



# Airbnb UK Insights Report

Bringing you insights into people-powered  
hospitality, region by region



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# Foreword

## Helping to make people-powered, sustainable and diversified tourism

The United Kingdom has been celebrated as a holiday destination for centuries. In many ways, we have it all – cosmopolitan, history-crammed cities, dramatic, empty coastlines and spectacular hiking. Venture to Scotland’s Outer Hebrides and we have beaches that rival the Caribbean, and London’s dining scene is one of the most dynamic and exciting in the world.

But over the years the way we travel has evolved, particularly over the last decade. This year Airbnb celebrated its 10th birthday, and it’s remarkable to think how significantly mindsets have changed, and continue to change. Today we live in a world where home sharing is an accepted, fun and trusted form of accommodation. It’s a fast-track to authentic experiences, comfortable living in spectacular homes and flexibility. Airbnb has helped to revolutionise the accommodation industry through people-powered travel, and this is just the beginning.

Over the last year, Airbnb has moved into exciting new areas that will help fulfil our mission to become an even-more sustainable, fully end-to-end platform. Using Airbnb, guests can not only book into beautiful homes, but they can book Experiences – a chance to discover untouched pockets of the UK, and learn about it through the eyes of locals. The growth of Experiences in the UK highlights the extent to which travellers want to live like a local, and go beyond the traditional accommodation options and tours that many have become accustomed to. At the same time, the introduction of Airbnb Plus has provided vetted accommodation options in London and Edinburgh, while Airbnb for Work provides business travellers with comfortable, inspirational accommodation and meeting space options, along with unusual team-building exercises.

This year I started my role as Airbnb’s General Manager for Northern Europe, and I will be prioritising sustainable growth in the UK, and beyond. Over the course of 2017 and 2018, we have been excited to work on a number of partnerships, overseen by our new Community Tourism Programme and Office of Healthy Tourism. These partnerships will help to ensure that tourism in the UK grows responsibly, whilst also allowing the economic benefits of tourism to filter through to local communities, and the hosts who are making travel so rewarding.

Over the last year, hosts and guests travelling on Airbnb have generated £3.5 billion in economic activity for the UK. This is money that has boosted the incomes of the UK’s residents, has helped independent restaurants and businesses reach new audiences, while making sure the 8.4 million inbound guests booking on Airbnb discover more than the big tourist hotspots.

We live in an era where our world is changing, and changing fast. The sharing economy has moved the way we think and live in new and exciting directions, and this is just the beginning. The world is full of beautiful homes and destinations, but many of them are closer than we think. Many of them are right here in the UK.

## Hadi Moussa

General Manager, Northern Europe



# Executive Summary: United Kingdom





In the age of the sharing economy, the way we travel is going through constant, and exciting, changes. Whether it's a fortnight in a cottage in the Scottish highlands, a weekend in a luxurious manor with a pool, or two nights staying in a hip converted warehouse in Manchester, as a nation we are increasingly open to new experiences, particularly when it comes to sharing someone's home.

Affordability, flexibility, reliability and authentic experiences are becoming more and more important, and this is having a significant impact on the UK's economy. Today, thousands of hosts across the UK are using Airbnb as a tool to supplement their income, showcase their hometown and to build new connections with people from the UK and abroad.

As a platform, Airbnb has helped to create valuable new income streams for UK residents, to make travel more affordable and to encourage traveller spending to filter in to lesser-known destinations. Between July 2017 and July 2018, hosts and guests using Airbnb contributed an estimated £3.5 billion to the UK's economy, with approximately 8.4 million inbound guests travelling over this period. This has generated exciting new opportunities for guests, hosts and small businesses, and helped boost tourism not just in big cities and popular holiday spots, but in all parts of the UK.

## Economic Impact

**£854M**

Income earned by local households

**8.4M**

Inbound guests in the past year

**£3.5B**

Economic activity generated by home hosts and guests on Airbnb

# Overview of the Airbnb Community in the UK





Over the last year<sup>1</sup>, residents from 2,600 villages, towns and cities have welcomed 8.4 million guests who have travelled on Airbnb. This activity stretches across the whole of the UK, from big cities to rural villages, with 223,200 active listings on Airbnb in England, Scotland, Wales and Northern Ireland helping visitors travel in a more flexible way. This, in turn, has provided a significant economic boost to local residents, and their communities.

Meanwhile, the number of UK residents choosing to travel using the platform is increasing. Over the last year, 11.1 million people in the UK have used Airbnb to travel to other parts of the UK, or abroad, thanks to a variety of unique, affordable and flexible accommodation options that help facilitate authentic and reliable travel.

## Hosts

**223,200**

Active Listings

**£3,100**

Annual earnings for a typical host

**36**

Nights hosted per year for a typical listing

## Guests

**8.4M**

Total inbound guests

**3.1 nights**

Average length of stay per guest

**11.1M**

Outbound guests in the past year

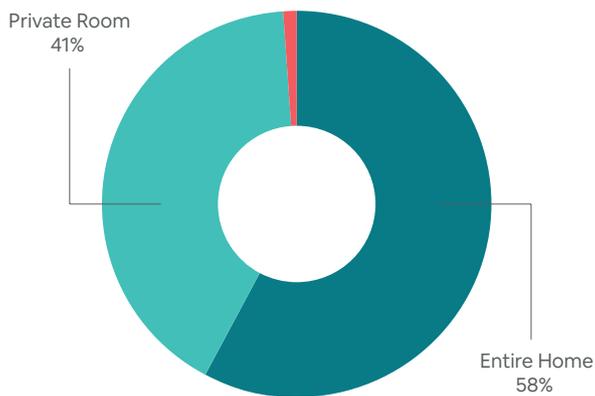
<sup>1</sup>Hosts on Airbnb in the United Kingdom have been welcoming guests into their homes since 2009.

This page captures the activity of the Airbnb community in the UK over a year-long period between 1 July 2017 and 1 July 2018.

There are a variety of ways that UK residents can choose to host on Airbnb. Just over half of hosts on the platform choose to rent out their entire home; this may be their primary residence that they make available to Airbnb guests when they themselves go on holiday, or it may be a second home in a city or a more rural location, which would not be utilised otherwise.

A large proportion of hosts on Airbnb share their home by listing a private bedroom in their primary residence. This allows hosts the flexibility to maximise space in their home, benefiting from the additional income, and social interaction, without having to commit to a full-time tenant.

## Active listings on Airbnb by type



# Airbnb Home Host Profile

In the age of the sharing economy, staying in someone's home as part of a holiday or work trip has become a more accepted and trusted way to travel. In turn, many people are more willing to open up their home to visitors, whether it's for a financial boost, to make new connections, or both.

In the UK, hosts using Airbnb vary from millennial couples to retirees. The average age of a host on Airbnb is 44; 61 percent of hosts are female, while 39 percent are male. The platform provides a flexible source of income, with typical hosts earning an average of £3,100 a year. This can supplement the income of those in full-time employment, help stabilise the income of self-employed hosts, or provide a revenue stream for those who have retired. Additionally, three percent of hosts on Airbnb<sup>2</sup> have said that the platform has helped them prevent foreclosure or eviction, by providing a reliable and steady source of income.

Typically, hosts on Airbnb have lived in their hometown for 21 years<sup>3</sup>. They enhance the guest's stay with insider knowledge – whether it's the best coffee in town, quirky historical facts or handy transport advice. Hosts on Airbnb help bolster the local community and become champions of their region, often allowing previously undiscovered parts of the UK to welcome visitors.

While managing guest bookings on the Airbnb platform is quick and easy, some hosts choose to use a property manager to assist with logistical arrangements including check in and cleaning. Additionally, boutique hotels and bed and breakfasts are increasingly using the platform to welcome more guests.

