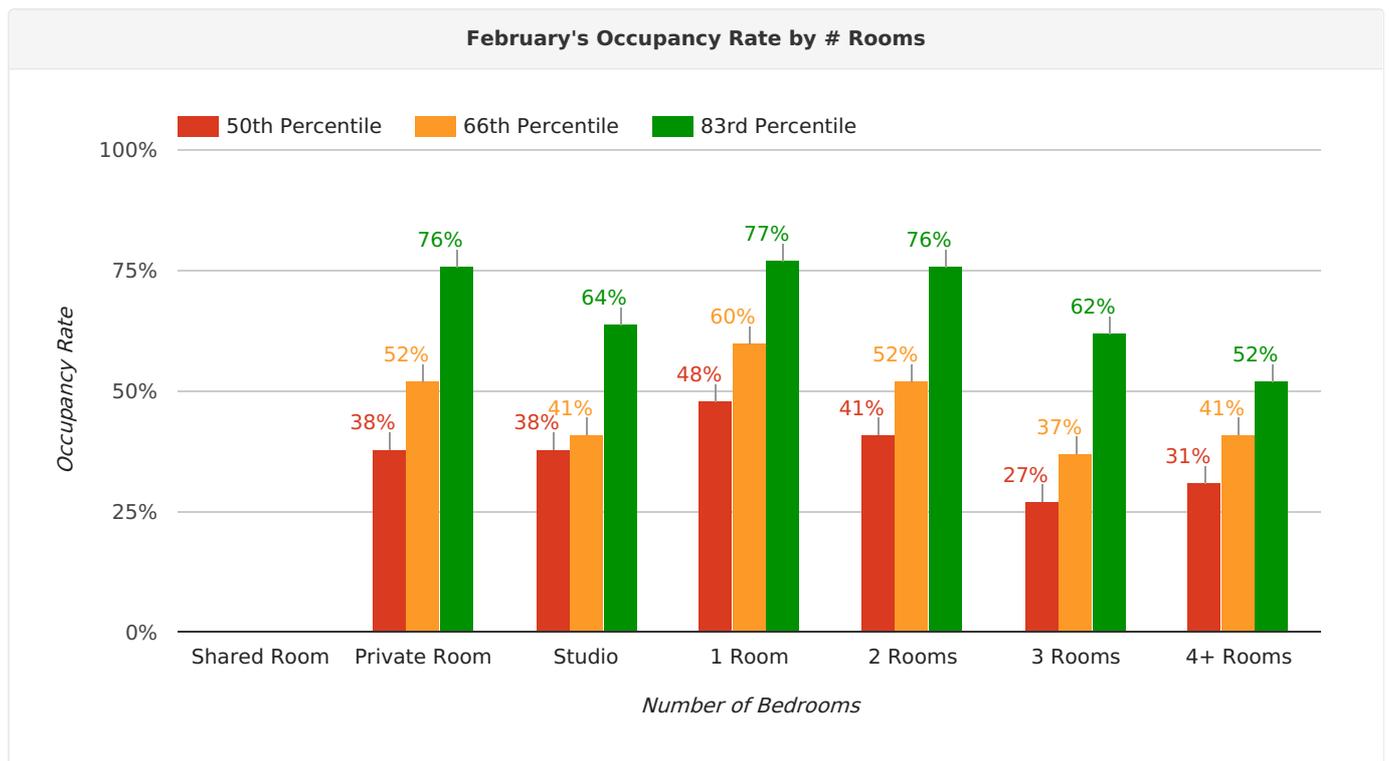
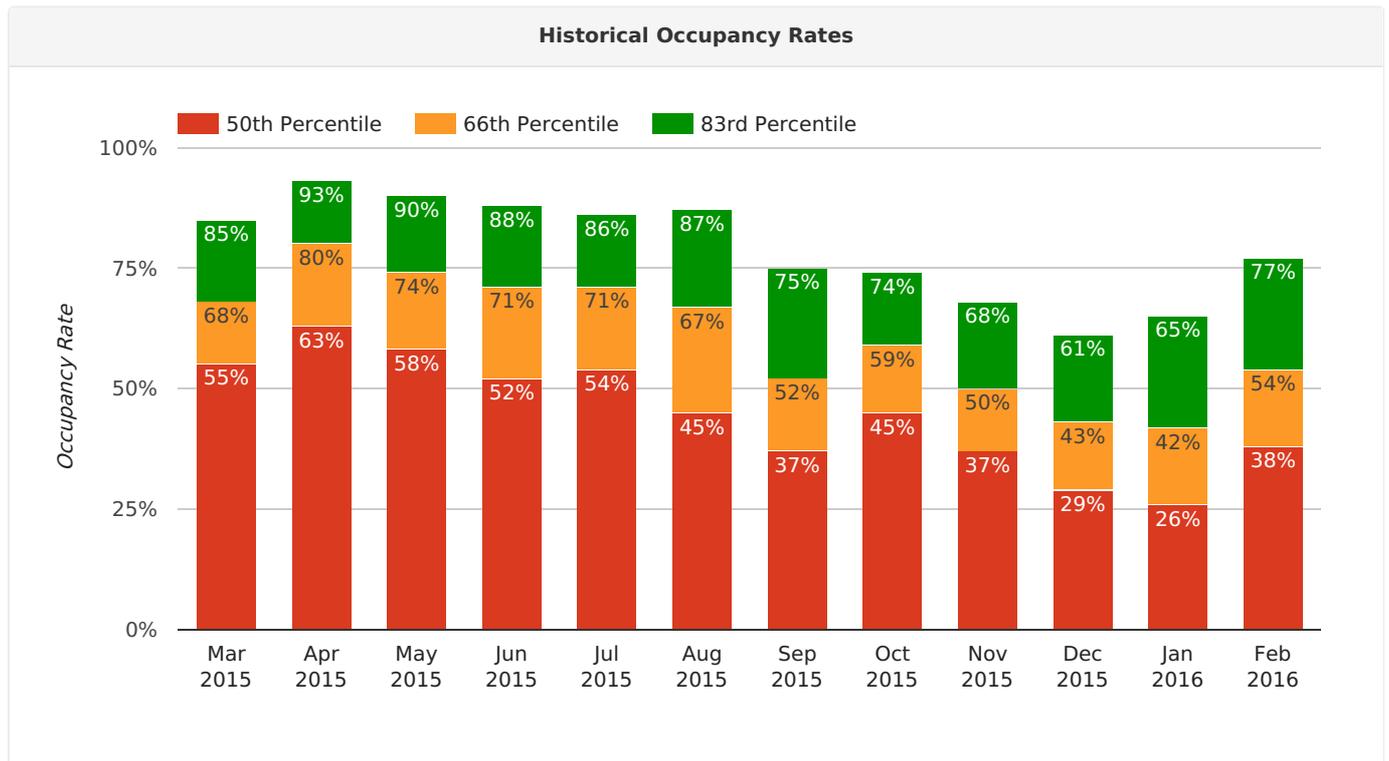
How to read this chart

The occupancy rate varies greatly in every area based on location, price and other factors. In order to show the whole picture we place each property into a percentile based on their achieved Occupancy Rate in the last full month. Example: If there were 10 properties in the area, the property with the 9th highest occupancy rate would be in the 90th percentile. In the line chart you can see what the lowest performing to best performing properties were able to achieve.

- High Performing Area - Greater than 60% Median Occupancy
- Mid Performing Area - 40%-60%
- Low Performing Area- Less than 40%

Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

Occupancy Rates (continued)



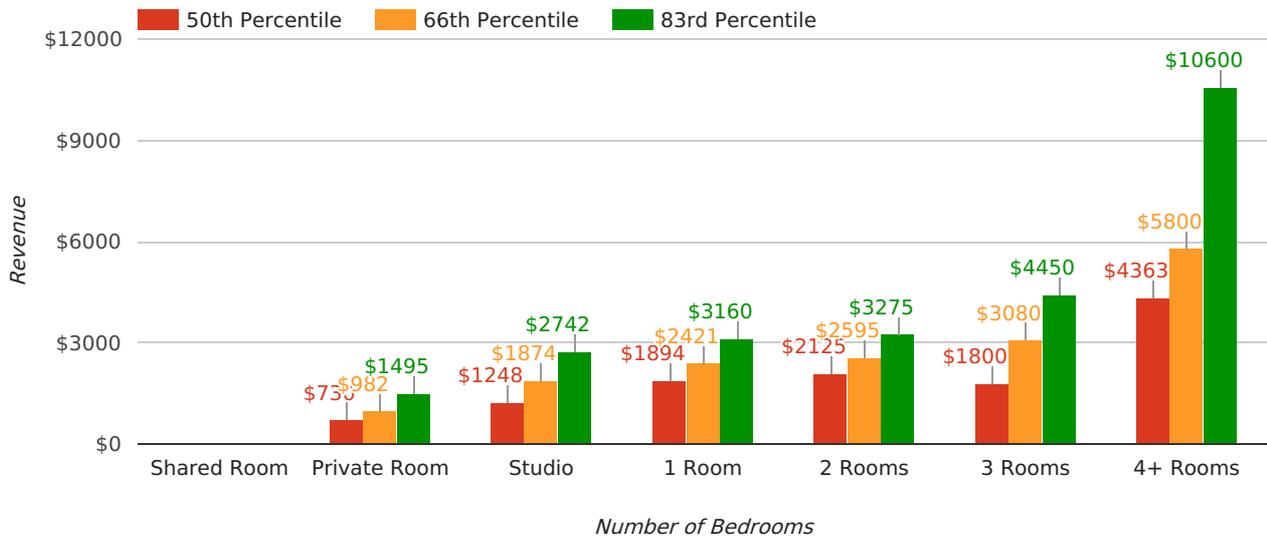
How do we calculate this?

Airdna's technology can determine what dates are actual Airbnb reservation versus which were made "unavailable" by the host. We divide the total amount of booked days by the total number of days available for rent. The above occupancy rates show what size properties are seeing the most confirmed reservations and the least vacancy.

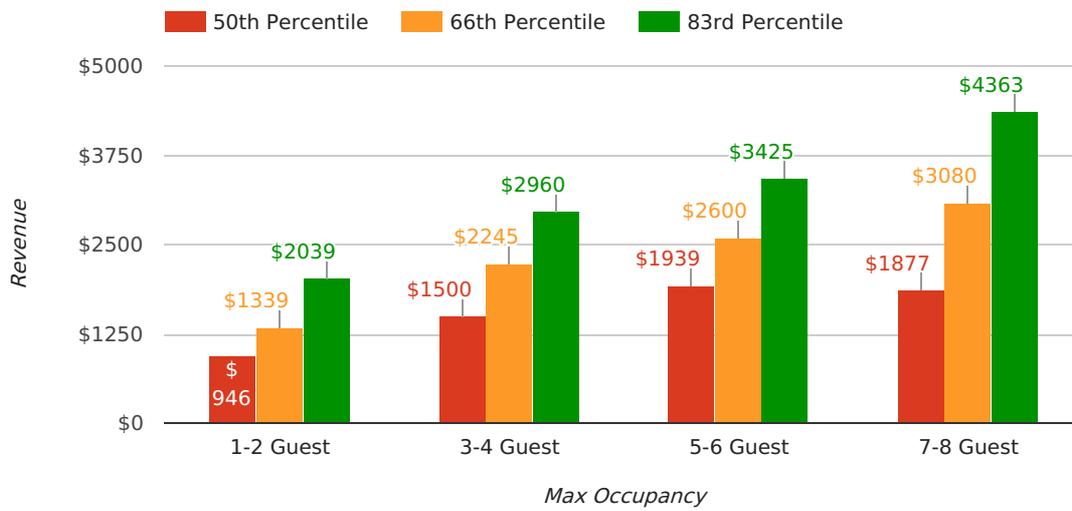
There must be at least six active rentals of each accommodation size to display comparative occupancy rates. If any sections of the graph above is blank, there is not enough data to calculate it. You can use Airbnb to view the calendars of properties in your area of interest to estimate occupancy rates.

Revenue

February's Revenue by # Rooms (\$USD)



February's Revenue by # Guests (\$USD)

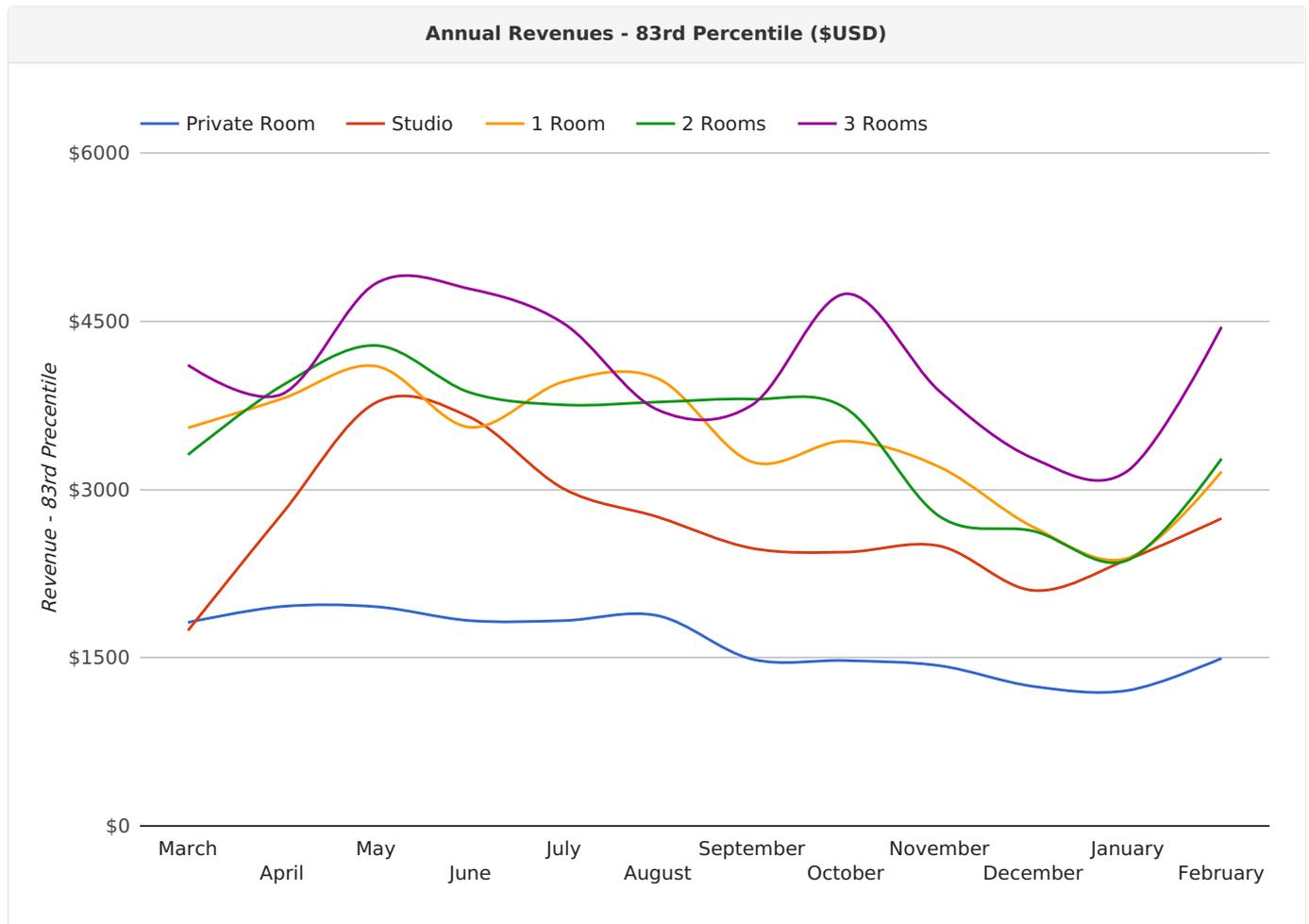


Monthly Revenue

Monthly revenue is our best estimate of revenue received from Airbnb bookings. Revenue includes cleaning fees, but not extra guest charges or other additional fees.

We determine revenue of each Airbnb property by looking at what the nightly rate for each available day is directly before a booking is made. We can not determine whether last minute discounts are made or what revenue is for bookings made outside of Airbnb.

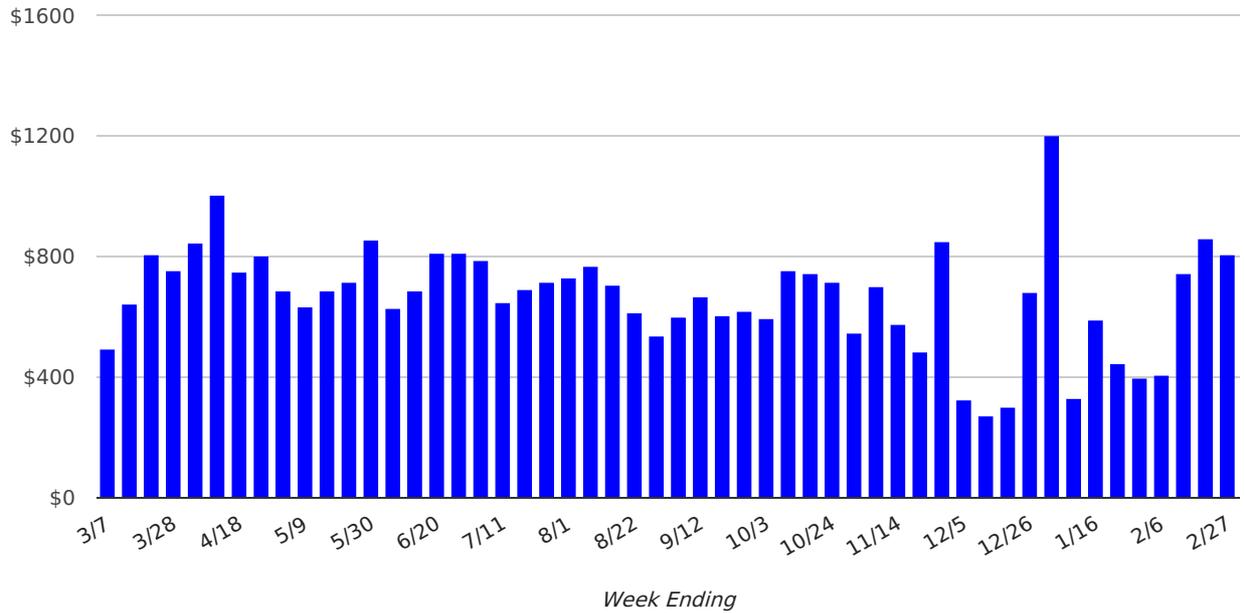
Revenue (continued)



| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 | Total |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|
| Shared Room | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Private Room | \$1815 | \$1957 | \$1955 | \$1831 | \$1831 | \$1875 | \$1488 | \$1475 | \$1429 | \$1244 | \$1208 | \$1495 | \$19603 |
| Studio | \$1743 | \$2783 | \$3775 | \$3645 | \$3006 | \$2755 | \$2477 | \$2442 | \$2496 | \$2100 | \$2375 | \$2742 | \$32339 |
| 1 Bedroom | \$3550 | \$3809 | \$4100 | \$3555 | \$3962 | \$3990 | \$3247 | \$3432 | \$3200 | \$2664 | \$2388 | \$3160 | \$41057 |
| 2 Bedrooms | \$3310 | \$3926 | \$4284 | \$3865 | \$3755 | \$3780 | \$3806 | \$3725 | \$2760 | \$2629 | \$2370 | \$3275 | \$41485 |
| 3 Bedrooms | \$4110 | \$3850 | \$4838 | \$4789 | \$4480 | \$3710 | \$3752 | \$4745 | \$3875 | \$3276 | \$3165 | \$4450 | \$49040 |
| 4+ Bedrooms | \$9141 | \$7096 | \$2994 | \$4550 | \$5650 | \$7650 | \$4795 | \$6150 | \$6210 | \$8163 | \$5212 | \$10600 | \$78211 |

Weekly and Daily Demand

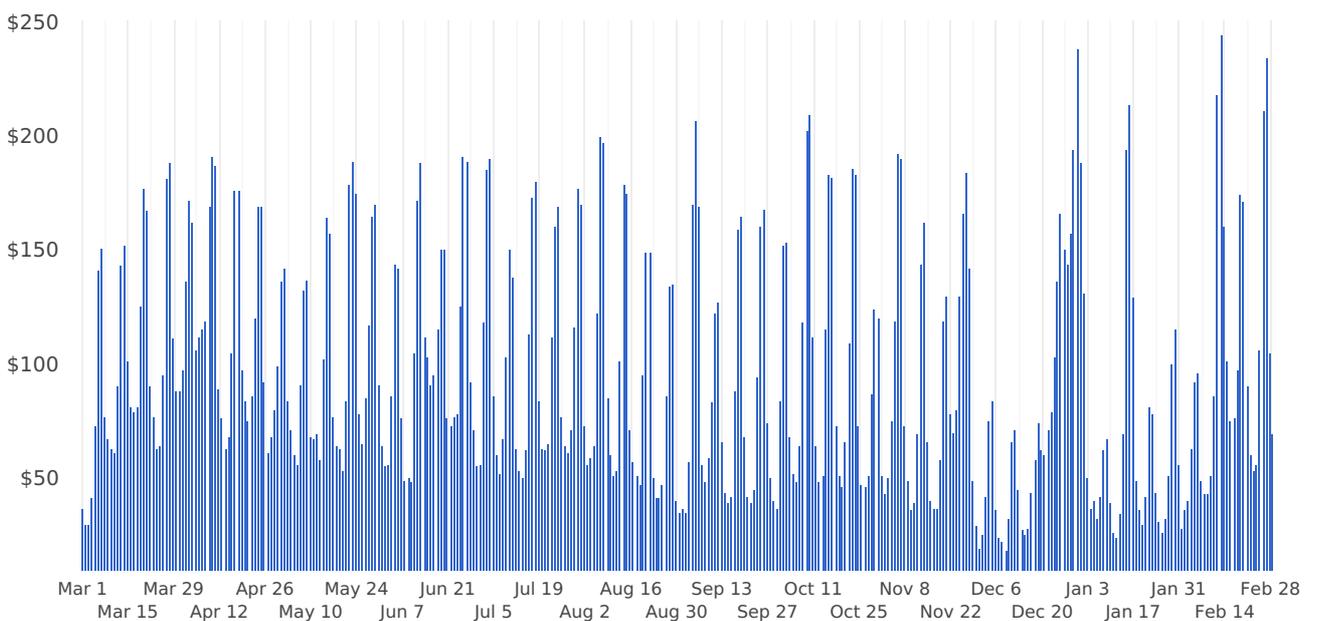
Seasonality - Weekly RevPAR (revenue per available room)



What is RevPAR?

RevPAR stands for Revenue per Available Room. It is a performance metric widely used in the hotel industry. RevPAR is calculated by looking at all available accommodations on a given day and divides the total revenue generated by the total number of listings. RevPAR is the best indicator of seasonality and demand. By displaying the demand for vacation rentals throughout the year, you can use RevPAR to identify unexpected spikes in demand to increase your listing price far in advance. RevPAR can also show you the best time to list your place, or uncover how weekends perform versus weekdays and what local demand is during the holidays.

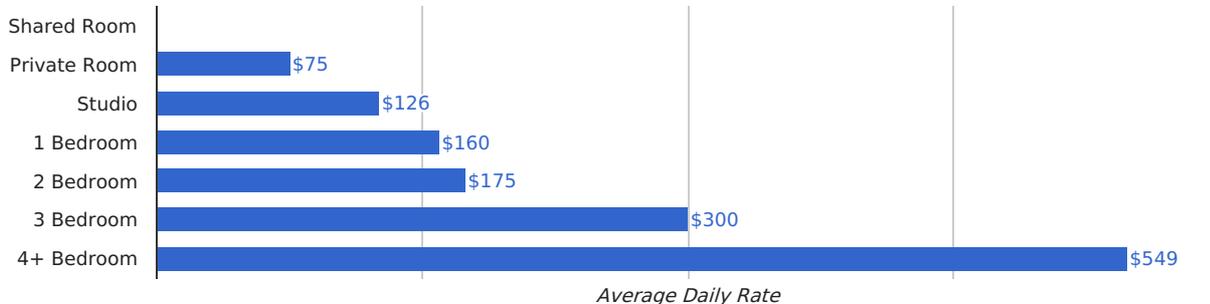
Seasonality - Daily RevPAR (revenue per available room)



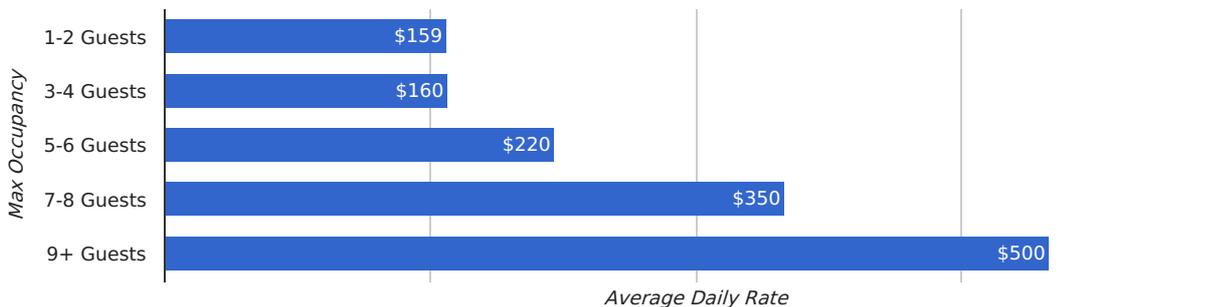
Average Daily Rate



Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. To receive optimized and automated pricing assistance we highly recommend using [BeyondPricing](http://www.beyondpricing.com/#r=airdna) (<http://www.beyondpricing.com/#r=airdna>)

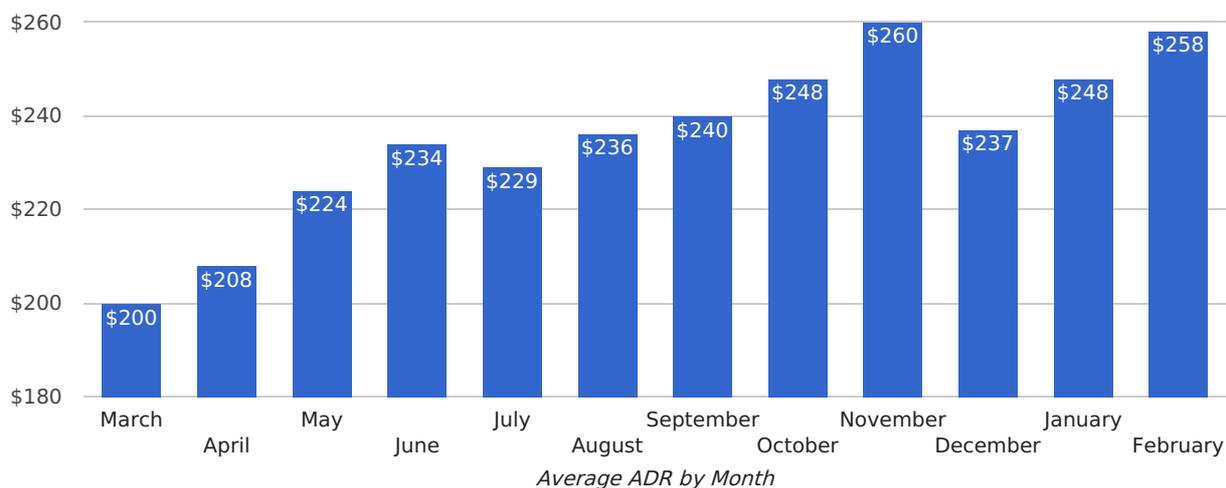


ADR = Is the Average Daily Rate that an Airbnb unit is booked for during the month. ADR is a standard metric used in the hotel industry and is a better measurement than price because it shows what price guests are actually paying vs. simply what price hosts are advertising.



An easy way to increase your vacation rental revenue is by adding a fold out couch and temporary sleeping accommodations.

One bedrooms make 20% more if they can accommodate 4 guests instead of just 2.



Airbnb Listing Optimization

Extra Fees and Discounts

| Price and Fee Ranges | | | | |
|----------------------|------------|---------------|---------------|------------------|
| # Bedrooms | # Listings | Daily Price | Cleaning Fee | Security Deposit |
| Shared Room | - | - | - | - |
| Private Room | 190 | \$65 - \$89 | \$15 - \$25 | \$100 - \$150 |
| Studio | 18 | \$115 - \$157 | \$35 - \$75 | Avg \$181 |
| 1 Room | 111 | \$135 - \$189 | \$50 - \$75 | \$150 - \$250 |
| 2 Rooms | 121 | \$155 - \$225 | \$65 - \$95 | \$200 - \$250 |
| 3 Rooms | 82 | \$205 - \$375 | \$85 - \$145 | \$200 - \$500 |
| 4+ Rooms | 34 | \$350 - \$599 | \$145 - \$200 | \$500 - \$500 |

Price range is for the 33rd and 66th percentiles

| Additional Fee Usage | | | |
|----------------------|-----------------|---------------------|-----------------------|
| | No Cleaning Fee | No Security Deposit | No Extra Guest Charge |
| Super Hosts | 31% | 61% | 61% |
| Experienced Hosts | 24% | 53% | 56% |
| Novice Hosts | 28% | 59% | 68% |

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews

 As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

| Booking Discounts | | |
|--------------------|-----------------|------------------|
| | Weekly Discount | Monthly Discount |
| Top Area Hosts | 4% off | 21% off |
| Top State Hosts | 5% off | 25% off |
| Top National Hosts | 4% off | 18% off |

Top 10% based on number of reviews

 Weekly and Monthly Booking Discounts for short-term rentals were once in the 25% - 50% off range, but due to the simplification of the booking process on Airbnb, top hosts now offer minimal discounts for extended stays.

Reservation Settings

| Minimum Stay | | | | | | |
|--------------------------|---------|----------|----------|----------|------------|-----------|
| | 1 Night | 2 Nights | 3 Nights | 4 Nights | 5-6 Nights | 7+ Nights |
| Super Hosts | 35% | 47% | 16% | 1% | 1% | 0% |
| Experienced Hosts | 44% | 36% | 19% | 0% | 1% | 0% |
| Novice Hosts | 50% | 27% | 19% | 2% | 1% | 1% |



Why is this important?

Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

Tip

Airbnb now allows hosts to set different minimum night stays for any time period. It is highly recommended to set longer minimum night stays for high demand periods over three months in the future. This will improve your average booking value, reduce vacancy during peak times, and minimize undesirable inquiries. Reduce your minimum night stay to 1 night only for dates in the next 30 days. View our blog for more details.

| Instant Booking | | | |
|--------------------------|------------|----------------|--------|
| | Charleston | South Carolina | U.S.A. |
| Super Hosts | 28% | 10% | 14% |
| Experienced Hosts | 22% | 14% | 16% |
| Novice Hosts | 50% | 76% | 70% |



Enable Instant Book

Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

| Cancellation Policy | | | |
|--------------------------|--------|----------|----------|
| | Strict | Moderate | Flexible |
| Super Hosts | 41% | 39% | 20% |
| Experienced Hosts | 57% | 22% | 21% |
| Novice Hosts | 46% | 20% | 35% |



The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

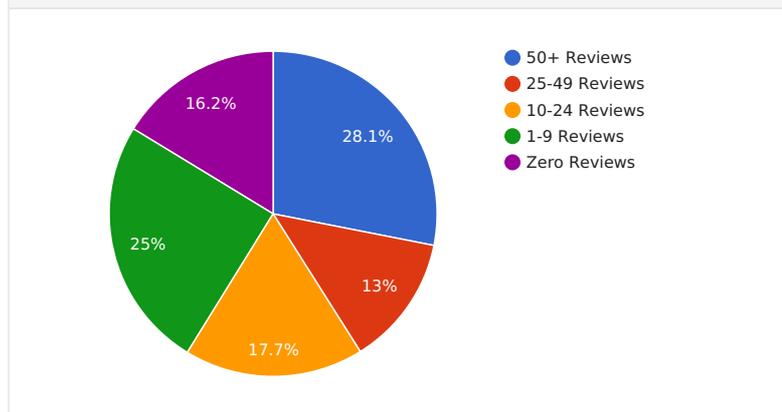
Host Information

Host Responsiveness

| | Response Rate | Days Since Last Calendar Update |
|--------------------------|---------------|---------------------------------|
| Super Hosts | 97% | 9 |
| Experienced Hosts | 95% | 8 |
| Novice Hosts | 92% | 10 |

✔ Host Responsiveness is the single most important determinant of successful Airbnb host. It has been proven to be the largest influencer of booking conversions, Airbnb search placement, and overall listing views. If you are serious about becoming a Super Host, nothing less a 100% response rate is acceptable. If you are unable to respond to all messages within one hour it is recommended you sign up for a service to help manage your inquiries.

Host Experience



✔ **Why is this important?**
80% of the hosts in America have less than 10 reviews. A high percentage of host with over 10 reviews is a great sign of a High Potential Area.

