

SHORT STAY PROPERTY INCOME EVALUATION REPORT:

PROPERTY AT EERIKINKATU 44, HELSINKI

INTRODUCTION TO EERIKINKATU, HELSINKI

Eerikinkatu is situated in the heart of Helsinki, Finland's vibrant capital, known for its blend of modern design and historical charm. Located within the bustling Kamppi district, Eerikinkatu is just minutes away from iconic landmarks such as the Helsinki Central Station, the Kamppi Shopping Centre, and the famous Design District. This area is popular among locals and visitors alike for its excellent connectivity, proximity to cultural attractions, and a wide array of restaurants, cafes, and boutique shops.

The area benefits from excellent public transport, including trams and buses, making it a prime location for short-term rentals. Furthermore, its central location places it within walking distance of major city attractions like the Ateneum Art Museum, the Market Square, and the beautiful Esplanadi Park.

PROPERTY INFORMATION:

- Location: Eerikinkatu 44, Helsinki
- Size: 55m²
- Capacity: Up to 4 guests
- Cleaning Fee: 65€ per stay (plus taxes)
- Platforms: Airbnb, Booking.com
- Amenities: High-speed Wi-Fi, full kitchen, work desk, pet-friendly options

INCOME POTENTIAL ESTIMATION:

The following estimation provides an overview of potential income based on different seasons and the average nightly rate for platforms like Airbnb and Booking.com. Prices and occupancy rates are influenced by factors such as local events, tourism trends, and the competitive rental market.

Pricing and Occupancy Rates by Season:

- High Season (May - August, December):
 - Nightly Rate: €120
 - Occupancy Rate: 80% - 90%
- Mid Season (April, September - October):
 - Nightly Rate: €100
 - Occupancy Rate: 50% - 70%
- Low Season (January - March, November):

- Nightly Rate: €90
- Occupancy Rate: 30% - 40%

MONTHLY INCOME BREAKDOWN:

1. High-Demand Season: May - August, December
 - Nightly Rate: €120
 - Occupancy Rate: 80%-90%
 - Nights Booked: 24 - 27 nights
 - Monthly Income:
 - Airbnb/Booking.com: €2,880 - €3,240
 - Cleaning Fee: 65€ * 24-27 stays = €1,560 - €1,755
 - Total Income: €4,440 - €4,995
2. Mid-Demand Season: April, September - October
 - Nightly Rate: €100
 - Occupancy Rate: 50%-70%
 - Nights Booked: 15 - 21 nights
 - Monthly Income:
 - Airbnb/Booking.com: €1,500 - €2,100
 - Cleaning Fee: 65€ * 15-21 stays = €975 - €1,365
 - Total Income: €2,475 - €3,465
3. Low-Demand Season: January - March, November
 - Nightly Rate: €90
 - Occupancy Rate: 30%-40%
 - Nights Booked: 9 - 12 nights
 - Monthly Income:
 - Airbnb/Booking.com: €810 - €1,080
 - Cleaning Fee: 65€ * 9-12 stays = €585 - €780
 - Total Income: €1,395 - €1,860

EVENTS CONTRIBUTING TO HIGH DEMAND IN HELSINKI:

- Helsinki Design Week (September): Major international design festival.
- Slush (November): Global startup and tech event attracting thousands.
- Helsinki Christmas Market (December): Increases tourism towards year-end.
- Flow Festival (August): Music and arts festival.
- Helsinki Marathon (August): Sports events bring visitors from around the world.
- New Year's Eve Celebrations (December - January): Boost in visitors.

RISKS OF AIRBNB HOSTING:

Regulatory Risks:

- **Upcoming Regulations:** Finland is allowing municipalities to regulate short-term rentals more strictly. Helsinki may implement zoning restrictions, limiting short-term rental activities in residential areas. Hosts might be required to register their properties or obtain special permits.

- **Local Disturbance Laws:** Noise complaints or disturbances can lead to legal intervention, with housing companies having the right to request restrictions on disruptive rental activities.

Market Risks:

- **Saturation:** Increased competition from other short-term rentals may put downward pressure on nightly rates.

- **Demand Fluctuations:** The seasonal nature of tourism can lead to periods of low occupancy, especially during winter.

DIFFERENTIATION STRATEGIES TO COMPETE IN THE MARKET:

1. **Workation-Friendly Amenities:** Equip the property with high-speed Wi-Fi, ergonomic desks, and dedicated workspaces to attract digital nomads and professionals seeking extended stays.

2. **Eco-Friendly Initiatives:** Install energy-efficient appliances, provide recycling options, and partner with local businesses that focus on sustainable practices. Highlighting eco-conscious efforts will attract environmentally minded travelers.

3. **Local Experience Partnerships:** Collaborate with local businesses to offer exclusive experiences such as guided tours, sauna visits, or culinary experiences. This adds value for guests looking for an authentic Finnish experience.

4. **Pet-Friendly Accommodations:** Allowing pets with an additional cleaning fee can appeal to a broader market, particularly during off-peak seasons.

5. **Extended Stay Discounts:** Offer discounts for stays longer than a week to capture the growing market of travelers seeking mid-term accommodations, especially during slower periods.