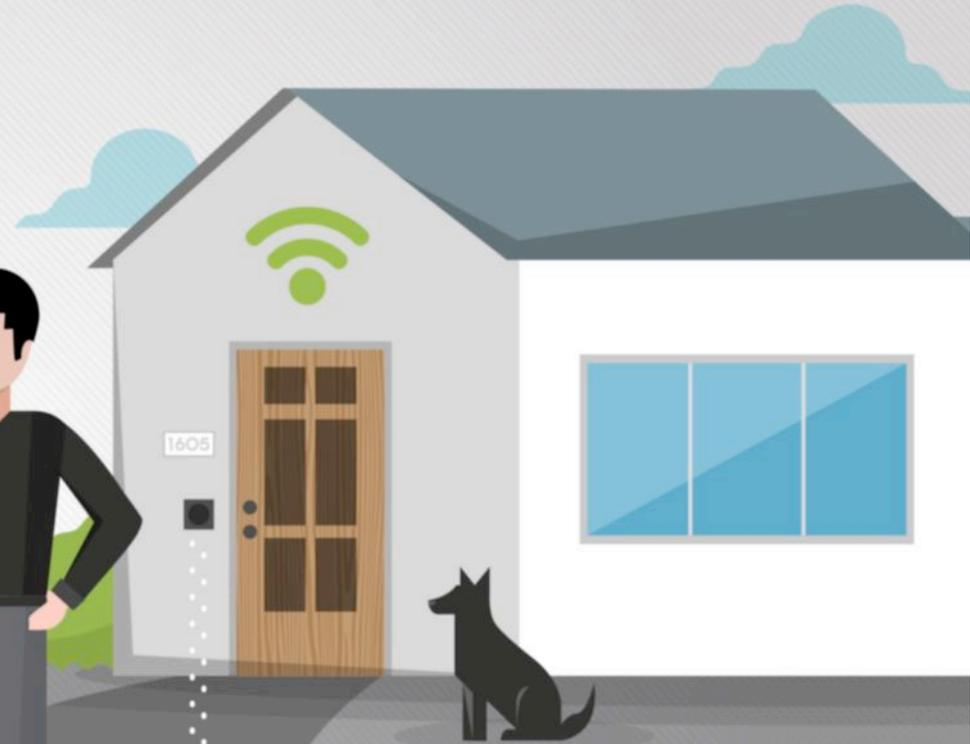


Short-Term Rentals

Smarter Hosting with
Smart Home Technology



eugust



Methodology

The data referenced in this report come from a study commissioned by August Home and produced by research firm Edelman Intelligence.

The study was conducted as an online survey among a total of 751 U.S. consumers who classify as:

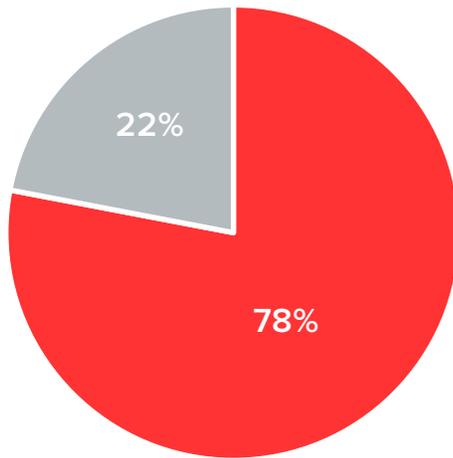
- Short-term rental Hosts (property owners and have rented their property on a short-term basis in the last year), or
- Guests (have rented and stayed at a property they found on a vacation/short-term rental site within the last 2 years).

The data set is demographically balanced to represent age, gender and income.

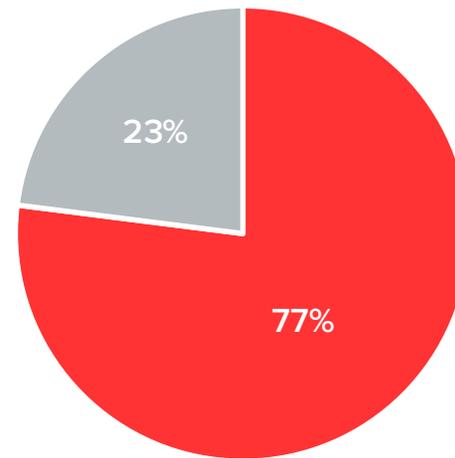
Data was collected from May 24 – June 1, 2016.

Short-term Rentals with Smart Technology,
Compelling Alternative to Hotels

Short term rental Hosts deliver superior service vs. hotels

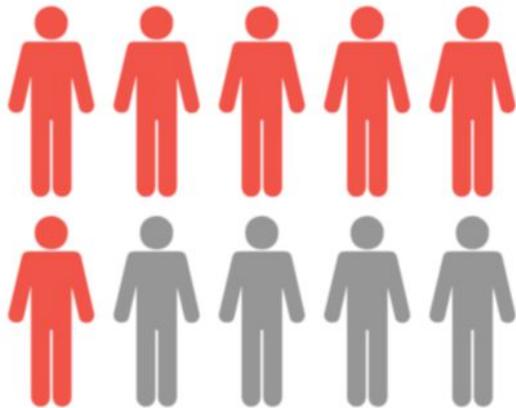


78% of Guests say Hosts provide a superior rental experience to Hotels.
69% of Hosts agree



77% of Guests say **short-term rental owners** will do anything to provide the best experience for their Guests.
71% of Hosts agree

Guests are willing to pay more for the experience



6 out of 10 Guests Would Pay More
for a Vacation Rental with
with a Smart Home Feature