## Host Demographic Profile

# 44

### Average host age



### Host Gender

<sup>2</sup> According to a survey of hosts using Airbnb in 2017

<sup>3</sup> According to a survey of hosts using Airbnb in 2017

# Airbnb Guest Profile

Every traveller seeks a different experience, and will prioritise different aspects of a trip including location, property design or authentic, local knowledge. Airbnb is a platform that helps guests who are looking to travel in more flexible, bespoke and convenient ways, helping visitors discover the very best of a neighbourhood or bigger destination. In fact, 78 percent of guests who chose to book on Airbnb say they do so to “live like a local” – they will soak up invaluable insider knowledge and recommendations with this more personalised style of accommodation.

Those who travel using Airbnb also value the familiarity and comforts of staying in a ‘home from home’. This can be as simple as browsing the books on the bookshelf, or preparing an evening meal with ingredients chosen from local shops. Guests also enjoy its flexible nature, and the option to travel using non-traditional accommodation, which is often more cost-effective. This is particularly the case during big events, when demand for accommodation increases and prices can inflate.

## Guest Profile

**2.5**

Number of people in the average party size

**78%**

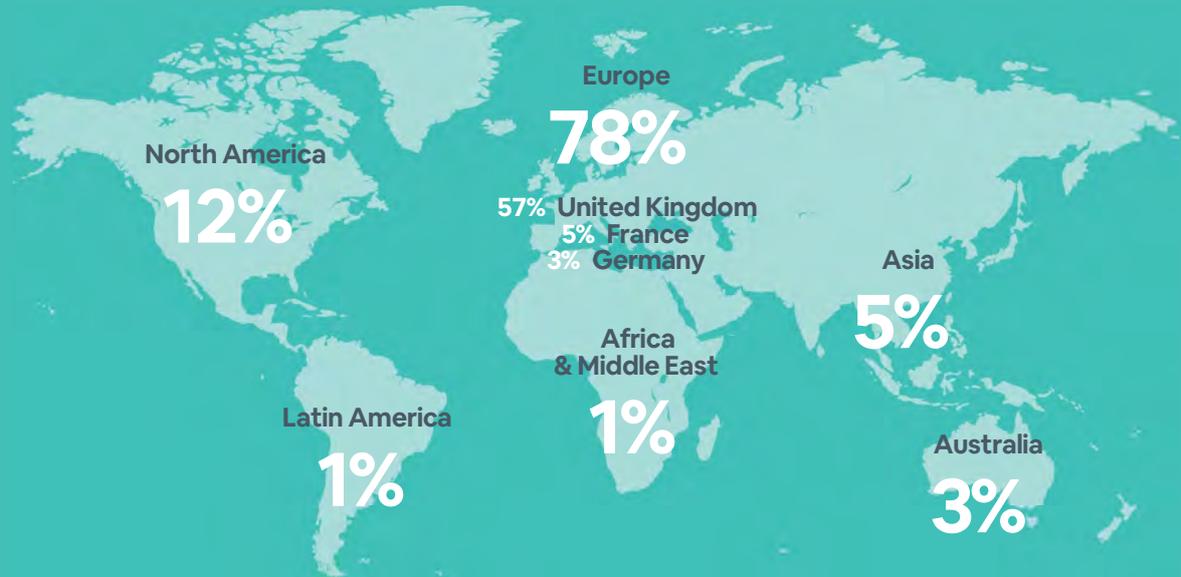
Guests who chose Airbnb so they can "live like a local"



# Guest Origin

Airbnb is used by guests travelling from all over the world, however, domestic travel continues to play an important role on the platform, and the 'staycation' is increasingly popular. While approximately 78 percent

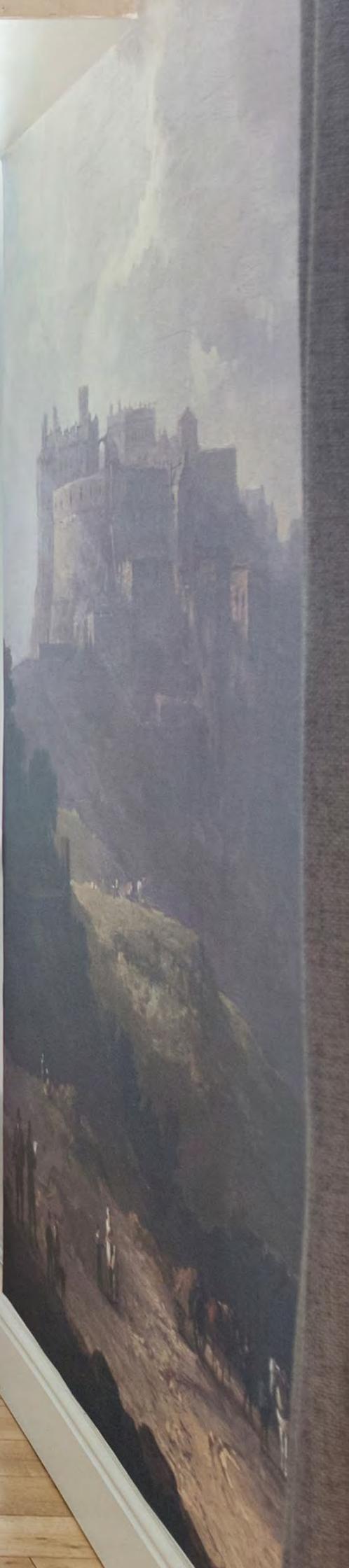
of guests using Airbnb to travel in the UK are from Europe, 57 percent of these guests using Airbnb are from the UK.



## Motivations of guests travelling using Airbnb

# 70% of guests on Airbnb visit the UK for holiday and leisure

# Airbnb Plus



# A new selection of beautiful homes verified for quality and comfort.

February 2018 saw the launch of Airbnb Plus, a new addition to the platform that allows guests to stay in beautiful homes that have been inspected against a 100+ point checklist covering design, amenities and hospitality. Every listing is visited in person to ensure that a number of standards are met, therefore guaranteeing that guests stay with fantastic hosts in exceptional homes. The platform gives travellers a new peace of mind, while they also benefit from memorable little details – these can range from oversized fluffy towels, organic amenities or an uncluttered, stylish home in an unforgettable setting.

London was one of the first cities where guests could travel using Airbnb Plus, and it has since extended to 41 cities worldwide, including its second UK city, Edinburgh. The majority of travellers booking Plus listings in London travel from the US (36 percent of bookings), while those travelling from other parts of the UK make up 18 percent of bookings. In Edinburgh, 45 percent of Plus bookings are made by UK residents, while 28 percent of bookings come from the US.

Airbnb Plus has also encouraged guests from the UK to travel abroad with greater peace of mind. The top outbound destinations for UK travellers using Airbnb Plus include Cape Town, Los Angeles, Rome and London, amongst others.



# Airbnb Plus Hosts

At the heart of Airbnb Plus is a roster of exceptional hosts. These hosts are particularly highly rated and consistently receive excellent reviews based on their outstanding quality, comfort, style, communication and local knowledge. Thanks to special badging, new photography and a home tour for guests, these

hosts' homes are nine times more likely to be seen by potential guests. This in turn helps these hosts earn more – a typical Plus host earns approximately 75 percent more than other listings. These hosts also benefit from additional Airbnb resources including customised reports and customer service.



