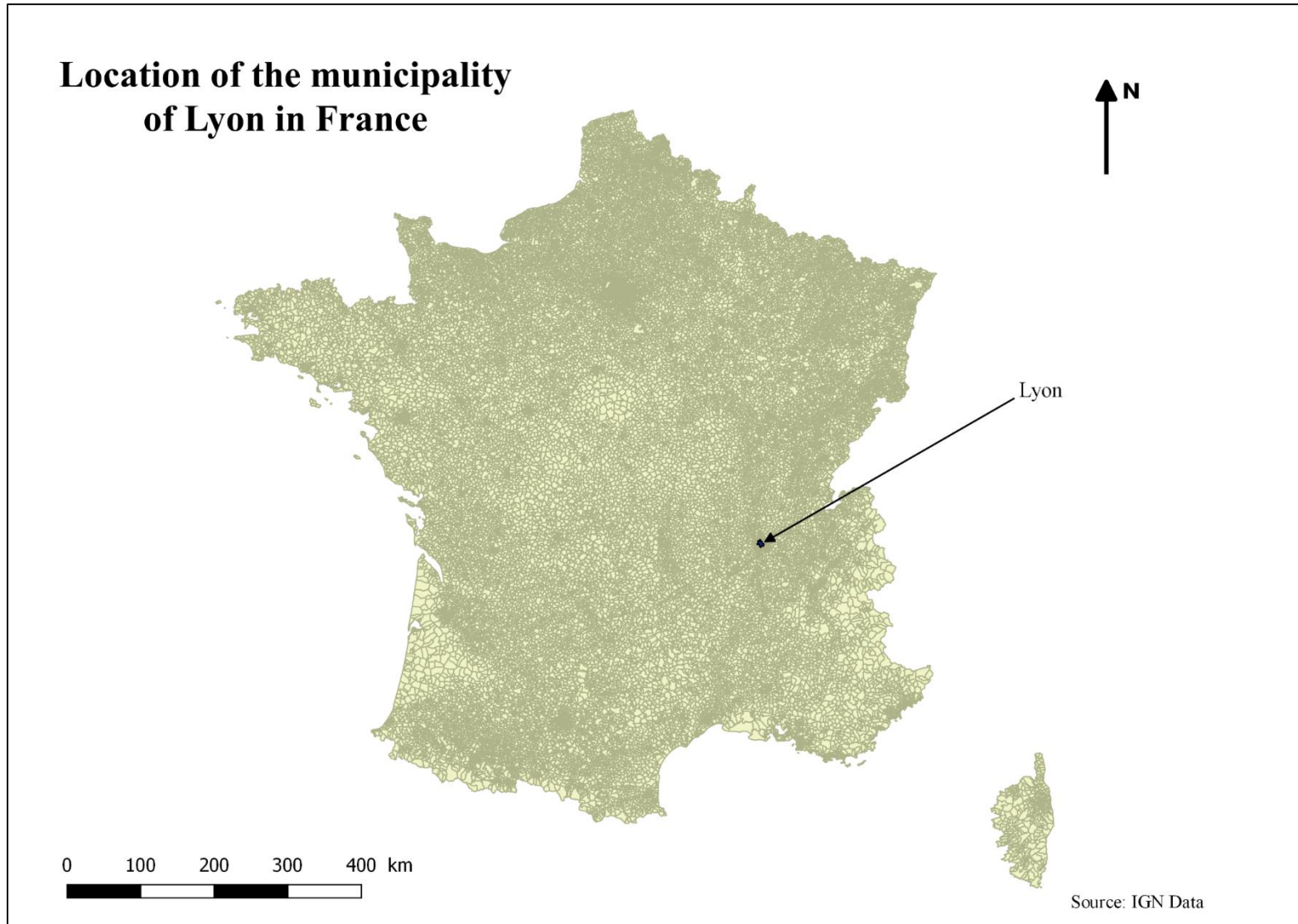


Being an host, becoming an entrepreneur? Empirical evidence from Lyon

Guillaume Barral – Université Jean Moulin Lyon 3

Lyon: an attractive world city in formation



- Grande métropole
- Ville très importante
- Ville importante
- L'axe vital de l'Europe
- L'arc méditerranéen

