



REPORT | 28 NOVEMBER 2016

Airbnb and the 2017 Presidential Inauguration

Introduction

Airbnb is a company that was built on big events. The unique connections they create and the energy they bring to neighborhoods that typically have never seen tourism are elements we have grown to love.

In 2007, Airbnb co-founders Brian and Joe hosted the first three Airbnb guests, all of whom were traveling to San Francisco to attend a design conference. Brian and Joe noticed that all the hotels in San Francisco were booked solid during the conference. When they opened their homes to Michael, Kat, and Amol, the Airbnb community was born.

A year later, Airbnb made waves during the Democratic National Convention in Denver, creating “Obama O’s” and “Cap’n McCain’s” novelty cereal boxes to drum up awareness and encourage local Denver residents to host convention-goers for then-nominee Barack Obama’s historic acceptance speech. Experiences with hosts at the annual South by Southwest conference in Austin inspired the founders to create several tools and features that form the backbone of the Airbnb product today.

And 2016 continued down this path -- as a breakout year for the Airbnb community’s role in supporting big events across the country and around the world.

From Super Bowl 50 this past winter and summer’s Rio 2016 Olympic Games, to the political conventions in Philadelphia and Cleveland in July, to the recent World Series, Airbnb’s hosts and guests have made home sharing magic, supporting historic numbers of visitors to the host cities and jump-starting economic activity in neighborhoods that don’t typically see a boost in tourism, even during major events.

- **Super Bowl 50:** More than 15,000 Airbnb guests generated more than \$21 million in economic activity in San Francisco, Silicon Valley and the South Bay.
- **2016 Democratic National Convention and Republican National Convention:** Over 7,100 total Airbnb guest arrivals occurred between Philadelphia and Cleveland during their respective conventions.
- **2016 Rio Olympics:** As the Official Alternative Accommodations Provider for the 2016 Rio Olympics in Brazil, Airbnb took on the huge task of hosting more than 85,000 guest arrivals from all over the world. Not only did this use of home sharing generate over US \$100 million in economic activity during the Games, but 72 percent of Rio guests also gave their hosts five-star reviews, evidence of the world-class hospitality our hosts strive to provide.



These hosts and guests are connecting to celebrate their diverse cultures, their love of professional sports, and their ever-growing engagement with the political process, as evidenced by [the 2016 Democratic and Republican National Conventions](#).

January 20, 2017 will mark the third Presidential Inauguration to occur since Airbnb was founded. As we saw in 2013, many hosts and guests will use home sharing for the first time, giving more middle-class families an opportunity to earn extra income in a new and exciting way, and allowing travelers to experience the nation's capital in a more authentic and affordable fashion.

This report outlines the positive economic impact the Airbnb community will have during the 2017 Presidential Inauguration, the connections home sharing creates between visitors and local businesses, and the ways Airbnb can support cities playing host to big events.

Summary of Key Findings

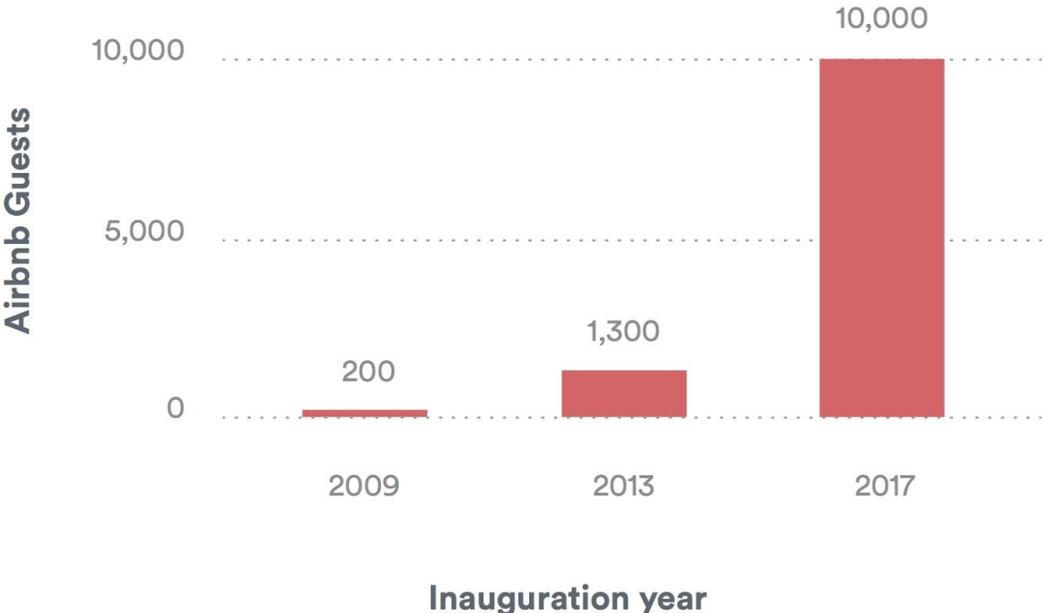
- Airbnb projects **over 10,000 guest arrivals** at our listings in the Washington, DC metropolitan area for Inauguration Day -- **over seven times as many guest arrivals as we experienced during Inauguration week/weekend in 2013.**
- Bookings on the platform for Inauguration Day **increased by 80 percent during the week following Election Day.**
- Airbnb offers an affordable way to visit the nation's capital. For reservations spanning Inauguration weekend, the **typical price of Airbnb bookings is \$125 per night**, a median rate that is especially reasonable when compared with some current hotel rates.
- Airbnb **hosts will earn over \$3.5 million** from reservations during the Inauguration. This **earnings estimate is more than 10 times higher** than the same time in 2013.
- Current bookings show **New York, Los Angeles, Boston and Chicago as the top cities of origin for guests.**
- Many of these guests will stay in areas and neighborhoods that don't typically realize significant tourism revenue during major events. **The top DC-area neighborhoods for Inauguration bookings include Adams Morgan, the H Street Corridor, Columbia Heights, and Shaw.**