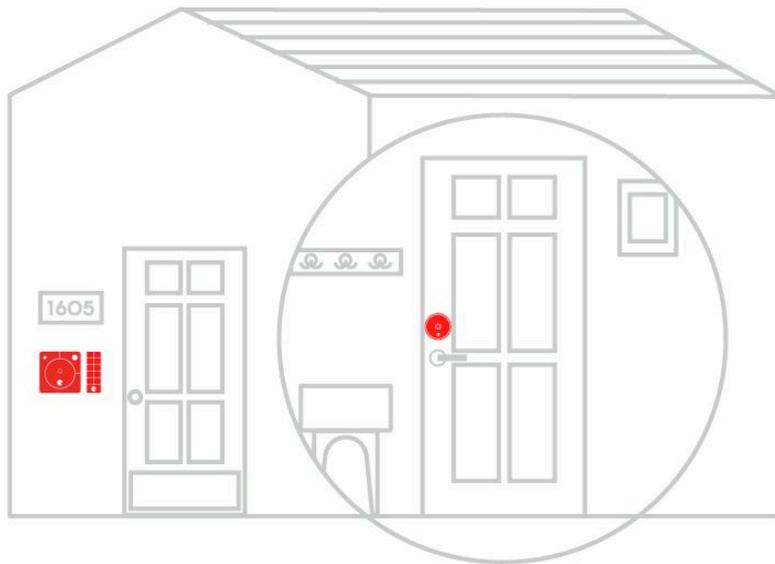
S18: What is the average amount in dollars per night you are willing to pay for a vacation rental?

S19: What is the average amount in dollars per night you are willing to pay for a rental property for business travel?

Q26: What is the average amount in dollars per night you are willing to pay for a vacation rental that includes each of the following features?

Q27: What is the average amount in total dollars per night you are willing to pay for a rental for business travel that includes each of the following features?

Guests are more likely to complete their reservation



82% of Guests say they are more likely to complete their reservations when smart home technology* is listed as available

*Includes smart TVs, smart home security systems, touchscreen appliances, app-controlled smart locks, app-controlled streaming media/movies/music, video-enabled doorbell cameras, app-controlled thermostats, internet-connected indoor/outdoor cameras, and app-controlled smart lighting systems

Q28: I am more likely to pull the trigger and complete my rental reservation when I see the following features listed as available. Select all that apply
Guest N=351; N=141 for Parent Guests and MOE is $\pm 8.25\%$ compared to non-parent Guests (N=207)

Hosts and Guests believe smart home technology will be part of all rentals in the future



Percentage who feel that Smart Locks / Doorbell Cams will be present in rental properties in the future.

Q22: How much do you agree or disagree with each of the following statements about smart locks? Hosts N=350, Guests N=351

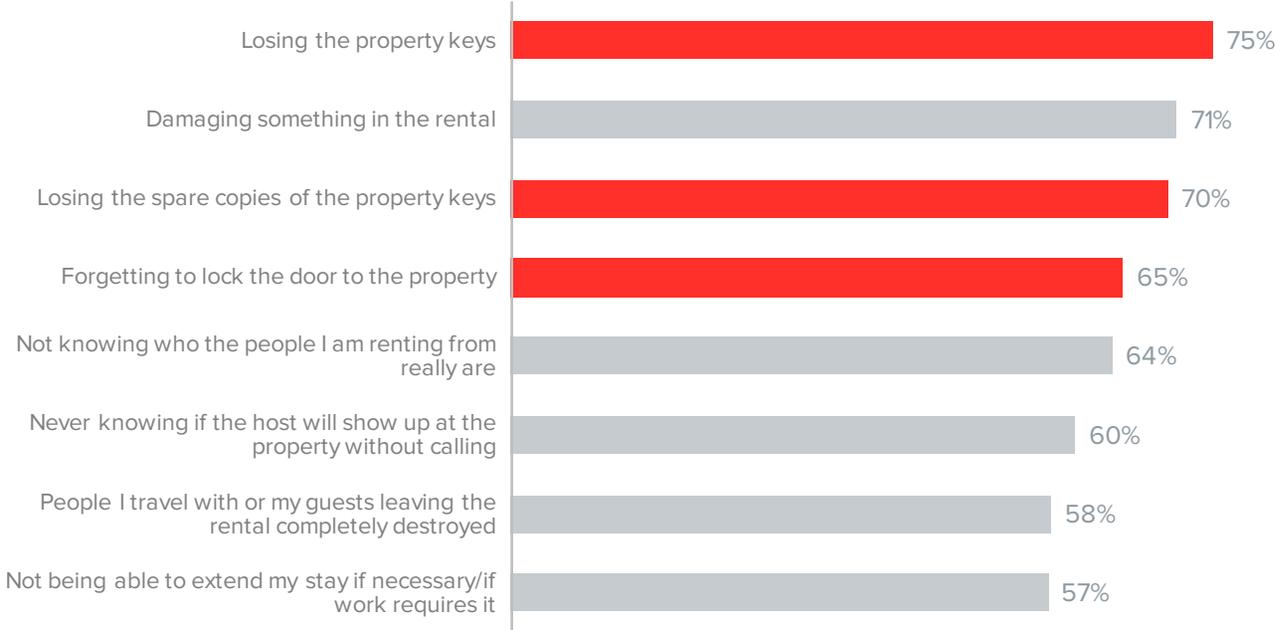
Q23: How much do you agree or disagree with each of the following statements about smart doorbell cameras? Hosts N=350, Guests N=351