Source: Les Mots du SCOT, SPAL (January, 2010)



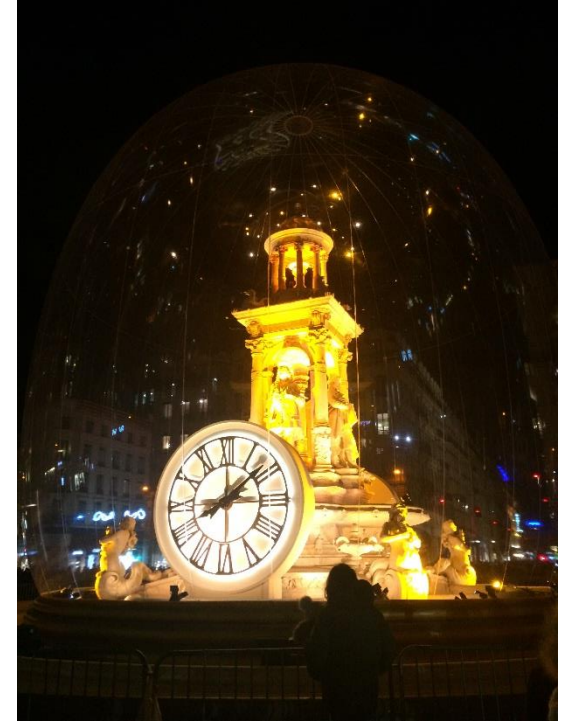
View of Lyon and its skyline – Picture taken by Guillaume Barral on April, 14th in 2017



Sculpture ONLYLYON Place Bellecour à Lyon – Picture taken in 2010 by an inhabitant and published on <http://ressources.lyon-france.com/myonlylyon/>

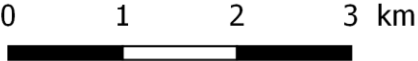
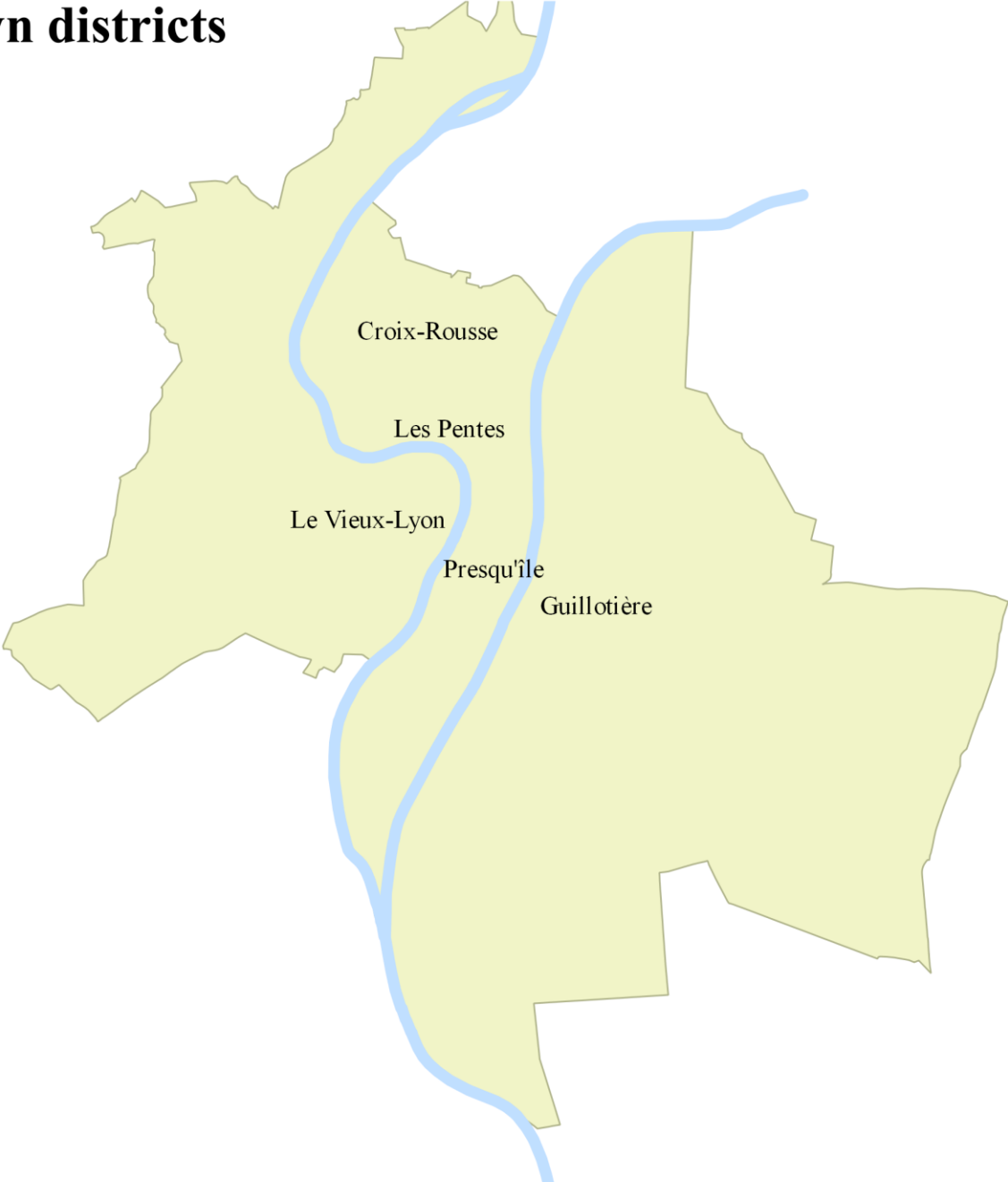