Over \$3.5 Million in Earnings for DC-area Hosts

Inauguration guests will bring significant income to Airbnb hosts and the Washington, DC-area communities they call home.

We project that Airbnb hosts in the District of Columbia, Northern Virginia and surrounding parts of Maryland will earn over \$3.5 million in income from reservations that span Inauguration weekend, 10 times more than the 2013 Inauguration.

Projection of estimated Airbnb guests for inauguration reservations:



These significant economic benefits for hosts across the DC metro area don't even include the additional sums that Airbnb guests are expected to spend at local shops, restaurants, and other businesses.

In Washington, DC, the average Airbnb guest spends \$136 per day, per person, at local establishments in the surrounding community (not including the money they are spending on their Airbnb reservations).



DC Host Shares Home for Third Inauguration

When Lyudmila Tregubova, a longtime Washingtonian and Capitol Hill resident, first moved to the District, she never imagined home sharing as an option for her busy schedule as a working professional and mother.

A chance encounter and a historic event changed that.

Her daughter, Olga, heard about Airbnb after accidentally meeting co-founder Joe Gebbia in late 2008, not too long before Election Day.

“Olga had a strong interest in entrepreneurship and business management as she navigated through college,” said Tregubova. “We agreed that the money and the experience could help us both, and meeting new people would be a lot of fun.”

The 2009 Presidential Inauguration presented the perfect opportunity for them to test the new endeavor.

Added Tregubova, “We knew people from all over the world wanted to attend the historic event and we knew our large home, extra bedrooms and bathrooms could accommodate a lot of guests and make them comfortable.”

By the time January 20, 2009 actually arrived, Lyudmila’s original group of a few guests grew to a mix of 16 family members and close friends. The big family dynamic made the Inauguration festivities truly enjoyable for the group, which included guests from Thailand, London, the Caribbean, Texas, Nebraska, and other areas.

“A third of our guests never reached the National Mall that day, but our home was close enough for them to return easily and safely,” explained Tregubova. “They were able to watch the ceremony from the large television in our family room and we had plenty of shrimp dip, crackers, and other snacks for them to enjoy.”

Seven years later, Lyudmila’s time as an Airbnb host has seen a second Presidential Inauguration, and a diverse group of travelers from across the globe, including business travelers, government officials, an academic from London’s King’s College doing research at DC’s Folger Shakespeare Library, and a 90-year-old Holocaust survivor from California who was debuting a self-published book of her experience.

Lyudmila currently uses her earnings from home sharing to pay of a home renovation loan, other bills, and travel to visit some of her previous Airbnb guests.



As for the 2017 Presidential Inauguration, she looks forwards to hosting again:

“This inauguration like all the others will produce some memorable moments in our history. Meeting new people and learning as much as you can from them without distracting them from their plans is how hosts can truly create the best memories.”

A Record Number of DC-area Guests

The first event in Airbnb history, a San Francisco design conference, saw only three guests: Michael, Kat, and Amol. Since then, Airbnb has become an increasingly popular option for travelers attending major events, including gatherings like the Democratic National Convention, Republican National Convention and Presidential Inauguration.

During the festivities of the 2017 Inauguration, we project that **over 10,000 total guests** will be staying with Airbnb hosts in the Washington, DC area.

