



STATUS REPORT: SHORT TERM ACCOMODATIONS

Town of Mahone Bay

July 2019

Prepared by South Shore Housing Action Coalition

The South Shore Housing Action Coalition (SSHAC) seeks to build awareness and facilitate action on the need for improved access to healthy, safe and affordable housing options for all, at every stage of life. Understanding the various factors which impact the availability of healthy, safe, and affordable housing options is necessary to identify solutions, and support action.

The rapid growth of the Short-Term Accommodation (STA) market in our region is a contributing factor to the housing crisis in our region. While the growth of this market has benefitted the tourism industry, it has also put pressure on the already strained rental housing market. While we don't know the extent to which properties that were once available as market rentals are being converted STAs, the experiences of businesses, individuals and families and neighbourhoods in our communities indicates there has been an impact: seasonal service industry employees are unable to find affordable accommodations; tenants are only able to sign short-term leases during the off season, and must vacate their homes as they become STAs during the summer months; and the social fabric of neighbourhoods is being compromised as STAs operate next door.

In an effort to build awareness about the presence and impact of STAs across our region, SSHAC has prepared the following report about the current state of STAs in your municipality. It is intended to support council, staff and community members in their decision making about how to best respond to the proliferation of STAs while ensuring that residents of the community continue to have access to long-term healthy, safe, and affordable housing options. As the province develops its response to STAs in the coming months, we believe that it is important for local decision makers to have an understanding of the impacts of STAs in their communities.

This data has been collected from AirDNA's Market Minder application (<https://www.airdna.co/>), which pulls information from AirBnb and HomeAway platforms, to provide an overview of the STA market in a region for the month of July 2019.

If you have further questions or would like to share with us your concerns and ideas about managing STAs in your municipality, please get in touch. We welcome your comments and the opportunity to discuss the issues and opportunities further. You can get in touch with us at: sshousingaction@gmail.com.



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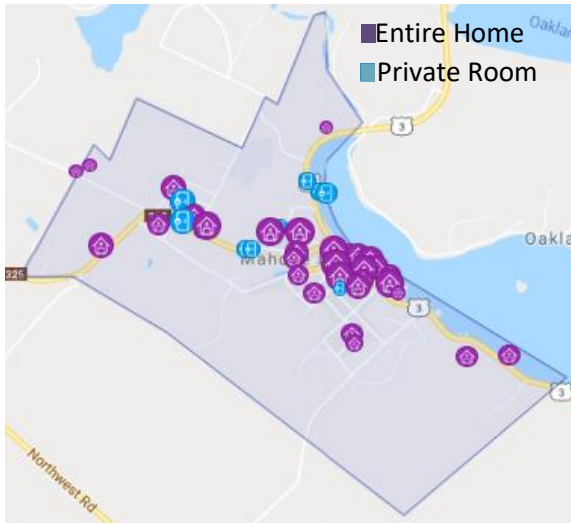
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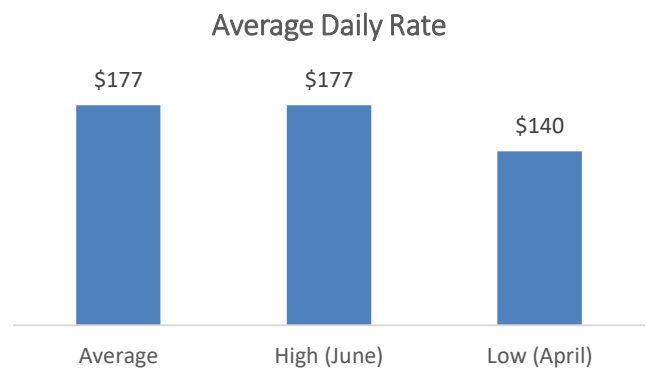
OVERVIEW OF SHORT TERM ACCOMMODATION MARKET (JULY 2019)

Active Listings: 47



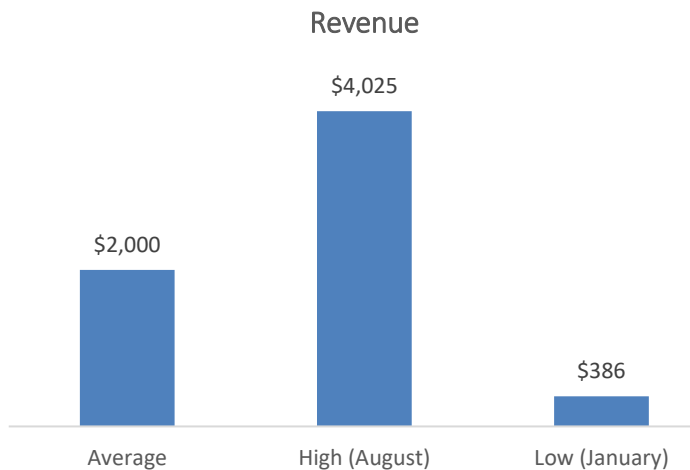
Average Daily Rate

Average booked nightly rate plus cleaning fee for all booked days in the last month. Also lists high and low ADR



