



Airbnb: Generating \$6.5 billion for restaurants around the world



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Introduction

Airbnb was launched in 2008 with the vision to create a world where anyone can belong anywhere. Fundamentally, Airbnb isn't about the digital experience—it's about the human one. The hosting community has democratized travel, bringing the benefits of tourism to communities that typically have not benefited from it before, and facilitating a more authentic experience on a global scale, enabling travelers to live like locals anywhere they go.

Roughly three-quarters of Airbnb listings sit outside of traditional tourist neighborhoods. When travelers live like locals, they bring economic gains to communities typically ignored by the hospitality industry. These gains extend beyond Airbnb's host community to stores and restaurants in the neighborhoods guests visit, generating economic activity for local businesses and supporting local jobs.

No businesses benefit more than restaurants. From September 2016 through September 2017, Airbnb guests spent an estimated \$6.5 billion in restaurants in 44 cities around the world. While traveling, Airbnb guests spend the greatest portion of their money on restaurants and dining out, compared to other expenses like shopping, transportation and leisure.

The report comes as Airbnb expands the ability to book restaurant reservations in the US via the Airbnb platform, powered by Resy. Launched in New York City in 2014, Resy builds operations software for the modern restaurant (allowing guests to book tables), using technology to redefine hospitality.

Airbnb's partnership with Resy will make restaurant reservation bookings for locals and visitors alike more seamless and easy to use. With this increased access to locally-owned restaurants across the US, guest spending can bring even more economic gains to communities.

Global guest spending at restaurants

This report provides data on Airbnb guest spending in restaurants in a series of communities from September 2016 to September 2017 and finds that Airbnb guests spent \$6.5 billion in restaurants in 44 cities during their trip¹. During that time, the report found that in major cities across the globe, from Copenhagen to Los Angeles to Tokyo, Airbnb guests reported spending on average between \$40 and \$100 per guest per night in restaurants during their stay.

\$6.5 billion

Generated in the past year in 44 markets worldwide from Airbnb guest spending at restaurants during their trip

\$2 billion

Increase in dollars from 2016 to 2017² from Airbnb guest spending at restaurants during their trip³

43%

of guest spending, on average, occurs in the neighborhood in which they're staying

56%

of guests who saved money by using Airbnb spent more on other things such as food and shopping

¹ See methodology section below for more on how estimated guest spending is calculated

² Nine additional markets counted in 2017 total, including: Atlanta, Berkeley, Buenos Aires, Charleston, Miami Beach, Montréal, Oakland, Raleigh, São Paulo. These markets combined account for \$375 million in guest spending at restaurants

³ "2016" timeframe is September 2015-2016, "2017" timeframe is September 2016-2017

Guest spending in North and South America

In the past year, we estimate that Airbnb guests have spent nearly \$2.7 billion in the restaurant industry during their trips in 29 cities across the US, Canada, and Latin America. That's roughly \$1 billion more than the previous year, which saw \$1.7 billion in guest spending throughout cities across the Americas.⁴

In the past year, we estimate that Airbnb guests have spent \$155 million in the restaurant industry in select cities in Latin America: Buenos Aires, Mexico City, Rio de Janeiro, and São Paulo.

AMERICAS YEAR-OVER-YEAR TOTAL RESTAURANT GUEST SPENDING (IN MILLIONS)⁵

City	2016	2017	YOY Growth
Atlanta*	N/A	\$26	N/A
Austin	\$50	\$93	\$43
Berkeley*	N/A	\$12	N/A
Boston	\$41	\$59	\$18
Buenos Aires*	N/A	\$40	N/A
Charleston*	N/A	\$30	N/A
Chicago	\$93	\$102	\$9
Cleveland	\$3	\$5	\$2
Denver	\$40	\$67	\$27
Los Angeles	\$236	\$323	\$87

⁴ Four additional US markets counted in 2017 total, including: Atlanta, Berkeley, Charleston, Miami Beach, Oakland, and Raleigh. These markets combined account for \$172 million in guest spending at restaurants.

