



Airbnb: Generating \$4.5 Billion for Restaurants



Introduction

Airbnb has succeeded because our people-to-people platform provides real economic benefits to regular people who share their homes. Our community continues to grow because our platform reflects changes in the way people live, work and travel in the 21st century. More people from more backgrounds are traveling farther and more often than before. When these travelers hit the road, they are rejecting the old, mass-produced tourist experiences in favor of experiencing local neighborhoods and the businesses they have to offer.

These travelers are choosing Airbnb in part because roughly three-quarters of Airbnb listings are outside of the traditional tourist hotspots. When our guests visit stores and restaurants in the neighborhoods that haven't benefitted from tourism in the past, they generate economic activity for local businesses and support local jobs.

No businesses benefit more than restaurants. Airbnb guests spend the greatest portion of their money while traveling on restaurants and dining out, compared to other expenses like shopping, transportation and leisure, according to our latest annual survey.

This report provides data on Airbnb guest spending in restaurants in a series of communities within the past 12 months. The report finds that, in major U.S. cities from Los Angeles to New York, Airbnb guests reported spending on average between \$50 and \$90 per guest per night in restaurants. Over the past 12 months, we estimate that Airbnb guests have spent more than \$1.5 billion in the restaurant industry in these 19 cities alone.

This report also provides data on guest spending in restaurants in an additional 17 markets around the world, from Amsterdam to Mexico City to Tokyo. In these cities, Airbnb guests generated an additional \$3 billion in economic impact in the restaurant industry. Across these 36 U.S. and international cities, Airbnb guests have generated more than \$4.5 billion for restaurants in total in the past year.

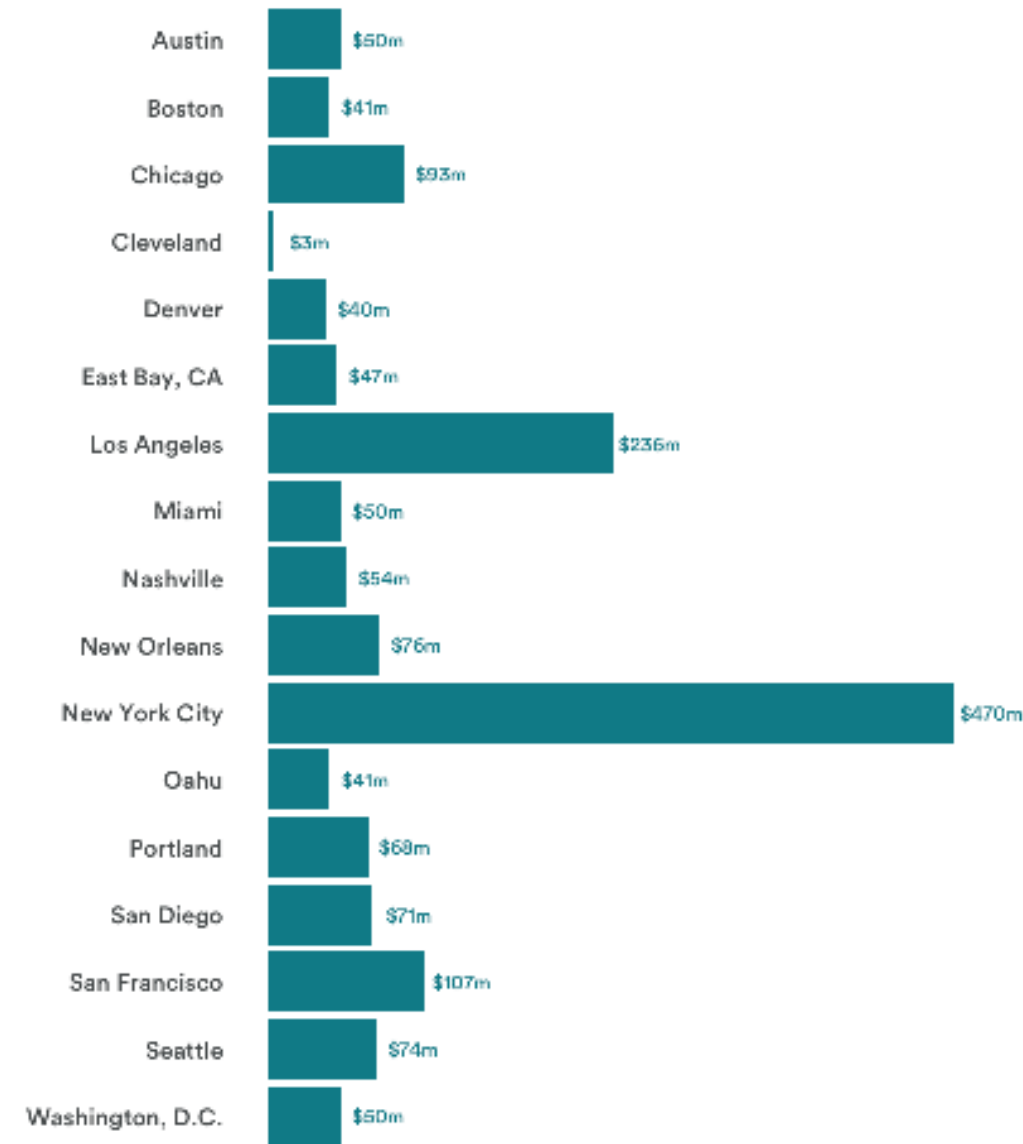
Airbnb is committed to supporting local businesses that traditionally have not benefited from tourism and hospitality. We will continue to work with our hosts and city leaders to leverage home sharing to strengthen communities.

