



Airbnb's Growing Community of 60+ Women Hosts

Airbnb's mission is to democratize travel by allowing anyone to belong anywhere. We make this happen through our people-to-people platform – we are of the people, by the people, and for the people – that connects hosts and guests in 191 countries around the world.

Airbnb was created during the Great Recession and has always been powered by everyday people who use what is typically their greatest expense – their housing – as a way to generate supplemental income. This is especially true for Airbnb's growing community of senior hosts (hosts 60 or more years old).

Senior women hosts, in particular, are increasingly joining the Airbnb community and opening their homes to travelers from around the world. We examined the growing impact of these 60+ women hosts in the Airbnb community in the U.S., and this report outlines several of our key findings.

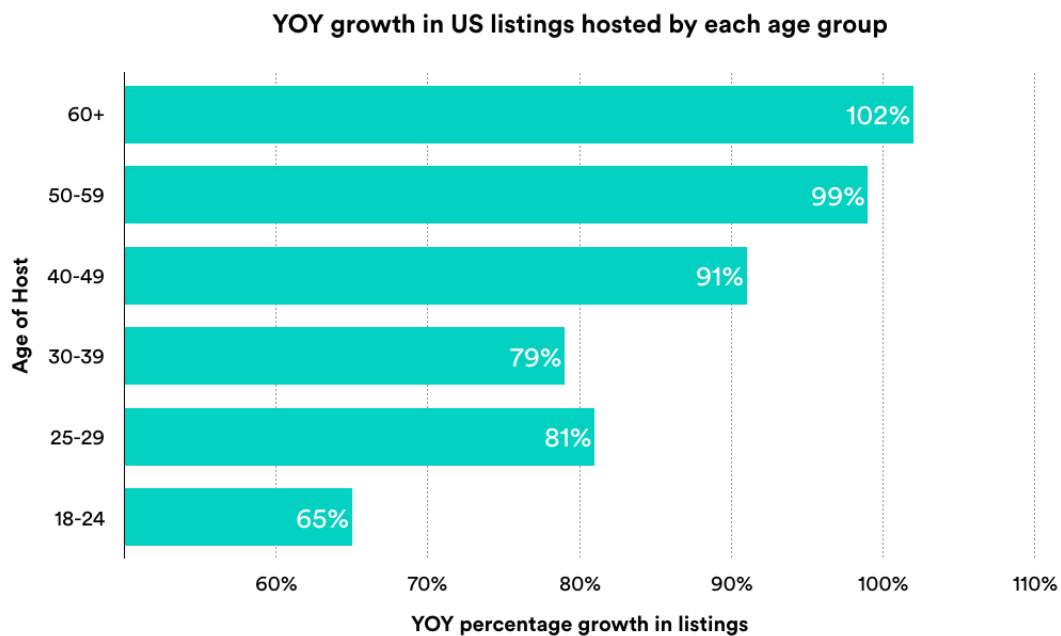
Summary of Key Findings

1. **Seniors are the fastest-growing demographic of Airbnb hosts in the United States.** Hosts 60 and older are the fastest-growing age demographic of hosts joining the Airbnb community in the U.S. In particular, the community of senior women hosts is growing at a faster rate than other demographics, and nearly two-thirds of all senior hosts are women.
2. **Women 60 and older are consistently the best Airbnb hosts in the United States.** Senior women that host are providing better experiences than average hosts and are the best-reviewed hosts on Airbnb. Women 60 and older receive a higher percentage of five star reviews than any other age and gender combination among hosts. 63% of trips hosted by senior women resulted in a five-star review.
3. **The majority of senior women hosts are empty nesters who host to make ends meet.** Women 60 and older are more likely to offer a private room in their home than younger users, and according to a survey over two-thirds of senior hosts are empty nesters. The average senior host earns just under \$6,000 a year hosting on Airbnb, and for many of them hosting provides essential income that aids in their retirement.

