



# Bringing Healthy Travel To Surf Communities Around The World

Airbnb hosts earned \$23 million in major  
surf destinations across the world





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# Executive Summary

Places to crash near the best waves can be hard to come by. As surfers and fans of the sport know, many of the world's premier surfing destinations lie beyond traditional tourist hotspots and hotel districts, making close-by accommodations hard to find or prohibitively expensive during surf season. And with surfing an increasingly popular driver of tourism along with passion-based travel more generally, the need for accommodations is only growing.

This is where the “anywhere” in Airbnb’s mission of “belong anywhere” comes in. In 2017, 170,000 Airbnb guests arrived at a select set of surfing communities worldwide, from Pupukea, HI to Mundaka, Spain, to Jeffrey’s Bay in South Africa. The healthy travel provided by Airbnb—travel that is local, authentic, diversified, inclusive and sustainable—is making it easier and more affordable for enthusiasts to follow surfing’s competitive circuit and for beginners to catch the wave. At the same time, the communities along the circuit are able to benefit economically in a responsible way by providing accommodations through existing homes. In fact, hosts in surfing communities on the World Surf League (WSL) tournament circuit earned a combined \$23+ million in supplemental income by sharing their homes and passions in 2017 alone.

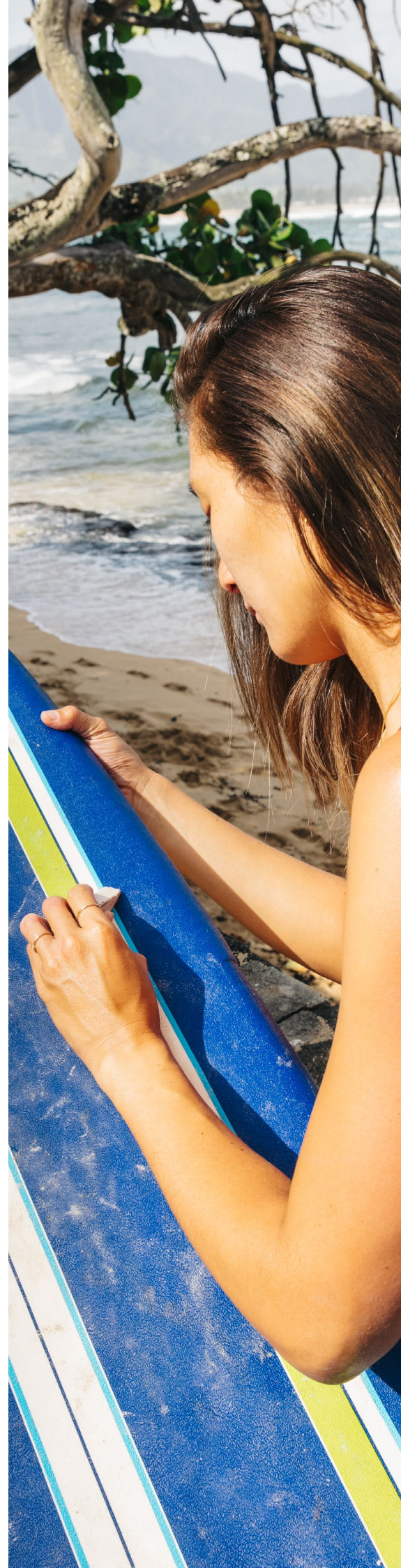
Among Airbnb’s nearly five million listings and nearly 10,000 Experiences are a growing collection of surfing-friendly homes and surfing-based excursions. Our [recently announced partnership](#) with the WSL includes more than 75 new surfing Experiences, with hundreds more expected by the end of 2018. These Experiences are the ultimate in passion travel, not only giving surfers at all levels of ability the WSL-curated opportunities to plunge into something they love to do or have longed to try, but also enabling the surf pros and certified coaches who host the Experiences to make the vital income they need to help them afford to stay with the sport.

Since our founding in 2008, Airbnb has become the world’s largest community-driven hospitality company, bringing healthy travel to 191 countries around the globe. Today, travel and tourism represent 10.4 percent of global GDP and increasingly, travelers are choosing Airbnb as an alternative to traditional accommodations.<sup>1</sup> Nine in 10 Airbnb guests say their listing locations were more convenient than hotels, while eight in 10 say they chose Airbnb because they wanted to live like a local.

