



REPORT | 29 NOVEMBER 2017

Airbnb and College Football in The Palmetto State



College Football Season Gives South Carolina's Home Sharing Residents Social and Economic Benefits

INTRODUCTION

From the Olympics and Super Bowl to the PGA Championship and Major League Baseball's World Series, sporting events are known for bringing fans and travelers together within a few miles, across multiple states, and even faraway countries.

The collegiate football season is no different in its appeal and popularity. With college students, devoted alumni, and sports enthusiasts in all corners of the U.S., football games at major universities are known to draw thousands of fans for tailgate events, camaraderie, and school rivalries that go back decades and generations.

The fierce rivalry between the **University of South Carolina (Gamecocks)** and **Clemson University (Tigers)** football team dates back to the 1890s, and each football season, the **Gamecocks** and **Tigers** add to their long and proud history of collegiate spirit and sportsmanship by bringing thousands of fans to their respective cities of Columbia and Clemson.

Their football stadiums -- **Williams-Brice Stadium (Columbia)** and **Memorial Stadium (Clemson)** -- are among the largest in the NCAA, and even, the largest in their respective conference. Combined, their games can bring over 160,000 football fanatics to the Palmetto State on a given weekend.

The following report highlights how the residents of **Columbia** and **Clemson** are benefitting economically thanks to popular football season and the ability Airbnb gives them to share their homes with thousands of University of South Carolina and Clemson University fans, alumni, and rivals.

Key highlights of the report include the following:

1. Airbnb is creating an economic lifeline for middle class residents of Columbia and Clemson who, collectively, **earned over \$684,000 sharing their homes during the 2016 and 2017 home games** of the Gamecocks and Tigers.
2. Total combined Airbnb host earnings during the 2017 University of South Carolina and Clemson University football season represent **an increase of 129 percent from the same time period in 2016** -- with hosts in Columbia experiencing the biggest overall increase (147 percent) compared to Clemson hosts (112 percent).
3. In terms of total guest arrivals to Columbia and Clemson, Airbnb activity during the 2017 Gamecocks and Tigers home games **grew over 128 percent** from 2016. A total of **7,350 Airbnb guest arrivals** were booked for the 2017 Gamecocks and Tigers home games.
4. During 2017, the **highest guest arrivals (960) for the Gamecocks occurred Oct. 6 thru Oct. 7** during a home game against the **University of Arkansas**. The **highest 2017 guest arrivals for the Tigers (590) occurred Nov. 10 thru Nov. 11** during a home game versus the **Florida State University**.

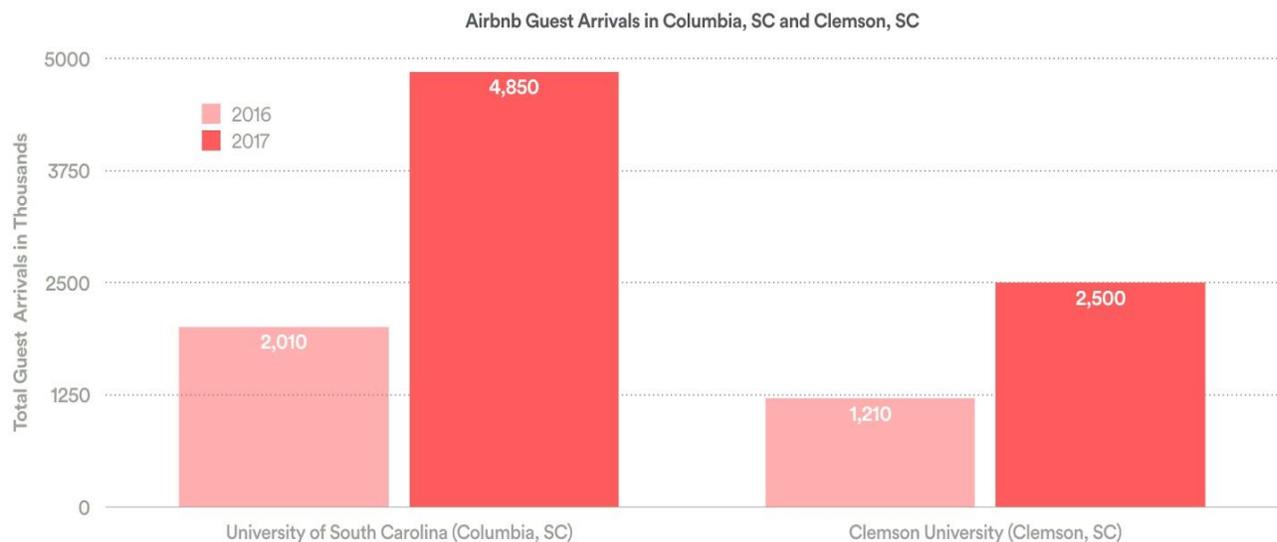
AIRBNB HOME GAME GUEST ARRIVALS

Airbnb makes it possible for visitors from around the world to experience the Palmetto State like its residents do — by staying local. As a result, communities and neighborhoods which do not typically benefit from tourism traffic and dollars are experiencing a major economic lift.

