



REPORT | 31 October 2017

Airbnb and Delaware's Thriving Beach Communities



Home Sharing is Reaping Economic and Social Benefits for The First State's Beach Residents and Towns

INTRODUCTION

Nestled along the Delaware Bay and the Atlantic Ocean, the First State is a gem among its Mid-Atlantic neighbors and a popular summer destination thanks its diverse music festivals, and breathtaking beaches.

Delaware beaches are such a draw that a 2012 study by the state's flagship university found that the coastal communities support 59,000 jobs and generate \$6.9 billion annually -- providing over 10 percent of the state's employment and business activity.¹

And over the last decade, home sharing platforms like Airbnb have emerged as a way for Delaware residents to take advantage of this booming tourism industry by renting spare rooms and their entire home to travelers.

The following report highlights how residents of oceanside communities -- specifically Bethany Beach, Dewey Beach, Lewes, and Rehoboth Beach -- are benefitting economically during the spring and summer months by sharing their homes with thousands of beach goers, college students, and families.

Key highlights of the report include the following:

1. Airbnb is creating an economic lifeline for hundreds of middle class residents in Delaware who, collectively, **earned nearly \$4.2 million sharing their homes between May 1 and September 30, 2017** with beach visitors.
2. Total Airbnb host earnings during this period represent **an increase of over 100 percent from the same time in 2016**, with Bethany Beach hosts experiencing the largest jump in earnings.
3. Airbnb activity at Delaware's beaches **grew nearly 90 percent** from the same time in 2016. A total of **18,300 Airbnb guest arrivals** occurred at Bethany Beach, Dewey Beach, Lewes, and Rehoboth Beach.
4. The top cities of origin for guests arrivals during the study period include **Washington, D.C., Baltimore, New York City, and Philadelphia.**

¹ [The Contribution Of The Coastal Economy To The State Of Delaware, The University of Delaware \(June 2012\)](#)

GUEST ARRIVALS AT DELAWARE BEACHES

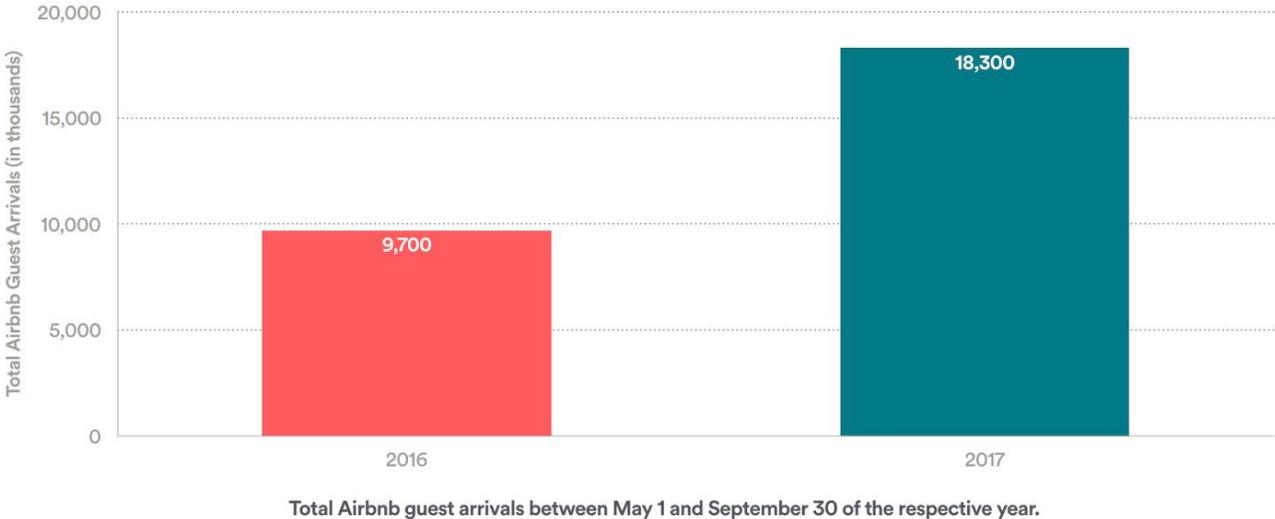
Airbnb makes it possible for visitors from around the world to experience Delaware like its residents do — by staying local. As a result, residents and more small businesses are able to benefit from the tourism traffic and dollars home sharing brings to their communities.

Middle class families across the country, including the First State, credit their Airbnb income with alleviating financial burdens that they face daily -- including mortgage payments, medical bills, child care costs, and saving for retirement.

