Overview of the Airbnb community in São Paulo, Brazil
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The following page captures the Airbnb community in São Paulo, Brazil

HOSTS

7,300 Current active hosts
40 Average host age
$1,400 Annual earnings for a typical host

GUESTS

56,000 Inbound guest arrivals in the past year
6.8 nights Average length of stay per guest
193,000 Outbound guest arrivals in the past year

LISTINGS

9,000 Active listings
38 Nights hosted per year for a typical listing

CURRENTLY ACTIVE LISTINGS BY TYPE

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entire Home</td>
<td>52%</td>
</tr>
<tr>
<td>Private Space</td>
<td>44%</td>
</tr>
<tr>
<td>Share Room</td>
<td>4%</td>
</tr>
</tbody>
</table>

Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding June 1, 2016
Airbnb Host and Guest Profile

Airbnb hosts in São Paulo, Brazil are respectful community members who enjoy sharing their homes with guests from all over the world.

HOST PROFILE

GENDER BREAKDOWN

- 47% Male
- 53% Female

AGE BREAKDOWN

- Under 30: 18%
- 30 to 50: 62%
- Over 50: 20%

GUEST PROFILE

- 1.9 people: Average group size
- 98%: Percentage of trips that involve 4 or fewer guests
- 34: Average age of booking guests

GUEST ORIGIN

- Europe: 18%
- North America: 12%
- Asia: 1%
- Australia: 1%
- Latin America: 67%
- Africa: 1%

Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding June 1, 2016.
Hosting Behavior
For many hosts in São Paulo, Brazil, 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.

38
Nights hosted per year for a typical listing

$1,400
Annual earnings for a typical host

Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding June 1, 2016
Tourism
Since June 1, 2015 over 56,100 guests have visited São Paulo, Brazil using Airbnb.

GUEST STAY

56,000
Inbound guest arrivals in the past year

103%
Year-over-year-guest growth rate

6.8 nights
Average length of stay per guest

1.9 people
Average group size

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

Airbnb is revolutionizing the way travelers experience destinations. Here’s a snapshot of our community in São Paulo, Brazil.

**AIRBNB LISTINGS**

9,000
Active Listings

**CURRENTLY ACTIVE LISTINGS BY TYPE**

- **Entire Home**: 52%
- **Private Space**: 44%
- **Share Room**: 4%

**GUEST ACTIVITY**

56,000
Guest arrivals in the past year

103%
Year-over-year-guest growth rate

6.8 nights
Average length of stay per guest

1.9 people
Average group size

**Geographic Distribution of Listings**

The following page the geographic distribution of active listings in São Paulo, Brazil.

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

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Earnings (Typical Host)</td>
<td>Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.</td>
</tr>
<tr>
<td>Average Length of Stay</td>
<td>The average length of stay per guest, rather than per trip.</td>
</tr>
<tr>
<td>Guest</td>
<td>Airbnb community members who stay in Airbnb listings.</td>
</tr>
<tr>
<td>Host</td>
<td>Airbnb community members who rent space on Airbnb.</td>
</tr>
<tr>
<td>Inbound Guest</td>
<td>All guests visiting a particular location. Inbound guests includes guests who live in the same location they may have stayed in.</td>
</tr>
<tr>
<td>Listing (Active)</td>
<td>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.</td>
</tr>
<tr>
<td>Nights Hosted (By Listing)</td>
<td>Total number of nights a given listing is rented through Airbnb in the study period.</td>
</tr>
<tr>
<td>Primary Residence</td>
<td>A home in which someone lives.</td>
</tr>
<tr>
<td>Typical Host</td>
<td>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.</td>
</tr>
</tbody>
</table>