⁵ "2016" timeframe is September 2015-2016, "2017" timeframe is September 2016-2017

Mexico City	\$13	\$36	\$23
Miami	\$50	\$58	\$8
Miami Beach*	N/A	\$99	N/A
Montreal*	N/A	\$117	N/A
Nashville	\$54	\$107	\$53
New Orleans	\$76	\$106	\$30
New York City	\$470	\$537	\$67
Oahu	\$41	\$75	\$34
Oakland	N/A	\$22	N/A
Portland	\$68	\$68	\$0
Raleigh*	N/A	\$5	N/A
Rio de Janeiro	\$85	\$56**	N/A
São Paulo*	N/A	\$23	N/A
San Diego	\$71	\$99	\$28
San Francisco	\$107	\$122	\$15
Seattle	\$74	\$101	\$27
Toronto	\$75	\$130	\$55
Vancouver	\$46	\$82	\$36
Washington, DC	\$50	\$112	\$62
Total	\$1.7B	\$2.7B	\$624M

**Rio de Janeiro experienced a significant surge in guest spending in 2016 because of the 2016 Summer Olympics

CASE STUDIES

Portland

Jaime is a 28-year resident of Portland and food industry veteran, having worked in the field since the age of 14. He learned the ropes from his parents, who immigrated to the US when he was a child. Jaime is now the proud owner one of the best Mexican restaurants in Northeast Portland, Tamale Boy.



“[Airbnb hosts aren't] just bringing customers. What [they are] doing is building a sense of community, and it gives locals and guests a good feel for the neighborhood – it draws people here.”

-Jaime, Owner of Tamale Boy

The Northeast Dekum Street location is two years old, and wouldn't enjoy as much of its current success without the support of an unexpected ally. “I don't remember how I met her,” smiles Jaime. “I just dropped by and was being nosey!” interjects [Sarah, neighborhood resident and enthusiastic Airbnb host](#). Sarah lives down the street, and immediately fell in love with the eatery. “I can just slip on my sandals and stroll over here, it's amazing!” she exclaims. “I send all my guests here, and they can't believe how good it is.” “She's always sending people here, and not just us, but to other local businesses on the street,” chimes Jaime. “She markets us better than we market ourselves,” he says as they both have a good laugh.

Washington, DC

Perched on a tree-lined street corner across from a park in Ward 7 sits the Riverside Community Center. The historic site of the iconic Crystal Lounge, famous for hosting performances by hometown hero and Deanwood native, Marvin Gaye, the Center is now home to a variety of community-based programming, an urban farm, and a commercial kitchen. Enter Rachel Pace, owner of Penny Brew, a pop-up coffee shop and eatery.



“Penny Brew’s slogan is: quality coffee, small eats, and community. Community is the most important pillar of them all.”

-Rachel, Owner of Penny Brew

Originally from Pittsburgh, Rachel bought a house in the Deanwood neighborhood after relocating to the District of Columbia, but felt her new surroundings was missing a cultural element present in other parts of DC. “I’ve always been a coffee enthusiast and I noticed there wasn’t a sit down coffee shop in the area. If I wanted good coffee, I had to go across the Anacostia River,” she said.

Combining her fervent passion for great coffee with her love of community, Rachel launched Penny Brew.

Nashville

If Nashville is known for anything, it's good eats, good company, and good tunes. And few venues weave all three ingredients together better than the storied Sutler Saloon in Nashville's historic Melrose neighborhood.



“Airbnb hosts recommending our business... it’s the best form of advertisement you can ask for.”

-Kevin, GM of Sutler Saloon

Part restaurant, part live music venue, part dive bar, [The Sutler](#) was founded by popular local radio DJ Johnny Potts back in 1976. “The Sutler is a 40-year-old brand,” says general manager and native Nashville resident Kevin Jones. “The Melrose shopping strip where the Sutler is located, was the first of its kind in the state of Tennessee,” he says. “It quickly became a real social hub for the neighborhood folks and a place to eat great food and hear good music—lots of cool stuff happened between these four walls.”

New Orleans

Sit down at Krewe du Brew in the Lower Garden district of New Orleans for a freshly-made espresso (with white chocolate) or steamed scrambled eggs in the tiny shop—nestled between a gym and a sushi place—and you’ll find a “Cheers”-like atmosphere, with patrons discussing music, exchanging photos of kids (and grandkids), or locked in serious debate over who would win in a battle between Batman and Superman.



“Airbnb brings in customers we wouldn’t normally get. [It] gives you a closer connection to the place you’re staying and to the people who live here.”

