



# One Host, One Home: San Francisco (February 2017 Update)

## Key Figures About Airbnb's San Francisco Community

On [April 2, 2016](#) we announced our One Host, One Home policy in San Francisco, as part of our broader commitment to promote responsible home sharing, which limits hosts to sharing listings at just one address on our platform in San Francisco. In [November 2016](#), we incorporated this policy into our product, redoubling our efforts to promote responsible home sharing in San Francisco.

Today, we're releasing updated information about the Airbnb community in San Francisco which covers the time period between February 1, 2016 and February 1, 2017, following the implementation of our One Host, One Home policy. As part of our ongoing commitment to work with the City of San Francisco to craft responsible home sharing rules, we will continue to release updated data, as outlined below.

Some key facts include:

- 93.5 percent of Airbnb hosts who share an entire home have only one entire home listing; meanwhile, the balance (~ 6.5 percent of listings) represent accepted exemptions to our One Host, One Home policy (i.e. co-hosts, long-term rentals, traditional bed and breakfasts, licensed hotels, etc.)
- Most hosts share their space occasionally. The median nights booked per listing since February 2016 is 57; the median annual earnings citywide is \$10,900, an economic life preserver for many hosts who are struggling to live in an increasingly expensive city.
- As part of our One Host, One Home policy in San Francisco, we have removed 923 listings that appeared to be shared by hosts with multiple entire unit listings that could impact long term housing availability or did not provide the best possible experience on our platform. The breakdown of removed listings by listing type is as follows:
  - Entire home: 317
  - Private room: 26
  - Shared room: 580
- From February 1, 2016 to February 1, 2017, 88 percent of host earnings in SF have come from guest stays in private and shared spaces, long-term stays lasting at least 30 days, and short-term stays with hosts who have only one entire home listing. The remaining 12 percent of host earnings were driven by listings exempted under the One Host, One Home policy.



While we continue to identify and remove listings that do not reflect our vision for our community, we remain committed to working with leaders across the City to further progressive policies that protect public safety and affordable housing, while fostering the economic opportunity of home sharing for SF families, businesses, and communities.

## Active Listings as of February 1, 2017

This chart shows the number of listings throughout San Francisco.

Listing Type	Active listings as of Feb 1, 2017
Entire Homes	6,200
Private Rooms/Shared Spaces	4,000
All listings	10,200

## Median Nights Booked Per Typical Listing<sup>1</sup> Feb. 1, 2016–Feb. 1, 2017

This chart shows the median number of nights a listing is booked in San Francisco.

Listing Type	Median Nights Booked
Entire Home	47
Private Rooms/Shared Spaces	73
All listings	57

<sup>1</sup> The median nights booked metric presents the median value for all listings that were active on the site as of the beginning of the study period, and had at least one booking during the study period. Presenting the median value for listings which were active as of the start of the study period provides the most representative values for a year's worth of booking activity.



## Number of Hosts By Count of Active Entire Home Listings as of February 1, 2017

The vast majority of hosts in San Francisco are sharing just one listing. Under our One Host, One Home policy, hosts are allowed to share more than one entire unit listing on our platform only under the following exemptions:

- Co-hosting, whereas a host manages the listing of a friend or family member while they're traveling;
- Licensed hotels and Bed and Breakfasts;
- Units with a 30+ night minimum requirement;
- And, ADUs, in-law units and basement units that are part of someone's home and are advertised as an "entire home" because they have a separate entrance.

Number of Active Listings Per Host	Number of Entire Home Hosts
1	4,990
2	240
3	40
4	20
5	10
6+	40

### Additional Details: Hosts With More Than One Listing

Some hosts offer long-term housing, setting limits that only allow for guest reservation requests of 30 days or more. We continue to monitor listings from hosts with more than one entire home listing and at this point have determined, to the best of our knowledge, that many are appropriate for our community. For example if the listing is part of a primary residence (in-law suites), or if the host is managing someone else's primary residence on their behalf.



Listings as of February 1, 2017	# of active listings	Listings as % of all active entire home listings in SF	Listings as % of total all active listings in SF
Long-term entire home listings (30+ days)	940	15%	9%
All other entire home listings from hosts with more than 1 entire home listing exempted under the One Host, One Home policy	303	5%	3%
<b>Total number of entire home listings managed by hosts with more than 1 entire home listing</b>	<b>1,243</b>	<b>20%</b>	<b>12%</b>

## Sources of Airbnb Host Revenue

From February 1, 2016 to February 1, 2017, 88 percent of host earnings in SF have come from guest stays in private and shared spaces, long-term stays lasting at least 30 days, and short-term stays with hosts who have only one entire home listing. Additional income from those hosts with more than one listing comes from listings that appear to be appropriate for our community. For example if the listing is part of a primary residence (such as an inlaw suite), or if the host is managing someone else's primary residence on their behalf.