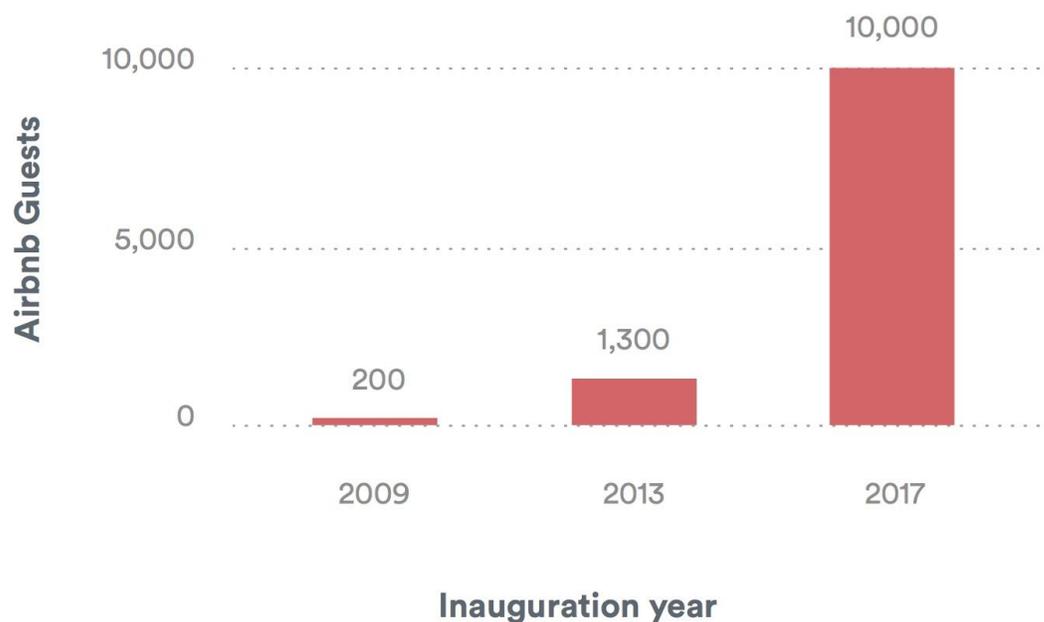
That is over seven times the number of guests who stayed on Airbnb during the same time in 2013, and at the current booking rate, is expected to come close to the biggest night for DC-area guest arrivals in Airbnb’s history.

This projection is 10 times the number of guest arrivals booked for the surrounding weekends -- over 770 booked (previous weekend) and over 479 booked (following weekend).

The current record for local guest arrivals -- 8,100 -- was set on October 8, 2016 as a result of Game 2 in the Washington Nationals’ playoff series with the Los Angeles Dodgers.



Projection of estimated Airbnb guests for inauguration reservations:



Many of these guests would not have otherwise traveled: 35% of the people who travel on Airbnb say they would have stayed home or would not have stayed as long but for Airbnb.

We are currently seeing significant spikes in the percentage of guests from major media hubs including New York, Los Angeles, Boston, and Chicago.

Making the Inauguration Affordable for Visitors

Airbnb democratizes travel. For families who want to attend the 2017 Presidential Inauguration without breaking the bank, Airbnb offers an affordable way to stay in and around the nation's capital.

For reservations spanning Inauguration weekend, the median price of Airbnb bookings is \$125 per night in Washington, DC. These rates are especially reasonable when compared with reported hotel rates ranging from \$335 per night for a room with a shared bathroom—more than double the usual rate—to a high of \$12,000 per night for a



presidential suite. Rooms at the historic Watergate start at \$995 per night, and many hotels require a three-, four- or five-night minimum.¹

City/Area	Median price per night of Airbnb Inauguration bookings
Washington, D.C.	\$125
Virginia (Arlington/Alexandria)	\$101
Maryland (Bethesda/Silver Spring)	\$79

Helping DC Accommodate More Visitors

Airbnb is an important option for cities and other communities looking to expand their ability to host major events. Hundreds of thousands of visitors are expected to travel to the Washington, DC area for the 2017 Presidential Inauguration, and Airbnb hosts and their listings add much-needed capacity for cities expecting an influx of visitors for whom they may not otherwise have enough accommodations.

In fact, both Philadelphia and Cleveland enacted their current home sharing rules in advance of hosting the 2016 Democratic and Republican presidential conventions, respectively.

Overall during Inauguration weekend, Airbnb guests will be staying in over 6,100 different listings spread across the District of Columbia, Northern Virginia and surrounding parts of Maryland.

And many of these guests will stay in areas and neighborhoods that don't typically see significant tourism revenue during major events. In most cities, over 75 percent of Airbnb listings are outside the main hotel districts.

