City of San Diego:

Short-Term Rental Market Overview

By Host Compliance, LLC

December 2017
Background

Sharing our homes has been commonplace for as long as there have been spare rooms and comfortable couches. Whether through word of mouth, ads in newspapers or flyers on community bulletin boards, renters and homeowners alike have always managed to rent out or share rooms in their living spaces. Traditionally these transactions were decidedly analog, local and limited in nature, but with advance of the internet and 100s of websites like as Airbnb.com and HomeAway.com it has suddenly become possible for people to advertise and rent out their homes and spare bedrooms to complete strangers with a few mouse-clicks or taps on a smartphone screen. With this new technology has come rapid growth, and with this rapid growth, many communities including the City of San Diego are experiencing an increased volume of “strangers” in residential communities. While some of these consequences are positive (increased business for local merchants catering to the tourists etc.), there are also many potential issues and negative side effects that local governments can mitigate by adopting sensible and enforceable regulations. The first step to making good rules is knowing the facts, and unfortunately, the City of San Diego’s debate about short-term rentals has so far been short on data. By publishing this report, we address this. Specifically, we hope that the publication of this data will bring independent and objective facts to the discussion, and facilitate a larger debate on community goals and enforcement which will allow the city to reach a workable regulatory compromise.

In the interest of full transparency, this report was created, published and paid for exclusively by Host Compliance in response to conversations with several San Diego media outlets, who like Host Compliance believe that the San Diego short-term rental debate has so far been short on facts and that it is in the public’s best interest to bring transparency to this new market. Said simply, this study was NOT influenced or sponsored by any third-party organizations, trade groups or companies.

Methodology

As a software, data and consulting services provider exclusively focused on helping more than 85 local governments overcome enforcement challenges associated with short-term vacation rentals, Host Compliance has developed a set of proprietary data and analytics tools that can provide deep insights into the scale and scope of the short-term rental activity in any community
San Diego: Short-Term Rental Market Overview

and make the enforcement of short-term rental regulations effective and economical. In this report, we will provide our findings for the City of San Diego.

Host Compliance’s data is collected weekly and for purposes of this report Host Compliance collected, aggregated and deduplicated all listing data, reviews, calendar info and photos across the world’s 24 top short-term rental listing sites.\(^1\) We estimate this represents 95% of the total vacation rental universe in the City of San Diego’s jurisdiction.

The data used for the report was collect during the first weekend of December 2017 and the data contained in this report is believed to be highly accurate and representative of the scale and scope of the short-term rental market in the City of San Diego as of the date of this report. That said, it is important to acknowledge that the numbers presented, represent a moment in time, a snapshot of the marketplace as it looked like on the day of collection. Short-term renting is a dynamic, rapidly evolving industry, with individual hosts and entire listing platforms changing on a moment’s notice. Absolute numbers change daily and can never truly be captured in a report. Instead, consider the themes, ratios, and trends as indicative of the scale, scope and direction of the market-place.

Gathering data across so many rental platforms presents unique presentation problems. As an example, one physical rental unit may be advertised on multiple sites, or might be listed in multiple forms on the same site. Host Compliance therefore de-duplicate all listing data to give a more accurate picture of the true number of unique rental units operating in each area of the City. To give a complete picture of the activity we however also provide a breakdown of active listings, listings that qualify as short-term rentals, and unique rental units. For the purposes of this report:

- “Listings” are defined as online advertisements for short-term rental units. Examples of listings are found on websites such as airbnb.com, vrbo.com and flipkey.com.
- “Active listings” are defined as any listing that has either had its booking calendar changed or received a review in the last year. These are strong indicators that a host is still actively managing the listing.
- “Listings that fit STR Definition” are defined as listings for which the minimum required

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stay is 31 days or less

- "Unique Rental Units" are defined as a plot of land, structure or part of a structure offered for use, in return for payment, as sleeping quarters for a single person or group of people, or any grounds, or other facilities or area promised for the use for overnight accommodation and includes, but without limitation, apartment units, boarding houses, rooming houses, mobile home spaces, RVs, boats, tents, treehouses and single and multi-family dwellings.

Unless noted otherwise, the analysis in this report is based on active listings de-duplicated within and across platforms. Due to rounding, some data tables may not sum up to 100%.

