

Overview of the Airbnb Community in Austin, Texas

Introduction

Since 2008, Austin residents have been welcoming guests into their homes on Airbnb.

Much like the people of Austin, our hosts and guests hail from all walks of life. Yet, emerging from that diversity are several common themes about who our hosts and guests are and why they choose Airbnb. Their collective impact is quickly becoming an important force for good for Austin's middle class residents and economy as a whole.

This report summarizes some of those themes and trends. Through this information and continued dialogue with the people of Austin, our hope is to inform ongoing conversations about home sharing with data that show the benefits of responsible home sharing.

Home sharing allows people to turn what is generally one of their greatest expenses into a tool to help make ends meet. Many Airbnb hosts are middle class residents who share their homes to pay the bills. Meanwhile, Airbnb guests generate sustainable, local economic activity that supports small businesses.

Thank you in advance for reading this report. We look forward to further discussions on how best to preserve, enhance and expand the many benefits of responsible home sharing in the great city of Austin.

Airbnb

Airbnb Community in Austin: Fact Sheet

The following summarizes key trends for the hosts who hosted in Austin in the past year and the guests who visited Austin on Airbnb in the past year.

Responsible home sharing is creating a new economic engine for Austin.

DIRECT GUEST SPENDING AT AUSTIN BUSINESSES

\$124 million

HOSTS WHO RECOMMEND LOCAL BUSINESSES TO THEIR GUESTS

98%

GUESTS WHO SPENT THE MONEY THEY SAVED BY STAYING ON AIRBNB ON FOOD, SHOPPING, ETC. IN AUSTIN

63%

Airbnb hosts are long-time residents committed to the community.

AVERAGE NUMBER OF YEARS A HOST HAS LIVED IN AUSTIN

16 years

AVERAGE HOST AGE

37

HOSTS OVER AGE 50

30%

The vast majority of Airbnb hosts share their primary home and do so on an occasional basis.

HOSTS WHO RENT THEIR PRIMARY RESIDENCE

85%

LISTINGS RENTED FEWER THAN 30 DAYS IN THE PAST YEAR

67%

Home sharing provides hosts with modest but significant supplemental income to help make ends meet.

ANNUAL EARNINGS FOR A TYPICAL HOST

\$4,300

AIRBNB INCOME USED FOR TYPICAL HOUSEHOLD EXPENSES LIKE RENT/MORTGAGE, BILLS, & SAVINGS

58%

Airbnb guests travel in small groups and stay in small properties.

ACTIVE LISTINGS THAT HAVE 3 OR FEWER BEDROOMS

92%

PERCENT OF TRIPS THAT INVOLVES 4 OR FEWER GUESTS

87%

Guests stay with Airbnb for a more localized and accommodating experience.

GUESTS WHO CHOSE AIRBNB BECAUSE OF THE AMENITIES

92%

GUESTS WHO CHOSE AIRBNB SO THEY CAN "LIVE LIKE A LOCAL"

87%

GUESTS FOR WHOM AIRBNB DEFINITELY MAKES THEM MORE LIKELY TO RETURN TO AUSTIN

77%

Note: All data above is drawn from Airbnb proprietary bookings data, or based on a survey of hosts and guests in Austin. The past year constitutes the period from October 1, 2014 through September 30, 2015.

Responsible home sharing: a new engine for the Austin economy

Airbnb guests and hosts contribute to local economic health. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come or been able to stay as long. Much of this economic activity goes towards supporting local resident hosts and local businesses that don't typically benefit from tourism spending.

GROWING TOURISM

GUESTS WHO WOULD NOT HAVE COME OR NOT HAVE STAYED AS LONG WITHOUT AIRBNB

29%

GUESTS WHO SPENT THE MONEY THEY SAVED BY STAYING ON AIRBNB ON FOOD, SHOPPING, ETC.

63%

GUESTS FOR WHOM AIRBNB DEFINITELY MAKES THEM MORE LIKELY TO RETURN TO AUSTIN

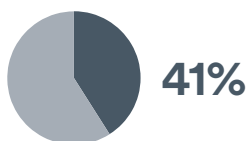
77%

GUEST SPENDING

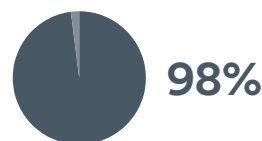
TOTAL GUEST SPENDING AT AUSTIN BUSINESSES

\$124 million

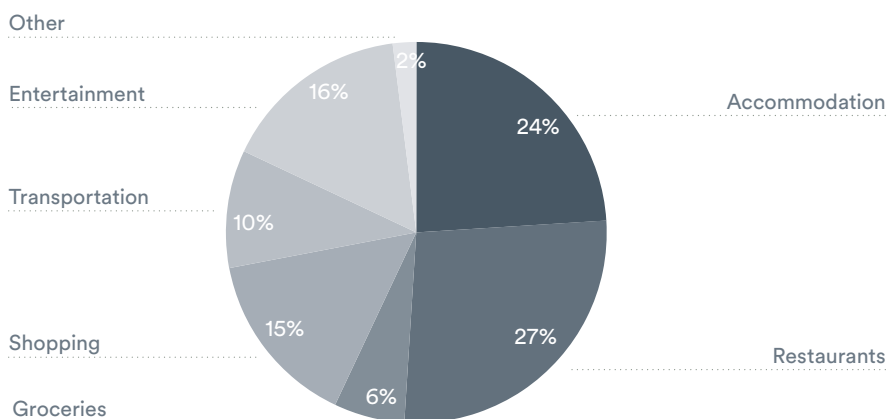
GUEST SPENDING THAT STAYS IN THE LOCAL NEIGHBORHOOD WHERE THE GUEST STAYED



HOSTS WHO RECOMMEND LOCAL BUSINESSES TO THEIR GUESTS



VISITOR SPENDING PATTERNS



The average Airbnb guest spends \$575 per trip.