# Airbnb Plus Fast Facts



Plus homes can currently be booked in 41 cities around the world. That's more than doubled since its launch in February 2018



Plus Homes are nine times more likely to be seen by guests



Plus hosts are earning up to 75 percent more, on average, than other listings



Airbnb Plus is currently available in London and Edinburgh



Since its launch, the top inbound nationalities booking Plus listings in London are: US, UK, Australia, China, Canada



Since its launch, the top inbound nationalities booking Plus listings in Edinburgh are: UK, US, China, France, Germany



Since its launch, the top outbound destinations for UK travellers booking Plus listings are: Cape Town, LA, Rome, London, Sydney

# Airbnb Guest Preferences

Airbnb is a platform that allows many different types of traveller's needs to be met. Some guests are looking for a quirky and cosy rural hideaway, while others may seek a slick and stylish city pad. The listings on the platform can accommodate anyone from groups and families, where space and kitchens might become more essential, to those in town for business, who are looking for the promise of quick WiFi, work space and transport links. Approximately 89 percent of guests who choose to travel on Airbnb do so because of the amenities on offer, and every listing allows different expectations to be met.

For decades, hotel concierges have been seen as the information source for many travellers. In today's sharing economy era, hosts on Airbnb now play this vital role. They are the people who provide insider tips, personal recommendations and insights into the local area. Increasingly, this is what people are looking for when they travel. In the UK, the average host receives a rating of 4.8 stars (out of 5) on Airbnb, which highlights how much guests value their hosts, and the service they provide.

## 4.8

Average host rating (out of 5)

## 89%

Guests who chose to travel on Airbnb because of the amenities





# Tourism

Hosting on Airbnb provides a helpful boost to many incomes in the UK, but this economic boost also filters into the neighbourhood, and beyond. The variety of listings, at a range of price points and styles, helps people to travel in the UK with flexibility – in fact, 29 percent of guests say they would not have visited or have stayed as long without being able to use Airbnb.

Approximately 78 percent of guests choose to travel using Airbnb because they want to explore a neighbourhood. This helps all parts of the UK benefit from the platform, as guests go beyond the classic tourist destinations to discover other lesser-known areas. In cities such as London, it helps drive people away from Central London to explore other parts of the city, from Brixton to Hackney, via Hammersmith, helping businesses and homes in these areas benefit from the platform. Airbnb also helps facilitate further travel: 77 percent of guests say that the option of using Airbnb makes them more likely to return.

## 78%

Choose to travel on Airbnb because they want to explore a neighbourhood

## 29%

Guests who would not have come or not have stayed as long without using Airbnb

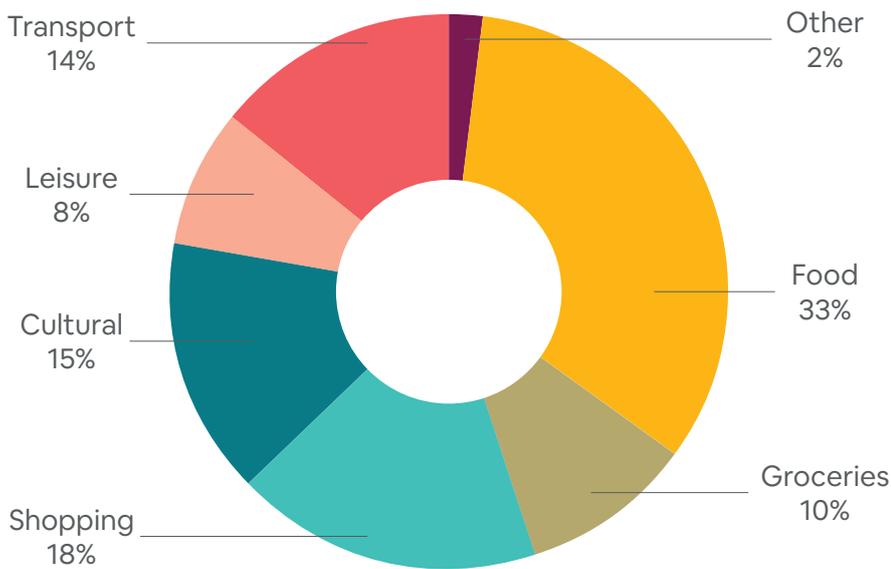
## 77%

Guests for whom Airbnb makes them more likely to return

# Tourism and the Local Economy

Airbnb is a platform that plays a key role in supporting the UK's tourism economy, but on a smaller, equally-important scale, it provides a significant boost to local economies. In the UK, the average guest on Airbnb spends £100 per day, with 43 percent of this being spent in the neighbourhood in which they stay. A large proportion of this

(33 percent) is spent on food, which helps support local independent restaurants, pubs and cafes. Guests are also spending money on groceries, general shopping, cultural activities and events, leisure activities and transport – all of which help support the neighbourhood's shops and attractions, and the town or city that they are visiting.



## Guest Spending

**The average guest travelling with Airbnb spends £100 per day in the UK.**

**43% of this is spent in the neighbourhoods in which they stay.**

# Airbnb and sustainability

Home sharing is increasingly being recognised as a sustainable way to travel, and this is a contributing factor in many guests' decision-making process. Globally, over two thirds of all guest arrivals are outside traditional tourist areas, allowing people to travel, and spend their money, in previously undiscovered parts of the UK. Airbnb is a platform that provides accommodation in a less-concentrated manner than hotels, and therefore helps disperse visitor numbers in a destination, helping to manage overtourism.

In April 2018, Airbnb launched the Office of Healthy Tourism, which helps promote the development of healthy tourism across the world. In conjunction with the Sustainability Advisory Board, which was launched in June 2017, it supports environmentally-friendly travel habits, and helps bring the economic benefits of tourism to residents and small businesses.

Additionally, the environmental impact of staying at a listing on Airbnb compared to traditional accommodations is significantly lower. By engaging with the sharing economy and travelling more collaboratively, over the last year guests and hosts using Airbnb have achieved energy savings equivalent to 103,000 homes and reduced water usage by an amount equal to 1,600 Olympic-sized swimming pools. Reduced greenhouse gas emissions have been the equivalent of 297,000 cars, and waste reduction is 14,800 tons.<sup>4</sup>

<sup>4</sup> <https://www.airbnb.com/citizen/wp-content/uploads/2017/03/Airbnbandsustainabletravel2017.pdf>

# Partnerships

Over the last year Airbnb has engaged in a number of partnerships to help spread the positive impact of the platform's people-to-people model of sustainable tourism. With the Community Tourism Programme, which launched in 2017, Airbnb has committed €5 million in funding for investments in innovative, community-based projects across Europe, and of course the UK, through to 2020. With the Office of Healthy Tourism programme, which launched in April 2018, the platform helps

to foster initiatives that drive economic growth in communities, empowering destinations and supporting environmental sustainability.

Over the course of the year, Airbnb has supported a number of projects across the UK, ranging from funding to help grow local tourism in Waltham Forest, through to a campaign with Visit Britain to encourage millennials to travel domestically in the UK. A few of these projects can be seen here:

## London Borough of Culture 2019/2020 A Community Tourism Programme

In May 2018 Airbnb allocated funding to support the Mayor of London's London Borough of Culture programme, an initiative inspired by the European Capital and UK City of Culture programmes. It aims to capture the creative energy of an entire city and highlight how culture can bring communities together.

Airbnb's funding will help support Listen Local, to place writers in the winning boroughs to work with

local creative talent and their communities to uncover hidden stories about local people and places. These stories will be told through music, theatre, art and more, taking place in unexpected neighbourhood locations allowing travellers to unearth a variety of cultural gems. 'Listen Local' will create compelling opportunities to explore and discover hidden London allowing visitors to experience the city through the stories of those who know it best.