This report highlights the Airbnb surf community in cities along the WSL circuit and some of the passionate surfing-enthusiast hosts who live there.

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<sup>1</sup> World Travel & Tourism Council, Travel and Tourism Economic Impact 2018



# Waimea Bay/Pipeline

## Oahu, Hawaii

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### Surf Season: November-March

Surfing has been integral to Hawaiian culture for more than 100 years and today, visitors travel thousands of miles to surf some of the most iconic waves in the world, relying on home sharing and short-term rentals as a way to stay close to their perfect swell. While the major surf competitions and big swells visit the North Shore during the winter months, surfers of all levels can find great waves throughout year, providing valuable supplemental income outside of traditional tourist months to hosts in the region. Here is a snapshot of the Airbnb host community on Oahu, Hawaii and some stories from the ground:

**21,000**

Guest arrivals in 2017

**460**

Total listings

**\$14,000 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Honolulu
- 2 Sydney
- 3 San Francisco
- 4 Los Angeles
- 5 New York City

### Top 5 Guest Countries of Origin

- 1 US
- 2 Australia
- 3 Canada
- 4 Germany
- 5 New Zealand

### Host Quotes

"It's always a pleasure sharing the ocean and our love for waves with those come in from around the world on Airbnb."

– Aaron, Airbnb host, Oahu

"Surfing is a huge part of Hawaii and most of my life revolves around it, so it's cool to share that same surf culture and stoke with Airbnb visitors, especially if they've never done it before."

– Shawn, Airbnb host, Oahu



# Keramas Beach

## Bali, Indonesia

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### Surf Season: June

The quintessential surfer's paradise, Bali is home to some of the world's most beguiling sandy beaches and rollicking waves. Its long stretch of coastline offers something for everyone—competitive pros can catch the perfect swell along the peninsula's outer reef breaks, while beginners learn to paddle amidst gentle lagoon waves. Here is a snapshot of the Airbnb host community in Bali, Indonesia and some stories from the ground:

**355,000**

Guest arrivals in 2017

**16,700**

Total listings

**\$1,500 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Jakarta
- 2 Singapore
- 3 Sydney
- 4 Melbourne
- 5 London

### Top 5 Guest Countries of Origin

- 1 Australia
- 2 US
- 3 Indonesia
- 4 Singapore
- 5 Great Britain

### Host Quotes

"Through Airbnb, I have met people from different countries, ethnicities, religions and all walks of life. Some of these people have become friends for life. In two cases, our guests actually met in Surf Bungalow and are now married. The first couple already has two beautiful children. We welcome surfers and everyone to come to our place anytime!"

— Carlos, Airbnb host, Bali

"I've been surfing for more than 20 years. I used to join surf competitions, and am now a 5-time national champion and 2-time Asian champion. I love to share my passion with people who want to try surfing, as well as experienced surfers. Hosting with Airbnb has let me share my passion with everyone around the world and has brought me so many great memories."

— Bonne, Airbnb Experience host, Bali

# Soorts-Hossegor

## France

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### Surf Season: May-June and September-October

For decades, France's southwest Atlantic coast has been the go-to spot for surfers coming from all around the world. Visitors praise the diversity of famous big barrel waves and powerful shorebreaks, as well as the California-like vibe of Southwestern France, and amazing local food and wine. Add to that the fact that some of these world-class surfing spots, like Lacanau or Biarritz, are now part of the biggest international competitions, like the World Surf League Quiksilver Pro, and you have the recipe for a great surfing trip in the heart of France. Here is a snapshot of the Airbnb host community in Soorts-Hossegor, France and some stories from the ground:

**11,500**

Guest arrivals in 2017

**460**

Total listings

**\$4,600 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Paris
- 2 Toulouse
- 3 Bordeaux
- 4 Lyon
- 5 London

### Top 5 Guest Countries of Origin

- 1 France
- 2 Spain
- 3 Great Britain
- 4 US
- 5 Germany

### Host Quotes

“One of most memorable experiences was hosting a young Polish couple and taking care of Suzy, their dog pup, for them so they could go surfing together. After a few days, Suzy felt very comfortable and was already like part of the family!”

