

# ANALYSIS REPORT

## Airbnb Price Gouging for the Kentucky Derby Louisville, Kentucky

From normal rates  
on Airbnb



Screenshot on Airbnb  
(No dates selected)

To highway robbery  
on Airbnb



Screenshot on Airbnb  
(May 4 - May 6, Kentucky Derby)



The following report provides a summary of an analysis conducted between April 10 - 13, 2018 on Airbnb rentals available for rent on May 4 – May 6 in the Louisville area, host location for the 2018 Kentucky Derby. Data and pricing was pulled directly from the Airbnb.com website.



# REPORT

Airbnb's the Kentucky Derby price gouging in Louisville, KY – May 4 – May 6, 2018

Below is a sample list of Airbnb rentals with significant price increases for the Kentucky Derby in Louisville, KY.

Many of these listings are not true home sharing, but instead a cover for commercial operators who are taking advantage of the system and depleting affordable housing citywide.

Airbnb's in Louisville	Off Event Rate/Night	Kentucky Derby May 4 – May 6 Rate/Night	\$ Rate Increase	Percent Increase
<a href="#">Garden House</a> : Hosted by Terry	<a href="#">\$124</a>	<a href="#">\$1,012</a>	\$888	716%
<a href="#">Awesome One Bedroom Loft Apartment</a> : Hosted by Carolyne**	<a href="#">\$112</a>	<a href="#">\$900</a>	\$788	704%
<a href="#">Modern Frankfort Ave Condominium</a> : Hosted by Max	<a href="#">\$159</a>	<a href="#">\$899</a>	\$740	465%
<a href="#">NuLu Apt- Walking distance to everything NULU</a> : Hosted by Key Source Properties**	<a href="#">\$89</a>	<a href="#">\$748</a>	\$659	740%
<a href="#">Bright Walkout Apartment Near Highlands/Expo Ctr</a> : Hosted by Key Source Properties**	<a href="#">\$70</a>	<a href="#">\$699</a>	\$629	899%
<a href="#">Highlands Bungalow- Group &amp; Pet Friendly!</a> : Hosted by Key Source Properties**	<a href="#">\$119</a>	<a href="#">\$1,999</a>	\$1,880	1580%
<a href="#">Bed &amp; Bourbon: The Ultimate Louisville Experience</a> : Hosted by Key Source Properties**	<a href="#">\$99</a>	<a href="#">\$1,699</a>	\$1,600	1616%
<a href="#">Welcoming Home in Central Location- Great Layout</a> : Hosted by Key Source Properties**	<a href="#">\$129</a>	<a href="#">\$1,999</a>	\$1,870	1450%
<a href="#">Tyler Park Cottage in the Highlands</a> : Hosted by Stephanie & Stephen**	<a href="#">\$80</a>	<a href="#">\$1,000</a>	\$920	1150%
<a href="#">The Hillcrest- Great Crescent Hill Location!</a> : Hosted by Rachael**	<a href="#">\$150</a>	<a href="#">\$1,900</a>	\$1,750	1167%
<a href="#">3BR - VINTAGE COLOR &amp; STYLE - BEST LOCATION!!!!</a> : Hosted by Tom**	<a href="#">\$63</a>	<a href="#">\$1,094</a>	\$1,031	1637%
<a href="#">BEST AIRBNB FOR LARGE GROUPS</a> : Hosted by Emily**	<a href="#">\$300</a>	<a href="#">\$2,800</a>	\$2,500	833%
<a href="#">Bed and Bikes await you</a> : Hosted by Sarah**	<a href="#">\$99</a>	<a href="#">\$900</a>	\$801	809%
<a href="#">Renovated Shotgun House</a> : Hosted by Bryan	<a href="#">\$100</a>	<a href="#">\$1,100</a>	\$1,000	1000%
<a href="#">Award-Winning Design, 3 BR House in Old Louisville</a> : Hosted by Bethany**	<a href="#">\$129</a>	<a href="#">\$1,999</a>	\$1,870	1450%
<a href="#">Gorgeous Home in Heart of Butchertown</a> : Hosted by Monica	<a href="#">\$135</a>	<a href="#">\$2,000</a>	\$1,865	1381%

\*All rates and unit availabilities subject to change per host preference

\*\*Denotes commercial operator with multiple other listings including:

- Host Carolyne (300 listings), Host Key Source Properties (27 listings), Host Stephanie & Stephen (2 listings), Host Rachael (3 listings), Host Tom (5), Host Sarah (13) and Host Emily (2)

## EXAMPLES OF AIRBNB PRICE GOUGING AT THE KENTUCKY DERBY IN LOUISVILLE

### Ad Listing: Awesome One Bedroom Loft Apartment

Entire Apartment · Louisville, Hosted by Carolynne a commercial operator with currently 300 other listings on Airbnb.

May 4 – May 6	June 1 – June 2
\$900/night	\$112/night
<a href="https://www.airbnb.com/rooms/19030972?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06">https://www.airbnb.com/rooms/19030972?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06</a>	<a href="https://www.airbnb.com/rooms/19030972?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-06-01&amp;check_out=2018-06-02">https://www.airbnb.com/rooms/19030972?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-06-01&amp;check_out=2018-06-02</a>



Screenshot of pricing on Airbnb.com

**\$900** per night  
★★★★★ 17

Dates  
05/04/2018 → 05/06/2018

Guests  
1 guest

\$900 x 2 nights	\$1,800
Cleaning fee ⓘ	\$50
Service fee ⓘ	\$177
Occupancy Taxes ⓘ	\$297
<b>Total</b>	<b>\$2,324</b>

**Book**

You won't be charged yet

**\$112** per night  
★★★★★ 17

Dates  
06/01/2018 → 06/02/2018

Guests  
1 guest

\$112 x 1 night	\$112
Cleaning fee ⓘ	\$50
Service fee ⓘ	\$22
Occupancy Taxes ⓘ	\$26
<b>Total</b>	<b>\$210</b>

**Book**

You won't be charged yet

**AIRBNB**  
Price increase for  
The Kentucky Derby

**+\$788/night**

**704%**  
increase

## EXAMPLES OF AIRBNB PRICE GOUGING AT THE KENTUCKY DERBY IN LOUISVILLE

**Ad Listing: NuLu Apt- Walking distance to everything NULU**

Entire Apartment · Louisville, Hosted by Key Source Properties a commercial operator with currently 27 other listings on Airbnb.