## **The Great Get Together from the Jo Cox Foundation**

### **A Community Tourism Programme**

In June 2018 Airbnb supported the Jo Cox Foundation's The Great Get Together, a nationwide community celebration that brings people together to celebrate all that unites us, instead of what divides us. Airbnb helped to fund the project's Get Started packs: 750 packs were sent to a range of charity, corporate and individual participants of The Great Get Together,

which then helped to deliver meaningful local events in communities across the UK. Hosts using Airbnb came together with members of their community to put on picnics and other events to unite and connect with their neighbours. The campaign reached over 50,000 hosts, and thousands more who participated in the event in June 2018.

## **Visit England**

### **An Office of Healthy Tourism Partner**

In 2018 Airbnb worked with VisitEngland to promote domestic travel across England, Scotland and Wales to UK millennials. The project was co-funded between Airbnb and VisitEngland, and encompassed a 10-week co-marketing campaign, supporting VisitEngland's GREAT funded domestic campaign

"Join the World | Discover the UK" aimed at 18 – 34 year old Brits. The co-financed campaign put Airbnb at the forefront of domestic travel in the UK, and helped to empower hosts on Airbnb, making them ambassadors for the UK.

# Airbnb for Events

Airbnb for Events allows companies, ranging from wedding shows to tourist boards, to provide information regarding accommodation on Airbnb on their site, helping guests find reasonably priced and convenient places to stay. This in turn helps increase tourism capacity for towns, cities and communities across the UK. Airbnb has also worked in partnership with cultural tourism events such as Hull City of Culture and 2018 European Championships in Glasgow to serve as the official alternative accommodation partner. This allows residents to showcase the city's hospitality, and helps tourists visit beyond the traditional tourist hotspots.

Airbnb has also helped facilitate travel to a number of major events this year, from the Royal Wedding to the Edinburgh Fringe Festival. The number of guests travelling on Airbnb during the Royal Wedding boosted the local economy by over £11 million, and helped put the town of Windsor back on the map, both over the wedding weekend and in the longer term. Out of 100 cities around the world, London has had the highest year-on-year growth in guest arrivals on Airbnb during Pride, and the highest Pride attendance worldwide. Edinburgh welcomed approximately 120,000 guests on Airbnb this year from as many as 110 countries, including England, Scotland, Spain and the US.

**The platform has also eased access to major sporting events. The racing at Silverstone saw guest arrivals increase by an average of 85 percent, while guest bookings on Airbnb during and around London's summer of tennis were expected to top 80,000.**





# Airbnb for Work

Following the launch of Airbnb for Business in 2014, Airbnb has further enhanced the experience of guests travelling on business trips by introducing Airbnb for Work. To date, over 700,000 companies around the world have had employees sign up to book with Airbnb for Work. The tool allows guests to source comfortable, non-corporate and welcoming accommodation for work trips, but also helps companies find non-traditional and inspiring spaces to get together for meetings and work sessions. As part of Airbnb for Work, companies and their employees can book a number of original team-building experiences, from sailing to baking classes, that allow co-workers to connect and collaborate in a relaxed and informal environment without the traditional barriers of an office.

London is one of the world's top Airbnb for Work destinations, while Airbnb for Work travellers also book accommodation in Edinburgh, Bristol, Manchester and Birmingham. Most of these guests travel from the UK, US, France, Germany and Australia.

Additionally, Airbnb for Work travellers from the UK travel mostly to London, Bristol, Edinburgh, Paris and Birmingham – in fact, 45,000 companies in the UK have had employees book with Airbnb for Work to date.

## **Airbnb for Work travellers from the UK travel the most to:**

- 1. London**
- 2. Bristol**
- 3. Edinburgh**
- 4. Paris**
- 5. Birmingham**

## **Airbnb for Work travellers coming to the UK arrive the most from:**

- 1. London**
- 2. Edinburgh**
- 3. Bristol**
- 4. Manchester**
- 5. Birmingham**

## **Top countries travelling to the UK with Airbnb for Work:**

- 1. UK**
- 2. US**
- 3. France**
- 4. Germany**
- 5. Australia**

# Experiences

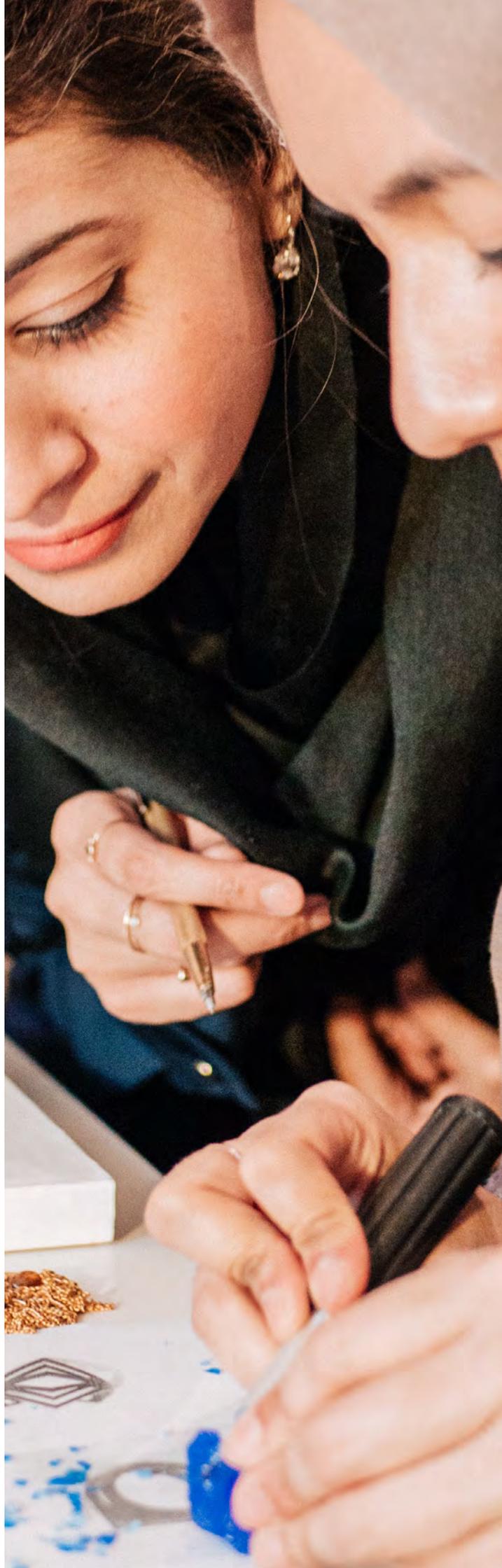
Since its launch in 2016, Experiences on Airbnb have helped travellers immerse themselves in local communities, by offering them one-of-a-kind experiences, carefully curated by local experts.