Smart Technology Eases Worries,
Improves Security

Guests find the prospect of losing their rental key most worrisome

Worrisomeness of Situations When Renting a Property

Showing Top 2 Selections Among Hosts



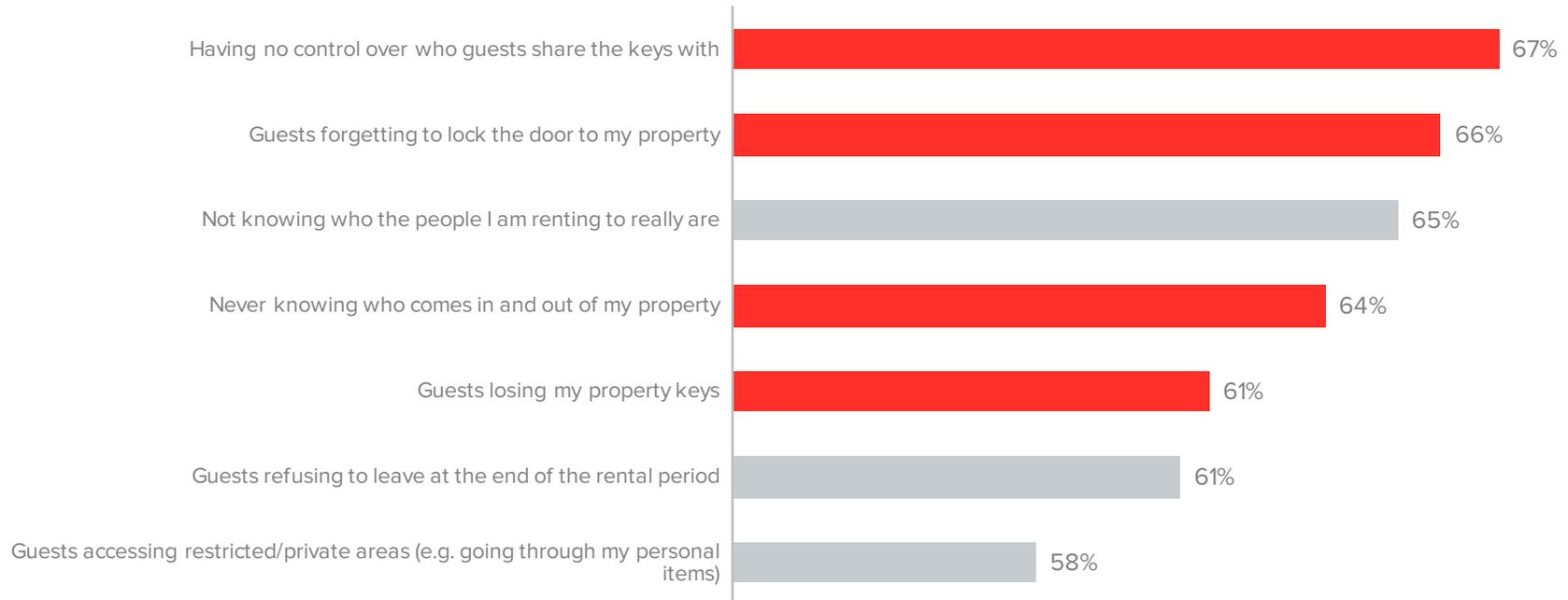
3 in 4 Guests find the thought of losing the keys to a property they are renting worrisome

Q10: How worrisome are each of the following situations when [HOSTS: renting out your home/part of your home] [GUESTS: renting a home/room]? Guests N=351