For families and frequent beach goers, the availability of Airbnb listings gives them the opportunity to visit Delaware’s coastal communities throughout the spring and summer -- while also enjoying all the comforts of home (i.e. a full kitchen, laundry amenities, etc.) contrast to what they would receive with traditional accommodations.

Between May 1 and September 30, 2017, a total of **18,300 Airbnb guest arrivals** occurred at Bethany Beach, Dewey Beach, Lewes, and Rehoboth Beach -- **an increase of nearly 90 percent from the same time in 2016.**

Airbnb Guest Arrivals at Delaware Beaches



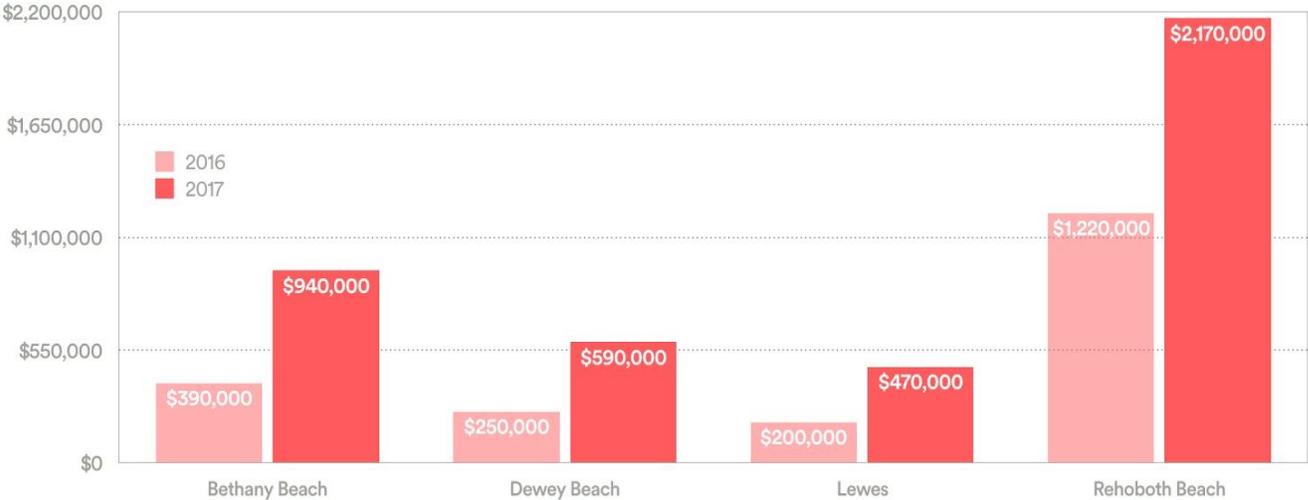
DELAWARE HOST INCOME DURING BEACH SEASON

In every coastal community of Delaware, Airbnb is making it possible for middle class families to take what is typically their greatest expense – the cost of their housing – and turn it into an opportunity to generate supplemental income, pay their bills, and make ends meet.

Last year, 550 Delaware residents were active hosts on Airbnb. They earned a total of \$3.9 million and shared their homes with 22,200 Airbnb guest arrivals. Women represent nearly 60 percent of Airbnb’s Delaware host community and the typical host made \$8,500.

Residents of Bethany Beach, Dewey Beach, Lewes, and Rehoboth Beach used Airbnb to welcome and host thousands of spring and summer travelers. Collectively, these hosts **earned nearly \$4.2 millions sharing their homes during between May 1 and September 30, 2017** with beach visitors. This total represents a **growth of over 100 percent from 2016** -- with Bethany Beach hosts experiencing the largest jump in earnings.

Host Income at Delaware Beaches (2016 vs. 2017)