Note: All data above is drawn from Airbnb proprietary bookings data, or based on a survey of hosts and guests in Austin.

Host Snapshot

The vast majority of Airbnb hosts are long-time residents who rent their primary homes on occasion to generate modest but significant supplemental income.

HOST DEMOGRAPHIC PROFILE

AVERAGE HOST AGE

37

HOSTS OVER AGE 50

30%

AVERAGE NUMBER OF YEARS A HOST HAS LIVED IN AUSTIN

16 years

HOSTING BEHAVIOR

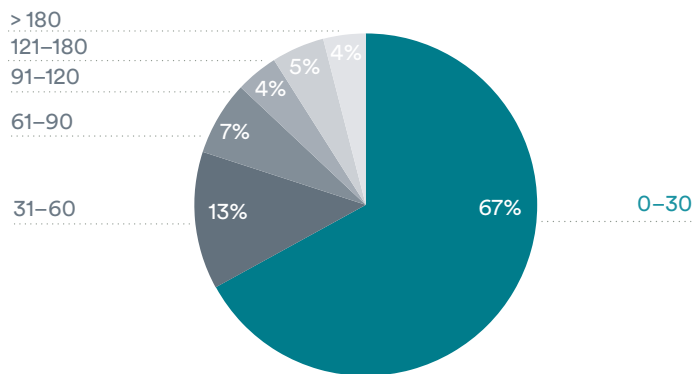
ANNUAL EARNINGS FOR A TYPICAL HOST

\$4,300

HOSTS WHO RENT THEIR PRIMARY RESIDENCE

85%

NIGHTS HOSTED PER LISTING IN THE PAST YEAR



Two thirds of all listings are rented for fewer than 30 days of the year.

ECONOMIC BENEFIT TO HOSTS

HOSTS WHO USE AIRBNB INCOME TO MAKE ENDS MEET

44%

HOSTS FOR WHOM RENT/MORTGAGE IS THE LARGEST MONTHLY EXPENSE

77%

AIRBNB INCOME USED FOR TYPICAL HOUSEHOLD EXPENSES LIKE RENT/MORTGAGE, BILLS, & SAVINGS

58%

“ I use income from Airbnb to keep my home. Prior to hosting on Airbnb, I was considering selling my home because I could not afford it.

Airbnb Host in Austin, Edith F., age 43

Note: All data above is drawn from Airbnb proprietary bookings data, or based on a survey of hosts and guests in Austin.

Guest Profile

Airbnb guests come from all over to visit Austin for work, leisure, and family and friends. Guests choose to stay in Airbnb properties because they are looking for an authentic, local, and amenity-rich experience.

GUEST PROFILE

AVERAGE GROUP SIZE

2.7 people

AVERAGE AGE OF BOOKING GUEST

36

GUESTS WHO CHOSE AIRBNB SO THEY CAN "LIVE LIKE A LOCAL"

87%

BOOKED LISTINGS

TRIPS THAT ARE BOOKED IN LISTINGS WITH ONLY 1 OR 2 BEDROOMS

85%

ACTIVE LISTINGS THAT HAVE 3 OR FEWER BEDROOMS

92%

GUEST EXPERIENCES

AVERAGE HOST RATING (OUT OF 5)

4.7

GUESTS WHO CHOSE AIRBNB BECAUSE OF THE AMENITIES

92%

AMENITIES PROVIDED BY HOSTS

Kitchen access	93% of listings
Internet access	93%
Laundry	79%
Family-friendly	56%
Pet-friendly	21%

“ I’ve never had anything but stellar experiences with Airbnb... Not only does my family have more space to relax in, we stay in neighborhoods we might not otherwise know about, enjoying local parks, restaurants, haunts and treasures.

Airbnb Guest in Austin, Alice A., age 44

Note: All data above is drawn from Airbnb proprietary bookings data, or based on a survey of hosts and guests in Austin.

All Definitions

Annual Earnings (Typical Host)	Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.
Average Length of Stay	The average length of stay per guest, rather than per trip.
Guest	Airbnb community members who stay in Airbnb listings.
Host	Airbnb community members who rent space on Airbnb.
Inbound Guest	All guests visiting a particular location. Inbound guests includes guests who live in the same location they may have stayed in.
Listing (Active)	A property listed on Airbnb. Listings may include entire homes or apartments, private rooms or shared spaces. Active Listings are all listings that appear on the website during a search. Active listings do not necessarily have availability on a particular date or at all.
Nights Hosted (By Listing)	Total number of nights a given listing is rented through Airbnb in the study period.
Primary Residence	A home in which someone lives.
Typical Host	The median host for all hosts who had at least one active listing as of the start of the study period and at least one booking during the study period. Typical host definitions are used to calculate Annual Earnings and Nights Hosted. Presenting the median value for all hosts who were active as of the start of the study period provides the most representative values for the Airbnb host community.