% Host with 10+ Reviews:

- High Potential = Greater than 30%
- Med Potential = 10% to 30%
- Low Potential = Under 10%

Ratings

| Overall Rating | | | | | |
|----------------|-------|-------|-------|-------|-------|
| | ★★★★★ | ★★★★☆ | ★★★☆☆ | ★★★☆☆ | ★★★☆☆ |
| # of Listings | 114 | 27 | 10 | 2 | 2 |
| % of Listings | 24% | 6% | 2% | 0% | 0% |

| Detailed Ratings | | | |
|------------------|------------|----------------|--------|
| | Charleston | South Carolina | U.S.A. |
| Accuracy | 4.83 | 4.72 | 4.72 |
| Cleanliness | 4.81 | 4.76 | 4.74 |
| Communication | 4.91 | 4.89 | 4.87 |
| Location | 4.69 | 4.76 | 4.78 |
| Check In | 4.89 | 4.87 | 4.86 |
| Value | 4.74 | 4.73 | 4.70 |



Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

Amenities

| Percentage of Properties With Amenities | | | | | |
|---|-----|-----|------------------|-----|-----|
| | Yes | No | | Yes | No |
| Cable TV | 59% | 41% | Washer/Dryer | 79% | 21% |
| Gym | 6% | 94% | Air Conditioning | 99% | 1% |
| Pool | 11% | 89% | WiFi | 94% | 6% |
| Heating | 98% | 2% | Free Parking | 88% | 12% |
| Pets Allowed | 26% | 74% | Smoking | 2% | 98% |
| Fireplace | 19% | 81% | Hot Tub | 2% | 98% |
| Kitchen | 90% | 10% | Breakfast | 13% | 87% |



A general rule of thumb for amenities in your area

- Must Have = 80% or greater
- Should Have = 50% to 80%
- Nice to Have = Under 50%

Top 10 Performing Listings



Below are the Top 10 performing listings in this area over the past 12 months. This list is ranked by total revenues received. Annual bookings is the total number of reservations in the year and reviews is the total number of reviews received in the last 12 months (LTM). If your PDF viewer does not support clickable links, you can view these listing by adding the ID to [http://airbnb.com/rooms/\[ID\]](http://airbnb.com/rooms/[ID])

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|--------------------------------------|--------------------------|---------|-------|
| Shared Room | | | | |
| Private Room | | | | |
| 4226344 | Quaint Downtown Suite-LGBT Friendly | \$42353 | 118 | \$166 |
| 801410 | Home Away from Home | \$39795 | 177 | \$138 |
| 2825608 | Eclectic, hist/dtown FRENCH DOOR BR | \$28092 | 124 | \$104 |
| 1722040 | Eclectic hist/dtwn Bedroom en suite | \$27942 | 191 | \$104 |
| 1326470 | 4 Rm Suite Gym&Theater 10min 2 dwtn | \$24887 | 135 | \$106 |
| 2262598 | BIG SUITES & BATHS IN HISTORIC HOME | \$24405 | 31 | \$232 |
| 707703 | Waterfront bed, bath, BF, sleeps 3! | \$20818 | 197 | \$82 |
| 3060636 | Live Tiny! Come stay in The Hideaway | \$20751 | 110 | \$97 |
| 626135 | Funky restored bungalow downtown! | \$18279 | 96 | \$120 |
| 4099850 | The Hemingway Room @ The Annex | \$18253 | 76 | \$92 |
| Studio | | | | |
| 5352769 | Private Carriage House Downtown | \$39410 | 9 | \$167 |
| 5749587 | ""The Studio"" Studio apt w/ Parking | \$31792 | 58 | \$139 |
| 7600094 | Luxury Suite, Honeymoon Hideaway | \$27847 | 43 | \$242 |
| 4796299 | Island Cottage Retreat | \$24418 | 71 | \$101 |
| 5402354 | Affordable Sunny Loft | \$23284 | 30 | \$156 |
| 4815393 | ""Treehouse"" in Downtown Charleston | \$21246 | 48 | \$162 |
| 7048034 | L'isa's / cozy studio James Isla | \$12330 | 53 | \$99 |
| 5385519 | Beautiful Daniel Island Apartment! | \$11466 | 30 | \$126 |
| 1941166 | Karples View 65B 1 Bedroom Loft | \$9833 | 12 | \$223 |
| 7047804 | The Tree House | \$9612 | 39 | \$96 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|--------------------------------------|--------------------------|---------|-------|
| 1 Bedroom | | | | |
| 4021535 | Charming Historic Apartment | \$53612 | 98 | \$199 |
| 4223886 | Cozy & Private 1BD Downtown Chs | \$44420 | 157 | \$144 |
| 3066595 | Charming Rustic Carriage House | \$42240 | 47 | \$236 |
| 1619754 | Downtown condo with a twist! | \$39757 | 170 | \$136 |
| 749366 | *LOCATION LOCATION! FRENCH QUARTER* | \$38745 | 101 | \$199 |
| 695655 | A Pirate's Life For Me - Houseboat! | \$37596 | 44 | \$209 |
| 2771245 | Breezy Bungalow in Charleston | \$34639 | 110 | \$141 |
| 5695402 | ""The Gallery"" 1 Bdrm apt w/parking | \$31627 | 48 | \$161 |
| 1121648 | Coollest neighborhood in Charleston! | \$31227 | 200 | \$124 |
| 1503709 | 1bd/1ba Downt near MUSC 109 Cannon | \$30822 | 50 | \$148 |
| 2 Bedrooms | | | | |
| 4329575 | In the heart of Charleston | \$78103 | 37 | \$562 |
| 476882 | Fabulous Charleston, SC Condo | \$51976 | 113 | \$268 |
| 4879340 | Historic Modern 2BR/2B Apt. D'town! | \$48354 | 21 | \$372 |
| 3780736 | Historic Design Cottage | \$43703 | 97 | \$184 |
| 5403908 | Stay n the HEART of Historic Dwntwn | \$40575 | 41 | \$301 |
| 5445935 | Sleep on a Boat/Downtown | \$39470 | 88 | \$162 |
| 2611378 | HIP DOWNTOWN 2BR BUNGALOW + PARKING | \$39075 | 94 | \$170 |
| 5386111 | Charming Charleston Single Side | \$38850 | 28 | \$247 |
| 5782610 | Sweetgrass Cottage at The Grant | \$37915 | 8 | \$190 |
| 4371124 | Murphy's Retreat-2 BR, 1 Bath, W/D | \$35783 | 64 | \$196 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|-------------------------------------|--------------------------|---------|-------|
| 3 Bedrooms | | | | |
| 6364039 | Luxury in the heart of Downtown! | \$55368 | 35 | \$439 |
| 4879562 | The 8th Wonder (10min walk to King) | \$55244 | 37 | \$442 |
| 6305335 | \$247/ WKNT and Walk to King St! | \$50859 | 25 | \$435 |
| 2406502 | Private Home- Perfect Location! | \$43015 | 44 | \$410 |
| 6236255 | NEWLY RENOVATED near KING ST! | \$40505 | 18 | \$500 |
| 2473470 | Big Blue House! 3BD, Sleeps 6! | \$40390 | 50 | \$191 |
| 6761578 | Limon Cello (Historic Downtown) | \$40007 | 6 | \$667 |
| 3971302 | Relax in Designer Style! | \$37691 | 58 | \$209 |
| 2857782 | Charming 3BD+parking dwtn peninsula | \$37200 | 57 | \$213 |
| 4200791 | Charming Home Close to Downtown | \$30837 | 53 | \$208 |
| 4+ Bedrooms | | | | |
| 9134641 | Great for Groups + Wedding Parties | \$73450 | 2 | \$807 |
| 5182182 | Cannonborough (Historic Downtown) | \$60721 | 14 | \$810 |
| 5477726 | 9BR - Four Apartment Compound! 154 | \$48091 | 0 | \$943 |
| 8628845 | FantaSea House | \$40400 | 0 | \$808 |
| 1798475 | Family 4BR Urban Retreat | \$35075 | 59 | \$231 |
| 5142178 | DOWNTOWN - Groups Great! | \$34450 | 14 | \$840 |
| 6968000 | Accommodates 10- Downtown | \$33105 | 17 | \$581 |
| 5478619 | Newly Renovated 4BR Home - 118 | \$33048 | 6 | \$918 |
| 8521065 | Antigua (Historic Downtown) | \$31130 | 8 | \$610 |
| 9155656 | 5 bd 4bth Downtown Historic House | \$31098 | 3 | \$818 |



Airbnb Market Report

Folly Beach, South Carolina - February 2016

General Area Statistics

| | | |
|-------------------|--------------------|----------------------|
| Population | Total Homes | Median Income |
| 2,400 | 2,240 | \$56,400 |

Active Listings

| | | | | | |
|------------------------------|---------------------------------|--------------|------------------|--------------|--------------|
| Total Active Listings | Active Listing Breakdown | | | | |
| 96 | # Bedrooms | House | Apartment | Other | Total |
| | Shared Room | - | - | - | - |
| | Private Room | 12 | 1 | 2 | 15 |
| | Studio | - | - | - | - |
| | 1 Room | 4 | 2 | 2 | 8 |
| | 2 Rooms | 4 | 9 | 13 | 26 |
| | 3 Rooms | 14 | 1 | 19 | 34 |
| | 4+ Rooms | 8 | - | 5 | 13 |
| | Total | 42 | 13 | 41 | 96 |



What is an Active Listing?

We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

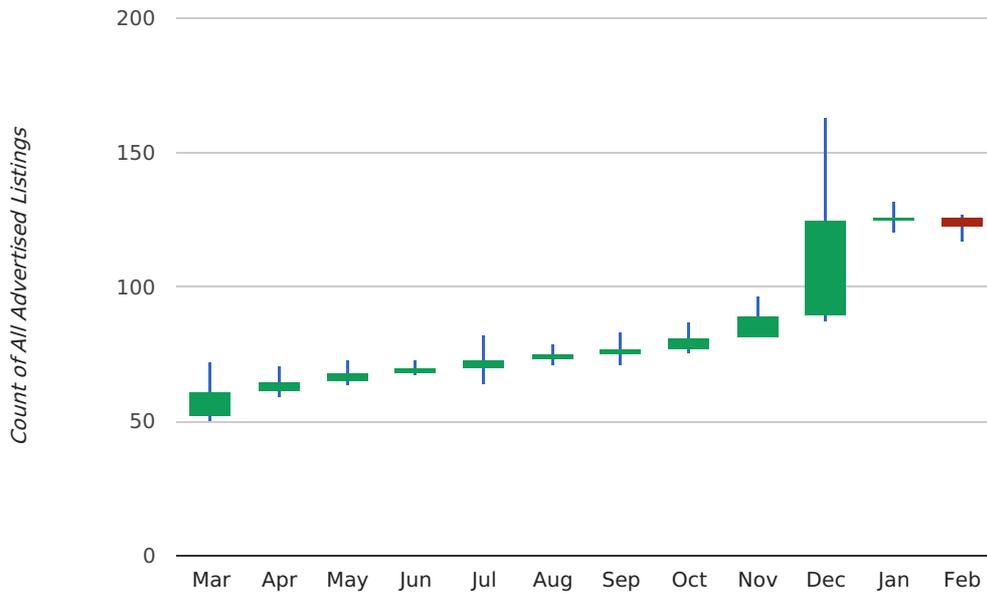
Historical Listing Counts



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Change in number of properties over the last 12 months

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|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Start of Month | 52 | 61 | 65 | 68 | 70 | 73 | 75 | 77 | 81 | 89 | 125 | 126 |
| Start minus Unlisted in Month | 50 | 59 | 63 | 67 | 64 | 71 | 71 | 75 | 81 | 87 | 120 | 121 |
| Start plus Newly Listed | 63 | 67 | 70 | 71 | 79 | 77 | 81 | 83 | 89 | 127 | 131 | 127 |
| Properties Available at Month End | 61 | 65 | 68 | 70 | 73 | 75 | 77 | 81 | 89 | 125 | 126 | 122 |

Occupancy Rates

Annual Median Occupancy

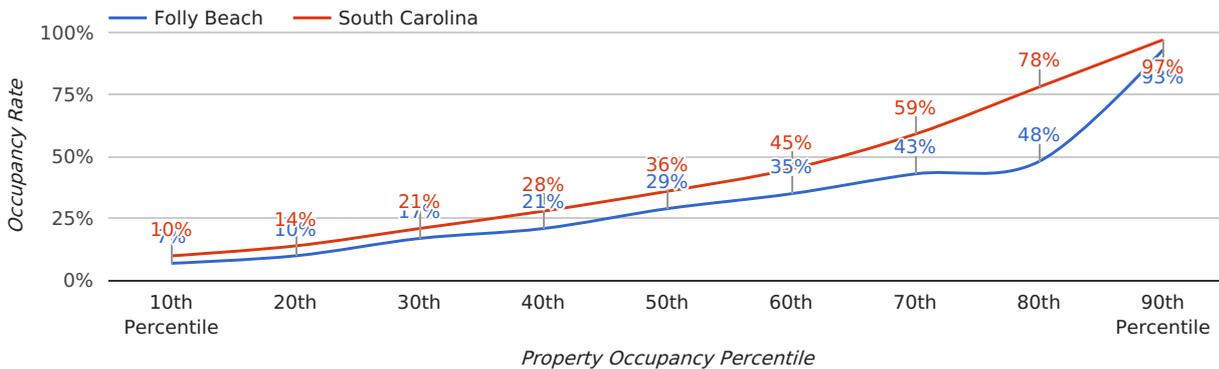
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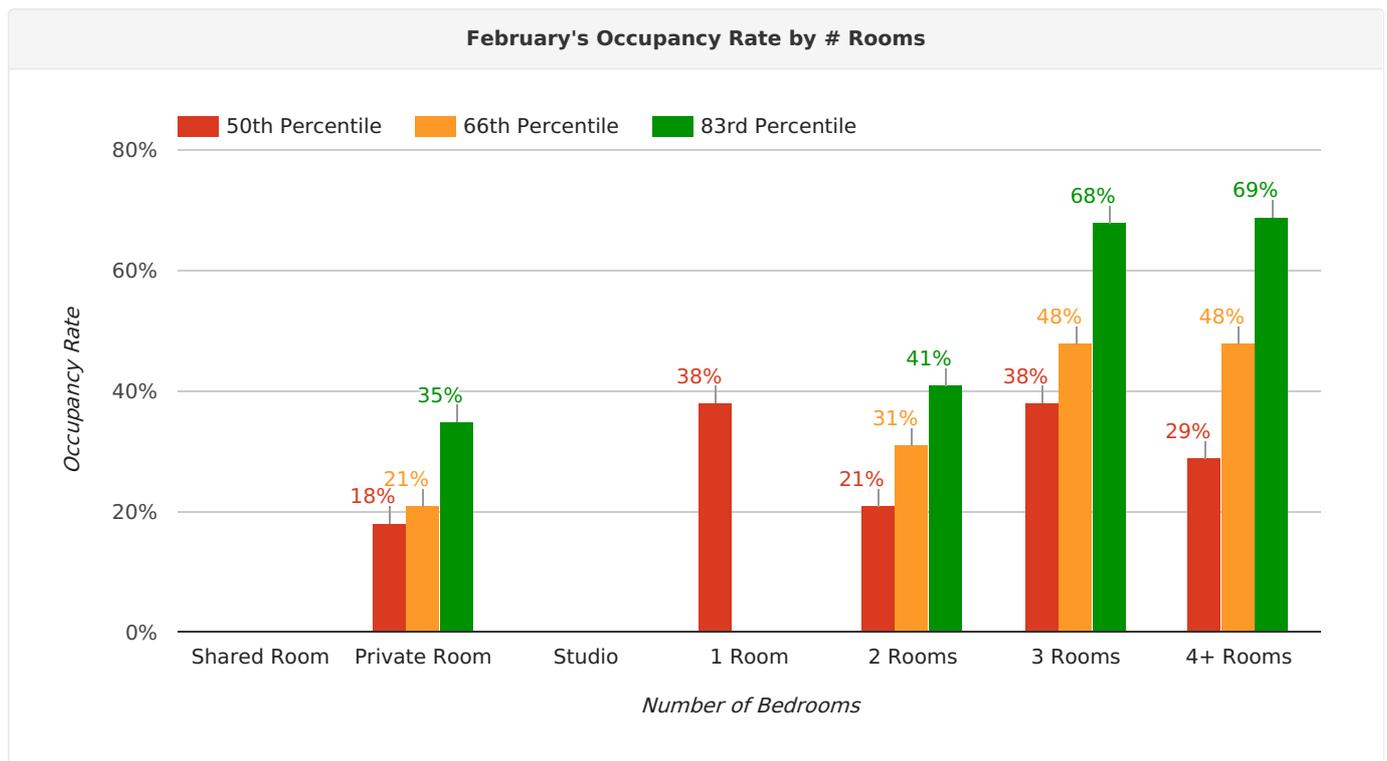
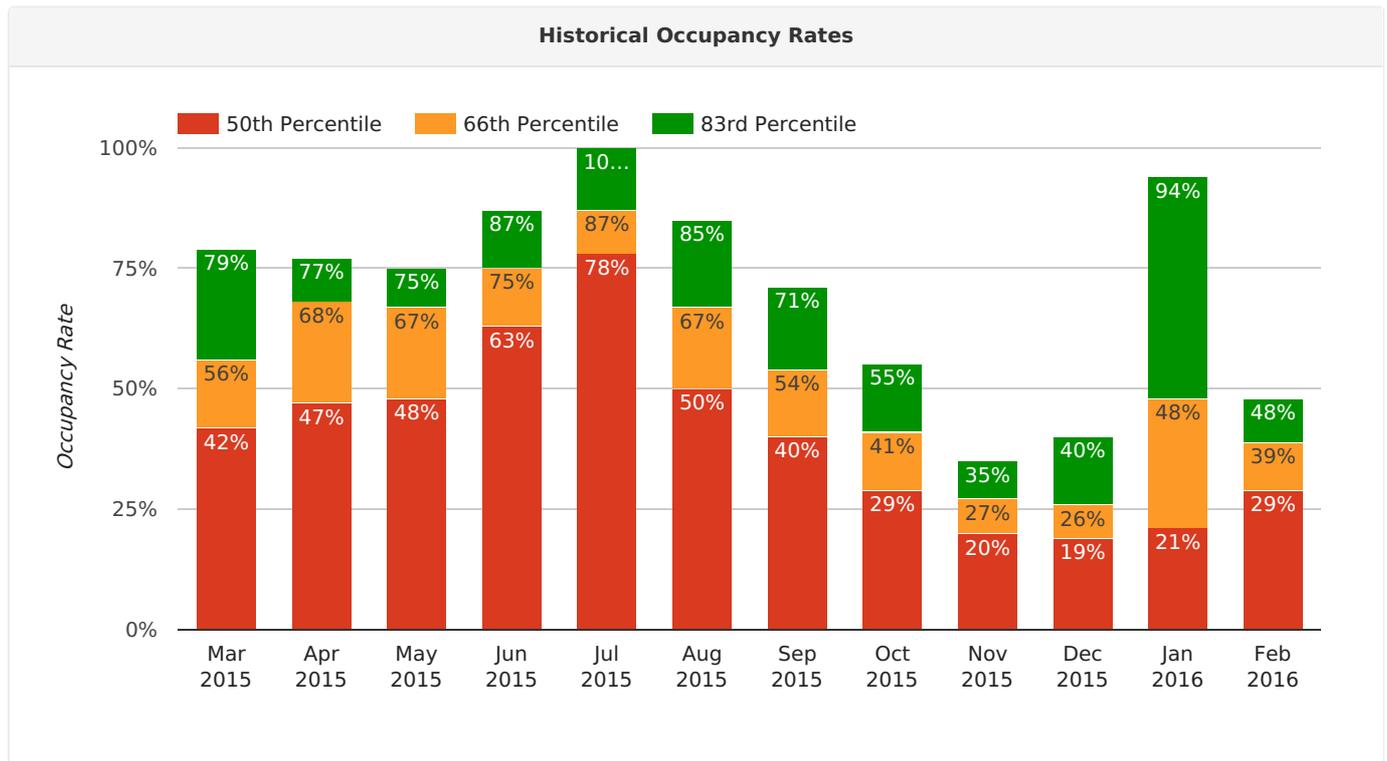
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Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

Occupancy Rates (continued)

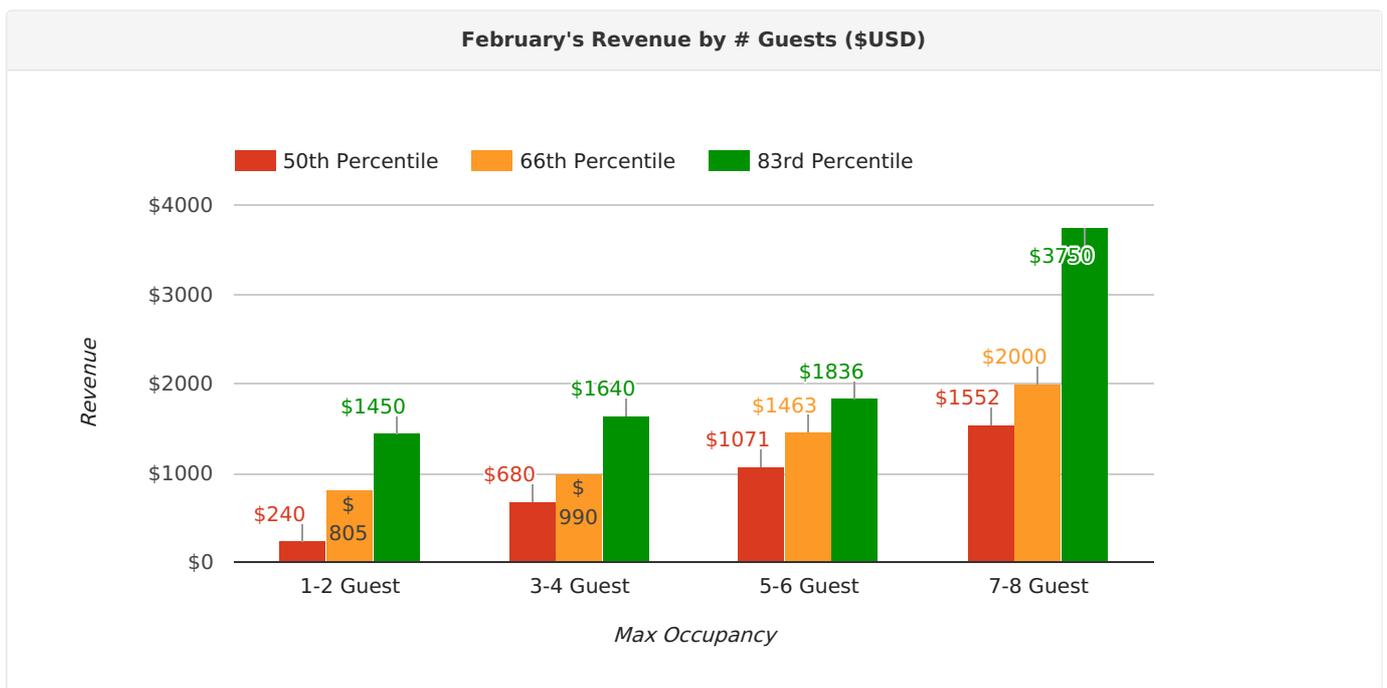
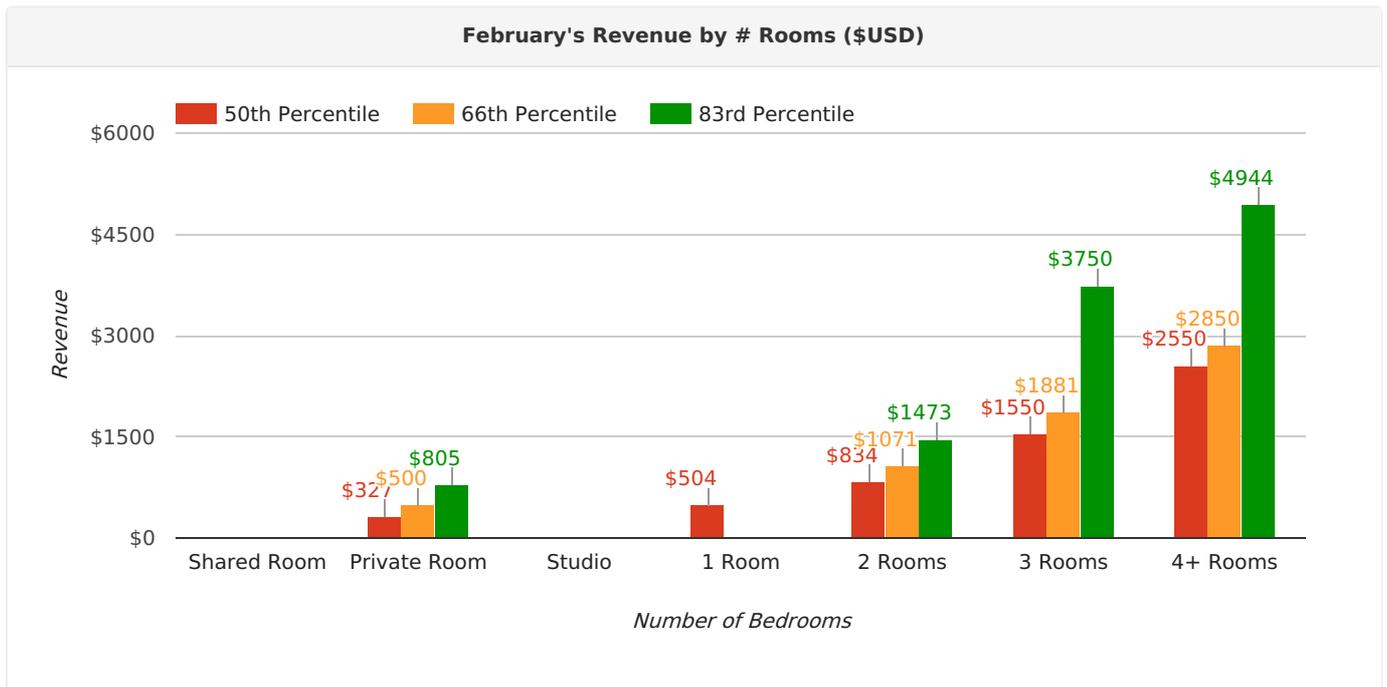


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Revenue

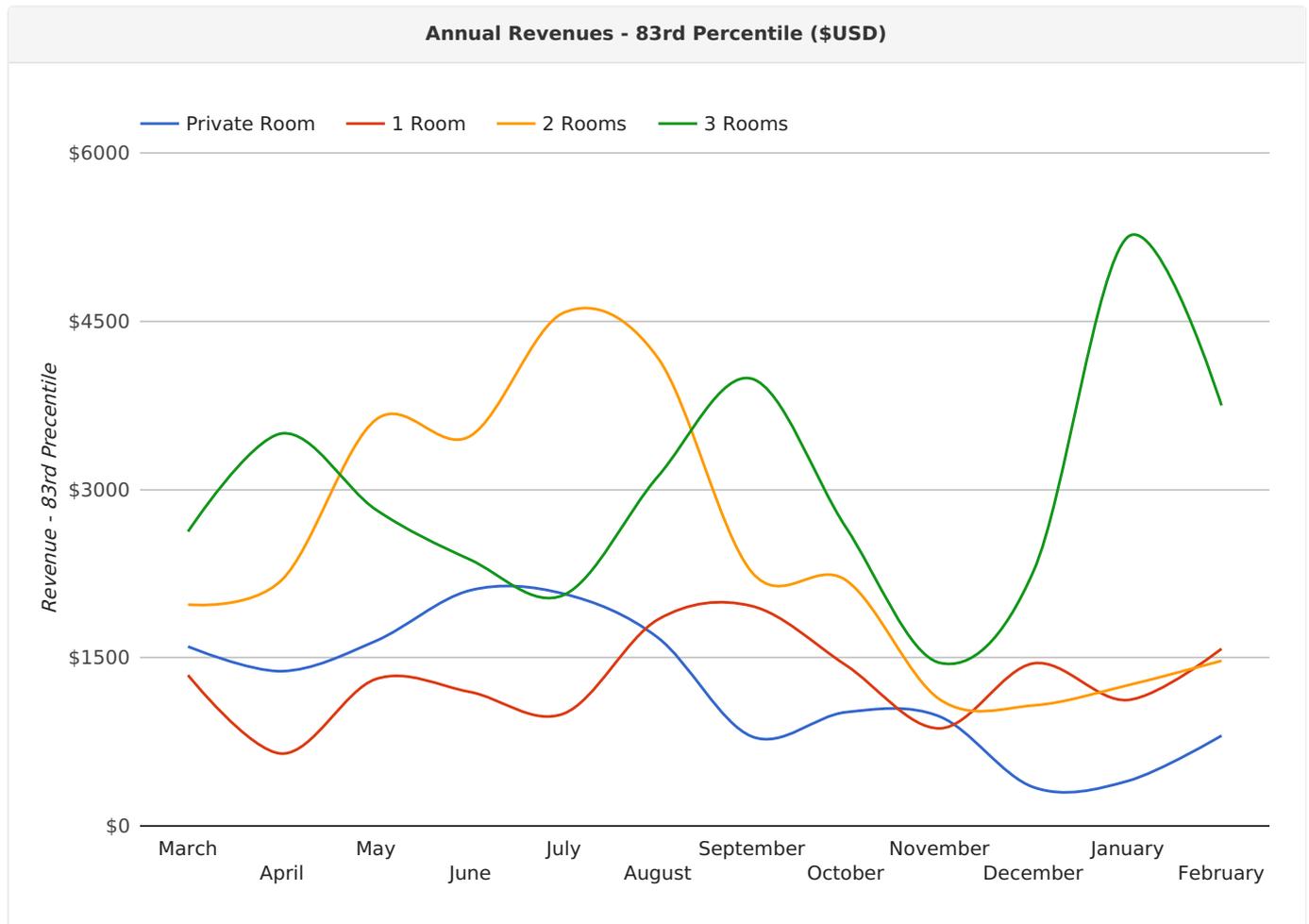


Monthly Revenue

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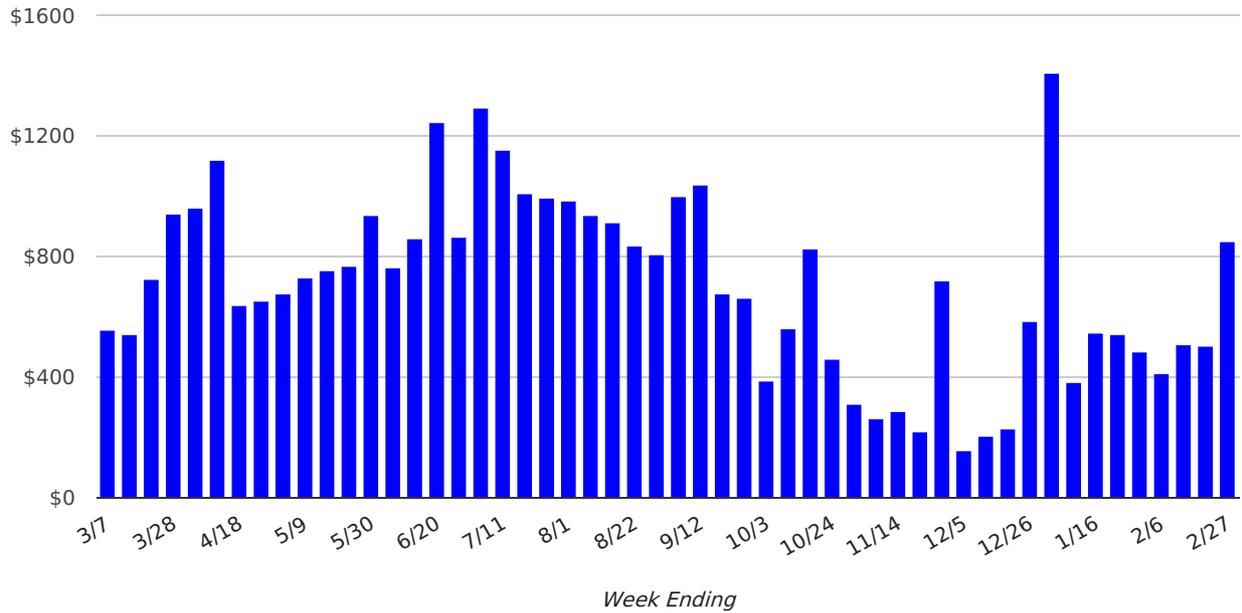
Revenue (continued)



| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 | Total |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|
| Shared Room | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Private Room | \$1600 | \$1380 | \$1650 | \$2100 | \$2070 | \$1680 | \$798 | \$1014 | \$976 | \$345 | \$400 | \$805 | \$14818 |
| Studio | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 Bedroom | \$1345 | \$645 | \$1310 | \$1195 | \$1002 | \$1840 | \$1961 | \$1435 | \$870 | \$1450 | \$1123 | \$1580 | \$15756 |
| 2 Bedrooms | \$1974 | \$2195 | \$3623 | \$3475 | \$4577 | \$4175 | \$2264 | \$2193 | \$1129 | \$1075 | \$1254 | \$1473 | \$29407 |
| 3 Bedrooms | \$2625 | \$3500 | \$2820 | \$2376 | \$2060 | \$3115 | \$3988 | \$2666 | \$1455 | \$2274 | \$5250 | \$3750 | \$35879 |
| 4+ Bedrooms | \$4430 | \$3600 | \$2700 | \$3300 | \$1775 | \$3650 | \$5050 | \$4250 | \$2025 | \$5200 | \$2890 | \$4944 | \$43814 |

Weekly and Daily Demand

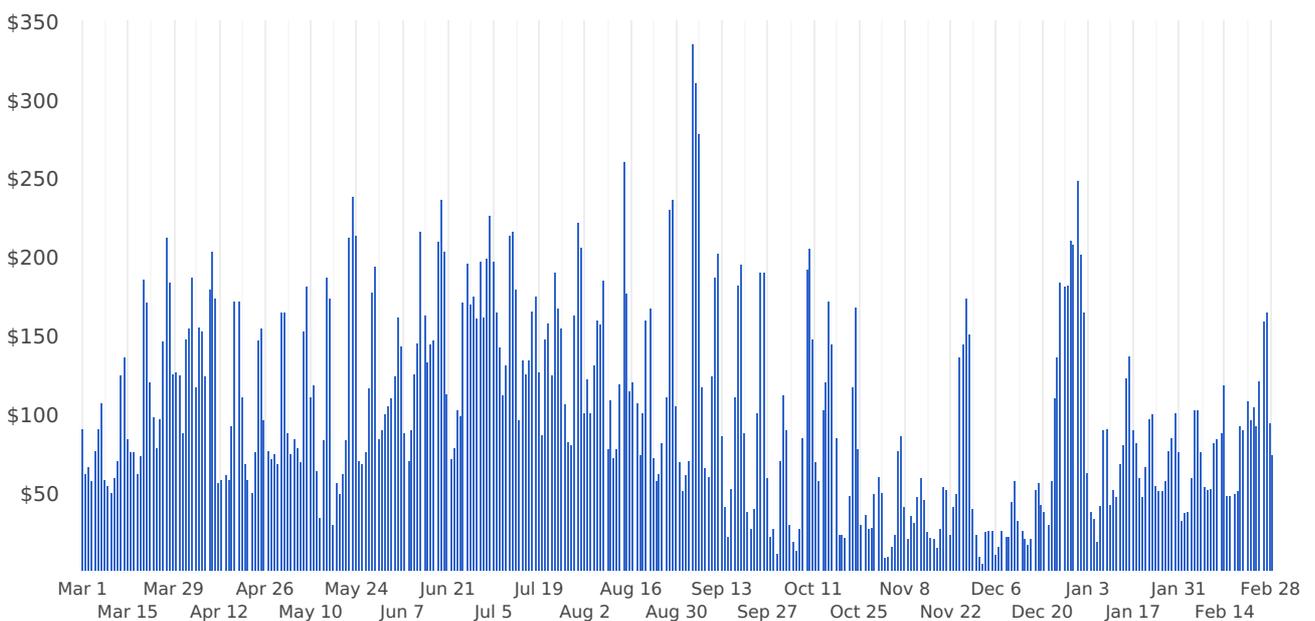
Seasonality - Weekly RevPAR (revenue per available room)



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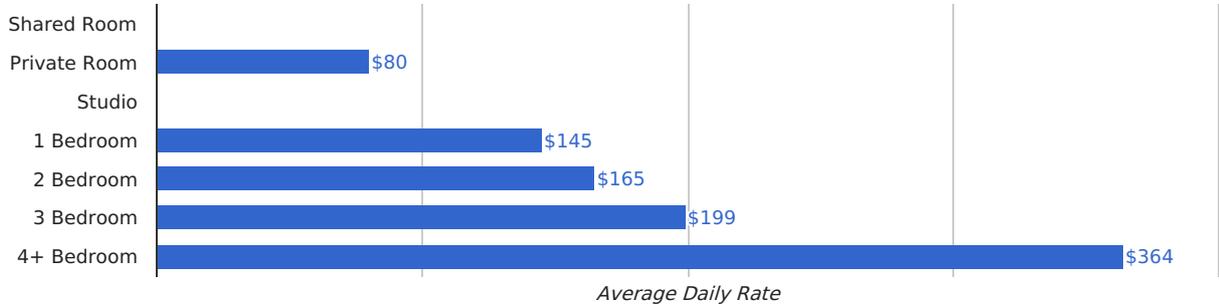
Seasonality - Daily RevPAR (revenue per available room)



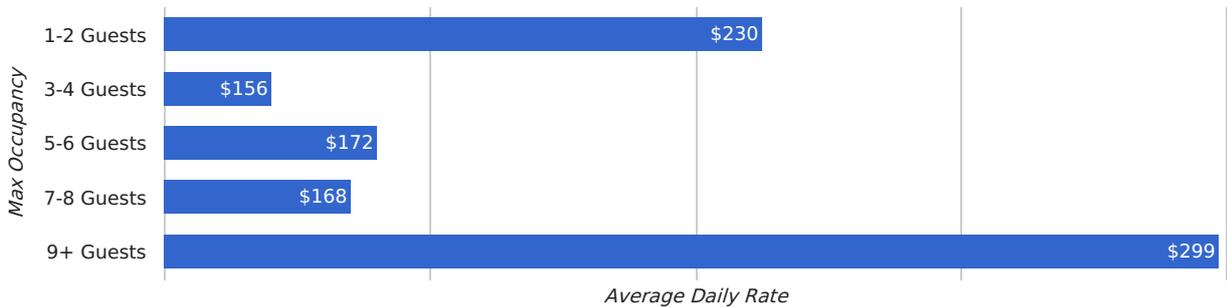
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An easy way to increase your vacation rental revenue is by adding a fold out couch and temporary sleeping accommodations.