**Experiences on Airbnb are an antidote to mass produced tourism, enabling travellers to experience a different and authentic side of a city through the local people.**

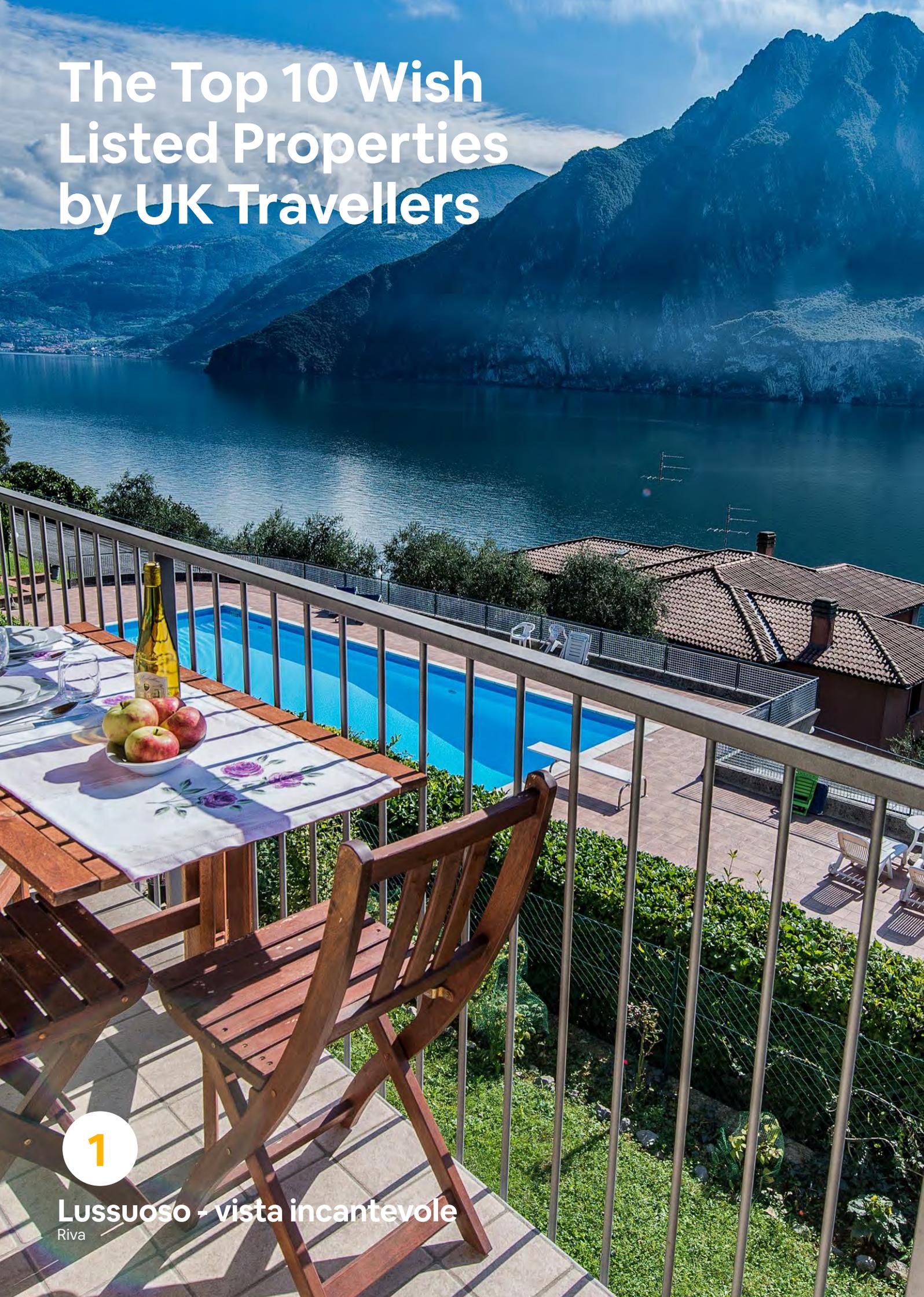
Since its launch in London in 2016, Experiences have expanded to Edinburgh (in March 2018) and the rest of the UK in May 2018, connecting travellers to discover a different and authentic side of a city, all powered by local people, and creating new economic opportunities for Experience Hosts. Today, there are over 800 Experiences available to book in the UK.

Experiences on Airbnb open up the world and encourage cross-cultural connections. There is an Experience to suit every type of traveller – whether it's exploring North East England's Hadrian's Wall with a professional geologist, or travelling to the east of England to learn about the tranquil lives of llamas. London is one of the top ten cities in the world for Experiences on Airbnb, a city where travellers can try anything from craft beer crawls in hipster parts of the city, or seeing the River Thames from a stand-up paddleboard.

Social Impact Experiences are a category of Experiences that build on the inherent good of Airbnb travel, empowering nonprofits by giving them a platform to fundraise, promote their mission and by driving Airbnb users to engage in social causes around the globe. Each organisation decides what Experience will most help the communities they serve -- whether it's fundraising, building awareness, volunteering, or all of the above -- and we waive fees so that 100 percent of the proceeds go directly to the nonprofit.



# The Top 10 Wish Listed Properties by UK Travellers



1

Lussuoso - vista incantevole

Riva

Every Airbnb user has an option to ‘wish list’ a property – whether it’s earmarking beautiful listings for future travel, or browsing for holiday inspiration. Out of the top ten wish-listed properties by UK travellers, two of these listings are in the UK – a stylish and romantic flat in Edinburgh that’s packed with period features, and a quirky windmill with a free-standing bath in rural Kent.

Travellers from the UK using Airbnb to travel abroad have also wish listed a number of original properties that go far beyond the traditional accommodation options available elsewhere. These range from a beautiful cave house in Santorini with unforgettable views, to a bamboo thatch cabin in the Andean

mountain coffee region of Colombia. Browsing activity on Airbnb shows that travellers from the UK use the platform to plan and book their holiday, but also as mood-boosting inspiration and to satisfy their wanderlust.

2

## Hector Cave House

Santorini





3

## Charming House

France



4

## Old Smock Windmill

Kent



**5** Private 3 bed  
Riad, Marakesh



**6** Romantic Cabana with view  
Armenia



**7** La Salentina  
Italy



**8** Hidden Bed Box in an  
Art-filled loft  
Edinburgh



**9** Luxurious Stone Villa  
Crete



**10** Trullo Aromatic Green  
Ostuni

# Top Five Trending Regions

The UK has always been a popular destination for family holidays, long weekends, city breaks or work trips, but there are certain regions that have seen particularly significant growth over the last year, with Wales seeing as much as an 81 percent year-on-year growth in inbound guest arrivals.

**Between June 2017 and June 2018, the top five trending regions for travel in the UK included:**

## 1 Wales

The region has seen an 81 percent year-on-year growth in inbound guest arrivals

## 2 East Midlands

The region has seen an 80 percent year-on-year growth in inbound guest arrivals

## 3 West Midlands

The region has seen a 76 percent year-on-year growth in inbound guest arrivals

## 4 North East

The region has seen a 75 percent year-on-year growth in inbound guest arrivals

## 5 Northern Ireland

The region has seen a 70 percent year-on-year growth in inbound guest arrivals





# Case Study: Scotland

Over the year-long period, hosts in Scotland<sup>5</sup> welcomed over 1,600,000 guests into their homes, with travellers choosing from cosy flats in Edinburgh packed with original features, to grand castles in the highlands.

On average, these hosts earned £3,800 a year via the platform, and together, hosts and travellers generated economic activity worth £569 million for the region.

## Ageless Travel:

14% of guest arrivals stayed with senior hosts

27% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts:

49% of travellers from this region stayed within the UK

14% of guest arrivals were families looking to explore Scotland together

## Hosts and Listings

**31,000**

Active Listings

**£3,800**

Annual earnings for a typical host

**42**

Nights hosted per year for a typical listing

## Guests

**1,600,000**

Inbound guests in the past year

<sup>5</sup> <https://www.airbnb.com/citizen/wp-content/uploads/2017/03/Airbnb-sustainable-travel-2017.pdf>

# Economic Activity

**£129M**

Income earned by  
local households

**£440M**

Estimated guest spending

**£569M**

Economic activity generated  
by hosts and guests on Airbnb

**“Who knew that sharing your home with streams of strangers could be such a rewarding experience. I didn’t join Airbnb to make friends, but that’s happened naturally – in snapshots of lives, in funny memories, in unexpected messages, repeat visits, surprise parcels and invitations from guests all around the globe. I started hosting during the Edinburgh Festival Fringe, when my spare room just felt like wasted space. Now it feels like an opportunity – to help pay the bills, importantly! – but also to laugh and to learn and to return some of the kindness that’s been shown to me wherever I’ve travelled in the world.”**

– Susie, Edinburgh, a home host



# Case Study: Northern Ireland

Northern Ireland<sup>6</sup> continues to be one of the UK's fastest growing visitor destinations, with 230,000 guests spending £55 million in the region over the year. Guests had 4,100 active listings to choose from, ranging from coastal cottages to flats in the leafy

neighbourhoods of Belfast, and helped local hosts earn £13 million over the year. Together, hosts and guests gave an estimated £68 million boost to the region's economy.

