

STR Data Update

5/19/2022

Rachel Smith, AICP, Senior Planner

- Most listings are ones we've seen in prior reviews
- The three “superhosts” identified in November of 2021 are still active (apartment complexes at 105 N. Garth, 1211 University Avenue and 1621 Ashland Road)

Bohemian Tiny House

★ 4.93 · [350 reviews](#) · Superhost · [Columbia, Missouri, United States](#)



Experience Columbia's Most Beloved Historic Home!

★ 5.0 · [38 reviews](#) · Superhost · [Columbia, Missouri, United States](#)



Unique Home with tons of indoor and outdoor space

★ 5.0 · 4 reviews · Superhost · [Columbia, Missouri, United States](#)

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- Newer listings are added and inventory does seem to vary seasonally

Timbered tiny guest house in the ❤️ of Columbia

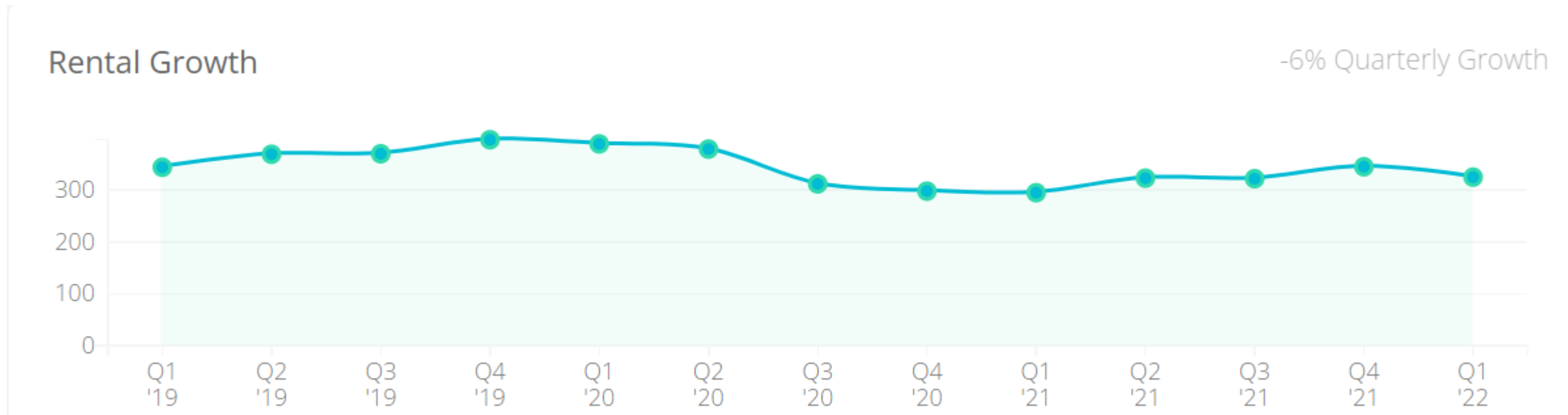
★ 4.43 · 7 reviews · Superhost · [Columbia, Missouri, United States](#)

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Short Term Rentals- Growth in Columbia

6/15	9/16	8/17	4/18*	1/21**	9/21*	5/22*	05/22***
38	135	355	281	347	243	280	260



<https://www.airdna.co/vacation-rental-data/app/us/missouri/columbia/overview>

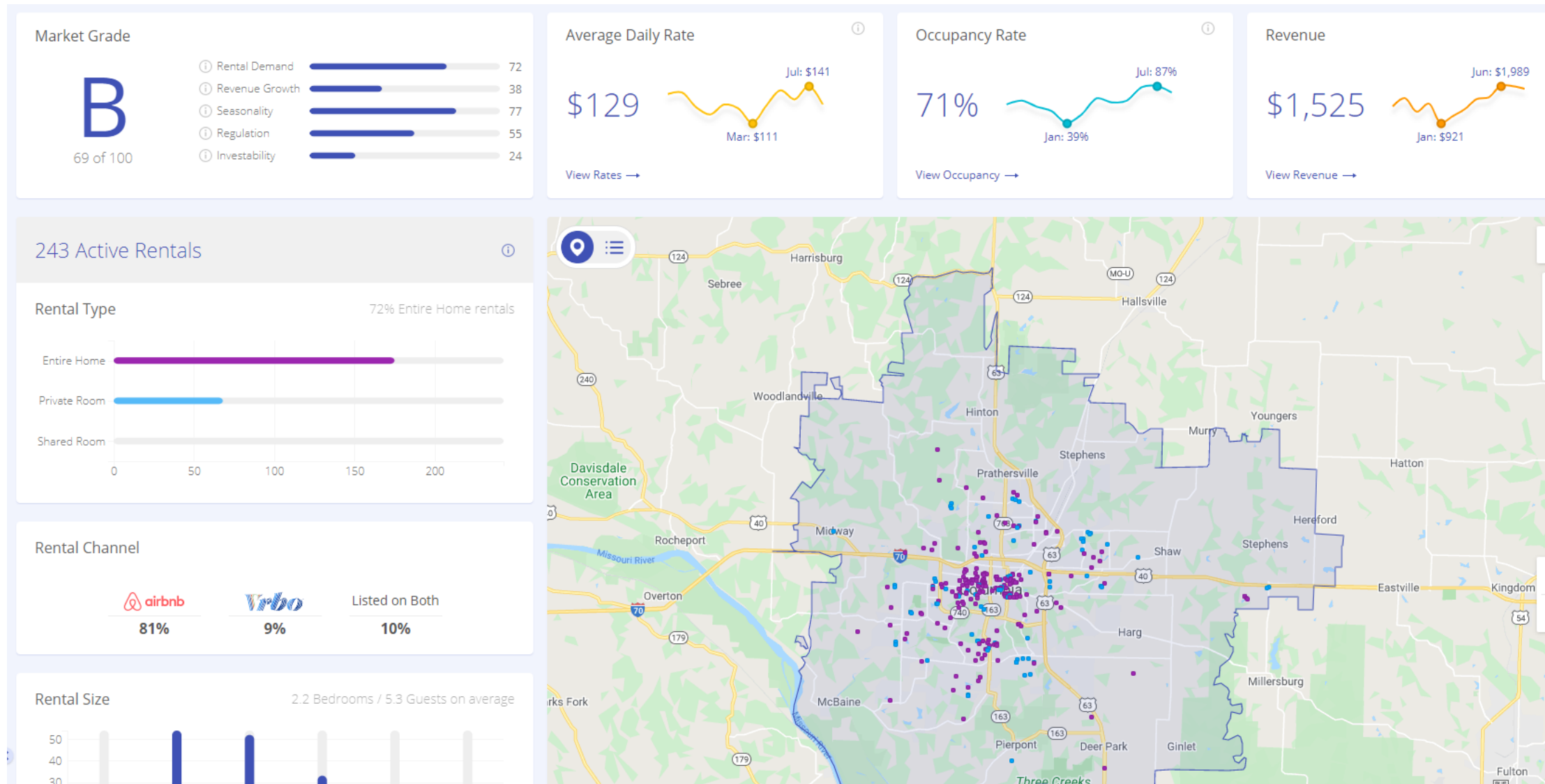
Sources: AirBnB, Columbia Missourian, AirDNA & Columbia CVB