One bedrooms make 20% more if they can accommodate 4 guests instead of just 2.



Airbnb Listing Optimization

Extra Fees and Discounts

| Price and Fee Ranges | | | | |
|----------------------|------------|---------------|---------------|------------------|
| # Bedrooms | # Listings | Daily Price | Cleaning Fee | Security Deposit |
| Shared Room | - | - | - | - |
| Private Room | 15 | \$97 - \$117 | \$10 - \$25 | Avg \$100 |
| Studio | - | - | - | - |
| 1 Room | 8 | Avg \$173 | Avg \$121 | Avg \$343 |
| 2 Rooms | 26 | \$140 - \$170 | \$125 - \$266 | \$200 - \$300 |
| 3 Rooms | 34 | \$164 - \$200 | \$150 - \$281 | \$300 - \$400 |
| 4+ Rooms | 13 | \$251 - \$375 | \$200 - \$275 | Avg \$558 |

Price range is for the 33rd and 66th percentiles

| Additional Fee Usage | | | |
|----------------------|-----------------|---------------------|-----------------------|
| | No Cleaning Fee | No Security Deposit | No Extra Guest Charge |
| Super Hosts | 25% | 13% | 100% |
| Experienced Hosts | 25% | 40% | 90% |
| Novice Hosts | 7% | 65% | 94% |

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews

 As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

| Booking Discounts | | |
|--------------------|-----------------|------------------|
| | Weekly Discount | Monthly Discount |
| Top Area Hosts | 2% off | 24% off |
| Top State Hosts | 5% off | 25% off |
| Top National Hosts | 4% off | 18% off |

Top 10% based on number of reviews

 Weekly and Monthly Booking Discounts for short-term rentals were once in the 25% - 50% off range, but due to the simplification of the booking process on Airbnb, top hosts now offer minimal discounts for extended stays.

Reservation Settings

| Minimum Stay | | | | | | |
|--------------------------|---------|----------|----------|----------|------------|-----------|
| | 1 Night | 2 Nights | 3 Nights | 4 Nights | 5-6 Nights | 7+ Nights |
| Super Hosts | 38% | 38% | 25% | 0% | 0% | 0% |
| Experienced Hosts | 30% | 35% | 35% | 0% | 0% | 0% |
| Novice Hosts | 65% | 13% | 18% | 3% | 1% | 1% |



Why is this important?

Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

Tip

Airbnb now allows hosts to set different minimum night stays for any time period. It is highly recommended to set longer minimum night stays for high demand periods over three months in the future. This will improve your average booking value, reduce vacancy during peak times, and minimize undesirable inquiries. Reduce your minimum night stay to 1 night only for dates in the next 30 days. View our blog for more details.

| Instant Booking | | | |
|--------------------------|-------------|----------------|--------|
| | Folly Beach | South Carolina | U.S.A. |
| Super Hosts | 8% | 10% | 14% |
| Experienced Hosts | 21% | 14% | 16% |
| Novice Hosts | 71% | 76% | 70% |



Enable Instant Book

Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

| Cancellation Policy | | | |
|--------------------------|--------|----------|----------|
| | Strict | Moderate | Flexible |
| Super Hosts | 75% | 13% | 0% |
| Experienced Hosts | 60% | 30% | 10% |
| Novice Hosts | 29% | 16% | 10% |



The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

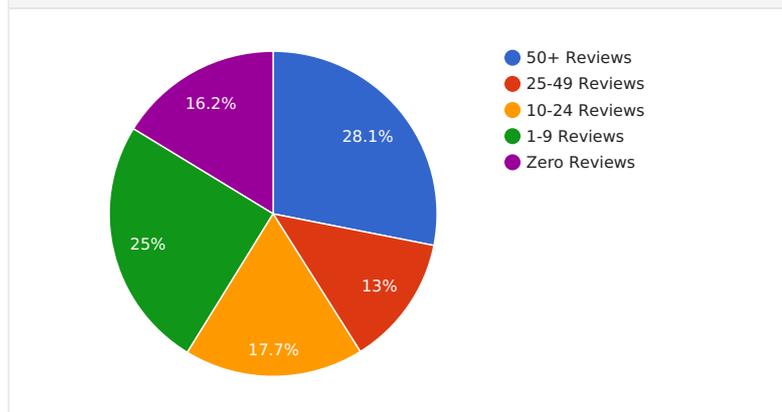
Host Information

Host Responsiveness

| | Response Rate | Days Since Last Calendar Update |
|--------------------------|---------------|---------------------------------|
| Super Hosts | 99% | 2 |
| Experienced Hosts | 96% | 5 |
| Novice Hosts | 93% | 10 |

✔ Host Responsiveness is the single most important determinant of successful Airbnb host. It has been proven to be the largest influencer of booking conversions, Airbnb search placement, and overall listing views. If you are serious about becoming a Super Host, nothing less a 100% response rate is acceptable. If you are unable to respond to all messages within one hour it is recommended you sign up for a service to help manage your inquiries.

Host Experience



✔ **Why is this important?**
80% of the hosts in America have less than 10 reviews. A high percentage of host with over 10 reviews is a great sign of a High Potential Area.

% Host with 10+ Reviews:

- High Potential = Greater than 30%
- Med Potential = 10% to 30%
- Low Potential = Under 10%

Ratings

| Overall Rating | | | | | |
|----------------|-------|-------|-------|-------|-------|
| | ★★★★★ | ★★★★☆ | ★★★☆☆ | ★★★☆☆ | ★★★☆☆ |
| # of Listings | 22 | 2 | 1 | - | - |
| % of Listings | 39% | 4% | 2% | - | - |

| Detailed Ratings | | | |
|------------------|-------------|----------------|--------|
| | Folly Beach | South Carolina | U.S.A. |
| Accuracy | 4.85 | 4.72 | 4.72 |
| Cleanliness | 4.85 | 4.76 | 4.74 |
| Communication | 4.91 | 4.89 | 4.87 |
| Location | 4.95 | 4.76 | 4.78 |
| Check In | 4.95 | 4.87 | 4.86 |
| Value | 4.80 | 4.73 | 4.70 |



Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

Amenities

| Percentage of Properties With Amenities | | | | | |
|---|-----|------|------------------|-----|------|
| | Yes | No | | Yes | No |
| Cable TV | 86% | 14% | Washer/Dryer | 77% | 23% |
| Gym | 0% | 100% | Air Conditioning | 95% | 5% |
| Pool | 20% | 80% | WiFi | 89% | 11% |
| Heating | 92% | 8% | Free Parking | 92% | 8% |
| Pets Allowed | 36% | 64% | Smoking | 0% | 100% |
| Fireplace | 8% | 92% | Hot Tub | 10% | 90% |
| Kitchen | 84% | 16% | Breakfast | 5% | 95% |



A general rule of thumb for amenities in your area

- Must Have = 80% or greater
- Should Have = 50% to 80%
- Nice to Have = Under 50%

Top 10 Performing Listings



Below are the Top 10 performing listings in this area over the past 12 months. This list is ranked by total revenues received. Annual bookings is the total number of reservations in the year and reviews is the total number of reviews received in the last 12 months (LTM). If your PDF viewer does not support clickable links, you can view these listing by adding the ID to [http://airbnb.com/rooms/\[ID\]](http://airbnb.com/rooms/[ID])

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|--------------------------|--|--------------------------|---------|-------|
| Shared Room | | | | |
| Private Room | | | | |
| 3736132 | Nine Palms Private Entrance Suite | \$14990 | 49 | \$150 |
| 4907535 | King's Tower Suite~Wooden Castle | \$12859 | 19 | \$247 |
| 8689891 | Folly Beach Artist's Hideaway | \$6250 | 16 | \$73 |
| 5771889 | Queen Ann Suite~Wooden Castle | \$5759 | 7 | \$175 |
| 6259101 | On-Shore Breezes | \$4643 | 16 | \$66 |
| 5696484 | Seaspirit I: Harmony | \$3605 | 9 | \$129 |
| 4930940 | 'Little Annie' Suite~Pet friendl | \$3538 | 5 | \$186 |
| 5709542 | Seaspirit II: Joy!! | \$3173 | 8 | \$118 |
| 5720199 | Seaspirit III: Bliss! | \$1903 | 9 | \$100 |
| 9478084 | Welcome Aboard! | \$1220 | 10 | \$87 |
| Studio | | | | |
| 1 Bedroom | | | | |
| 3614973 | Sea Glass Cottage | \$18401 | 2 | \$188 |
| 4907959 | Costa Rican Bungalow ~ Pet friendly | \$14718 | 17 | \$199 |
| 4716535 | The Compound - This Place | \$11680 | 21 | \$174 |
| 1963054 | Beachfront Cool 1 Bed Room Pets OK | \$10710 | 28 | \$214 |
| 3375354 | Amazing View Overlooking Ocean | \$7069 | 22 | \$202 |
| 8048763 | Follynesia on Center St. CRAZY CUTE | \$3467 | 3 | \$165 |
| 10139194 | 213 E ERIE~GRILL~FENCED YARD~OD SHOWER~3 | \$1580 | 0 | \$158 |
| 8865585 | Classic 30' sailboat in Folly Beach | \$475 | 4 | \$79 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|-------------------------------------|--------------------------|---------|-------|
| 2 Bedrooms | | | | |
| 5985195 | The Beach Bum Bungalow | \$26819 | 31 | \$210 |
| 6053707 | Atomic Folly Up Close to Everything | \$24671 | 17 | \$297 |
| 330365 | Folly Beach Condo near Charleston | \$20453 | 54 | \$181 |
| 5040798 | Folly Beach Bungalow | \$16899 | 16 | \$192 |
| 2117790 | Rogers Folly Down Close 2 Center St | \$14380 | 15 | \$320 |
| 2643641 | Rogers Folly Up 2BD Close 2 Beach! | \$13543 | 20 | \$282 |
| 3549209 | Two Sisters Folly, Unit B | \$11680 | 14 | \$180 |
| 9274000 | Second Row, Full level upper unit | \$8300 | 3 | \$193 |
| 9448502 | Entire House! Rustic Folly Cottage! | \$6702 | 2 | \$191 |
| 6819268 | AHH...Folly Upstairs, Steps 2 Beach | \$6508 | 4 | \$325 |
| 3 Bedrooms | | | | |
| 1853965 | Waterfront Home near Beach/Downtown | \$29052 | 33 | \$306 |
| 889002 | Folly Beach's Island Girl-Adorable! | \$27520 | 31 | \$195 |
| 5267151 | Sea Scape Directly across from Pier | \$20084 | 14 | \$365 |
| 1981766 | Beachfront FUNKY FRESH 3 Bd Pets OK | \$18612 | 21 | \$338 |
| 750936 | Beach Front Condo -Folly Beach, SC | \$13450 | 18 | \$264 |
| 8257607 | Lamm's End Perfect Beach Cottage! | \$13000 | 0 | \$250 |
| 9073623 | Folly Beach Eco-Retreat! | \$10967 | 0 | \$189 |
| 5173641 | Close to Beach and Downtown Folly! | \$8421 | 10 | \$290 |
| 8255796 | Lamm's End Perfect Beach Bungalow! | \$7250 | 1 | \$250 |
| 9278913 | Iguana - offbeat meets easygoing | \$6630 | 3 | \$170 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|--------------------------|--|--------------------------|---------|-------|
| 4+ Bedrooms | | | | |
| 5746625 | 4 bedrooms one block from the Ocean | \$43020 | 15 | \$368 |
| 3817866 | Close to Beach and Downtown Folly! | \$33800 | 33 | \$412 |
| 7272900 | Private Oasis Near The Beach | \$30200 | 6 | \$559 |
| 2387401 | 200 steps to Beach/Center St! | \$20510 | 19 | \$311 |
| 8866981 | The Vista | \$18292 | 6 | \$281 |
| 7350919 | ""Chunky Monkey"" | \$15047 | 15 | \$313 |
| 6377721 | Breathtaking Ocean Views | \$10650 | 1 | \$463 |
| 9792860 | Beachfront condo Folly Beach 2 pool | \$3097 | 1 | \$238 |
| 10139217 | 510 W ASHLEY~ ELEVATOR ~ OCEAN VIEW~ BEA | \$2960 | 0 | \$296 |
| 10139218 | 512 E COOPER~ THE WAVE HOUSE~ GAS GRILL~ | \$2850 | 0 | \$285 |



AIRDNA
Airbnb Data and Analytics

Airbnb Market Report

Isle Of Palms, South Carolina - February 2016

General Area Statistics

| Population | Total Homes | Median Income |
|------------|-------------|---------------|
| 4,210 | 4,400 | \$93,200 |

Active Listings

| Total Active Listings | Active Listing Breakdown | | | | |
|-----------------------|--------------------------|-------|-----------|-------|-------|
| 31 | # Bedrooms | House | Apartment | Other | Total |
| | Shared Room | 1 | - | - | 1 |
| | Private Room | 3 | - | - | 3 |
| | Studio | - | 1 | - | 1 |
| | 1 Room | 1 | 1 | 2 | 4 |
| | 2 Rooms | 2 | 2 | 2 | 6 |
| | 3 Rooms | 8 | - | 1 | 9 |
| | 4+ Rooms | 7 | - | - | 7 |
| | Total | 22 | 4 | 5 | 31 |

What is an Active Listing?
We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

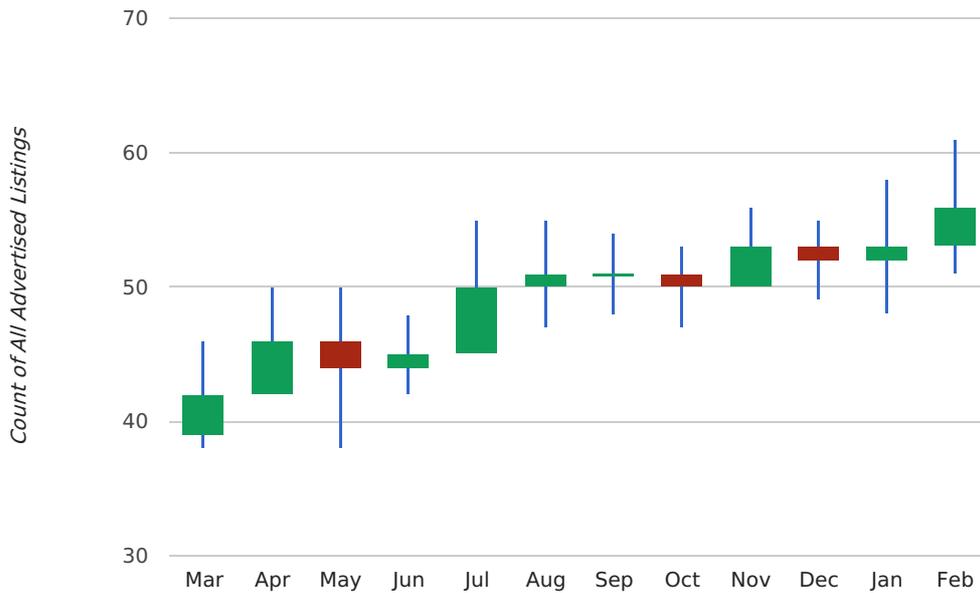
Historical Listing Counts



How to read this chart

This candle stick chart depicts the change in number of advertised listings (all listings found on Airbnb within this region) month over month. The wider green (increasing) or red (decreasing) bars show the cumulative increase or decrease in number of listings from the prior month. The lines above and below the bars show the number of added and removed listings, respectively.

Listing Count Trend - All Listings



Change in number of properties over the last 12 months

| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Start of Month | 39 | 42 | 46 | 44 | 45 | 50 | 51 | 51 | 50 | 53 | 52 | 53 |
| Start minus Unlisted in Month | 38 | 42 | 40 | 42 | 45 | 47 | 48 | 48 | 50 | 50 | 48 | 51 |
| Start plus Newly Listed | 43 | 46 | 50 | 47 | 50 | 54 | 54 | 53 | 53 | 55 | 57 | 58 |
| Properties Available at Month End | 42 | 46 | 44 | 45 | 50 | 51 | 51 | 50 | 53 | 52 | 53 | 56 |

Occupancy Rates

Annual Median Occupancy

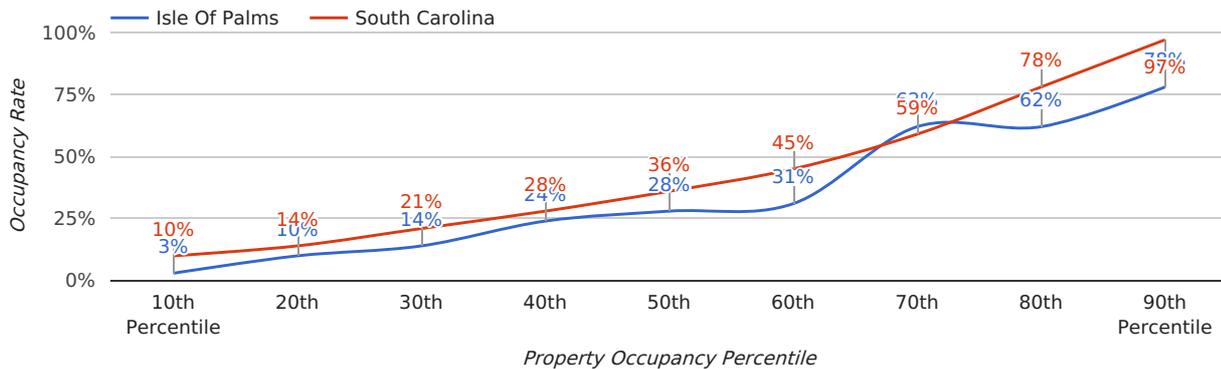
40%



Occupancy Rate

Occupancy rate is the number of days that a property had a reservation divided by the total number of days it was available for rent in the month. The median is the 50th percentile for this reporting area. Listings that are blocked for the month or are otherwise "inactive" are not included in the calculation.

February's Occupancy Performance



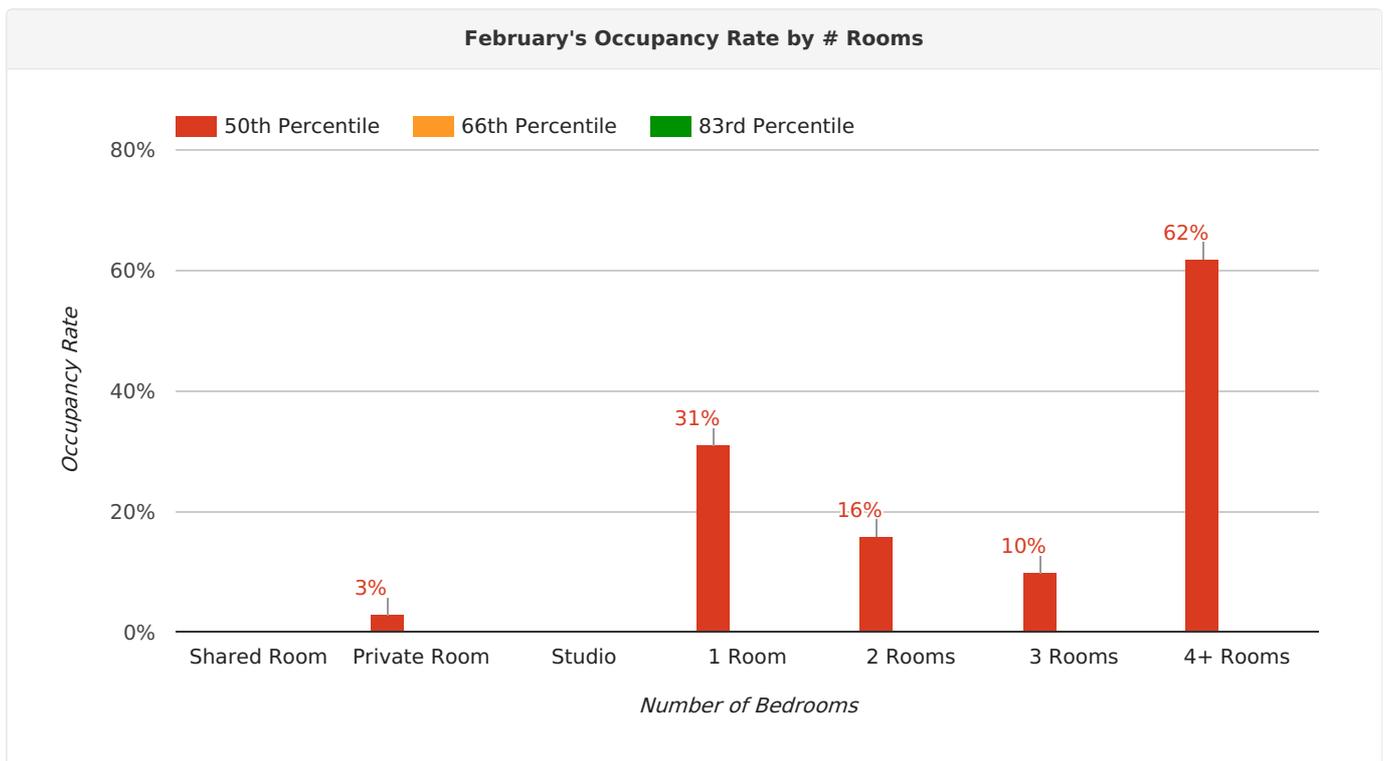
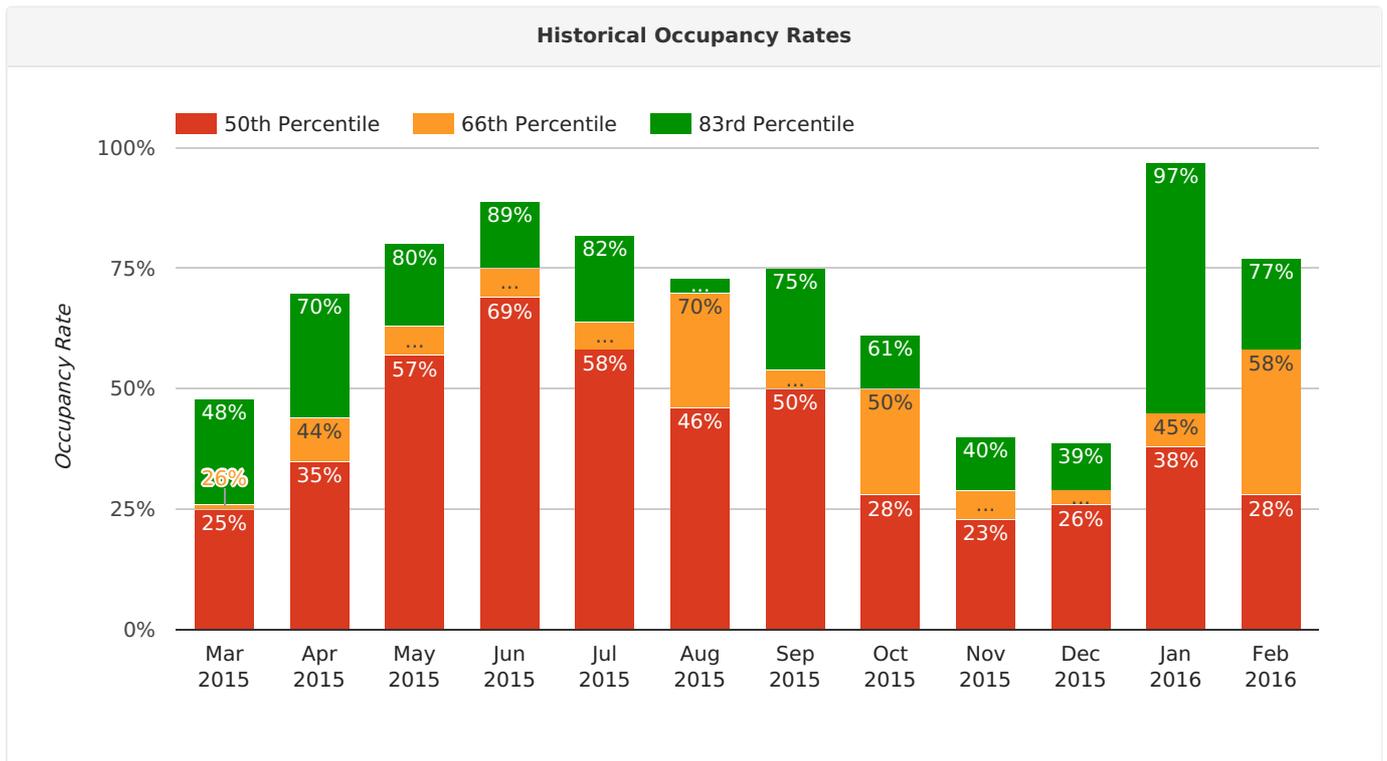
How to read this chart

The occupancy rate varies greatly in every area based on location, price and other factors. In order to show the whole picture we place each property into a percentile based on their achieved Occupancy Rate in the last full month. Example: If there were 10 properties in the area, the property with the 9th highest occupancy rate would be in the 90th percentile. In the line chart you can see what the lowest performing to best performing properties were able to achieve.

