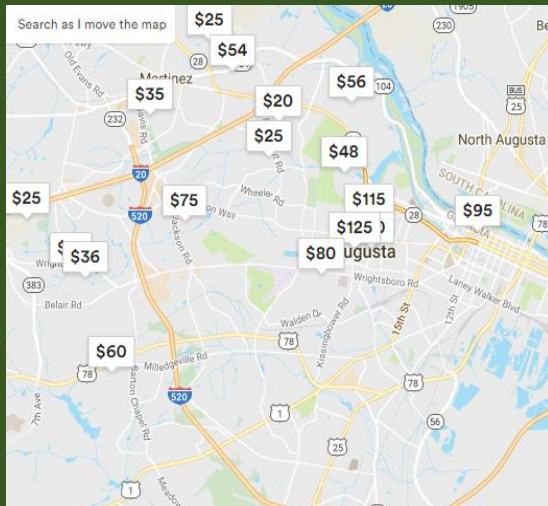


ANALYSIS REPORT

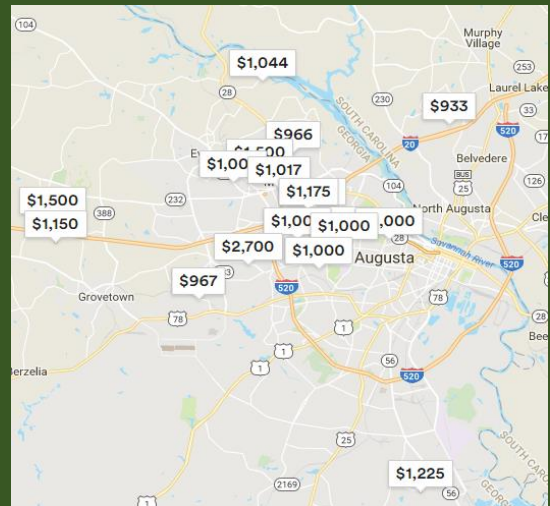
Airbnb Price Gouging for the Masters Tournament Augusta, Georgia

From normal rates
on Airbnb



Screenshot on Airbnb
(No dates selected)

To highway robbery
on Airbnb



Screenshot on Airbnb
(April 5 - April 8, Masters Tournament)



The following report provides a summary of an analysis conducted between March 27 - 28, 2018 on Airbnb rentals available for rent on April 5 - April 8 in the Augusta area, host location for the 2018 Masters Tournament. Data and pricing was pulled directly from the Airbnb.com website.



REPORT

Airbnb's the Masters Tournament price gouging in Augusta, GA – April 5 - April 8, 2018

AIRBNB PRICE GOUGING - THE MASTERS TOURNAMENT IN AUGUSTA

Below is a sample list of Airbnb rentals with significant price increases for the Masters Tournament in Augusta.

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 Augusta	Masters Tournament Apr 5 - Apr 8 Rate/Night	Off Event Rate/Night	\$ Rate Increase	Percent Increase
Private Garage Apartment near Clarks Hill Lake : Hosted by Andrew	\$350	\$115	\$235	204%
Serene retreat near Augusta U. medical district : Hosted by Bonnie	\$390	\$45	\$345	767%
Charming Cottage Located in Historic Augusta : Hosted by Marvin	\$699	\$99	\$600	606%
Golfers retreat home 6 miles from Augusta National : Hosted by Shannon	\$850	\$175	\$675	386%
MASTERS RENTAL! minutes to the Augusta National : Hosted by Charlene	\$899	\$69	\$830	1203%
Luxury 5 Bedroom House, Great for the Masters : Hosted by Denise	\$2,500	\$1,200	\$1,300	108%
Private bedroom 3miles from masters! : Hosted by Elizabeth	\$150	\$40	\$110	275%
Summerville Home : Hosted by Elizabeth	\$525	\$135	\$390	289%
Walk to the Masters : Hosted by Jamie**	\$250	\$30	\$220	733%
Walk to the Masters :) : Hosted by Jamie**	\$250	\$30	\$220	733%
Masters Week Rental! : Hosted by Janae	\$336	\$40	\$296	740%
2 story, 3 bedroom home on 2 acres : Hosted by Jerri**	\$433	\$189	\$244	129%
Cozy Queen BR Middle of Everything! Augusta GA : Hosted by Joey	\$239	\$28	\$211	754%
MASTERS WATERFRONT HOUSE W/HOT TUB : Hosted by Julie and Joshua	\$1,199	\$380	\$819	216%
Beautiful 4BR 3Ba Home - in Gated, Golf Course : Hosted by Kameron	\$600	\$200	\$400	200%
3/3 Entertainment home w/ Deck and Pool : Hosted by Kigwana**	\$1,150	\$175	\$975	557%
BIG RIVER HOUSE, POOL, DOCK, VIEWS, PRIVATE 3ac! : Hosted by KJ Augusta Rentals**	\$890	\$225	\$665	296%
4 bedroom, 2.5 bath luxury escape : Hosted by Laura	\$1,300	\$295	\$1,005	341%

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

**Denotes commercial operator with multiple other listings including:

- Host Jerri (2 listings), Host Jamie (3 listings), Host Kigwana (4 listings) and KJ Augusta Rentals (6 listings)