For fans and rivals who travel long distances to see the Gamecocks and Tigers play, the availability of Airbnb listings gives them the opportunity to see their favorite team and players throughout the collegiate football season -- while also enjoying all the comforts of home in contrast to what they would receive with traditional accommodations.

During the 2017 collegiate football season, a total of **7,350 Airbnb guest arrivals** were booked for the University of South Carolina and Clemson University home football games -- **an increase of over 128 percent from the 2016 season.**

Guest Arrivals During Home Football Games



****Total guest arrivals occurred during the respective home games taking place in the 2016 and 2017 football seasons.**

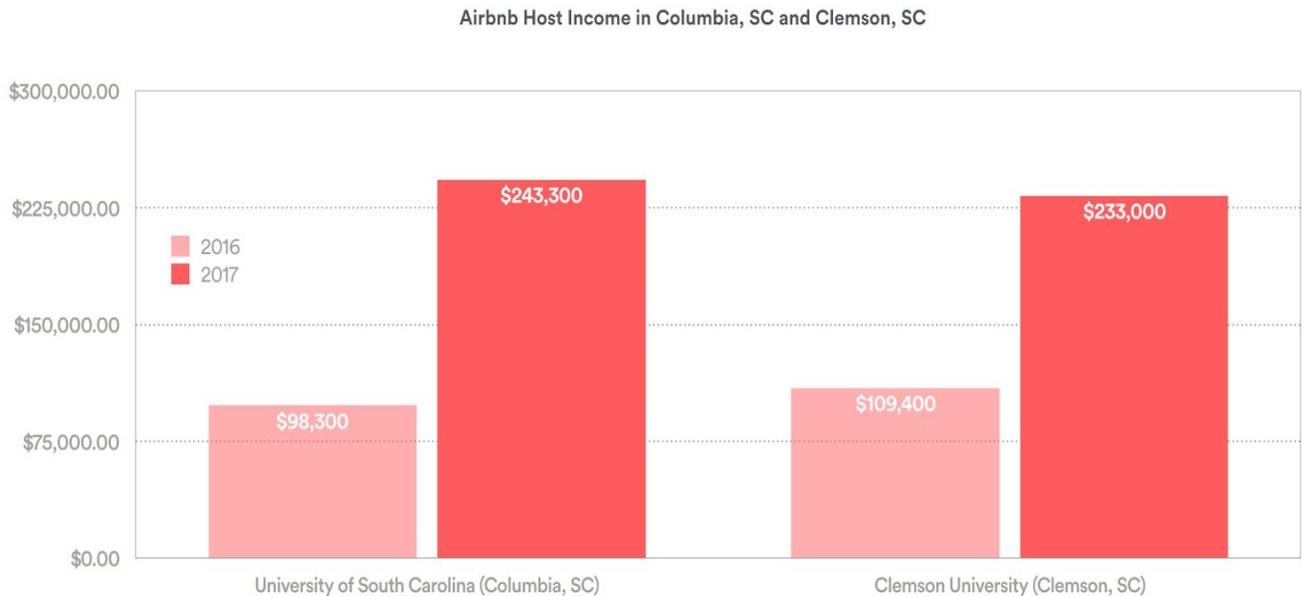
HOST INCOME DURING FOOTBALL SEASON

In every region and corner of South Carolina, 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 the bills, and make ends meet.

Last year, 960 residents of South Carolina hosted via Airbnb and made a total of \$3.5 million in extra income to help support their families. The average host was 44 years old, with the typical hosts earning \$3,700 sharing their home 13 nights or less annually.

Between September 1, 2017 and November 25, 2017, residents of Columbia and Clemson used Airbnb to welcome football fans and rivals of the Gamecocks and Tigers. Collectively, these hosts **earned over \$476,000 in additional income** based on booked guest arrivals. This total represents a **growth of over 129 percent from 2016** -- with hosts in Columbia experiencing the biggest overall increase (147 percent) compared to Clemson hosts (112 percent).