About Host Compliance

Host Compliance LLC (https://hostcompliance.com) is a privately held company located in San Francisco. Serving more than 85 local governments (including 35 California communities), the company is the leading provider of short-term rental compliance monitoring and enforcement solutions to local governments.

Partnering with city regulators in staff in these communities, Host Compliance has developed a unique understanding of what works and what doesn’t when it comes to analyzing local short-term rental markets and implementing and enforcing short-term rental regulations in communities like San Diego.

Host Compliance’s services include:

- Assisting cities with implementing fair and effective short-term rental ordinances
- Managing and processing short-term rental permit applications (online and offline)
- Identifying short-term rentals operating in non-compliance with city regulations
- Providing 24/7 hotline services that makes it easy for neighbors and other stakeholders to report, document and resolve short-term rental related issues in real-time
- Identifying tax under-reporting and enforcing Transient Occupancy Tax rules across all short-term rental platforms

This report was created by Host Compliance staff including three of North America’s leading experts on the topic of short-term rental regulation, compliance monitoring and enforcement:
Ulrik Binzer

Ulrik is the Founder and CEO of Host Compliance, the industry leader in short-term rental monitoring and compliance solutions for local governments. A pioneer in the short-term rental enforcement solution space, Ulrik developed the first short-term rental compliance monitoring tools and now uses his expertise and insights to help local governments across North America implement, monitor and enforce short-term rental regulation. Ulrik previously served in a variety of leadership roles in management consulting, private equity, startups and the military and developed his strategic and analytical skill-set at McKinsey & Company and Harvard Business School.

David Marcus

David is a Caltech Applied and Computational Math graduate working at the intersection of data science and geospatial information management with eight years of experience building well-architected scalable software. Prior to Host Compliance, David founded Routefriend.com, a web-based application for planning trips on buses and trains, serving 1.5 million monthly users. David's most recent experience was at DwellAware where he served as the Lead Data Scientist for the data analytics company building products to quantify housing risks and costs for businesses and their customers in the residential real estate sector. Prior to DwellAware, David served in various technical roles at a number of software companies including aboutLife, UrbanMapping, AmericanTowns.com, Nielsen Analytic Consulting and Hewitt Associates. David earned his BS Degree in Applied & Computational Mathematics at California Institute of Technology and his MA in Anthropology from University of Kent.

Jeffrey Goodman

Jeffrey is an urban planner and considered one of North America’s leading authorities on short-term rentals and how they impact communities. He has contracted with both the City of New Orleans and Airbnb, and advised research on short-term rentals cities including San Francisco, San Diego, Portland, New Orleans, and New York. Jeff has spoken about short-term rentals across the country, including at the APA’s National Planning Conference. He graduated from Yale College and earned his Masters of Urban Planning from Harvard University. He is the author of a featured article in Planning Magazine on the topic of STRs.
San Diego Short-term Rental Market Overview

Overall Market Observations

There are currently 14,592 active listings in the City of San Diego. This represents 14,147 short-term rental listings i.e. listings for which the minimum advertised stay duration is less than 31 days. After de-duplication i.e. removing duplicate listings, there are currently 11,347 unique short-term rental units operating in the city. Of the 24 websites included in this study, approximately two-thirds of San Diego’s short-term rental listings were posted on Airbnb.com, approximately 24% were posted on websites controlled by Expedia Inc, and approximately 10% were listed on websites controlled by TripAdvisor. Inc.

San Diego’s short-term rentals are approximately evenly split between single-family homes and multi-family properties. The sizes of rental units vary and 7% are listed as studios, 28% as 1BR, 32% as 2BR and 19% as 3BR. Only 13% of properties are listed as having 4+ BR. This is important as it is generally the short-term rental of smaller units that is believed to mostly impact the availability of long-term affordable housing units.

79% of the listings are for entire-homes i.e. rentals for which the renter gets full access the rental unit during his/her stay. This is important to note, as it is entire home short-term rentals that are commonly considered to have the biggest impact on the availability of long-term rental housing markets and the quality of life of nearby residents.

While 14,592 active listings and 11,347 unique short-term rental units may seem like very large numbers, it is important to acknowledge that most of the listings show relatively low rental activity and as such are less likely to cause concerns. Specifically, 62% of the city’s short-term rental listings have less than 30 days of rental activity per year. That said, 18% of listings show rental activity for more than 90 days per year.