*Appears that AirDNA began including VRBO in addition to AirBnB #s

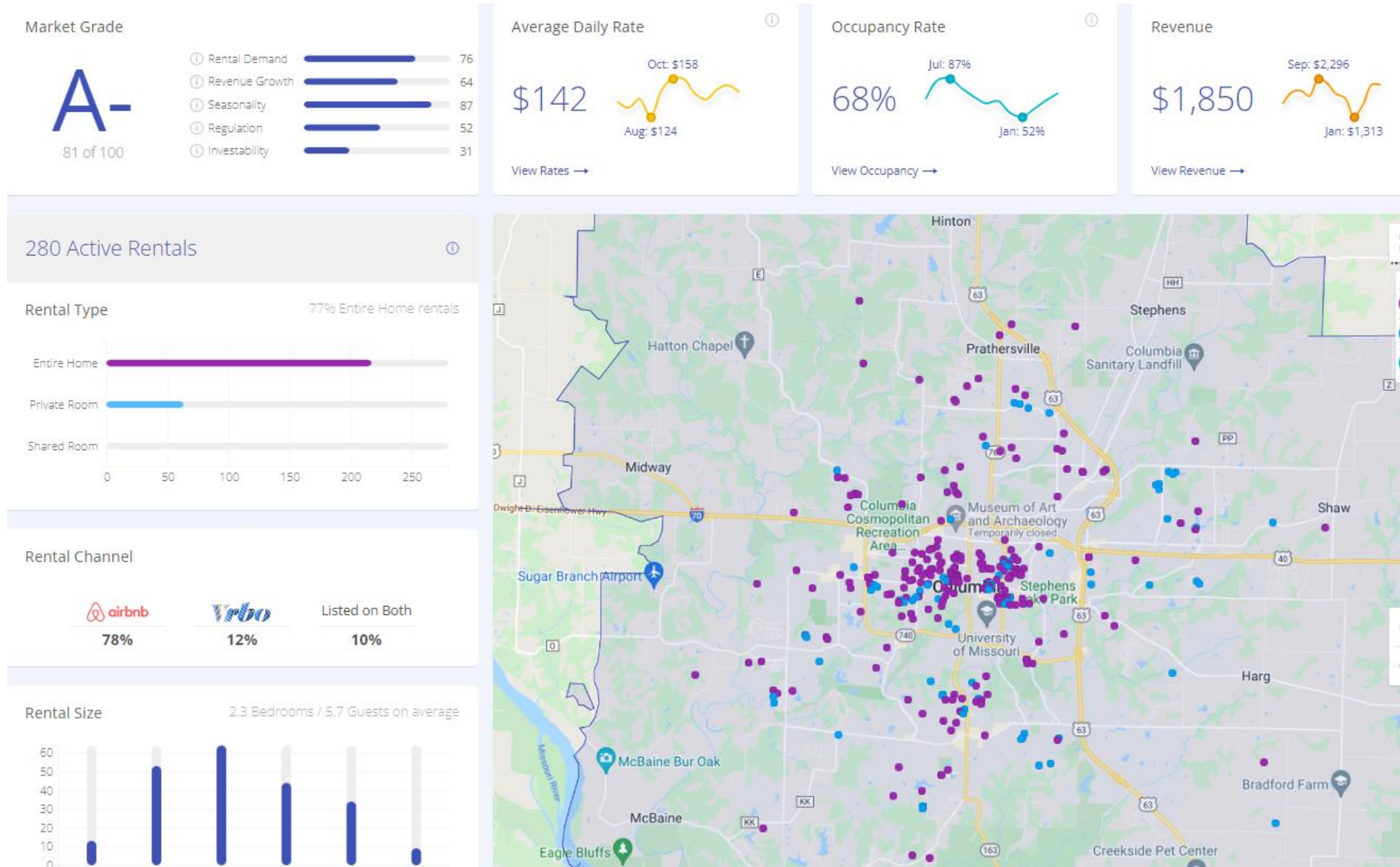
** data from Granicus captures additional listing services, e.g. Trip advisor, Priceline and Expedia

