



Overview of the Airbnb Community in Italy

Executive Summary: Italy

Economic Impact

€621 M

Income earned by local households

5.6 M

Inbound guests in the past year

€4.1 B

Economic activity generated
by Airbnb hosts and guests

Overview of the Airbnb Community in Italy

Airbnb hosts in Italy have been welcoming guests into their homes since 2008. The following page captures the Airbnb community in Italy between January 1, 2016 to January 1, 2017.

Hosts

121,000

Hosts who have hosted in the past year

€2,200

Annual earnings for a typical host

23

Nights hosted per year for a typical listing

Guests

5.6 M

Total inbound guests

3.6 nights

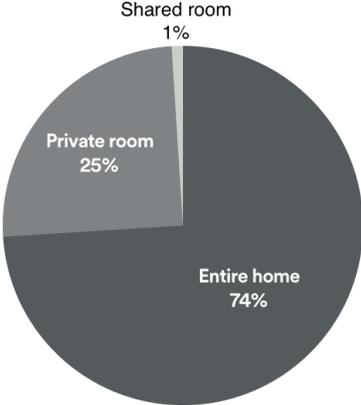
Average length of stay per guest

2.3 M

Outbound guests in the past year

Overview of the Airbnb Community in Italy

CURRENTLY ACTIVE LISTINGS BY TYPE



Airbnb Host Profile

Airbnb hosts in Italy are regular community members who rent their homes occasionally throughout the year, earning modest but significant supplemental income to help make ends meet.

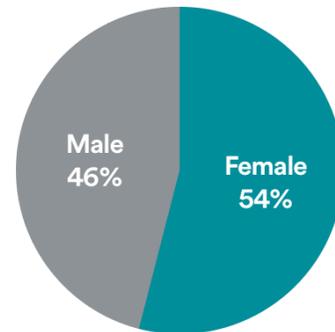
Host Demographic Profile

Hosts

44

Average host age

HOST GENDER



9%

Hosts used homesharing as a means to prevent foreclosure or eviction

33

Average number of years a host has lived in their hometown

Airbnb Guest Profile

Guest Profile

2.6

Number of people in the average party size

86%

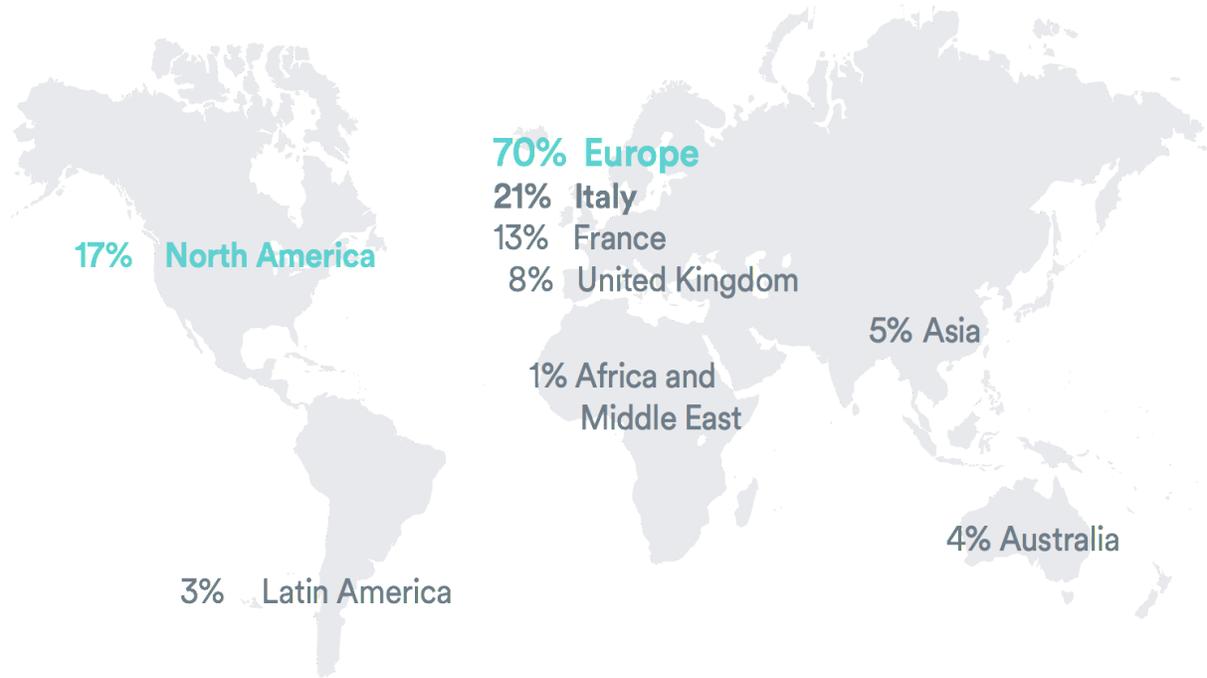
Guests who chose Airbnb so they can "live like a local"

GUEST TRAVEL MOTIVATIONS

88% of Airbnb guests visit Italy for vacation and leisure.

Guest Origin

Guests from around the world are using Airbnb to visit Italy.



Airbnb and Tourism

Responsible home sharing is a new engine for Italy tourism and the economy. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come, or been able to stay as long.

Tourism

76%

Choose Airbnb because they want to explore a neighborhood

76%

Guests for whom Airbnb makes them more likely to return

Airbnb Guest Experiences

Airbnb guests to Italy 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.

4.6

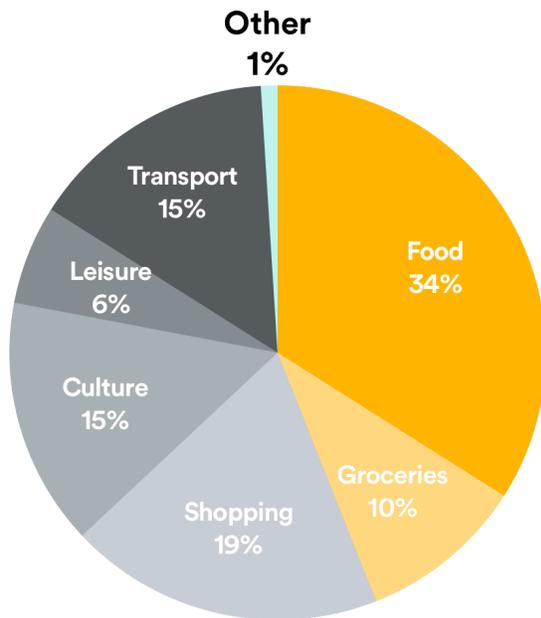
Average host rating (out of 5)

87%

Guests who chose Airbnb because of the amenities

Tourism and the Local Economy

GUEST SPENDING



The average Airbnb guest spends €171 per day in Italy.

41% of this is spent in the neighborhoods in which they stay.

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.

Guest Arrivals: 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.

Listing Types: Airbnb classifies listings as three different types: Entire Home / Apartment listings, Private Room Listings, and Shared Room Listings: **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.

Nights Hosted (Typical Host): Median value of total nights hosted per host during the one-year study period. Nights Hosted are presented for typical hosts.

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.