

Overview of the Airbnb Community in Chicago, Illinois, United States

The following page captures the Airbnb community in Chicago, Illinois, United States



HOSTS

CURRENT ACTIVE HOSTS

4,800

AVERAGE HOST AGE

35

ANNUAL EARNINGS FOR A TYPICAL HOST

\$5,300

GUESTS

INBOUND GUESTS IN THE PAST YEAR

247,000

AVERAGE LENGTH OF STAY PER GUEST

3.5 nights

OUTBOUND GUESTS IN THE PAST YEAR

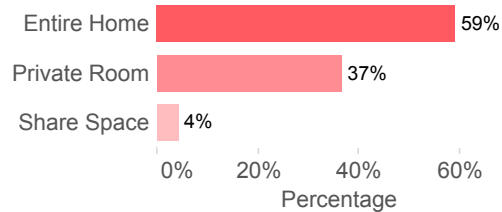
247,000

LISTINGS

NIGHTS HOSTED PER YEAR FOR A TYPICAL LISTING

45

CURRENTLY ACTIVE LISTINGS BY TYPE



Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding January 1, 2016



Airbnb Host and Guest Profile

Airbnb hosts are respectful community members who enjoy sharing their homes with guests from all over the world.

HOST PROFILE

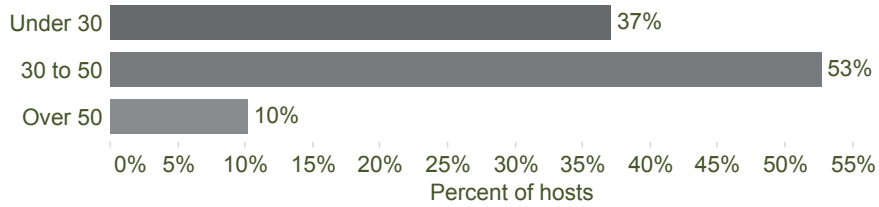
AVERAGE HOST AGE

35

GENDER BREAKDOWN



AGE BREAKDOWN



GUEST PROFI..

AVERAGE GROUP SIZE

2.2 people

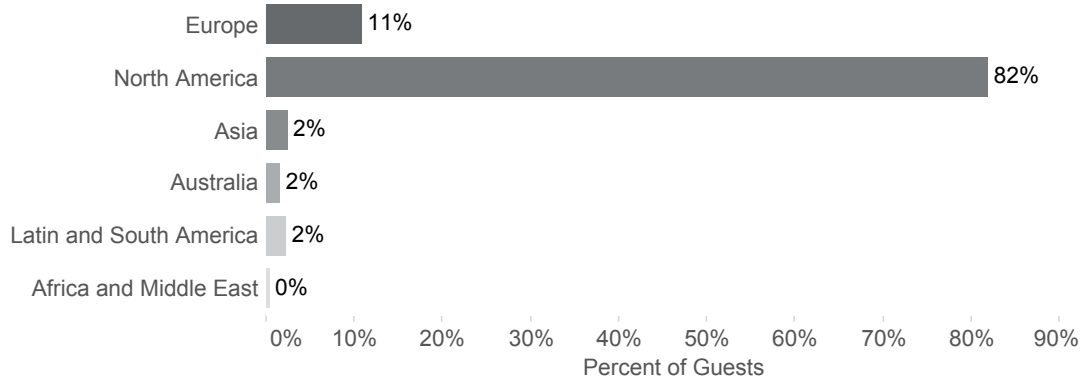
PERCENTAGE OF TRIPS THAT INVOLVE 4 OR FEWER GUESTS

93%

AVERAGE AGE OF BOOKING GUESTS

35

GUEST ORIGIN



Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding January 1, 2016



Hosting Behavior

For many hosts, home sharing is an economic lifeline that makes it possible for residents to pay the bills, make ends meet, and stay in the cities they love. Hosts tend to host occasionally throughout the year, and earn modest but significant supplemental income.

