

Overview of the Airbnb Community in
New Orleans, Louisiana

November 2015

Introduction

Since 2009, New Orleans residents have been welcoming guests into their homes on Airbnb.

In a place celebrated for its vibrancy and hospitality, it's no surprise that so many in the Crescent City have embraced home sharing. For hosts, home sharing has helped thousands of middle class residents to take what is typically one of their greatest expenses – the cost of their housing – and turn it into a way to generate supplemental income. For guests, home sharing has democratized travel and facilitated a more authentic experience, closer to local and small businesses that haven't always benefited from tourism and hospitality.

The collective impact of this activity makes New Orleans stronger: guests spent \$140 million in the past twelve months alone.

As we move forward, we are 100 percent committed to being constructive partners with regulatory agencies and policymakers. Our community wants to pay their fair share. We want home sharing to help people stay in their homes. And we want to equip policymakers and the public with the information they need to craft fair, progressive rules for home sharing in New Orleans.

To help meet these goals, we've recently released the [Airbnb Community Compact](#). In the Compact, we pledge to:

- Treat every city personally and help ensure our community pays its fair share of hotel and tourist taxes
- Build on open and transparent community
- Promote responsible home sharing to make cities stronger

In that spirit, we have prepared the enclosed report to provide a snapshot of our current home sharing community. This report is one of our first steps and we look forward to releasing additional information about our community in the future.

Thank you for reading this report.

We look forward to further discussions on how best to ensure home sharing makes New Orleans a better place to live, work, and visit.

Airbnb

Airbnb Community in New Orleans: Fact Sheet

The following summarizes key trends for the 2,400 hosts who hosted in New Orleans in the past year and the 171,000 guests who visited New Orleans on Airbnb in the past year.

Responsible home sharing is creating a new economic engine for New Orleans.

DIRECT GUEST SPENDING AT
NEW ORLEANS BUSINESSES

\$140 million

HOSTS WHO RECOMMEND LOCAL
BUSINESSES TO THEIR GUESTS

99%

GUESTS WHO SPENT THE MONEY THEY
SAVED BY STAYING ON AIRBNB ON FOOD,
SHOPPING, ETC. IN NEW ORLEANS

70%

Airbnb hosts are long-time residents committed to the community.

AVERAGE NUMBER OF YEARS A HOST
HAS LIVED IN NEW ORLEANS

21 years

AVERAGE HOST AGE

41

HOSTS OVER AGE 50

24%

Most Airbnb hosts share their primary home on an occasional basis to generate modest but significant supplemental income.

LISTINGS RENTED FEWER THAN 180
DAYS IN THE PAST YEAR

92%

ANNUAL EARNINGS FOR A
TYPICAL HOST

\$10,900

AIRBNB INCOME USED FOR TYPICAL
HOUSEHOLD EXPENSES LIKE RENT/
MORTGAGE, BILLS, & SAVINGS

69%

Airbnb guests travel in small groups and stay in small properties.

ACTIVE LISTINGS THAT HAVE 3 OR
FEWER BEDROOMS

96%

PERCENT OF TRIPS THAT INVOLVES
4 OR FEWER GUESTS

88%

Guests stay with Airbnb for a more localized and accommodating experience.

GUESTS WHO CHOSE AIRBNB
BECAUSE OF THE AMENITIES

81%

GUESTS WHO CHOSE AIRBNB SO
THEY CAN "LIVE LIKE A LOCAL"

94%

GUESTS FOR WHOM AIRBNB DEFINITELY
MAKES THEM MORE LIKELY TO RETURN TO
NEW ORLEANS

77%

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans. The past year constitutes the period from November 1, 2014 through October 31, 2015.

Responsible home sharing: a new engine for the New Orleans economy

Airbnb guests and hosts contribute to local economic health. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come or been able to stay as long. Much of this economic activity goes towards supporting local resident hosts and local businesses that don't typically benefit from tourism spending.

GROWING TOURISM

GUESTS WHO WOULD NOT HAVE COME OR NOT HAVE STAYED AS LONG WITHOUT AIRBNB

35%

GUESTS WHO SPENT THE MONEY THEY SAVED BY STAYING ON AIRBNB ON FOOD, SHOPPING, ETC.

70%

GUESTS FOR WHOM AIRBNB DEFINITELY MAKES THEM MORE LIKELY TO RETURN TO NEW ORLEANS

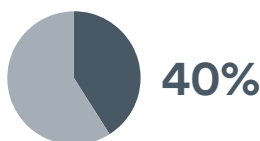
74%

GUEST SPENDING

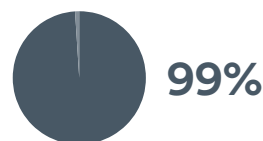
TOTAL GUEST SPENDING AT NEW ORLEANS BUSINESSES