<table>
<thead>
<tr>
<th># of Listings</th>
<th>0-30 nights</th>
<th>31-60 nights</th>
<th>61-90 nights</th>
<th>91-120 nights</th>
<th>121-150 nights</th>
<th>151-180 nights</th>
<th>181+ nights</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Listings</td>
<td>9,056</td>
<td>1,882</td>
<td>1,046</td>
<td>748</td>
<td>475</td>
<td>372</td>
<td>1,013</td>
</tr>
<tr>
<td>% of Total Listings</td>
<td>62.1%</td>
<td>12.9%</td>
<td>7.2%</td>
<td>5.1%</td>
<td>3.3%</td>
<td>2.5%</td>
<td>6.9%</td>
</tr>
</tbody>
</table>

For entire home rentals, the numbers a similar i.e. 63% of entire home rental listings are rented less than 30 days per year, whereas 2,001 listings or 17% show more than 90 days or of annual
rental activity. After aggregating the rental activity data for rental units listed on multiple websites, we estimate that a total of 1,951 entire home rental units (22% of such units) are rented for more than 90 days per year.

<table>
<thead>
<tr>
<th># of Entire Home Listings</th>
<th>0-30 nights</th>
<th>31-60 nights</th>
<th>61-90 nights</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7,312</td>
<td>1,442</td>
<td>778</td>
</tr>
<tr>
<td>% of Total Entire Home Listings</td>
<td>63.4%</td>
<td>12.5%</td>
<td>6.7%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># of Entire Home Rental Units</th>
<th>0-30 nights</th>
<th>31-60 nights</th>
<th>61-90 nights</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,049</td>
<td>1,164</td>
<td>691</td>
</tr>
<tr>
<td>% of Total Entire Home Rental Units</td>
<td>57.0%</td>
<td>13.1%</td>
<td>7.8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>91-120 nights</th>
<th>121-150 nights</th>
<th>151-180 nights</th>
<th>181+ nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>546</td>
<td>357</td>
<td>289</td>
<td>809</td>
</tr>
<tr>
<td>4.7%</td>
<td>3.1%</td>
<td>2.5%</td>
<td>7.0%</td>
</tr>
</tbody>
</table>

2,001 listings / 17.4% of Total Entire Home Listings

<table>
<thead>
<tr>
<th>91-120 nights</th>
<th>121-150 nights</th>
<th>151-180 nights</th>
<th>181+ nights</th>
</tr>
</thead>
<tbody>
<tr>
<td>496</td>
<td>345</td>
<td>262</td>
<td>848</td>
</tr>
<tr>
<td>5.6%</td>
<td>3.9%</td>
<td>3.0%</td>
<td>9.6%</td>
</tr>
</tbody>
</table>

1,951 Entire Home Rental Units / 22.0% of Total Listings

The infographic on page 11 provides a more detailed and graphical overview of the overall San Diego short-term rental market.

Market Growth and Turnover

To give a bit of historical context, Host Compliance also ran the numbers for the City of San Diego on November 28, 2016 i.e. ~12 months ago. At the time there were 12,595 listings in the City, representing 9,981 unique short-term rental units. While this may imply that the number of listings and unique rental units has grown by “only” 15.9% and 13.7% respectively, these net growth rates do not properly account for the very large month-to-month and quarter-to-quarter turnover in the City’s short-term rental market. Specifically, the 15.9% net listing growth rate doesn’t show that a total of 7,462 listings have been deactivated since last year, while a total of 8,433 new listings have been created and 1,026 previously inactive listings have been reactivated over the same time. This implies that 64.8% of the City of San Diego’s current listings are new within the last 12 months. Equally important, 59.8% of the listings that were active 12 months ago are now no longer published online.

Finally, over the 12-month time-period, a total of 22,054 listings were active in the San Diego market. These are important facts to keep in mind as they paint a clearer picture of 1.) the transitory and seasonal nature of the market, and 2.) the importance of constantly monitoring
the STR market place for compliance if/when the new regulations are adopted. Below, please find more details on this analysis.