Guest Spending on Restaurants

Airbnb guests spend the greatest portion of their money while traveling on restaurants and dining out, generating millions in economic impact in cities around the world.

Our annual survey studied guest spending habits in 36 major destinations around the world. We estimate that in 19 major cities in the U.S., guests spent more than \$1.5 billion in restaurants over the past 12 months. Guests visiting 17 major markets outside the U.S. spent more than \$3 billion in restaurants over the past twelve months. Across these 36 U.S. and international markets, guests have spent over \$4.5 billion in the restaurant industry.

GUEST SPENDING ON RESTAURANTS IN THE U.S.



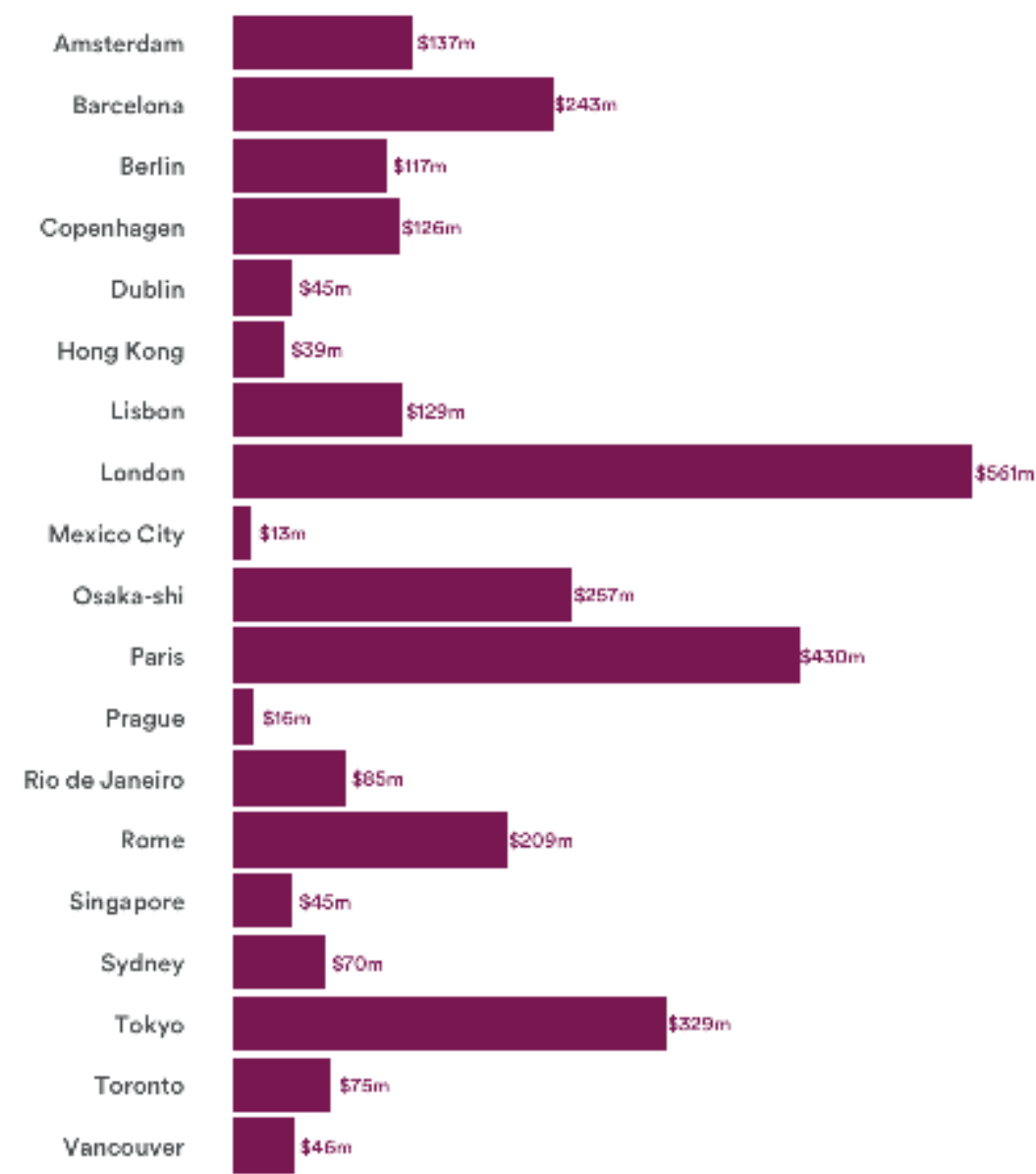
42%

of guests' spending on average occurs in the neighborhood in which they're staying

56%

of guests who saved money by using Airbnb spent more on food and shopping

GUEST SPENDING ON RESTAURANTS ABROAD



Bringing New Customers to Restaurants

With a large and diverse host community and listings in neighborhoods often overlooked by travelers, Airbnb is uniquely positioned to highlight a destination's small businesses and expand