REPORT

Airbnb's the Masters Tournament price gouging in Augusta, GA – April 5 - April 8, 2018

EXAMPLES OF AIRBNB PRICE GOUGING AT THE MASTERS TOURNAMENT IN AUGUSTA

Ad Listing: 4 bedroom, 2.5 bath luxury escape

Entire House · Augusta, Hosted by Laura

April 5 – April 9	April 10-11
\$1,300/night	\$295/night
https://www.airbnb.com/rooms/7343460?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1&check_in=2018-04-05&check_out=2018-04-09	https://www.airbnb.com/rooms/7343460?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1



Screenshot of pricing on Airbnb.com

\$1,300 per night
★★★★★ 12

Dates: Apr 5 – Apr 9
Guests: 1 guest

\$1,300 x 4 nights	\$5,200
Cleaning fee	\$50
Service fee	\$284
Total (before tax)	\$5,534

[Request to Book](#)

You won't be charged yet. Additional taxes may apply.

\$295 per night
★★★★★ 12

Dates: 04/10/2018 → 04/11/2018
Guests: 1 guest

\$295 x 1 night	\$295
Cleaning fee	\$50
Service fee	\$45
Occupancy Taxes	\$31
Total	\$421

[Request to Book](#)

You won't be charged yet

AIRBNB
Price increase for
The Masters
+\$1,005/night
341%
increase



REPORT

Airbnb's the Masters Tournament price gouging in Augusta, GA – April 5 - April 8, 2018

EXAMPLES OF AIRBNB PRICE GOUGING AT THE MASTERS TOURNAMENT IN AUGUSTA

Ad Listing: MASTERS 7min drive w WATERFRONT VIEWS, POOL, DOCK

Entire Villa · Augusta, Hosted by KJ August Rentals a commercial operator with currently six other listings on Airbnb.

April 5 – April 8	April 10
\$890/night	\$225/night
https://www.airbnb.com/rooms/3592869?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1&check_in=2018-04-05&check_out=2018-04-08	https://www.airbnb.com/rooms/3592869?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1&check_in=2018-04-10



Screenshot of pricing on Airbnb.com

\$890 per night

Dates: 04/05/2018 → 04/08/2018

Guests: 1 guest

\$890 x 3 nights: \$2,670

Cleaning fee: \$230

Service fee: \$177

Total: \$3,077

Request to Book

You won't be charged yet

\$225 per night

Dates: 04/10/2018 → Check Out

Guests: 1 guest

Check Availability

Report this listing

AIRBNB
Price increase for
The Masters
+\$665/night
296%
increase



REPORT

Airbnb's the Masters Tournament price gouging in Augusta, GA – April 5 - April 8, 2018

EXAMPLES OF AIRBNB PRICE GOUGING AT THE MASTERS TOURNAMENT IN AUGUSTA

Ad Listing: 3/3 Entertainment home w/ Deck and Pool

Entire Home · Augusta, Hosted by Kigwana a commercial operator with currently four other listings on Airbnb.

April 5 – April 8	April 10
\$1,150/night	\$175/night
https://www.airbnb.com/rooms/23418164?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1&check_in=2018-04-05&check_out=2018-04-08	https://www.airbnb.com/rooms/23418164?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1&check_in=2018-04-10



Screenshot of pricing on Airbnb.com

\$1,150 per night
★★★★ 4

Dates
04/05/2018 → 04/08/2018

Guests
1 guest

\$1,150 x 3 nights \$3,450

Cleaning fee ⓘ \$75

Service fee ⓘ \$197

Total \$3,722

Request to Book

You won't be charged yet

People are eyeing this place.
16 others are looking at it for these dates.

\$175 per night
★★★★ 4

Dates
04/10/2018 → Check Out

Guests
1 guest

Check Availability

AIRBNB
Price increase for
The Masters

+\$975/night

557%
increase



REPORT

Airbnb's the Masters Tournament price gouging in Augusta, GA – April 5 - April 8, 2018

EXAMPLES OF AIRBNB PRICE GOUGING AT THE MASTERS TOURNAMENT IN AUGUSTA

Ad Listing: Golfers retreat home 6 miles from Augusta National

Entire House · Augusta, Hosted by Shannon

April 5 – April 9	April 10 -13
\$850/night	\$175/night
https://www.airbnb.com/rooms/17559101?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1&check_in=2018-04-05&check_out=2018-04-09#neighborhood	https://www.airbnb.com/rooms/17559101?location=Augusta%2C%20GA%2C%20United%20States&guests=1&adults=1&check_in=2018-04-10&check_out=2018-04-13



Screenshot of pricing on Airbnb.com

\$850 per night

Dates: Apr 5 – Apr 9 Guests: 1 guest

\$850 x 4 nights	\$3,400
Cleaning fee	\$175
Service fee	\$199
Total	\$3,774

[Request to Book](#)

\$175 per night

Dates: 04/10/2018 → 04/13/2018 Guests: 1 guest

\$175 x 3 nights	\$525
Cleaning fee	\$175
Service fee	\$89
Total	\$789

[Request to Book](#)

You won't be charged yet

AIRBNB
Price increase for
The Masters
+\$675/night
386%
increase