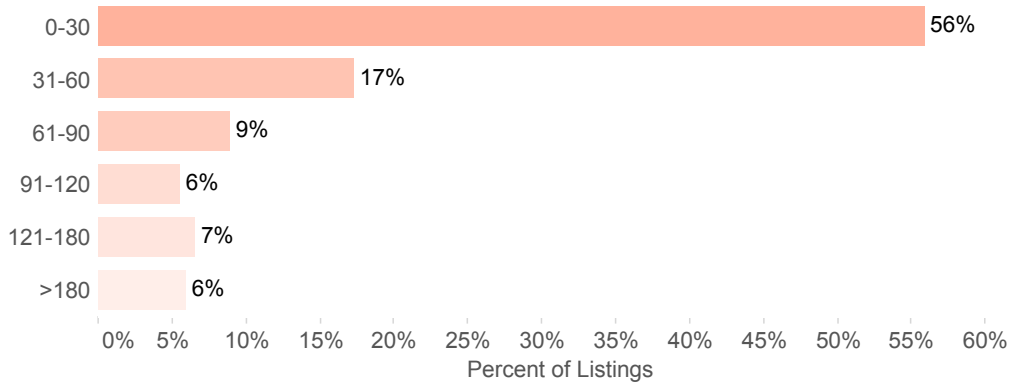
NIGHTS HOSTED PER YEAR
BY A TYPICAL HOST

45

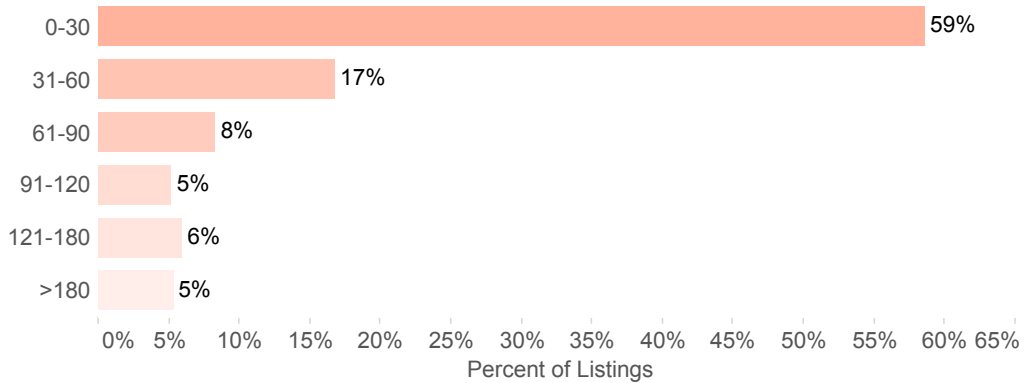
ANNUAL EARNINGS FOR A
TYPICAL HOST

\$5,300

NIGHTS HOSTED PER LISTING - ALL LISTINGS



NIGHTS HOSTED PER LISTING - ENTIRE HOME LISTINGS



Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding January 1, 2016



Tourism

Since January 1, 2015 over 247,000 guests have visited Chicago, Illinois, United States using Airbnb

GUEST STAY

INBOUND GUESTS IN THE
PAST YEAR

247,000

YEAR-OVER-YEAR GUEST
GROWTH RATE

105%

AVERAGE LENGTH OF STAY
PER GUEST

3.5 nights

AVERAGE GROUP SIZE

2.2 people

Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding January 1, 2016



Environmental Impacts

By staying in properties available on the Airbnb platform instead of traditional accommodation options, Airbnb guests in Chicago, Illinois, United States since January 1, 2015 resulted in an estimated:

ENERGY SAVINGS EQUIVALENT OF

3,461,000 Homes

WATER REDUCTION EQUIVALENT OF

54 Olympic-sized pools

GREENHOUSE GAS EMISSIONS REDUCTION EQUIVALENT OF

9,898,000 Cars

WASTE REDUCTION OF

Up to 462 tons

Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding January 1, 2016



All Definitions

HOSTS

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
Nights Hosted (Typical Host)	Median value of total nights hosted per host during the one-year study period. Nights Hosted are presented for typical hosts.
Outbound Guest	All guests from a particular location who booked an Airbnb listing, 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.
Primary Residence	A home in which someone lives.
Secondary Residence	A home that someone uses occasionally, e.g. a vacation home.
Total Economic Impact	The direct, indirect, and induced economic impact supported in a community directly related to Airbnb guest spending. This number is typically calculated by an local, external economist using Airbnb survey and bookings data.
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.
Total Jobs Supported	The number of full-time equivalent jobs that are supported by the total economic impact in a community. This number is typically calculated by an local, external economist using Airbnb survey and bookings data.