**City of San Diego’s Short-term Rental Listing Growth and Turnover**

| A. Total Listings as of November 28, 2016 | 12,595 |
| B. New listings added since November 28, 2016 | +8,433 |
| C. Listings re-activated since November 28, 2016 | +1,026 |
| D. Listings that became inactive between Nov. 28, 2016 and Dec. 3, 2017 | -7,462 |
| **Total Listings as of December 3, 2017** | **14,592** |

**Total # of Listings active between November 28, 2016 and December 3, 2017**

i.e. A + B + C = **22,054**

**STR Listings/Units by Location**

Three quarters of the City of San Diego’s unique short-term rental units are in ten (10) neighborhoods (aka Community Planning Areas or “CPA”):

**City of San Diego’s Top 10 Short-term Rental Markets by CPA**

<table>
<thead>
<tr>
<th>Community Planning Area</th>
<th>Active Listings</th>
<th>Listings that fit STR Definition</th>
<th>Unique Rental Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mission Beach</td>
<td>2,305</td>
<td>2,291</td>
<td>1,560</td>
</tr>
<tr>
<td>Pacific Beach</td>
<td>1,832</td>
<td>1,791</td>
<td>1,507</td>
</tr>
<tr>
<td>Downtown</td>
<td>1,588</td>
<td>1,427</td>
<td>1,014</td>
</tr>
<tr>
<td>La Jolla</td>
<td>1,448</td>
<td>1,398</td>
<td>1,080</td>
</tr>
<tr>
<td>Uptown</td>
<td>1,070</td>
<td>1,047</td>
<td>840</td>
</tr>
<tr>
<td>Greater North Park</td>
<td>738</td>
<td>723</td>
<td>644</td>
</tr>
<tr>
<td>Ocean Beach</td>
<td>683</td>
<td>675</td>
<td>507</td>
</tr>
<tr>
<td>Peninsula</td>
<td>584</td>
<td>571</td>
<td>510</td>
</tr>
<tr>
<td>Clairemont Mesa</td>
<td>557</td>
<td>552</td>
<td>490</td>
</tr>
<tr>
<td>Greater Golden Hill</td>
<td>451</td>
<td>448</td>
<td>375</td>
</tr>
<tr>
<td>All other Community Planning areas</td>
<td>3,336</td>
<td>3,224</td>
<td>2,820</td>
</tr>
<tr>
<td><strong>Total City of San Diego</strong></td>
<td><strong>14,592</strong></td>
<td><strong>14,147</strong></td>
<td><strong>11,347</strong></td>
</tr>
</tbody>
</table>

While the market is fairly concentrated in these neighborhoods, it is worth noting that there are many community planning areas outside of the top 10 that have several hundreds short-term rentals. On the following pages is a complete breakdown of the numbers for each of the city’s community planning areas:
**Complete breakdown of City of San Diego’s Short-term Rentals by CPA**