¹ [Cheering the inauguration? Marching the day after? Washington has hotel rooms for all, *The Los Angeles Times*, November 16, 2016](#)

For the 2017 Inauguration, the following are the top DC-area neighborhoods for guest bookings:

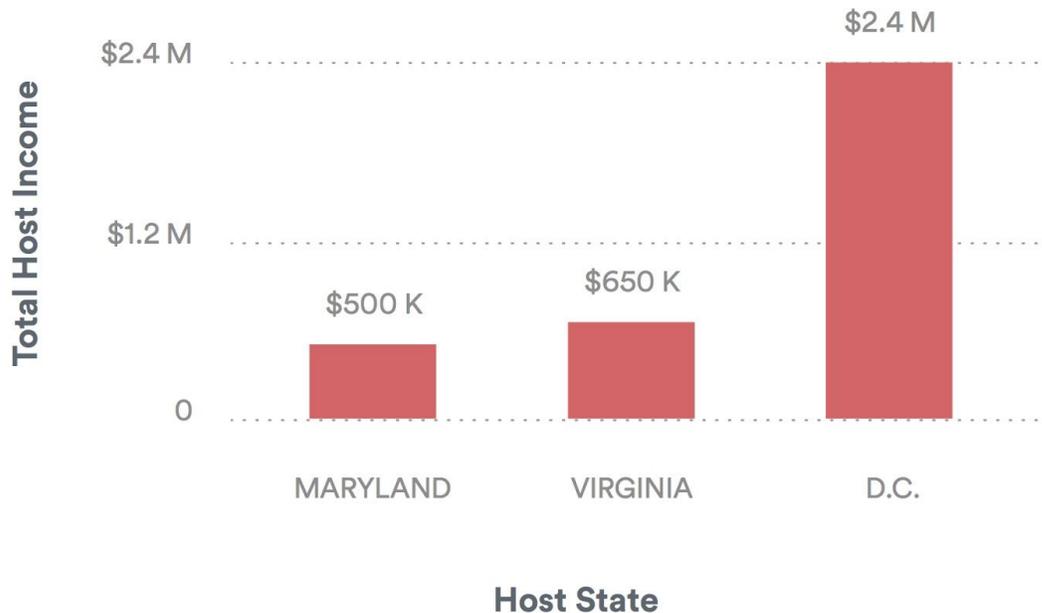
- Capitol Hill
- Near Northeast/H Street Corridor
- Columbia Heights
- Logan Circle
- Adams Morgan
- Shaw
- U Street Corridor
- Petworth
- Dupont Circle
- Mount Pleasant

Airbnb Hosts Making Valuable Income

Across the region, hosts will make significant income from their Inauguration reservations. Most Airbnb hosts share the homes in which they live and use the money they earn to get by.

Seventy-four percent of Airbnb hosts say hosting helps them pay their bills, and 50 percent of Airbnb hosts are low or middle income. The typical Airbnb reservation spanning Inauguration weekend will be for three nights. A sample of typical host income from Inauguration reservations in several cities shows the kind of valuable income that some hosts will make:

Typical host's income from inauguration reservations:



At a time when economic inequality is one of the biggest challenges facing US cities, this income can be a valuable financial lifeline for families. According to a report by former White House National Economic Advisor and Director of the National Economic Council Gene Sperling, the typical middle-income host in the United States can earn the equivalent of a 14-percent annual raise sharing the home in which they live. The report also noted that the majority of Airbnb hosts are working families who rent out their primary residences.

Inauguration Attendees from Across the Country

Many of the over 7,000 Airbnb guests traveling to the Washington, DC area will be attending the Presidential Inauguration for the first time. These visitors will range from the very young (age 0-3) to long-time voters age 60 and older.

For times such as this, Airbnb has been a boon for traveling families. More than 250,000 homes across the United States are now labeled by our hosts as being family-friendly, a number that has more than doubled in the past year.

Additionally, based on rates in five of the most popular family vacation destinations in the US, families could save an average of \$131 per day on family-sized accommodations by booking a home on Airbnb.

For the 2017 Inauguration, the following are the top cities of origin for guest arrivals:

- New York
- Los Angeles
- Boston
- Chicago
- San Francisco
- Seattle
- East Bay, CA
- Minneapolis
- Portland
- Washington, DC

Conclusion

Eight years after the Democratic National Convention in Denver gave Airbnb a crucial springboard, helping the city of Denver accommodate a massive influx of visitors for Barack Obama's historic acceptance speech and raising national awareness of the platform, the Airbnb community is excited to open our homes to thousands of visitors to the nation's capital for the 2017 Presidential Inauguration.



We are proud that Airbnb has grown from a single three-bedroom apartment into a global platform that brings millions of visitors to neighborhoods that never used to see travelers, and generates tens of millions of dollars in economic activity for local businesses that never used to see tourist spending. And we look forward to working with cities around the globe in 2017 and beyond as they welcome visitors for major events and give them a real taste of living like locals before they leave. – including Super Bowl 51 in Houston and more.