## Ageless Travel:

11% of guest arrivals stayed with senior hosts

24% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts:

35% of travellers from this region stayed within the UK

16% of guests are arriving as part of a family

## Hosts and Listings

# 4,100

Active Listings

# £3,200

Annual earnings for a typical host

# 37

Nights hosted per year for a typical listing

## Guests

# 230,000

Inbound guests in the past year

<sup>6</sup><https://www.airbnb.com/citizen/wp-content/uploads/2017/03/Airbnbandsustainabletravel2017.pdf>

## Economic Activity

**£13M**

Income earned by  
local households

**£55M**

Estimated guest spending

**£68M**

Economic activity generated  
by hosts and guests on Airbnb

**“I have found being a host on Airbnb a rewarding and enriching experience – what’s not to love? Meeting people from all over the world, chatting with them over a cuppa and discovering a bit about their lives, with plenty of great laughs and stories told.”**

– Nuala, Portrush- a home host



# Case Study: North East

The North East<sup>7</sup> represented one of the highest domestic travel regions in the UK – with 51 percent of travellers from this region using Airbnb to travel within the UK. This helped generate an additional £8 million income for local households, across 2,700

active listings, with guests spending approximately £31 million over the year. Although areas such as Newcastle and Middlesbrough remain popular, guests were also travelling to coastal towns and to visit sites such as Hadrian's Wall.

## Ageless Travel

15% of guest arrivals stayed with senior hosts

28% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts

51% of travellers from this region stayed within the UK

48% of guest arrivals stayed with female hosts

## Hosts and Listings

# 2,700

Active Listings

# £2,900

Annual earnings for a typical host

# 35

Nights hosted per year for a typical listing

## Guests

# 108,000

Inbound guests in the past year

<sup>7</sup><https://www.airbnb.com/citizen/wp-content/uploads/2017/03/Airbnbandsustainabletravel2017.pdf>

# Economic Activity

**£8M**

Income earned by  
local households

**£31M**

Estimated guest spending

**£39M**

Economic activity generated  
by hosts and guests on Airbnb

**“I started hosting back in early August and so far I've explored Hadrian's Wall and its landscape with over 30 guests: Australians, Americans, Brits, families, couples and solo travellers. One thing I was surprised by was the dynamic that develops within the groups and the flow of conversation – it often feels as if we are all friends by the end. Hosting has also given me a fresh appreciation of the special charm of my surroundings. What I regard as merely my everyday existence is intriguing to guests, especially those from urban communities, who get the chance to get up close to sheep and cows, house martins and kestrels, while learning about the rich natural history of the Hadrian's Wall landscape and discovering things that may not have been obvious if they weren't with a local.”**

– Ian, “Explore Hadrian’s Hidden Landscape” experience host, Northumberland



# Case Study: North West

The North West<sup>8</sup> welcomed 532,000 guests to the region over the last year, with travellers choosing from a total of 10,200 active listings. Although the Lake District continues to be a popular destination in the

UK, Airbnb has also helped to divert visitors to lesser-known villages and towns, and other parts of the North West. Together, guests and hosts generated £173 million for the region.

## Ageless Travel

11% of guest arrivals stayed with senior hosts

32% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts

48% of travellers from this region stayed within the UK

39% of guest arrivals stayed with female hosts

## Hosts and Listings

# 10,200

Active Listings

# £3,100

Annual earnings for a typical host

# 37

Nights hosted per year for a typical listing

## Guests

# 532,000

Inbound guests in the past year

<sup>8</sup> <https://www.airbnb.com/citizen/wp-content/uploads/2017/03/Airbnbandsustainabletravel2017.pdf>

# Economic Activity

**£37M**

Income earned by  
local households

**£136M**

Estimated guest spending

**£173M**

Economic activity generated  
by hosts and guests on Airbnb

**“I joined the Airbnb community about two years ago and, for me, it has been a great experience. I'm using rooms in my home in a productive way. It keeps me on my toes as you have to be clean and tidy, but also the real pleasure is meeting such interesting people from all walks of life and from all over the world. I have hosted vets, engineers, Americans, South Americans, Russians and more. It has been a truly rewarding experience and fun! I have also enjoyed the contact with Airbnb folk and other hosts – we can learn so much from one another. It's an excellent way to make extra money yet be at home. I rely on great reviews, about potential guests and about my home, and I'm happy to report all of mine have been fabulous, thanks to my lovely guests. Don't hesitate, jump in, it's great!”**

– Mandy, Stockport- a home host



# Case Study:

## Yorkshire and the Humber

More than 318,000 guests used Airbnb to travel to Yorkshire and the Humber<sup>9</sup> over the year-long period, with the platform helping those seeking accommodation during big events such as the Tour de Yorkshire in May.

The platform helped boost the income of local households by £23 million, with hosts earning an average average of £3,000 over the year.

### Ageless Travel

14% of guest arrivals stayed with senior hosts

20% of guest arrivals stayed with guests aged between 18 and 35

### Quick Facts

51% of travellers from this region stayed within the UK

43% of guest arrivals stayed with female hosts

## Hosts and Listings

# 7,200

Active Listings

# £3,000

Annual earnings for a typical host

# 38

Nights hosted per year for a typical listing

## Guests

# 318,000

Inbound guests in the past year

<sup>9</sup> <https://www.airbnb.com/citizen/wp-content/uploads/2017/03/AirbnbSustainableTravel2017.pdf>

## Economic Activity

**£23M**

Income earned by  
local households

**£83M**

Estimated guest spending

**£106M**

Economic activity generated  
by hosts and guests on Airbnb

**“I was initially reluctant to start listing on Airbnb. However, I quickly grew to love it. I've had guests from over 40 countries already and now have contacts across the world for when I travel. It really makes me feel like an international person in the heart of Yorkshire.”**

– Lars- Home host, Leeds



# Case Study: East Midlands

The East Midlands<sup>10</sup> is one of the leading regions in the UK for domestic travel, with 53 percent of guests travelling from this region staying in the UK. Milton Keynes, Derby and Chesterfield continue to be

popular destinations, with 5,100 active listings in the region welcoming 189,000 guests over the period. This has earned typical hosts approximately £2,500 a year.

## Ageless Travel

17% of guest arrivals stayed with senior hosts

19% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts

53% of travellers from this region stayed within the UK

44% of guest arrivals stayed with female hosts

## Hosts and Listings

# 5,100

Active Listings

# £2,500

Annual earnings for a typical host

# 38

Nights hosted per year for a typical listing

## Guests

# 189,000

Inbound guests in the past year

<sup>10</sup> The following page captures the activity of the Airbnb community between 1 July 2017 and 1 July 2018.

