

Inside Airbnb Data Update – September 29th, 2022

Dallas Neighborhood Coalition

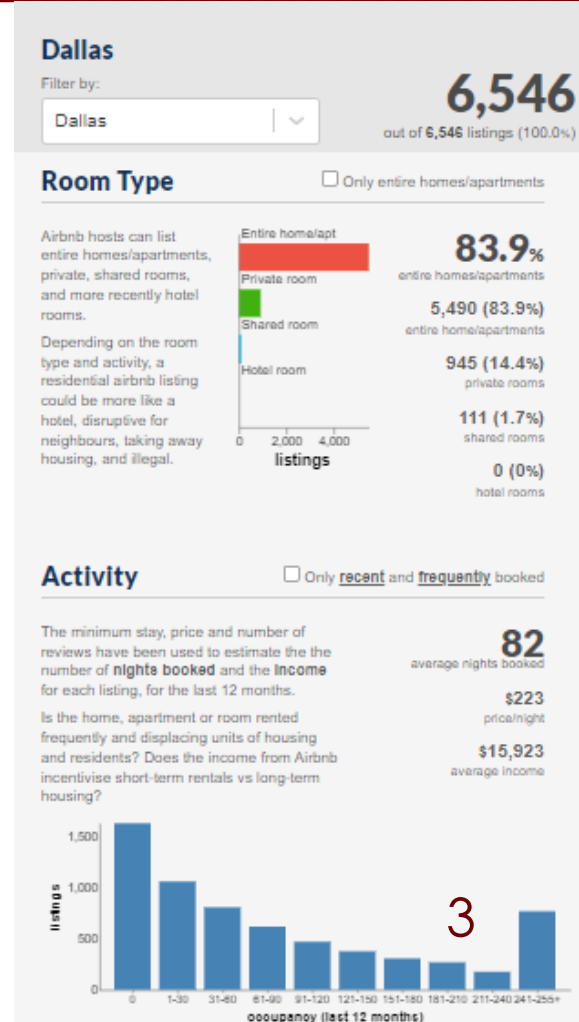


Key Points From April 2022 Report

- The majority of Airbnb use in Dallas and almost all revenue is “unhosted”
 - 85% of Dallas Airbnb listings are entire home or apartment listings (96% of revenue)
 - Airbnb is mostly entire houses and apartments, not renting out “spare rooms.”
- Airbnb entire home listings are growing an average of 53% per annum and have increased 568% since 2016
- Most entire home Airbnb listings are in a property portfolio managed by professional “hosts”
 - 68% of entire home listings are offered by “hosts” that have more than one entire home listing
 - Almost half (48%) of entire home listings are in a portfolio with 5 or more entire home rentals
- Absent “hosts” dominate the Airbnb platform in Dallas
 - More than half (53%) of entire home listings are operated by “hosts” who self-identify as living outside of Dallas
- Airbnb significantly impacts available long-term rentals in Dallas
 - In some Dallas zip codes “Commercial” Airbnb entire home listings make up 90% of available for rent housing units
 - Across the entire city, “Commercial” Airbnb entire home listings make up 11% of available for rent housing units

What's changed since April 2022?

- There are **another 1,274 Airbnb listings since April** – now 6,546 listings
 - Annualized **growth is accelerating** from 53% (5-year annualized growth rate **to 72%**)
 - At that current growth rate, the number of Airbnb listings in Dallas will **DOUBLE in 18 months**
 - Of the 6,546 August listings, 5,534 are “entire home” listings or **84%** of the total are **people/corporations able to rent their entire home(s)** on Airbnb, not just renting a room
- Total STRs in Dallas is now estimated to be **over 7,700 units**
 - Dallas city staff only assuming **2,612 units – WHY?**
- Meanwhile, the **shortage of Dallas housing continues to grow**



Data Discrepancies on STRs were Ignored

May 2021 Report by former Assistant City Manager, Joey Zapata has never been updated by city staff.

- In May 2021, MuniRevs had only identified **2,229** possible short-term rentals operating in Dallas.

Yet in May 2021, 3 other reputable STR industry sources, Inside Airbnb, AirDNA and Host Compliance, identified **nearly 2,000 more** STRs in Dallas than MuniRevs.

- As of May 2021:

Host Compliance: 4,793 unique STR listings

AirDNA: 4,172 active, unique STR listings

Inside Airbnb: 4,118 listings on Airbnb platform

The May 2021 report, which the city staff had included in the materials shared with the City Council and the materials for ZOAC & CPC, was based on MuniRevs' assumptions about the number of STRS in Dallas. Using this outlying data, which grossly underestimated the number of STRs in Dallas, calls into question the accuracy of nearly everything in the report, especially the impact STRs are having on Dallas' long-term housing stock.

Data Discrepancies on STRs were Ignored (con't)

May 2021 Report by former Assistant City Manager, Joey Zapata has never been updated by city staff.

- Why hasn't the city staff ever publicly reported that the 311/911 data collection was "flawed" in that report?
 - The 79 311 complaints cited in that report were not complaints, they were responses to an STR survey.
- The Dallas Neighborhood Coalition agreed during a meeting with Carl Simpson earlier this year that it is difficult for the city to accurately track 311/911 calls/ complaints against STR properties, yet no one has told the Council, ZOAC or CPC this publicly
- The STR industry has seized on this data to try to minimize the effects of STRs on our neighborhoods, yet part of the cause of the problem is the platforms refusal to identify the addresses of its listings

Why is the city staff continuing to ignore other creditable data sources on STRs?

Here is what 3 other data sources report:

1. **Host Compliance** (as of 9/5/22): 5,909 unique STR listings
2. **AirDNA** (as of 9/13/22) : 5,677 active STR listings, 87% are entire homes/ apartments
<https://www.airdna.co/vacation-rental-data/app/us/texas/dallas/overview>
3. **Inside Airbnb** (as of 9/28/22): 6,546 Airbnb listings, 84.2% are entire homes/ apartments
<http://insideairbnb.com/dallas/>

Why are these discrepancies not reported by the city staff?

Does MuniRevs still report only **2,612** STRs in Dallas?

- This is **57% less** than the 3 aforementioned data sources
- Want an anecdotal “proof point” of MuniRev’s inaccuracy?

In May 2022, Hector Escalante contacted Chad West’s office in regarding ongoing issues he was having with the STR operating next door to him. Chad West’s assistant, Ashley Long, sent Hector a response saying the Comptroller’s office who receives the data provided by MuniRevs told her the home next to Hector was not being advertised on any Airbnb or any platform as a short term rental. However, we had already found the property listed on Airbnb, so we know that was incorrect. Here is the link to the listing that MuniRevs claimed was not on Airbnb or any of the other platforms:

https://www.airbnb.com/rooms/589378307442894468?federated_search_id=afb59f79-a3b0-40d7-933f-f64c7741c14e&source_impression_id=p3_1652926061_dUMcnhxBiOLtBgtl

Actions Requested

- 1. Update the May 2021 report or tell the City Council/CPC/ZOAC that the report is outdated and should be disregarded.**
 - ✓ Explain publicly why the 311/911 data was flawed & the difficulties in obtaining accurate data
 - ✓ Get the data analytics team to produce the report provided to Paul Ridley which was their assessment of 311/911 calls pertaining to STRs as a “baseline”, again with recognition of the challenges of providing accurate data
- 2. Provide the analysis to reconcile the MuniRev’s STR listings to other creditable data sources**
 - Failure to do so will create further inability for city staff to properly estimate resources required to support any zoning, registration and compliance agreement reached by the City Council