



Overview of the Airbnb Community in Berlin

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Airbnb hosts in Berlin have been welcoming guests into their homes since 2009. The following page captures the Airbnb community in Berlin between January 1, 2015 and January 1, 2016.

Hosts

20,200

Hosts who have hosted in the past year

€ 1,800

Annual earnings for a typical host

34

Days hosted annually per typical listing

Guests

568,000

Inbound guests in the past year

4.6 nights

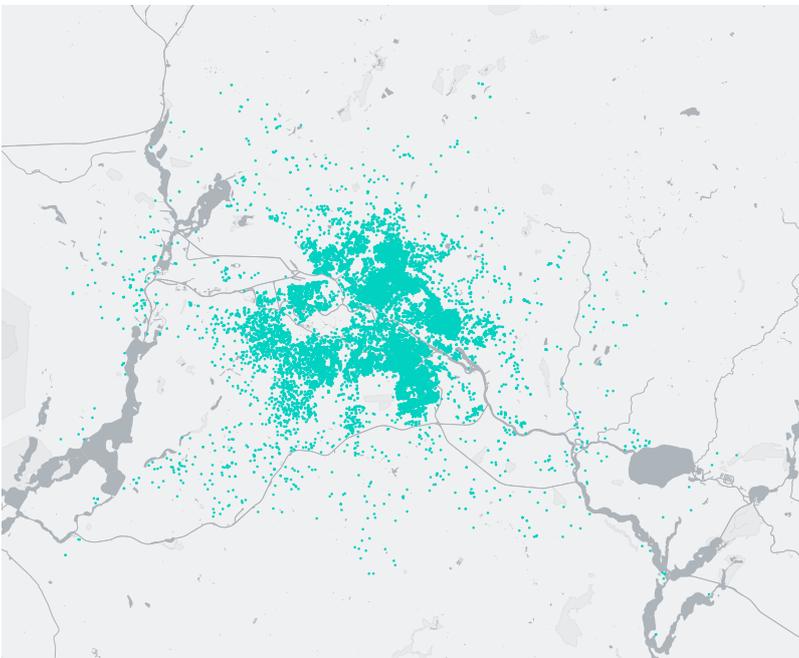
Average length of stay per guest

324,000

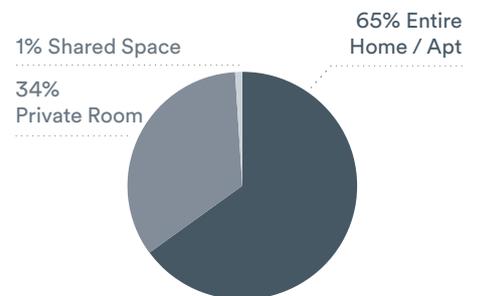
Outbound guests in the past year

Airbnb Listings

AIRBNB LISTINGS VISITED IN THE PREVIOUS YEAR



CURRENTLY ACTIVE LISTINGS BY TYPE



Note: All data above is drawn from Airbnb proprietary bookings data.

Airbnb Host Profile

Airbnb hosts in Berlin are regular community members who rent their homes occasionally throughout the year, earning modest but significant supplemental income to help make ends meet.

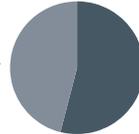
Host Demographic Profile

35

Average host age

HOST GENDER

46% Male



54% Female

50%

Hosts living in family households

Host Economic Profile

The income that Airbnb hosts earn is critical to helping them make ends meet and stay in the homes they love. Many of the Airbnb hosts in Berlin earn below median income.

33%

Hosts who use Airbnb income to make ends meet

€ 1,800

Annual earnings for a typical host

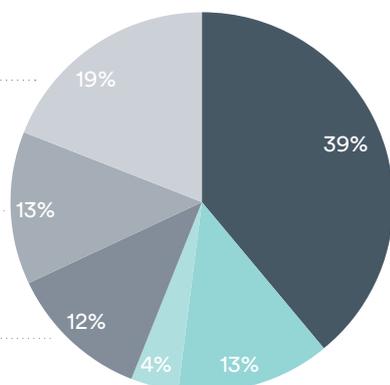
HOST INCOME LEVELS

More than € 42,500

€ 32,001- €42,500

€ 28,301 - € 32,000

€ 25,001- € 28,300



Less than € 18,600

€ 18,600 - 25,000

56% of hosts' household income is at or below Berlin's median household income.