the positive economic impact of travel and tourism. Our hosts continue to promote the one-of-a-kind, authentic experiences only residents can know, helping guests discover local restaurants, bars, bakeries and cafes in cities around the world. At the same time, Airbnb has launched a series of initiatives to build on this progress and support small business.

74%

of Airbnb listings are located outside of traditional hotel districts

GUIDEBOOKS

In August, Airbnb launched Guidebooks, a feature that allows hosts to recommend local spots, including restaurants, stores and other attractions that appear on the map of their public listing page. In addition, 40 cities around the world, from Cape Town to Budapest to Vancouver, also have their own city-wide guidebooks. Available on the Airbnb platform, these guidebooks are combined lists of recommendations from hosts. To date, about 200,000 small businesses and local attractions appear in these city guidebooks, including over 90,000 restaurants.

200K

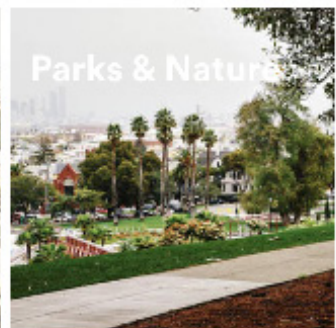
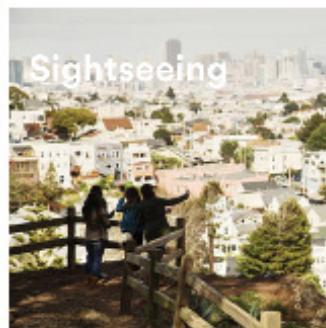
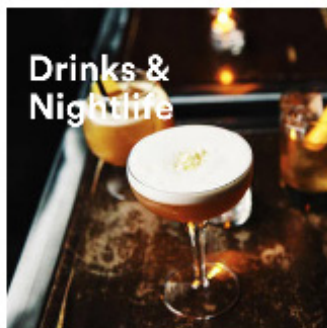
local attractions on city-wide Guidebooks