Europe's Leading City Break Destination 2016: Lyon, France
Mr Graham Cooke, President & Founder, World Travel Awards and Mr François Gaillard, CEO, Lyon Tourist Board



Golden Hours, by Jacques Rival – Picture taken by Guillaume Barral during la Fête des Lumières, on December, 7th in 2017

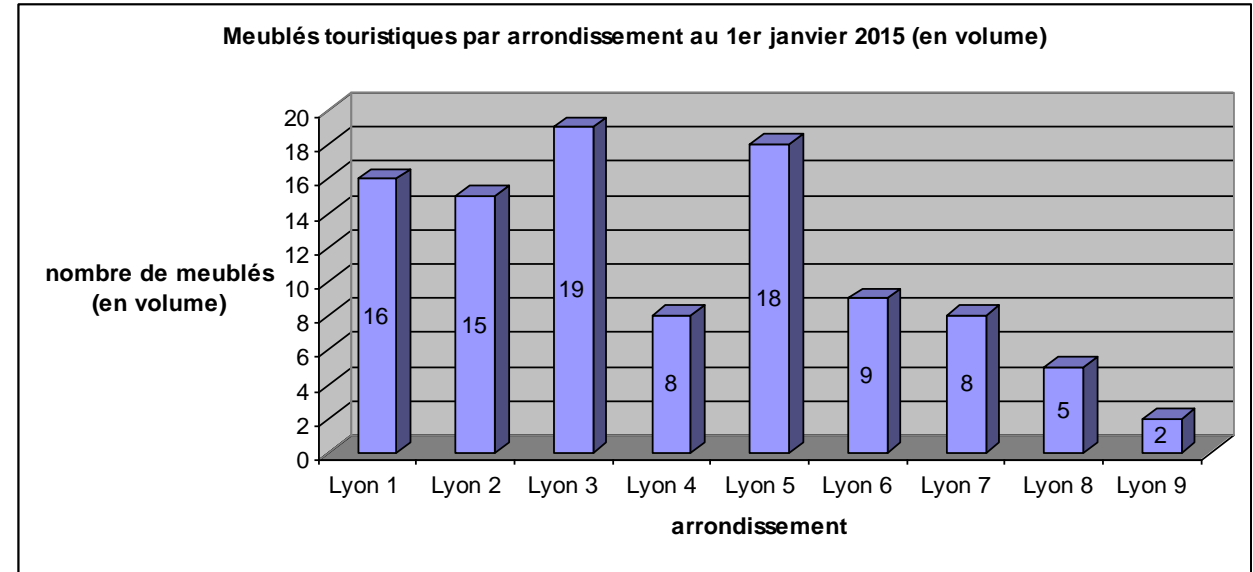
Lyon : some known districts



Source: IGN Data

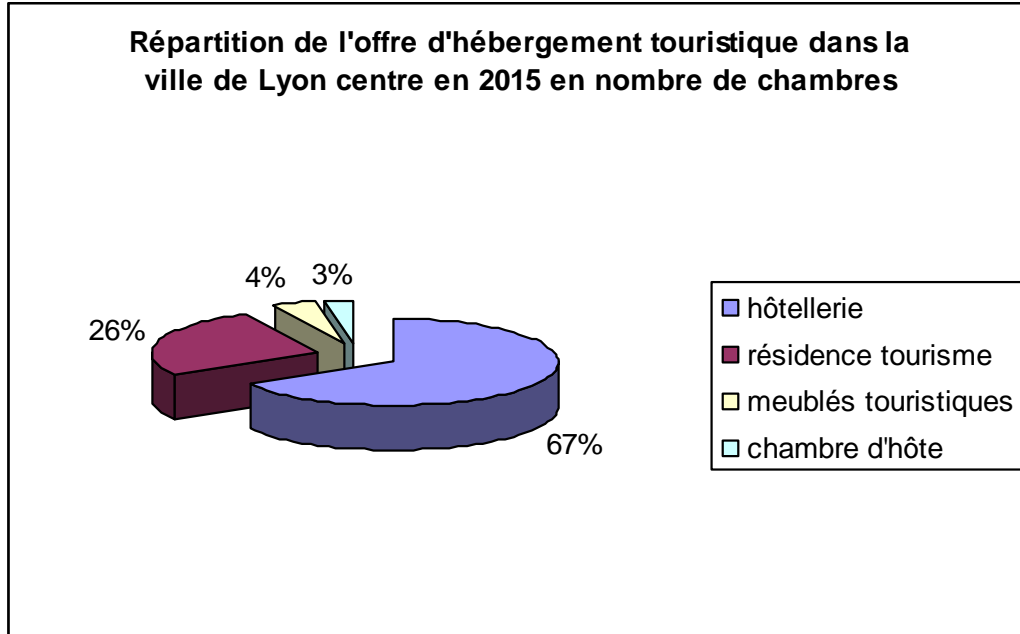
Airbnb market on Lyon

- 2015: 477 tourist accommodations were declared according to the Métropole
 - But, a problematic reality: the growing number of short-term rentals without any authorization, and the multiplication of “professional hosts”



Source: VINCENT A., 2015, *Les meublés touristiques dans la Ville de Lyon*, Rapport d'étude.

- 2017: 15547 different listings on Lyon (5,3% of all accommodations) according to the data extracted by Tom Slee
 - 13198 hosts on Lyon (3,2% of Lyon inhabitants)
 - 76,53 entire home/apartment, 22,37 private room, 1,1% shared room
 - Mean price : 90,92\$

