



Overview of the Airbnb Community in Washington, DC

October 17, 2016

Executive Summary / 2

Overview of the Community / 3

Host Profile / 5

Guest Profile / 7

Environmental Impact / 12

Neighborhood and Ward Studies / 13



Executive Summary: Washington, DC

Founded in August 2008, Airbnb is a community marketplace for people to list and book accommodations in more than 35,000 cities around the world. Airbnb connects travelers to unique, local experiences.

Airbnb hosts in Washington, DC have been welcoming guests into their homes over the past eight years. Hosts have formed a vibrant community, sharing unique experiences with travelers from around the world. The following document combines Airbnb proprietary data with the results of a survey sent to Airbnb to guests and hosts in Washington, DC.

Economic Impact

\$53M

Income earned by local households from hosting

236,000

Inbound arrival guest arrivals in the past year

Environmental Impact

930 homes

Energy savings equivalent in the areas of environmentally friendly hosting practices, water reduction, waste reduction, greenhouse gas emissions, recycling and shared bicycle use.

Overview of the Airbnb Community in Washington, DC

Airbnb hosts in Washington, DC have been welcoming guests into their homes since 2009. The following page captures the Airbnb community between October 1, 2015 and October 1, 2016.

Hosts

4,400

Hosts who have hosted in the past year

\$3,400

Annual earnings for a typical host

32

Days hosted annually per typical listing

Guests

236,000

Total inbound guest arrivals

4.4 nights

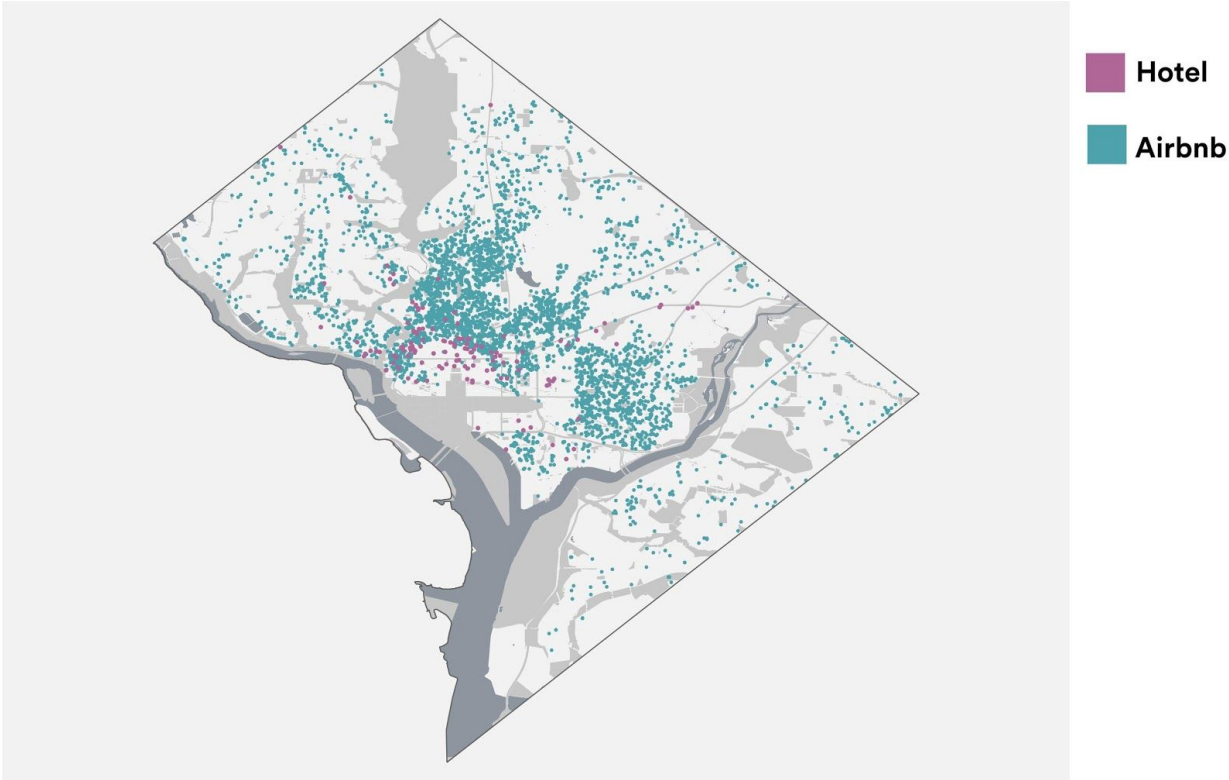
Average length of stay per guest

289,000

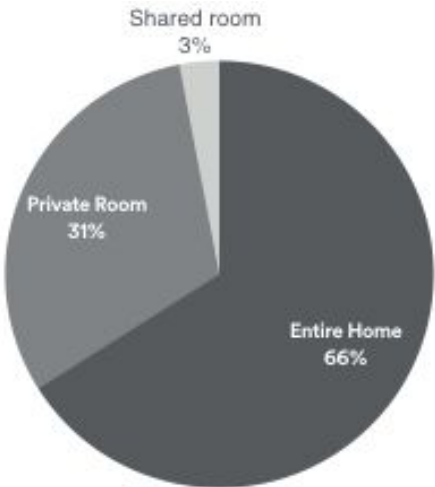
Outbound guest arrivals in the past year

Overview of the Airbnb Community in Washington, DC

AIRBNB LISTINGS VISITED IN THE PREVIOUS YEAR



CURRENTLY ACTIVE LISTINGS BY TYPE



Airbnb Host Profile

Airbnb hosts in Washington, DC are regular community members who rent their homes occasionally throughout the year, earning modest but significant supplemental income to help make ends meet.

Host demographic profile

Hosts

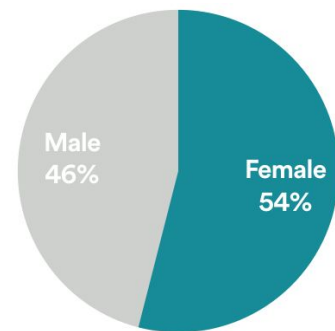
39

Average host age

13%

Hosts over age 50

HOST GENDER



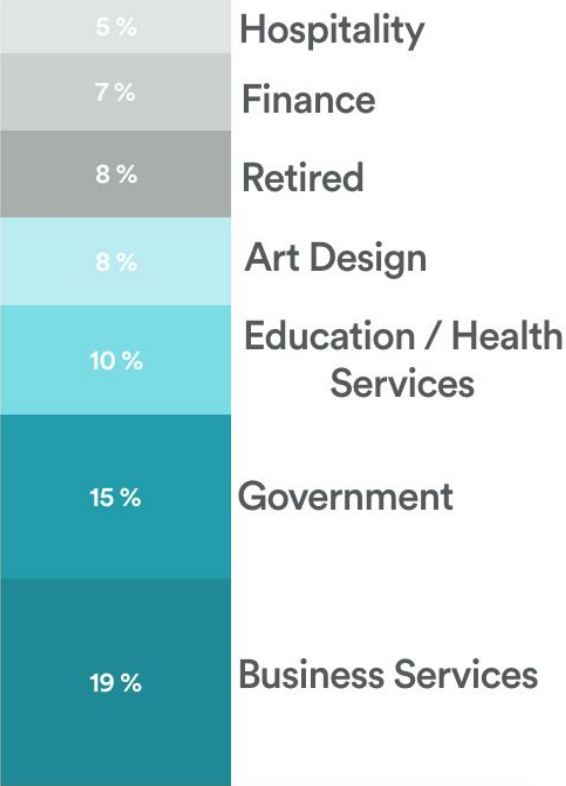
13

Average number of years a host has lived in Washington, DC

76%

Hosts who rent their primary home

Host Economic Profile



Occupations representing fewer than 5 percent of hosts, and other:

- 4% IT
- 3% Transportation
- 3% Construction
- 2% Student
- 15% Other

Airbnb Guest Profile

Responsible home sharing is a new engine for Washington, DC tourism and the economy. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come, or might not have been able to stay as long.