– Mireille and Patrick, Airbnb hosts, Soorts-Hossegor



# Peniche

## Portugal

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**Surf Season: December-April**

The town of Peniche sits on a rocky peninsula facing the Atlantic Ocean. Its beaches and breaks make the spot suitable for most levels of surfing or body surfing and home to numerous surf schools. Supertubos (Portuguese for “Supertubes”) is both the name of a wave and a beach (Praia de Medão) where the WSL Championship Tour takes place. Tubular waves resembling pipelines have made Supertubos a go-to spot for a diverse surfing community from amateurs to professionals, who can catch the WSL Meo Rip Curl Pro Portugal in early to mid fall. Here is a snapshot of the Airbnb host community in Peniche, Portugal and some stories from the ground:

**16,000**

**Guest arrivals in 2017**

**660**

**Total listings**

**\$3,200 USD**

**Typical host earnings**



### Top 5 Guest Cities of Origin

- 1 Madrid
- 2 Lisbon
- 3 Paris
- 4 London
- 5 Hamburg

### Total Guest Countries of Origin

- 1 Germany
- 2 France
- 3 Spain
- 4 Portugal
- 5 Great Britain

# Mundaka, Basque Country

## Spain

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**Surf Season: October-March**

Undoubtedly one of the best surfing spots in the Bay of Biscay, Mundaka is a small village in the Basque Country, northeast of Bilbao. It attracts international visitors for its rocky coastline and because it is home to one of the longest left-hand waves in the world. When the first surfers came to this remote part of Spain, locals did not fully understand why they choose to stop in such a small, windy fishing port. Today, they welcome a vast international community, sharing their homes and stories about how surfing has brought people together. Here is a snapshot of the Airbnb host community in Mundaka, Spain and some stories from the ground:

**1,400**

**Guest arrivals in 2017**

**30**

**Total listings**

**\$7,000 USD**

**Typical host earnings**



### Top 5 Guest Cities of Origin

- 1 Madrid
- 2 Barcelona
- 3 Pamplona
- 4 Paris
- 5 London

### Top 5 Guest Countries of Origin

- 1 Spain
- 2 France
- 3 US
- 4 Great Britain
- 5 Germany

### Host Quotes

“Mundaka is a very small location that is very popular among surfers worldwide, but does not own many traditional accommodation options. Airbnb is attracting an increasing number of visitors, especially those who desire more flexibility and a more unique experience - and who are also interested by surf. Almost all of my guests are planning to surf or decide to do so once they arrive!”

– Andrea, Airbnb host, Mundaka



# Anchor Point

## Taghazout, Morocco

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**Surf Season: December-March**

Morocco offers a wealth of uniquely diverse surfing destinations amidst inspiring backdrops. From Taghazout, home of the world famous Anchor Point waves on the north coast, to the south of Essaouira, surfers of all skill levels and backgrounds can find just the right scene. Home sharing helps guests make the most of this diversity and organize an experience-rich surfing trip while living like a local, immersed in the rich Berbère and North African local culture. Here is a snapshot of the Airbnb host community in Taghazout, Morocco and some stories from the ground:

**5,300**

**Guest arrivals in 2017**

**280**

**Total listings**

**\$1,600 USD**

**Typical host earnings**



### Top 5 Guest Cities of Origin

- 1 Paris
- 2 London
- 3 Amsterdam
- 4 Berlin
- 5 Copenhagen

### Top 5 Guest Countries of Origin

- 1 France
- 2 Germany
- 3 Great Britain
- 4 US
- 5 Netherlands

### Guest Testimonial

“Lovely located and spacious house with all the necessary equipment. We especially loved the rooftop terrace: an ideal place to chill and relax after surfing. Brendan is a great host who will help you with anything you ask. We had a wonderful surfing holiday!”

– Thijs, Airbnb guest

# Jeffrey's Bay

## South Africa

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### Surf Season: April-August

South Africa has over 1,600 miles of coastline. No wonder, then, that surfers from around the world converge here to catch some of the world's most epic waves. Some of the best are found in Jeffreys Bay (or "J-Bay" as the locals affectionately call it). This small town is known as home to one of the most perfect right-hand point breaks in the world. Visitors to the area have come to rely on their short-term rental hosts for insider tips on the best places for a great surf and can see the World Surf League Corona Open in early to mid July. Here is a snapshot of the Airbnb host community in Jeffrey's Bay, South Africa and a few words from locals in the area:

