



# Airbnb's impact in Copenhagen

---

Airbnb hosts in Copenhagen have been welcoming guests into their homes since 2009. In Copenhagen in the past year, 20,500 unique hosts welcomed over 486,000 guests to their homes.

## Typical data for Copenhagen

---

The figures below refer to activity taking place in Copenhagen. By occasionally sharing their homes with visitors from around the world, hosts in Copenhagen are earning additional income which helps make ends meet and enabling more guest spending and foot-traffic in neighbourhoods right across Copenhagen.

**20,500**

Hosts who have hosted  
in the past year

**486,000**

Inbound guests to  
Copenhagen in the past year

**21**

Days hosted annually per  
typical listing

**DKK 14,400**

Annual earnings for a typical  
host

**DKK 3.3B**

Estimated total spent by  
Airbnb guests in  
Copenhagen

**DKK 3.8B**

Total Economic Activity

**94%**

Hosts who share their  
primary home

## Data for entire homes listings in Copenhagen

---

Between July 1st 2016 and July 1st 2017, there were 17,700 “entire home” listings that received a booking on Airbnb. Of the listings that received a booking, **96%** were booked for fewer than 121 nights - illustrating that hosts are regular people and families only occasionally renting out their space. An entire home listing is likely to be the host’s primary residence (i.e. when they are away on business travel, on holiday, or away for a night or weekend).

**86%**

of entire homes were shared  
for 1-60 days

**10%**

of entire homes were shared  
for 61-120 days

**2%**

of entire homes were shared  
for 121-180 days

**2%**

of entire homes were shared  
for 181+ days

**98%**

of entire home hosts in  
Copenhagen have only 1  
entire home listing

## Long term lets versus short term lets

---

Host earnings suggest that a typical unit of housing in Copenhagen would need to be rented for up to around 246 nights per year (depending on the neighbourhood) to be more financially attractive to its owner than a long-term rental.

The 115 properties that were booked for more than 246 nights on Airbnb in between July 1st 2016 and July 1st 2017 represent just 0.0366% of all housing units in Copenhagen. Put another way, that is **1 in every** 3,000 housing units.

# About Airbnb

---

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

---

**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.

