



Overview of the Airbnb community in South Africa

BASED ON 2016 DATA AND INTERNAL SURVEYS

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Overview of the Airbnb Community in South Africa

Hosts on Airbnb in South Africa have been welcoming guests into their homes since 2010. The following report captures the Airbnb community in South Africa between January 1, 2016 and December 31, 2016.

Hosts

Hosts on Airbnb in South Africa are a great asset to the tourism landscape. By occasionally sharing their homes with visitors from around the world they are earning additional income which helps make ends meet and enables more guest spending.

16,000

Hosts who have hosted in the past year

45

Average host age

R28,000

Annual earnings for a typical host

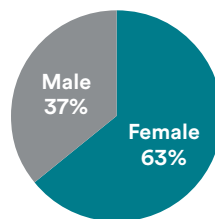
16

Nights hosted per year for a typical listing

36%

Hosts over age 50

HOST GENDER



50%

Hosts who use the income to help afford to stay in their homes

43%

Hosts who are freelancers, entrepreneurs, or self-employed

Overview of the Airbnb Community in South Africa

Guests

Hosts on Airbnb welcomed almost 400,000 guest arrivals to South Africa in 2016. This has grown from 38,000 guests arrivals on Airbnb in 2014. More than half of these travelers are international.

394,000

Inbound guests in the past year

4.3 nights

Average length of stay per guest per trip

255,000

Outbound guests in the past year

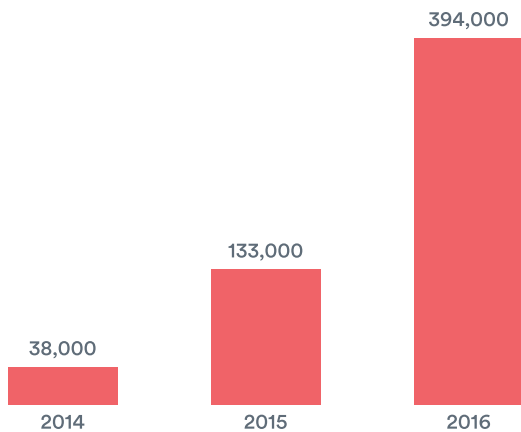
37

Average age of the booking guest

2.6

People in the average travel group

TOTAL GUEST ARRIVALS



85%

Guests who chose Airbnb to live like a local

30%

Guests who would not have come or stayed as long without Airbnb

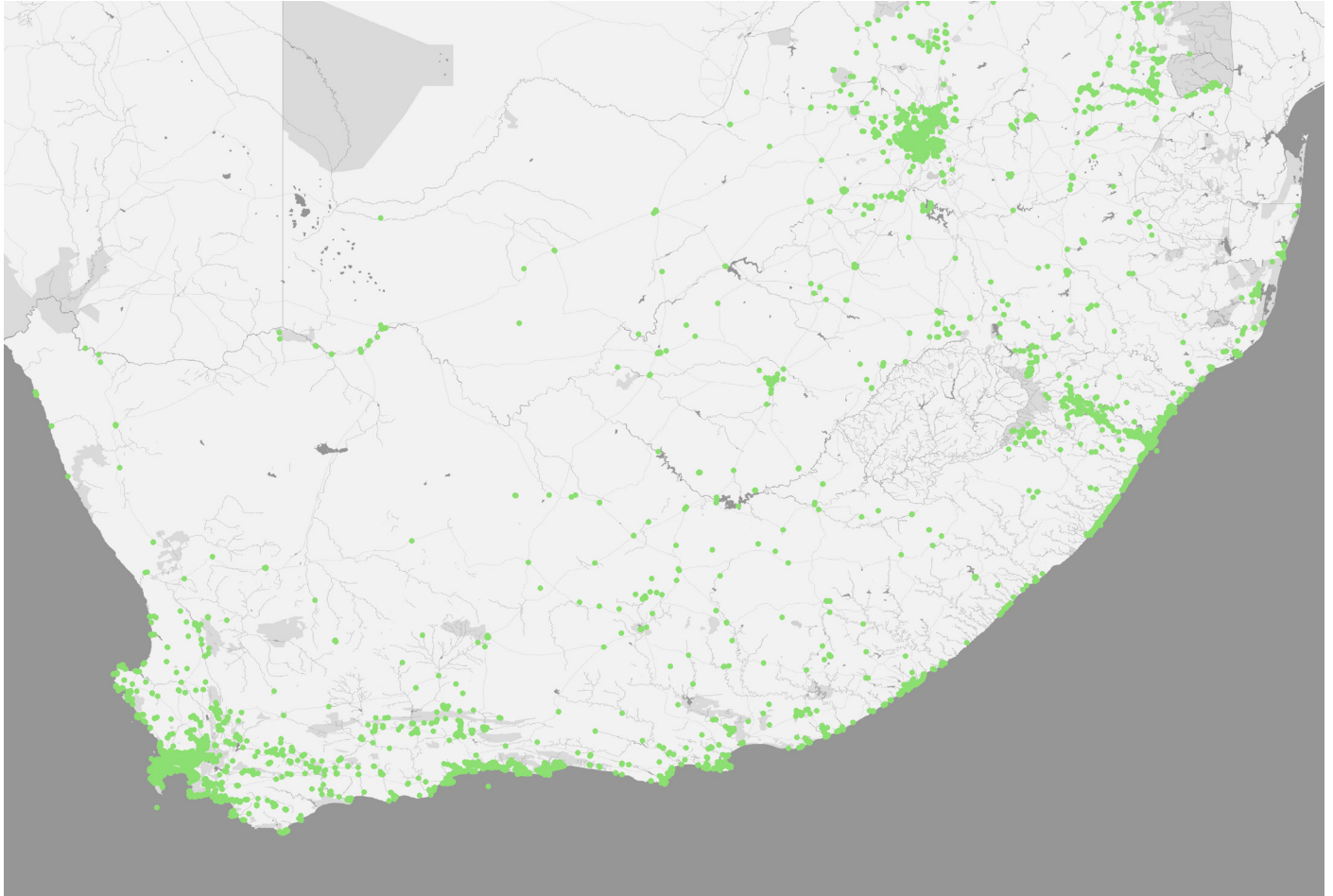
79%

Guests who chose Airbnb to explore a neighborhood

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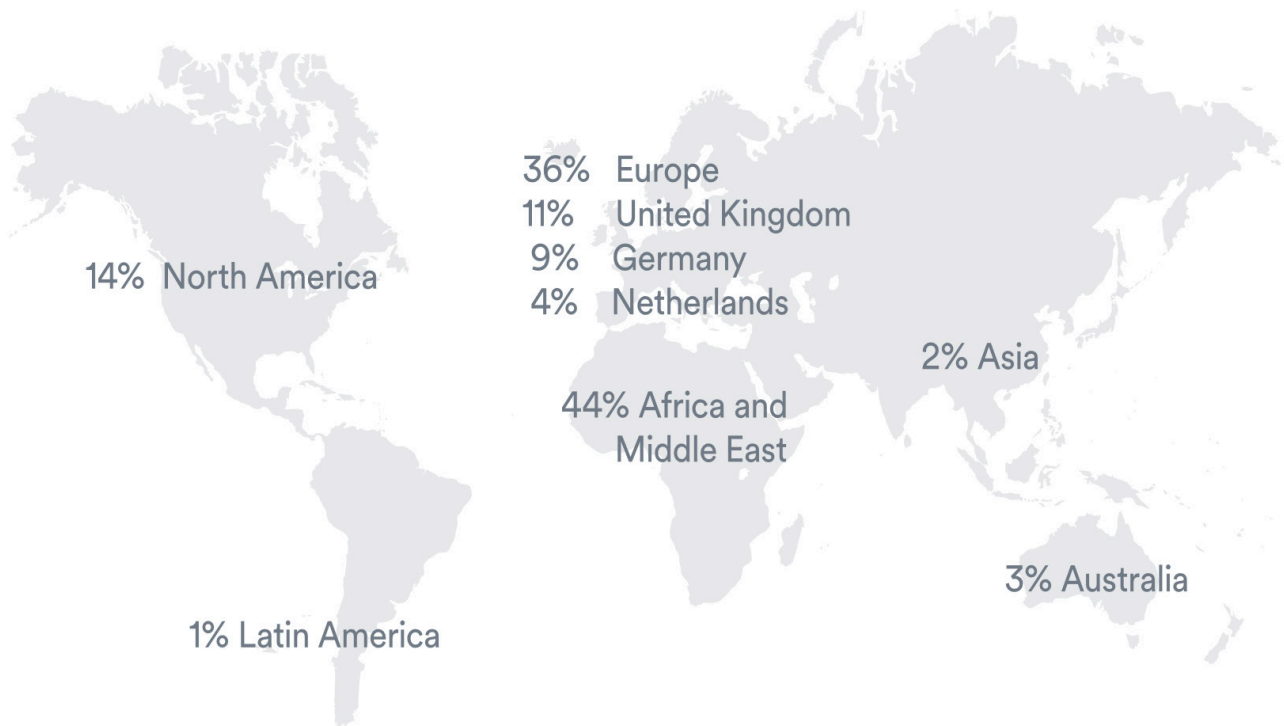
Airbnb Listings

