



Airbnb's Economic Impact in Los Angeles in 2016

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Introduction

Airbnb is a people-to-people platform—of the people, by the people and for the people—that was created during the Great Recession to help people around the world use what is typically their greatest expense, their home, to generate supplemental income.

To date, more than 150 million guests have spent the night in listings spread across more than 65,000 cities and there will be more people home sharing tomorrow than there are today. We want to enhance our relationships with these cities. To achieve that goal, in November 2015 we released the Community Compact, which outlines a series of commitments we are making to be good partners with cities, including a commitment to share data – cities need information to make good decisions.

Today, we are releasing new information about home sharing in Los Angeles. This report is based on Airbnb internal data and a survey of Los Angeles hosts and guests conducted in February, 2017.

Key Findings

- In 2016, the Airbnb community generated more than \$1.1 billion in economic activity in the city of Los Angeles.
- In 2016, the typical host in Los Angeles earned \$7,200 from hosting on Airbnb.
- 84% of Airbnb hosts in Los Angeles are sharing their permanent home, and the typical Airbnb listing in Los Angeles is rented 71 nights per year.
- 13% of hosts said that their income from hosting has prevented them from losing their home to foreclosure. And another 10% of hosts said that their income from hosting has saved them from losing their home to eviction.
- At that rate, nearly 3,400 Los Angeles hosts have avoided foreclosure or eviction and kept their home due to the supplemental income they make from hosting on Airbnb.
- Over 1.05M total guests stayed with Airbnb hosts in Los Angeles in 2016.

Economic Impact for Hosts and the City of LA

In 2016, the Airbnb community generated more than \$1.1 billion in economic activity in the city of Los Angeles. This is significant income for the city, and it is being spread to local businesses and across many parts of the city that don't typically see tourism activity.

Airbnb expands the economic pie for residents of Los Angeles. In 2016, the typical Airbnb host in Los Angeles earned \$7,200 from hosting. This income is an economic lifeline for everyday people in L.A. that are looking to make ends meet.

This income can also be crucial to helping L.A. residents afford to stay in their home. In a survey of Airbnb hosts in Los Angeles, 13% said that their income from hosting has prevented them from losing their home to foreclosure. And another 10% of hosts said that their income from hosting has saved them from losing their home to eviction. At that rate, nearly 3,400 Los Angeles hosts have avoided foreclosure or eviction and kept their home due to the supplemental income they make from hosting on Airbnb.

	Percentage of LA hosts	Approximate number of hosts who hosted in 2016 in LA this represents
Income from hosting on Airbnb has prevented me from losing my home to foreclosure	13%	1,900
Income from hosting on Airbnb has prevented me from losing my home to eviction	10%	1,460



Without the extra income earned using Airbnb, I wouldn't be able to stay in the home I've lived in since I was 12 years old."

Vanessa, Airbnb host in South Los Angeles



Geography and Frequency of Hosting in LA

Airbnb hosts in Los Angeles are spread across the city and welcoming guests who are exploring neighborhoods that haven't typically benefitted from tourism in the past, and the benefits of hosting are flowing to historically underserved communities. Two-thirds of guests to Los Angeles stayed outside of the traditional hotel districts, spending their accommodation dollars and some of their daytime travel budgets in neighborhoods outside of the traditional visitor zones. Two-thirds of host earnings were earned outside of the traditional hotel districts.

The overwhelming majority of these Airbnb hosts are sharing space in their primary residence. In Los Angeles, 84% of Airbnb hosts in 2015 were renting out their primary residence. And these hosts are welcoming travelers to L.A. on an occasional basis. The typical listing in L.A. in 2016 was rented for 71 nights, or just under 5 nights per month.

Percentage of hosts who rent out their primary residence	84%
Number of nights the typical Los Angeles listing was rented in 2016:	71 nights

The Airbnb Guest Community

In 2016, over 1.05M total guests stayed with Airbnb hosts in Los Angeles. The average number of guests per trip to L.A. in 2016 was 2.2, and the average length of stay was 4.1 nights.

Total Airbnb guests to LA in 2016	1.05M guest arrivals
Average number of guests per trip	2.3 guests
Average length of stay	4.1 nights

Airbnb is has worked with municipalities all over the world on home sharing regulations that benefit hosts and their communities. We are committed to doing the same in Los Angeles so that middle class families can continue to share their homes while providing a significant economic boost to the City of Angels.