



Senior Hosts in the US:

Airbnb's Fastest Growing, Most Loved Demographic

Across the United States, nearly 78,000 seniors (ages 60+) share their homes with travelers from around the world on Airbnb. For many seniors, this income allows them to afford staying in their homes and avoid eviction or foreclosure.

When seniors host on Airbnb it helps strengthen their communities. According to our annual survey data, 41 percent of seniors reported that hosting has helped

them afford to stay in their homes – places they've often lived for much of their lives.

The typical senior host earns US\$7,000 annually by home sharing – valuable income for those who are retired or on fixed incomes. In fact, 45 percent of senior hosts rely on their Airbnb income to make ends meet and spend it on important costs of living.

Collectively, these hosts earned over \$700 million in supplemental income through Airbnb in 2017 alone.



More seniors are choosing to host with Airbnb than ever before, and they remain the fastest growing demographic of hosts in the US, growing 45 percent year-over-year. Better yet, senior hosts are the most loved hosts on Airbnb, with 88 percent of trips hosted by seniors resulting in 5-star reviews.

The average Airbnb senior host has lived in their home for more than 16 years, and 68 percent of those hosts plan to stay in their homes for the foreseeable future or through the end of their lives. Hosting on Airbnb can help seniors remain a vital part of their local community.

Percentage of Active Listings with Senior Hosts

State	% of Active Listings with Senior Hosts
1. New Mexico	34%
2. Maine	32%
3. Vermont	28%
4. Hawaii	26%
5. Delaware	26%

Typical Host Earnings for Seniors by State

State	Typical Senior Host Earnings (\$USD)
1. Hawaii	\$14,000
2. California	\$11,700
3. Washington, D.C.	\$10,500
4. Washington	\$8,700
5. Rhode Island	\$8,500

Percentage of Senior Host Reviews with 5-stars

State	% of Senior Host Reviews with 5-stars
1. Nebraska	93%
2. North Dakota	93%
3. Kansas	93%
4. South Dakota	92%
5. Indiana	91%

Methodology

This report uses internal Airbnb data covering the period of January 1, 2017, to December 31, 2017. Data points were calculated using self-reported ages of Airbnb users as of December 31, 2017, as well as booking-specific information such as host payout and guest reviews of hosts.