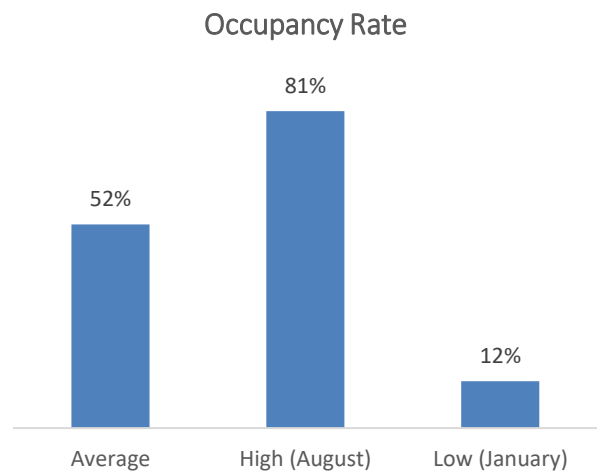
Revenue

Total nightly rate plus cleaning fees earned in the last month. Does not include taxes, services fees or additional guests.



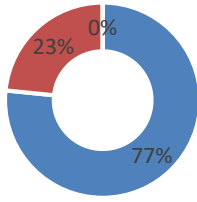
Occupancy Rate:

number of booked days divided by the total number of days available for rent in the last month. Properties with our reservations are excluded.



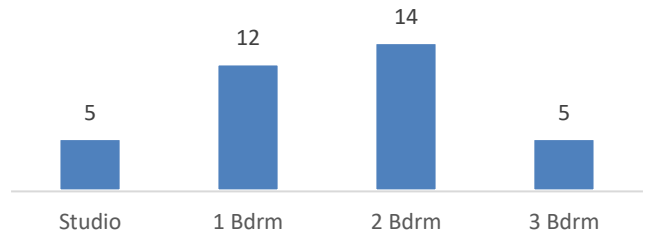
Short Term Accomodation Type

■ Entire Home ■ Private Room ■ Shared Room

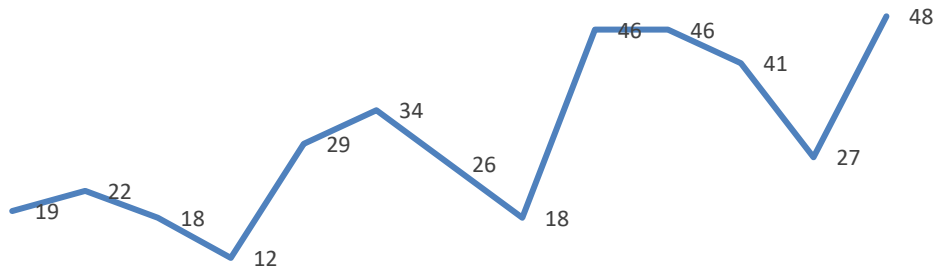


Number of Short Term Accomodations by Size

■ Studio ■ 1 Bdrm ■ 2 Bdrm ■ 3 Bdrm



Growth of Short Term Accomodations by Quarter: Q2, 2016 - Q2, 2019



Quarterly Growth: 78%

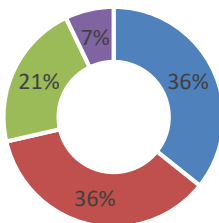
Q2 '16 Q3 '16 Q4 '16 Q1 '17 Q2 '17 Q3 '17 Q4 '17 Q1 '18 Q2 '18 Q3 '18 Q4 '18 Q1 '19 Q2 '19

Rental Activity

Some rentals are only available for rent during a single weekend, while others are full-time investment properties. This chart segments all active properties by the number of days they were available for rent and actually rented over the past year.

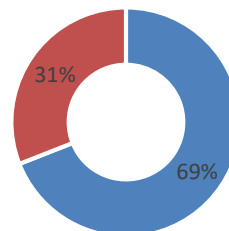
Percentage of Short Term Accomodations Available by Number of Days

■ 1-90 days ■ 91-180 days ■ 181-270 days ■ 271-365 days



Percentage of Short Term Accomodations Booked by Number of Days

■ 1-90 days ■ 91-180 days



Percentage of Units Available Full Time:

28%

Source: AirDNA (2019). Results for Town of Mahone Bay. Retrieved on July 24, 2019 from <https://www.airdna.co/vacation-rental-data/app/ca/nova-scotia/mahone-bay/overview>.