Seniors are the fastest-growing demographic of Airbnb hosts in the United States

The fastest-growing group of Airbnb hosts in the U.S. is seniors (hosts 60 years old or more). This growth is propelled largely by women: 64% of all senior hosts on Airbnb in the U.S. are women.

Seniors are becoming Airbnb hosts at a faster rate than the rest of the population. The overall Airbnb host community in the United States has grown 85% year-over-year. The community of Airbnb senior hosts has grown over 100%.



13% of all Airbnb hosts in the U.S. are seniors, and the percentage of senior women hosts is highest in areas across the Northeast. Of the top 10 states with highest percentage of listings hosted by seniors, half are in New England (chart on next page).

State	Percentage of listings hosted by seniors
Maine	31%
New Mexico	31%
Vermont	26%
Delaware	24%
New Hampshire	24%
Rhode Island	24%
South Dakota	24%
Connecticut	23%
Arkansas	23%
Iowa	22%

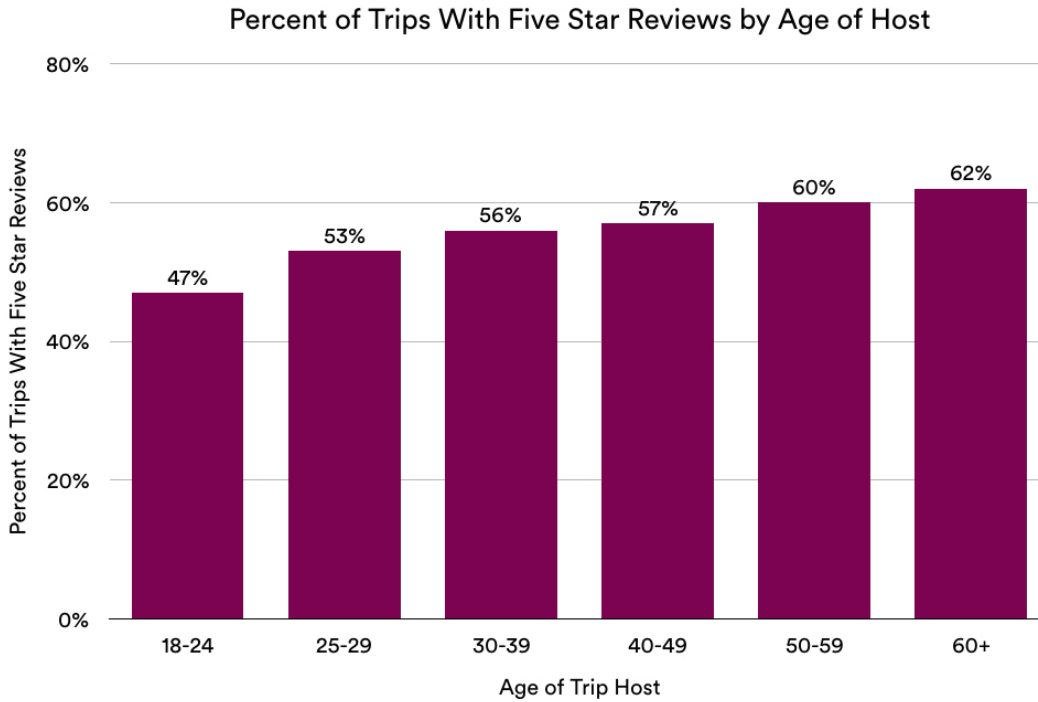
We also examined how fast senior women hosts are growing in particular states compared to the overall growth rate. For example, the community of senior women Airbnb hosts in New York state is growing twice as fast as the general host community (chart on next page).

