

# Overview of the Airbnb community in Rio de Janeiro, Brazil



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## Overview of the Airbnb Community in Rio de Janeiro, Brazil

The following page captures the Airbnb community in Rio de Janeiro, Brazil.

### HOSTS

21,500

Current active hosts

42

Average host age

\$1,900

Annual earnings for a typical host

### GUESTS

225,000

Inbound guest arrivals in the past year

5.3 nights

Average length of stay per guest

90,000

Outbound guest arrivals in the past year



### LISTINGS

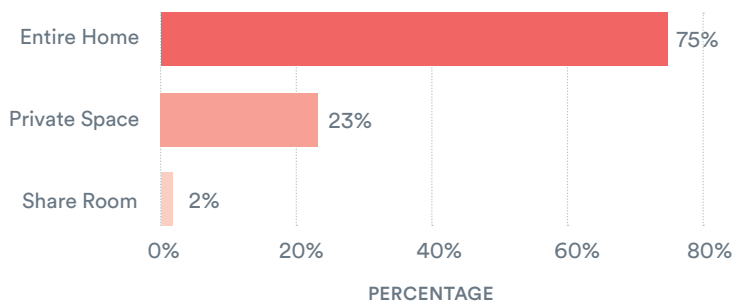
33,000

Active listings

22

Nights hosted per year for a typical listing

### CURRENTLY ACTIVE LISTINGS BY TYPE

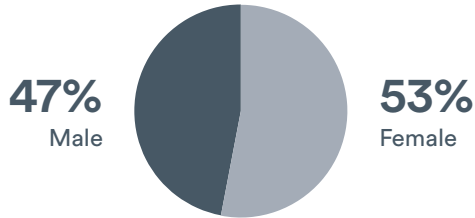


## Airbnb Host and Guest Profile

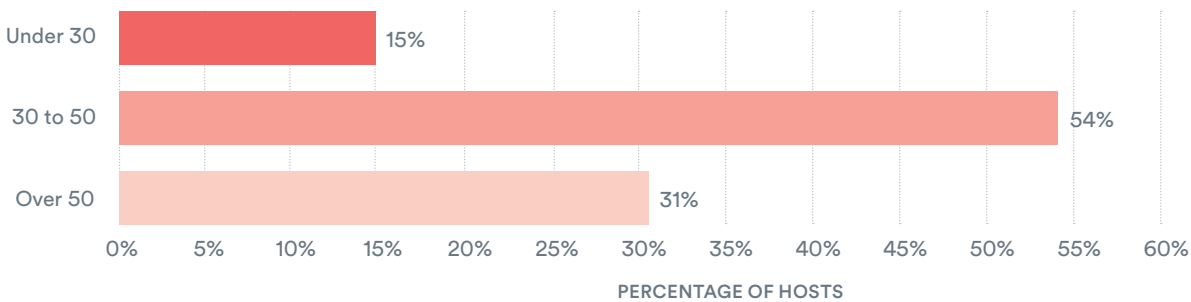
Airbnb hosts in Rio de Janeiro, Brazil are respectful community members who enjoy sharing their homes with guests from all over the world.

