

ANALYSIS REPORT

Airbnb Price Gouging for 2019 Super Bowl Atlanta, GA

From normal rates
on Airbnb



Screenshot on Airbnb
(No dates selected)

To highway robbery
on Airbnb



Screenshot on Airbnb
(February 1 – February 4, 2019 Super Bowl Weekend)



The following report provides a summary of an analysis conducted between January 10, 2019 and January 16, 2019 on Airbnb rentals available for rent on February 1 – February 4, 2019 in the Atlanta area, host location for the 2019 Super Bowl. Data and pricing was pulled directly from Airbnb.com websites.



REPORT

Airbnb's Super Bowl Price Gouging In Atlanta, GA from February 1 – February 4, 2019

AIRBNB'S SUPER BOWL PRICE GOUGING – 2019

Below is a sample list of Airbnb rentals with significant price increases for the Super Bowl in Atlanta.

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 Atlanta	Super Bowl Feb 1 – Feb 4 Rate/Night	Off Event Rate/Night	\$ Rate Increase	Percent Increase
ENJOY PANORAMIC VIEWS OF ATLANTA FROM A TOP FLOOR	\$2,167	\$124	\$2,043	1,648%
ATLANTA!! GEORGIA!! LUXURY BUCKHEAD CONDOMINIUM!!!	\$2,000	\$150	\$1,850	1,233%
Modern & Cozy Apartment—access to Midtown/Buckhead	\$1,200	\$100	\$1,100	1,100%
2Bed 2Bath Parking, Cable, WiFi..Relax in comfort!	\$2,500	\$150	\$2,350	1,566%
Modern Luxury High Rise! Next to Lenox Mall	\$2,000	\$180	\$1,820	1,011%
Amazing Spacious LUXURY 2Bed2Bath BUCKHEAD/MIDTOWN	\$2,500	\$90	\$2,410	2,678%
2 Level Arcade Loft In Midtown's Atlantic Station	\$1,999	\$284	\$1,715	604%
Polish Properties /Atlanta Buckhead	\$1,920	\$225	\$1,695	753%
Loft Living	\$2,000	\$100	\$1,900	1,900%
The Work & Sleep Loft In Midtown Atlantic Station	\$2,994	\$284	\$2,710	954%
NICE 2 Bedroom Condo in Smyrna NEAR SUNTRUST PARK	\$1,333	\$125	\$1,208	966%

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

EXAMPLES OF AIRBNB PRICE GOUGING AT THE SUPER BOWL GAME IN ATLANTA

Ad Listing: ENJOY PANORAMIC VIEWS OF ATLANTA FROM A TOP FLOOR

1 Bedroom Apartment · Atlanta, Hosted by Zakiyya

February 1 - 4	February 19 – 22
\$2,167/night	\$124/night
https://airbnbwatch.org/wp-content/uploads/2019/01/ENJOY-PANORAMIC-VIEWS-OF-ATLANTA-FROM-A-TOP-FLOOR_SB.png	https://airbnbwatch.org/wp-content/uploads/2019/01/ENJOY-PANORAMIC-VIEWS-OF-ATLANTA-FROM-A-TOP-FLOOR.png



Screenshot of pricing on Airbnb.com

\$2,167 per night
★★★★★ 4

Dates
02/01/2019 → 02/04/2019

Guests
1 guest

\$2,167 x 3 nights	\$6,500
Cleaning fee	\$40
Service fee	\$844
Total	\$7,384

Book

You won't be charged yet

\$124 per night
★★★★★ 4

Dates
02/19/2019 → 02/22/2019

Guests
1 guest

\$130 x 3 nights	\$391
5% early bird discount	-\$20
Cleaning fee	\$40
Service fee	\$53
Total	\$464

Book

You won't be charged yet

AIRBNB
price increase for
the Super Bowl

+\$2,043/night

1,648%
increase

EXAMPLES OF AIRBNB PRICE GOUGING AT THE SUPER BOWL GAME IN ATLANTA

Ad Listing: ATLANTA!! GEORGIA!! LUXURY BUCKHEAD CONDOMINIUM!!!