-Eugene, Owner of Krewe de Brew

This is exactly the type of atmosphere owner and founder Eugene Anderson envisioned when he opened the cafe. “When I meet people, I’m not meeting them as some tourist or a customer. I’m meeting them for the first time as a friend,” he says. “We’re an established neighborhood spot, and consider ourselves a quasi-concierge of the city.”

[Krewe du Brew](#) is one of the most highly-recommended local businesses by NOLA Airbnb hosts. “It’s great that they recommend me, but it’s doubly important,” he says. “Having a recommendation from an Airbnb host means they’re putting their reputation on the line, so I have to live up to that. If the customer has a bad time, it reflects on the host. So If they feel confident recommending this little spot, I’m very grateful.”

Los Angeles

Willy Fedail has owned and operated [Vicious Dogs](#) in North Hollywood for nearly a decade. The restaurant still has the same feeling it had when Willy first opened up: Lively conversations rise from the restaurant's tables while cooks and servers bounce between the cash register, the grill, and the back room. The smell of fried foods and fresh vegetables wafts over the restaurant as an old-school boombox near the back of the restaurant plays upbeat music from the 80s and 90s.

It's lively without being chaotic, and that's not a coincidence—it's part of Willy's business strategy. "It takes a lot more than just good food to have a great restaurant. You need everything. You have to create an atmosphere that's comfortable, one that keeps people coming back to you over the years," he says.



"America is the land of opportunity, and for a while, we were drifting away from that. But now, thanks to these new companies like Airbnb, people are able to benefit from things like travel in a way they never were before."

-Willy, Owner of Vicious Dogs

He's also seen more people visiting Los Angeles come to Vicious Dogs—thanks, in part, to home sharing. "There's a lot of people in my neighborhood that are working with Airbnb. I know for a fact that I have customers that come here and have stayed in an Airbnb near here," he says. "If someone stays in an Airbnb, they're more likely to get out into the neighborhood, to see what it's really like here, and to stop by restaurants like mine. It's been very beneficial—not just for me, but for everyone."

Toronto

While Toronto has always been a destination for tourists and business travelers alike, Airbnb's presence across all 44 wards is bringing travelers to corners of the city that do not typically reap the economic benefits of tourism.

Over the last year, Airbnb brought close to 220,000 visitors to the City of Toronto, contributing more than \$230 million to the local economy. In 2016, Airbnb guests in Toronto spent \$75 million at local restaurants. That number increased significantly in 2017, with total guest restaurant spending reaching \$130 million.

As chef and owner of Toronto's [Piano Piano](#), Victor Barry is focused on finding the magic inherent in every single ingredient. Walking up to the Harbord Village restaurant is a magical experience in itself, with its bright pink facade covered in peonies grabbing your attention from the other buildings on the block.



"When I travel I want to know where all the locals are hanging out and Airbnb helps us find little 'nonna nooks' that you wouldn't already know about and features amazing businesses like our own."

-Victor, Owner of Piano Piano

At just 34 years old, Victor is making his second foray into restaurant ownership, having completely revamped his former restaurant into a new, more homey Italian experience. "We wanted to create a space where people felt like they were dining in my home," he says, "After all, this is our second home."

The name Piano Piano comes from "piano piano va lontano", an Italian phrase that translates to "slowly slowly we go further." And that's the dream that Victor wants to share with his guests—to slow down and take time to enjoy great food, great wine and of course, each other.

Guest spending in Europe

In the past year, we estimate that Airbnb guests have spent more than \$2.8 billion at restaurants in 10 cities across Europe during their trips. That's nearly \$800 million more than the previous year, in which \$2 billion was spent by guests throughout cities across Europe.

EUROPE YEAR-OVER-YEAR TOTAL RESTAURANT GUEST SPENDING (IN MILLIONS)⁶

City	2016	2017	YOY Growth
Amsterdam	\$137	\$163	\$26
Barcelona	\$243	\$385	\$142
Berlin	\$117	\$142	\$25
Copenhagen	\$126	\$219	\$93
Dublin	\$45	\$72	\$27
Lisbon	\$129	\$224	\$95
London	\$561	\$661	\$100
Paris	\$430	\$602	\$172
Prague	\$16	\$35	\$19
Rome	\$209	\$282	\$73
Total	\$2B	\$2.8B	\$770M

⁶ "2016" timeframe is September 2015-2016, "2017" timeframe is September 2016-2017

CASE STUDIES

Berlin

Home sharers recommend small local shops, cafés, and restaurants to their guests and help support local businesses owned and run by Berliners. Hosts and guests using Airbnb generated an estimated economic impact of around €438 million last year for local businesses in Berlin.