LISTINGS ON AIRBNB VISITED IN SOUTH AFRICA IN THE PREVIOUS YEAR

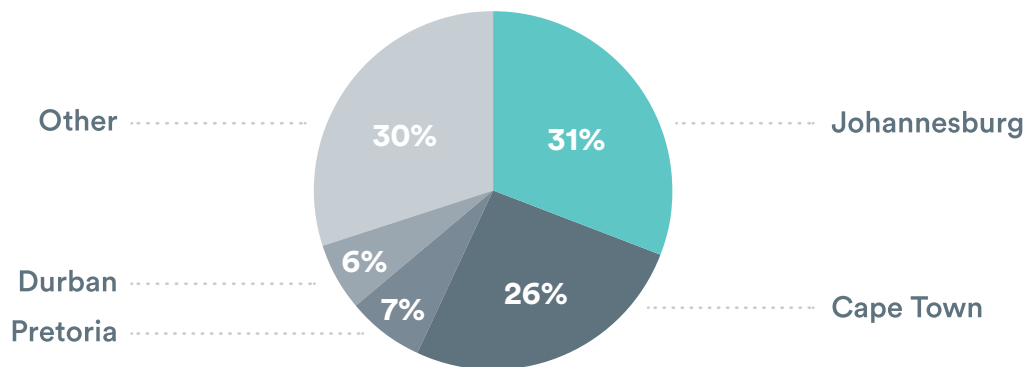


Overview of the Airbnb Community in South Africa

Guest Origins



37% OF GUESTS VISITING SOUTH AFRICA ARE FROM SOUTH AFRICA WITH A MAJORITY FROM JOHANNESBURG



Local Economy

Research internationally confirms that visitors who travel on Airbnb spend more than those who stay in more traditional accommodation. They also spend a higher proportion of that money locally.

The Airbnb community generated R2.4 billion in total economic activity in South Africa in 2016, which is the estimated sum of guest spending and host income.

Tourism

R817 M

Income earned by local households

R1.6 B

Estimated guest spending by Airbnb guests

R2.4 B

Estimated economic activity generated by Airbnb hosts and guests

Tourism: A case study in Cape Town

Hosts on Airbnb welcomed almost 200,000 guest arrivals to Cape Town in 2016. Over 90 percent of guests chose Airbnb to live like a local and over 30 percent would not have come or stayed as long without Airbnb. In total, the Airbnb community boosted the local economy in Cape Town by R1.7 billion in 2016.

Guest Stays in Cape Town

191,000

Total guest arrivals

143%

Year-on-year guest arrivals growth

5.9 nights

Average length of stay per guest (in nights)