1 Bedroom Condo · Atlanta, Hosted by Amber

February 1 - 4	February 19 - 22
\$2,000/night	\$150/night
https://airbnbwatch.org/wp-content/uploads/2019/01/ATLANTA-GEORGIA-LUXURY-BUCKHEAD-CONDOMINIUM_SB.png	https://airbnbwatch.org/wp-content/uploads/2019/01/ATLANTA-GEORGIA-LUXURY-BUCKHEAD-CONDOMINIUM.png



Screenshot of pricing on Airbnb.com

\$2,000 per night

Dates: 02/01/2019 → 02/04/2019

Guests: 1 guest

\$2,000 x 3 nights	\$6,000
Service fee	\$774
Total	\$6,774

Book

You won't be charged yet

\$150 per night

Dates: 02/19/2019 → 02/22/2019

Guests: 1 guest

\$150 x 3 nights	\$450
Service fee	\$58
Total	\$508

Book

You won't be charged yet

AIRBNB
price increase for
the Super Bowl

+\$1,850/night

1,233%
increase

EXAMPLES OF AIRBNB PRICE GOUGING AT THE SUPER BOWL GAME IN ATLANTA

Ad Listing: Modern & Cozy Apartment—access to Midtown/Buckhead

1 Bedroom Apartment · Atlanta, Hosted by Christina

February 1 – 4	February 18 – 21
\$1,200/night	\$100/night
https://airbnbwatch.org/wp-content/uploads/2019/01/Modern-Cozy-Apartment%E2%80%94access-to-Midtown-Buckhead_SB.png	https://airbnbwatch.org/wp-content/uploads/2019/01/Modern-Cozy-Apartment%E2%80%94access-to-Midtown-Buckhead.png



Screenshot of pricing on Airbnb.com

\$1,200 per night

Dates: 02/01/2019 → 02/04/2019

Guests: 1 guest

\$1,200 x 3 nights	\$3,600
Cleaning fee	\$60
Service fee	\$472
Total	\$4,132

Book

You won't be charged yet

\$100 per night

Dates: 02/18/2019 → 02/21/2019

Guests: 1 guest

\$100 x 3 nights	\$300
Cleaning fee	\$60
Service fee	\$46
Total	\$406

Book

You won't be charged yet

**AIRBNB
price increase for
the Super Bowl**

+\$1,100/night

**1,100%
increase**

EXAMPLES OF AIRBNB PRICE GOUGING AT THE SUPER BOWL GAME IN ATLANTA

Ad Listing: 2Bed 2Bath Parking, Cable, WiFi..Relax in comfort!

2 Bedroom Apartment · Atlanta, Hosted by Renae

February 1 – 4	February 19 – 22
\$2,500/night	\$150/night
https://airbnbwatch.org/wp-content/uploads/2019/01/2Bed-2Bath-Parking-Cable-WiFi..Relax-in-comfort_SB.png	https://airbnbwatch.org/wp-content/uploads/2019/01/2Bed-2Bath-Parking-Cable-WiFi..Relax-in-comfort.png



Screenshot of pricing on Airbnb.com

\$2,500 per night
★★★★★ 3

Dates: 02/01/2019 → 02/04/2019

Guests: 1 guest

\$2,500 x 3 nights	\$7,500
Cleaning fee	\$60
Service fee	\$975
Total	\$8,535

Book

You won't be charged yet

\$150 per night
★★★★★ 3

Dates: 02/19/2019 → 02/22/2019

Guests: 1 guest

\$150 x 3 nights	\$450
Cleaning fee	\$60
Service fee	\$66
Total	\$576

Book

You won't be charged yet

AIRBNB
price increase for
the Super Bowl

+\$2,350/night

1,566%
increase