A majority of Hosts find home entry and access issues worrisome

Worrisomeness of Situations When Renting Out a Property

Showing Top 2 Selections Among Hosts



Potential home entry and access mishaps are a source of stress for Hosts

Stressfulness of Situations When Renting Out a Property

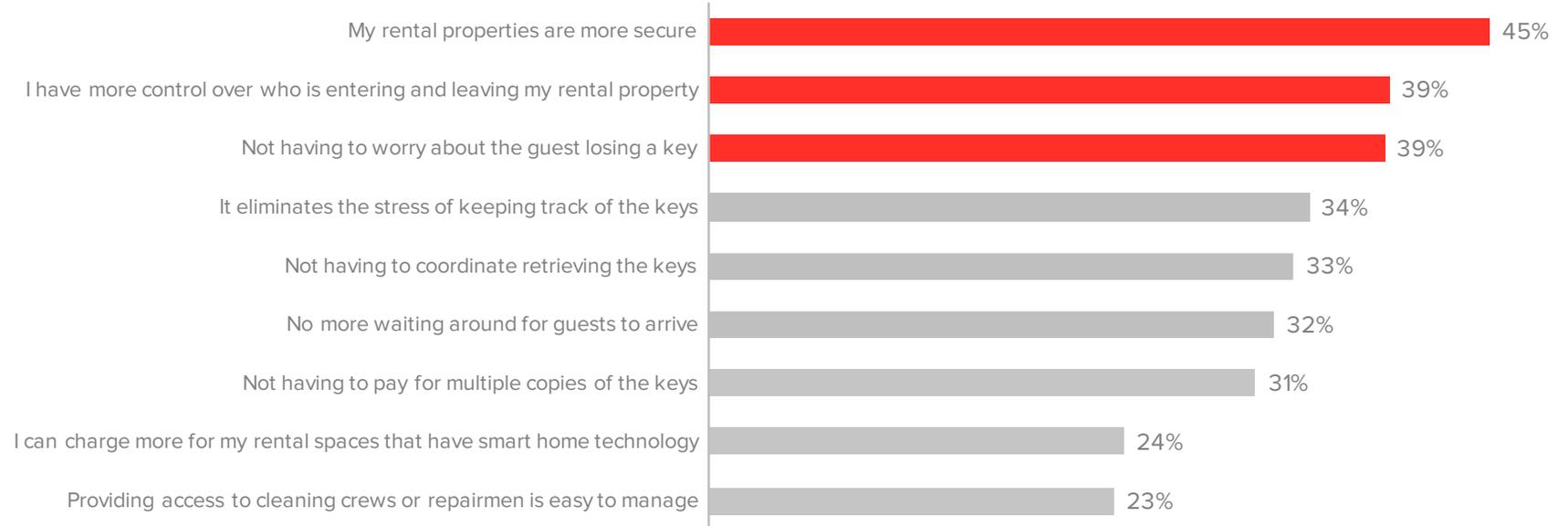
Showing Top 2 Selections Among Hosts



Security of the property is the top benefit of smart lock technology for Hosts

Top 3 Beneficial Aspects of Smart Lock Technology to Hosts

Showing % Selecting Among Hosts



Smart home technology reduces Hosts' home entry and access worries

Things That Would Make Renting Out Property Less Stressful

Showing % Selecting Among Hosts

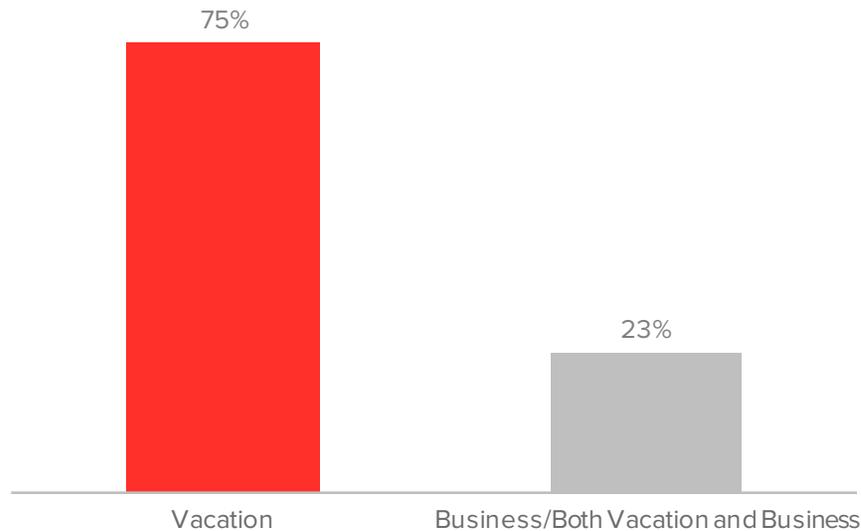


Appeal of Short-term Rentals for
Business Travelers is Growing

Short-term rentals are primarily used by vacationers; business travel is on the rise

Purpose for Last Short-Term Rental

Showing % Selections Among Renters



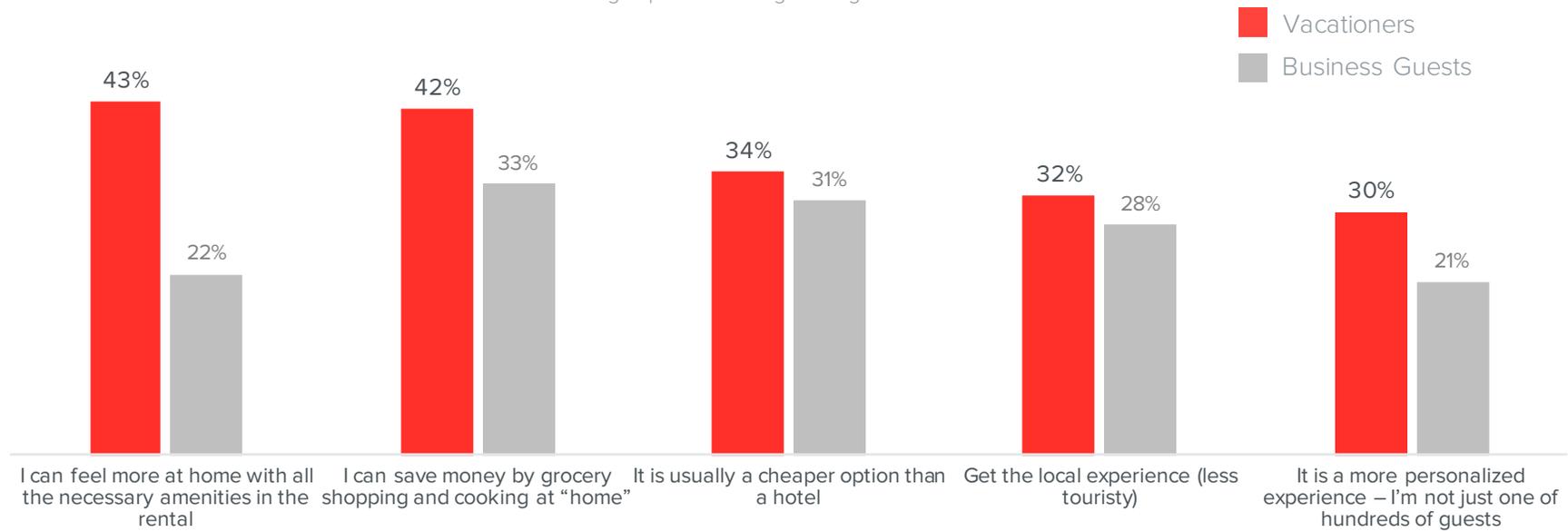
Those traveling for vacation report the **#1 reason** they use short-term rentals over hotels is because they can **feel more at home** with all the necessary amenities.