“I think Airbnb guests are sometimes more interested. Maybe because they choose a place more thoughtfully and that is why they want to find out more about it.”

-Jupp, Café Espera

Café Espera is located on Sonnenallee 35 in Berlin-Neukölln. Recently, home sharer and Superhost Berta, founder of [walk this way](#), organized a Merchant Walk in Neukölln, in which Berliners walked their district and visited local businesses, including Café Espera. Berta is a Berlin original who moved to Neukölln a few years ago and knows the district like the back of her hand. She has launched her own Berlin pocket guide—BertaBerlin—where she recommends all her favorite gems to visitors so they can continue to support locally-owned businesses.

Barcelona

“When a guest stays in my home, I try to help them get to know my neighbourhood, Poblenou, by recommending local restaurants or shops that do not appear in travel guides,” explains Juan, who shares a room in his house. Poblenou home sharers met in one of these places to start their small business trail, a trail around their

neighbourhood led by hosts, stopping in and showcasing the best small businesses in the area.

Recently, Poblenou hosts dedicated a whole Saturday morning to visiting the businesses they recommend to their guests. While there, they explained the economic impact of home sharing and gave away stickers that small business owners could display in their shop window: “Business recommended by hosts.” The starting point of the route was Bar Andalucia, which is part of the history of Poblenou. It was established by Antonio’s parents, the current owner, 47 years ago.



“The real secret of our success is Juanita, our cook. She is magical. I do not know what we’ll do when she retires.”

-Antonio, owner of Bar Andalucia

Bar Andalucia serves homemade menus starting at noon, “with 12 starters, 12 main courses, 6 desserts, and a daily catchphrase, which I choose and write every day on the menu.”

The next stop for hosts was the Lebanese restaurant, [Sundown](#), in Rambla del Poblenou. Marina, a Poblenou host, says she advises travelers to “stop at Sundown on their way to the beach and buy something to take away and eat in front of the sea.” Sundown has been preparing homemade falafel and shawarma for nearly 30 years.

Guest spending in APAC

In the past year, we estimate that Airbnb guests have spent more than \$1 billion in the restaurant industry in five cities across APAC: Hong Kong, Osaka-shi, Singapore, Sydney, and Tokyo during their trips. That's \$260 million more than the previous year, which saw \$740 million in guest spending throughout cities across APAC.

APAC YEAR-OVER-YEAR TOTAL RESTAURANT GUEST SPENDING (IN MILLIONS)⁷

City	2016	2017	YOY Growth
Hong Kong	\$39	\$61	\$22
Osaka-shi	\$257	\$340	\$83
Singapore	\$45	\$66	\$21
Sydney	\$70	\$115	\$45
Tokyo	\$329	\$468	\$139
Total	\$740M	\$1B	\$310M

**Average guest spending across markets*

⁷ "2016" timeframe is September 2015-2016, "2017" timeframe is September 2016-2017

CASE STUDIES

Singapore

When Harry Grover first moved to Singapore, he lived with his brother in Tiong Bahru and immediately saw the potential and heritage of Tiong Bahru. In 2010, Harry opened up Forty Hands, a neighborhood coffee shop on the once quiet Yong Siak Street. Specializing in “Third Wave coffee,” the cafe’s primary mission is to “promote sustainability by opting for direct trade and offering delicious specialty coffee made with super fresh beans.”



“I believe that Airbnb is making a big contribution to the liveliness of this neighbourhood. The number of tourists in Tiong Bahru has been steadily increasing with about 30% of our customers made up of tourists.”

-Harry Grover, Co-founder of Forty Hands

“For a business that has been around for seven years, many Singaporeans would have passed the ‘discovery stage.’ The fact that our sales in the last three years are not staying consistent, but increasing significantly, is really attributed to tourists,” Grover said. “It’s clear that tourists love the neighborhood, which maintains its old charm while opening up new spots, as well. From families to millennials, tourists flock to Tiong Bahru market and Forty Hands has certainly benefited from the foot traffic.”

