

Joshua Tree NP(约书亚树国家公园) airbnb investment report

Group 2: Jianqing Luo

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1) Joshua Tree NP(约书亚树国家公园) 简介



约书亚树国家公园(Joshua Tree National Park)是一个位于南加州的美国国家公园。该公园由美国国会通过1994年《加利福尼亚沙漠保护6767法》而成立。在这之前,约书亚树曾是一个国家纪念区。约书亚树国家公园的命名来自于约书亚树,一种大型丝兰,同时也是莫哈维沙漠的代表性植物。

该公园保护了莫哈维沙漠和部分索诺兰沙漠的生态环境,并且有着各式各样巨大的岩石岩壁,所以也理所当然的是攀岩好手的天堂。

辽阔的沙漠地带和奇特的热带植物使人有种仿佛置身非洲平原的美妙错觉。



3) 主要景点和活动

---沙漠Hiking

---巨石攀岩

---沙漠观星：

在月亮不那么明亮的夜晚，约书亚树国家公园里处处都可以仰望满天繁星。由于沙漠湿气较低且远离城市，因而夜空漆黑，极利于观察星座、行星，甚至可以观测到远方的星系。

3) 短租政策法律分析

短租法律不完善，比较友好

Joshua Tree is a desert CDP, not a city. No airbnb regulation yet.

Note:

Although the Airbnb regulations of San Bernardino's cities, unincorporated communities, and mountain CDPs have been clearly-defined, the same has not been true of its desert CDPs.

Joshua Tree's planning commissioners have proposed an ordinance that was most recently modified on September 5, 2019.

As per the ordinance, short-term non-owner occupied rentals are permitted for 30 days or fewer at a time.
The most notable regulations that will apply to Airbnb Joshua Tree vacation rentals include:

An operating permit that must be renewed every two years

Follow maximum occupancy standards based on unit square footage

Offer on-site parking

Sign up for trash service

Provide guests with a copy of the unit's rules

The owner (or someone else) must be available to guests by phone 24-hours a day and be able to show up at the property within an hour

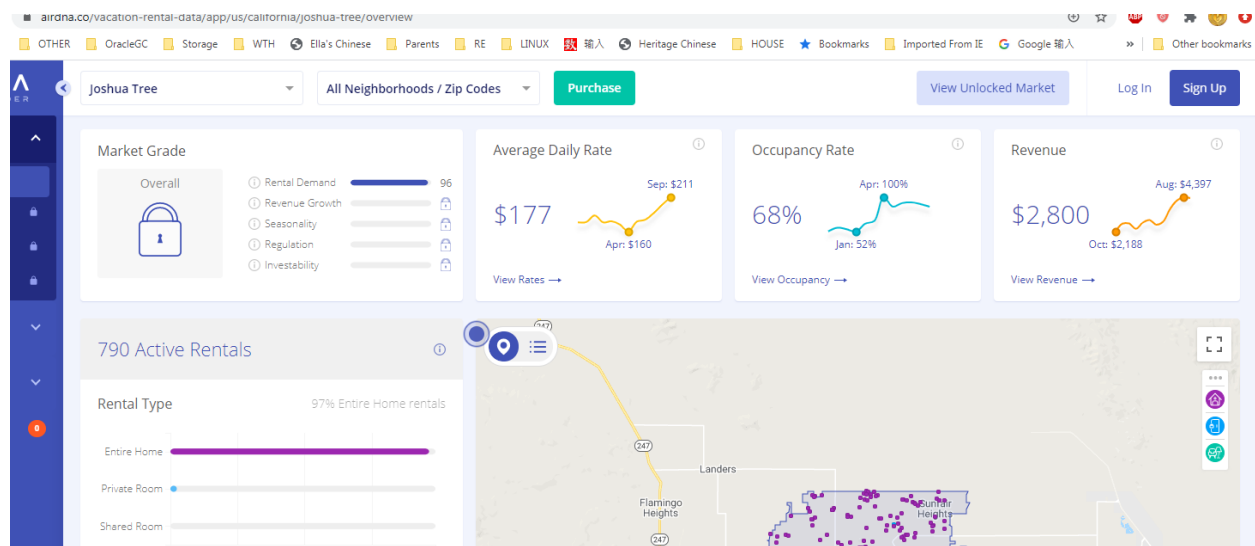
3)Real Estate投资分析 (Market Analysis)