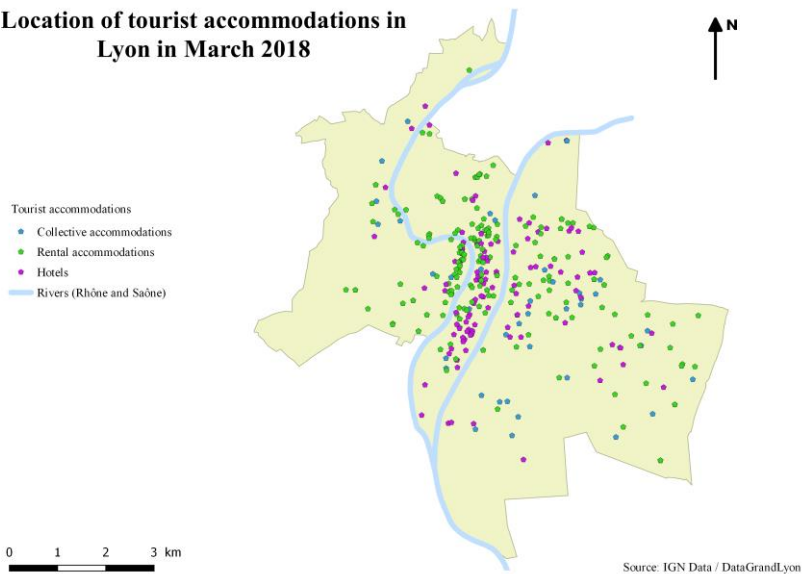


Source: VINCENT A., 2015, *Les meublés touristiques dans la Ville de Lyon*, Rapport d'étude.