<table>
<thead>
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<th>Community Planning Area</th>
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<td>552</td>
<td>490</td>
</tr>
<tr>
<td>Greater Golden Hill</td>
<td>451</td>
<td>448</td>
<td>375</td>
</tr>
<tr>
<td>University</td>
<td>355</td>
<td>336</td>
<td>261</td>
</tr>
<tr>
<td>Southeastern San Diego / Southeastern</td>
<td>265</td>
<td>265</td>
<td>196</td>
</tr>
<tr>
<td>Mission Bay Park</td>
<td>247</td>
<td>244</td>
<td>184</td>
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<tr>
<td>Mission Valley</td>
<td>225</td>
<td>203</td>
<td>175</td>
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<tr>
<td>Linda Vista</td>
<td>183</td>
<td>179</td>
<td>165</td>
</tr>
<tr>
<td>Mid-City / City Heights</td>
<td>178</td>
<td>176</td>
<td>158</td>
</tr>
<tr>
<td>Carmel Valley</td>
<td>154</td>
<td>129</td>
<td>126</td>
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<tr>
<td>Mid-City / Normal Heights</td>
<td>145</td>
<td>144</td>
<td>134</td>
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<tr>
<td>Torrey Pines</td>
<td>139</td>
<td>129</td>
<td>115</td>
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<tr>
<td>Navajo</td>
<td>126</td>
<td>125</td>
<td>112</td>
</tr>
<tr>
<td>Reserve / Military / Water / Other Areas Not in General Plan</td>
<td>119</td>
<td>118</td>
<td>116</td>
</tr>
<tr>
<td>College Area</td>
<td>111</td>
<td>111</td>
<td>102</td>
</tr>
<tr>
<td>Mid-City / Eastern Area</td>
<td>108</td>
<td>108</td>
<td>106</td>
</tr>
<tr>
<td>Mira Mesa</td>
<td>101</td>
<td>96</td>
<td>92</td>
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<tr>
<td>Mid-City / Kensington-Talmadge</td>
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<td>97</td>
<td>92</td>
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<tr>
<td>Skyline-Paradise Hills</td>
<td>86</td>
<td>86</td>
<td>73</td>
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<tr>
<td>Serra Mesa</td>
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<td>76</td>
<td>66</td>
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<tr>
<td>Rancho Bernardo</td>
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<td>66</td>
<td>63</td>
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<tr>
<td>Rancho Penasquitos</td>
<td>69</td>
<td>68</td>
<td>58</td>
</tr>
<tr>
<td>Encanto Neighborhood / Southeastern</td>
<td>46</td>
<td>46</td>
<td>43</td>
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<tr>
<td>Otay Mesa-Nestor</td>
<td>45</td>
<td>45</td>
<td>45</td>
</tr>
<tr>
<td>Tierrasanta</td>
<td>43</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Old Town San Diego</td>
<td>42</td>
<td>42</td>
<td>31</td>
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<tr>
<td>Kearny Mesa</td>
<td>34</td>
<td>34</td>
<td>28</td>
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<tr>
<td>Scripps Miramar Ranch</td>
<td>30</td>
<td>30</td>
<td>27</td>
</tr>
<tr>
<td>Barrio Logan</td>
<td>25</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>Torrey Hills</td>
<td>25</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>Midway-Pacific Highway</td>
<td>24</td>
<td>23</td>
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<tr>
<td>Miramar Ranch North</td>
<td>23</td>
<td>23</td>
<td>20</td>
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<tr>
<td>Torrey Highlands</td>
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<td>17</td>
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<tr>
<td>Black Mountain Ranch</td>
<td>16</td>
<td>16</td>
<td>16</td>
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<tr>
<td>Pacific Highlands Ranch</td>
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<td>13</td>
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<tr>
<td>Otay Mesa</td>
<td>15</td>
<td>15</td>
<td>14</td>
</tr>
</tbody>
</table>
San Diego: Short-Term Rental Market Overview

<table>
<thead>
<tr>
<th>Neighbourhood</th>
<th>Red</th>
<th>Blue</th>
<th>Green</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balboa Park</td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Carmel Mountain Ranch</td>
<td>11</td>
<td>10</td>
<td></td>
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<tr>
<td>Sabre Springs</td>
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</tr>
<tr>
<td>Rancho Encantada</td>
<td>9</td>
<td></td>
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</tr>
<tr>
<td>Fairbanks Ranch Country Club</td>
<td>8</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>San Ysidro</td>
<td>7</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>San Pasqual</td>
<td>5</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Tijuana River Valley</td>
<td>4</td>
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<td>4</td>
</tr>
<tr>
<td>Del Mar Mesa</td>
<td>4</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Via De La Valle</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Los Penasquitos Canyon</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>East Elliott</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total City of San Diego</strong></td>
<td>14,592</td>
<td>14,147</td>
<td>11,347</td>
</tr>
</tbody>
</table>

The infographics on the following pages provide more details on the scale and scope of the short-term rental market in the overall city as well as the top 10 community planning areas. Please note that the colors of the dots shown on the respective maps represent the major corporations that represents the majority of the City’s listings i.e. red = Airbnb Inc., blue = Expedia Inc., green = TripAdvisor Inc.

In case you have any questions related to this data or how Host Compliance could potentially be of help in implementing or enforcing fair and effective short-term regulations in San Diego, please contact:

Ulrik Binzer  
Founder & CEO  
Host Compliance LLC  
info@hostcompliance.com  
PH: (415) 715-9280

Or visit:  
https://hostcompliance.com
City of San Diego

14592
Active listings in jurisdiction

14147
Listings in jurisdiction that fit STR definition

11347
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Single Family (49%)
Multi Family (4%)
Unknown (5%)

Partial Home (21%)
Entire Home (39%)
Unknown (0%)

Nightly Rate

Bedrooms / Bathrooms

0-5 nights (95%
8-14 nights (1%)
15-21 nights (3%)
22-29 nights (3%)
30+ nights (3%)
Not specified by Host [1%]