**9,300**

Guest arrivals in 2017

**530**

Total listings

**\$1,000 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Cape Town
- 2 Johannesburg
- 3 Port Elizabeth
- 4 Pretoria
- 5 London

### Top 5 Guest Countries of Origin

- 1 South Africa
- 2 Germany
- 3 US
- 4 Great Britain
- 5 Netherlands

### Host Quotes

"Surprisingly, while there is an interest from local surfers in our home, the most enquiries come from international families who simply love to be near the beach. Temperatures are moderate throughout the year, so we find that we have enquiries all year round. The bonus for visitors who have an interest in surfing is that Surfer's Point – the spot where most of the competitions are held – can be viewed from our stoep (porch), so guests can watch most of the competition from the comfort of 'home'".

– Jurgen, Airbnb host, Jeffrey's Bay



# Arica

## Chile

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### Surf Season: May-September

Arica was chosen in 2007 to be the host city of the WSL Championship Tour. Twenty kilometers of beaches and excellent weather have earned Arica the nickname, the “City of Eternal Spring.” Tourists from around the world flock to Arica to enjoy the northern Chilean landscapes. At a recent Annual Meeting of the World Network of Surf Cities here, plans were announced to improve Arica’s coastal area, which will help draw even more surfing enthusiasts in the years to come. Here is a snapshot of the Airbnb host community in Arica, Chile and some stories from the ground:

**3,300**

Guest arrivals in 2017

**160**

Total listings

**\$700 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Santiago
- 2 La Paz
- 3 Iquique
- 4 Calama
- 5 Buenos Aires

### Top 5 Guest Countries of Origin

- 1 Chile
- 2 Bolivia
- 3 US
- 4 France
- 5 Argentina

### Host Quotes

“I’ve been a host for almost a year now. I share an apartment on Avenida Chile near all the surfing hotspots in town. I host surfers throughout the whole year, especially in Winter when you can find the best waves. Some guests, like Leandro from Argentina, have chosen to stay at my place on more than one occasion. I love this because I actually used to surf myself when I was younger! Even though now I have put my board away, I still enjoy the beach very much with my children and can’t stay away from the ocean for too long.”

– Cecilia, Airbnb host, Arica

# Squarema

## Brazil

### Surf Season: April-September

Famous for the strong waves surfers love, the city of Squarema is located in the Lakes Region of the State of Rio de Janeiro, about 60 miles from the city of Rio, and has attracted surfers for decades. National and international championships are held at the Itaúna beach, where thousands of people gather to watch the pros maneuver in the water. With beaches, mountains and lakes, Squarema offers unique tropical scenery for all travelers, and those looking to catch the World Surf League Rio Pro can expect the tournament to be at its height in mid May. Here is a snapshot of the Airbnb host community in Squarema, Brazil and some stories from the ground:

**3,900**

Guest arrivals in 2017

**380**

Total listings

**\$600 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Rio de Janeiro
- 2 Sao Paulo
- 3 Niteroi
- 4 Belo Horizonte
- 5 Brasilia

### Top 5 Guest Countries of Origin

- 1 Brazil
- 2 US
- 3 Germany
- 4 Argentina
- 5 Mexico

### Host Quotes

“The extra income that I earn from hosting helps to keep our local business running and pays for the expenses of our home. We’re also seeing how the surrounding commerce benefits from this, as guests are always asking for recommendations on where to eat, where to shop, where to visit, and all of that helps stimulate the neighborhood.”

– Leandro, Airbnb host, Squarema



# Bells Beach, Victoria

## Australia

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### Surf Season: May-August

As an island nation “girt by sea,” Australia has a powerful and deeply rooted connection with the coast and the ocean. Australian author Tim Winton suggested “it’s impossible to imagine what Australia would be like without surfing.” Few places embody the country’s surf culture more than Bells Beach and Victoria’s Surf Coast. The journey from Melbourne along the winding Great Ocean Road has been a ritual for decades. Surfers, families and travelers year after year visit the region to surf Bells and explore beautiful beachside communities like Torquay and Jan Juc. And for those looking to catch a professional tournament, the World Surf League Rip Curl Pro Bells Beach comes to town in mid April. Here is a snapshot of the Airbnb host community in Bells Beach, Australia and some stories from the ground:

**26,000**

Guest arrivals in 2017

**640**

Total listings

**\$3,600 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Melbourne
- 2 Sydney
- 3 Singapore
- 4 Adelaide
- 5 Geelong