- High Performing Area - Greater than 60% Median Occupancy
- Mid Performing Area - 40%-60%
- Low Performing Area- Less than 40%

Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

Occupancy Rates (continued)

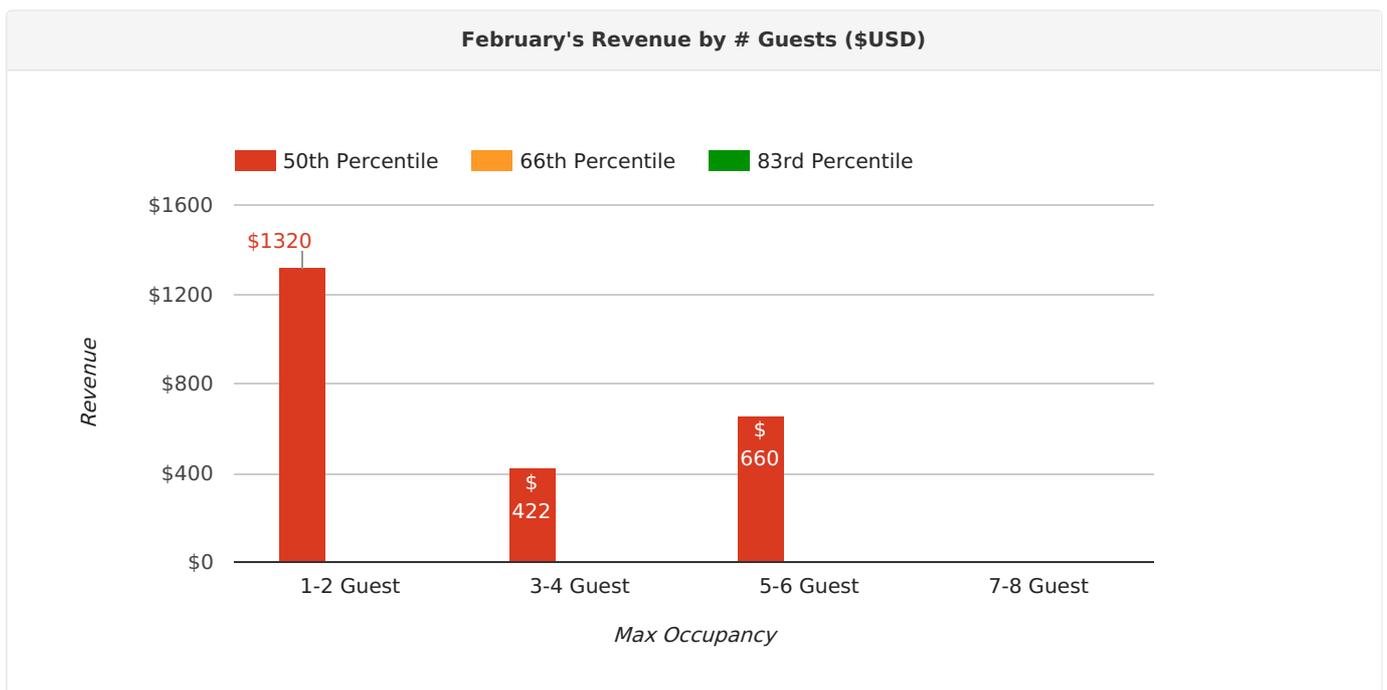
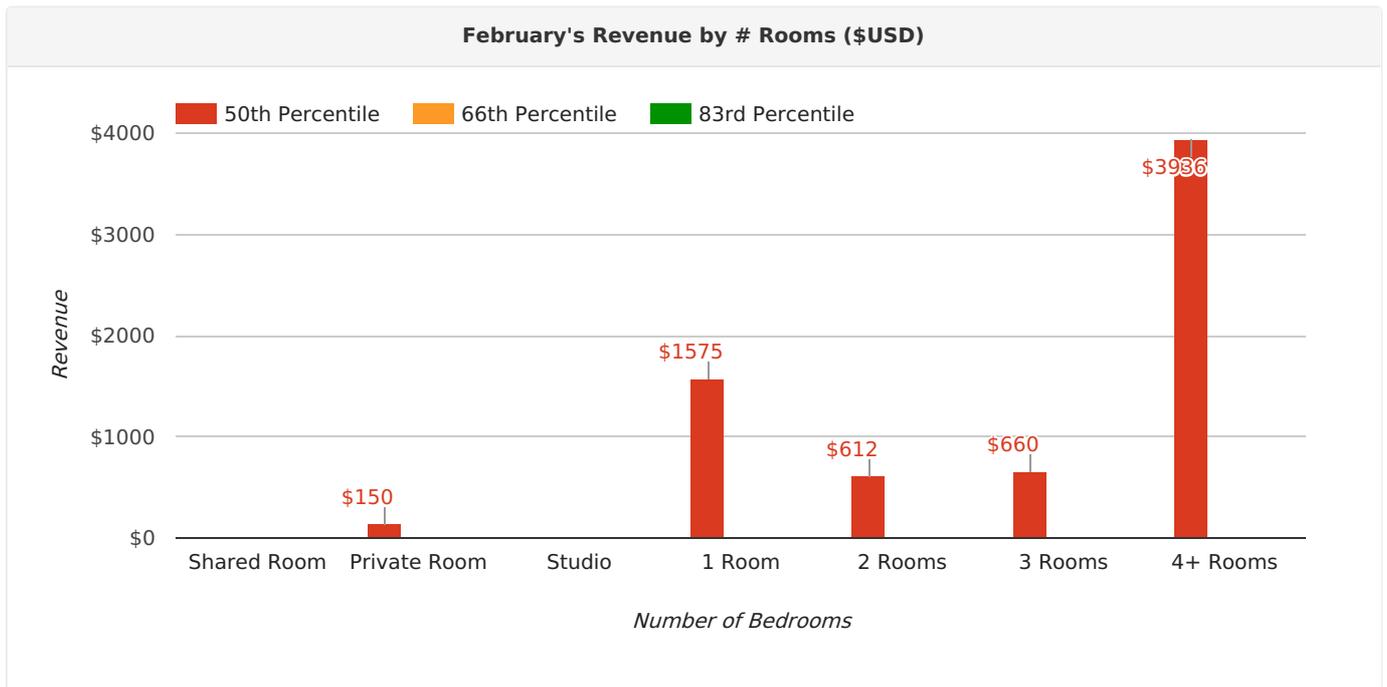


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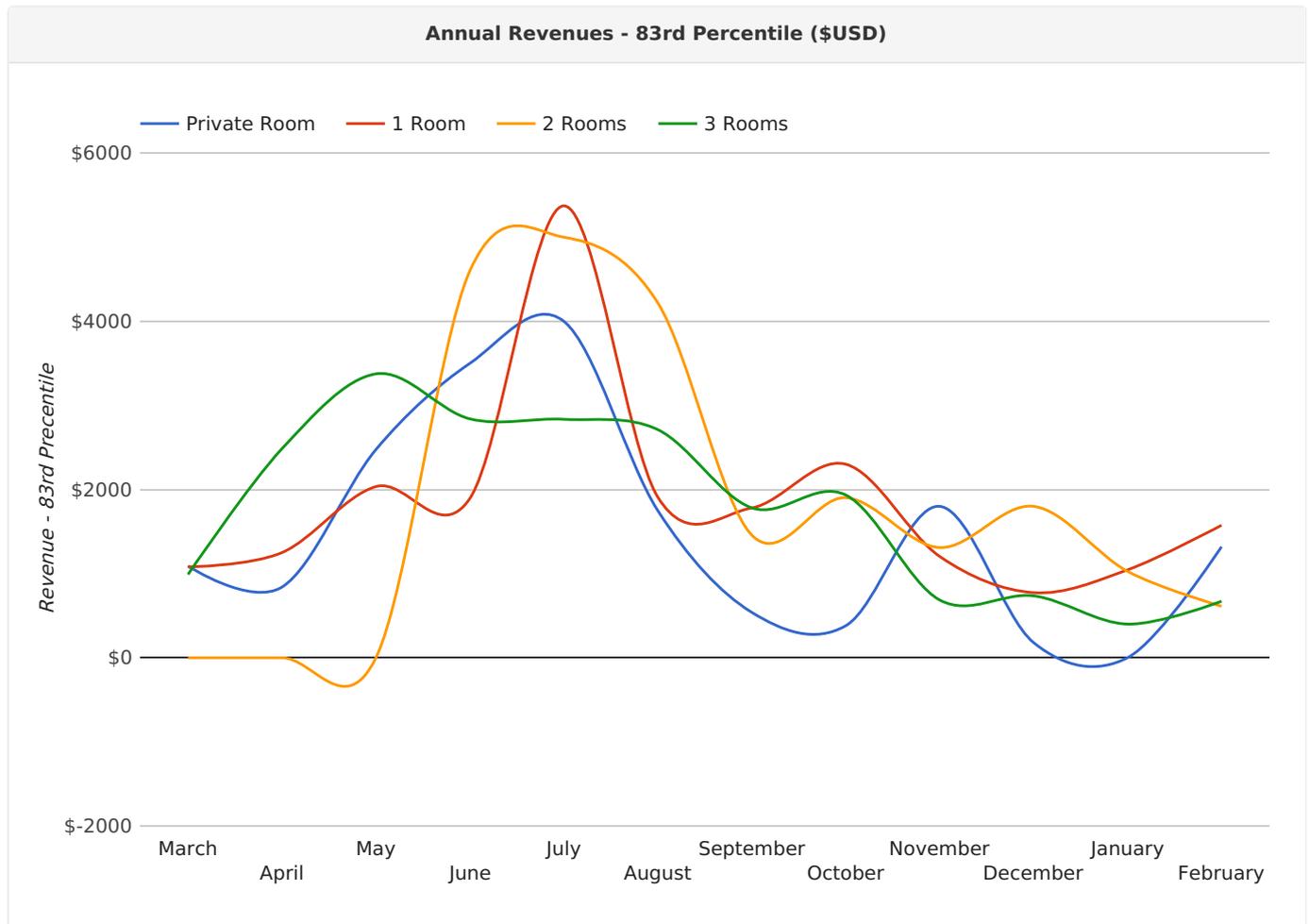


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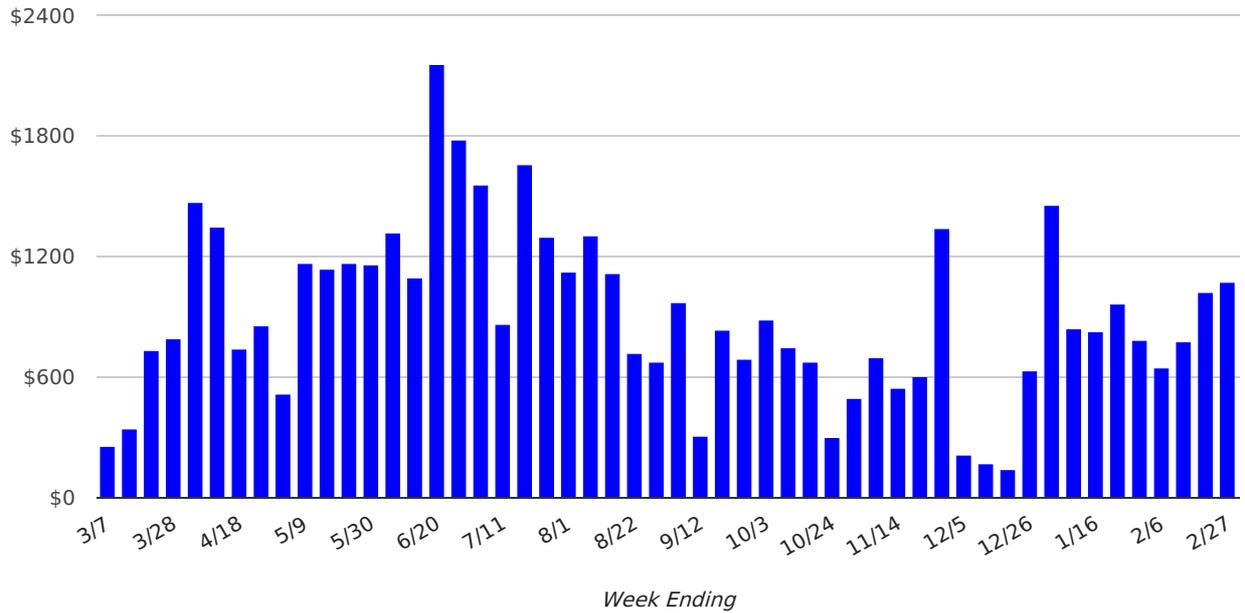
Revenue (continued)



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|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|
| Shared Room | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Private Room | \$1090 | \$840 | \$2475 | \$3500 | \$4000 | \$1750 | \$540 | \$380 | \$1800 | \$0 | \$0 | \$1320 | \$17695 |
| Studio | \$980 | \$1315 | \$160 | \$967 | \$1665 | \$1856 | \$475 | \$1410 | \$470 | \$1904 | \$2370 | \$0 | \$13572 |
| 1 Bedroom | \$1080 | \$1250 | \$2035 | \$1894 | \$5373 | \$1910 | \$1781 | \$2301 | \$1205 | \$774 | \$1045 | \$1575 | \$22223 |
| 2 Bedrooms | \$0 | \$0 | \$0 | \$4600 | \$5000 | \$4220 | \$1459 | \$1903 | \$1310 | \$1800 | \$1027 | \$612 | \$21931 |
| 3 Bedrooms | \$990 | \$2485 | \$3375 | \$2840 | \$2835 | \$2712 | \$1782 | \$1935 | \$687 | \$736 | \$400 | \$672 | \$21449 |
| 4+ Bedrooms | \$2650 | \$3950 | \$5500 | \$5500 | \$3500 | \$4000 | \$2500 | \$2000 | \$1800 | \$2250 | \$4450 | \$16800 | \$54900 |

Weekly and Daily Demand

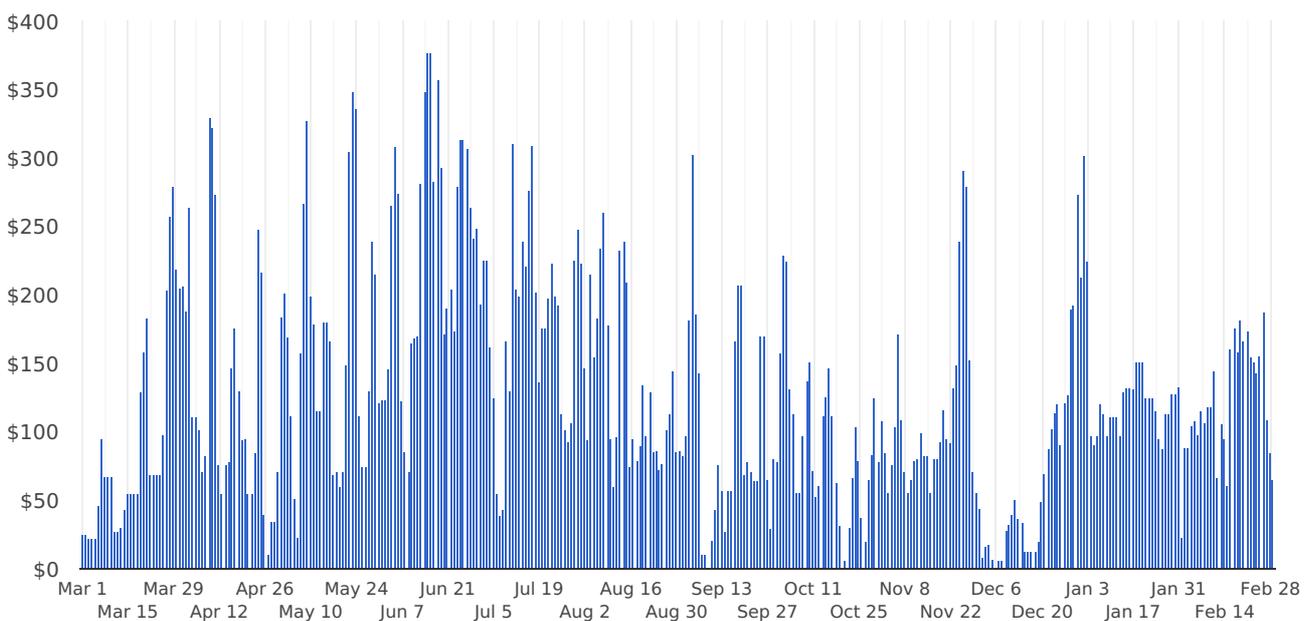
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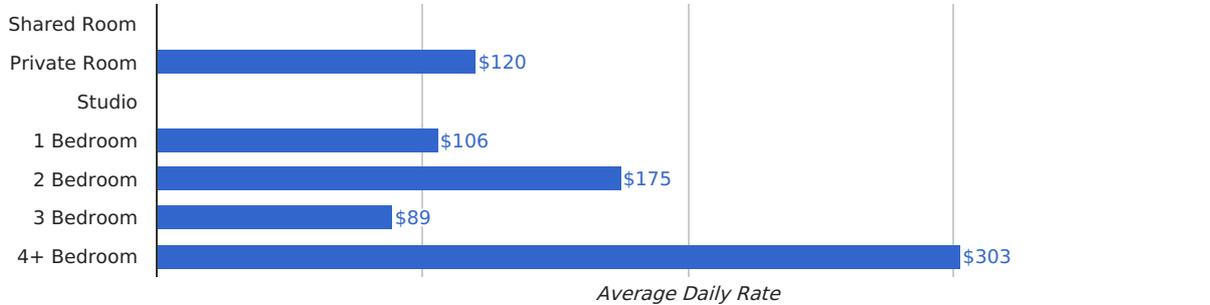
Seasonality - Daily RevPAR (revenue per available room)



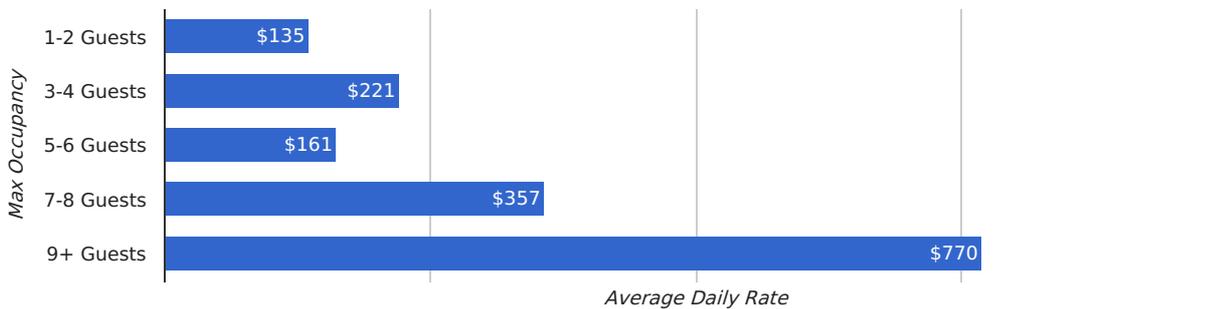
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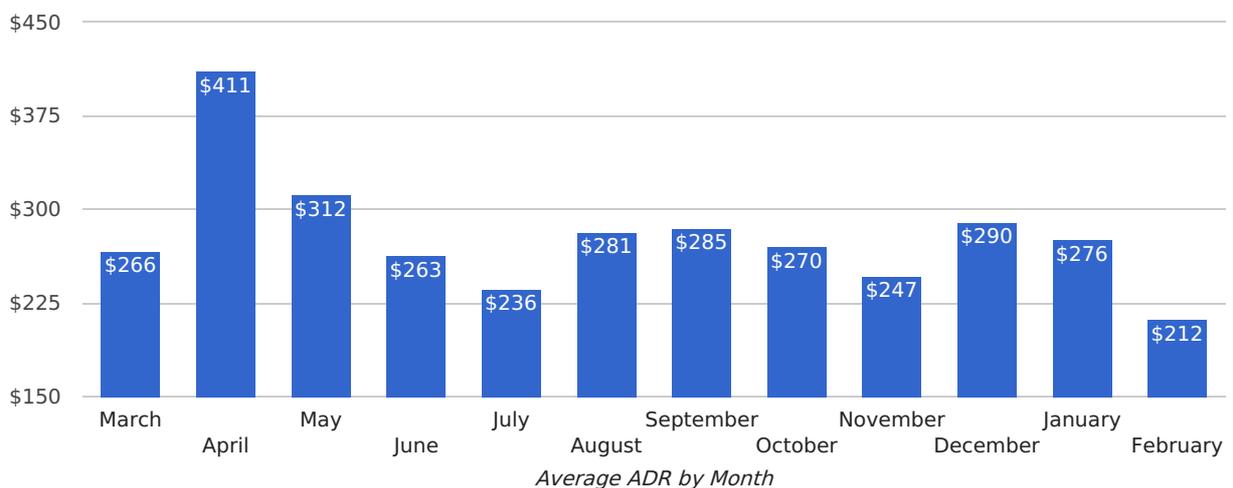


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| Price and Fee Ranges | | | | |
|----------------------|------------|---------------|--------------|------------------|
| # Bedrooms | # Listings | Daily Price | Cleaning Fee | Security Deposit |
| Shared Room | 1 | Avg \$68 | Avg \$150 | Avg \$750 |
| Private Room | 3 | Avg \$155 | - | - |
| Studio | 1 | Avg \$110 | Avg \$35 | Avg \$100 |
| 1 Room | 4 | Avg \$181 | Avg \$101 | Avg \$550 |
| 2 Rooms | 6 | Avg \$223 | Avg \$110 | Avg \$276 |
| 3 Rooms | 9 | \$134 - \$220 | \$75 - \$100 | Avg \$391 |
| 4+ Rooms | 7 | Avg \$700 | Avg \$239 | Avg \$690 |

Price range is for the 33rd and 66th percentiles

| Additional Fee Usage | | | |
|----------------------|-----------------|---------------------|-----------------------|
| | No Cleaning Fee | No Security Deposit | No Extra Guest Charge |
| Super Hosts | 0% | 100% | 50% |
| Experienced Hosts | 43% | 43% | 100% |
| Novice Hosts | 18% | 27% | 95% |

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews

 As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

| Booking Discounts | | |
|--------------------|-----------------|------------------|
| | Weekly Discount | Monthly Discount |
| Top Area Hosts | 7% off | 29% off |
| Top State Hosts | 5% off | 25% off |
| Top National Hosts | 4% off | 18% off |

Top 10% based on number of reviews

 Weekly and Monthly Booking Discounts for short-term rentals were once in the 25% - 50% off range, but due to the simplification of the booking process on Airbnb, top hosts now offer minimal discounts for extended stays.

Reservation Settings

| Minimum Stay | | | | | | |
|--------------------------|---------|----------|----------|----------|------------|-----------|
| | 1 Night | 2 Nights | 3 Nights | 4 Nights | 5-6 Nights | 7+ Nights |
| Super Hosts | 50% | 0% | 50% | 0% | 0% | 0% |
| Experienced Hosts | 14% | 14% | 71% | 0% | 0% | 0% |
| Novice Hosts | 27% | 18% | 32% | 9% | 9% | 9% |



Why is this important?

Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

Tip

Airbnb now allows hosts to set different minimum night stays for any time period. It is highly recommended to set longer minimum night stays for high demand periods over three months in the future. This will improve your average booking value, reduce vacancy during peak times, and minimize undesirable inquiries. Reduce your minimum night stay to 1 night only for dates in the next 30 days. View our blog for more details.

| Instant Booking | | | |
|--------------------------|---------------|----------------|--------|
| | Isle Of Palms | South Carolina | U.S.A. |
| Super Hosts | 6% | 10% | 14% |
| Experienced Hosts | 23% | 14% | 16% |
| Novice Hosts | 71% | 76% | 70% |



Enable Instant Book

Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

| Cancellation Policy | | | |
|--------------------------|--------|----------|----------|
| | Strict | Moderate | Flexible |
| Super Hosts | 50% | 50% | 0% |
| Experienced Hosts | 43% | 43% | 14% |
| Novice Hosts | 50% | 9% | 36% |



The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

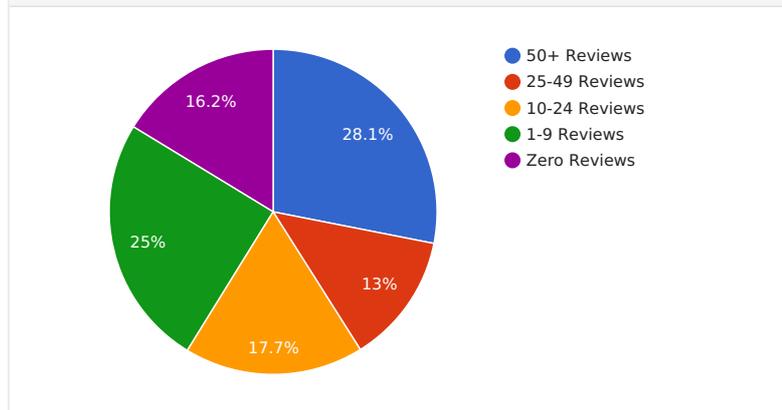
Host Information

Host Responsiveness

| | Response Rate | Days Since Last Calendar Update |
|--------------------------|---------------|---------------------------------|
| Super Hosts | 90% | 8 |
| Experienced Hosts | 93% | 4 |
| Novice Hosts | 88% | 7 |

✔ Host Responsiveness is the single most important determinant of successful Airbnb host. It has been proven to be the largest influencer of booking conversions, Airbnb search placement, and overall listing views. If you are serious about becoming a Super Host, nothing less a 100% response rate is acceptable. If you are unable to respond to all messages within one hour it is recommended you sign up for a service to help manage your inquiries.

Host Experience



✔ **Why is this important?**
80% of the hosts in America have less than 10 reviews. A high percentage of host with over 10 reviews is a great sign of a High Potential Area.

% Host with 10+ Reviews:

- High Potential = Greater than 30%
- Med Potential = 10% to 30%
- Low Potential = Under 10%

Ratings

| Overall Rating | | | | | |
|----------------|-------|-------|-------|-------|-------|
| | ★★★★★ | ★★★★☆ | ★★★☆☆ | ★★★☆☆ | ★★★☆☆ |
| # of Listings | 8 | 2 | - | - | - |
| % of Listings | 36% | 9% | - | - | - |

| Detailed Ratings | | | |
|------------------|---------------|----------------|--------|
| | Isle Of Palms | South Carolina | U.S.A. |
| Accuracy | 4.74 | 4.72 | 4.72 |
| Cleanliness | 4.71 | 4.76 | 4.74 |
| Communication | 4.83 | 4.89 | 4.87 |
| Location | 4.95 | 4.76 | 4.78 |
| Check In | 4.90 | 4.87 | 4.86 |
| Value | 4.69 | 4.73 | 4.70 |

 Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

Amenities

| Percentage of Properties With Amenities | | | | | |
|---|-----|-----|------------------|-----|------|
| | Yes | No | | Yes | No |
| Cable TV | 74% | 26% | Washer/Dryer | 87% | 13% |
| Gym | 3% | 97% | Air Conditioning | 87% | 13% |
| Pool | 32% | 68% | WiFi | 90% | 10% |
| Heating | 90% | 10% | Free Parking | 94% | 6% |
| Pets Allowed | 32% | 68% | Smoking | 0% | 100% |
| Fireplace | 29% | 71% | Hot Tub | 3% | 97% |
| Kitchen | 84% | 16% | Breakfast | 3% | 97% |

 A general rule of thumb for amenities in your area

- Must Have = 80% or greater
- Should Have = 50% to 80%
- Nice to Have = Under 50%

Top 10 Performing Listings



Below are the Top 10 performing listings in this area over the past 12 months. This list is ranked by total revenues received. Annual bookings is the total number of reservations in the year and reviews is the total number of reviews received in the last 12 months (LTM). If your PDF viewer does not support clickable links, you can view these listing by adding the ID to [http://airbnb.com/rooms/\[ID\]](http://airbnb.com/rooms/[ID])

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|--------------------------|-------------------------------------|--------------------------|---------|-------|
| Shared Room | | | | |
| Private Room | | | | |
| 4223181 | Beachfront Suite Isle of Palms SC | \$15455 | 25 | \$234 |
| 4906523 | Cozy Room in Private IOP Home | \$5562 | 17 | \$124 |
| 10982077 | Cozy, beautiful beachfront suite | \$150 | 1 | \$150 |
| Studio | | | | |
| 5136045 | Heart of IOP, dog friendly, WiFi | \$13572 | 20 | \$111 |
| 1 Bedroom | | | | |
| 4848652 | Wow! Wild Dunes Condo. Views. | \$19881 | 5 | \$316 |
| 7310009 | Carolina Dreaming (Guest House) | \$11543 | 35 | \$117 |
| 266274 | Oceanfront 10 Mi-Dwntwn Charleston | \$9912 | 19 | \$187 |
| 2 Bedrooms | | | | |
| 6676601 | Ground floor apt 1 block from beach | \$29420 | 14 | \$186 |
| 7228396 | Wild Dunes Luxury Villa - Pool | \$8111 | 2 | \$246 |
| 7850326 | Beach Oasis! Steps to the Ocean! | \$3103 | 9 | \$148 |
| 3 Bedrooms | | | | |
| 337978 | Isle of Palms SC Beach House | \$34285 | 36 | \$230 |
| 3013016 | Your home at the beach | \$17825 | 25 | \$173 |
| 1439048 | House on Island (IOP).. So much fun | \$14928 | 12 | \$245 |
| 5003718 | Beach Cottage with Golf Cart | \$7102 | 6 | \$254 |
| 8473662 | Awesome Dog-Friendly Beach House! | \$2175 | 1 | \$311 |
| 10152643 | Seewee Cottage (1 blk from beach) | \$1780 | 7 | \$89 |
| 7788055 | Short Term Beach home | \$1260 | 0 | \$84 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|-------------------------------------|--------------------------|---------|--------|
| 4+ Bedrooms | | | | |
| 9872649 | New 2015 Custom Built Luxury Home | \$41600 | 0 | \$800 |
| 5179321 | Best Beach Rental Isle of Palms, SC | \$28000 | 3 | \$500 |
| 909821 | Modern Isle of Palms Beach House | \$24650 | 9 | \$770 |
| 9422466 | Poolside paradise Isle of Palms | \$13086 | 4 | \$312 |
| 6437703 | Beautiful Beachfront Home best area | \$8250 | 2 | \$750 |
| 266322 | Ocean/Beachfront >10 mi Charleston | \$4200 | 3 | \$1400 |
| 7952233 | Charming beach house with pool | \$3250 | 5 | \$250 |



Airbnb Market Report

Johns Island, South Carolina - February 2016

General Area Statistics

| Population | Total Homes | Median Income |
|------------|-------------|---------------|
| 20,500 | 13,100 | \$64,200 |

Active Listings

| Total Active Listings | Active Listing Breakdown | | | | |
|-----------------------|--------------------------|-----------|-----------|-----------|-----------|
| 57 | # Bedrooms | House | Apartment | Other | Total |
| | Shared Room | - | - | - | - |
| | Private Room | 6 | - | 2 | 8 |
| | Studio | - | 2 | 1 | 3 |
| | 1 Room | 1 | 2 | 14 | 17 |
| | 2 Rooms | 3 | - | 3 | 6 |
| | 3 Rooms | 14 | - | 2 | 16 |
| | 4+ Rooms | 7 | - | - | 7 |
| | Total | 31 | 4 | 22 | 57 |

What is an Active Listing?
We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

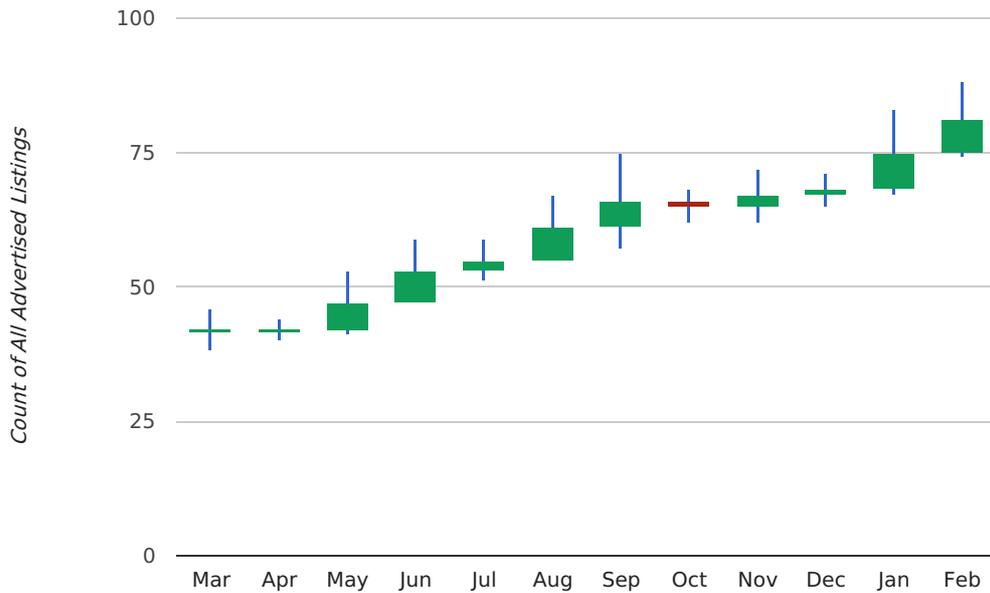
Historical Listing Counts



How to read this chart

This candle stick chart depicts the change in number of advertised listings (all listings found on Airbnb within this region) month over month. The wider green (increasing) or red (decreasing) bars show the cumulative increase or decrease in number of listings from the prior month. The lines above and below the bars show the number of added and removed listings, respectively.

Listing Count Trend - All Listings



Change in number of properties over the last 12 months

| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Start of Month | 42 | 42 | 42 | 47 | 53 | 55 | 61 | 66 | 65 | 67 | 68 | 75 |
| Start minus Unlisted in Month | 38 | 40 | 41 | 47 | 51 | 55 | 57 | 63 | 62 | 65 | 67 | 74 |
| Start plus Newly Listed | 46 | 44 | 48 | 53 | 57 | 61 | 70 | 68 | 70 | 70 | 76 | 82 |
| Properties Available at Month End | 42 | 42 | 47 | 53 | 55 | 61 | 66 | 65 | 67 | 68 | 75 | 81 |

Occupancy Rates

Annual Median Occupancy

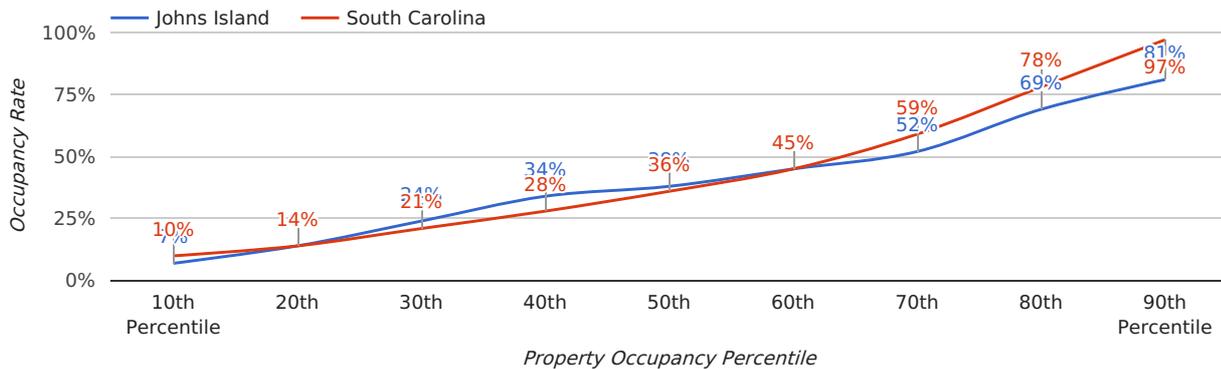
41%



Occupancy Rate

Occupancy rate is the number of days that a property had a reservation divided by the total number of days it was available for rent in the month. The median is the 50th percentile for this reporting area. Listings that are blocked for the month or are otherwise "inactive" are not included in the calculation.