(€ 27,200 /year)

Notes: Median income data for Berlin is from the Amt für Statistik Berlin-Brandenburg, Mikrozensus 2014 2 301 Euro), adjusted for inflation, and multiplied by 12 to reflect the annual median household income. household size and inflated to 2015 values.

Airbnb Guest Profile

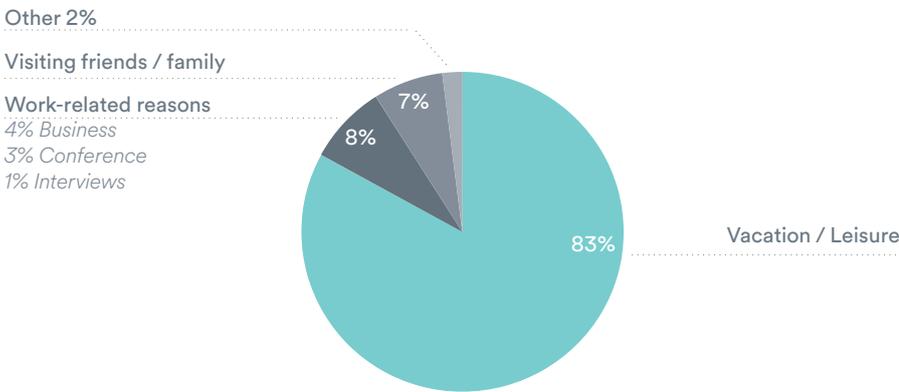
Airbnb guests to Berlin predominately travel for vacation and leisure. Guests chose to stay in Airbnb properties because they are looking for an authentic, local experience.

Guest Profile

2.3

People in the average party size

GUEST TRAVEL MOTIVATIONS



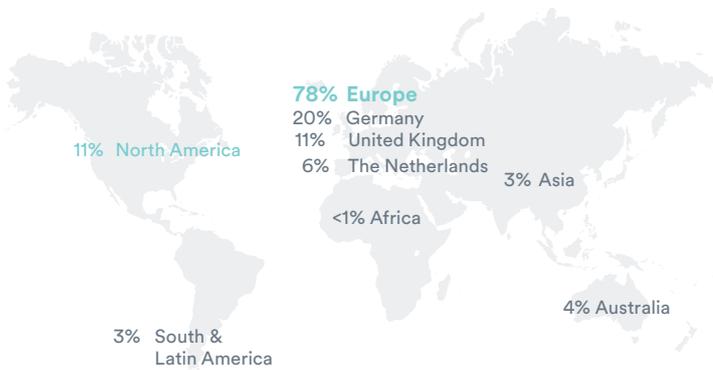
83% of Airbnb guests visit Berlin for vacation and leisure.

“ Airbnb is the perfect way to travel - experiencing the local culture and at reasonable prices. I wish I had discovered this form of travel long ago.

Leslie H., European Airbnb Guest to Berlin

Guest Origin

Guests from around the world are using Airbnb to visit Berlin.



Note: All data above is drawn from Airbnb proprietary bookings data.

Airbnb and Tourism

Responsible home sharing is a new engine for Berlin tourism and the Berlin economy. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come, or been able to stay as long.

Tourism

4.6 nights

Average length of stay per guest

32%

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

78%

Guests for whom Airbnb makes them more likely to return

Airbnb Guest Experiences

Airbnb guests to Berlin are often looking for more than traditional hotels offer. Staying in a home provides them with the amenities they want, and results in positive experiences that make them want to return.