Sydney

The Sydney Home Sharing Club partnered with #EastSideSydney, a group of local business chambers, to connect local small business owners with local Airbnb hosts, and to continue to expand the great work of travelers exploring and supporting the local business community. #EastSideSydney is an initiative of Surry Hills Creative Precinct, Darlinghurst Business Partnership and Potts Point Partnership.



“Airbnb guests traveling from all around the world are looking to experience life as a local. Therefore, they highly value Airbnb host recommendations on where to go and what to do in our city. That takes their trip beyond living in a typical dwelling but also makes them feel like they already belong here as soon as they check-in.” -Mehdi, Airbnb host in Sydney

“When they actually arrive, we offer them a tour of their new immediate surroundings and we also kindly suggest that if we have time, we could go out all together and enjoy a drink or a bite in one of our favourite places.”

Airbnb & Resy: A new partnership bringing customers to restaurants

Finding a great meal while visiting a new city can be difficult. Travelers are overwhelmed by too many choices, with thousands of unfamiliar options on local discovery platforms, many with similar ratings averaged from hundreds of anonymous reviews. When it comes to booking a reservation, you might be asked to go through a cumbersome new account creation process, making something that should be easy feel more like a chore.

That's why Airbnb teamed up with Resy to recommend a hand-picked selection of the best restaurants around for easy reservations in 16 US cities. With this partnership, Airbnb and Resy will make it even easier for visitors to enjoy authentic local meals. To date, Resy has seated over 25 million diners, and is used by over 1,200 restaurants across 180 cities, with over 1.6 million registered users.

On September 21, we will launch a total of 619 reservable restaurants in 16 additional markets: New York (239), Los Angeles (85), Washington, DC (48), San Francisco (45), Miami (35), Charleston (30), Austin (29), Seattle (27), Hamptons (14), Denver (14), Portland (12), Raleigh/Durham (11), Atlanta (10), New Orleans (7), Nashville (7), and Napa (6).

According to a recent Nielsen survey of over 1,900 American travelers (*defined as those who have ever traveled*) commissioned by Airbnb⁸ and conducted online by Harris Poll, 54 percent of American travelers search online to find a restaurant while traveling, and many go online to book restaurant reservations while traveling, as well. Online restaurant reservation booking has only been prominent for less than two decades, and already just over one in three American travelers who make restaurant reservations when traveling (36 percent) say they typically book their table online. The partnership between Airbnb and Resy is also meeting consumers needs: 63 percent of Americans said they would be likely to book their lodging and restaurant reservations at the same time if they had the chance to do so all in one place.

⁸ This survey was conducted online within the United States by Harris Poll on behalf of Airbnb from September 12-14, 2017 among 2,083 U.S. adults ages 18 and older, among whom 1,904 ever travel.

Conclusion

Throughout Airbnb's history, we have prided ourselves on bringing guests beyond tourist districts to the diverse neighborhoods of the cities they visit and helping them experience local shops and restaurants. These experiences lead to lifelong memories for travelers, recommendations they pass along to traveling friends and family, and substantial economic benefits for restaurants and small businesses in neighborhoods around the world. Going forward, Airbnb will continue to work with our host community and city leaders who are embracing home sharing to expand its benefits to local neighborhoods and small businesses.

Methodology

Estimated guest spending on restaurants and dining out reflects spending by guests during stays in Airbnb homes occurring from September 1, 2016 to September 1, 2017. These estimates were calculated using internal Airbnb data and survey data on Airbnb guest activity. Survey data on Airbnb guest activity comes from Airbnb's Annual Community Compact Survey, which asks guests to estimate their total spending across categories such as restaurants and dining out, shopping, transportation and leisure. Average spending figures per guest per night were calculated for various markets around the world, and internal Airbnb data on guest nights was used to estimate total spending during the 12-month period. Comparisons to guest spending on restaurants and dining out in 2016 refer to data in a report released by Airbnb in October 2016, which studied the 12-month period between September 1, 2015 to September 1, 2016.

Airbnb's Reservations survey was conducted online within the US by Harris Poll on behalf of Airbnb from September 12-14, 2017 among 2,083 US adults ages 18 and older, among whom, 1,904 ever travel (*"American travelers"*). This online survey is not based on a probability sample, and therefore, no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Ali Killam at ali.killam@airbnb.com.