February's Occupancy Performance



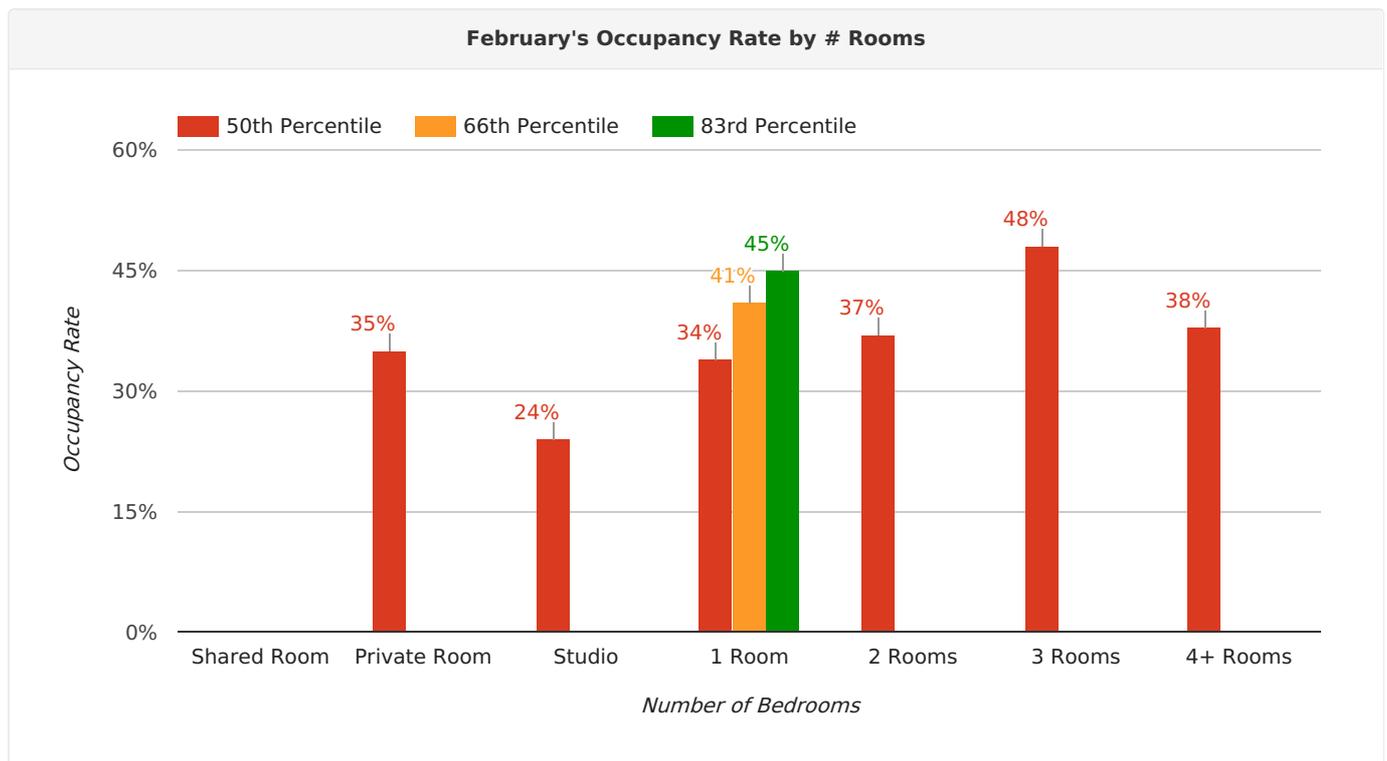
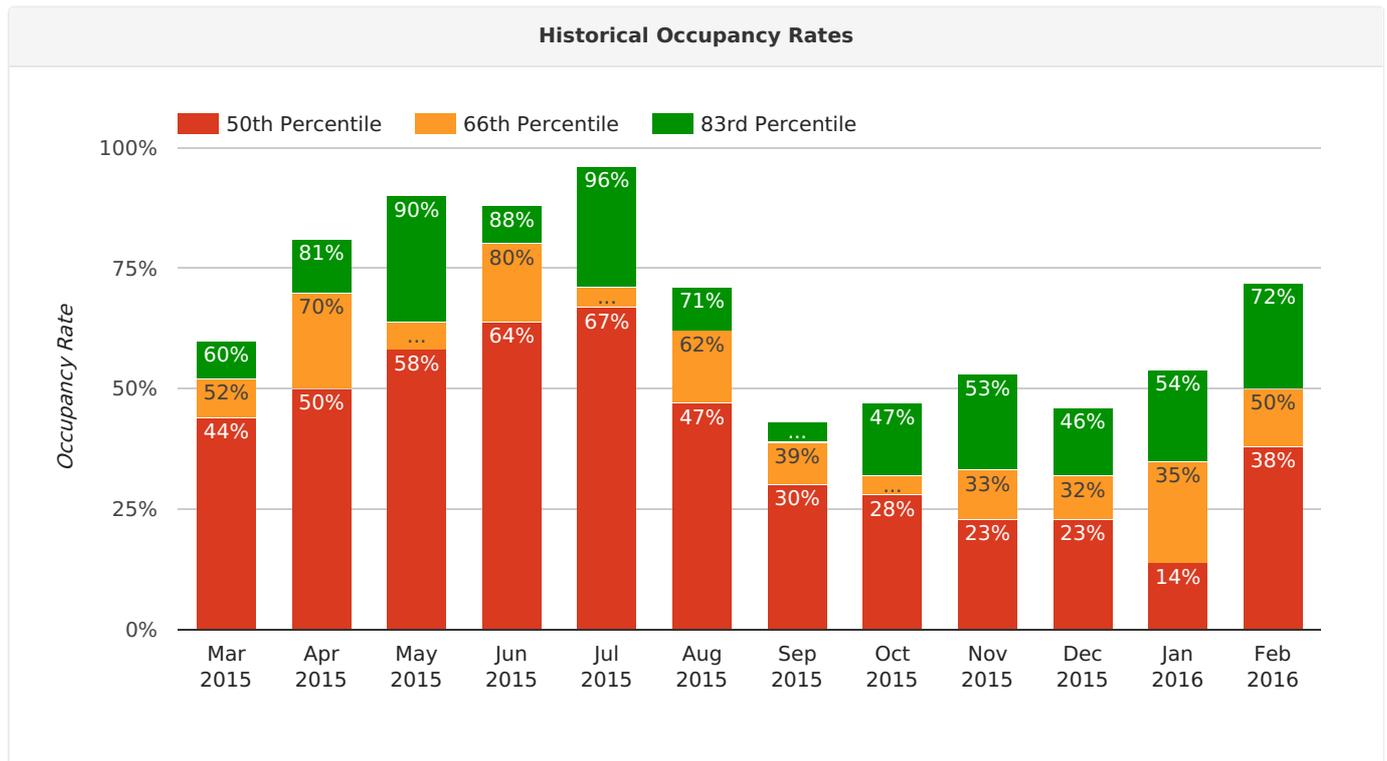
How to read this chart

The occupancy rate varies greatly in every area based on location, price and other factors. In order to show the whole picture we place each property into a percentile based on their achieved Occupancy Rate in the last full month. Example: If there were 10 properties in the area, the property with the 9th highest occupancy rate would be in the 90th percentile. In the line chart you can see what the lowest performing to best performing properties were able to achieve.

- High Performing Area - Greater than 60% Median Occupancy
- Mid Performing Area - 40%-60%
- Low Performing Area- Less than 40%

Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

Occupancy Rates (continued)

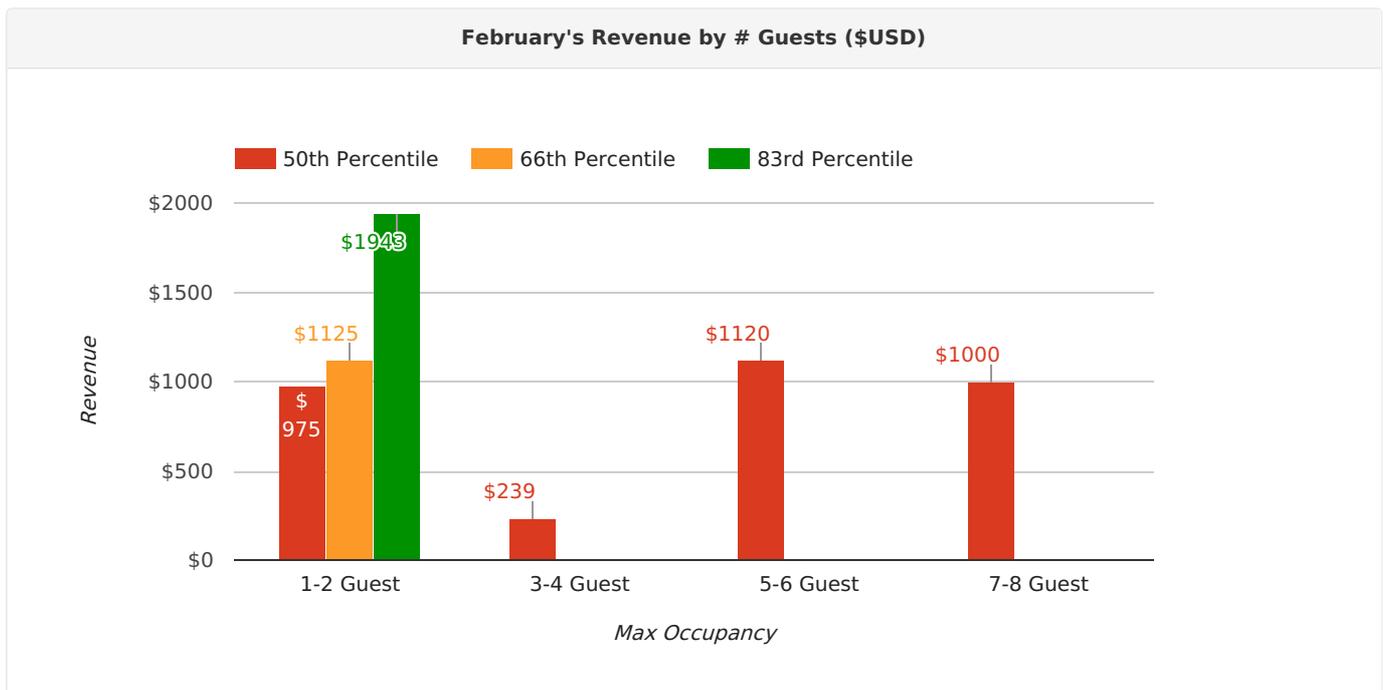
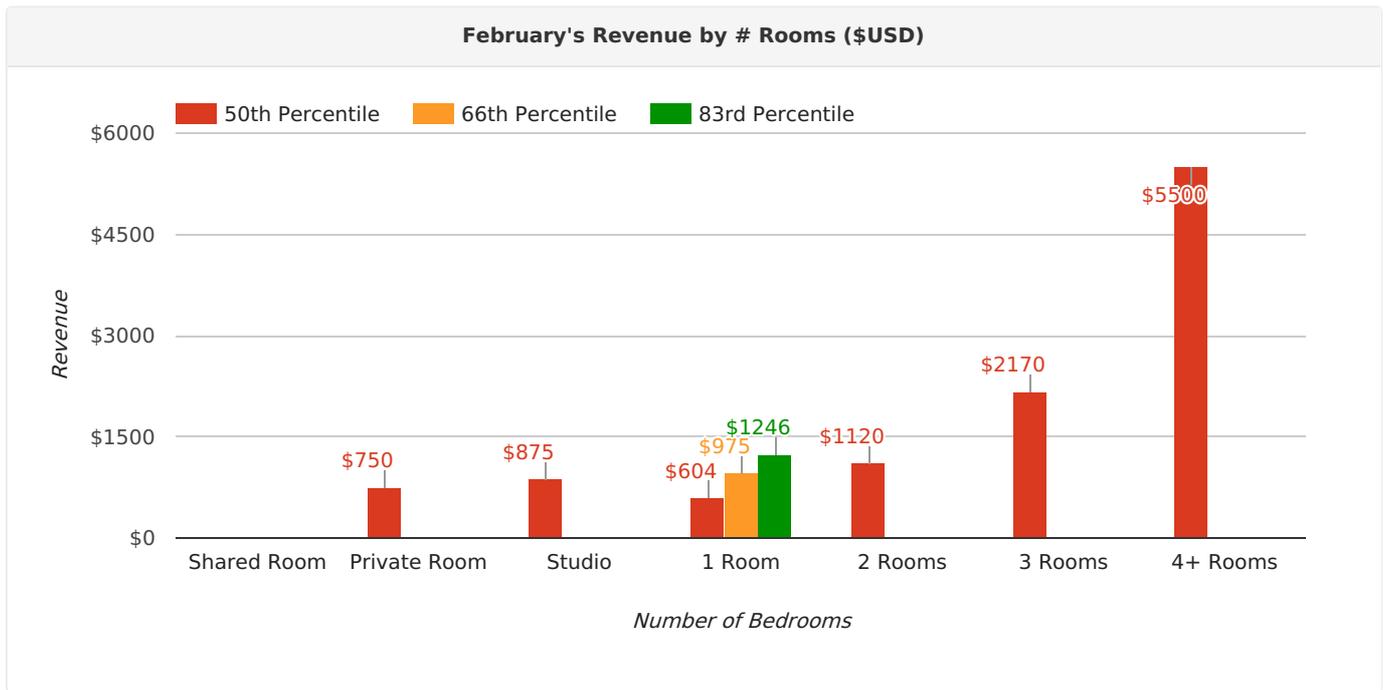


How do we calculate this?

Airdna's technology can determine what dates are actual Airbnb reservation versus which were made "unavailable" by the host. We divide the total amount of booked days by the total number of days available for rent. The above occupancy rates show what size properties are seeing the most confirmed reservations and the least vacancy.

There must be at least six active rentals of each accommodation size to display comparative occupancy rates. If any sections of the graph above is blank, there is not enough data to calculate it. You can use Airbnb to view the calendars of properties in your area of interest to estimate occupancy rates.

Revenue

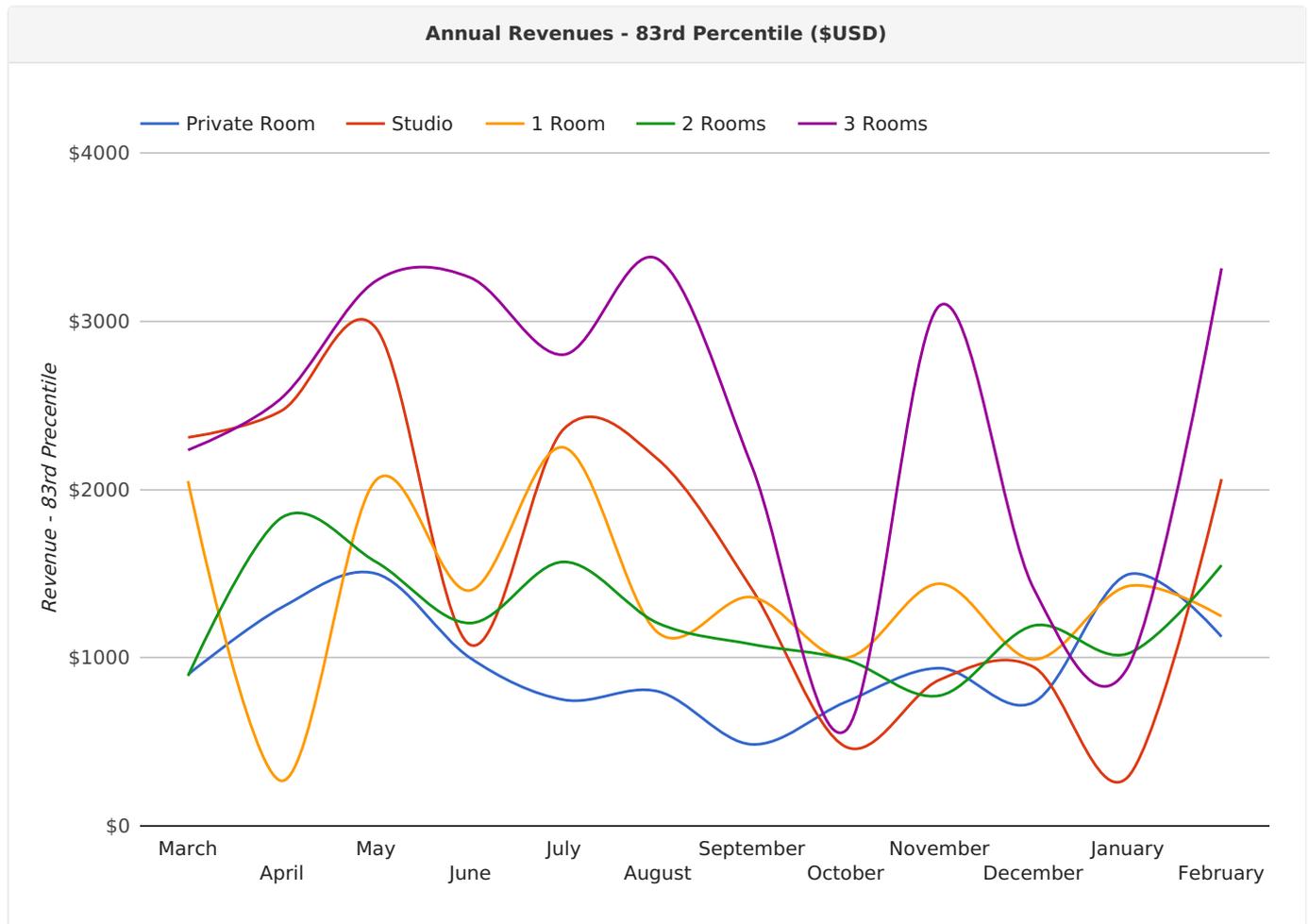


Monthly Revenue

Monthly revenue is our best estimate of revenue received from Airbnb bookings. Revenue includes cleaning fees, but not extra guest charges or other additional fees.

We determine revenue of each Airbnb property by looking at what the nightly rate for each available day is directly before a booking is made. We can not determine whether last minute discounts are made or what revenue is for bookings made outside of Airbnb.

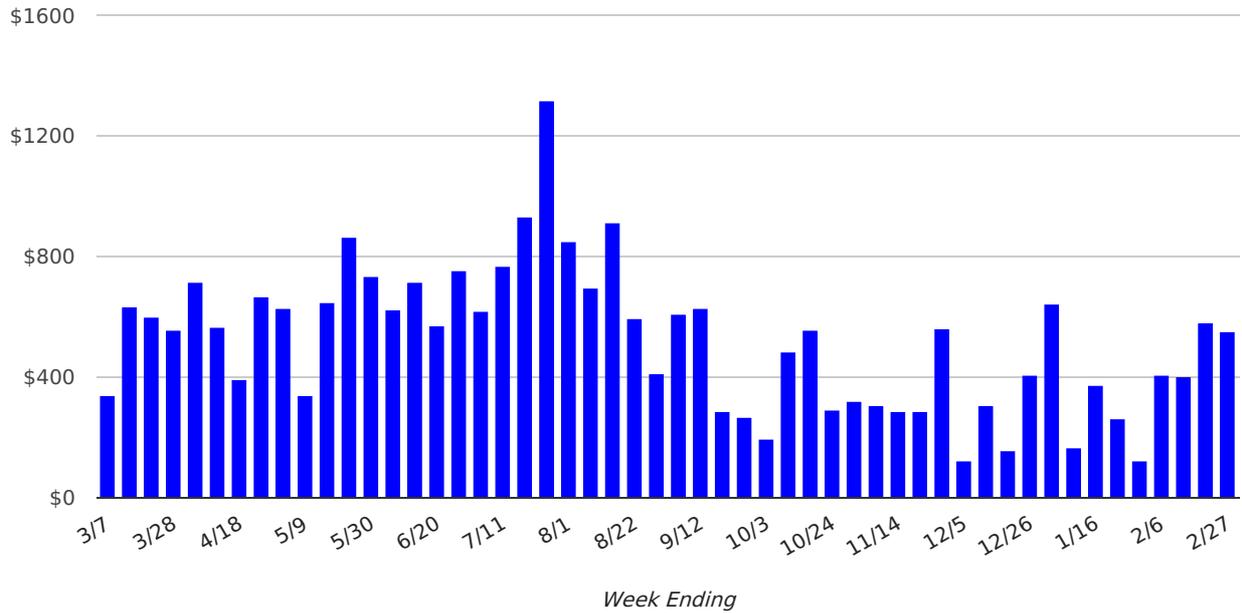
Revenue (continued)



| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 | Total |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|
| Shared Room | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Private Room | \$900 | \$1300 | \$1500 | \$1000 | \$750 | \$800 | \$485 | \$737 | \$938 | \$735 | \$1494 | \$1125 | \$11764 |
| Studio | \$2310 | \$2470 | \$2960 | \$1078 | \$2360 | \$2180 | \$1410 | \$471 | \$869 | \$945 | \$289 | \$2062 | \$19404 |
| 1 Bedroom | \$2050 | \$268 | \$2055 | \$1400 | \$2250 | \$1150 | \$1360 | \$1000 | \$1440 | \$990 | \$1425 | \$1246 | \$16634 |
| 2 Bedrooms | \$892 | \$1834 | \$1570 | \$1206 | \$1570 | \$1206 | \$1080 | \$990 | \$775 | \$1191 | \$1024 | \$1550 | \$14888 |
| 3 Bedrooms | \$2235 | \$2546 | \$3240 | \$3261 | \$2802 | \$3370 | \$2140 | \$567 | \$3093 | \$1412 | \$940 | \$3315 | \$28921 |
| 4+ Bedrooms | \$5175 | \$3270 | \$5530 | \$6300 | \$10850 | \$2400 | \$3350 | \$4020 | \$1050 | \$1750 | \$3000 | \$5500 | \$52195 |

Weekly and Daily Demand

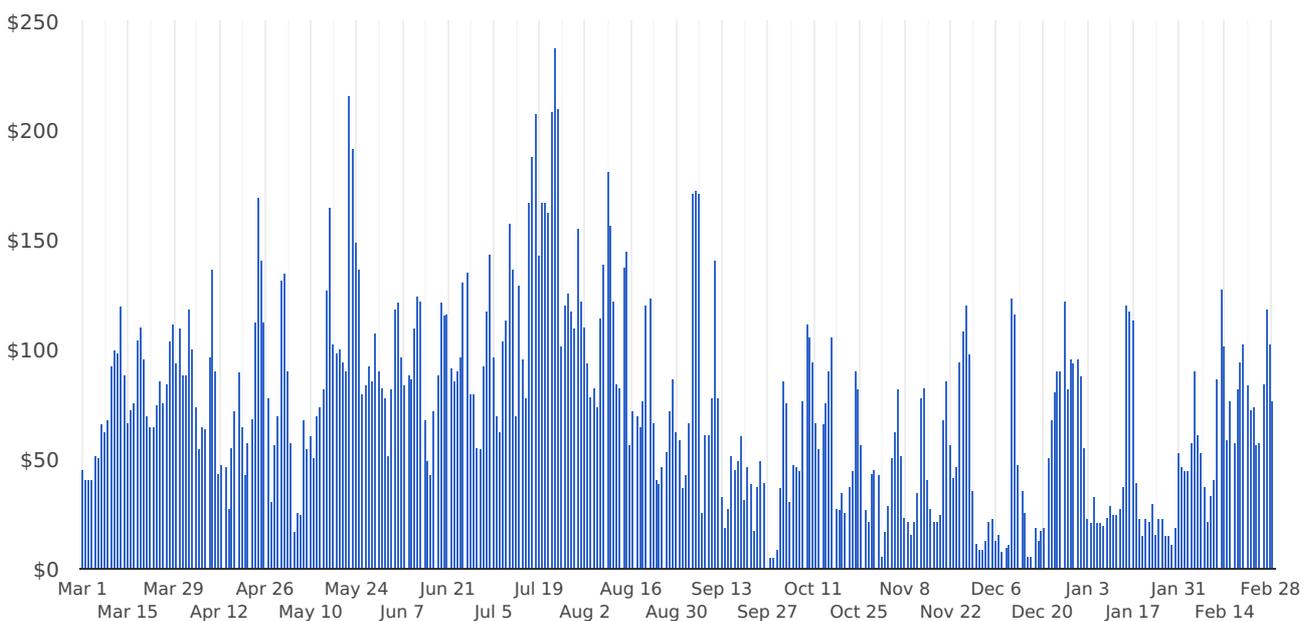
Seasonality - Weekly RevPAR (revenue per available room)



What is RevPAR?

RevPAR stands for Revenue per Available Room. It is a performance metric widely used in the hotel industry. RevPAR is calculated by looking at all available accommodations on a given day and divides the total revenue generated by the total number of listings. RevPAR is the best indicator of seasonality and demand. By displaying the demand for vacation rentals throughout the year, you can use RevPAR to identify unexpected spikes in demand to increase your listing price far in advance. RevPAR can also show you the best time to list your place, or uncover how weekends perform versus weekdays and what local demand is during the holidays.

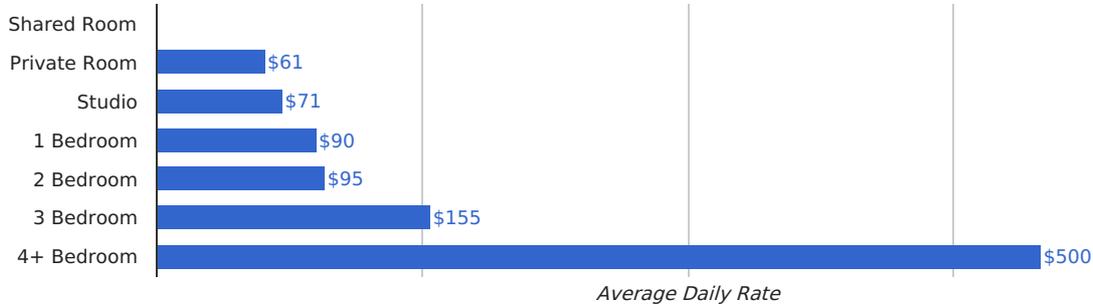
Seasonality - Daily RevPAR (revenue per available room)



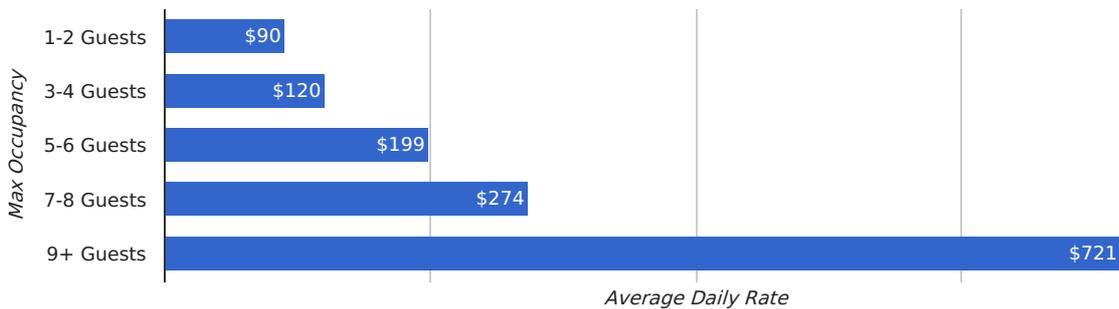
Average Daily Rate



Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. To receive optimized and automated pricing assistance we highly recommend using [BeyondPricing](http://www.beyondpricing.com/#r=airdna) (<http://www.beyondpricing.com/#r=airdna>)

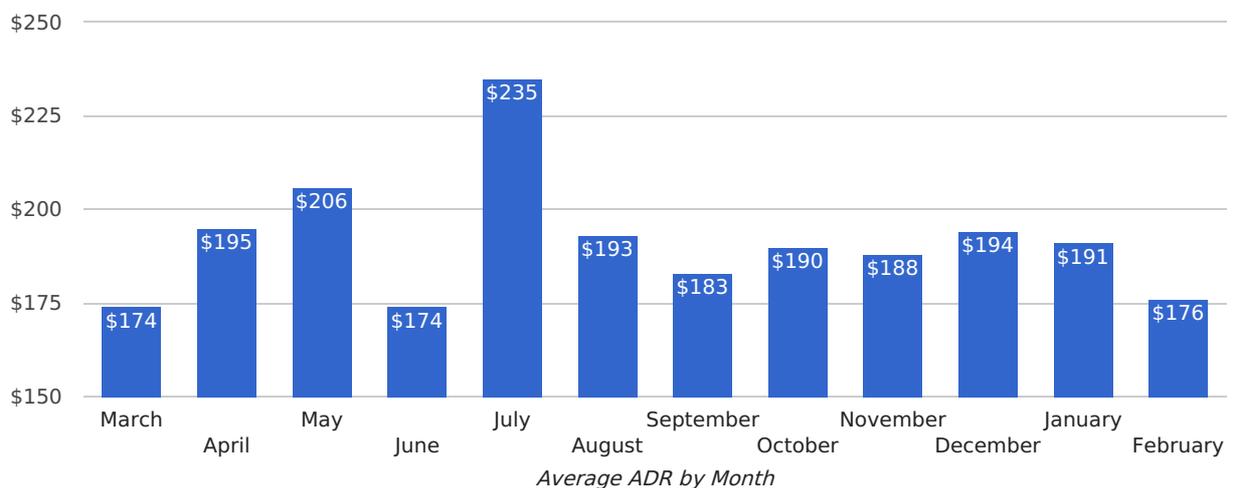


ADR = Is the Average Daily Rate that an Airbnb unit is booked for during the month. ADR is a standard metric used in the hotel industry and is a better measurement than price because it shows what price guests are actually paying vs. simply what price hosts are advertising.



An easy way to increase your vacation rental revenue is by adding a fold out couch and temporary sleeping accommodations.

One bedrooms make 20% more if they can accommodate 4 guests instead of just 2.



Airbnb Listing Optimization

Extra Fees and Discounts

| Price and Fee Ranges | | | | |
|----------------------|------------|---------------|---------------|------------------|
| # Bedrooms | # Listings | Daily Price | Cleaning Fee | Security Deposit |
| Shared Room | - | - | - | - |
| Private Room | 8 | Avg \$80 | Avg \$20 | - |
| Studio | 3 | Avg \$113 | Avg \$42 | - |
| 1 Room | 17 | \$89 - \$170 | \$50 - \$100 | Avg \$300 |
| 2 Rooms | 6 | Avg \$146 | Avg \$70 | Avg \$217 |
| 3 Rooms | 16 | \$186 - \$250 | \$100 - \$150 | Avg \$450 |
| 4+ Rooms | 7 | Avg \$761 | Avg \$225 | Avg \$840 |

Price range is for the 33rd and 66th percentiles

| Additional Fee Usage | | | |
|----------------------|-----------------|---------------------|-----------------------|
| | No Cleaning Fee | No Security Deposit | No Extra Guest Charge |
| Super Hosts | 33% | 89% | 67% |
| Experienced Hosts | 44% | 67% | 100% |
| Novice Hosts | 28% | 59% | 87% |

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews

 As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

| Booking Discounts | | |
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| | Weekly Discount | Monthly Discount |
| Top Area Hosts | 5% off | 24% off |
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Reservation Settings

| Minimum Stay | | | | | | |
|--------------------------|---------|----------|----------|----------|------------|-----------|
| | 1 Night | 2 Nights | 3 Nights | 4 Nights | 5-6 Nights | 7+ Nights |
| Super Hosts | 67% | 11% | 22% | 0% | 0% | 0% |
| Experienced Hosts | 44% | 22% | 22% | 0% | 11% | 0% |
| Novice Hosts | 31% | 31% | 31% | 8% | 0% | 0% |



Why is this important?

Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

Tip

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| Instant Booking | | | |
|--------------------------|--------------|----------------|--------|
| | Johns Island | South Carolina | U.S.A. |
| Super Hosts | 16% | 10% | 14% |
| Experienced Hosts | 16% | 14% | 16% |
| Novice Hosts | 68% | 76% | 70% |



Enable Instant Book

Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

| Cancellation Policy | | | |
|--------------------------|--------|----------|----------|
| | Strict | Moderate | Flexible |
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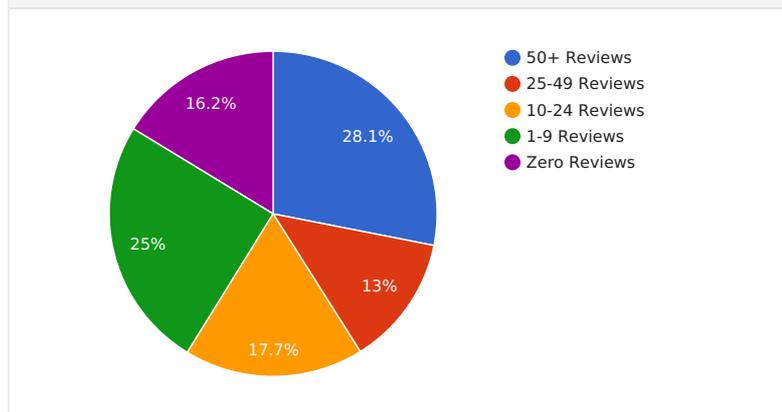
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Ratings

| Overall Rating | | | | | |
|----------------|-------|-------|-------|-------|-------|
| | ★★★★★ | ★★★★☆ | ★★★☆☆ | ★★★☆☆ | ★★★☆☆ |
| # of Listings | 14 | 3 | - | - | - |
| % of Listings | 36% | 8% | - | - | - |

| Detailed Ratings | | | |
|------------------|--------------|----------------|--------|
| | Johns Island | South Carolina | U.S.A. |
| Accuracy | 4.90 | 4.72 | 4.72 |
| Cleanliness | 4.82 | 4.76 | 4.74 |
| Communication | 4.95 | 4.89 | 4.87 |
| Location | 4.90 | 4.76 | 4.78 |
| Check In | 4.94 | 4.87 | 4.86 |
| Value | 4.86 | 4.73 | 4.70 |

 Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

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| Percentage of Properties With Amenities | | | | | |
|---|------|-----|------------------|------|------|
| | Yes | No | | Yes | No |
| Cable TV | 70% | 30% | Washer/Dryer | 86% | 14% |
| Gym | 30% | 70% | Air Conditioning | 100% | 0% |
| Pool | 42% | 58% | WiFi | 91% | 9% |
| Heating | 96% | 4% | Free Parking | 93% | 7% |
| Pets Allowed | 23% | 77% | Smoking | 0% | 100% |
| Fireplace | 28% | 72% | Hot Tub | 7% | 93% |
| Kitchen | 100% | 0% | Breakfast | 9% | 91% |

 A general rule of thumb for amenities in your area

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| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|--------------------------|-------------------------------------|--------------------------|---------|-------|
| Shared Room | | | | |
| Private Room | | | | |
| 6589568 | Relaxing Queen Bedroom Near Beach | \$12502 | 27 | \$108 |
| 1263665 | Charleston Single | \$11621 | 37 | \$96 |
| 4104997 | Quintessential Southern Charmer | \$7870 | 48 | \$74 |
| 8365860 | Cozy home on tidal creek | \$6535 | 16 | \$67 |
| 8442206 | Private Master Suite Near Beaches | \$1957 | 21 | \$53 |
| 7145716 | Johns Island Private Bed and Bath | \$1606 | 12 | \$76 |
| 8292759 | 2BR Johns Island home near lake | \$620 | 3 | \$62 |
| 8556710 | 2 BDR, 1.5 Bath on John's Island!! | \$560 | 5 | \$112 |
| Studio | | | | |
| 3011461 | The Sleepy Shack | \$22032 | 100 | \$98 |
| 3517453 | Private waterfront apt in the oaks | \$12237 | 39 | \$149 |
| 6480552 | Rustic Cabin 15 min to Charleston | \$9880 | 16 | \$125 |
| 1 Bedroom | | | | |
| 5714392 | Best Beach Proximity - 2nd Floor! | \$16202 | 14 | \$200 |
| 752174 | Nature Lovers Loft Charleston, SC | \$15390 | 65 | \$105 |
| 7577339 | Cottage at Three Oaks Plantation | \$8880 | 32 | \$91 |
| 6099951 | Beachfront, Top Floor Corner Villa! | \$7052 | 0 | \$191 |
| 6232282 | 36.5' Sailboat-Second Star on Right | \$4647 | 16 | \$88 |
| 2439778 | Amazing sunsets - Great getaway! | \$3394 | 5 | \$179 |
| 4050127 | RV Tucked On Empty Lot on the Water | \$2751 | 7 | \$98 |
| 8848717 | Kiawah Island Parkside Villa | \$2000 | 0 | \$200 |
| 10769792 | Kiawah Island - Courtside Living | \$1246 | 5 | \$113 |
| 8077534 | 5528 Green Dolphin Way | \$990 | 1 | \$165 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|--------------------------|-------------------------------------|--------------------------|---------|--------|
| 2 Bedrooms | | | | |
| 3577647 | Charleston, SC- Lux Life/Low Price | \$12425 | 34 | \$94 |
| 7849866 | Pond Sanctuary, Country by the City | \$5490 | 4 | \$98 |
| 9756687 | Luxury Villa 2b 2.5b pool/resort | \$4650 | 1 | \$155 |
| 5309416 | Fresh & Fab Sunny Villa on Lagoon! | \$2570 | 3 | \$171 |
| 8425506 | 2BR/2Bath Condo minutes to Downtown | \$1285 | 3 | \$143 |
| 6881963 | 158 High Hammock Villas | \$1120 | 0 | \$140 |
| 3 Bedrooms | | | | |
| 5306208 | Peaceful Retreat | \$28898 | 51 | \$137 |
| 4839633 | Three Bedroom Cottage | \$23366 | 13 | \$201 |
| 2993968 | Beautiful Cottage 5mn From Beach | \$21155 | 24 | \$249 |
| 7193640 | VILLA 3Dks,3BR,2BA,POOL, PVT ISLAND | \$9380 | 7 | \$195 |
| 7836473 | Spacious Seabrook Island house | \$4875 | 0 | \$195 |
| 5749151 | Marshfront Escape 15 mins downtown | \$4205 | 6 | \$323 |
| 3457446 | Breezy Egret - Water view farmhouse | \$4160 | 9 | \$189 |
| 10607332 | Golf View Home - Three bedrooms | \$4000 | 0 | \$250 |
| 9735763 | Premier villa, 3BR, resort priv | \$2945 | 1 | \$155 |
| 9541330 | Wonderful River View Cottage | \$2377 | 0 | \$198 |
| 4+ Bedrooms | | | | |
| 6853045 | Kiawah Island home on river w/ pool | \$28300 | 9 | \$690 |
| 3036209 | Beach House in Private Community | \$24000 | 14 | \$381 |
| 4100229 | Close to beach/pool, pet friendly | \$19920 | 6 | \$586 |
| 8506011 | Walk to 11 Miles of Natural Beach | \$12000 | 0 | \$600 |
| 10214199 | Kiawah Island Getaway House | \$3000 | 0 | \$1000 |
| 10981746 | 4 Bedroom Beachfront Home | \$1000 | 4 | \$500 |



Airbnb Market Report

Mount Pleasant, South Carolina - February 2016

General Area Statistics

| | | |
|-------------------|--------------------|----------------------|
| Population | Total Homes | Median Income |
| 72,400 | 32,600 | \$77,100 |

Active Listings

| |
|------------------------------|
| Total Active Listings |
| 131 |



What is an Active Listing?