0-5 bedrooms (79%)
6-10 bedrooms (7%)
11-15 bedrooms (6%)
16-20 bedrooms (4%)
21+ bedrooms (2%)
Unknown (0%)

Estimated Annual Revenue

Est. Annual Nights Rented

0 nights
1-30 nights
31-60 nights
61-90 nights
91-120 nights
121-150 nights
151-180 nights
181+ nights

0
2,000
4,000
6,000

3,013
1,844
1,068
740
472
372
1,013

Listings
2305
Active listings in jurisdiction

2291
Listings in jurisdiction that fit STR definition

1560
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented
1832 Active listings in jurisdiction
1791 Listings in jurisdiction that fit STR definition
1507 Unique properties in jurisdiction that fit STR definition

Minimum Nights

1-7 nights [95%]
8-14 nights [1%]
15-21 nights [1%]
22-29 nights [1%]
30+ nights [2%]
Not specified by Host [1...]

Listing types

Single Family [44%]
Multi Family [32%]
Unknown [4%]
Partial Home [17%]
Entire Home [39%]
Unknown [0%]

Nightly Rate

$0-$50 [10%]
$50-$100 [21%]
$100-$200 [32%]
$200-$400 [30%]
$400+ [10%]
not provided [7%]

Bedrooms / Bathrooms

0 bedrooms [5%]
1 bedroom [27%]
2 bedrooms [31%]
3 bedrooms [20%]
4 bedrooms [9%]
5+ bedrooms [9%]
Unknown [0%]

Estimated Annual Revenue

$0k [40%]
$10k-$50k [21%]
$50k-$100k [13%]
$100k-$250k [17%]
$250k-$500k [8%]
$500k+ [2%]

Est. Annual Nights Rented

0 nights [520]
1-30 nights [417]
31-60 nights [253]
61-90 nights [127]
91-120 nights [90]
121-150 nights [80]
151-180 nights [40]
181+ nights [102]
1588
Active listings in jurisdiction

1427
Listings in jurisdiction that fit STR definition

1014
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented
1448 Active listings in jurisdiction
1398 Listings in jurisdiction that fit STR definition
1080 Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented
1070
Active listings in jurisdiction

1047
Listings in jurisdiction that fit STR definition

840
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented
738
Active listings in jurisdiction

723
Listings in jurisdiction that fit STR definition

644
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented
683
Active listings in jurisdiction

675
Listings in jurisdiction that fit STR definition

507
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented
584
Active listings in jurisdiction

571
Listings in jurisdiction that fit STR definition

510
Unique properties in jurisdiction that fit STR definition

Minimum Nights

<table>
<thead>
<tr>
<th>Nightly Rate</th>
<th>Bedrooms / Bathrooms</th>
<th>Estimated Annual Revenue</th>
<th>Est. Annual Nights Rented</th>
</tr>
</thead>
</table>

Listing types

- Single Family (60%)
- Multi Family (29%)
- Unknown (3%)
- Partial Home (23%)
- Entire Home (77%)
- Unknown (0%)

Nightly Rate:

- $0-$50 (5%)
- $50-$100 (24%)
- $100-$200 (30%)
- $200-$400 (23%)
- $400+ (17%)
- not provided (24%)

Bedrooms / Bathrooms:

- 0 bedrooms (8%)
- 1 bedroom (21%)
- 2 bedrooms (31%)
- 3 bedrooms (20%)
- 4 bedrooms (11%)
- 5+ bedrooms (9%)
- Unknown (0%)

Estimated Annual Revenue:

- $5k (39%)
- $10k-$25k (15%)
- $25k-$50k (7%)
- $50k-$75k (7%)
- $75k (2%)

Est. Annual Nights Rented:

- 0 nights
- 1-30 nights
- 31-60 nights
- 61-90 nights
- 91-120 nights
- 121-150 nights
- 151-180 nights
- 181+ nights
557
Active listings in jurisdiction

552
Listings in jurisdiction that fit STR definition

490
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented
Greater Golden Hill CPA

451
Active listings in jurisdiction

448
Listings in jurisdiction that fit STR definition

375
Unique properties in jurisdiction that fit STR definition

Minimum Nights

Listing types

Nightly Rate

Bedrooms / Bathrooms

Estimated Annual Revenue

Est. Annual Nights Rented