



Airbnb hosts for the Twin

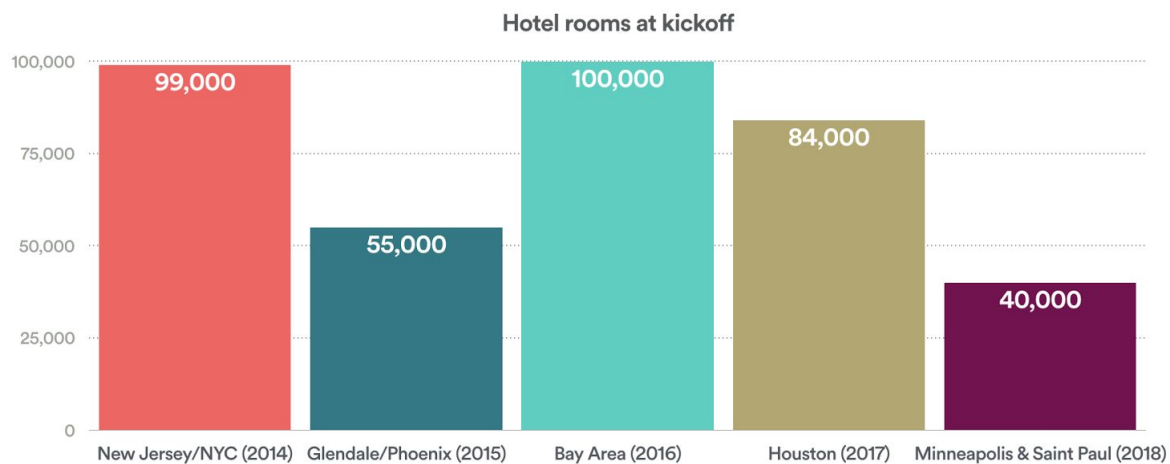
Super Bowl LII's economic
impact in the Twin Cities

The need

In 2014, when the NFL announced the Twin Cities as the home of Super Bowl LII, it represented a milestone achievement for the region and an opportunity to show the world what Minneapolis and Saint Paul have to offer.

The only problem? Hosting such a global event means finding accommodations for all the people that come with it. Even with a recent hotel boom¹, the Twin Cities possess only about **40,000 hotel rooms**, which is less than half of Houston, the host city for the 2017 Super Bowl.²

Comparing hotel inventory of recent Super Bowl cities



Sources: [2014](#), [2015](#), [2016](#), [2017](#), [2018](#)

The Twin Cities is expected to host about **125,000 visitors** for the game³ -- over three times the number of hotel rooms able to accommodate them. **Nearly half of those hotel rooms (19,000)** were reportedly snapped up immediately by the NFL.⁴

¹ ["In a short span this fall, downtowns of Minneapolis and St. Paul get 1,000 new hotel rooms,"](#) Minneapolis Star Tribune, September 11, 2016

² ["Supply, demand and the Super Bowl create the perfect storm for Minneapolis hotels,"](#) Washington Post, January 22, 2018

³ ["No, a million people aren't coming to town for the Super Bowl,"](#) Minneapolis/St. Paul Business Journal, January 19, 2018

⁴ ["Need a room for the Super Bowl? Good luck with that,"](#) Minnesota Public Radio, January 15, 2018

In fact, Minneapolis hotels were reported to have been already **sold out a full year prior to the game**, making it nearly impossible for Patriots and Eagles fans to book hotel rooms within the Twin Cities just two weeks before the game.⁵

This left the Twin Cities in a predicament: too many people traveling, not enough places to for them to stay. It begged the need for a flexible, scalable platform to expand lodging capacity and allow as many people as possible to stay within the Twin Cities for this very special occasion.

Saint Paul Councilman Chris Tolbert perhaps said it best:



I don't think there's enough hotel rooms in the Twin Cities for the amount of people that are coming. [...] **We're going to need Airbnb for the Super Bowl.**"⁶

The response

Airbnb was built on big events. In 2007, Airbnb co-founders Brian and Joe noticed all the hotels in San Francisco were booked solid during a design conference. They grabbed a few air mattresses, built a website and promised a home-cooked breakfast for their guests. When they opened their homes to Michael, Kat, and Amol that weekend, the Airbnb community was born.

Today, Airbnb has grown into a people-to-people platform that connects hosts and guests around the world. To date, more than 260 million guests have arrived in more than 4 million listings around the world. As a result, the Airbnb community is uniquely positioned to help cities use existing spaces to scale accommodations for big events, from the [Olympics](#) to [Presidential Inaugurations](#) to [Super Bowls](#).⁷

⁵ ["Super Bowl LII in Minnesota will be a celebration of all things winter."](#) Pioneer Press, February 3, 2017

⁶ ["Want to rent your home during the Super Bowl? St. Paul setting Airbnb rules."](#) Pioneer Press, April 27, 2017

⁷ Note -- Airbnb is not affiliated with the 2018 Super Bowl Host Committee or the NFL

Airbnb has cultivated a tremendously engaged host community in the Twin Cities. As the confetti began to fall in Houston and the clock started ticking on Minneapolis and Saint Paul, Airbnb and our local hosts realized we were faced with a monumental challenge and opportunity -- ***to help expand lodging capacity during the Super Bowl and maximize the economic opportunity for the Twin Cities.***

This was the origin of **Project 612**, which Airbnb announced in February 2017.⁸ Project 612 was a first-of-its kind initiative aimed at activating the Twin Cities home sharing community to help Minneapolis and Saint Paul take full economic advantage of the 2018 Super Bowl. The goal was to use existing resources -- people's homes --- to keep as many visitors (and their spending dollars) as possible within the corporate limits of Minneapolis and Saint Paul during Super Bowl Week. It represented Airbnb's comprehensive strategy to ally the cities and its local host community to ensure the event makes a positive **long-term** economic impact on the region.