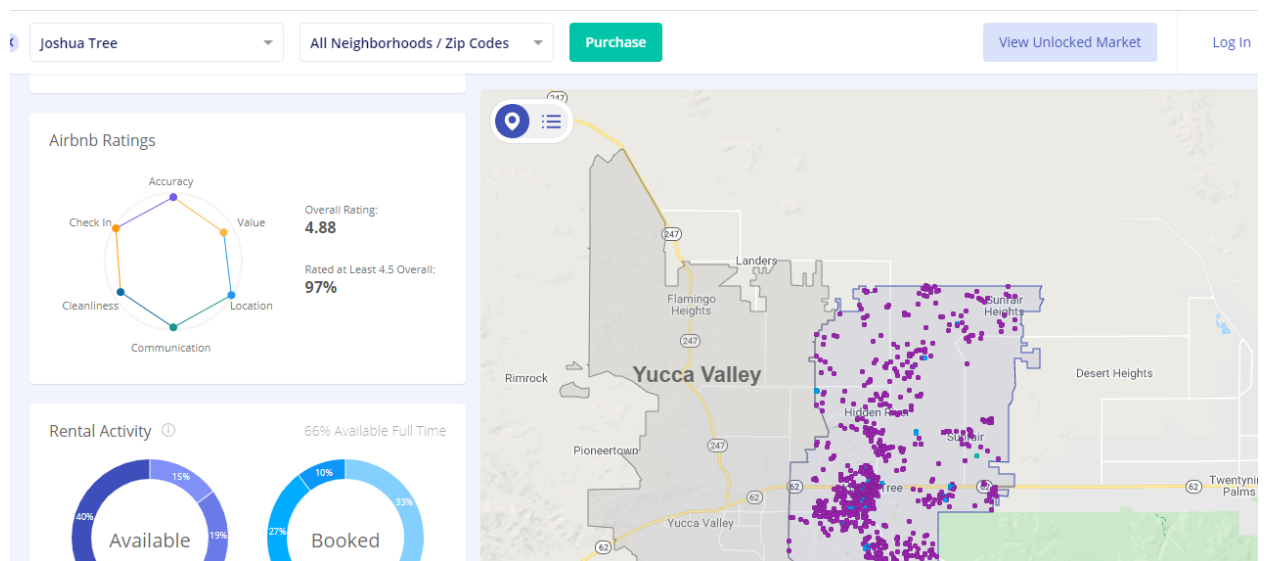
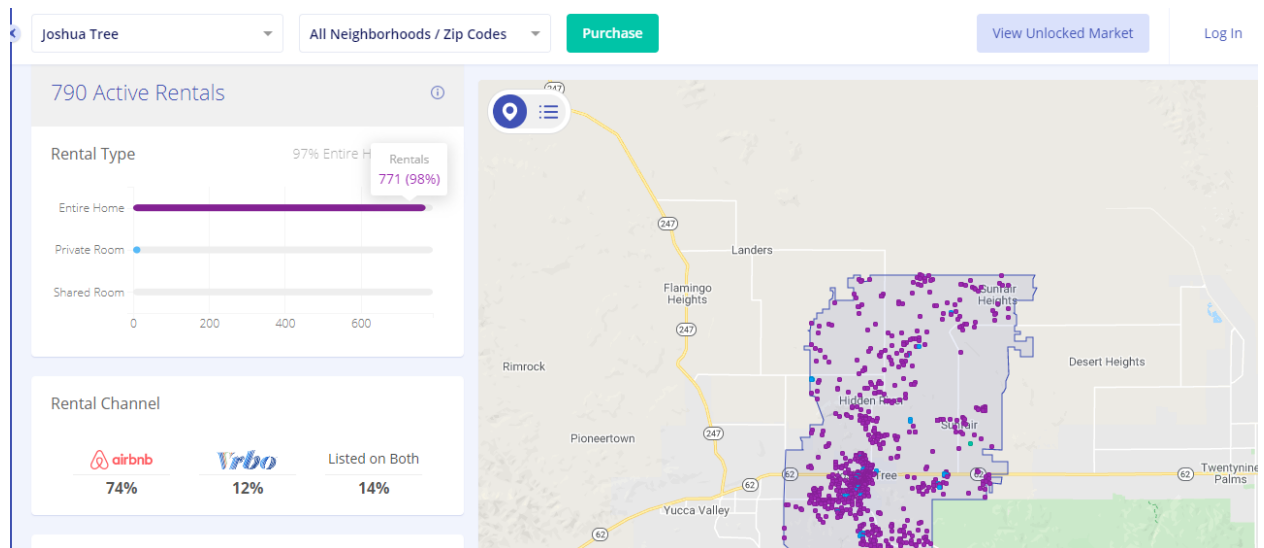
A. Profitable?