### HOST PROFILE

#### GENDER BREAKDOWN



#### AGE BREAKDOWN



### GUEST PROFILE

2.6 people

Average group size

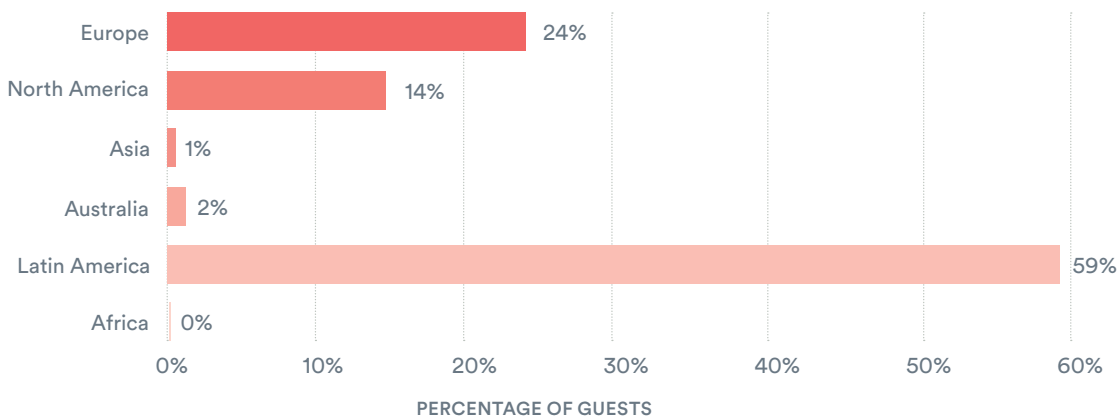
93%

Percentage of trips that involve 4 or fewer guests

34

Average age of booking guests

#### GUEST ORIGIN



## Hosting Behavior

For many hosts in Rio de Janeiro, Brazil, home sharing is an economic life-line that makes it possible for residents to pay the bills, make ends meet, and stay in the cities they love. Hosts tend to host occasionally throughout the year, and earn modest but significant supplemental income.

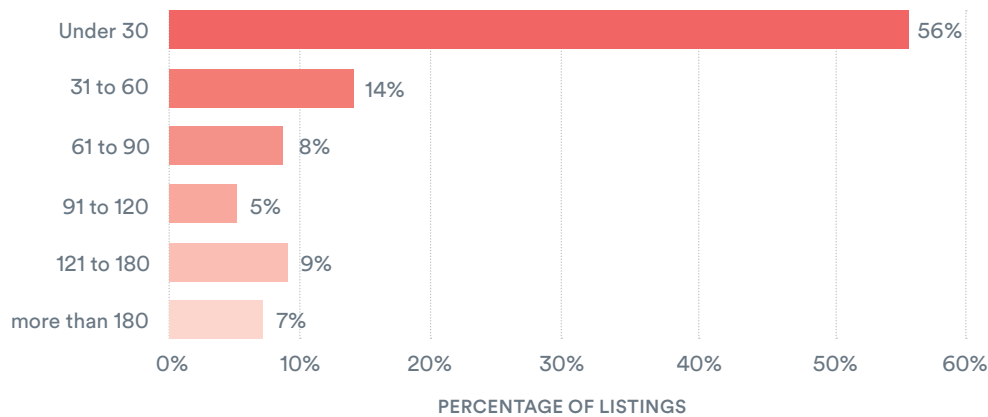
22

Nights hosted per year for a typical listing

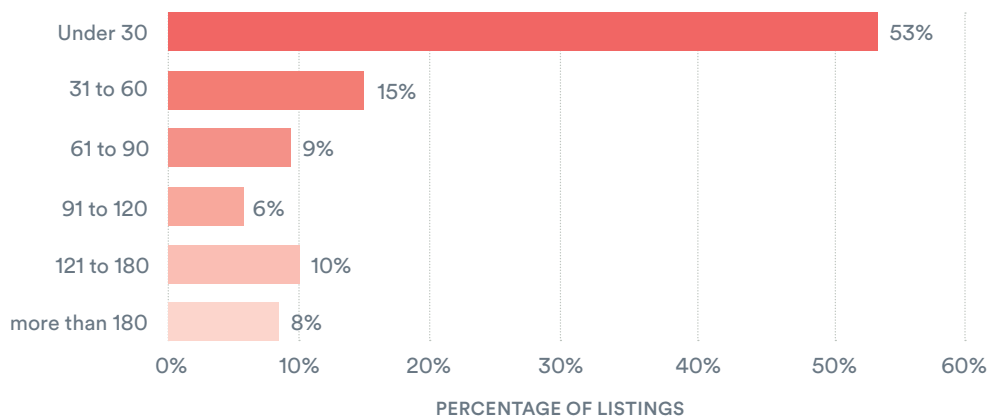
\$1,900

Annual earnings for a typical host

### NIGHTS HOSTED PER LISTING - ALL LISTINGS



### NIGHTS HOSTED PER LISTING - ENTIRE HOME LISTINGS





## Tourism

Since June 1, 2015 over 224,600 guests have visited Rio de Janeiro, Brazil using Airbnb.