90K

restaurants on city-wide Guidebooks

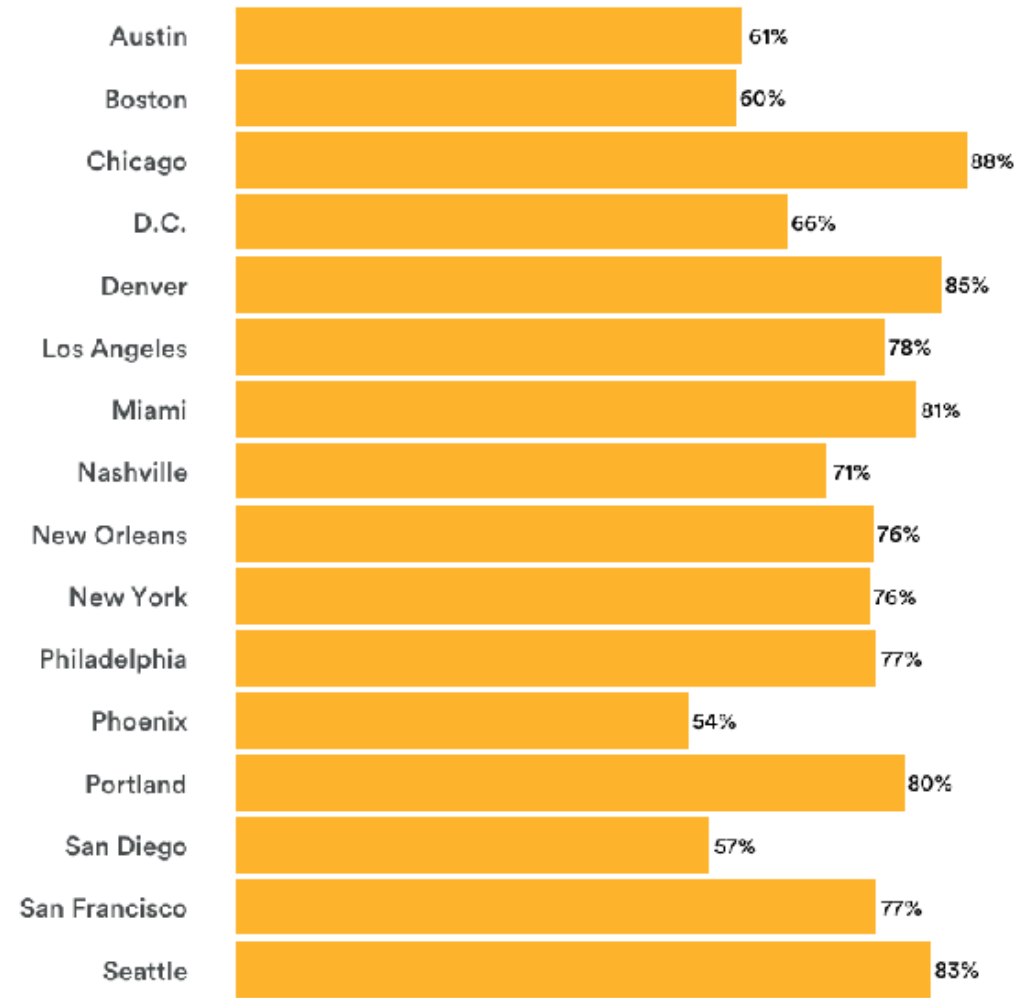
Things to do in San Francisco

Here's your key to the city. A definitive guide of the best local spots, as told by local Airbnb hosts



With nearly three-fourths of Airbnb listings located outside traditional hotel districts, hosts are able to use Guidebooks to share their favorite local restaurants with guests. In fact, the majority of restaurants that appear in city-wide Guidebooks are located outside traditional hotel districts.