(39% vs. 22% among business travelers)

The comforts of home give short-term rentals the upper hand over hotels for both vacation and business travelers

Reasons Guests Use Short-Term Rentals Over Hotels

Showing Top 5% Selecting Among Guests



Q6: What are your top reasons for using short-term rentals over hotels? Guest N=351

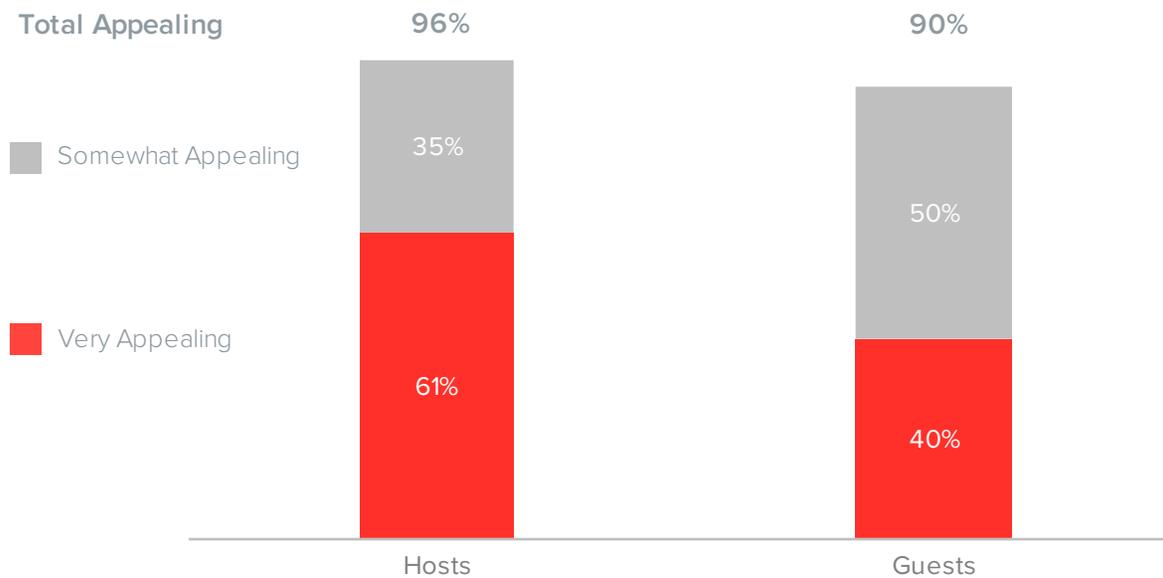
Q6: What are your top reasons for using short-term rentals over hotels? Business Guests N=156

Smart Home Technology is Highly Desired

Hosts and Guests find smart home technology universally appealing

Perceived Appeal of Smart Home Technology to Guests

Showing Top 2 Selections Among Guests and Hosts



Q24: Overall, how appealing is the idea of smart home technology (technology used to control different features of a home using a smartphone, i.e. locks, thermostats, etc.) in rental properties to you as a guest?

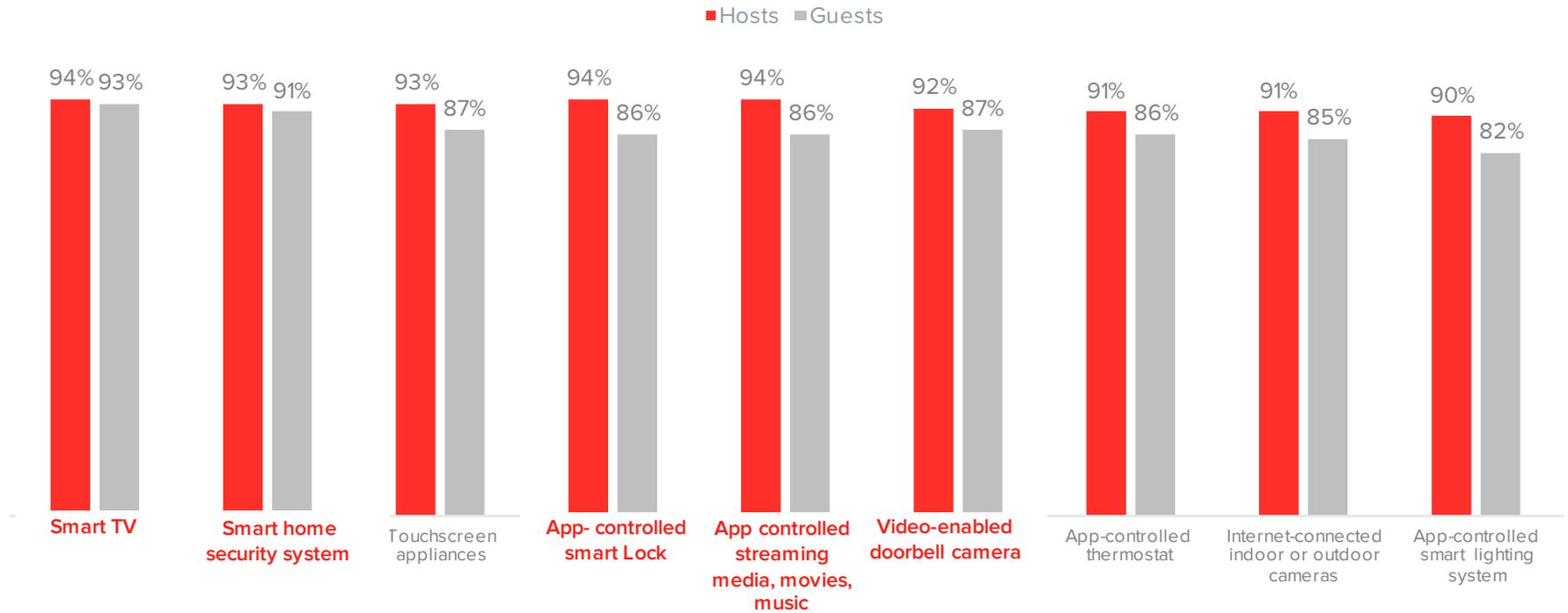
Q29: As a host, how appealing do you think smart home technology is to rental guests?