## Economic Activity

**£14M**

Income earned by  
local households

**£52M**

Estimated guest spending

**£66M**

Economic activity generated  
by hosts and guests on Airbnb

**In what other walk of life can you meet Leicester City football fans who live in China, or meet a young guy who has travelled back from Scotland to win over the love of his life? I've had deep conversations about everything from Bob Dylan lyrics to the portrayal of women in cinema courtroom scenes. Heck, I even had a massage from a holistic specialist. Hosting my spare room on Airbnb has been so enriching. As an avid traveller and someone who is not afraid of travelling solo myself, you keep that joy of meeting people from around the globe. Sometimes day to day life can seem mundane, so by hosting I get that thrill of travelling all over again – more specifically the parts whereby you can share your passion or meet people from all walks of life.**

– Sam, Leicester, a home host



# Case Study:

## West Midlands

Approximately £80 million has been fed into local homes and businesses in the West Midlands<sup>11</sup>, thanks to 230,000 people using Airbnb to travel to the region

over the year. Hosts earned a total of £17 million across 6,200 active listings, while 53 percent of guests travelling from the region stayed within the UK.

### Ageless Travel

18% of guest arrivals stayed with senior hosts

24% of guest arrivals stayed with hosts aged between 18 and 35

### Quick Facts

53% of travellers from this region stayed within the UK

46% of guest arrivals stayed with female hosts

## Hosts and Listings

# 6,200

Active Listings

# £2,500

Annual earnings for a typical host

# 35

Nights hosted per year for a typical listing

## Guests

# 230,000

Inbound guests in the past year

<sup>11</sup> <https://www.airbnb.com/citizen/wp-content/uploads/2017/03/Airbnbandsustainabletravel2017.pdf>

# Economic Activity

**£17M**

Income earned by  
local households

**£63M**

Estimated guest spending

**£80M**

Economic activity generated  
by hosts and guests on Airbnb

**“I run Ada’s Attic Vintage, a vintage boutique in Birmingham, and for years people have asked where I find the clothing that I sell. When I came across Experiences on Airbnb, I knew that it was the perfect place to start sharing my tips by running vintage shopping tours. The best thing about hosting is sharing knowledge about something I am so very passionate about and seeing the joy and excitement in my guests when they find beautiful vintage piece of clothing. They love discovering hidden vintage treasures that only a local would know about, hearing about the history of the city and getting recommendations of other things to do, see and eat. Airbnb has given me the opportunity to meet like-minded people in my incredible home city, I love hosting and I am proud to be a part of such a great community.”**

– Rachael, “Finding Vintage Treasures” experience, Birmingham



# Case Study: Wales

Wales<sup>12</sup> proved to be one of the most popular regions for Airbnb activity in the UK, attracting 467,000 inbound guests over the year-long period – with 21 percent of these guests arriving as part of a family

(the highest in the UK). The economic activity generated by these guests, who stayed at 13,600 active listings, totalled £155 million.

## Ageless Travel

20% of guest arrivals stayed with senior hosts (the highest in UK)

18% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts

56% of travellers from this region stayed within the UK

21% of guests arrived as part of a family (the highest in UK)

## Hosts and Listings

**13,600**

Active Listings

**£2,600**

Annual earnings for a typical host

**27**

Nights hosted per year for a typical listing

## Guests

**467,000**

Inbound guests in the past year

<sup>12</sup> The following page captures the activity of the Airbnb community between 1 July 2017 and 1 July 2018.

# Economic Activity

**£32M**

Income earned by  
local households

**£123M**

Estimated guest spending

**£155M**

Economic activity generated  
by hosts and guests on Airbnb

**“We started off hosting on Airbnb to make some much needed extra cash to support our four children through university. We have an unusual property (for Wales) in a very convenient location, which just needs to be shared. It is in a spectacular, undiscovered part of the UK, near a charming village without crowds. Gower was the first Area of Outstanding Natural Beauty in the UK and our guests are blown away by the landscape and the peacefulness of the area.**

**We feel like ambassadors for the area and we do everything we can to exceed our guests’ expectations in terms of the room, the area and the amenities! We know many of the local business owners, so we can recommend independent places to eat, and we send our guests to the local ale house for a free half of craft beer! Over the past three years, our hosting on Airbnb has gone from making a bit of extra cash to us being totally committed to giving our guests the best possible Welsh experience.”**

– Caroline, Swansea- a home host



# Case Study:

## East of England

Hosts with space listed on Airbnb in the East of England<sup>13</sup> welcomed 344,000 guests over the year-long period, which generated £31 million in additional income for local households (approximately £3,000

a year for typical hosts). The area, which includes Cambridge, Colchester and Norwich, has a high proportion of female hosts, with 50% of guests being hosted by women.

### Ageless Travel

18% of guest arrivals stayed with senior hosts

18% of guest arrivals stayed with hosts aged between 18 and 35

### Quick Facts

50% of guest arrivals stayed with female hosts

19% of guests arrived as part of a family

## Hosts and Listings

# 10,800

Active Listings

# £3,000

Annual earnings for a typical host

# 38

Nights hosted per year for a typical listing

## Guests

# 344,000

Inbound guests in the past year

<sup>13</sup> The following page captures the activity of the Airbnb community between 1 July 2017 and 1 July 2018.

# Economic Activity

**£31M**

Income earned by  
local households

**£104M**

Estimated guest spending

**£135M**

Economic activity generated  
by hosts and guests on Airbnb

**“I've used Airbnb for a while to offer glamping to guests, and as my llamas were always extremely popular, I decided to host an Experience, too. It's proving to be a different and thoroughly enjoyable hosting experience; not everyone can afford to stay overnight and so it allows guests to dip their toes into the world of llamas and leave with a deeper understanding and appreciation of these fascinating animals. For me, hosting an Experience is not only about meeting new people, but spending time with them too and sharing my knowledge. Guests are always friendly, eager to learn and they always love the hearty lunch included in my Experience too!”**

– Tina, “Feel Calmer and Learn About Llamas” experience host, Wisbech



# Case Study: London

London<sup>14</sup> is one of the UK's top destinations for guests travelling with Airbnb. Over the past year, approximately 2,200,000 guests have stayed at 75,700 listings in the capital. Total economic activity from guests and hosts totalled £1.3 billion, with money

filtering through to local businesses out of classic tourist areas in the city. During this period, 45 percent of guest arrivals stayed with hosts aged between 18 and 35 – the highest percentage in the UK.

## Ageless Travel

6% of guest arrivals stayed with senior hosts

45% of guest arrivals stayed with hosts aged between 18 and 35

## Quick facts

35% of travellers from this region stayed within the UK

14% of guests arrived as part of a family

## Hosts and Listings

# 75,700

Active Listings

# £2,600

Annual earnings for a typical host

# 35

Nights hosted per year for a typical listing

## Guests

# 2,200,000

Inbound guests in the past year

<sup>14</sup> The following page captures the activity of the Airbnb community between 1 July 2017 and 1 July 2018.