State	How much faster the senior women host community is growing than the general host community
Minnesota	160%
Utah	120%
New York	100%
Idaho	88%
Wisconsin	66%
Rhode Island	58%
Washington, D.C.	54%
Arizona	40%
New Jersey	39%
Missouri	38%

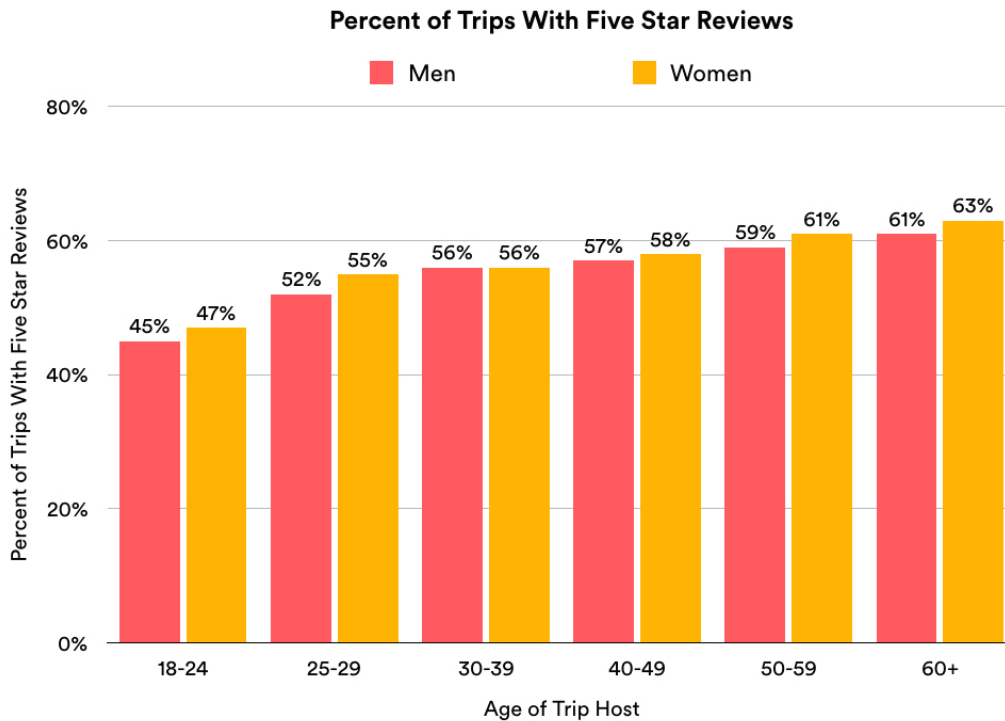
Senior women are consistently the best Airbnb hosts in the U.S.

Senior women truly are “golden” hosts of the Airbnb community in the United States. Our analysis found that across the United States, senior women hosts provide the best experiences to travelers on Airbnb.

Hosts 60 and older receive a higher percentage of five-star reviews than any other age group in the Airbnb community. In fact, the percentage of five-star reviews increases steadily with host age, with 62% of trips hosted by seniors resulting in a five-star review (chart on next page).



Examining further, we see that this discrepancy increases if we consider gender. Senior women hosts, in particular, receive a higher percentage of five star reviews than any other age and gender combination among hosts. 63% of trips hosted by women 60 and older resulted in a five-star review.



We performed a regression analysis to predict the likelihood of a five-star review for a given trip, looking at a wide variety of trip variables including:

- Age and gender of host
- Age and gender of guests
- How far in advance the trip was booked
- Length of the trip
- Number of people traveling

Overall, we found that all else equal, the likelihood of a trip resulting in a five-star review increases with the age of the host. Among the variables that describe a trip, age of the host has a particularly significant effect on predicting a better review. For example, a senior woman host is nearly 14% more likely to receive a five-star review than a male host under the age of 25.