Host Income During Home Football Games (2016 vs. 2017)



**Total host income earned during host games taking place in the 2016 and 2017 football seasons.

AIRBNB USE AMONG FANS AND RIVALS

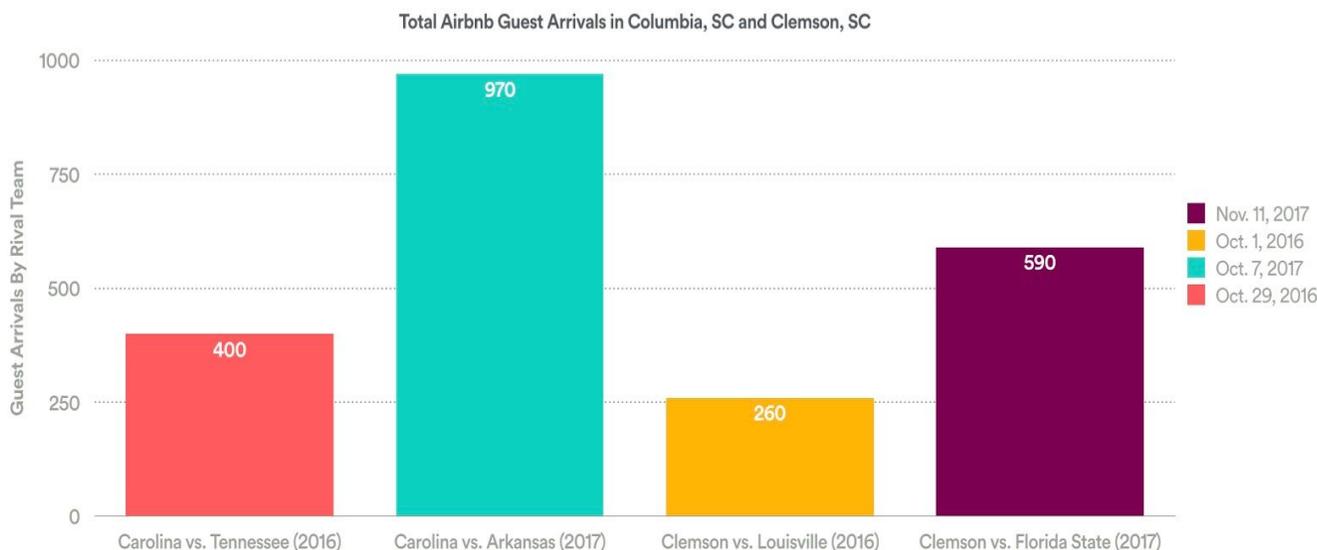
Every game day has its own unique personality, energy and memorable moments. The marching bands, mascots, competing team colors, and of course, the actual football game, all contribute to what attendees will remember the most from those few hours at William-Brice Stadium (Columbia) and Memorial Stadium (Clemson).

Travelers continually chose Airbnb because of the affordability it provides during extended trips and for large families, in addition to the diverse amenities listings offer such as access to kitchens and laundry facilities. And the number of Gamecock and Tiger fans and rivals who use Airbnb to attend the home games has increased year after year.

Additional data also shows a pattern of spiked guest arrivals for certain University of South Carolina and Clemson University home games and opponents. During 2017, the **highest guest arrivals (970) for the Gamecocks occurred Oct. 6 thru Oct. 7** during a home game against the **University of Arkansas**. The **highest 2017 guest arrivals for the Tigers (590) occurred Nov. 10 thru Nov. 11** during a home game versus the **Florida State University**.

The following chart shows the highest Airbnb booked guest arrivals for the 2016 and 2017 football seasons and the opposing school associated with that weekend:

Highest Guest Arrivals By Opponent (2016 to 2017)



****Totals are guest arrivals during the respective home game and rival team. 2017 reflects the booked guest arrivals to date.**

FUTURE FOOTBALL SEASONS

The Gamecocks and Tigers have a long and proud history in South Carolina. Since their first Carolina versus Clemson game in the 1890s, the cities and residents of the Palmetto State have benefited from the excitement and economic boost created during each home game at Williams-Brice Stadium and Memorial Stadium.

And Airbnb offers Columbia and Clemson families the opportunity to share their homes in a manner that not only brings extra income to their households, but also encourages more travelers to visit their community.

Airbnb is proud to play a part in the Gamecocks and Tigers' continued popularity -- giving more alumni, fans, and rivals a chance to experience each football season with more affordable and diverse accommodations, and experience the state of South Carolina in a more authentic way.

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 University of South Carolina and Clemson University home games during the 2016 and 2017 football season.