Airbnb data for Joshua Tree:

- Average Airbnb Rental Income: \$3,061
- Average Return on Investment: 7.43%
- Average Airbnb Occupancy Rate: 59%

\$177 Average Daily Rate:





B)升值 appreciation.

In 2020, Zillow projects the average Joshua Tree investment property to increase in value by a 8.6%. The actual number is even higher.

We found a typical house about Joshua Tree real estate investments:

Median Property Price: \$189,000

Traditional Rental Income: \$910

Airbnb Rental Income: \$2,350
Traditional CoC Return: 2.1%
Airbnb CoC Return: 10.8%
Traditional Cap Rate: 5.8%
Airbnb Cap Rate: 15.1%
Airbnb Occupancy Rate: 47.2%

C)Affordability

Investing in Joshua Tree real estate is very affordable,
especially compared to median prices in other markets in California:
Long Beach (\$589,000),
Napa (\$749,000),
Oakland (\$761,000),
San Diego (\$828,000),
and Los Angeles (\$939,000).

4)Short Rental Business Model

B2C

Model 1)Purchase the SFH/MFH and rent as entire house in AIRBNB



Model 2) Rent the camping site and buy the RV/Trailers, rent the entire RV in AIRBNB





Model 3) Rent the campsite and buy the tent with skylight, suitable for star viewing.

8)Customer Visitor Analysis

Mainly from California. Age varies evenly. So it's popular for everybody.

<https://irma.nps.gov/DataStore/DownloadFile/559578>

United States visitors by state of residence

Question 20b

For you and your personal group on this visit, what is your state of residence?

Note: Response was limited to seven members from each visitor group.

Results

- U.S. visitors were from 45 states and Washington, D.C. and comprised 81% of total visitation to the park during the survey period.
- 62% of U.S. visitors came from California (see Table 5 and Figure 8).
- 6% came from Washington.
- Smaller proportions came from 43 other states and

Table 5. United States visitors by state of residence

State	Number of visitors	Percent of U.S. visitors N=1,023 individuals*	Percent of total visitors N=1,269 individuals
California	630	62	50
Washington	58	6	5
Colorado	35	3	3
Oregon	27	3	2
Illinois	22	2	2
Arizona	21	2	2
New York	17	2	1
Texas	17	2	1
Virginia	17	2	1
Arkansas	14	1	1
Iowa	12	1	1
Florida	11	1	1
Nevada	11	1	1
Pennsylvania	10	1	1
Louisiana	9	1	1
Massachusetts	9	1	1
Minnesota	8	1	1
Maryland	6	1	<1
Ohio	6	1	<1
Wisconsin	6	1	<1
25 other states and Washington, D.C.	77	8	6

Visitor age

Question 20a

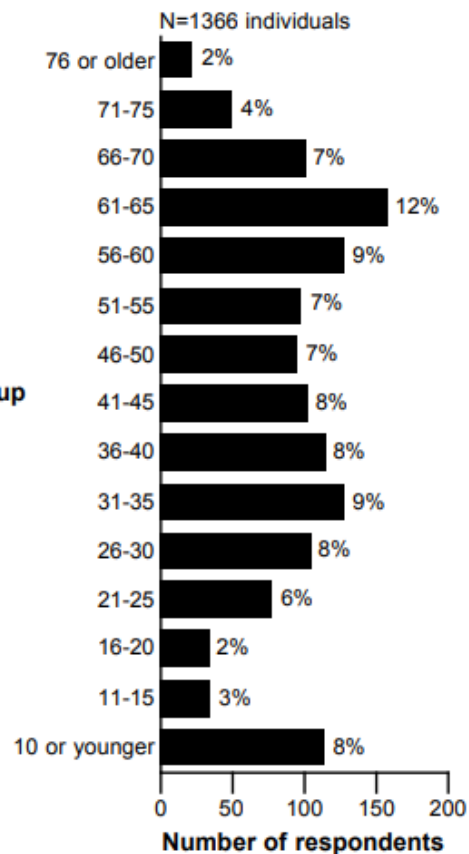
For you and your personal group on this visit, what is your current age?

Note: Response was limited to seven members from each visitor group.

Results

- Visitor ages ranged from 1 to 88 years.
- 28% of visitor groups were 56 to 70 years old (see Figure 10).
- 25% were 26 to 40 years old.
- 11% were in the 15 years or younger age group.
- 6% were 71 years or older.