PERCENT OF CITY GUIDEBOOK RESTAURANTS OUTSIDE HOTEL DISTRICTS*



**Hotel districts defined as zip codes that together contain over 75 percent of the city's hotel rooms*

LOCAL PARTNERSHIPS

Airbnb has a long history of working with city leaders who are embracing Airbnb to extend the economic benefits of home sharing. Airbnb has partnered with local leaders and organizations to spotlight neighborhood favorites, from quirky cafes to specialty cocktail bars. Among the partnerships Airbnb has established to support small businesses are:

NEW YORK

Last year, Airbnb announced a partnership program with the Brooklyn Chamber of Commerce to connect our host community with local businesses throughout Brooklyn. One of the projects included a [Brooklyn Local List map](#) featuring hosts' suggestions on where to eat, drink, shop and relax in the borough.

LONDON

In August, Airbnb teamed up with Waltham Forest Council in London to launch [a culture map](#) for the borough, one of the city's most diverse areas. Over the past three years, bookings have increased by almost 250 percent, and the map helps guests experience life like a local, featuring host's favorite shops, cafes, restaurants, galleries, bars, exhibitions and markets.

TEL AVIV

Airbnb has also partnered with Tel Aviv Global to co-create a rich and immersive guide to the city's diverse neighborhoods. The guide will feature layers of interactive content including maps, custom photography and localized editorials from Airbnb hosts about the great local businesses to try out.



“ Airbnb brings travelers that help local businesses survive. It’s so flattering when hosts recommend guests to the restaurant. I can’t imagine business without it.

Cindy F., owner of Joey K’s, a restaurant in New Orleans

“ Our guests want to learn about the neighborhood they’re staying in. When travelers stay here, they eat where the locals do, shop where they shop, go out where they go out. They get a real Brooklyn experience.

Oscar D., owner of Tinto, a coffee shop in New York City

“ I form a special bond with many of the visitors I host, and part of that comes from showing them unique places in San Francisco that they might not necessarily find from looking at a tourist guide.

Tammy T., Airbnb host in San Francisco

LOCAL COMMUNITY OUTREACH

Airbnb continues to organize community outreach events to help hosts discover and share local gems with their guests. Many of these events are organized by our 90 Home Sharing Clubs around the world. These clubs help organize and educate hosts regarding a range of issues, including how to spread the benefits of home sharing to local businesses. Club events have included a series of Merchant Walks to introduce hosts to small business owners in the neighborhood.

SAN FRANCISCO

In San Francisco, hosts participated in the city's ninth Merchant Walk in the historic Fillmore District. Previous Merchant Walks have introduced hosts to small businesses in areas like West Portal, Cole Valley and Bernal Heights, where dozens of hosts visited spots like The Ice Cream Bar, a 1930s soda and ice cream shop, and Progressive Grounds, a local favorite for coffee and tea.

WASHINGTON, D.C.

In Washington, D.C., hosts in the nation's capital have met with local businesses and discussed the merits of hosting in the area. The events have taken place in neighborhoods including Adams Morgan, 14th Street, Georgia Avenue, H Street, Capitol Hill and Eastern Market, and have garnered the support of active support of more than 160 local stores and restaurants.

“ One of the things that has driven the revival of local business has been the pride that small business people have in their city and the effort they expend to showcase what DC has to offer.

Cathy C., leader of Airbnb's D.C. Home Sharing Club

These Merchant Walks have also taken place in cities such as Los Angeles, New York, Milan and Barcelona, where our hosts communities continue to learn about local businesses in their neighborhoods to share knowledge of them with their guests.

97%

of Airbnb hosts say they recommend places for their guests to visit on their trip

86%

of guests say they used Airbnb to live like a local while traveling

80%

of guests say they used Airbnb to explore a specific neighborhood

Conclusion

Throughout Airbnb's history, we have prided ourselves on bringing guests to the diverse neighborhoods of cities they visit and helping them experience local shops and restaurants. These experiences lead to lifelong memories for travelers, recommendations they pass along to traveling friends and family, and substantial economic benefits for restaurants and small businesses in neighborhoods around the world. Going forward, Airbnb will continue to work with our host community and city leaders who are embracing home sharing to expand its benefits to local neighborhoods and small businesses.