



Overview of the Airbnb Community in the State of Arizona

January 2016

Introduction

Since 2009, Arizona residents have been welcoming guests into their homes on Airbnb.

For hosts, home sharing has helped thousands of middle class residents to take what is typically one of their greatest expenses – the cost of their housing – and turn it into a way to generate supplemental income. For guests, home sharing has democratized travel and facilitated a more authentic experience closer to local and small businesses that haven't always benefitted from tourism and hospitality.

As we move forward, we are 100 percent committed to being constructive partners with regulatory agencies and policymakers. Our community wants to pay their fair share. We want home sharing to help people stay in their homes. And we want to equip policymakers and the public with the information they need to craft fair, progressive rules for home sharing in Arizona.

To help meet these goals, we've recently released the Airbnb Community Compact. In the Compact we pledge to:

- Treat Every City Personally and Help Ensure Our Community Pays its Fair Share of Hotel and Tourist Taxes
- Build an Open and Transparent Community
- Promote Responsible Home Sharing To Make Cities Stronger

In that spirit, we have prepared the enclosed report to provide a snapshot of our current home sharing community. This report is one of our first steps and we look forward to releasing additional information about our community in the future.

Thank you for reading this report. We look forward to further discussions on how best to ensure home sharing makes Arizona a better place to live, work and visit.

Airbnb

Overview of the Airbnb Community in Arizona

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

Hosts

5,000

Hosts who have hosted in the past year

45

Average host age

\$4,000

Annual earnings for a typical host

Guests

131,000

Inbound guests in the past year

3.7 nights

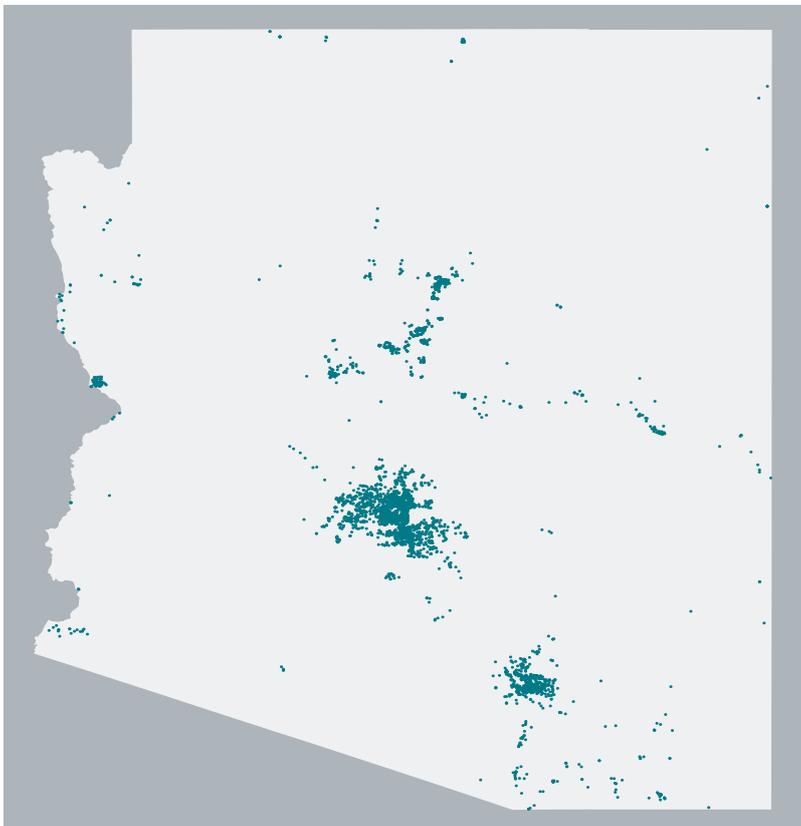
Average length of stay per guest

162,000

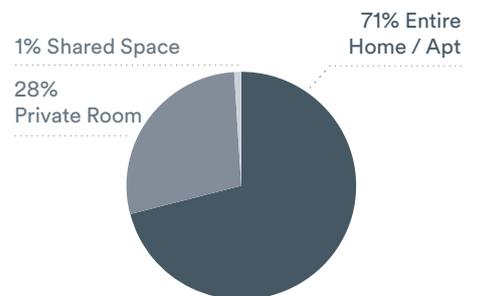
Outbound guests in the past year

Airbnb Listings

AIRBNB LISTINGS VISITED IN THE PREVIOUS YEAR



CURRENTLY ACTIVE LISTINGS BY TYPE



Note: All data above is drawn from Airbnb proprietary bookings data.

