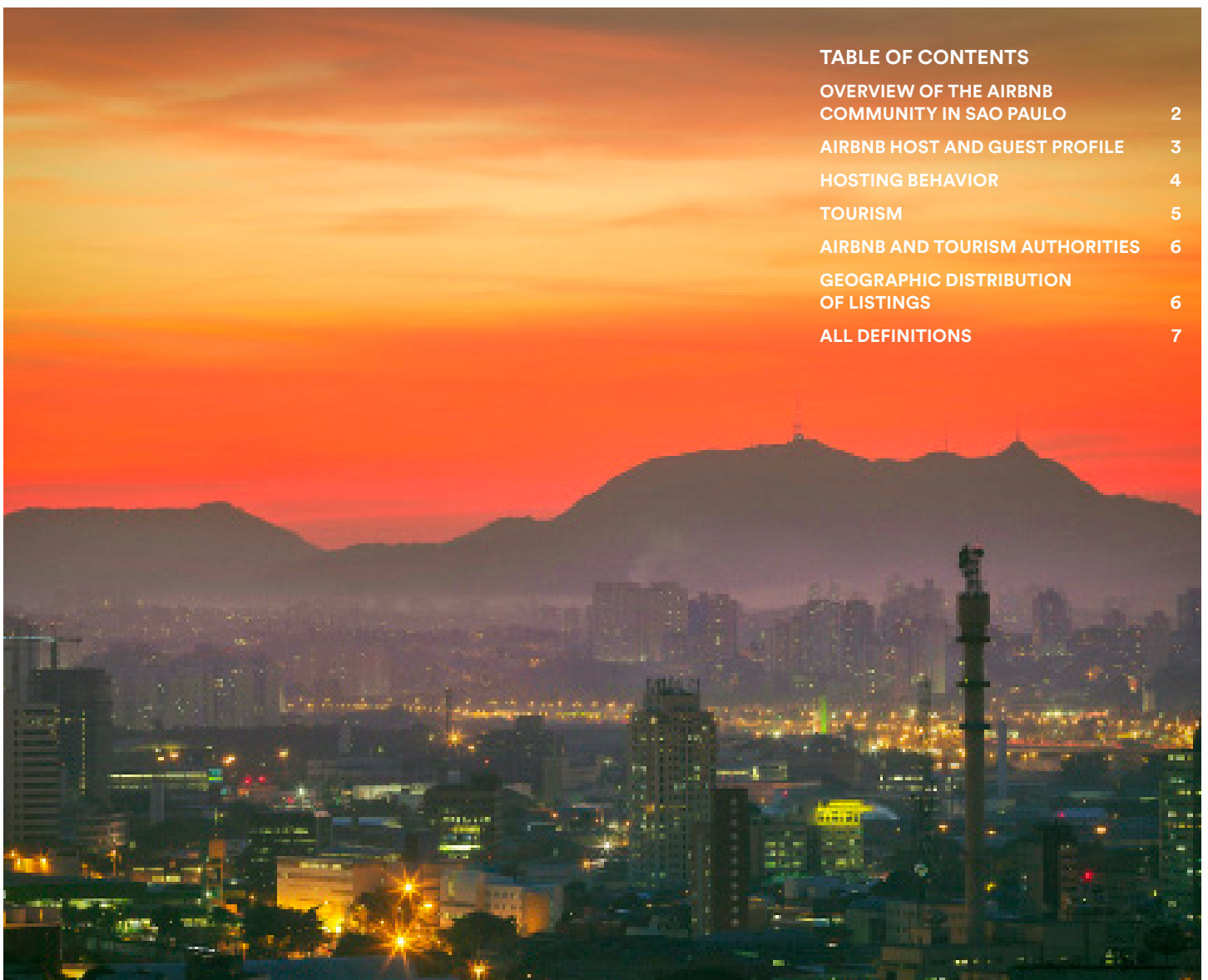


Overview of the Airbnb community in São Paulo, Brazil



Overview of the Airbnb Community in São Paulo, Brazil

The following page captures the Airbnb community in São Paulo, Brazil

HOSTS

7,300

Current active hosts

40

Average host age

\$1,400

Annual earnings for a typical host

GUESTS

56,000

Inbound guest arrivals in the past year

6.8 nights

Average length of stay per guest

193,000

Outbound guest arrivals in the past year

LISTINGS

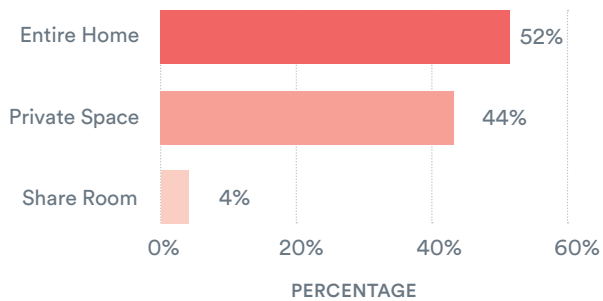
9,000

Active listings

38

Nights hosted per year for a typical listing

CURRENTLY ACTIVE LISTINGS BY TYPE