We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

Active Listing Breakdown

| # Bedrooms | House | Apartment | Other | Total |
|---------------------|-------|-----------|-------|-------|
| Shared Room | - | - | - | - |
| Private Room | 42 | 4 | 17 | 63 |
| Studio | 1 | 2 | - | 3 |
| 1 Room | 3 | 7 | 4 | 14 |
| 2 Rooms | 7 | 7 | 6 | 20 |
| 3 Rooms | 13 | 2 | 3 | 18 |
| 4+ Rooms | 13 | - | - | 13 |
| Total | 79 | 22 | 30 | 131 |

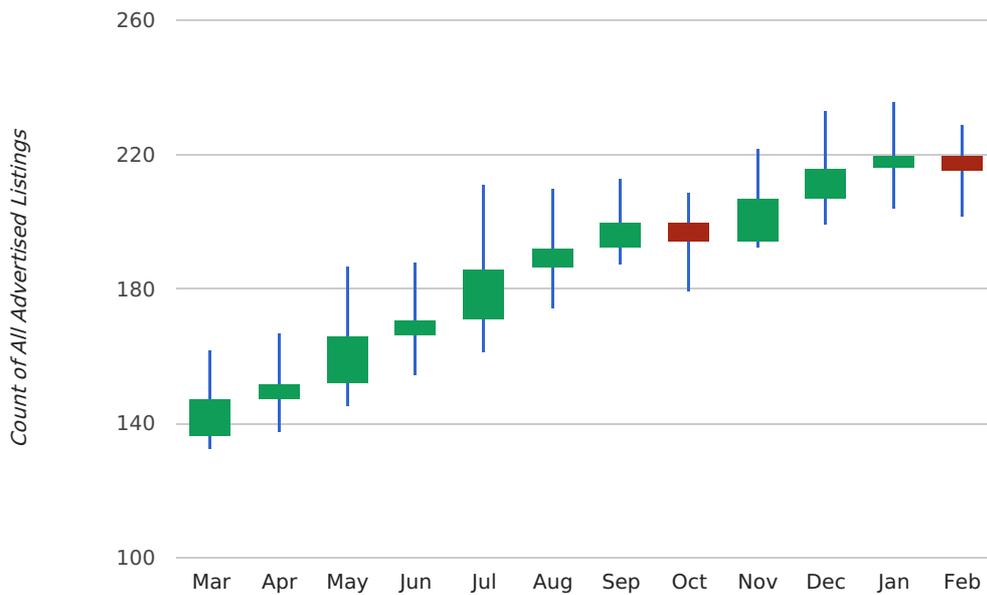
Historical Listing Counts



How to read this chart

This candle stick chart depicts the change in number of advertised listings (all listings found on Airbnb within this region) month over month. The wider green (increasing) or red (decreasing) bars show the cumulative increase or decrease in number of listings from the prior month. The lines above and below the bars show the number of added and removed listings, respectively.

Listing Count Trend - All Listings



Change in number of properties over the last 12 months

| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| Start of Month | 136 | 147 | 152 | 166 | 171 | 186 | 192 | 200 | 194 | 207 | 216 | 220 |
| Start minus Unlisted in Month | 132 | 137 | 145 | 154 | 161 | 174 | 187 | 185 | 192 | 199 | 204 | 206 |
| Start plus Newly Listed | 151 | 162 | 173 | 183 | 196 | 204 | 205 | 209 | 209 | 224 | 232 | 229 |
| Properties Available at Month End | 147 | 152 | 166 | 171 | 186 | 192 | 200 | 194 | 207 | 216 | 220 | 215 |

Occupancy Rates

Annual Median Occupancy

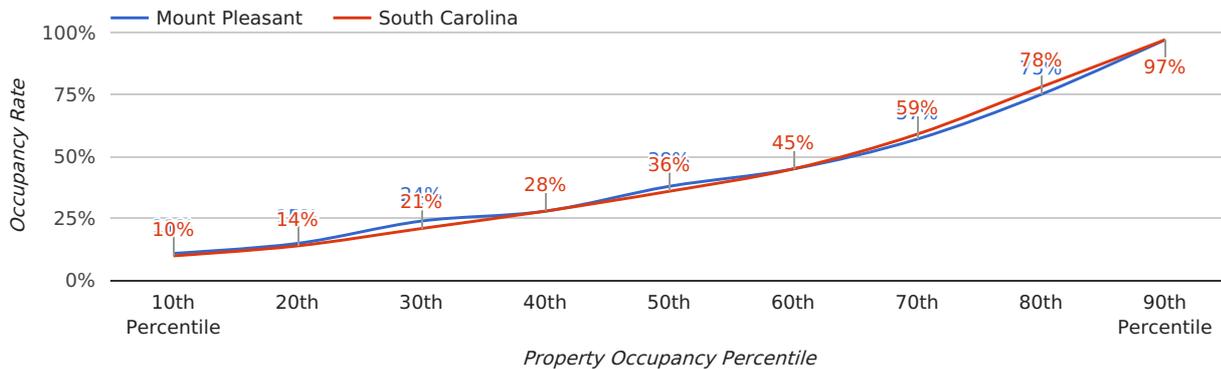
41%



Occupancy Rate

Occupancy rate is the number of days that a property had a reservation divided by the total number of days it was available for rent in the month. The median is the 50th percentile for this reporting area. Listings that are blocked for the month or are otherwise "inactive" are not included in the calculation.

February's Occupancy Performance



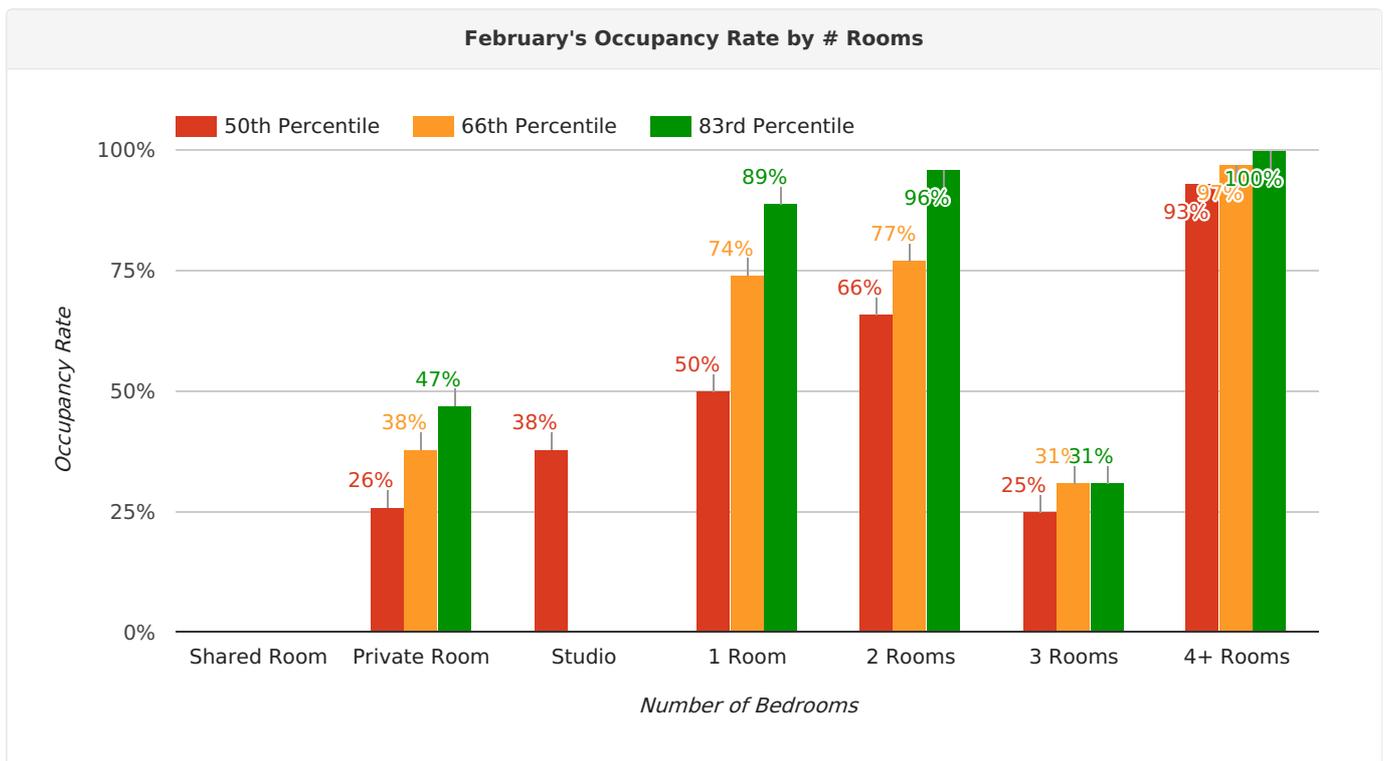
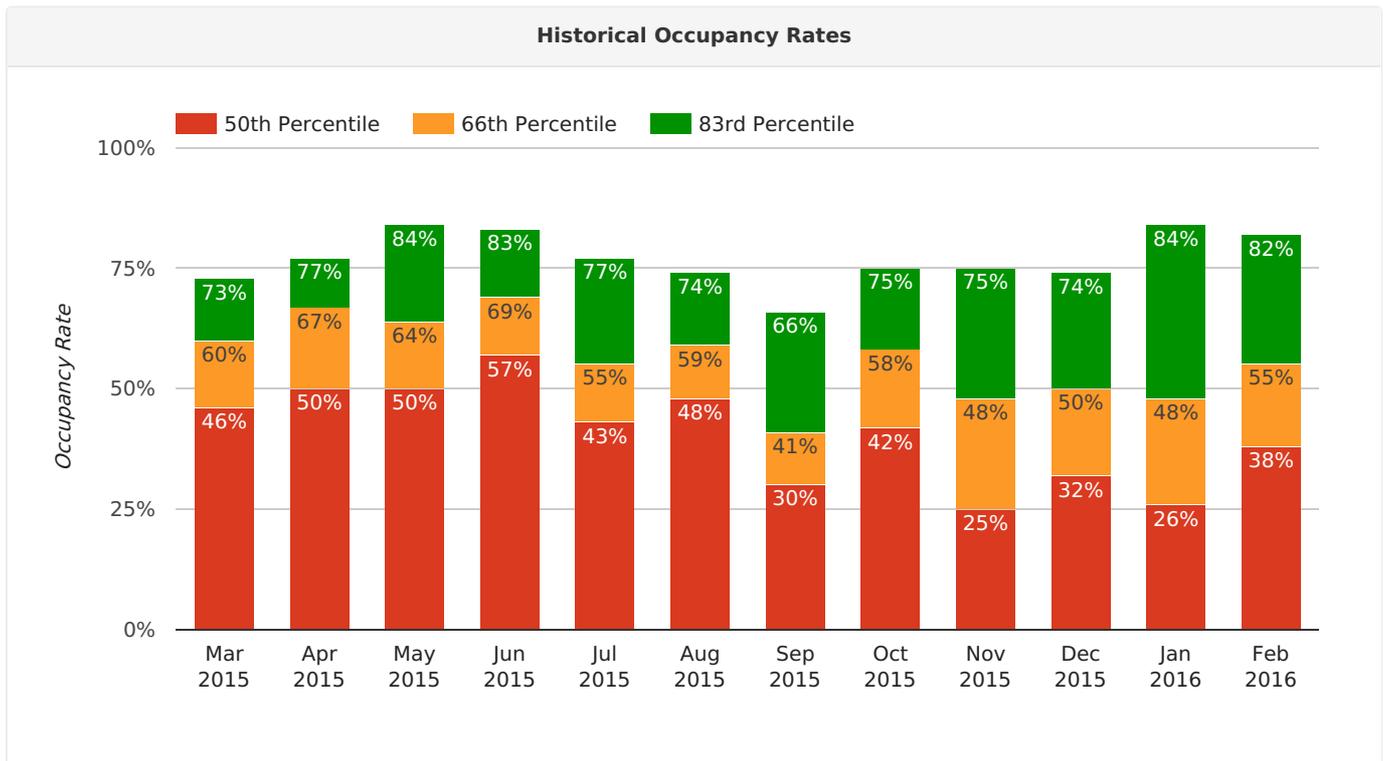
How to read this chart

The occupancy rate varies greatly in every area based on location, price and other factors. In order to show the whole picture we place each property into a percentile based on their achieved Occupancy Rate in the last full month. Example: If there were 10 properties in the area, the property with the 9th highest occupancy rate would be in the 90th percentile. In the line chart you can see what the lowest performing to best performing properties were able to achieve.

- High Performing Area - Greater than 60% Median Occupancy
- Mid Performing Area - 40%-60%
- Low Performing Area- Less than 40%

Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

Occupancy Rates (continued)

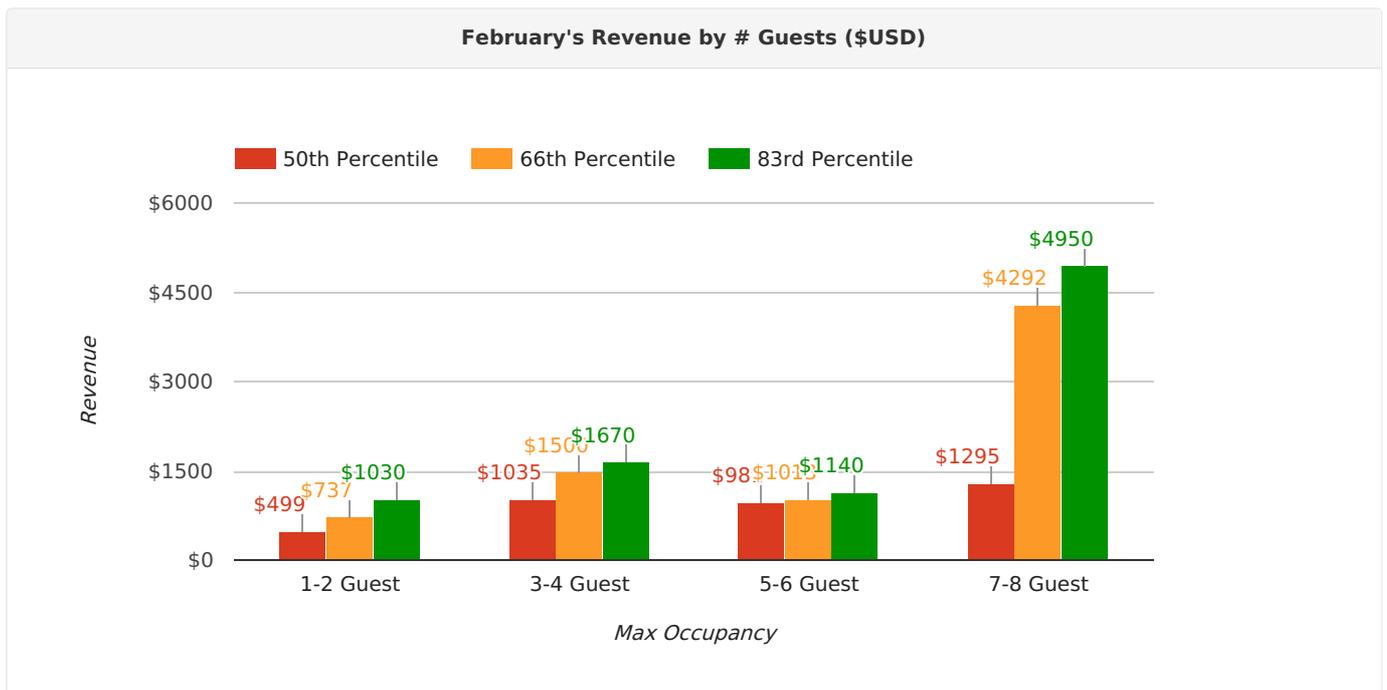
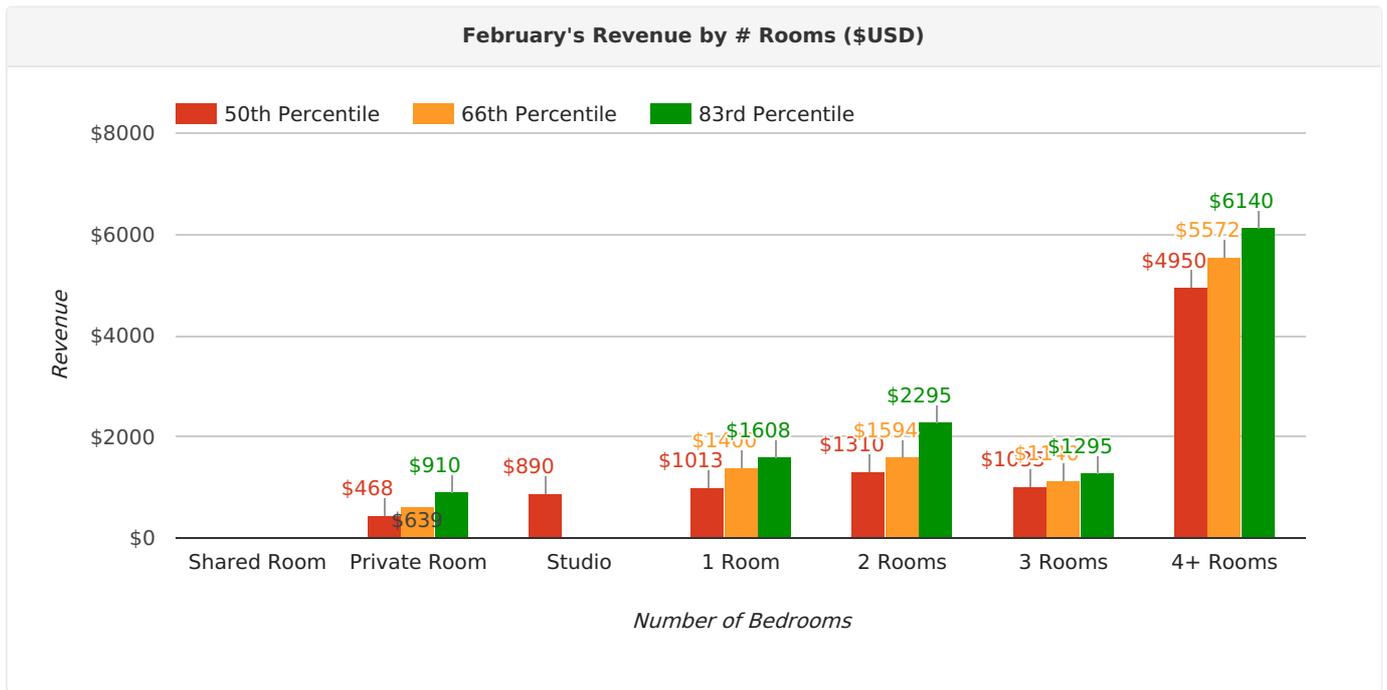


How do we calculate this?

Airdna's technology can determine what dates are actual Airbnb reservation versus which were made "unavailable" by the host. We divide the total amount of booked days by the total number of days available for rent. The above occupancy rates show what size properties are seeing the most confirmed reservations and the least vacancy.

There must be at least six active rentals of each accommodation size to display comparative occupancy rates. If any sections of the graph above is blank, there is not enough data to calculate it. You can use Airbnb to view the calendars of properties in your area of interest to estimate occupancy rates.

Revenue

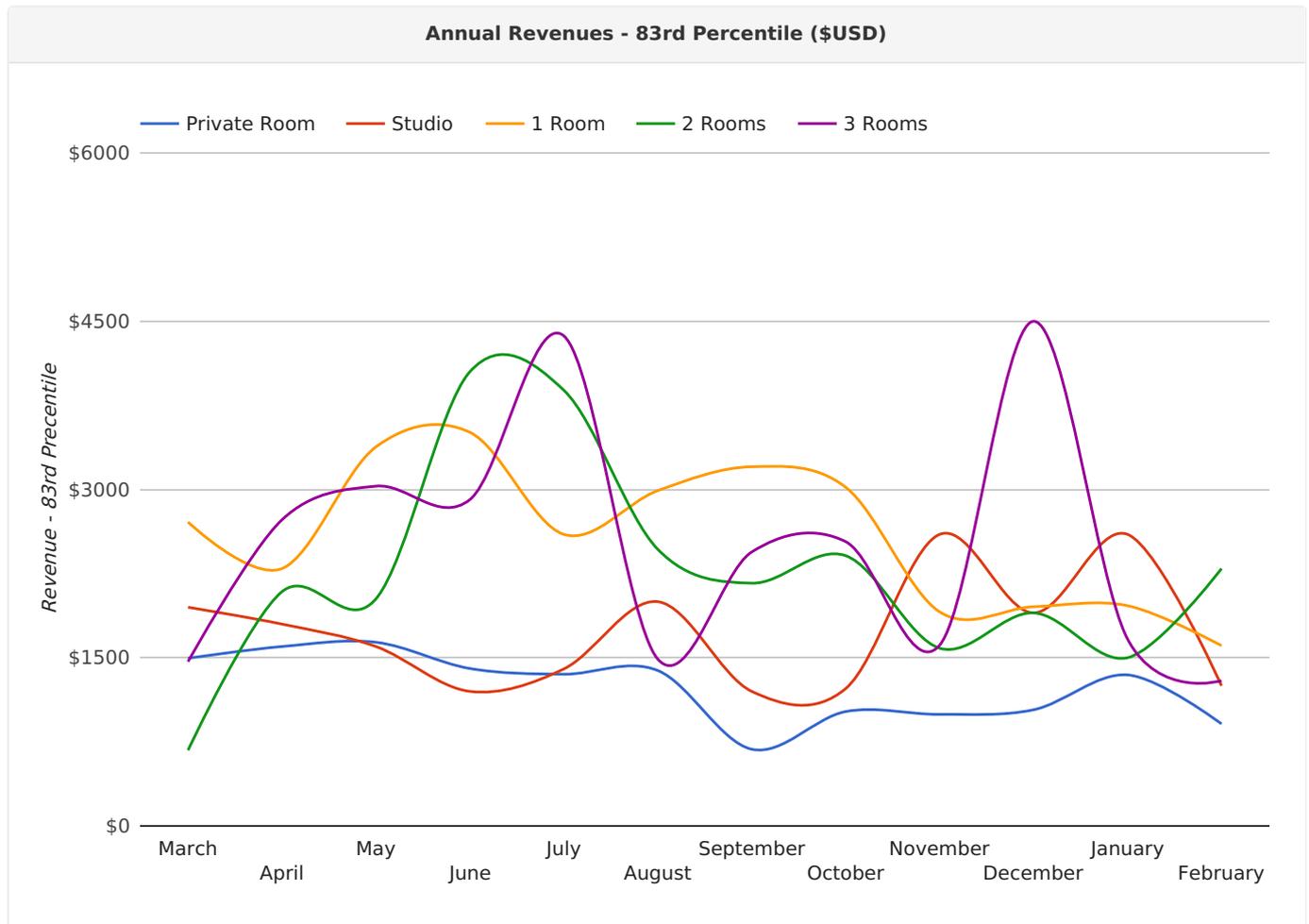


Monthly Revenue

Monthly revenue is our best estimate of revenue received from Airbnb bookings. Revenue includes cleaning fees, but not extra guest charges or other additional fees.

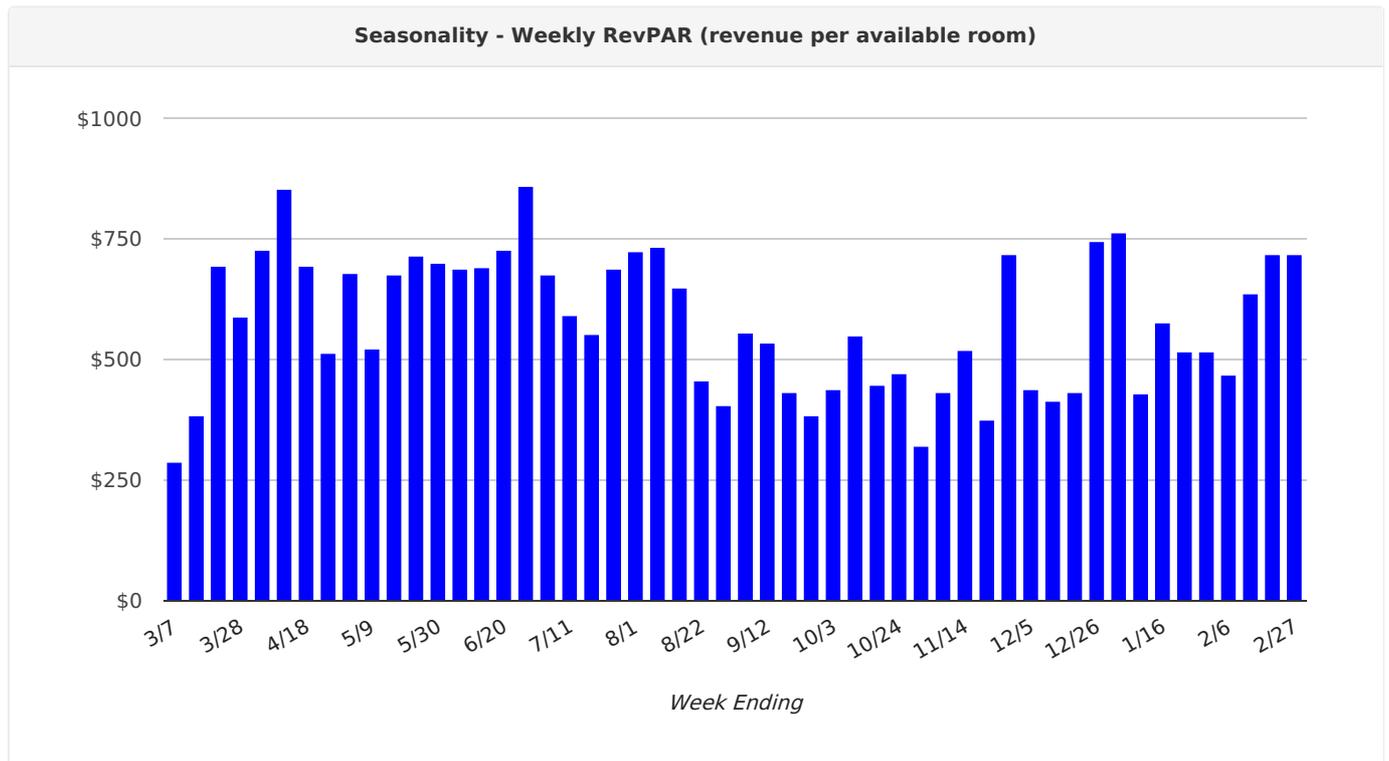
We determine revenue of each Airbnb property by looking at what the nightly rate for each available day is directly before a booking is made. We can not determine whether last minute discounts are made or what revenue is for bookings made outside of Airbnb.

Revenue (continued)

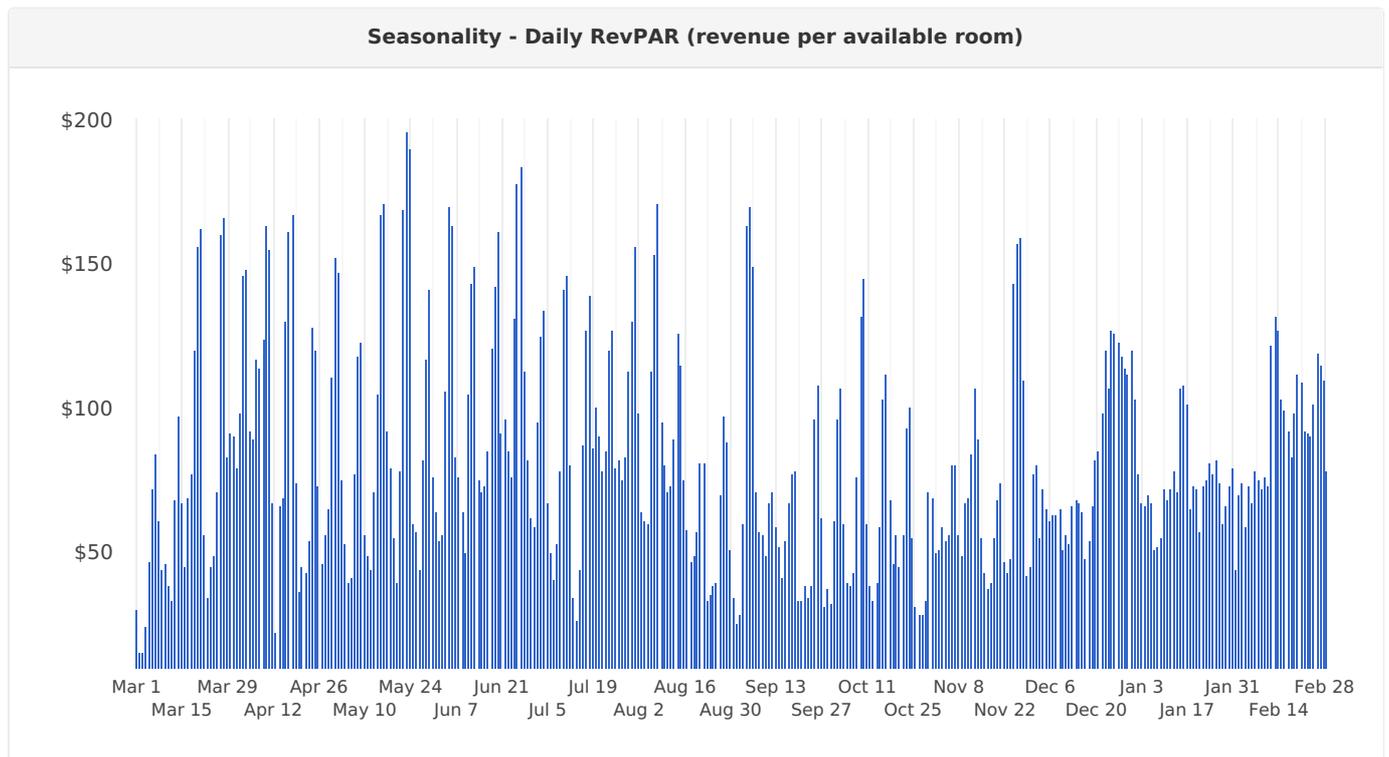


| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 | Total |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|
| Shared Room | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Private Room | \$1495 | \$1600 | \$1638 | \$1404 | \$1353 | \$1386 | \$684 | \$1020 | \$995 | \$1036 | \$1347 | \$910 | \$14868 |
| Studio | \$1950 | \$1800 | \$1600 | \$1200 | \$1400 | \$2000 | \$1200 | \$1225 | \$2600 | \$1900 | \$2600 | \$1250 | \$20725 |
| 1 Bedroom | \$2710 | \$2295 | \$3380 | \$3510 | \$2600 | \$2990 | \$3203 | \$3020 | \$1909 | \$1955 | \$1964 | \$1608 | \$31144 |
| 2 Bedrooms | \$675 | \$2089 | \$2025 | \$4050 | \$3885 | \$2467 | \$2165 | \$2410 | \$1585 | \$1900 | \$1500 | \$2295 | \$27046 |
| 3 Bedrooms | \$1465 | \$2730 | \$3030 | \$2910 | \$4370 | \$1488 | \$2443 | \$2535 | \$1612 | \$4500 | \$1667 | \$1295 | \$30045 |
| 4+ Bedrooms | \$2250 | \$4254 | \$6060 | \$5320 | \$4140 | \$3686 | \$3041 | \$1821 | \$3552 | \$4588 | \$7107 | \$6140 | \$51959 |

Weekly and Daily Demand



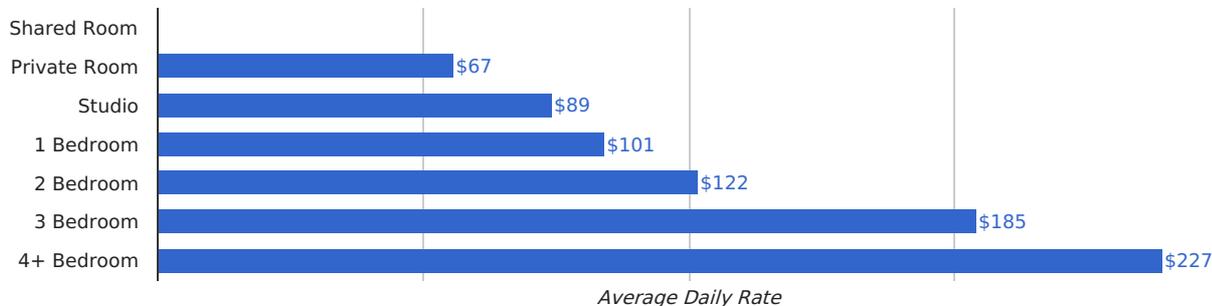
✓ What is RevPAR?
 RevPAR stands for Revenue per Available Room. It is a performance metric widely used in the hotel industry. RevPAR is calculated by looking at all available accommodations on a given day and divides the total revenue generated by the total number of listings. RevPAR is the best indicator of seasonality and demand. By displaying the demand for vacation rentals throughout the year, you can use RevPAR to identify unexpected spikes in demand to increase your listing price far in advance. RevPAR can also show you the best time to list your place, or uncover how weekends perform versus weekdays and what local demand is during the holidays.