*** only includes listings on AirBnB, which remains most popular site for hosts

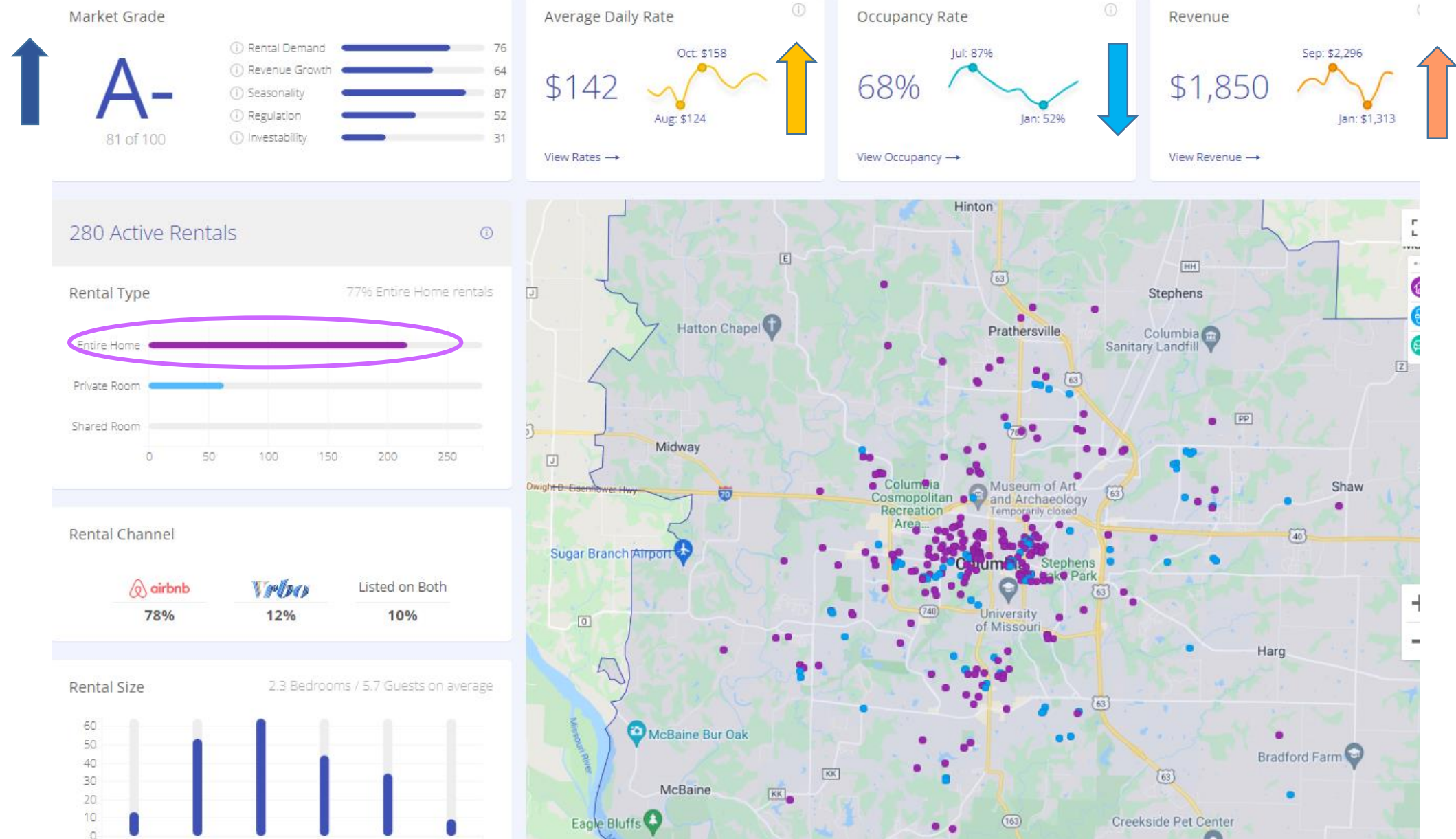
AirDna MarketMinder Data- 9/9/21- 243 Active Rentals