4.6

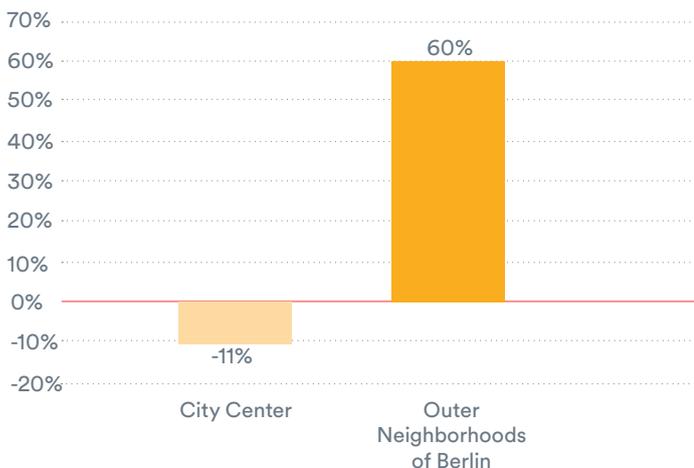
Average host rating (out of 5)

89%

Guests who chose Airbnb because of the Amenities

Airbnb guests to Berlin are increasingly more likely to stay in the outer neighborhoods of Berlin than the city centre than they were five years ago.

CHANGE IN PROPORTION OF AIRBNB GUESTS TO KEY DISTRICTS IN BERLIN (2010-2015)



Total number of guests to the outer neighborhoods of Berlin has grown annually by over 220% since 2010.

Note: All data above is drawn from Airbnb proprietary bookings data. Traditional tourism neighborhoods include all neighborhoods in the center of the city with postal code 10xxx.

Housing Affordability

For many hosts, home sharing is an economic lifeline that makes it possible for long-time residents to pay the bills, make ends meet, and stay in the cities they love. Across Italy, the typical host makes approximately €1,900 each year sharing their home. Much of this income goes towards regular household expenses.

Host Earnings

€ 1,800

Annual earnings for a typical host

33%

Hosts who use Airbnb income to make ends meet

39%

Average amount of their total overall household income that hosts pay for monthly rent or mortgage

49% or € 890

Airbnb income used for regular household expenses (rent or mortgage, bills)

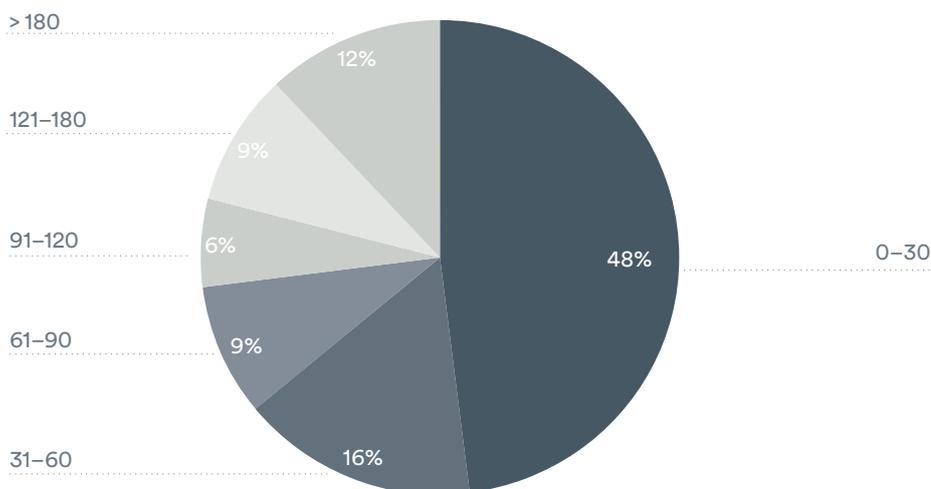
Home Sharing

The vast majority of Airbnb hosts share the home in which they live.

73%

Hosts who rent their primary residences

NIGHTS HOSTED PER LISTING



Almost three quarters of all listings are rented for fewer than 90 days.