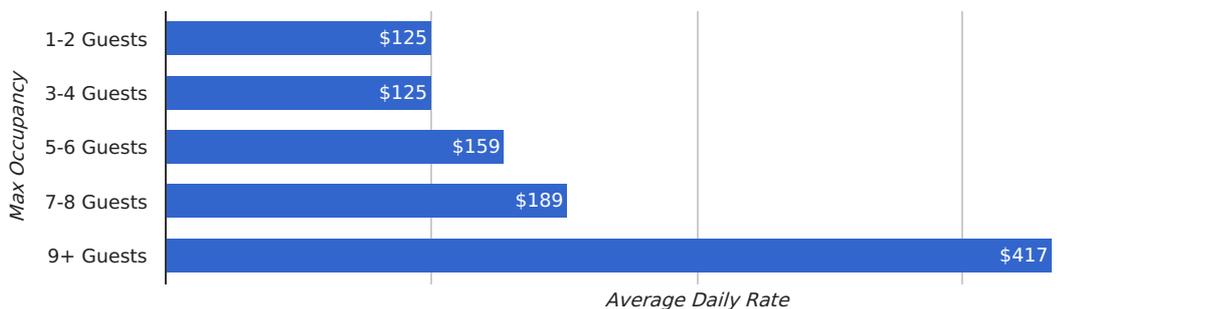
Average Daily Rate



Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. To receive optimized and automated pricing assistance we highly recommend using [BeyondPricing](http://www.beyondpricing.com/#r=airdna) (<http://www.beyondpricing.com/#r=airdna>)

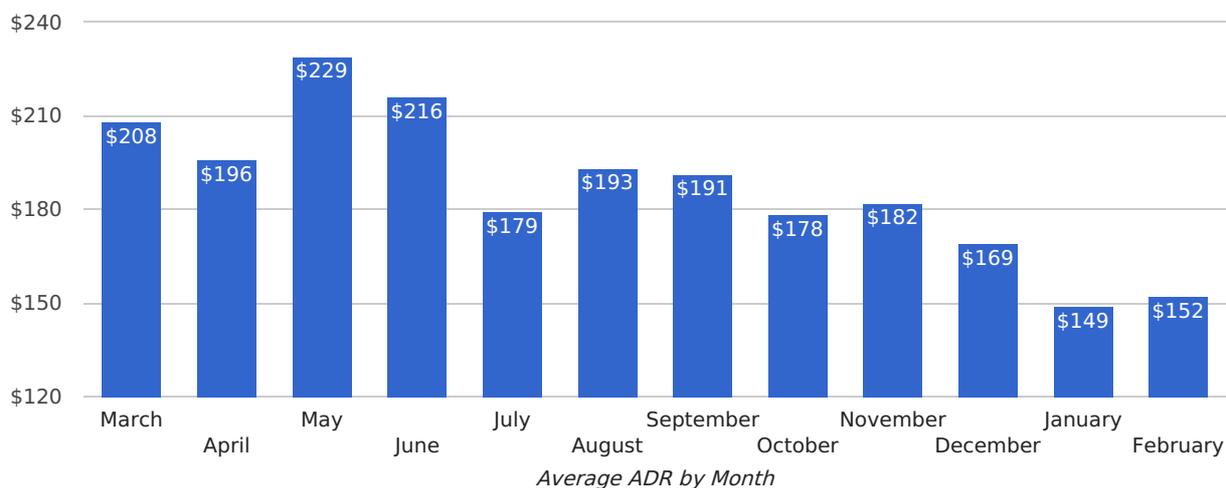


ADR = Is the Average Daily Rate that an Airbnb unit is booked for during the month. ADR is a standard metric used in the hotel industry and is a better measurement than price because it shows what price guests are actually paying vs. simply what price hosts are advertising.



An easy way to increase your vacation rental revenue is by adding a fold out couch and temporary sleeping accommodations.

One bedrooms make 20% more if they can accommodate 4 guests instead of just 2.



Airbnb Listing Optimization

Extra Fees and Discounts

| Price and Fee Ranges | | | | |
|----------------------|------------|---------------|--------------|------------------|
| # Bedrooms | # Listings | Daily Price | Cleaning Fee | Security Deposit |
| Shared Room | - | - | - | - |
| Private Room | 63 | \$65 - \$90 | \$20 - \$25 | \$100 - \$200 |
| Studio | 3 | Avg \$108 | Avg \$58 | Avg \$183 |
| 1 Room | 14 | \$85 - \$125 | \$30 - \$40 | Avg \$238 |
| 2 Rooms | 20 | \$115 - \$159 | \$45 - \$75 | \$200 - \$200 |
| 3 Rooms | 18 | \$175 - \$250 | \$75 - \$100 | \$300 - \$500 |
| 4+ Rooms | 13 | \$199 - \$284 | \$75 - \$150 | \$200 - \$400 |

Price range is for the 33rd and 66th percentiles

| Additional Fee Usage | | | |
|----------------------|-----------------|---------------------|-----------------------|
| | No Cleaning Fee | No Security Deposit | No Extra Guest Charge |
| Super Hosts | 50% | 67% | 77% |
| Experienced Hosts | 19% | 45% | 65% |
| Novice Hosts | 30% | 57% | 73% |

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews

 As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

| Booking Discounts | | |
|--------------------|-----------------|------------------|
| | Weekly Discount | Monthly Discount |
| Top Area Hosts | 6% off | 21% off |
| Top State Hosts | 5% off | 25% off |
| Top National Hosts | 4% off | 18% off |

Top 10% based on number of reviews

 Weekly and Monthly Booking Discounts for short-term rentals were once in the 25% - 50% off range, but due to the simplification of the booking process on Airbnb, top hosts now offer minimal discounts for extended stays.

Reservation Settings

| Minimum Stay | | | | | | |
|--------------------------|---------|----------|----------|----------|------------|-----------|
| | 1 Night | 2 Nights | 3 Nights | 4 Nights | 5-6 Nights | 7+ Nights |
| Super Hosts | 50% | 40% | 7% | 3% | 0% | 0% |
| Experienced Hosts | 42% | 19% | 35% | 3% | 0% | 0% |
| Novice Hosts | 56% | 16% | 21% | 1% | 3% | 3% |



Why is this important?

Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

Tip

Airbnb now allows hosts to set different minimum night stays for any time period. It is highly recommended to set longer minimum night stays for high demand periods over three months in the future. This will improve your average booking value, reduce vacancy during peak times, and minimize undesirable inquiries. Reduce your minimum night stay to 1 night only for dates in the next 30 days. View our blog for more details.

| Instant Booking | | | |
|--------------------------|----------------|----------------|--------|
| | Mount Pleasant | South Carolina | U.S.A. |
| Super Hosts | 23% | 10% | 14% |
| Experienced Hosts | 24% | 14% | 16% |
| Novice Hosts | 53% | 76% | 70% |



Enable Instant Book

Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

| Cancellation Policy | | | |
|--------------------------|--------|----------|----------|
| | Strict | Moderate | Flexible |
| Super Hosts | 23% | 47% | 30% |
| Experienced Hosts | 48% | 29% | 23% |
| Novice Hosts | 24% | 26% | 47% |



The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

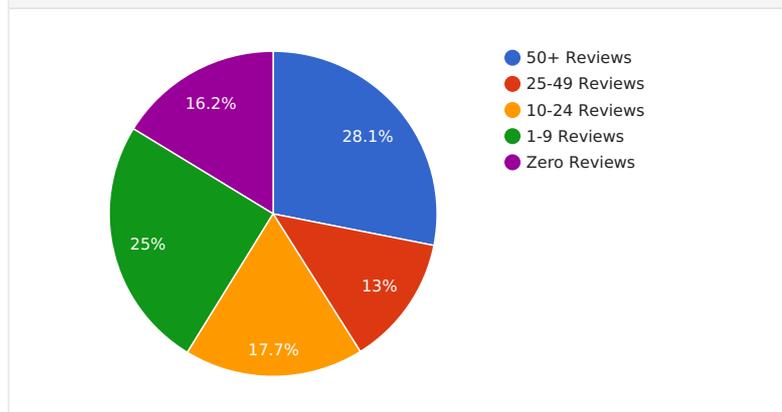
Host Information

Host Responsiveness

| | Response Rate | Days Since Last Calendar Update |
|--------------------------|---------------|---------------------------------|
| Super Hosts | 97% | 9 |
| Experienced Hosts | 95% | 11 |
| Novice Hosts | 90% | 14 |

✔ Host Responsiveness is the single most important determinant of successful Airbnb host. It has been proven to be the largest influencer of booking conversions, Airbnb search placement, and overall listing views. If you are serious about becoming a Super Host, nothing less a 100% response rate is acceptable. If you are unable to respond to all messages within one hour it is recommended you sign up for a service to help manage your inquiries.

Host Experience



✔ **Why is this important?**
80% of the hosts in America have less than 10 reviews. A high percentage of host with over 10 reviews is a great sign of a High Potential Area.

% Host with 10+ Reviews:

- High Potential = Greater than 30%
- Med Potential = 10% to 30%
- Low Potential = Under 10%

Ratings

| Overall Rating | | | | | |
|----------------|-------|-------|-------|-------|-------|
| | ★★★★★ | ★★★★☆ | ★★★☆☆ | ★★★☆☆ | ★★★☆☆ |
| # of Listings | 33 | 6 | 1 | - | - |
| % of Listings | 32% | 6% | 1% | - | - |

| Detailed Ratings | | | |
|------------------|----------------|----------------|--------|
| | Mount Pleasant | South Carolina | U.S.A. |
| Accuracy | 4.93 | 4.72 | 4.72 |
| Cleanliness | 4.89 | 4.76 | 4.74 |
| Communication | 4.96 | 4.89 | 4.87 |
| Location | 4.86 | 4.76 | 4.78 |
| Check In | 4.96 | 4.87 | 4.86 |
| Value | 4.91 | 4.73 | 4.70 |



Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

Amenities

| Percentage of Properties With Amenities | | | | | |
|---|-----|-----|------------------|-----|-----|
| | Yes | No | | Yes | No |
| Cable TV | 53% | 47% | Washer/Dryer | 82% | 18% |
| Gym | 14% | 86% | Air Conditioning | 98% | 2% |
| Pool | 32% | 68% | WiFi | 95% | 5% |
| Heating | 98% | 2% | Free Parking | 98% | 2% |
| Pets Allowed | 23% | 77% | Smoking | 5% | 95% |
| Fireplace | 31% | 69% | Hot Tub | 2% | 98% |
| Kitchen | 88% | 12% | Breakfast | 16% | 84% |



A general rule of thumb for amenities in your area

- Must Have = 80% or greater
- Should Have = 50% to 80%
- Nice to Have = Under 50%

Top 10 Performing Listings



Below are the Top 10 performing listings in this area over the past 12 months. This list is ranked by total revenues received. Annual bookings is the total number of reservations in the year and reviews is the total number of reviews received in the last 12 months (LTM). If your PDF viewer does not support clickable links, you can view these listing by adding the ID to [http://airbnb.com/rooms/\[ID\]](http://airbnb.com/rooms/[ID])

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|-------------------------------------|--------------------------|---------|-------|
| Shared Room | | | | |
| Private Room | | | | |
| 111689 | Need a break from your hectic life? | \$15290 | 136 | \$115 |
| 4746385 | 3 mi 2 Beach, 5 mi 2 Downtown Chas. | \$14577 | 36 | \$114 |
| 241630 | Private Bed & Bath in Solar Home | \$13554 | 203 | \$65 |
| 4226845 | Close to beaches-near downtown | \$12530 | 50 | \$64 |
| 2365908 | Room close to beach and downtown | \$12346 | 44 | \$114 |
| 5010249 | Private Room #close to everything! | \$12202 | 67 | \$69 |
| 618814 | Centrally located neighborhood | \$12087 | 215 | \$66 |
| 2354515 | Room great yard, pool & location | \$11169 | 42 | \$113 |
| 3843233 | CHARMING ROOM MINS FROM DNTN/BEACH! | \$10510 | 72 | \$76 |
| 2066410 | Master bedroom with adjoining bath | \$10156 | 75 | \$55 |
| Studio | | | | |
| 958540 | Cozy Old Village studio apt | \$20350 | 116 | \$100 |
| 5001557 | Cozy Meets Modern Near Shem Creek | \$5775 | 9 | \$193 |
| 9382149 | Private Studio close to everything! | \$1958 | 13 | \$89 |
| 1 Bedroom | | | | |
| 663575 | Charleston Harbor view, garage apt | \$36509 | 223 | \$133 |
| 4416282 | Guest House near beach & sites | \$31867 | 71 | \$130 |
| 3370027 | Old Village charm and convenience | \$20990 | 51 | \$130 |
| 5219860 | Coastal Marsh Suite | \$15499 | 17 | \$111 |
| 6162216 | Cooper River Bridge Run START LINE! | \$12190 | 15 | \$134 |
| 4589435 | Cozy Tree Fort near the Sea | \$9976 | 26 | \$135 |
| 8406024 | 1 BD/1 BA close to Downtown w/Pool | \$7576 | 14 | \$101 |
| 7228033 | Within 1 mile of the beach! | \$7045 | 13 | \$144 |
| 9367640 | Charleston Vaca | \$5330 | 5 | \$75 |
| 7400205 | Private Guest Cottage at the Beach! | \$5236 | 34 | \$97 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|-------------------------------------|--------------------------|---------|-------|
| 2 Bedrooms | | | | |
| 2292136 | Explore All of Charleston! | \$35412 | 73 | \$147 |
| 5736869 | 2Bd in Old Village 1 mile to Beach! | \$23126 | 13 | \$179 |
| 5913797 | Great Space Close to Everything | \$19812 | 15 | \$169 |
| 7506813 | Sweet Retreat. Location! Location! | \$16112 | 38 | \$130 |
| 5002420 | Coastal Cottage on Shem Creek | \$11625 | 13 | \$215 |
| 7561670 | Pet Friendly Near Beach! | \$11363 | 18 | \$128 |
| 6445693 | Live like a Local:Shem Creek Suite! | \$10493 | 19 | \$128 |
| 7714203 | At The Copa cottage | \$10210 | 27 | \$100 |
| 5045697 | Old Village home near Shem Creek | \$6040 | 6 | \$355 |
| 6800595 | Walking and Biking Paradise! | \$5034 | 14 | \$136 |
| 3 Bedrooms | | | | |
| 4887290 | Old Village Retreat | \$34250 | 30 | \$185 |
| 2160002 | Ideal for Family! Perfect Location! | \$17385 | 21 | \$198 |
| 7972150 | WATERSIDE RETREAT - 5mins to beach! | \$11745 | 20 | \$184 |
| 7748681 | Beautiful Mt. Pleasant house | \$11035 | 6 | \$201 |
| 6269728 | Beautiful Marsh View Townhouse | \$11011 | 9 | \$275 |
| 6662910 | Upscale Luxury 3BR 2BA | \$8465 | 16 | \$114 |
| 9361580 | Minutes to Beach,Downtown & Airport | \$7425 | 0 | \$275 |
| 5051358 | Luxury Yacht on Shem Creek | \$5875 | 7 | \$255 |
| 8399779 | Beauty and Comfort Close To It All | \$4725 | 0 | \$225 |
| 6296809 | Old Village Convenience | \$3610 | 1 | \$190 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|--------------------------|-------------------------------------|--------------------------|---------|-------|
| 4+ Bedrooms | | | | |
| 4644061 | SEWE LUXURY Family, Groups, Wedding | \$76293 | 18 | \$812 |
| 5556967 | Located in the middle of it all! | \$46324 | 19 | \$324 |
| 5163362 | Minutes to the beach and Charleston | \$40684 | 14 | \$201 |
| 8954403 | Beautiful Coastal House | \$25575 | 0 | \$275 |
| 3329860 | Bright & Airy 4/3 Family Home. | \$17020 | 2 | \$148 |
| 2675949 | 5BR-4BTH Pool-Two Masters-Upscale | \$10535 | 3 | \$753 |
| 3011994 | Fantastic Mount Pleasant House | \$10459 | 26 | \$205 |
| 159766 | 4BR Waterfront-Kayak HotTub-UpScale | \$9840 | 6 | \$492 |
| 10631469 | Spacious, Family-Friendly Home | \$6360 | 1 | \$227 |
| 11224137 | Great Home across from Shem Creek! | \$4950 | 0 | \$275 |



Airbnb Market Report

North Charleston, South Carolina - February 2016

General Area Statistics

| | | |
|-------------------|--------------------|----------------------|
| Population | Total Homes | Median Income |
| 71,700 | 30,700 | \$42,400 |

Active Listings

| | | | | | |
|------------------------------|---------------------------------|--------------|------------------|--------------|--------------|
| Total Active Listings | Active Listing Breakdown | | | | |
| 42 | # Bedrooms | House | Apartment | Other | Total |
| | Shared Room | - | - | - | - |
| | Private Room | 14 | 6 | 3 | 23 |
| | Studio | - | - | - | - |
| | 1 Room | 1 | 2 | - | 3 |
| | 2 Rooms | 2 | 4 | 1 | 7 |
| | 3 Rooms | 5 | - | 2 | 7 |
| | 4+ Rooms | 2 | - | - | 2 |
| | Total | 24 | 12 | 6 | 42 |

What is an Active Listing?
We determine whether a listing is active by looking at a number of factors including: whether it had a confirmed booking in the month, if it is currently live on the site, if the host has updated the calendar recently and if the host is actively responding to inquiries.

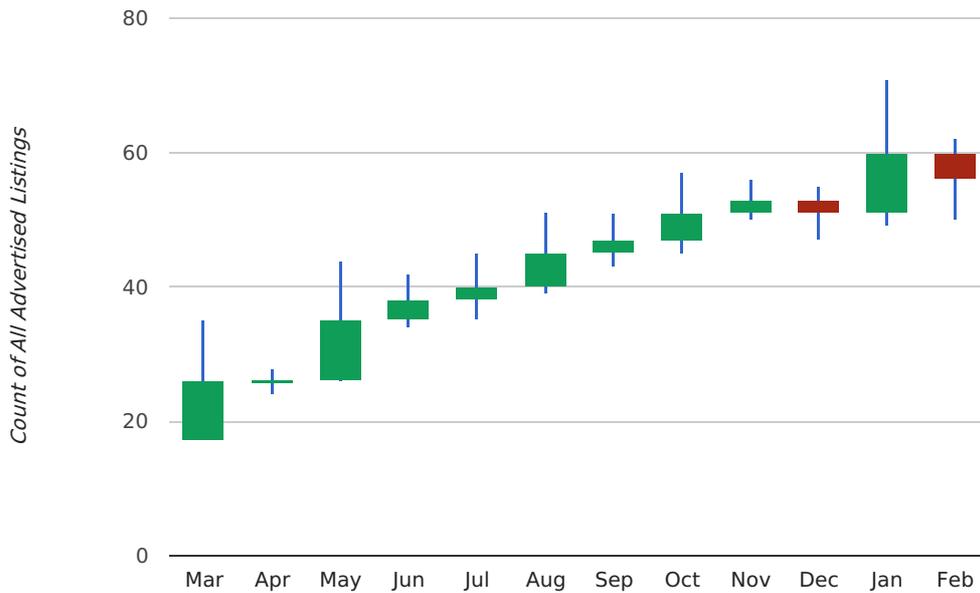
Historical Listing Counts



How to read this chart

This candle stick chart depicts the change in number of advertised listings (all listings found on Airbnb within this region) month over month. The wider green (increasing) or red (decreasing) bars show the cumulative increase or decrease in number of listings from the prior month. The lines above and below the bars show the number of added and removed listings, respectively.

Listing Count Trend - All Listings



Change in number of properties over the last 12 months

| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 |
|-----------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| Start of Month | 17 | 26 | 26 | 35 | 38 | 40 | 45 | 47 | 51 | 53 | 51 | 60 |
| Start minus Unlisted in Month | 17 | 24 | 26 | 34 | 35 | 39 | 43 | 45 | 50 | 49 | 49 | 54 |
| Start plus Newly Listed | 26 | 28 | 35 | 39 | 43 | 46 | 49 | 53 | 54 | 55 | 62 | 62 |
| Properties Available at Month End | 26 | 26 | 35 | 38 | 40 | 45 | 47 | 51 | 53 | 51 | 60 | 56 |

Occupancy Rates

Annual Median Occupancy

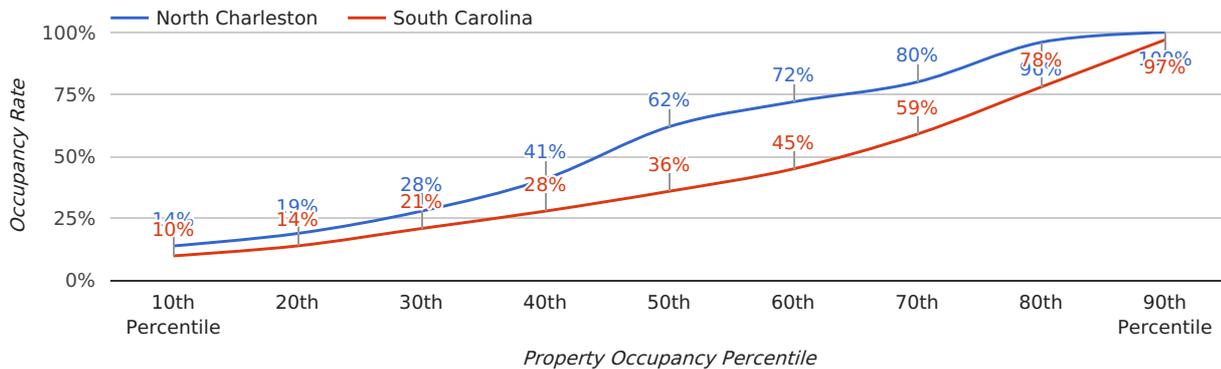
38%



Occupancy Rate

Occupancy rate is the number of days that a property had a reservation divided by the total number of days it was available for rent in the month. The median is the 50th percentile for this reporting area. Listings that are blocked for the month or are otherwise "inactive" are not included in the calculation.

February's Occupancy Performance



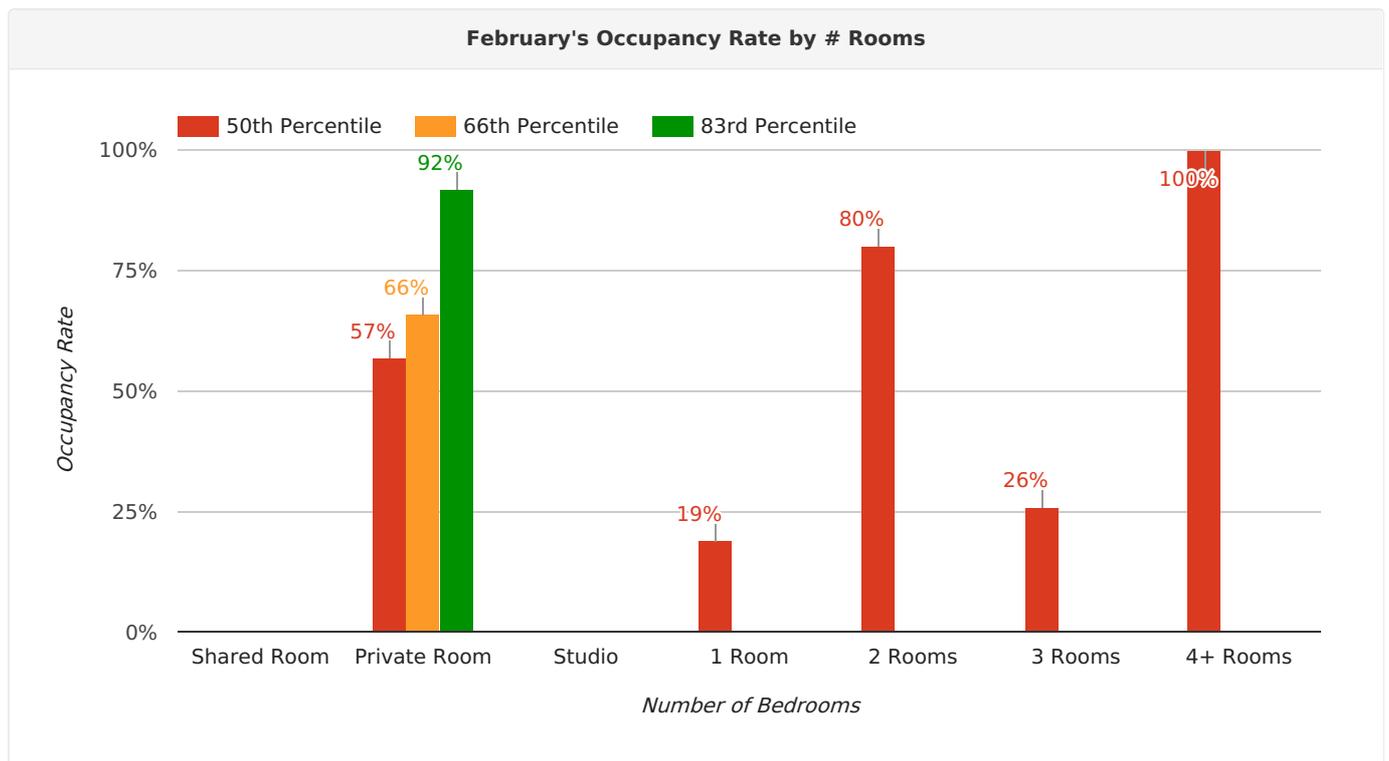
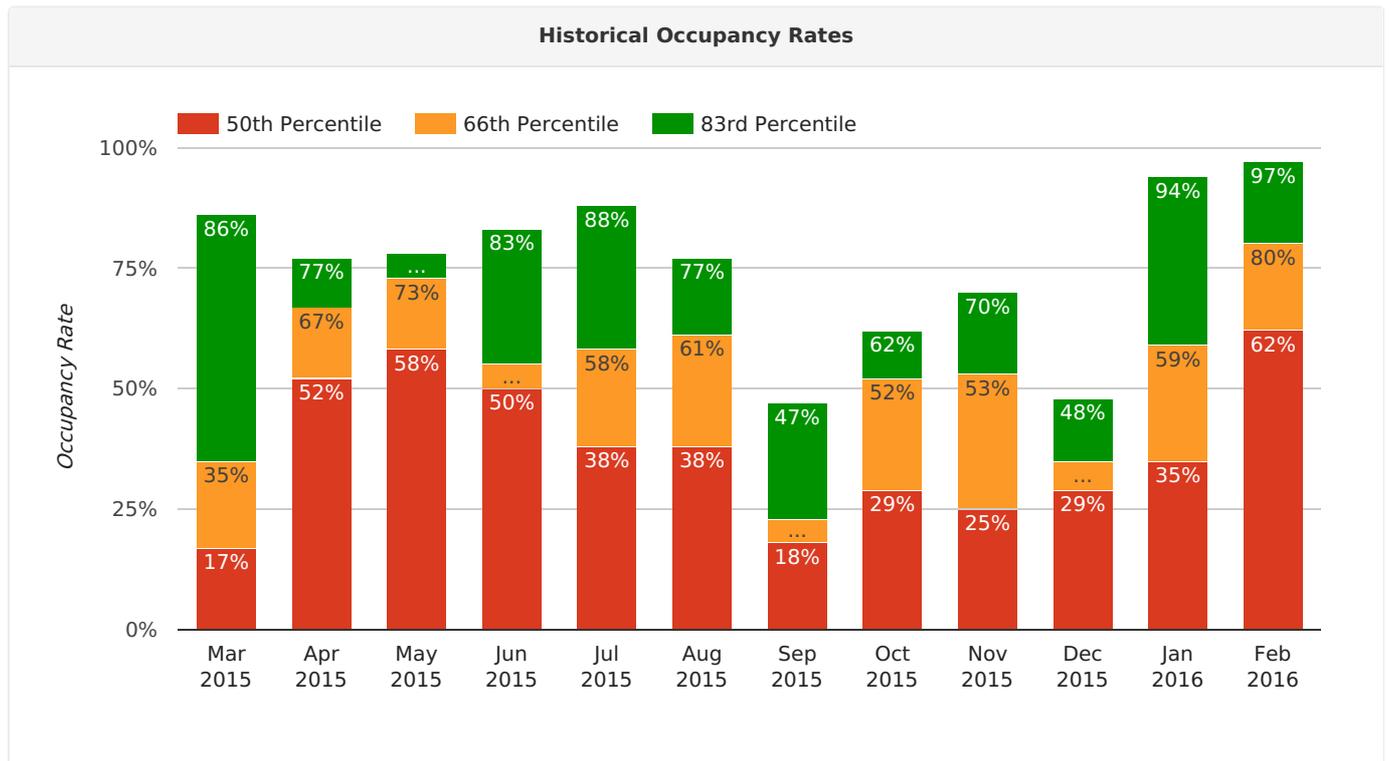
How to read this chart

The occupancy rate varies greatly in every area based on location, price and other factors. In order to show the whole picture we place each property into a percentile based on their achieved Occupancy Rate in the last full month. Example: If there were 10 properties in the area, the property with the 9th highest occupancy rate would be in the 90th percentile. In the line chart you can see what the lowest performing to best performing properties were able to achieve.

- High Performing Area - Greater than 60% Median Occupancy
- Mid Performing Area - 40%-60%
- Low Performing Area- Less than 40%

Pricing and overall quality of a listing's photos, text and guest communications have a large impact on individual property performance.