# Economic Activity

**£342M**

Income earned by  
local households

**£918M**

Estimated guest spending

**£1.3B**

Economic activity generated  
by hosts and guests on Airbnb

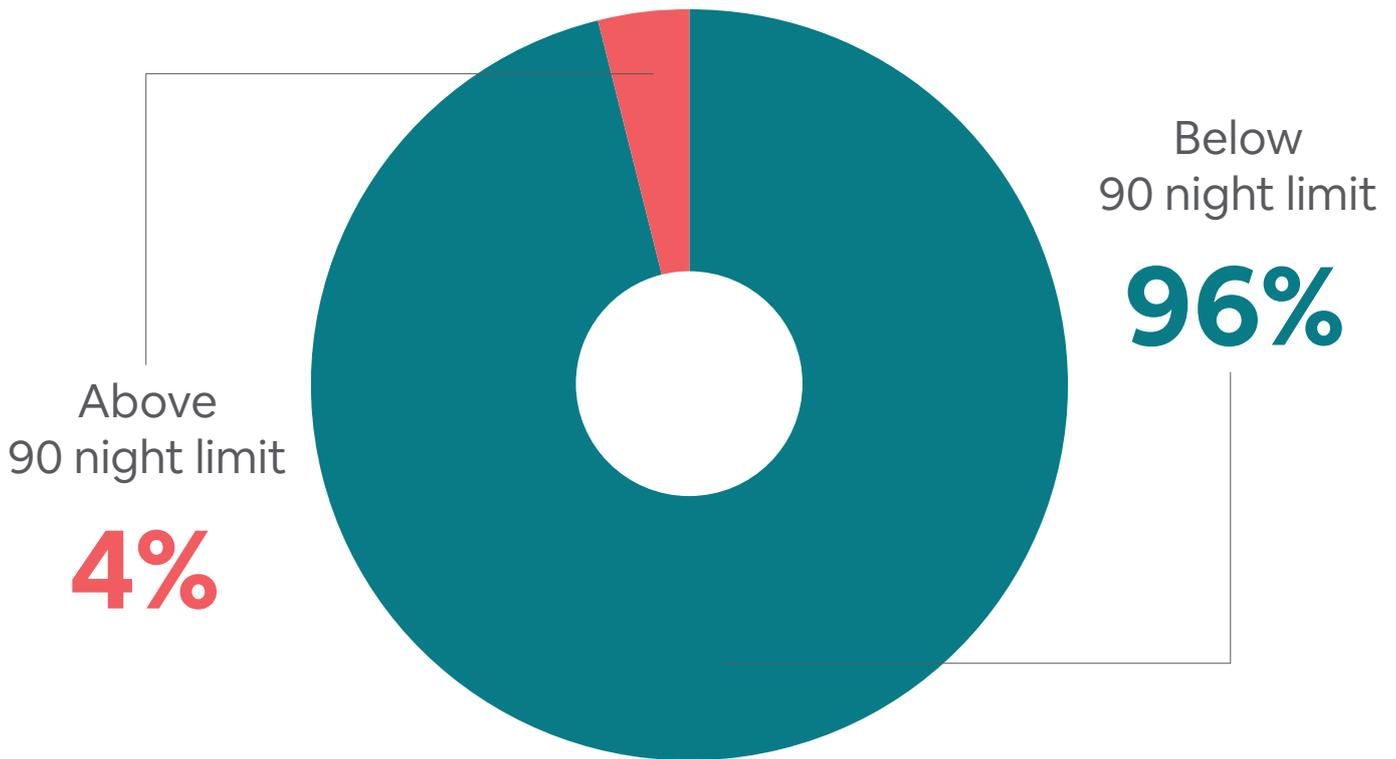
**“Hosting allows me the freedom to travel and pursue activities that I may not otherwise have been able to, while greeting guests to show that London is welcoming and accessible. I’m reassured by the fact that home-sharing brings people together, tackles socioeconomic and cultural barriers, and helps prevent the growing feeling of isolation within our communities.”**

– Shanika, Tower Hamlets- a home host

# The success of Airbnb's automated hosting limit in London

The introduction of an automated hosting limit on the platform – capping entire home rentals at a maximum of 90 nights per year – has continued to prove successful. The limit, which was introduced in 2017, is part of Airbnb’s commitment to growing tourism sustainably – and, despite its success, we are still the only platform that has introduced this voluntary measure to encourage responsible hosting in London.

As of July 1st 2018, of the entire homes that have taken a booking for 2018, only 4 percent are booked for 90 nights or more on a short term rental basis. This is a reduction from 7 percent the previous year. That 4 percent includes those that have confirmed they have permission to host for longer (such as serviced apartments). For those hosts who don’t have the relevant permission, their calendars have now been blocked from accepting further entire-home bookings for the remainder of the year.





# Case Study: South East

The South East<sup>15</sup> is a popular family destination on Airbnb, and the region welcomed close to a million guests via the platform. There are 25,700 active listings in the region, that have helped to generate

£369 million for the local area. It is one of the highest earning regions in the UK for hosts on Airbnb, with typical hosts earning an average of £3,100 per year.

## Ageless Travel

16% of guest arrivals stayed with senior hosts

17% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts

49% of guest arrivals stayed with female hosts

18% of guests arrived as part of a family

## Hosts and Listings

# 25,700

Active Listings

# £3,100

Annual earnings for a typical host

# 34

Nights hosted per year for a typical listing

## Guests

# 986,000

Inbound guests in the past year

<sup>15</sup> The following page captures the activity of the Airbnb community between 1 July 2017 and 1 July 2018.

# Economic Activity

**£92M**

Income earned by  
local households

**£277M**

Estimated guest spending

**£369M**

Economic activity generated  
by hosts and guests on Airbnb

**“Airbnb gave me the platform I needed to utilise what I already had – a spare room. I thought having people come and go in my home would be strange but it’s been so much fun. Some guests found out it was my birthday and got me a card and some cake! It really is like a little community and I’m proud to consider myself among the growing number of forward-thinking Airbnb users.”**

– Emma, Brighton, a home host



# Case Study: South West

The South West<sup>16</sup> is one of the most popular regions in the UK for travellers using Airbnb, with hosts welcoming 1,200,000 guests at 30,900 active listings in Devon, Cornwall and beyond. Together, guests and

hosts generated £437 million in economy activity for the region, with typical hosts earning an average of £3,600 over the year – one of the highest figures in the UK.

## Ageless Travel

19% of guest arrivals stayed with senior hosts

17% of guest arrivals stayed with hosts aged between 18 and 35

## Quick Facts

50% of guest arrivals stayed with female hosts

20% of guests arrived as part of a family

## Hosts and Listings

# 30,900

Active Listings

# £3,600

Annual earnings for a typical host

# 34

Nights hosted per year for a typical listing

## Guests

# 1,200,000

Inbound guests in the past year

<sup>16</sup> The following page captures the activity of the Airbnb community between 1 July 2017 and 1 July 2018.

## Economic Activity

**£103M**

Income earned by  
local households

**£334M**

Estimated guest spending

**£437M**

Economic activity generated  
by hosts and guests on Airbnb

**“Hosting gives me the opportunity to meet wonderful people from around the country enabling me to share my passion with them. During the session, I give a short demonstration but then I let my guests get stuck in as I talk them through the process, there's no better way to learn! I offer to post their pots to their homes once they've been bisque fired and guests are always so excited to receive their finished bowls.”**

– Miranda, “Pottery Throwing Taster” experience host, Calstock

# All Definitions

<b>Annual Earnings (Typical Host):</b>	Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.
<b>Average Length of Stay:</b>	The average length of stay per guest, rather than per trip.
<b>Guest:</b>	Airbnb community members who stay in listings on Airbnb.
<b>Host:</b>	Airbnb community members who rent space on Airbnb.
<b>Guest Arrivals:</b>	All guests visiting a particular location. Inbound guests includes guests who live in the same location they may have stayed in.
<b>Listing (Active):</b>	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.
<b>Listing Types:</b>	There are three listing types: entire home/apartment listings, private room listings and shared room listings.
<b>Entire Home/Apartment Listing:</b>	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.
<b>Private Room Listing:</b>	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.
<b>Shared Room Listing:</b>	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.
<b>Nights Hosted (By Listing):</b>	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 hosting activity on Airbnb.
<b>Nights Hosted (Typical Host):</b>	Median value of total nights hosted per host during the one-year study period. Nights Hosted are presented for typical hosts.
<b>Outbound Guest:</b>	All guests from a particular location who booked a listing on Airbnb, 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.
<b>Typical Host:</b>	<p>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. All homes and Experiences in this report are intended purely to inspire and illustrate.</p> <p>Airbnb does not recommend or endorse these listings or any other homes or Experiences on the platform.</p>