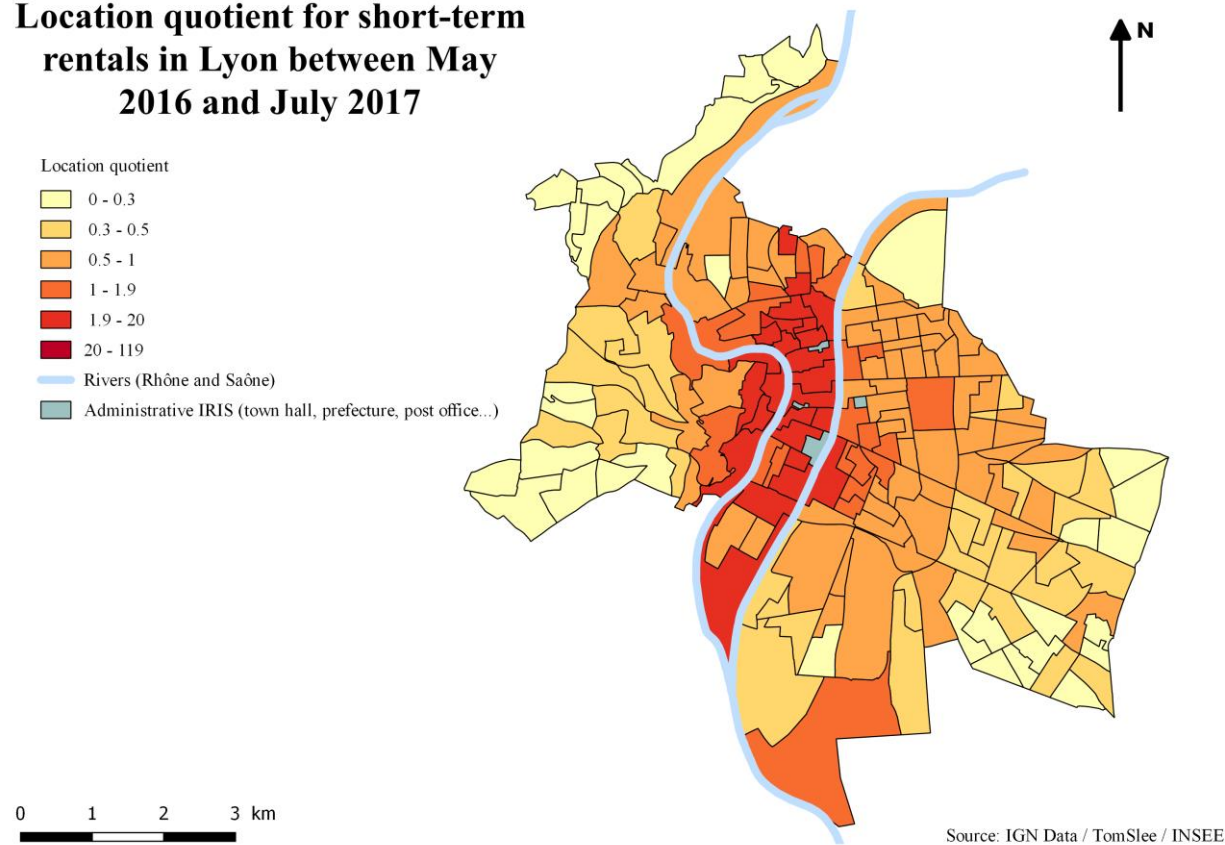
Location of heritage sites in Lyon



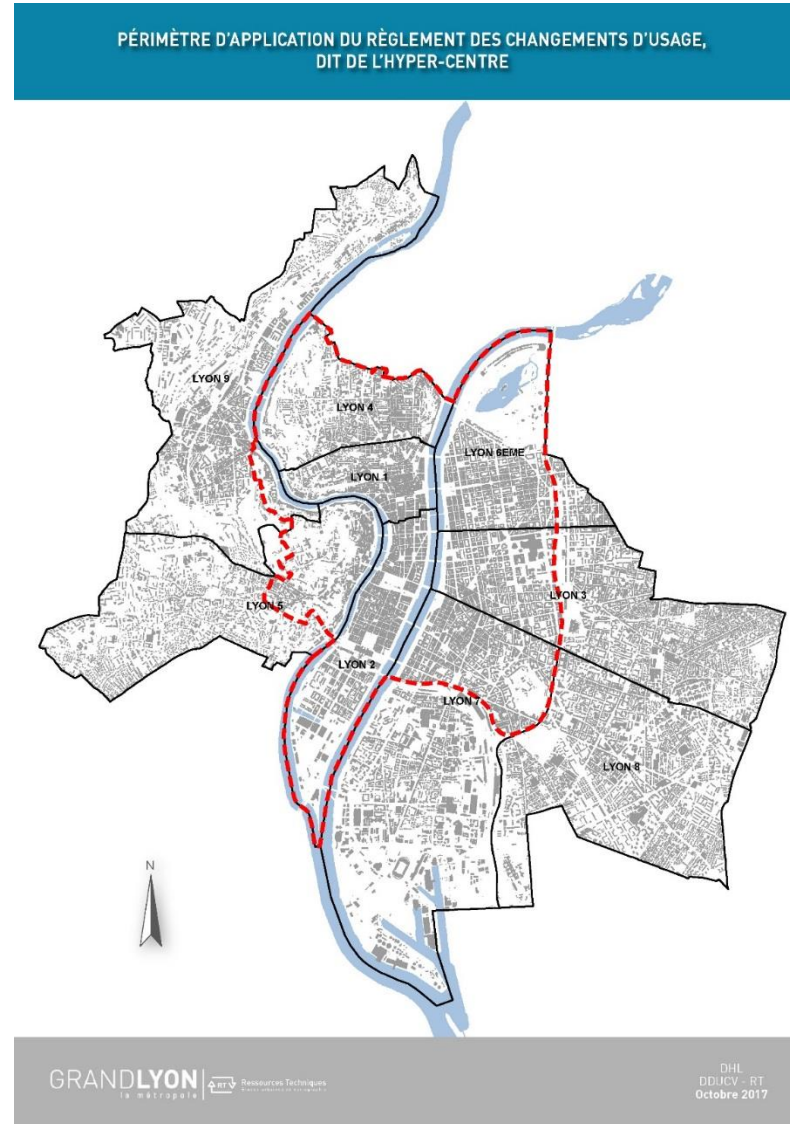
Location of tourist accommodations in Lyon in March 2018



Location quotient for short-term rentals in Lyon between May 2016 and July 2017



A new law: compensation and limitation in the “hypercentre”