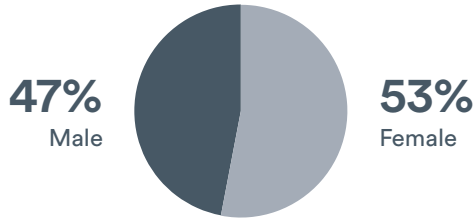


Airbnb Host and Guest Profile

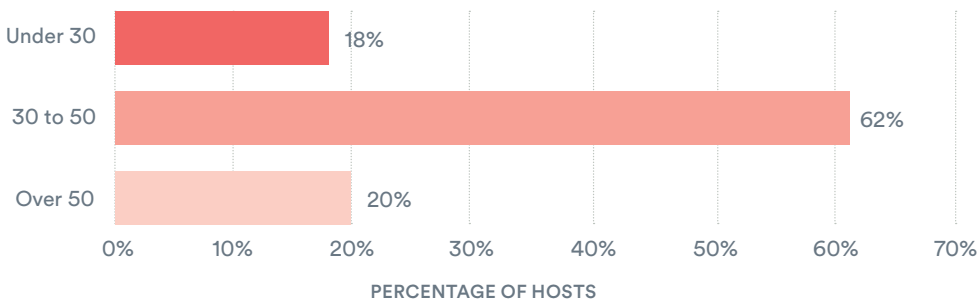
Airbnb hosts in São Paulo, Brazil are respectful community members who enjoy sharing their homes with guests from all over the world.

HOST PROFILE

GENDER BREAKDOWN



AGE BREAKDOWN



GUEST PROFILE

1.9 people

Average group size

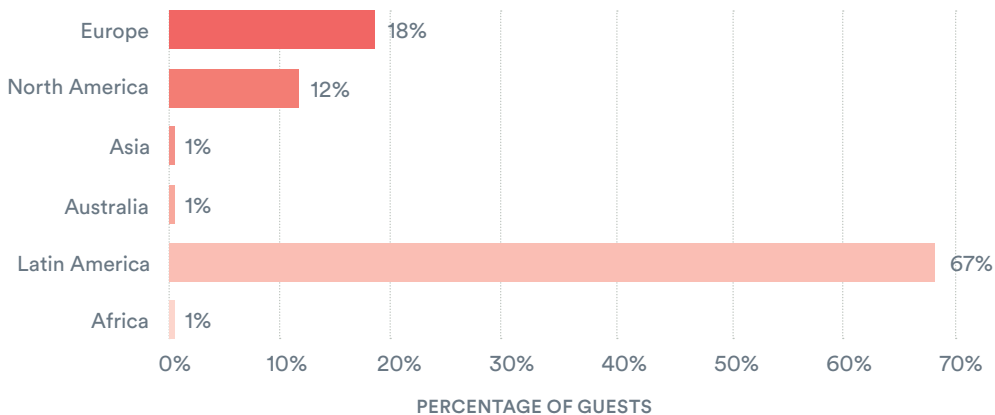
98%

Percentage of trips that involve 4 or fewer guests

34

Average age of booking guests

GUEST ORIGIN



Hosting Behavior

For many hosts in São Paulo, Brazil, home sharing is an economic lifeline 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.