Guest profile

2.2

Number of people in the average party size

96%

Percent of trips that involve 4 or fewer guests

79%

Guests who chose Airbnb so they can "live like a local"

GUEST TRAVEL MOTIVATIONS

“

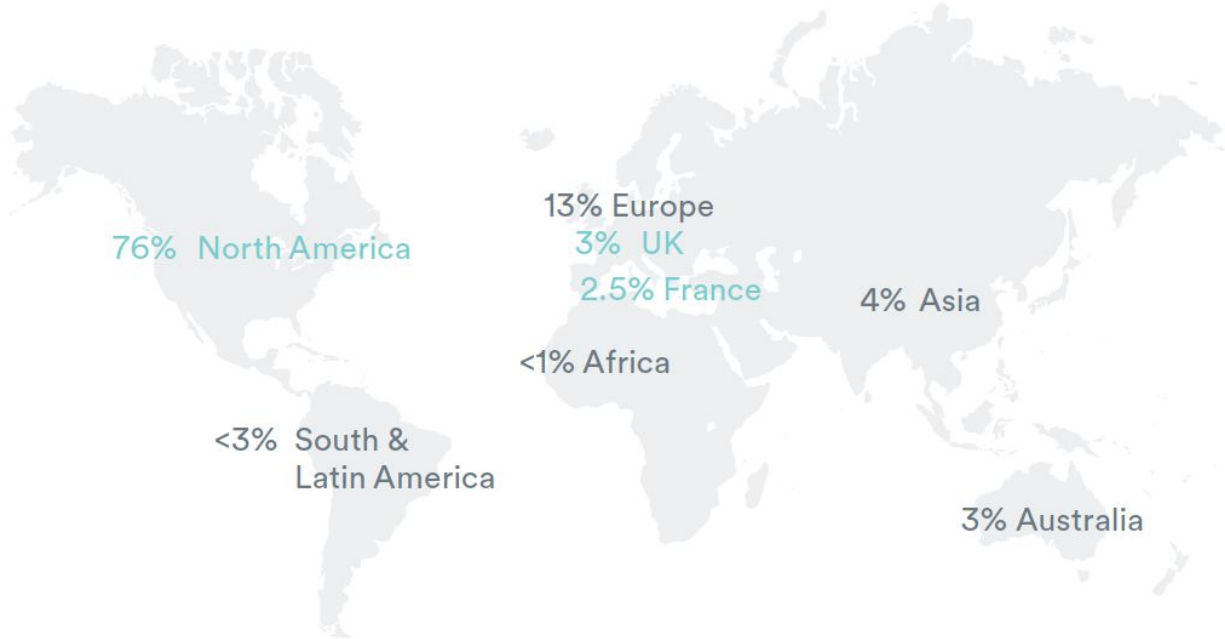
I like Airbnb because you can basically get a house for the cost of a hotel room. You can cook your own meals instead of getting doughnuts and juice from the hotel. And you feel so much more at home and comfortable.”

Sharmisa F., Airbnb guest in Washington, DC

60% of Airbnb guests visit Washington, DC for vacation and leisure

Guest Origin

Guests from around the world are using Airbnb to visit Washington, DC.



Host and Guest Quotes

“

I truly enjoy meeting my guests and hearing about their lives. I realize that these are people that I would never otherwise meet! Such a gift.”

Terry D, Airbnb host in Washington, DC.

“

Airbnb has completely changed the way that I travel. I will never again spend a ridiculous amount of money to stay in an unimpressive hotel just to be in a desirable neighborhood. I have recommended Airbnb to all of my traveling friends and family!”

Alaina B, Airbnb guest in Washington, DC.

Airbnb and Tourism

Responsible home sharing is a new engine for Washington, DC tourism and the economy. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come, or might not have been able to stay as long.

Tourism

4.4 nights

Average length of stay per guest

37%

Guests who would not have come or not have stayed as long without Airbnb

76%

Guests for whom Airbnb makes them more likely to return

Airbnb guest experiences

Airbnb guests in Washington, DC are often looking for more than traditional hotels offer. Staying in a home provides them with the amenities they want, and results in positive experiences that make them want to return.

4.7

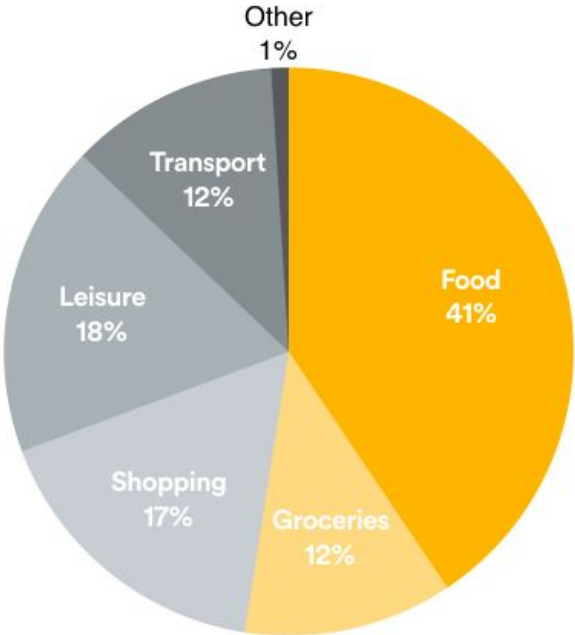
Average host rating (out of 5)