Source of Host Earnings <sup>2</sup>	Percent of Total Revenue, February 1, 2016 - February 1, 2017
Stays in Private Rooms & Shared Spaces	26%
Stays in entire home listings (see below)*	74%
<b>Total</b>	<b>100%</b>

<sup>2</sup> This table reflects the percentage of revenue from shared space and private rooms. Prior releases only showed the percentage of revenue from entire home listings. In addition, our methodology has shifted to more accurately distinguish hosts with two or more active concurrent listings from hosts who have had more than one listing, but never concurrently.



<b>*Stays in entire home listings</b>	<b>Percent of Total Revenue, February 1, 2016 - February 1, 2017</b>
Short-term, where hosts had only one such listing	52%
Long-term stays of 30 or more days (only at listings that accept long term stays)	7%
Long-term stays of 30 or more days (including stays at listings that accept both short and long term stays)	3%
Other short-term, entire home listing stays with hosts managing more than one such listing at time (see below)**	13%
<b>Total</b>	<b>74%</b>

  

<b>**Other short-term, entire home listing stays with hosts managing more than one such listing at time</b>	<b>Percent of Total Revenue, February 1, 2016 - February 1, 2017</b>
Hosts with 2 entire homes offered on a short term basis	9%
Hosts with 3 entire homes offered on a short term basis	2%
Hosts with 4 entire homes offered on a short term basis	1%
Hosts with 5 entire homes offered on a short term basis	<1%
Hosts with 6 or more entire homes offered on a short term basis	1%
<b>Total</b>	<b>13%</b>

## Additional Background on Airbnb Hosts

According to an annual survey of Airbnb hosts conducted in February 2016:

- 47 percent of Airbnb hosts in San Francisco have incomes of less than \$100,000.
- 81 percent of Airbnb hosts in San Francisco use the money they earn sharing their space to stay in their home.
- 34 percent of Airbnb hosts in San Francisco have unsteady incomes. Many are freelancers, part-time workers, or students.
- Airbnb supports small business entrepreneurs. 13 percent of hosts said they used Airbnb to support themselves while launching a new business.



- 94 percent of our hosts share a property that is their permanent home, according to a survey of our host community.

## Frequently Asked Questions

### What does the room type of a listing mean?

When a host creates a listing, a host selects one of three room types for their listing:

- Shared room
- Private room
- Entire home/apartment

When you book a shared room, you share a room and the entire space with other people. When you book a private room, you have a bedroom to yourself, but share some spaces with others. With an entire home/apartment, you have an entire space to yourself.

### Is Airbnb taking housing off the market and making housing in San Francisco harder to find and more expensive?

We have heard from thousands of San Franciscans who have told us that Airbnb is the only way they can afford to stay in an expensive city. The approach we have outlined is intended to remove from our platform any entire home listings that are offered by hosts with multiple short-term entire home listings in San Francisco and that may be impacting the availability of housing. This will help prevent the conversion of multiple entire homes into illegal hotels. We want to work to remove entire home listings from our community in San Francisco that might otherwise be on the long-term rental market.

### Who are these hosts who are sharing their entire homes?

Some critics wrongly assume entire home listings have been converted into full-time rentals for tourists and are mostly offered by commercial operators and wrongly classify these as “unhosted” listings. In fact, many San Franciscans regularly travel for work or pleasure, and countless hosts share their home on Airbnb when they are away. While they may be out of town, these hosts work before, during and after their guests’ stay to personally connect with their guests and ensure they experience the best of what San Francisco has to offer.

Here are some examples of how some hosts might use Airbnb:

- A contractor who lives in San Francisco, with clients and jobs around the State of California. When she travels for jobs out-of-town, she shares her apartment on Airbnb.



- A family of teachers who often travel in the summer. While they are on vacation, they list their home on Airbnb. The money they earn makes San Francisco more affordable and helps them discover new destinations.
- A young professional who lives and works in San Francisco. He lists his home on Airbnb and takes weekend trips when he gets a booking.
- A family with young children who have an extra bedroom in their home with a separate entrance, often occupied by their visiting grandparents. When the children's grandparents aren't in town, the family shares that extra room on Airbnb and list it as an "entire space" given the separate entrance.

While home sharing isn't new, sharing your home through a platform like Airbnb is. In a dynamic city like San Francisco, more and more people have obligations and plans that require them to travel on regular basis. Airbnb has succeeded in part because we help these families make the most efficient use of their home.

## **What is an "unwelcome commercial operator" and how do you identify them?**

We regularly examine our community and we are alerted to unwelcome commercial activity by examining a series of factors including, but not limited to:

- The number of listings controlled by a host.
- The quality of the listing, as measured by the features and amenities provided by the host.
- Guest reviews and the type of experience the host provides.

We are committed to ensuring Airbnb guests have unique, local experiences and we remove listings offered by commercial operators who fail to provide the kinds of experiences our hosts and guests deserve.

## **Do your hosts and guests pay hotel taxes in San Francisco?**

Yes. Since 2014, we have been collecting and remitting transient occupancy taxes on behalf of our hosts. This approach will not change that at all. In 2016 alone, we collected and remitted 19 million dollars to The City of San Francisco.