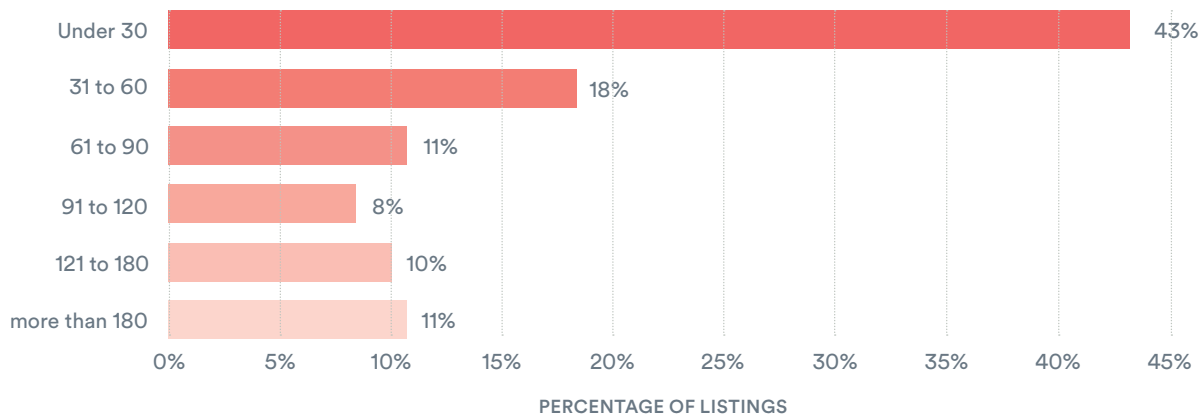
38

Nights hosted per year for a typical listing

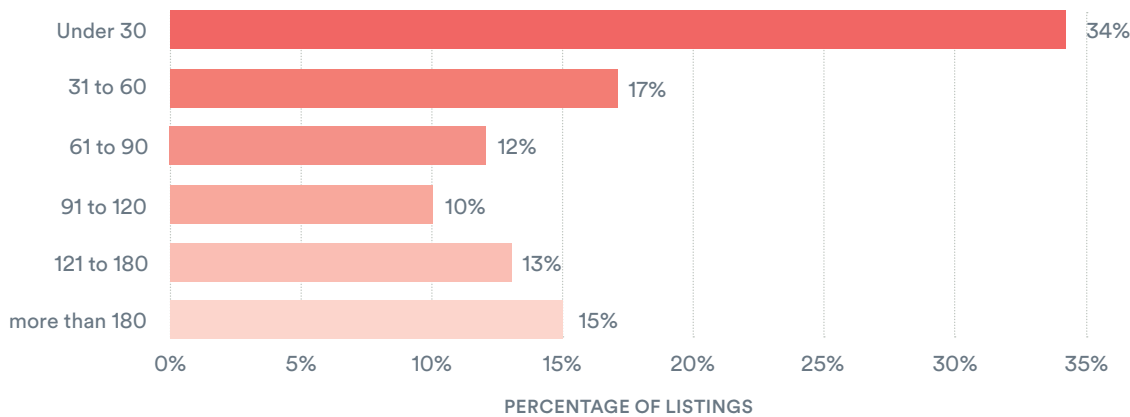
\$1,400

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 56,100 guests have visited São Paulo, Brazil using Airbnb.

