



# Airbnb's impact in Scotland

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Airbnb hosts in Scotland have been welcoming guests into their homes since 2009. In Scotland in the past year, 1,000,000 guests visited Scotland choosing from 21,900 active listings.

## Typical data for Scotland

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The following page captures the activity of the Airbnb community in the region between July 1, 2016 and June 30, 2017.

**21,900**

Active listings

**1M**

Inbound guests to Scotland  
in the past year

**38**

Days hosted annually per  
typical listing

**£3,600**

Annual earnings for a typical  
host

**£86M**

Income earned by local  
households

**£403M**

Estimated guest spending

**£499M**

Estimated economic activity  
generated by Airbnb hosts  
and guests

**32%**

Hosts who are  
self-employed or  
non-traditional workers

## Typical data for Edinburgh

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The figures below refer to activity in Edinburgh. Sharing their home on Airbnb is helping hosts generate a bit of extra income. It is also bringing important economic activity to the city while providing an alternative tourism offer for visitors during busy periods when other forms of accommodation may inflate prices to increase revenue.

**9,000**

Active listings

**496,000**

Inbound guests in the past year

**41**

Days hosted annually per typical listing

**53%**

Listings in Edinburgh which are booked **under** 30 nights a year

**79%**

Listings in Edinburgh which are booked **under** 90 nights a year

**21%**

Listings in Edinburgh which are booked **over** 90 nights a year

**64%**

Hosts who share their primary home

# About Airbnb

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Founded in 2008, Airbnb's mission is to create a world where people can belong when they travel by being connected to local cultures and having unique travel experiences. Its community marketplace provides access to millions of unique accommodations from apartments and villas to castles and treehouses in more than 65,000 cities and 191 countries. Airbnb is people powered and the easiest way to earn a little extra income from extra space in a home or from sharing passions, interests and cities.

## Useful definitions

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**Listing (Active)** - 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. The number of listings does not represent the number of properties- a single host may have multiple listings for separate rooms within their house, or an additional listing for their entire home when they are on holiday.

**Entire Home / Apartment Listing** - A listing where the Guest can rent the entire home from the host. The host is not present in the home during the Guest's stay.

**Private Room Listing** - A listing where the Guest can rent a private bedroom within a home. The host may be present in other parts of the home during the Guest's stay, and the Guest may share common spaces like the kitchen, living room, and/or a bathroom with the host.

**Shared Room Listing** - A listing where the Guest can rent a communal space, such as a shared bedroom or a living room sofa bed, within a home. The host may be present in the home during the Guest's stay, and the Guest may share common spaces like the kitchen and/or a bathroom with the host.

**Guest:** Airbnb community members who stay in Airbnb listings.

**Host:** Airbnb community members who rent out space on Airbnb.