May 4 – May 6	May 9 – May 10
\$748/night	\$89/night
<a href="https://www.airbnb.com/rooms/22279505?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06">https://www.airbnb.com/rooms/22279505?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06</a>	<a href="https://www.airbnb.com/rooms/22279505?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-05-09&amp;check_out=2018-05-10">https://www.airbnb.com/rooms/22279505?location=Louisville%2C%20KY&amp;guests=1&amp;adults=1&amp;check_in=2018-05-09&amp;check_out=2018-05-10</a>



Screenshot of pricing on Airbnb.com

**\$748** per night  
★★★★★ 14

Dates  
05/04/2018 → 05/06/2018

Guests  
1 guest

\$748 x 2 nights	\$1,496
Cleaning fee ⓘ	\$60
Service fee ⓘ	\$169
Occupancy Taxes ⓘ	\$250
<b>Total</b>	<b>\$1,975</b>

**Book**

You won't be charged yet

**\$89** per night  
★★★★★ 14

Dates  
05/09/2018 → 05/10/2018

Guests  
1 guest

\$89 x 1 night	\$89
Cleaning fee ⓘ	\$60
Service fee ⓘ	\$20
Occupancy Taxes ⓘ	\$23
<b>Total</b>	<b>\$192</b>

**Book**

You won't be charged yet

Report this listing

**AIRBNB**  
Price increase for  
The Kentucky Derby

**+\$659/night**

**740%**  
increase

## EXAMPLES OF AIRBNB PRICE GOUGING AT THE KENTUCKY DERBY IN LOUISVILLE

**Ad Listing: The Hillcrest- Great Crescent Hill Location!**

Entire Home · Louisville, Hosted by Rachael a commercial operator with currently three other listings on Airbnb.

May 4 – May 6	May 9 – May 10
\$1,900/night	\$150/night
<a href="https://www.airbnb.com/rooms/22563255?guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06">https://www.airbnb.com/rooms/22563255?guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06</a>	<a href="https://www.airbnb.com/rooms/22563255?guests=1&amp;adults=1&amp;check_in=2018-05-09&amp;check_out=2018-05-10">https://www.airbnb.com/rooms/22563255?guests=1&amp;adults=1&amp;check_in=2018-05-09&amp;check_out=2018-05-10</a>



Screenshot of pricing on Airbnb.com

**\$1,900** per night  
★★★★★ 10

Dates  
05/04/2018 → 05/06/2018

Guests  
1 guest

\$1,900 x 2 nights	\$3,800
Cleaning fee	\$125
Service fee	\$215
Occupancy Taxes	\$630
<b>Total</b>	<b>\$4,770</b>

**Request to Book**

You won't be charged yet

**\$150** per night  
★★★★★ 10

Dates  
05/09/2018 → 05/10/2018

Guests  
1 guest

\$150 x 1 night	\$150
Cleaning fee	\$125
Service fee	\$36
Occupancy Taxes	\$44
<b>Total</b>	<b>\$355</b>

**Request to Book**

You won't be charged yet

**AIRBNB**  
Price increase for  
The Kentucky Derby

**+\$1,750/night**

**1,167%  
increase**

## EXAMPLES OF AIRBNB PRICE GOUGING AT THE KENTUCKY DERBY IN LOUISVILLE

Ad Listing: Bed and Bikes await you

Entire Apartment · Louisville, Hosted by Sarah a commercial operator with currently 13 other listings on Airbnb.

May 4 – May 6	May 16 – May 17
\$900/night	\$99/night
<a href="https://www.airbnb.com/rooms/6884157?guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06">https://www.airbnb.com/rooms/6884157?guests=1&amp;adults=1&amp;check_in=2018-05-04&amp;check_out=2018-05-06</a>	<a href="https://www.airbnb.com/rooms/6884157?guests=1&amp;adults=1&amp;check_in=2018-05-16&amp;check_out=2018-05-17">https://www.airbnb.com/rooms/6884157?guests=1&amp;adults=1&amp;check_in=2018-05-16&amp;check_out=2018-05-17</a>



Screenshot of pricing on Airbnb.com

**\$900** per night  
★★★★★ 222

Dates: 05/04/2018 → 05/06/2018

Guests: 1 guest

\$900 x 2 nights	\$1,800
Cleaning fee	\$35
Service fee	\$177
Occupancy Taxes	\$294
<b>Total</b>	<b>\$2,306</b>

**Request to Book**

You won't be charged yet

**\$99** per night  
★★★★★ 222

Dates: 05/16/2018 → 05/17/2018

Guests: 1 guest

\$99 x 1 night	\$99
Cleaning fee	\$35
Service fee	\$18
Occupancy Taxes	\$21
<b>Total</b>	<b>\$173</b>

**Request to Book**

You won't be charged yet

**AIRBNB**  
Price increase for  
The Kentucky Derby

**+\$801/night**

**809%**  
increase