80%

Guests who chose Airbnb because of the amenities

Tourism and the Local Economy

GUEST SPENDING



The average Airbnb guest spends \$136 per day in Washington, DC

36% of this is spent in the neighborhoods in which they stay

Environmental Impacts

Staying in an Airbnb property is, by its nature, much more resource efficient and environmentally friendly than typical accommodations.

79%

Hosts who incorporate environmentally friendly practices in their hosting

70%

Hosts who provide recycling facilities for guests

10%

Hosts who provide bicycles for guests

By staying in properties available on the Airbnb platform instead of traditional accommodation options, Airbnb guests in Washington, DC between January 1, 2015 and January 1, 2016 resulted in an estimated:

Energy savings equivalent of
930 homes

Greenhouse gas emissions equivalent of
1,850 cars

Water reduction equivalent of
6 Olympic-sized pools

Waste reduction of
Up to 535 tons

Neighborhood Case Study: Anacostia

Hosts

39

Average host age

\$5,100

Annual earnings for a typical host

67

Days hosted annually per typical listing

Guests

2,860

Inbound guests in the past year

4 nights

Average length of stay per guest

284%

Inbound guest growth in the past year

Earnings

\$717,000

Income earned by local households

Neighborhood Case Study: Petworth

Hosts

43

Average host age

\$4,500

Annual earnings for a typical host

49

Days hosted annually per typical listing

Guests

920

Inbound guests in the past year

4.9 nights

Average length of stay per guest

272%

Inbound guest growth in the past year

Guest spending

\$372,000

Income earned by local households

Neighborhood Case Study: Columbia Heights

Hosts

37

Average host age

\$3,600

Annual earnings for a typical host

36

Days hosted annually per typical listing

Guests

5,180

Inbound guests in the past year

4.7 nights

Average length of stay per guest

228%

Inbound guest growth in the past year

Guest spending

\$2.8M

Income earned by local households

Case Study: Ward 1

Hosts

37

Average host age

\$4,200

Annual earnings for a typical host

44

Days hosted annually per typical listing

Guests

14,200

Inbound guests in the past year

4.9 nights

Average length of stay per guest

260%

Inbound guest growth in the past year

Guest spending

\$7.7M

Income earned by local households

Case Study: Ward 8

Hosts

39

Average host age

\$6,000

Annual earnings for a typical host

75

Days hosted annually per typical listing

Guests

1,920

Inbound guests in the past year

4.1 nights

Average length of stay per guest

258%

Inbound guest growth in the past year

Guest spending

\$520,000

Income earned by local households

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.

Guest arrivals: 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.

Listing types: Airbnb classifies listings as three different types: entire home / apartment listings, private room listings, and shared room listings: **Entire home / Apartment listing** - A listing where the guest can rent the entire home from the host. The host is not present in the home during the guest's stay. **Private room listing** - A listing where the guest can rent a private bedroom within a home. The host may be present in other parts of the home during the guest's stay, and the guest may share common spaces like the kitchen, living room, and/or a bathroom with the host. **Shared room listing** - A listing where the guest can rent a communal space, such as a shared bedroom or a living room sofa bed, within a home. The host may be present in the home during the guest's stay, and the guest may share common spaces like the kitchen and/or a bathroom with the host.

Nights hosted (by listing): Total number of nights a given listing is rented through Airbnb in the study period. Only listings that were active as of the start of the study period, and had at least one booking during the study period are included, in order to present the most representative annual values for Airbnb hosting activity.

Nights hosted (typical host): Median value of total nights hosted per host during the one-year study period. Nights hosted are presented for typical hosts.

Outbound guest: All guests from a particular location who booked an Airbnb listing, regardless of where the listing is. There may be some minor overlap between inbound guests and outbound guests. All guests associated with a particular reservation are attributed to the location of the booking guest.

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.