Occupancy Rates (continued)

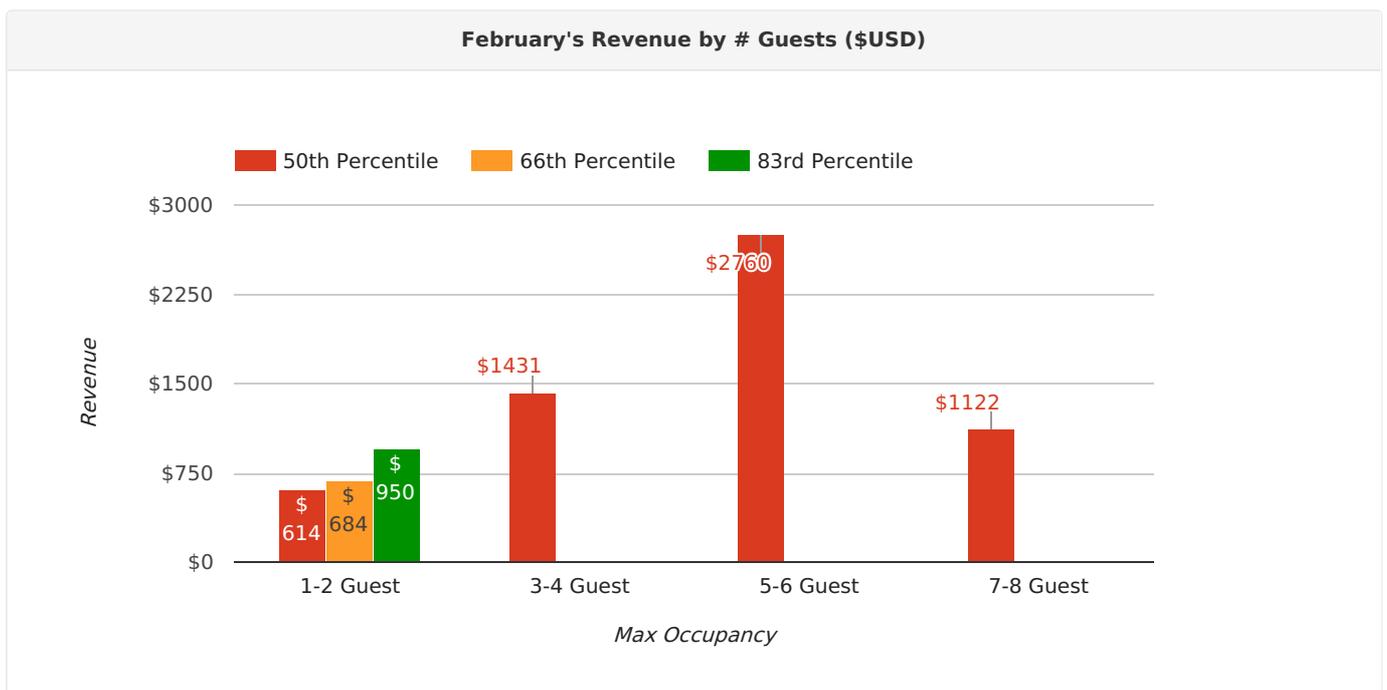
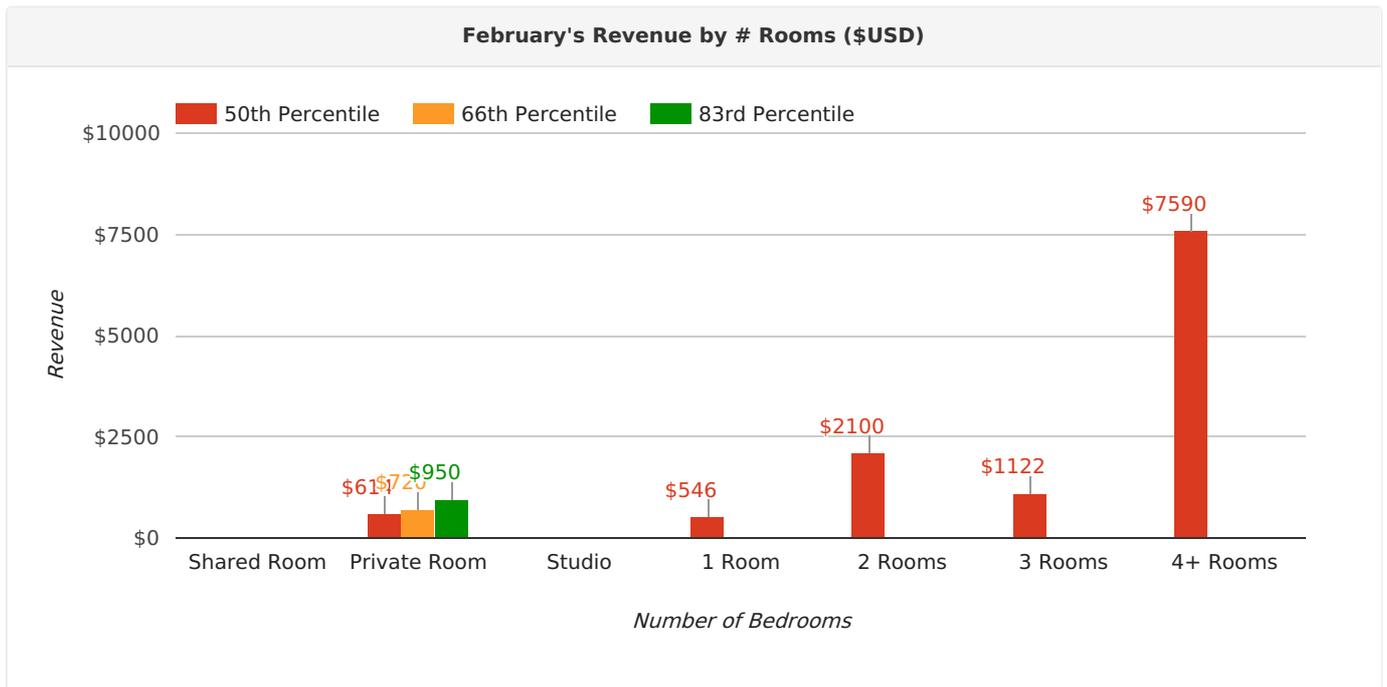


How do we calculate this?

Airdna's technology can determine what dates are actual Airbnb reservation versus which were made "unavailable" by the host. We divide the total amount of booked days by the total number of days available for rent. The above occupancy rates show what size properties are seeing the most confirmed reservations and the least vacancy.

There must be at least six active rentals of each accommodation size to display comparative occupancy rates. If any sections of the graph above is blank, there is not enough data to calculate it. You can use Airbnb to view the calendars of properties in your area of interest to estimate occupancy rates.

Revenue

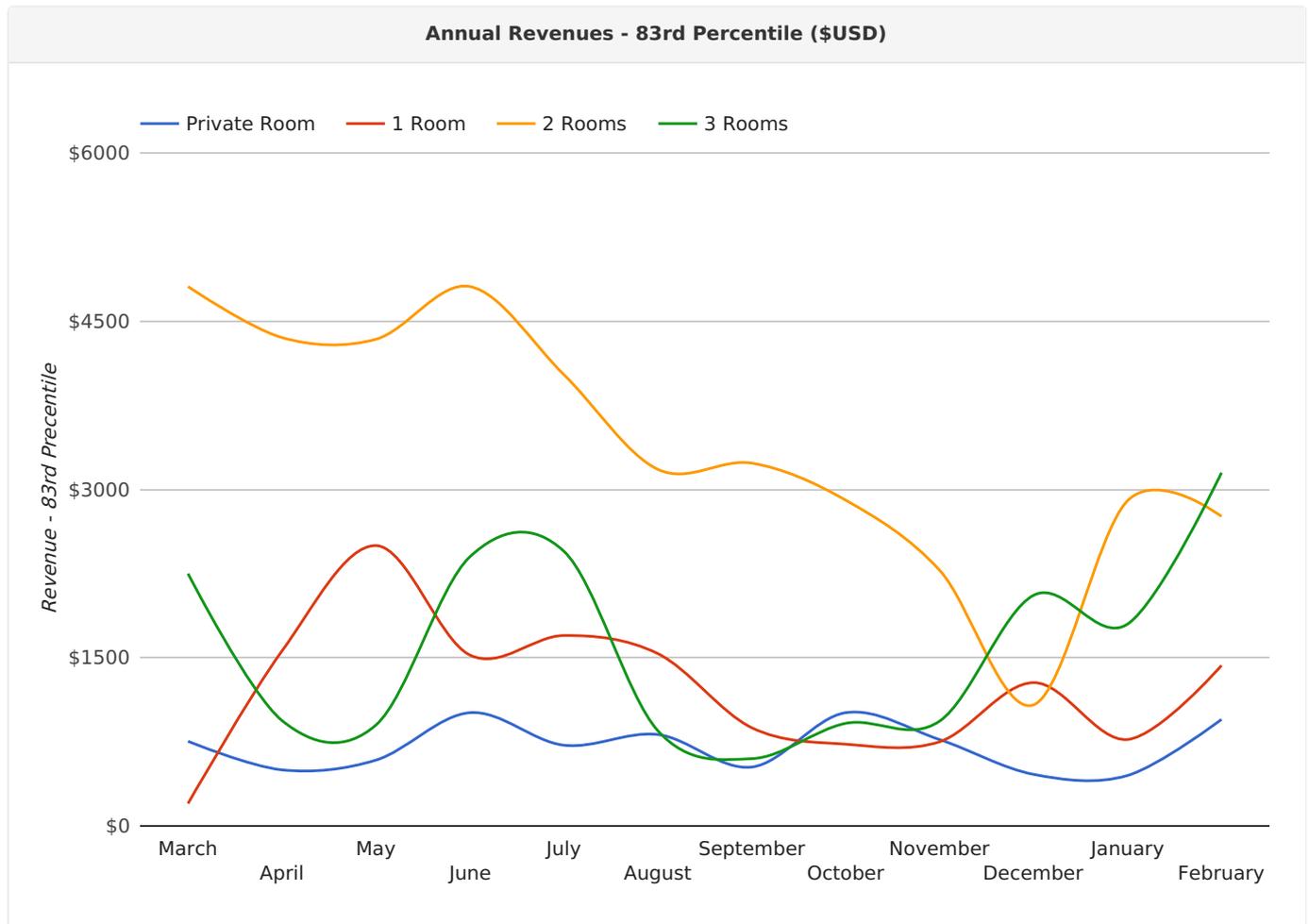


Monthly Revenue

Monthly revenue is our best estimate of revenue received from Airbnb bookings. Revenue includes cleaning fees, but not extra guest charges or other additional fees.

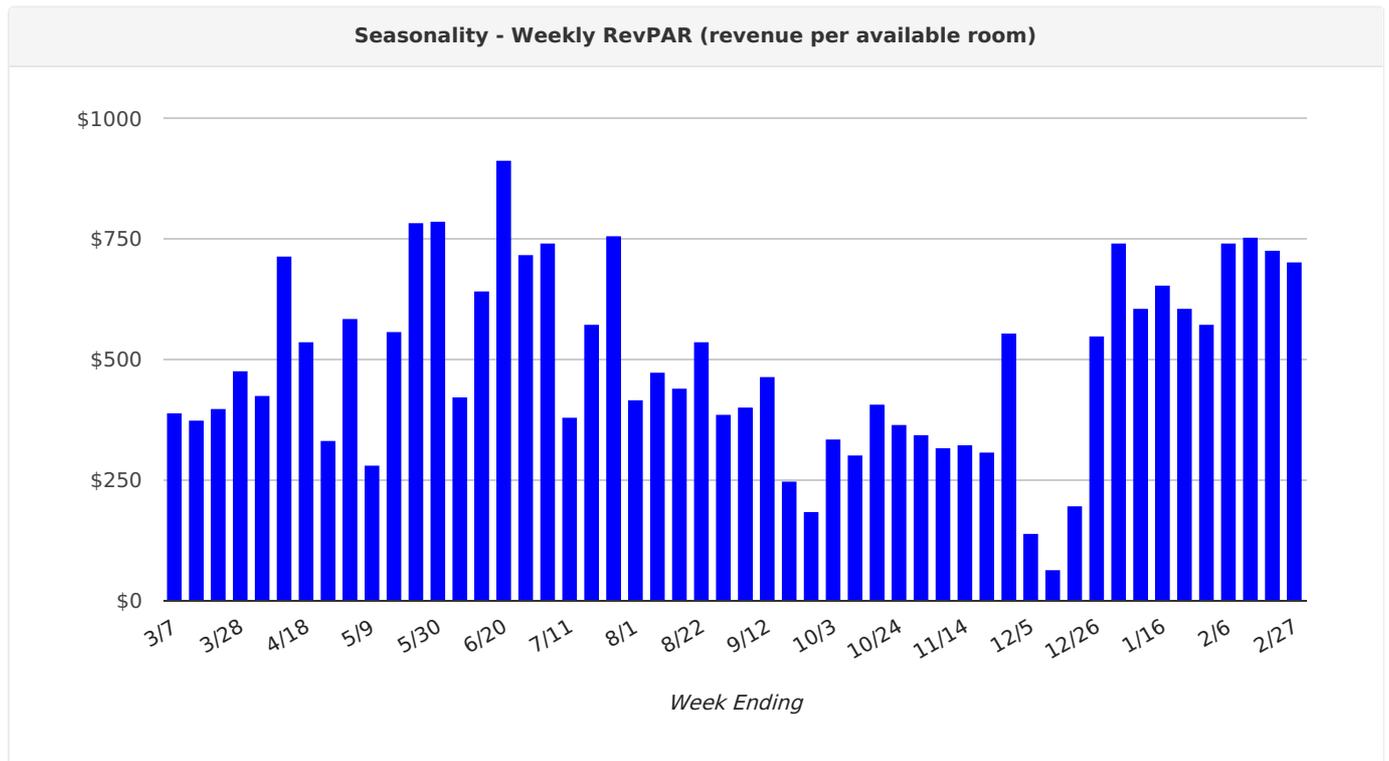
We determine revenue of each Airbnb property by looking at what the nightly rate for each available day is directly before a booking is made. We can not determine whether last minute discounts are made or what revenue is for bookings made outside of Airbnb.

Revenue (continued)



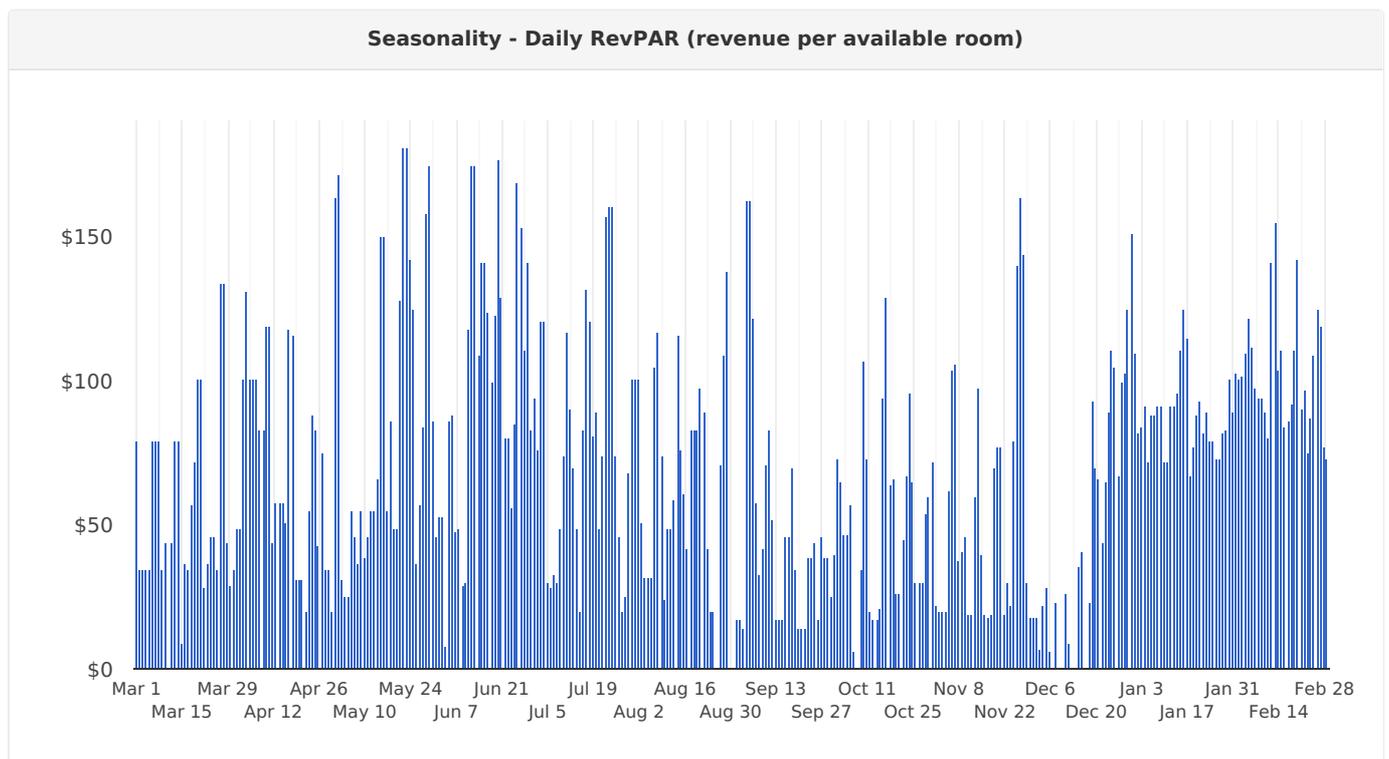
| | Mar 2015 | Apr 2015 | May 2015 | Jun 2015 | Jul 2015 | Aug 2015 | Sep 2015 | Oct 2015 | Nov 2015 | Dec 2015 | Jan 2016 | Feb 2016 | Total |
|--------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|---------|
| Shared Room | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Private Room | \$755 | \$500 | \$587 | \$1010 | \$720 | \$815 | \$525 | \$1010 | \$770 | \$460 | \$450 | \$950 | \$8552 |
| Studio | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 1 Bedroom | \$200 | \$1560 | \$2500 | \$1524 | \$1698 | \$1537 | \$876 | \$729 | \$751 | \$1278 | \$771 | \$1431 | \$14855 |
| 2 Bedrooms | \$4810 | \$4355 | \$4340 | \$4810 | \$4025 | \$3180 | \$3235 | \$2905 | \$2280 | \$1080 | \$2900 | \$2760 | \$40680 |
| 3 Bedrooms | \$2250 | \$940 | \$900 | \$2400 | \$2450 | \$850 | \$600 | \$915 | \$935 | \$2057 | \$1800 | \$3150 | \$19247 |
| 4+ Bedrooms | \$600 | \$0 | \$3870 | \$650 | \$0 | \$0 | \$0 | \$0 | \$0 | \$1450 | \$10070 | \$7590 | \$24230 |

Weekly and Daily Demand



What is RevPAR?

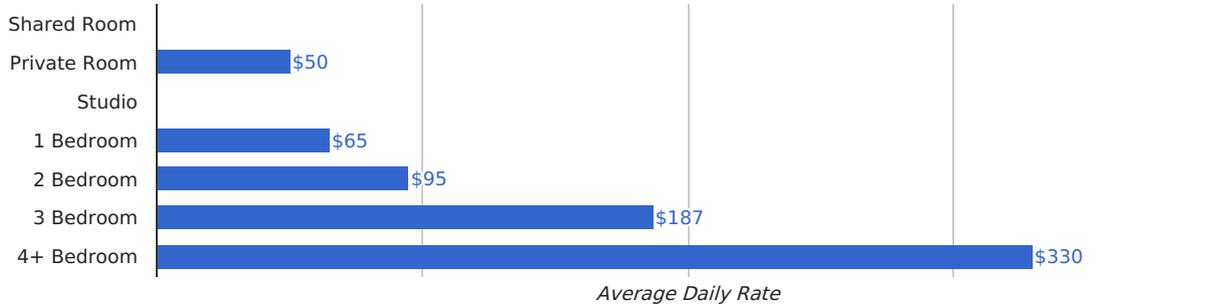
RevPAR stands for Revenue per Available Room. It is a performance metric widely used in the hotel industry. RevPAR is calculated by looking at all available accommodations on a given day and divides the total revenue generated by the total number of listings. RevPAR is the best indicator of seasonality and demand. By displaying the demand for vacation rentals throughout the year, you can use RevPAR to identify unexpected spikes in demand to increase your listing price far in advance. RevPAR can also show you the best time to list your place, or uncover how weekends perform versus weekdays and what local demand is during the holidays.



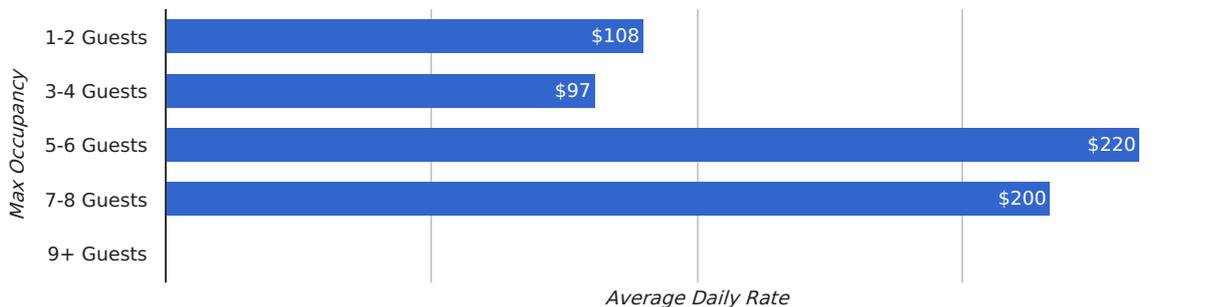
Average Daily Rate



Pricing shown here provides an overview of how much the average Airbnb rental was able to charge this month. To receive optimized and automated pricing assistance we highly recommend using [BeyondPricing](http://www.beyondpricing.com/#r=airdna) (<http://www.beyondpricing.com/#r=airdna>)

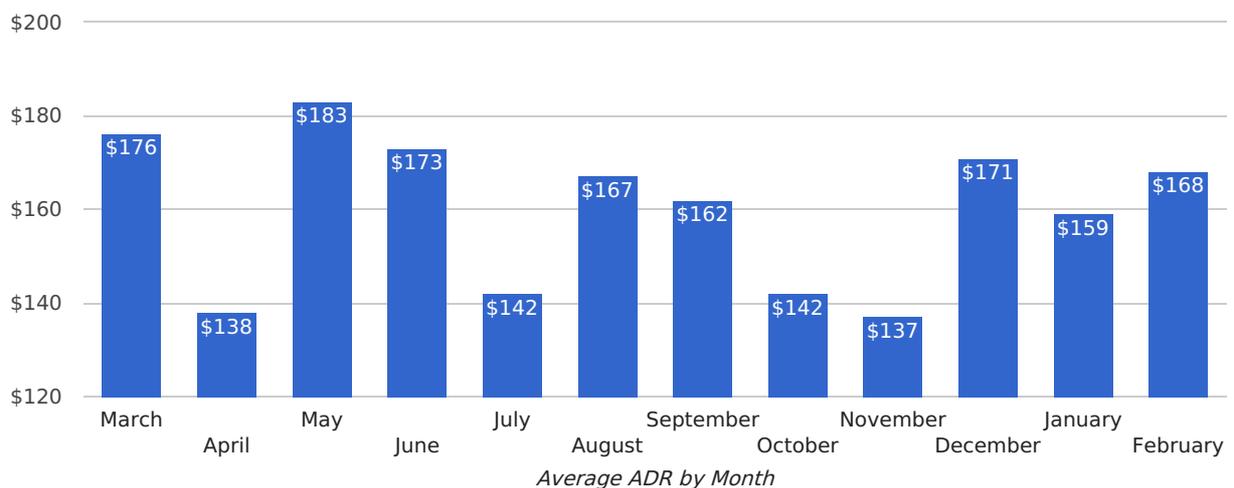


ADR = Is the Average Daily Rate that an Airbnb unit is booked for during the month. ADR is a standard metric used in the hotel industry and is a better measurement than price because it shows what price guests are actually paying vs. simply what price hosts are advertising.



An easy way to increase your vacation rental revenue is by adding a fold out couch and temporary sleeping accommodations.

One bedrooms make 20% more if they can accommodate 4 guests instead of just 2.



Airbnb Listing Optimization

Extra Fees and Discounts

| Price and Fee Ranges | | | | |
|----------------------|------------|-------------|--------------|------------------|
| # Bedrooms | # Listings | Daily Price | Cleaning Fee | Security Deposit |
| Shared Room | - | - | - | - |
| Private Room | 23 | \$50 - \$65 | \$10 - \$10 | Avg \$100 |
| Studio | - | - | - | - |
| 1 Room | 3 | Avg \$95 | Avg \$12 | - |
| 2 Rooms | 7 | Avg \$118 | Avg \$62 | Avg \$180 |
| 3 Rooms | 7 | Avg \$194 | Avg \$81 | Avg \$286 |
| 4+ Rooms | 2 | Avg \$338 | Avg \$75 | Avg \$175 |

Price range is for the 33rd and 66th percentiles

| Additional Fee Usage | | | |
|----------------------|-----------------|---------------------|-----------------------|
| | No Cleaning Fee | No Security Deposit | No Extra Guest Charge |
| Super Hosts | 17% | 67% | 33% |
| Experienced Hosts | 45% | 73% | 64% |
| Novice Hosts | 44% | 48% | 88% |

Super Host = Over 25 Reviews, Experienced Host = 10-25 Reviews, Novice Host = Under 10 Reviews

 As hosts get more experience they tend to increase cleaning fees and remove security deposits. Act like a pro and remove any additional fees outside of cleaning.

| Booking Discounts | | |
|--------------------|-----------------|------------------|
| | Weekly Discount | Monthly Discount |
| Top Area Hosts | 6% off | 27% off |
| Top State Hosts | 5% off | 25% off |
| Top National Hosts | 4% off | 18% off |

Top 10% based on number of reviews

 Weekly and Monthly Booking Discounts for short-term rentals were once in the 25% - 50% off range, but due to the simplification of the booking process on Airbnb, top hosts now offer minimal discounts for extended stays.

Reservation Settings

| Minimum Stay | | | | | | |
|--------------------------|---------|----------|----------|----------|------------|-----------|
| | 1 Night | 2 Nights | 3 Nights | 4 Nights | 5-6 Nights | 7+ Nights |
| Super Hosts | 67% | 33% | 0% | 0% | 0% | 0% |
| Experienced Hosts | 82% | 9% | 9% | 0% | 0% | 0% |
| Novice Hosts | 64% | 12% | 4% | 4% | 4% | 16% |



Why is this important?

Minimum stay requirements of over 2 nights will make achieving >90% occupancy rate difficult. Only set minimum stay requirements if you're looking for bookings for a particular special event/holiday. Over 50% of Superhosts nationally have no min stay requirement.

Tip

Airbnb now allows hosts to set different minimum night stays for any time period. It is highly recommended to set longer minimum night stays for high demand periods over three months in the future. This will improve your average booking value, reduce vacancy during peak times, and minimize undesirable inquiries. Reduce your minimum night stay to 1 night only for dates in the next 30 days. View our blog for more details.

| Instant Booking | | | |
|--------------------------|------------------|----------------|--------|
| | North Charleston | South Carolina | U.S.A. |
| Super Hosts | 14% | 10% | 14% |
| Experienced Hosts | 26% | 14% | 16% |
| Novice Hosts | 60% | 76% | 70% |



Enable Instant Book

Airbnb gives preferential treatment to properties with instant book enabled. You will haggle less, appear higher in search results, and perform better overall.

| Cancellation Policy | | | |
|--------------------------|--------|----------|----------|
| | Strict | Moderate | Flexible |
| Super Hosts | 17% | 50% | 33% |
| Experienced Hosts | 18% | 27% | 55% |
| Novice Hosts | 24% | 28% | 48% |



The majority of Super Hosts in America have a strict cancellation policy. Start with a flexible cancellation policy and change it to strict after receiving 10 reviews. Cancellations can kill your profitability.

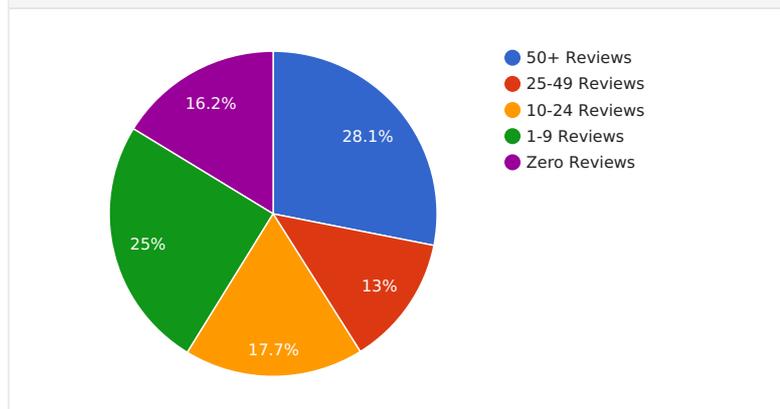
Host Information

Host Responsiveness

| | Response Rate | Days Since Last Calendar Update |
|--------------------------|---------------|---------------------------------|
| Super Hosts | 99% | 7 |
| Experienced Hosts | 100% | 11 |
| Novice Hosts | 91% | 14 |

✔ Host Responsiveness is the single most important determinant of successful Airbnb host. It has been proven to be the largest influencer of booking conversions, Airbnb search placement, and overall listing views. If you are serious about becoming a Super Host, nothing less a 100% response rate is acceptable. If you are unable to respond to all messages within one hour it is recommended you sign up for a service to help manage your inquiries.

Host Experience



✔ **Why is this important?**
80% of the hosts in America have less than 10 reviews. A high percentage of host with over 10 reviews is a great sign of a High Potential Area.

% Host with 10+ Reviews:

- High Potential = Greater than 30%
- Med Potential = 10% to 30%
- Low Potential = Under 10%

Ratings

| Overall Rating | | | | | |
|----------------|-------|-------|-------|-------|-------|
| | ★★★★★ | ★★★★☆ | ★★★☆☆ | ★★★☆☆ | ★★★☆☆ |
| # of Listings | 10 | 1 | - | - | - |
| % of Listings | 31% | 3% | - | - | - |

| Detailed Ratings | | | |
|------------------|------------------|----------------|--------|
| | North Charleston | South Carolina | U.S.A. |
| Accuracy | 4.92 | 4.72 | 4.72 |
| Cleanliness | 4.86 | 4.76 | 4.74 |
| Communication | 4.94 | 4.89 | 4.87 |
| Location | 4.67 | 4.76 | 4.78 |
| Check In | 4.97 | 4.87 | 4.86 |
| Value | 4.89 | 4.73 | 4.70 |



Over 95% of listings in America currently have a 4.5 or 5 star rating. Recent changes to the review process have made achieving 5-stars more difficult. Look for ratings to increasingly differentiate the most successful hosts.

Amenities

| Percentage of Properties With Amenities | | | | | |
|---|-----|-----|------------------|------|------|
| | Yes | No | | Yes | No |
| Cable TV | 40% | 60% | Washer/Dryer | 98% | 2% |
| Gym | 17% | 83% | Air Conditioning | 98% | 2% |
| Pool | 26% | 74% | WiFi | 90% | 10% |
| Heating | 98% | 2% | Free Parking | 100% | 0% |
| Pets Allowed | 19% | 81% | Smoking | 0% | 100% |
| Fireplace | 19% | 81% | Hot Tub | 2% | 98% |
| Kitchen | 98% | 2% | Breakfast | 19% | 81% |



A general rule of thumb for amenities in your area

- Must Have = 80% or greater
- Should Have = 50% to 80%
- Nice to Have = Under 50%

Top 10 Performing Listings



Below are the Top 10 performing listings in this area over the past 12 months. This list is ranked by total revenues received. Annual bookings is the total number of reservations in the year and reviews is the total number of reviews received in the last 12 months (LTM). If your PDF viewer does not support clickable links, you can view these listing by adding the ID to [http://airbnb.com/rooms/\[ID\]](http://airbnb.com/rooms/[ID])

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|--------------------------|-------------------------------------|--------------------------|---------|-------|
| Shared Room | | | | |
| Private Room | | | | |
| 3145491 | Oak Ridge House (Guest Room #1) | \$9644 | 80 | \$39 |
| 6567273 | Private room, shared bath, parking! | \$8151 | 4 | \$41 |
| 1311310 | Spacious Park Circle Historic Dist. | \$5259 | 13 | \$61 |
| 8131226 | Awesome modern room in Park Circle! | \$2895 | 31 | \$52 |
| 8161296 | Hip Home w/ Pvt. Bath minutes to DT | \$2825 | 25 | \$61 |
| 5554230 | ♥Roof over your head & warm shower | \$2580 | 37 | \$33 |
| 8878466 | Upscale European Flat Near Downtown | \$1694 | 20 | \$51 |
| 6337818 | Spacious Minimalism Room Two | \$1500 | 15 | \$60 |
| 5598312 | Cozy & Green: Park Circle Townhouse | \$1366 | 7 | \$57 |
| 9388670 | Clean Fresh Comfort!!! | \$1280 | 14 | \$31 |
| Studio | | | | |
| 1 Bedroom | | | | |
| 5559551 | Best of Both Worlds in Charleston! | \$13970 | 49 | \$113 |
| 10351519 | Private apartment with full kitchen | \$2022 | 17 | \$67 |
| 2 Bedrooms | | | | |
| 2753998 | Impeccable Style in Park Circle | \$48120 | 73 | \$188 |
| 5714654 | Fresh and Cozy | \$24799 | 38 | \$113 |
| 8127431 | Charming 2 Bdrm/2 Bath Condo-gated | \$8520 | 1 | \$120 |
| 8583437 | Cozy 2 Brm Apt in Park Circle | \$5100 | 2 | \$75 |
| 3 Bedrooms | | | | |
| 6134081 | The Right Side of the Tracks! | \$15300 | 17 | \$161 |
| 6410441 | Carolina Waterfront Rentals - Arco | \$8697 | 7 | \$189 |
| 9908774 | Modern home in historic park circle | \$7000 | 1 | \$200 |
| 7094250 | Helene's Hideaway | \$6860 | 7 | \$208 |
| 3802288 | Nostalgic Creek House Waterfront | \$4546 | 12 | \$175 |
| 6467895 | Carolina Waterfront Rentals LP | \$3553 | 3 | \$187 |
| 10908937 | Southern Charm: Close to Everything | \$1610 | 1 | \$230 |

Top 10 Performing Listings (continued)

| ID | Title | Estimated Annual Revenue | Reviews | ADR |
|-------------------------|-------------------------------------|---------------------------------|----------------|------------|
| 4+ Bedrooms | | | | |
| 3788284 | Casa Bella under the Oak (new home) | \$24230 | 9 | \$337 |