GUEST STAY

56,000

Inbound guest arrivals in the past year

103%

Year-over-year-guest growth rate

6.8 nights

Average length of stay per guest

1.9 people

Average group size

Airbnb and Tourism Authorities

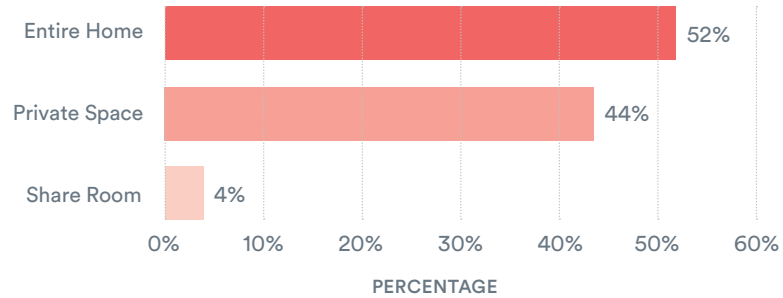
Airbnb is revolutionizing the way travelers experience destinations. Here's a snapshot of our community in São Paulo, Brazil.

AIRBNB LISTINGS

9,000

Active Listings

CURRENTLY ACTIVE LISTINGS BY TYPE



GUEST ACTIVITY

56,000

Guest arrivals in the past year

103%

Year-over-year-guest growth rate

6.8 nights

Average length of stay per guest

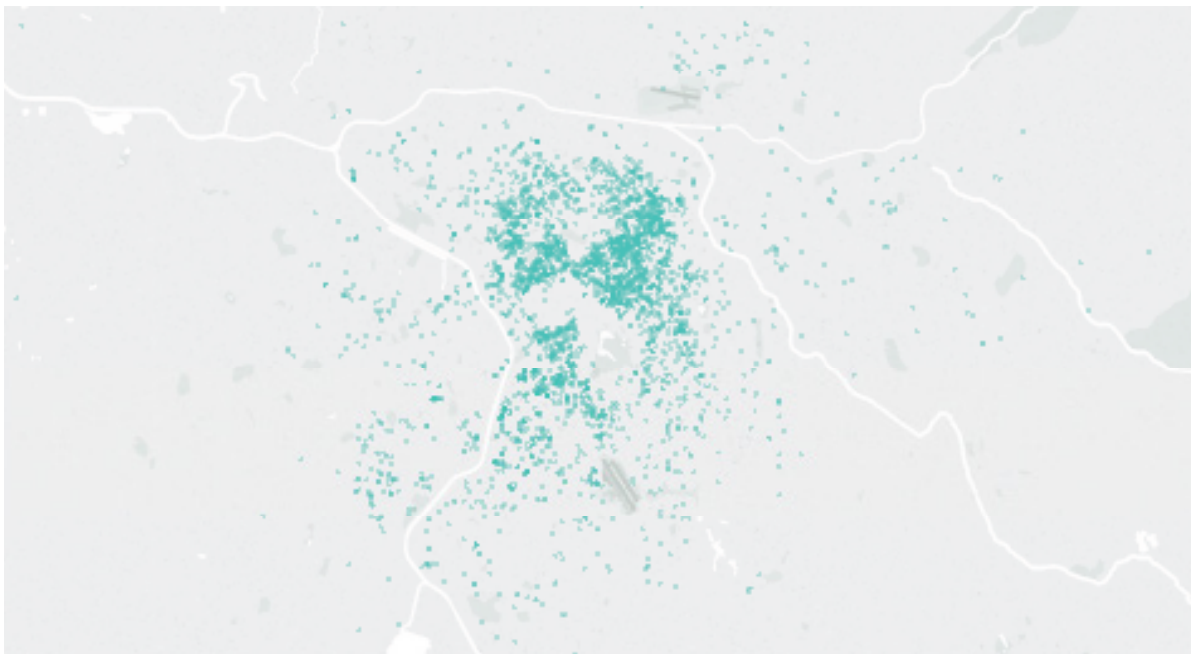
1.9 people

Average group size

Geographic Distribution of Listings

The following page the geographic distribution of active listings in São Paulo, Brazil.

MAP LISTINGS THAT WERE BOOKED IN THE LAST 12 MONTHS IN SÃO PAULO, BRAZIL.



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.