Project 612 encompassed a number of objectives, including building host/merchant engagement, launching a local host club (now known as [Homeshare Twin Cities](#)), and early activation of interested prospective hosts.

However, the most important tenet of Project 612 was what seemed like an ambitious goal at the time: **doubling the size of the Twin Cities Airbnb host community from 1,000 to 2,000 by February 2018** in order to expand lodging capacity as much as possible and provide affordable and safe accommodations for visitors.

The impact

The Twin Cities host community responded in a big way. Airbnb exceeded that 2,000-host goal within seven months. Today, as the world's attention shifts to the Twin Cities, **there are now over 5,500 active Airbnb hosts in Minneapolis and Saint Paul alone**, which quadruples the original growth goal set a year ago. This ensures that anybody who wants to stay within Minneapolis and Saint Paul this week -- particularly fans of the Patriots and Eagles who only began booking in the past few days -- can find a safe, affordable option within close proximity to the stadium and downtown Minneapolis.

⁸ ["With Super Bowl coming, Airbnb looks for more Twin Cities hosts,"](#) Minneapolis/St. Paul Business Journal, February 10, 2017

- **Guest arrivals:** As of now, there will be **7,000 guest arrivals** to the Twin Cities during Super Bowl Week, and **60% of them booked within the last 10 days** (once the match-up was set). With hotels in Minneapolis and Saint Paul completely sold out, many guests likely would not have been able to stay within the Twin Cities if not for the expanded lodging capacity afforded by the Airbnb host community.
- **Host income:** During Super Bowl Week, Twin Cities Airbnb hosts will earn a **combined \$3.7 million in supplemental income**. The typical Twin Cities host⁹ will earn about \$1,000 during the week through the Airbnb platform.
- **Guest spending:** According to a third party report for the Minnesota Super Bowl Host Committee, guests this week are projected to spend **\$465 per day**, not including lodging.¹⁰ Based on this estimate, Airbnb projects that the **7,000** additional Airbnb guest arrivals to Minneapolis and Saint Paul will contribute **\$11 million in guest spending** to the local merchant and small business community.
- **Overall economic impact:** Based on host income and guest spending metrics, Airbnb projects **\$14.7 million in economic activity** via Airbnb guests to the Twin Cities during the week.
- **Affordable accommodations for Patriots and Eagles fans:** With no available hotel rooms in Minneapolis or Saint Paul, the local Airbnb home sharing community offered one of the few options for Patriots and Eagles fans to stay in the Twin Cities once the match-up was set. Of the Airbnb guest arrivals to Minneapolis and Saint Paul during Super Bowl Week, **43% are from New England or the Philadelphia-area states**.
 - **New England states**¹¹
 - Overall represents 14% of Airbnb guests to Twin Cities during the week
 - 11% from Massachusetts alone
 - **Philadelphia-area states**¹²
 - Overall represents 29% of Airbnb guests to Twin Cities during the week
 - 21% from Pennsylvania alone

⁹ "Typical" equates to "median"

¹⁰ Rockport Analytics [report](#) for the Super Bowl Host Committee

¹¹ Massachusetts, Rhode Island, New Hampshire, Vermont, Connecticut, Maine

¹² Pennsylvania, New Jersey, Delaware

- **First-time hosts:** For Twin Cities homeowners, the opportunity to utilize their most valuable asset, their home, has proven appealing. During Super Bowl week, **66% of Twin Cities hosts** will be hosting on Airbnb for the first time.
- **Pricing:** Prices have remained affordable for Airbnb listings in the Twin Cities despite the unprecedented demand. The average price per room per night of a **booked** Twin Cities Airbnb listing this week is **\$286**. That's about 3.7X the usual price for a booked Airbnb listing during a typical stretch. Meanwhile, some Minneapolis hotels have raised their prices up to 10X the usual rate even in distant suburbs¹³ including a Holiday Inn in Bloomington by the MSP Airport going for **\$999 a night**, and a Best Western Plus in Brooklyn going for **\$910 a night**. Where there is still some hotel availability, the **average price for hotel rooms is \$474 per night** among big hotel chains,¹⁴ with many demanding 3-4 night minimum stays.¹⁵

Ensuring a lasting impact

Hosts in Minneapolis and Saint Paul are offering more than a room this week. They're offering an opportunity for guests to experience the neighborhoods of Minneapolis and Saint Paul as the locals do. Local hosts are ambassadors for both their cities and their communities. Our goal is that for many of the Super Bowl guests traveling to the Twin Cities for the first time, they'll be motivated by their experiences with local hosts to come back again and again, ensuring a sustainable and long-term economic impact for the region.

We're proud that Airbnb has grown from a single three-bedroom apartment into a global platform that creates tens of millions of dollars in economic activity for communities around the world. As we look ahead to Super Bowl LIII in Atlanta, as well as the Winter Olympics in Pyeongchang next month, we look forward to partnering with cities around the globe as they welcome visitors for major events.

¹³ ["Twin Cities Hotels Prep For Massively Busy Super Bowl Week,"](#) WCCO-TV, January 18, 2018

¹⁴ The average of the listed cost of a standard, one-person room in the Twin Cities area from the following companies: Marriott, Hilton, Wyndham, IHG, Best Western. Search was conducted on January 22, 2018, and is based off [26 hotels](#) found available at the time.

¹⁵ ["Super Bowl hotel rooms still available, but not for long,"](#) KARE-TV, January 8, 2018