Hosts N=350, Guests N=351

Hosts and Guests are interested in a variety of smart home tech

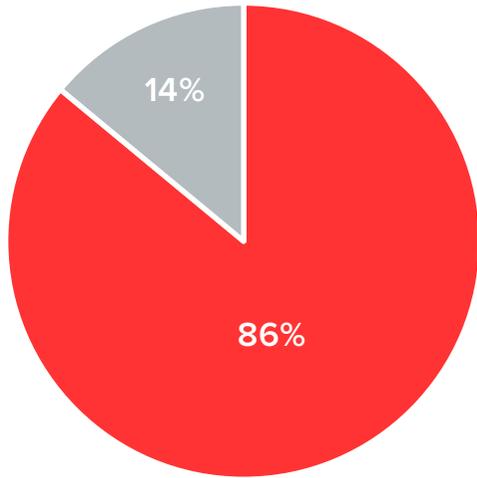
Perceived Appeal of Specific Smart Home Technology to Guests

Showing Smart Home Tech Top Selections Among Guests and Hosts

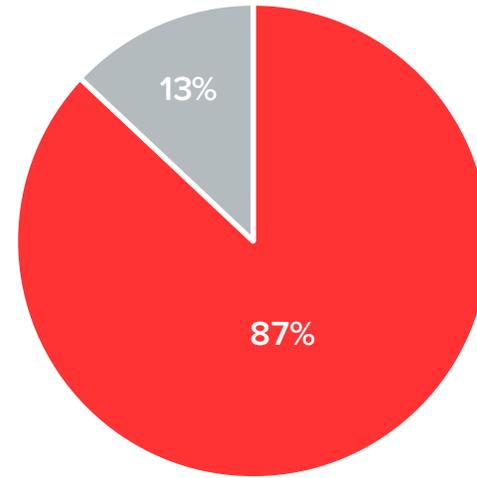


Q25: Specifically, how appealing are each of these types of home technology to have in the property you rent?
Q30: Specifically, how appealing do you think these types of smart home technology are to rental guests?
Hosts N=350, Guests N=351 (Participants evaluated technologies they were familiar with so individual response N sizes vary)

Smart Locks and Doorbell Cameras Key to a Positive Stay



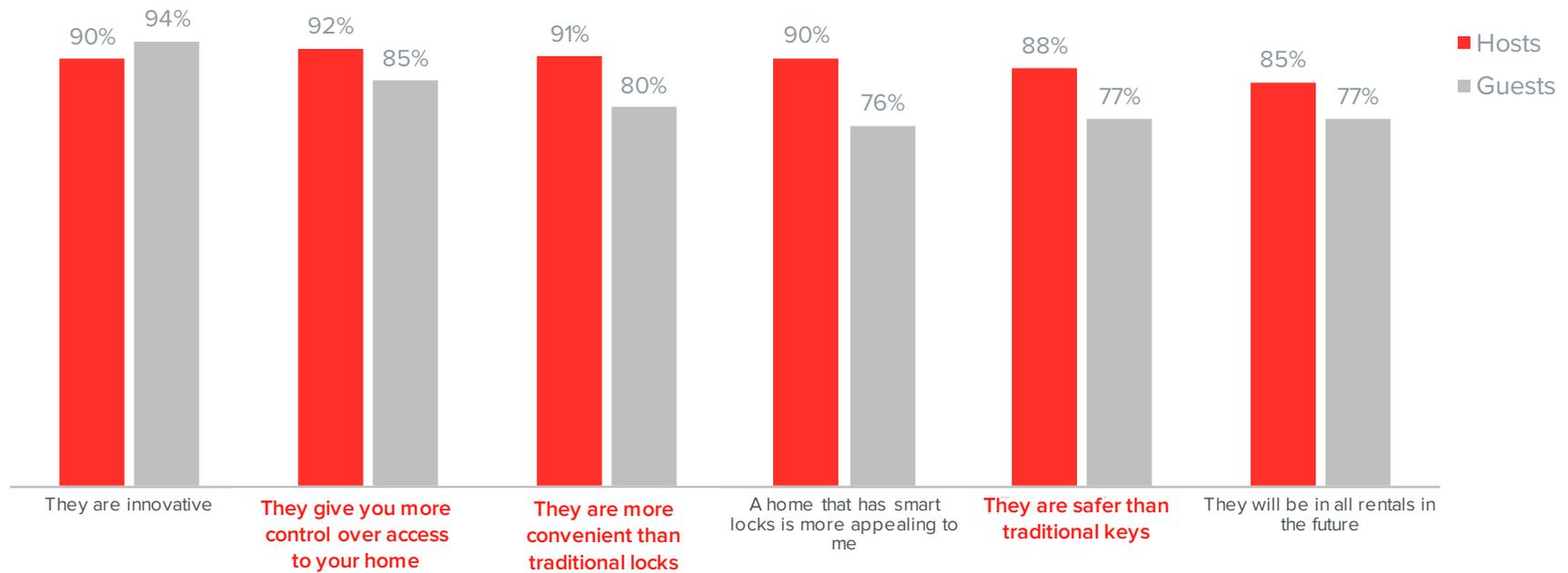
86% of guests say an app-controlled **smart lock** would be appealing in a property they rented.



87% of guests say the same of video-enabled **doorbell cameras**.