### Top 5 Guest Countries of Origin

- 1 Australia
- 2 China
- 3 Singapore
- 4 US
- 5 Great Britain

# Margaret River

## Western Australia

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### Surf Season: May-August

With world-class wineries, jaw-dropping natural beauty and some of the best breaks in the country, the Margaret River has long been a magnet for travelers from Australia and around the world. Home sharing is allowing more Margaret River locals to share in the benefits of tourism by hosting surfers and fans of surfing, particularly during peak times and major events. And for those looking to catch a professional wave, the World Surf League Drug Aware Margaret River Pro comes to Margaret River in early April. Here is a snapshot of the Airbnb host community in Margaret River, Western Australia and some stories from the ground:

**39,000**

Guest arrivals in 2017

**550**

Total listings

**\$8,200 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Perth
- 2 Singapore
- 3 Melbourne
- 4 Sydney
- 5 Brisbane

### Top 5 Guest Countries of Origin

- 1 Australia
- 2 Singapore
- 3 Malaysia
- 4 Great Britain
- 5 US

### Host Quotes

“We moved to Margaret River because of the wonderful climate, clean environment and of course, the amazing world class surf! We live right next to the beach at Gnarabup Beach. Five minute stroll to the ocean, just behind the sand dunes. This is home to the fabled main or point break - a left hand thundering wave. We have had numerous surfers and surfing families stay with us over the years.”

– Keith and Rebecca S, Airbnb Superhost, Margaret River



# Chiba

## Japan

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### Surf Season: May-September

Located southeast of the Kanto Plain and adjacent to Tokyo, Chiba offers abundant charm of both the sea and the mountains. Its famous Boso-hanto Peninsula is surrounded by the Pacific Ocean, Tokyo Bay and Uraga Channel, creating a warm oceanic climate all year round. This surf-perfect location has brimmed under the radar for years, but has increasingly drawn attention for its beautiful Kujukuri-hama Beach, where swaths of sandy coastline stretch for over 66 kilometers. Here is a snapshot of the Airbnb host community in Chiba, Japan and some stories from the ground:

**29,700**

Guest arrivals in 2017

**620**

Total listings

**\$1,400 USD**

Typical host earnings



### Top 5 Guest Cities of Origin

- 1 Tokyo
- 2 Seoul
- 3 Hong Kong
- 4 Singapore
- 5 Yokohama

### Top 5 Guest Countries of Origin

- 1 Japan
- 2 US
- 3 China
- 4 South Korea
- 5 Australia

### Host Quotes

“We’ve been surfing around the world, staying at all sorts of B&Bs and guesthouses. We thought it would be nice if there were some good B&Bs in Japan. Eventually, we decided to start one and that’s how our satoyama guesthouse came to be. Come visit us in any season and you’ll be amazed at what our satoyama area has to offer.”

– Taka and Kaori, Airbnb host, Chiba

“My passion is surfing, so to do it as a job and help others to discover the lifestyle and many benefits of the sport is a true joy! Especially here in Hebara, Chiba.”

– Dane, Airbnb Experience host, Chiba

## All Definitions

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<b>Annual Earnings (Typical Host):</b>	Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.
<b>Average Length of Stay:</b>	The average length of stay per guest, rather than per trip.
<b>Guest:</b>	Airbnb users who stay in Airbnb listings.
<b>Host:</b>	Airbnb users who rent space on Airbnb.
<b>Guest Arrivals:</b>	All guests visiting a particular location. Inbound guests includes guests who live in the same location they may have stayed in.
<b>Listing (Active):</b>	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.
<b>Listing Types:</b>	There are three listing types – entire home/apartment listings, private room and shared room.
<b>Entire Home/Apartment:</b>	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.
<b>Private Room:</b>	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.
<b>Shared Room:</b>	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.
<b>Nights Hosted (By Listing):</b>	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 representative annual values for hosting activity on Airbnb.
<b>Nights Hosted (Typical Host):</b>	Median value of total nights hosted per host during the one-year study period. Nights Hosted are presented for typical hosts.
<b>Outbound Guest:</b>	All guests from a particular location who booked a 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.
<b>Typical Host:</b>	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.
<b>Most Wishlisted:</b>	The most bookmarked listings meaning these listings show up the most on peoples' wish lists.