91%

Guests who chose Airbnb to live like a local

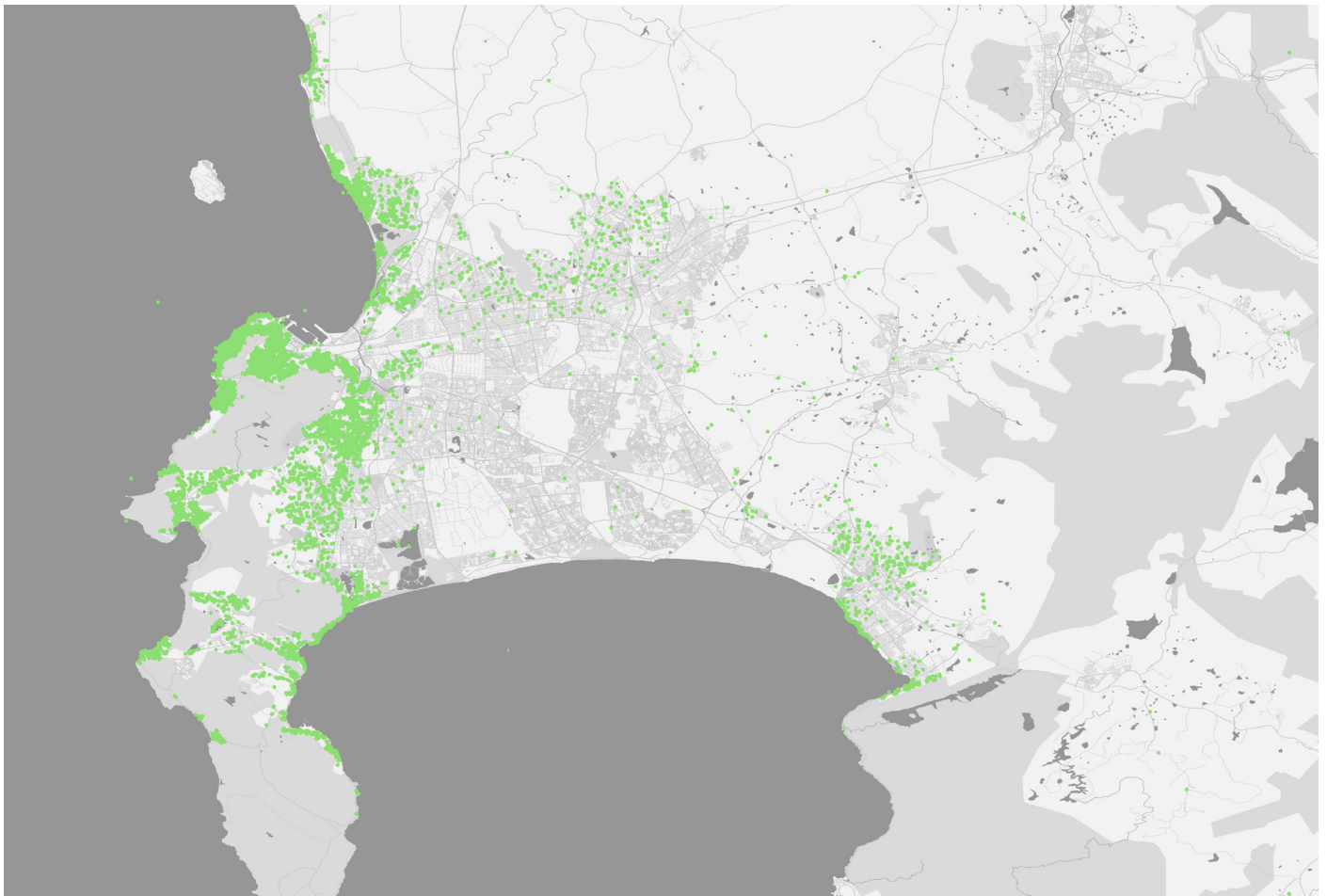
31%

Guests who would not have come or stayed as long without Airbnb

80%

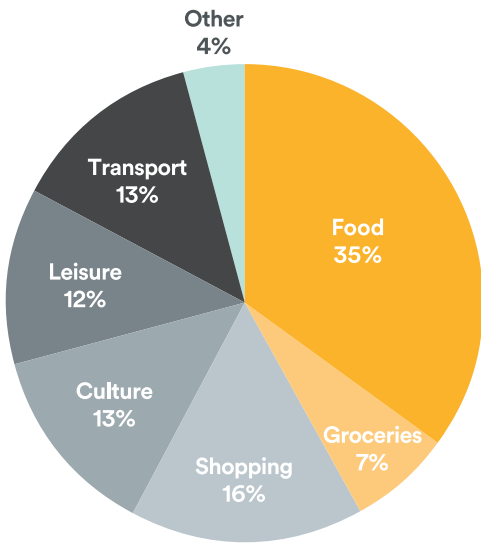
Guests who chose Airbnb to explore a neighborhood

LISTINGS ON AIRBNB VISITED IN CAPE TOWN IN THE PREVIOUS YEAR



Tourism: A case study in Cape Town

GUEST SPENDING



53%

Guests who saved money by staying on Airbnb and who spent it on food, shopping, etc.