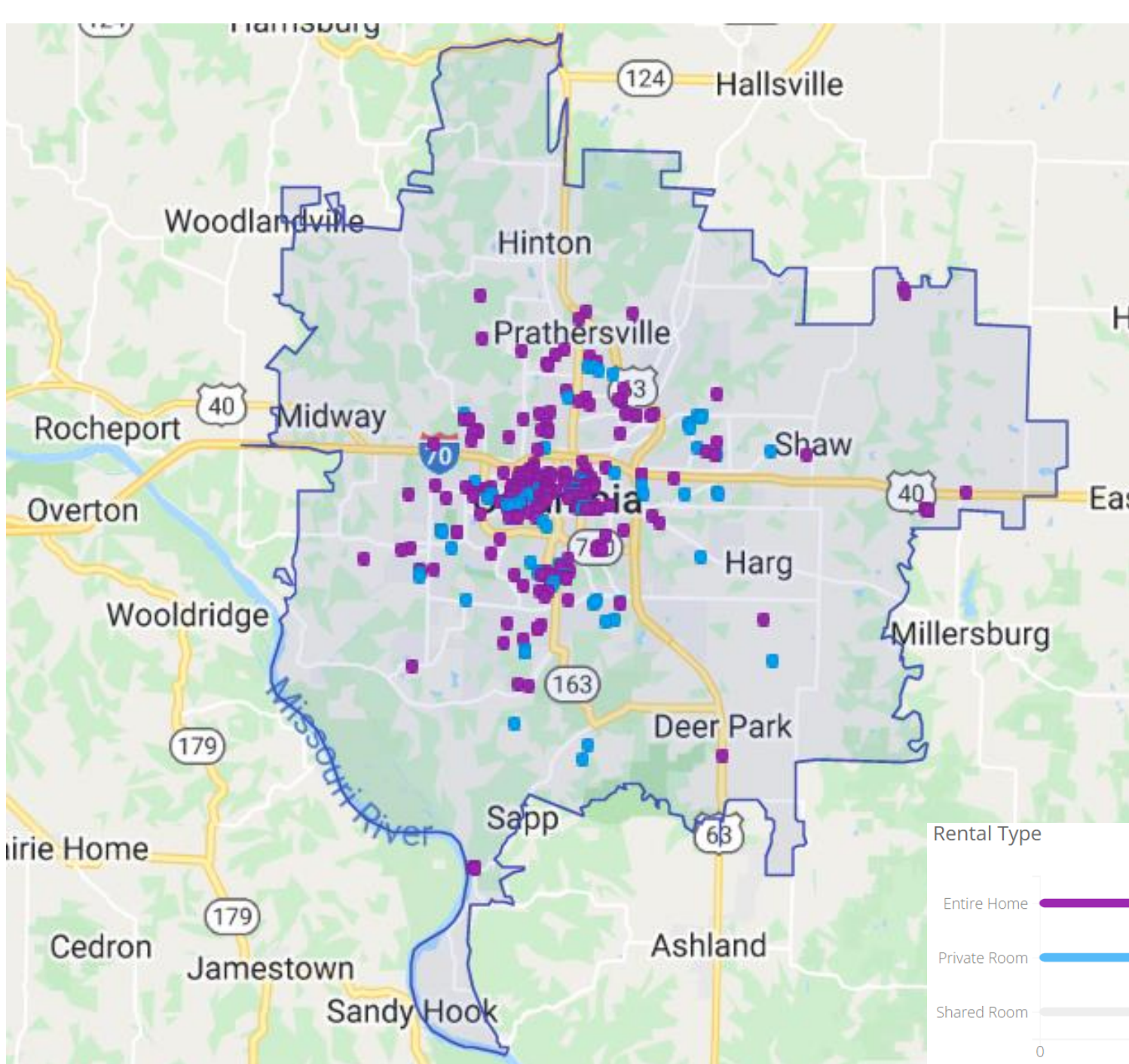


AirDna MarketMinder Data- 5/18/22- 280 Active Rentals



AirDna MarketMinder Data- 5/18/22- 280 Active Rentals



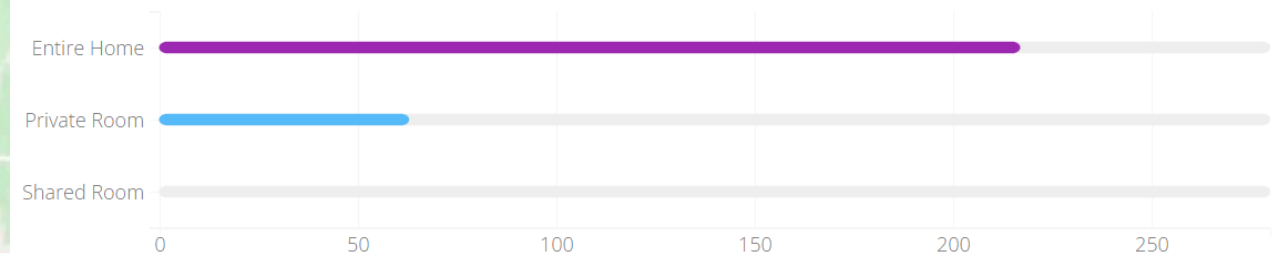


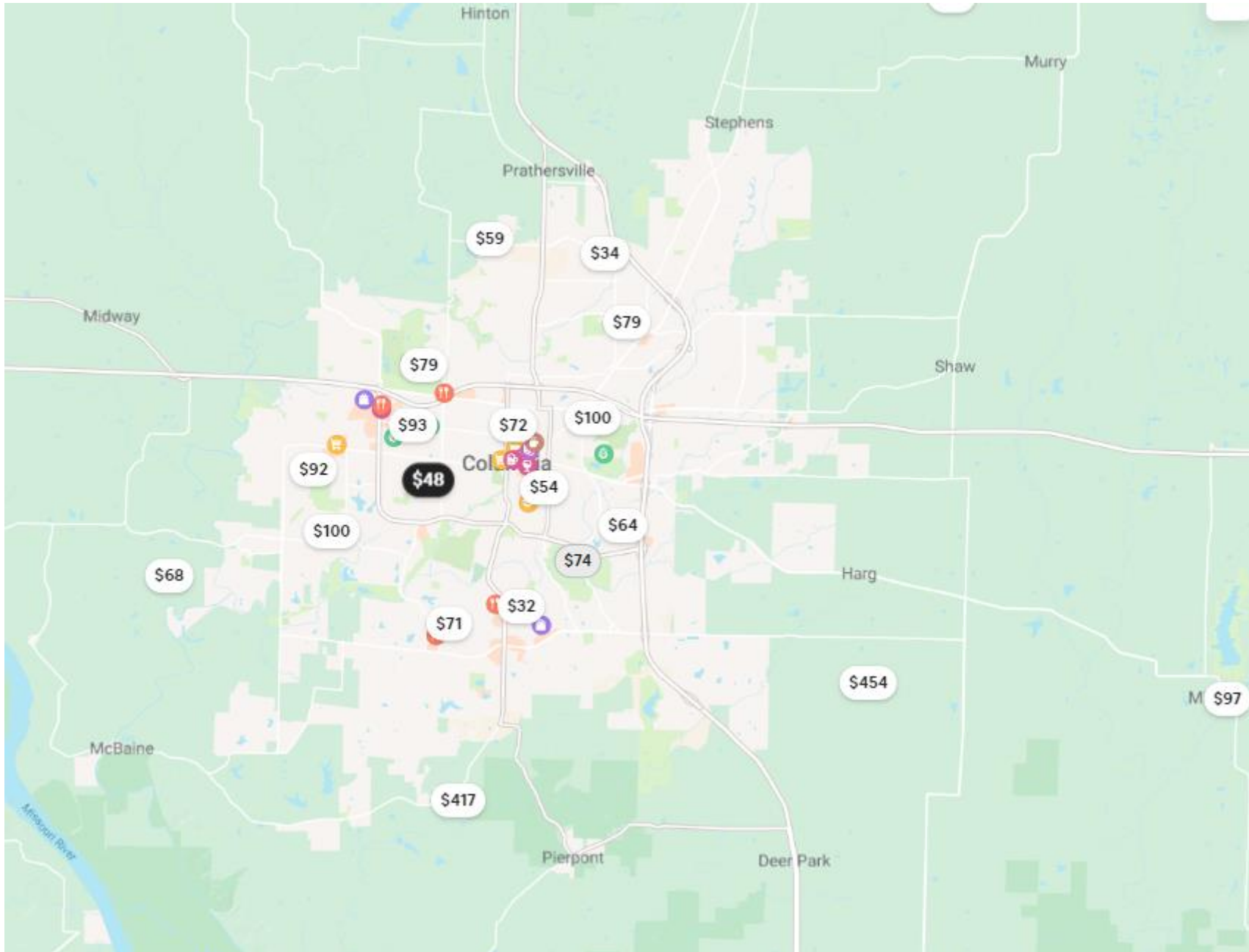
As of 5/18/22:
AirDNA shows 280 Active
Listings, appears to use Columbia
address not City limits as
boundary