\$140 million

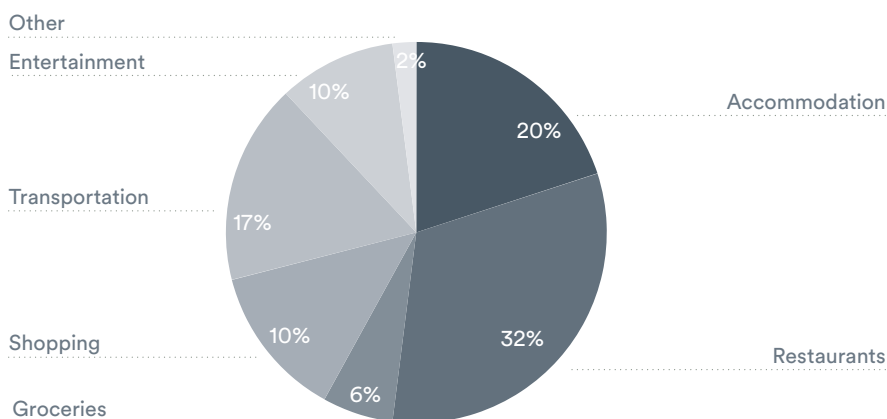
GUEST SPENDING THAT STAYS IN THE LOCAL NEIGHBORHOOD WHERE THE GUEST STAYED



HOSTS WHO RECOMMEND LOCAL BUSINESSES TO THEIR GUESTS



VISITOR SPENDING PATTERNS



The average Airbnb guest spends \$1,100 per trip.

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans.

Host Snapshot

The vast majority of Airbnb hosts are long-time residents who rent their primary homes on occasion to generate modest but significant supplemental income.

HOST DEMOGRAPHIC PROFILE

AVERAGE HOST AGE

41

HOSTS OVER AGE 50

24%

AVERAGE NUMBER OF YEARS A HOST HAS LIVED IN NEW ORLEANS

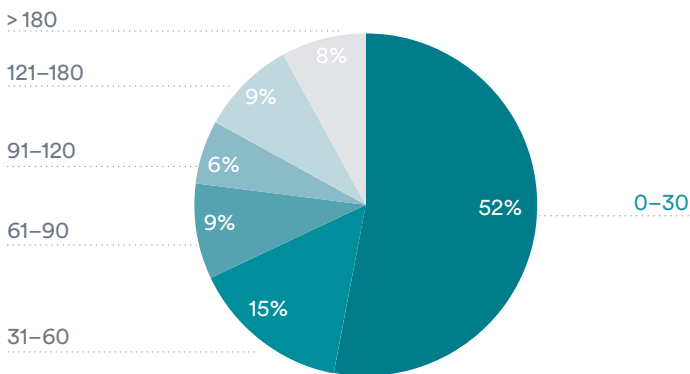
21 years

HOSTING BEHAVIOR

ANNUAL EARNINGS FOR A TYPICAL HOST

\$10,900

NIGHTS HOSTED PER LISTING IN THE PAST YEAR



Over 90% of all listings are rented for fewer than 180 days of the year.

ECONOMIC BENEFIT TO HOSTS

HOSTS WHO USE AIRBNB INCOME TO MAKE ENDS MEET

60%

HOSTS FOR WHOM RENT/MORTGAGE IS THE LARGEST MONTHLY EXPENSE

76%

AIRBNB INCOME USED FOR TYPICAL HOUSEHOLD EXPENSES LIKE RENT/MORTGAGE, BILLS, & SAVINGS

69%

“ We have a mother-in-law suite that we rent on airbnb - it does not have a kitchen so it can't be rented to a long-term tenant. The rents in our neighborhood are extremely high (the French Quarter) - if we did not have the Airbnb income we would not be able to afford to live here. -- Airbnb Host in New Orleans, age 41

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans.

Guest Profile

Airbnb guests come from all over to visit New Orleans for work, leisure, and family and friends. Guests choose to stay in Airbnb properties because they are looking for an authentic, local, and amenity-rich experience.

GUEST PROFILE

AVERAGE GROUP SIZE

2.7 people

AVERAGE AGE OF BOOKING GUEST

37

GUESTS WHO CHOSE AIRBNB SO THEY CAN "LIVE LIKE A LOCAL"

94%

BOOKED LISTINGS

TRIPS THAT ARE BOOKED IN LISTINGS WITH ONLY 1 OR 2 BEDROOMS

92%

ACTIVE LISTINGS THAT HAVE 3 OR FEWER BEDROOMS

96%

GUEST EXPERIENCES

AVERAGE HOST RATING (OUT OF 5)

4.7

GUESTS WHO CHOSE AIRBNB BECAUSE OF THE AMENITIES

81%

AMENITIES PROVIDED BY HOSTS

Internet access	91% of listings
Kitchen access	89%
Laundry	69%
Family-friendly	52%
Pet-friendly	18%

“ Airbnb is my absolute favorite way to travel. We have always had incredible stays. I love staying in neighborhoods and getting to know the local haunts. It’s also much nicer to kick back and relax in our Airbnb when we are in between all of the sightseeing! -- Airbnb Guest in New Orleans, Beth W., age 32

Note: All data above is drawn from Airbnb proprietary bookings data or based on a survey of hosts and guests in New Orleans.

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.
Inbound Guest	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.
Nights Hosted (By Listing)	Total number of nights a given listing is rented through Airbnb in the study period.
Primary Residence	A home in which someone lives.
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.