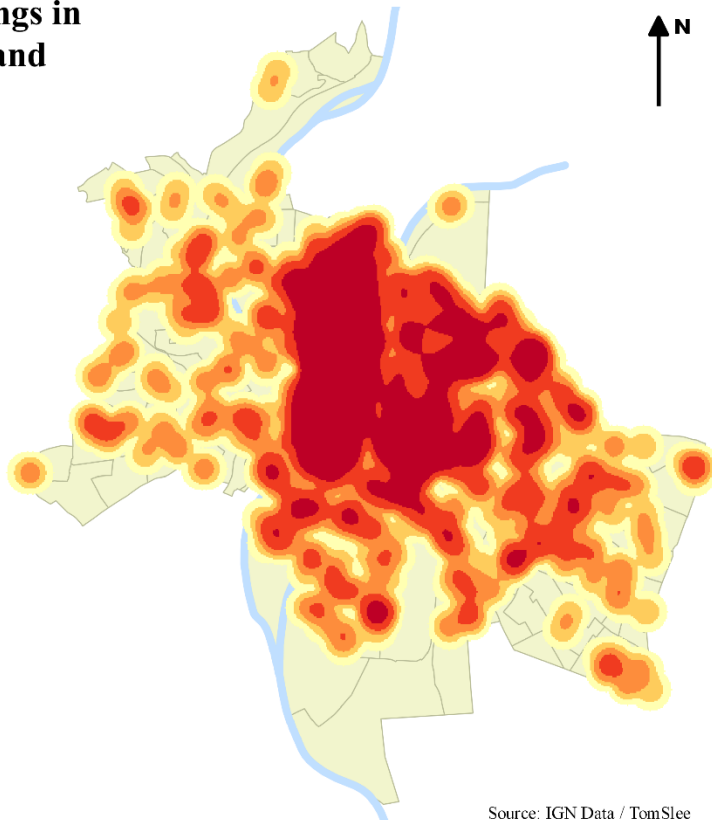
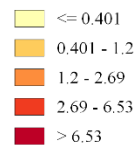


But who are these professional ? The multi-listers... and some unique listers

- 578 multi-listers (4,4% of all hosts)
- 1752 listings belong to multi-listers (20% of all listings)
- Mean price : 94\$

Concentration of multi-listings in Lyon between May 2016 and July 2017

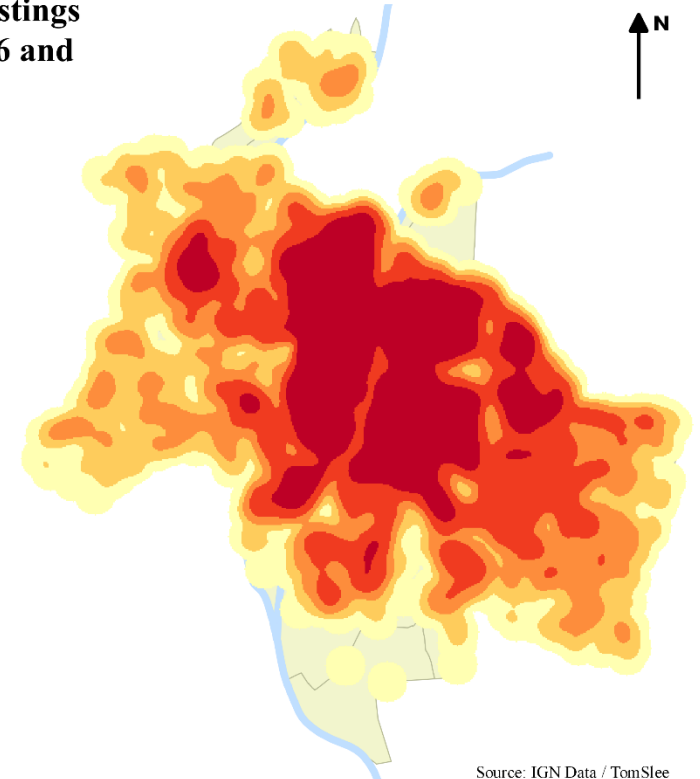
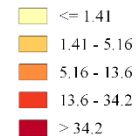
Concentration of multi-listings



Source: IGN Data / TomSlee

Concentration of unique listings in Lyon between May 2016 and July 2017

Concentration of unique listings



Source: IGN Data / TomSlee