Note: AirDNA includes AirBnB and VRBO

Rental Type

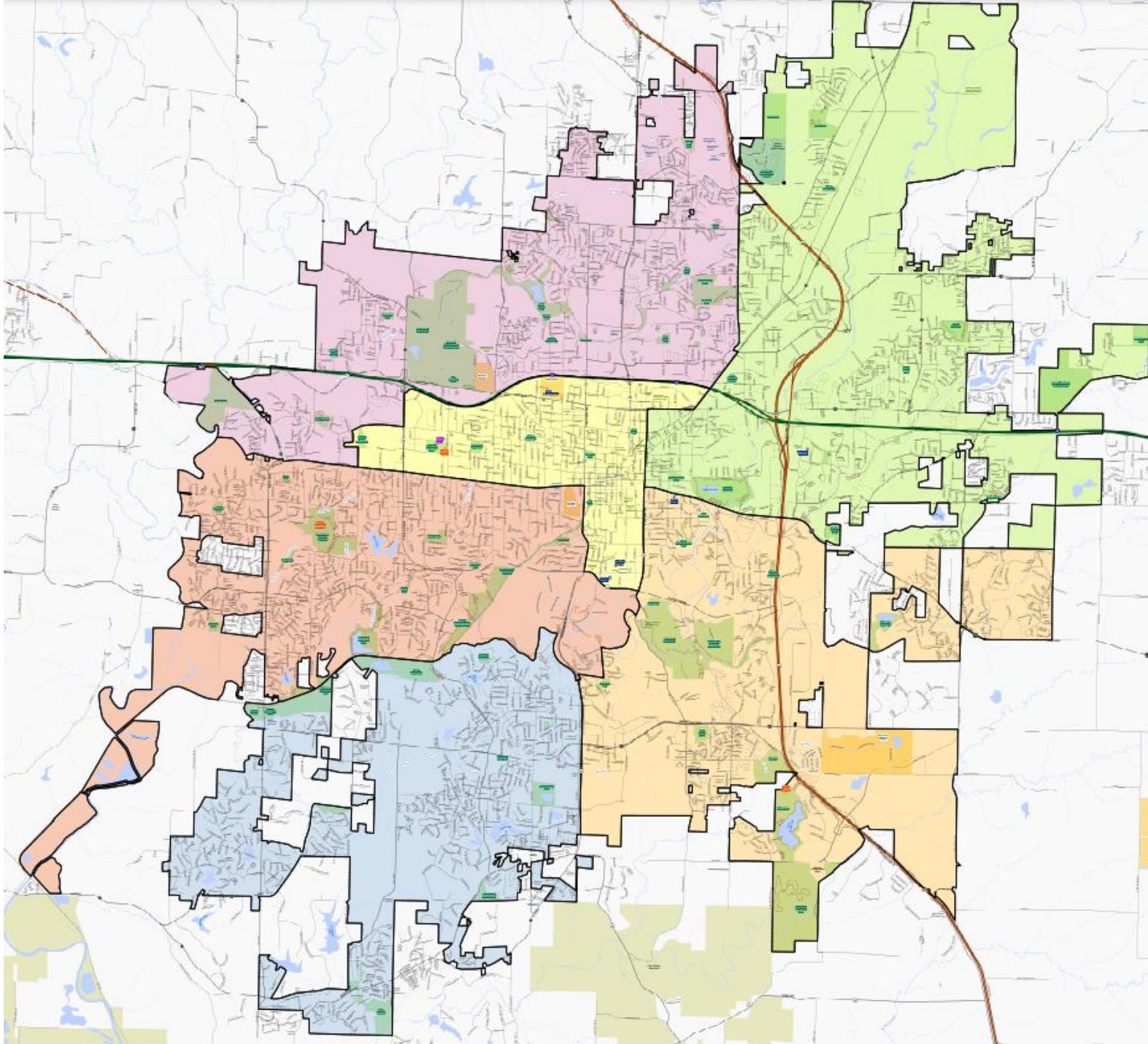
77% Entire Home rentals





As of 5/18/22:
AirBnB shows 260 stays,
boundary appears similar or
same as AirDNA