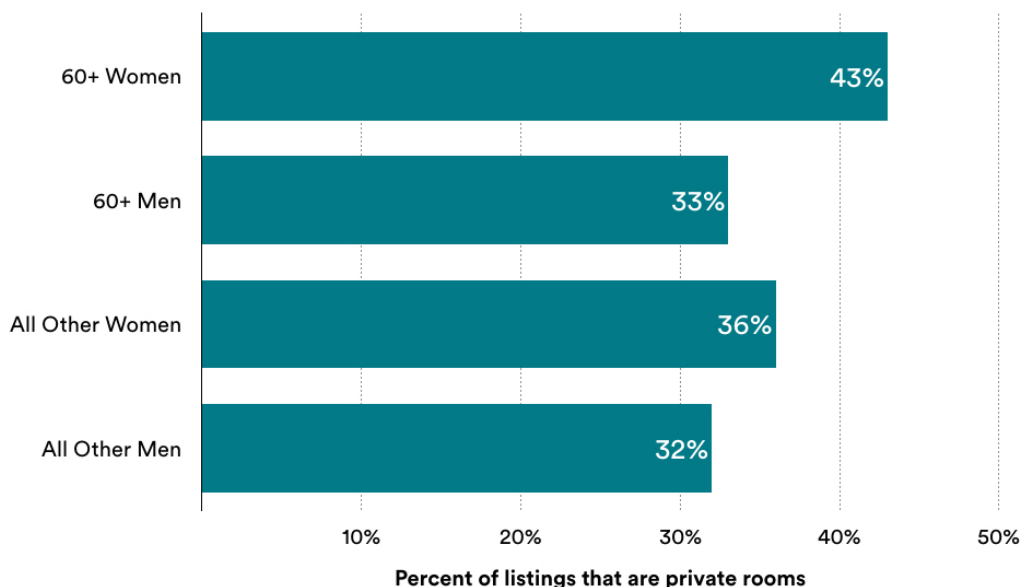
Airbnb guests can choose to rent a shared space, a private room or an entire home. On Airbnb, entire homes typically receive slightly better reviews on average than private rooms. Unless, however, that private room is hosted by a woman over age 60. Bucking the overall trend, senior women are actually *more* likely to receive a five-star review for a private room than for an entire home listing. This suggests that the personal hospitality and care that senior women hosts provide help create a terrific Airbnb experience.

[The majority of senior women hosts are empty nesters who host to make end meet](#)

Senior women are more likely to offer a private room in their home than younger users, and are making valuable extra income that helps them make ends meet.

We've heard countless stories of seniors who are empty nester hosts: they host space that opened in their home after their children grew up and left for college. The numbers show that these are not isolated anecdotes. Women 60 and older are far more likely than other age and gender demographics to be the hosts of a private room instead of an entire home. In the U.S., 43 percent of listings hosted by senior women are private rooms, versus 32 to 36 percent for all other age and gender demographics (chart on next page).

Percentage of listings that are private rooms by age and gender of host



According to a survey of our senior community in 2015, roughly two-thirds of all hosts 60 and older identified themselves as empty nesters.

For these empty nesters who share their homes, Airbnb can be an economic lifeline – many senior women are taking a resource that would otherwise be underutilized (space in their home) and using it to earn money that helps them make ends meet. According to the survey, the typical host 60 or older earns just under \$6,000 a year hosting on Airbnb.

Many senior hosts are retired or on a fixed income, which makes this income especially valuable. If unanticipated costs arise, Airbnb can provide senior hosts with financial peace-of-mind. Some other key statistics from our survey data show the financial impact that hosting has for Airbnb’s senior host community:

- **56%** of senior hosts are retired
- **49%** of senior hosts live on a fixed retirement income
- **50%** of senior hosts say they host for financial reasons
- **45%** of senior hosts rely on their Airbnb income to make ends meet and spend it on important costs of living

When seniors host on Airbnb, it helps strengthen their communities. According to the 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 average Airbnb senior host has lived in his or her 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.

Across the U.S., senior women hosts are becoming an increasingly important part of the Airbnb community. Senior hosts (propelled by women hosts in particular) are the fastest-growing age demographic of Airbnb hosts in the U.S. And increasing numbers of Airbnb hosts are empty-nesters who are sharing space in their homes to make ends meet and meet travelers from around the world.

We look forward to welcoming even more senior women to the Airbnb community and celebrating the hospitality they are providing to guests from around the world.