Age group (years)



Majority: 21-40 years old and 50-65 years old

9)Short Rent plus experience courses.

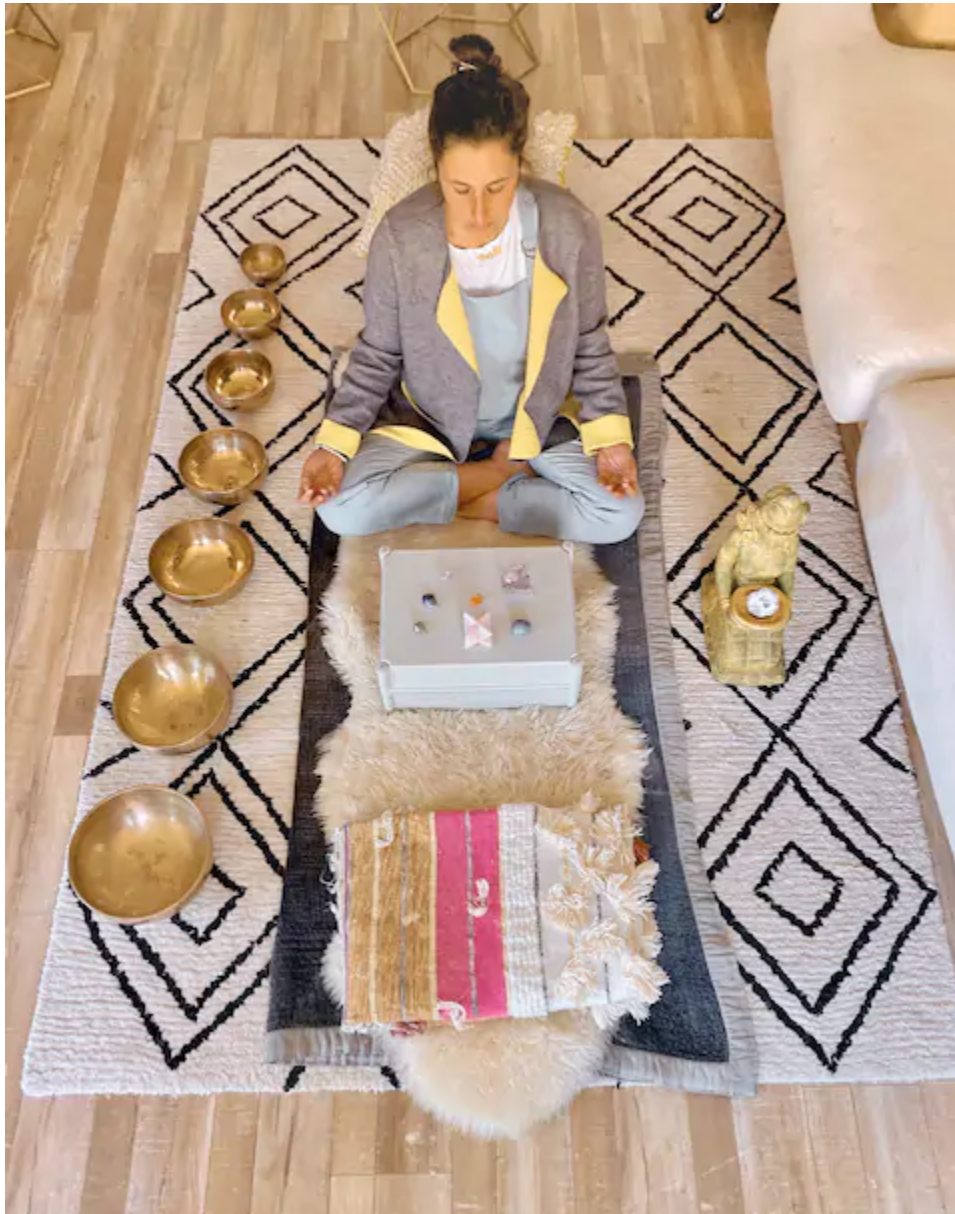
1)Work with the Yoga training institute

比如:“在约书亚树浩瀚的沙漠体验Desert YOGA”



2)Work with the meditation workshop

比如：“在约书亚树能量场中体验灵气疗法和音疗“



10)Business Development

--Set up a short Rental chain/**Franchise**. Focusing on the short rental and RV/Trailer in different National Parks.

--work with the local events, for example, Joshua Tree Musical Festival to set up the partnerships

KOA

11)Challenges

--most visitors are local and may only take one day trip

--seasonal factor:

--upfront renovation cost may be high