Last update 10/21:
AirBnB had 247 listings

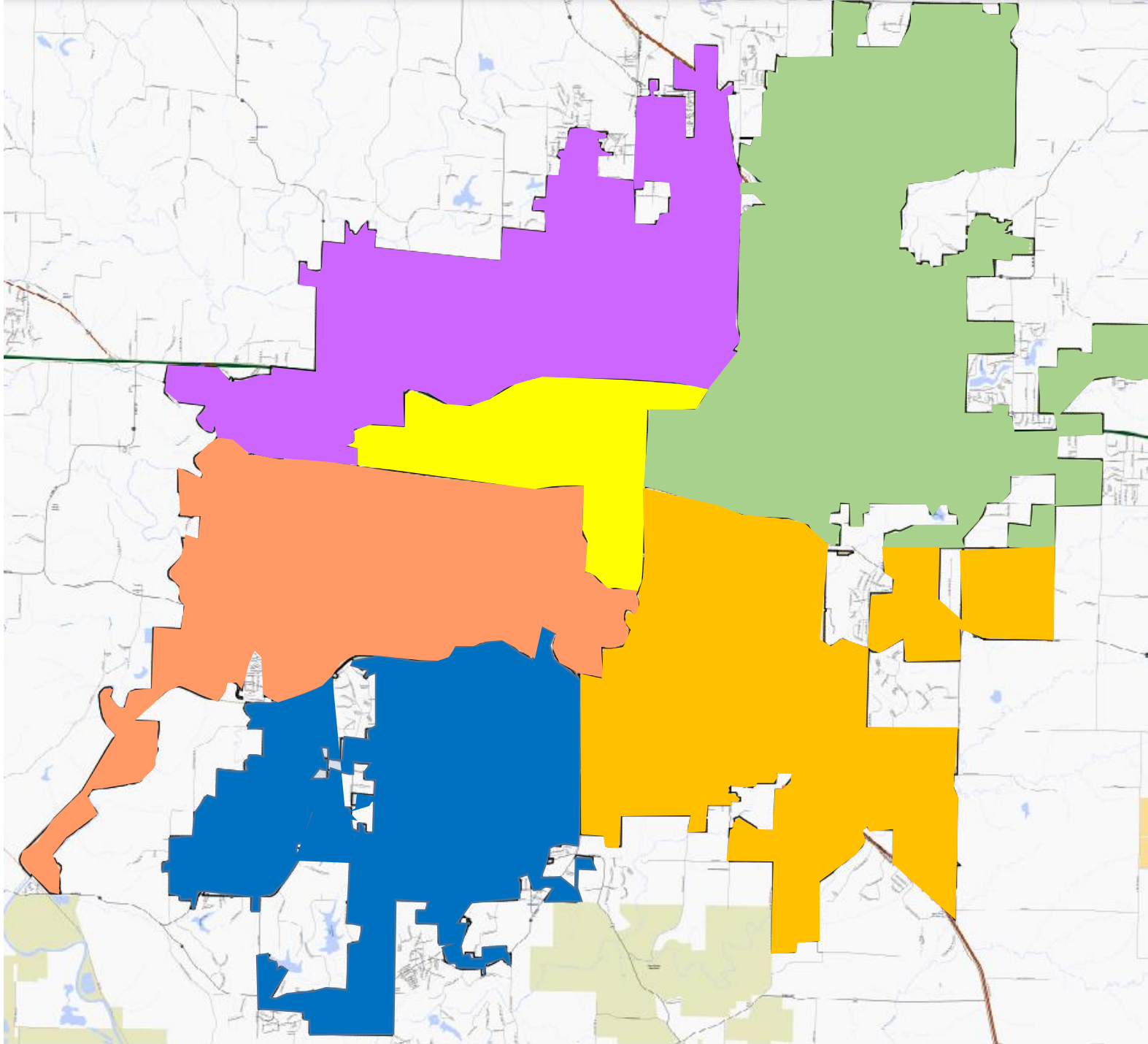


Wards

- First
- Second
- Third
- Fourth
- Fifth
- Sixth

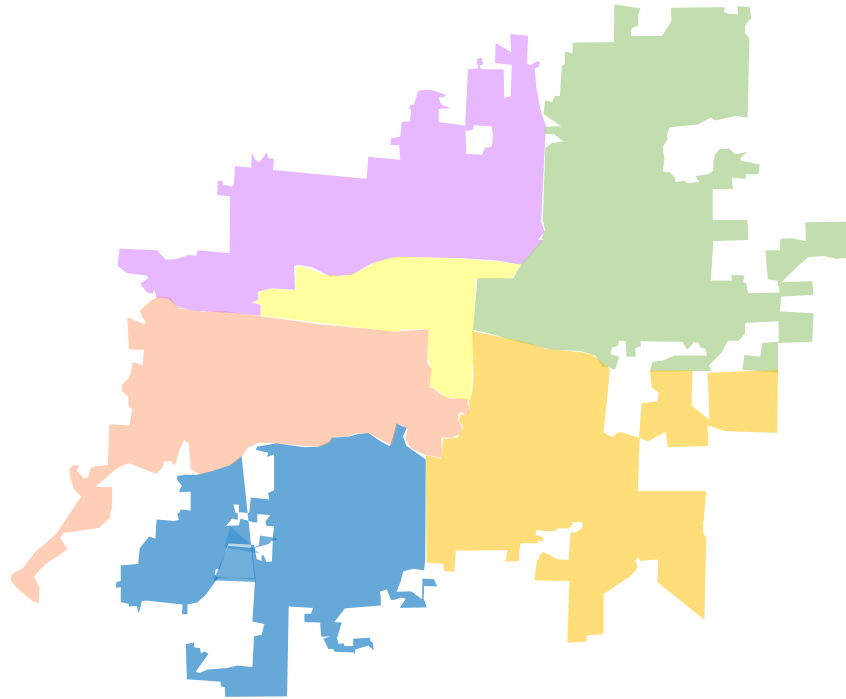


0 0.25 0.5 1 Miles



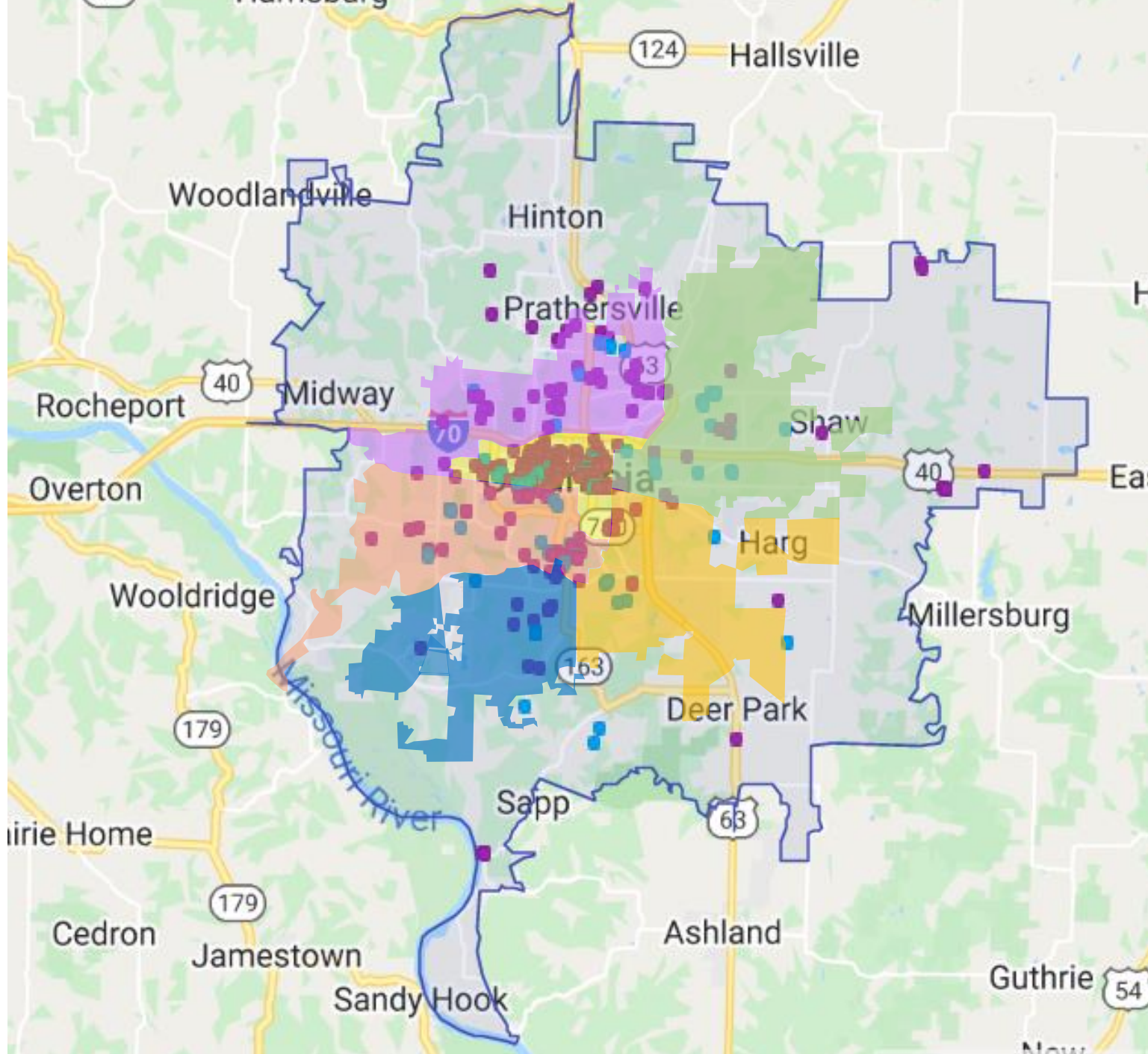
Wards

- First
- Second
- Third
- Fourth
- Fifth
- Sixth



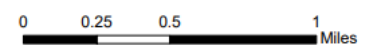
Wards

-  First
-  Second
-  Third
-  Fourth
-  Fifth
-  Sixth



Wards

- First
- Second
- Third
- Fourth
- Fifth
- Sixth

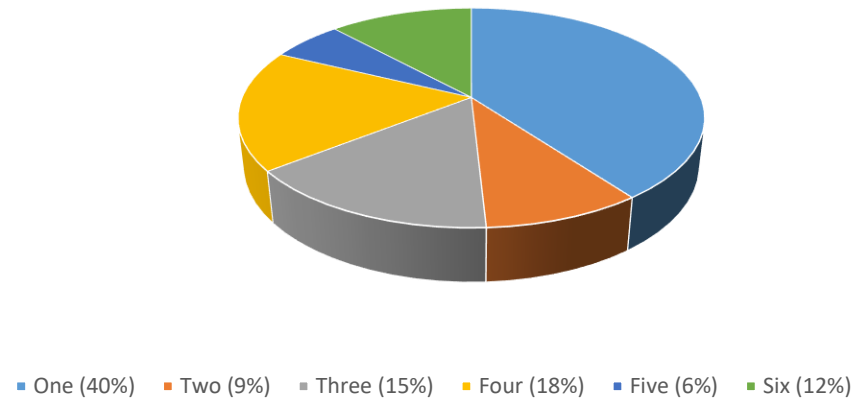


April 2022

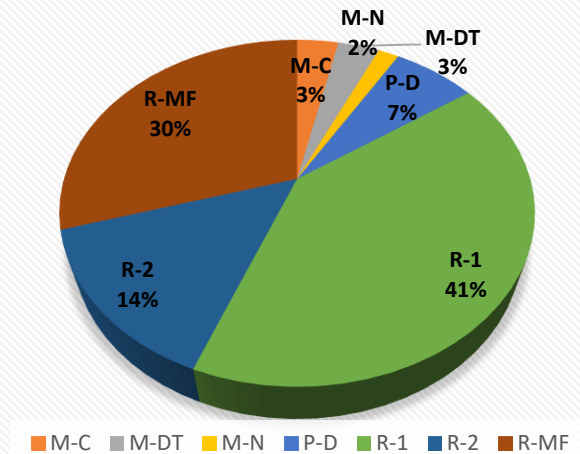