Airbnb Host Profile

Airbnb hosts in Arizona 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

45

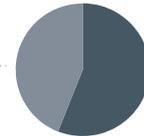
Average host age

40%

Hosts over age 50

HOST GENDER

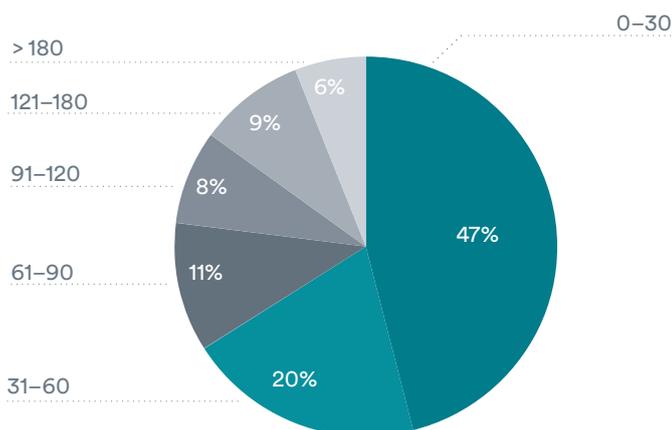
44% Male



56% Female

Typical Hosting Behavior

NIGHTS HOSTED PER LISTING



Two thirds of Airbnb listings in Arizona are rented fewer than 60 days per year.

“ We work with a local radiologist and the apartment is free of charge to patients who are going through cancer treatment and have traveled to Phoenix.

Airbnb Host in Arizona, age 67

“ [My Airbnb income] gives me breathing room every month. I am buying shoes/clothes/food for growing boys. It allows us to do just a little extra, like a driving vacation, or the occasional night out.

Airbnb Host Karen K. in Arizona

Note: All data above is drawn from Airbnb proprietary bookings data.

Airbnb Guest Profile

Airbnb guests come from over 100 countries around the world to visit Arizona. Guests chose to stay in Airbnb properties because they are looking for an authentic, local experience.

Typical Hosting Behavior

2.4

People in the average travel group

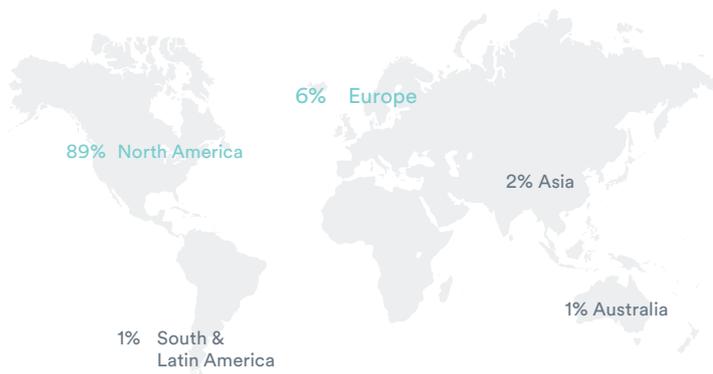
90%

Percent of trips that involve 4 or fewer guests

3.7

Average length of stay per guest (in nights)

GUEST ORIGIN



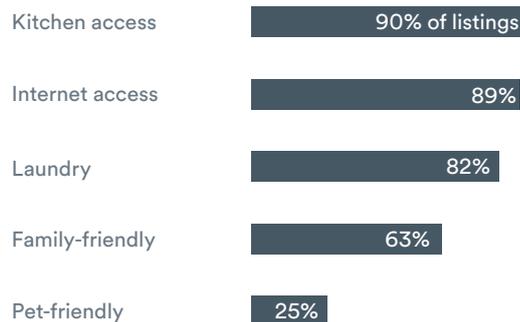
Airbnb Guest Experiences

Airbnb guests to Arizona 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.

4.8

Average host rating (out of 5)

AMENITIES PROVIDED BY HOSTS (BY PERCENT OF LISTINGS)



Note: All data above is drawn from Airbnb proprietary bookings data.

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.
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.
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.