Airbnb: Belong Anywhere

UNWTO Seminar on New Business Models: Disruption and Opportunities
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WHAT IS AIRBNB
Whether an apartment for a night,
a castle for a week,
or a villa for a month,
Airbnb connects people to unique travel experiences.
GROWTH
2013

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS
Airbnb Today

Global

Over 80 million guests all-time.

On our peak night this summer, almost one million guests stayed on Airbnb.

One million guests stayed with Airbnb on New Years Eve 2015.

There are nearly 2 million listings available in over 190 countries.
Trends in Travel
But, traveller demands are changing.
New technologies and business models are responding to these demands.
Impact
Impacts on travel patterns:

1. More destinations considered
2. Better options specifically tailored to traveller’s needs
3. Strengthening non typical destinations
4. Social = more travel
5. Longer and richer stays because of the local host

The Economic Impacts of Home Sharing in Cities Around the World

At Airbnb, we want to learn about our community’s positive impact on the cities we love, visit, and share. Over the past years, we conducted economic impact studies in cities around the world. This is a summary of what we’ve discovered.
To date, tens of millions of travelers have chosen Airbnb to experience cities not as tourists, but as locals.

79% of travelers want to explore a specific neighborhood

91% of travelers want to "live like a local"

74% of Airbnb properties are outside the main hotel districts

Airbnb travelers stay longer and spend more in diverse neighborhoods throughout the city.

Airbnb guests stay 2.1x longer than typical visitors

Airbnb guests spend 1.8x more than typical visitors

42% of guest spending is in the neighborhoods where they stayed.

The following data reflect learnings from impact studies and surveys in San Francisco, New York, Paris, Amsterdam, Berlin, Barcelona, London, Munich, Sydney, Portland, Montreal, Los Angeles, Boston, and Athens.
Paris

70% of Airbnb properties are located outside the 6 main hotel districts
Amsterdam

73% of Airbnb properties are located outside major hotel areas.
Hundreds of thousands of hosts worldwide have welcomed these travelers to their homes. Hosting helps them make ends meet.

- **52%** are low to moderate income
- **53%** say that hosting helped them stay in their homes
- **81%** of hosts share the home in which they live
- **48%** of host income is used to pay for regular household expenses like rent and groceries

The Airbnb community benefits local economies across the world by supporting residents and local businesses, and encouraging cultural exchange.
Developments around the world

Hamburg  Paris  Amsterdam  London
Working with Cities

Rio
Increasing Capacity

Tel Aviv
Helping cities tell their story

Victoria
Emergency Response