Note: AirDNA includes AirBnB and VRBO

From the November 2021 Data Memo:

STRs by Ward



Zoning





All homes



Countryside



Lakefront



Cabins



Treehouses



Camping



A-frames



Design



Vineyards



Shared homes



Barns



National parks



Tiny homes



Farms



Amazing pools



Skiing



Filters

1

Rooms and beds

Bedrooms

247 145 79 34 7

Any

1

2

3

4

5

6

7

8+

Beds

255 170 108 64 22 17 9 8

Any

1

2

3

4

5

6

7

8+

Bathrooms

259 74 21 12 3

Any

1

2

3

4

5

6

7

8+

[Show less](#)

Property type



163

House



59

Apartment



29

Guesthouse



10*

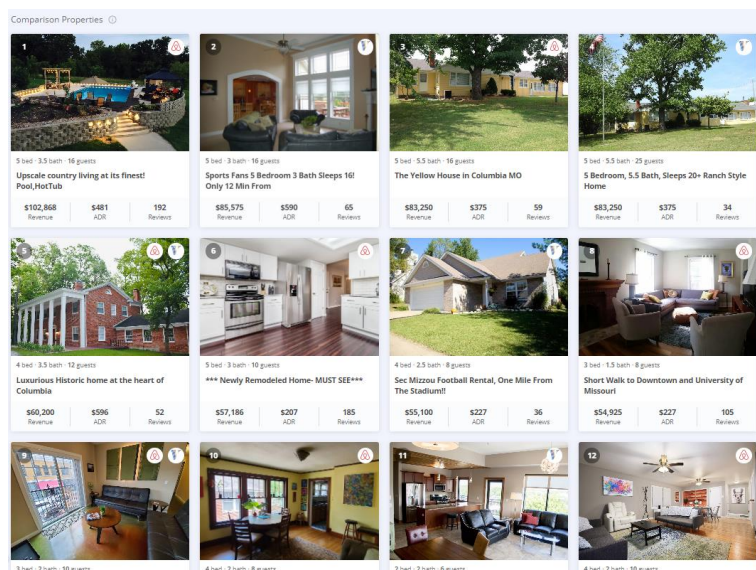
Hotel

[Clear all](#)

Show 222 stays

AirBnB has changed website

- Can filter differently
- Before listed “Top properties based on Revenue” first



*pulls up Rocheport Bed and Breakfasts

- https://www.columbiamissourian.com/news/local/columbia-airbnb-listings-grow-as-a-way-to-rent-extra/article_1ffe36f1-fb31-5019-a8e1-23d27c63a001.html
- https://www.columbiamissourian.com/news/local/airbnb-rentals-expand-in-columbia/article_85bf6a1a-7510-11e6-b9c7-6b3914d17d31.html