Hosts and Guests view smart locks as convenient and safer than a traditional key

Opinions on Smart Locks
Showing % Agree Among Guests and Hosts

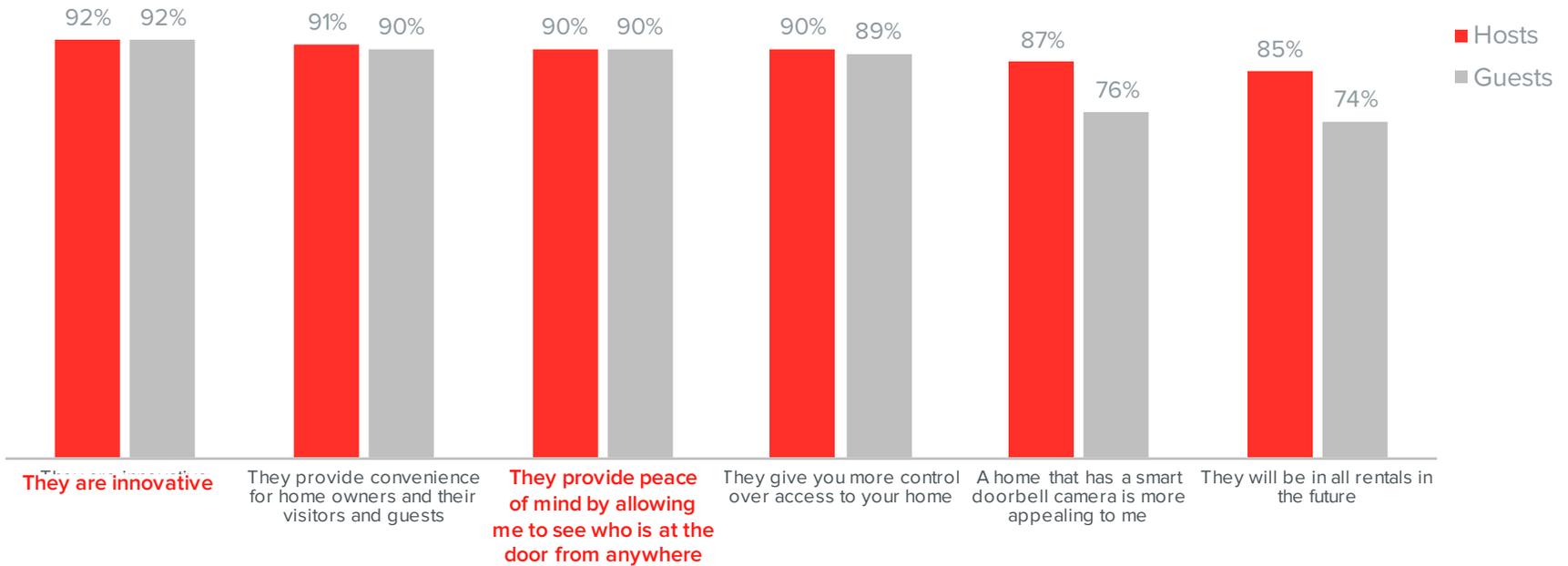


Q22: How much do you agree or disagree with each of the following statements about smart locks? Hosts N=350, Guests N=351

Hosts and Guests agree that doorbell cameras are innovative and provide peace of mind

Opinions on Smart Doorbell Cameras

Showing % Agree Among Guests and Hosts

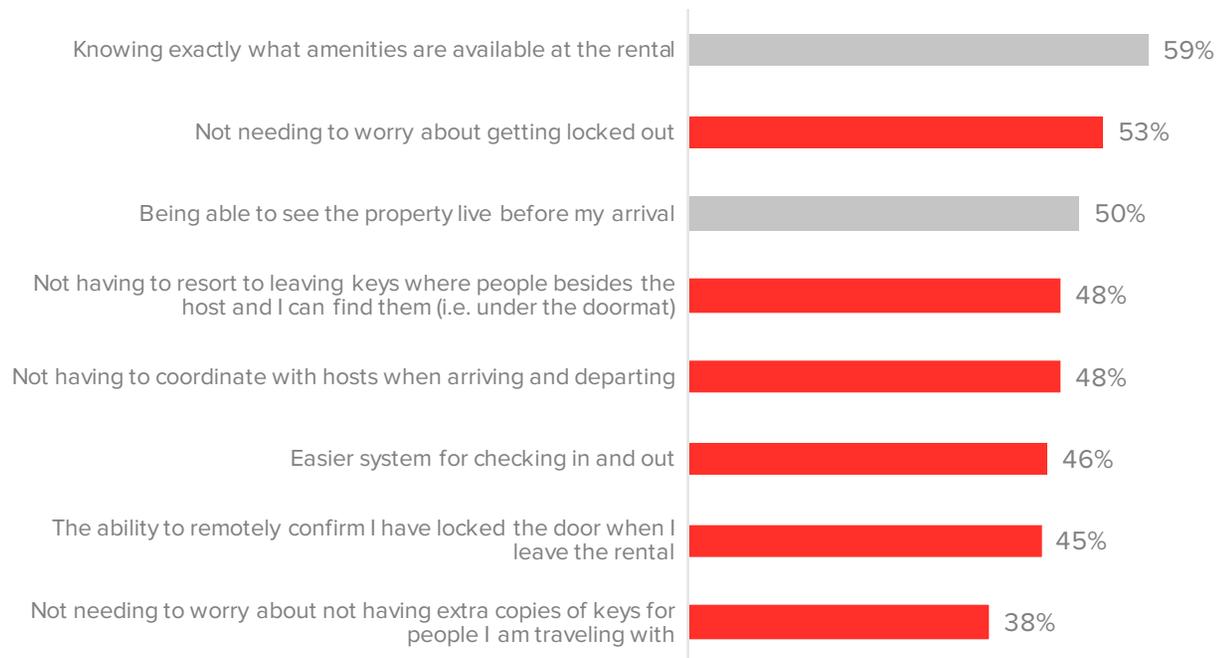


Q23: How much do you agree or disagree with each of the following statements about smart doorbell cameras? Hosts N=350, Guests N=351