23% of guest spending is done in the neighbourhoods in which they stay.

Local Economy in Cape Town

R564 M

Income earned by local households

R1.1 B

Estimated guest spending by Airbnb guests

R1.7 B

Estimated economic activity generated by Airbnb hosts and guests

Tourism: A case study in Johannesburg

Hosts on Airbnb welcomed almost 30,000 guest arrivals to Johannesburg in 2016. Over 70 percent of guests chose Airbnb to explore a neighborhood and over 30 percent of their spending stayed in the local neighborhood. In total, the Airbnb community boosted the local economy in Johannesburg by R120 million in 2016.

Guest Stays in Johannesburg

29,000

Total Guest Arrivals

231%

Year-on-year guest arrivals growth

4.8 nights

Average length of stay per guest (in nights)

83%

Guests who chose Airbnb to live like a local

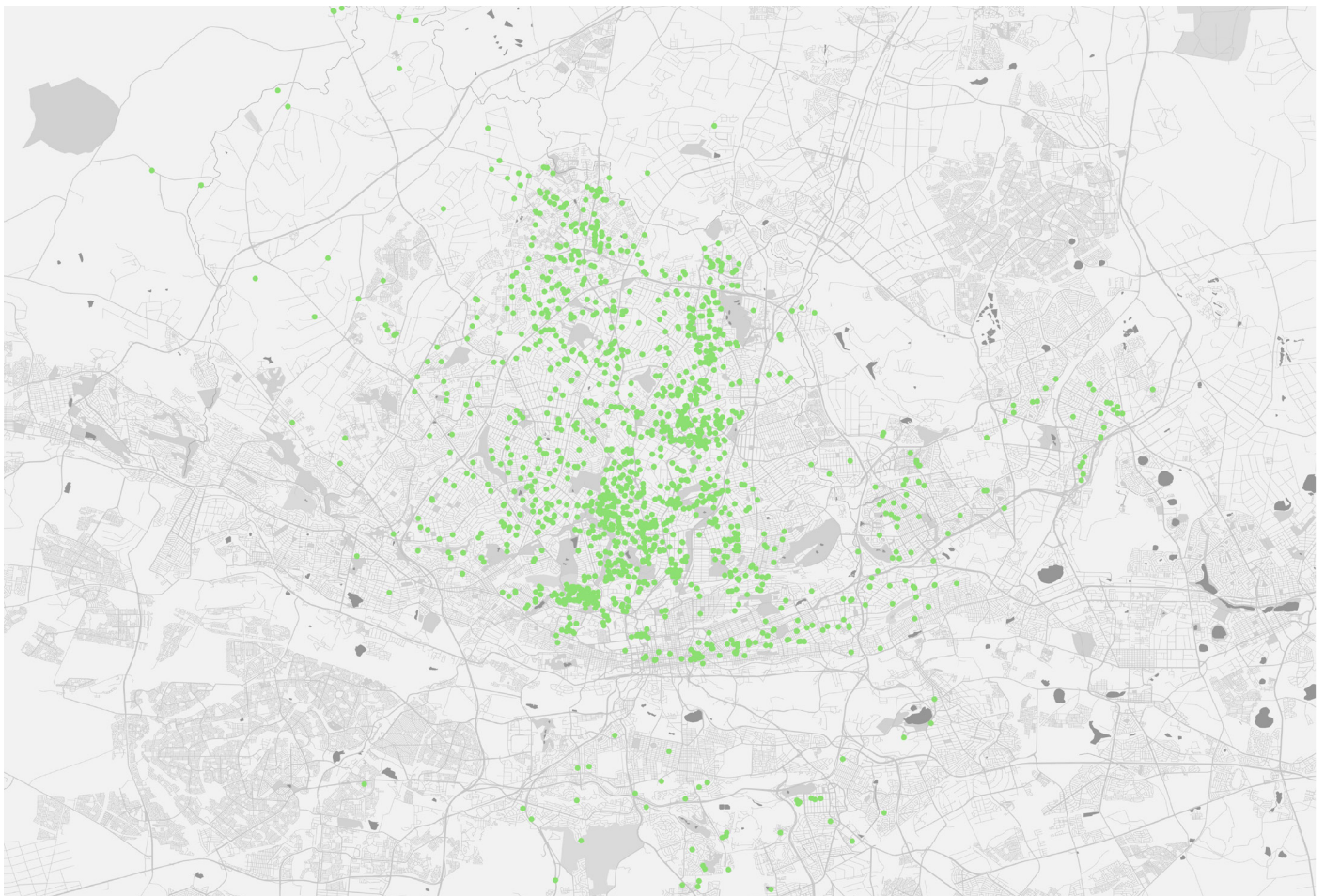
29%

Guests who would not have come or stayed as long without Airbnb

73%

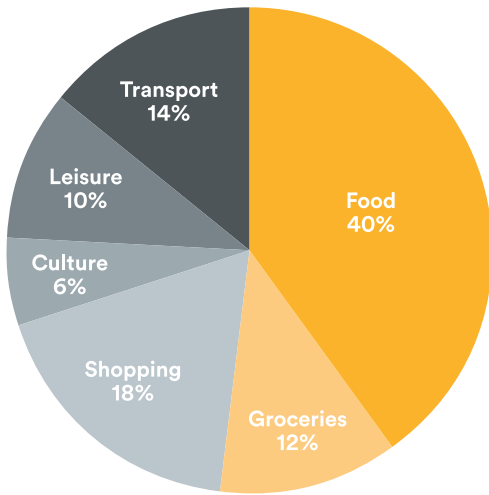
Guests who chose Airbnb to explore a neighborhood

LISTINGS ON AIRBNB VISITED IN JOHANNESBURG IN THE PREVIOUS YEAR



Tourism: A case study in Johannesburg

GUEST SPENDING



50%

Guests who saved money by staying on Airbnb and who spent it on food, shopping, etc.

32% of guest spending is done in the neighbourhoods in which they stay.

Local Economy in Cape Town

R45 M

Income earned by local households

R74 M

Estimated guest spending by Airbnb guests

R119 M

Estimated economic activity generated by Airbnb hosts and guests

Tourism: A case study in Durban

Hosts on Airbnb welcomed over 15,000 guest arrivals to Durban in 2016, which represents a growth of over 300 percent compared to 2015. Over 80 percent of guests chose Airbnb to explore a neighborhood and over 40% of their spending stayed in the local neighborhood. In total, the Airbnb community boosted the local economy in Durban by R76 million in 2016.

Guest Stays in Durban

16,000

Total guest arrivals

303%

Year-on-year guest arrivals growth

3.8 nights

Average length of stay per guest (in nights)