### GUEST STAY

225,000

Inbound guest arrivals in the past year

31%

Year-over-year-guest growth rate

5.3 nights

Average length of stay per guest

2.6 people

Average group size



## Airbnb and Tourism Authorities

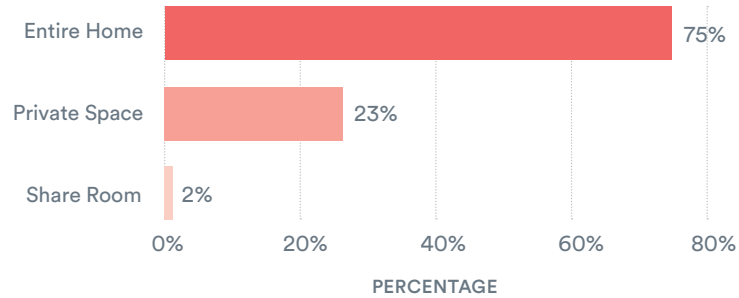
Airbnb is revolutionizing the way travelers experience destinations. Here's a snapshot of our community in Rio de Janeiro, Brazil.

### AIRBNB LISTINGS

33,000

Active Listings

#### CURRENTLY ACTIVE LISTINGS BY TYPE



### GUEST ACTIVITY

225,000

Guest arrivals in the past year

31%

Year-over-year-guest growth rate

5.3 nights

Average length of stay per guest

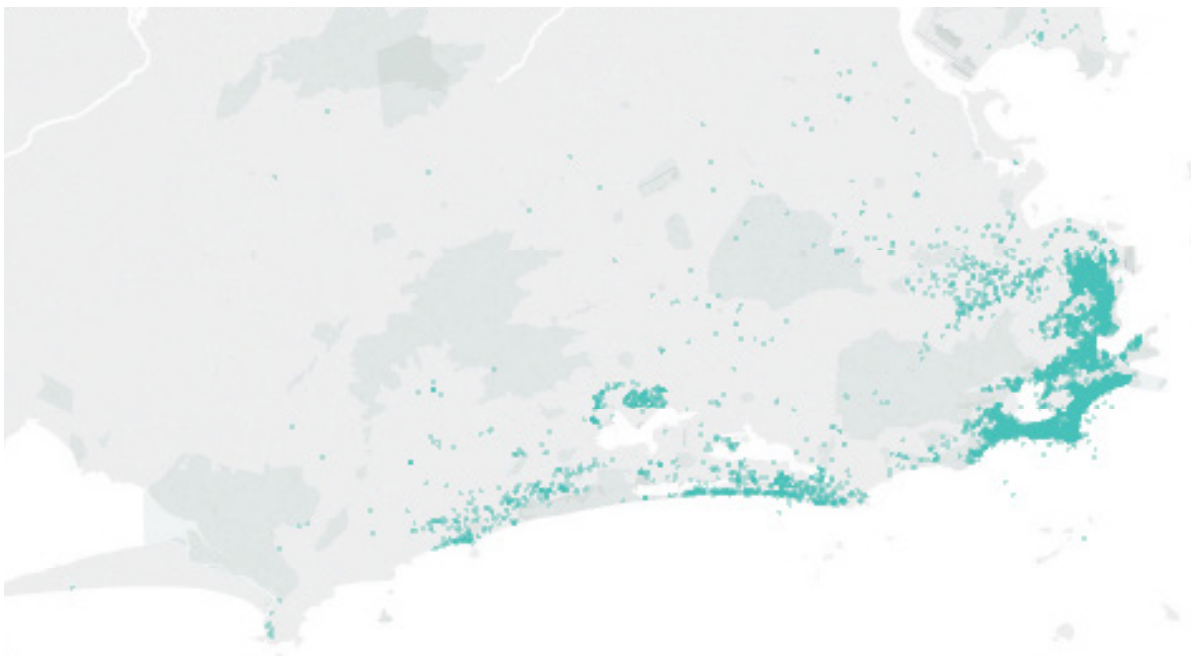
2.6 people

Average group size

## Geographic Distribution of Listings

The following page the geographic distribution of active listings in Rio de Janeiro, Brazil.

MAP LISTINGS THAT WERE BOOKED IN THE LAST 12 MONTHS IN RIO DE JANEIRO.



## 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.