Smart home technology allows Guests to enjoy a carefree, key-free stay

Things That Would Make Renting a Property Less Stressful

Showing % Selections Among Guests

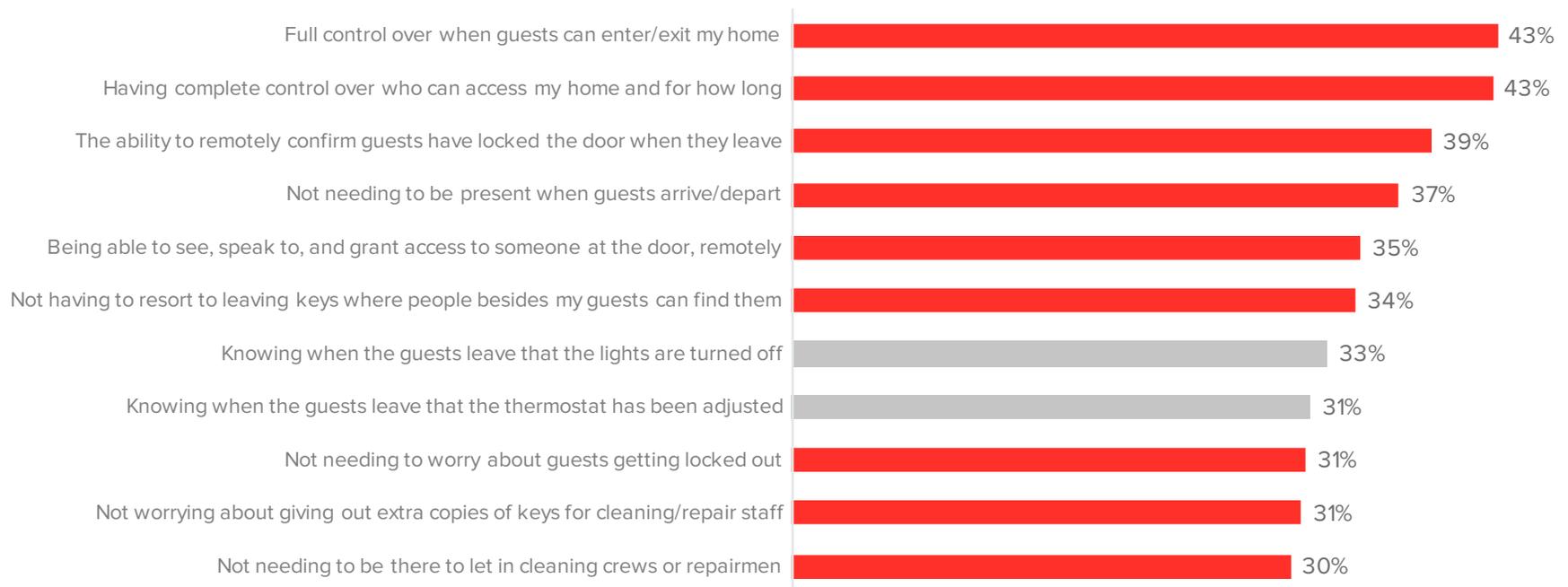


7 in 10 Guests would rather use a smart lock than keep extra keys around

Smart home technology means no more hiding keys under the doormat

Things That Would Make Renting Out a Property Less Stressful

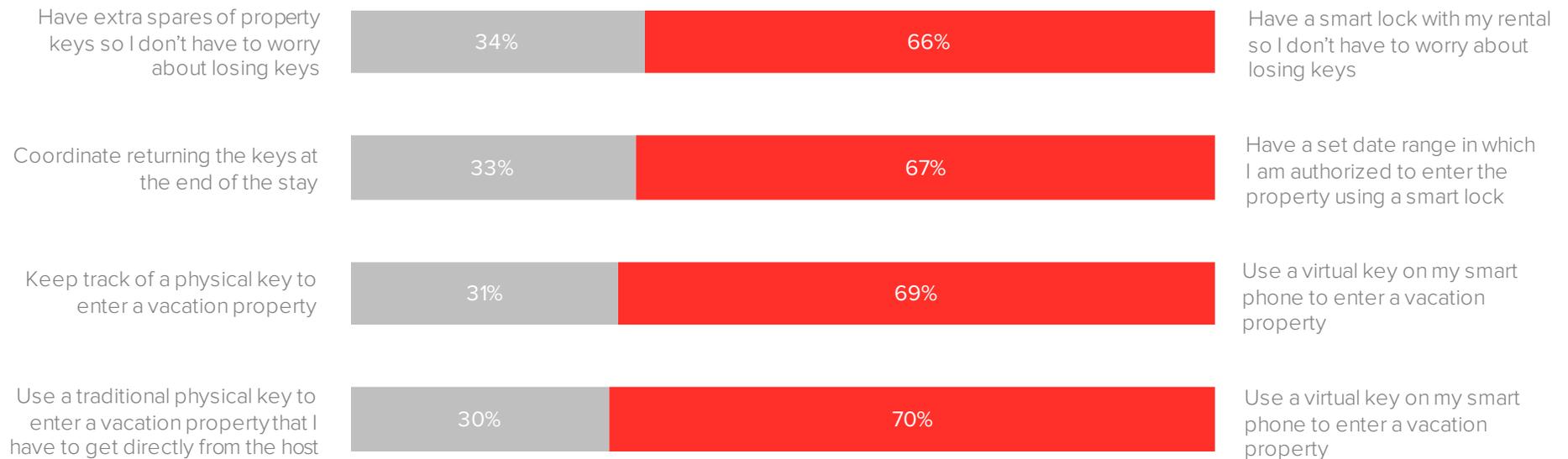
Showing % Selections Among Hosts



Q11: Which of the following would make renting out your property less stressful?
Host N=350; N=165 for Millennial Hosts and MOE is ±8.03% compared to Gen X Hosts (N=149)

Smart locks and virtual keys are more appealing to Guests than the traditional physical key exchange

In Your Next Renting Experience, Would you Rather:



Guests say top benefits to smart lock technology are the ability to arrive and depart whenever desired and not needing to keep track of keys

Most Beneficial Aspects of Smart Lock Technology to Guests

Showing % Selections Among Guests