63%

Guests who chose Airbnb to live like a local¹

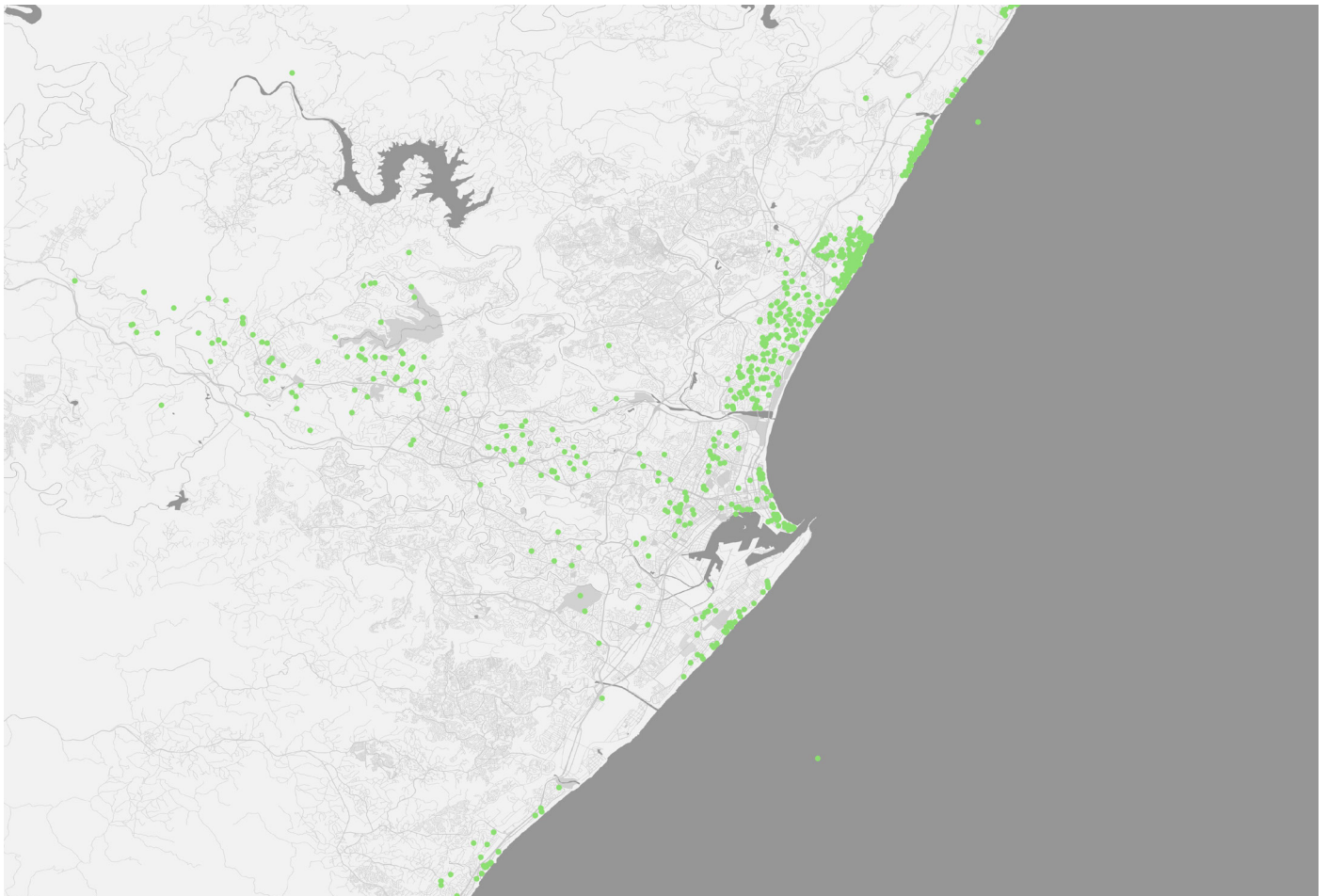
28%

Guests who would not have come or stayed as long without Airbnb¹

82%

Guests who chose Airbnb to explore a neighborhood¹

LISTINGS ON AIRBNB VISITED IN DURBAN IN THE PREVIOUS YEAR



Tourism: A case study in Durban

Guest Spending in Durban

40%

Of guest spending stays in the local neighbourhood

39%

Guests who saved money by staying on Airbnb and who spent it on food, shopping, etc

Local Economy in Durban

R28 M

Income earned by local households

R48 M

Estimated guest spending by Airbnb guests

R76 M

Estimated economic activity generated by Airbnb hosts and guests

Methodology and Definitions

Methodology

Data is drawn from Airbnb proprietary bookings data and data collected from surveys sent to hosts and guests. Total economic activity is estimated based on host earnings and guest spending estimates based on guest survey.

Definitions

Annual Earnings (Typical Host):	Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.
Average Length of Stay:	The average length of stay per guest, rather than per trip.
Guest:	Airbnb community members who stay in Airbnb listings.
Host:	Airbnb community members who rent space on Airbnb.
Inbound Guest:	All guests visiting a particular location. Inbound Guests include guests who live in the same location they may have stayed in.
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.
Listing Types:	Hosts can classify their listing as one of three different types: Entire Home / Apartment listings, Private Room Listings, and Shared Room Listings: 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.
Nights Hosted (By Listing):	Total number of nights a given Listing is rented on Airbnb in the study period. Only listings that were active as of the start of the study period, and had at least one booking during the study period are included, in order to present the most.
Nights Hosted (Typical Host):	Median value of total nights hosted per host during the one-year study period. Nights Hosted are presented for typical hosts.
Outbound Guest:	All guests from a particular location who booked an Airbnb listing, regardless of where the listing is. There may be some minor overlap between Inbound Guests and Outbound Guests. All guests associated with a particular reservation are attributed to the location of the booking guest.
Total Economic Activity	The sum of host earnings from Airbnb bookings data and guest spending estimates.
Typical Host:	The median host for all hosts who had at least one active listing as of the start of the study period and at least one booking during the study period. Typical host definitions are used to calculate Annual Earnings and Nights Hosted. Presenting the median value for all hosts who were active as of the start of the study period provides the most representative values for the Airbnb host community.