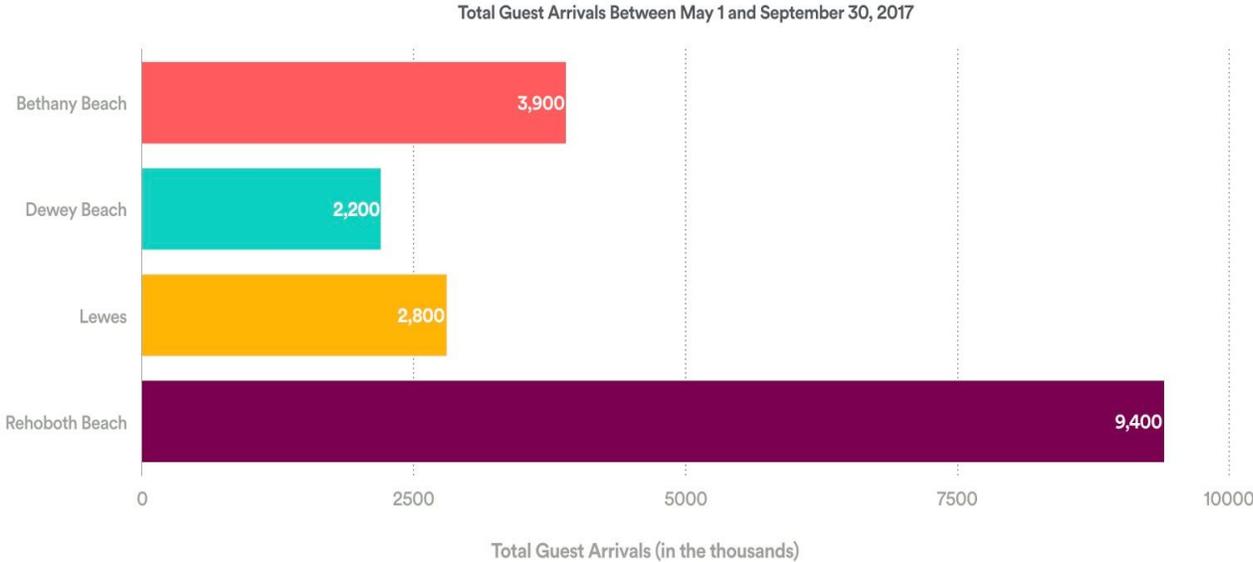
Total Airbnb host income earned between May 1 and September 30 of the respective year.

INBOUND TRAFFIC AT DELAWARE BEACHES

Every spring and summer season presents an new opportunity for more travelers and families to discover and enjoy Delaware’s beaches. Visitors also continue to chose Airbnb because of the affordability it provides during extended trips and for large groups, in addition to the diverse amenities listings offer such as access to kitchens and laundry facilities.

And the number of Delaware beach goers who use Airbnb increases year over year. Among the study’s four areas, **Lewes and Dewey Beach experienced the largest surge in guest arrivals from 2016, with a respective increase of 133 percent and 120 percent.** However, Rehoboth Beach and Bethany Beach were top in overall guest arrivals between May 1 and September 30, 2017:

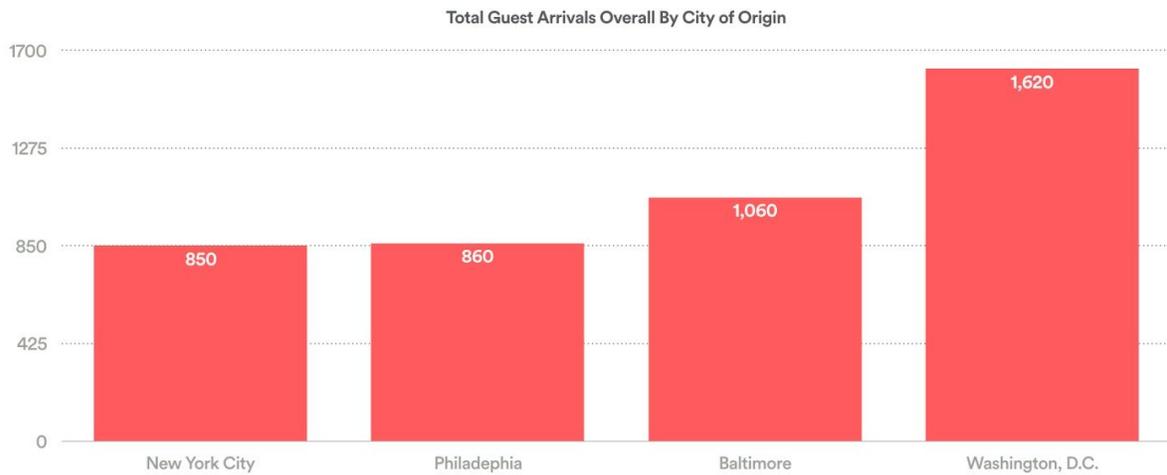
Airbnb Guests at Delaware Beaches (2017)



Additional data also shows that the number of Airbnb spring and summer hosts at Bethany Beach, Dewey Beach, Lewes, and Rehoboth Beach also increased by 73 percent to 380 total hosts -- compared to 220 hosts during the same time in 2016.

The top cities of origin for guests arrivals during the 2017 study period include **Washington, D.C., Baltimore, New York City, and Philadelphia.**

Highest Inbound Guest Arrivals (2017)



****Total Guest Arrivals Between May 1 and September 30, 2017**

METHODOLOGY

The data used in this report about the Airbnb platform -- specifically guest arrivals, guest state/city of origin, and host earnings -- are all based on Airbnb internal data for the state of Delaware between May 1 and September 30, 2017.