



# Airbnb: Bringing Home Sharing to Wine Country

Hosts in major wine destinations across North America earned \$185 million in 2017





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# Introduction

Wine Countries across North America are as diverse in size, landscape, density and geography as the varietals grown and produced across their rolling hills. While each of North America's wine producing regions is famous for something, they all share a common love of hospitality, good food and great wine. Today, as home sharing becomes an even more important part of each wine region's tourism economy, the families opening their homes to visitors from around the world are transforming the guest experience into something incredibly local, authentic, and delicious.

In conjunction with National Wine Day on May 25, we wanted to celebrate the contributions that Airbnb hosts are making to North America's wine regions. Some of these are old favorites, like California's Napa County, while others are gaining national prominence, like Texas Hill Country, but they all are dotted with incredible Airbnb homes and Airbnb hosts. In these regions, Airbnb hosts earned a total of \$185 Million in 2017 sharing their homes with visitors from around the globe. For so many families, this is important supplemental income that goes directly into the communities they call home, ensuring as many people as possible are benefiting from tourism to wine country.

In 2017, Airbnb hosts in the 11 wine regions in this report from across the United States, Canada and Mexico welcomed over 1.3 million guests into their homes. Just as importantly, with the average nightly price of renting an Airbnb much less than the hotels often found in Wine Country, Airbnb affords people the opportunity to visit places like the Finger Lakes in New York and be able to spend more at the local businesses and restaurants they've traveled for.

Airbnb aims to drive local, authentic and sustainable tourism across the globe, including to some of the North America's most sought after wine countries. It's this kind of tourism that allows visitors to experience the beauty of rural Sonoma County, where hotels are few and far between. That same ethos is what ensures that guests can travel the 150 miles of the Willamette Valley and connect with small businesses and local residents along the way.

Whether it's a weekend trip to Baja, Mexico, a jaunt through Canada's Niagara wine country, or a road trip up the coast of California, Airbnb hosts are welcoming guests into their homes and showing them the authentic way locals live in Wine Country.



# United States





# Napa, California

Just north of the San Francisco Bay, Napa, California is world-renowned for its diverse grapes and beautiful landscape. Just last year, over 1,000 homes were offered up to help those displaced by the devastating wildfires that swept through California through Airbnb's Open Homes program. As the region recovers, short-term rentals offer a way to help ensure visitors continue visiting the area, help rebuild the local economy, and showcase all that Napa has to offer.

## 45,900

Total guest arrivals



## \$11,700,000

Total Host Earning

## \$10,500

Typical Host Earnings

## \$294

Average Night Price  
of Booked Listing

## \$111

Average Night Price of  
Booked Listing Per Guest

## 2.79

Average Trip Length

## 22

Typical Nights Hosted

## Top Five Origin Cities

- 1 San Francisco Bay Area, California
- 2 Los Angeles, California
- 3 New York, New York
- 4 Chicago, Illinois
- 5 San Diego, California

## Host Spotlight

"Hosting on Airbnb has allowed me to enjoy my home and has enriched my life. People come from all over the state of California to drink wine at Napa's wineries, and now more than ever, we want to help bring guests to our local businesses which will help strengthen the local economy."

– Pamela, Airbnb host, Napa

## Most Wishlisted

Cottage/Main Street Farmhouse

# Sonoma County

Just east of Napa, Sonoma County stretches from the Northern California foothills out to the coastal towns of Bodega Bay and Sea Ranch. The area offers accommodations where few hotels exist. After the devastating fires in 2017, Airbnb hosts in Sonoma opened their homes to those in the community that were impacted. As the community focuses on rebuilding, short term rentals have played an integral role in promoting travel and tourism to the region, which is central to the County’s local economy.

193,700

Total guest arrivals



\$41,200,000

Total Host Earning

\$12,100

Typical Host Earning

\$259

Average Night Price  
of Booked Listing

\$89

Average Night Price of  
Booked Listing Per Guest

2.84

Average Trip Length

33

Typical Nights Hosted

## Top Five Origin Cities

- 1 San Francisco Bay Area, California
- 2 Los Angeles, California
- 3 New York City, New York
- 4 Sacramento, California
- 5 Chicago, Illinois

## Host Story

“We’re very proud of our winemaking history in Sonoma County. Many guests use our listing as a ‘basecamp’ for visiting the 450 wineries in the region. Sonoma County has it all and we are proud to provide travelers guidance on making the best of their visit and truly living ‘like a local.’”

– Eric, Airbnb host, Sonoma County

## Most Wishlisted

Amazing Location and  
House - Sonoma Elegance

Italian Villa Cottage Near Wineries

# Santa Barbara County

Less than 100 miles north of Los Angeles, Santa Barbara offers a quick weekend getaway for thousands of guests across Southern California. From the coast up to the Santa Ynez Mountains, hosts throughout Santa Barbara's Wine Country welcome visitors year-round. Santa Barbara is a great destination for families and wine lovers alike, and Airbnb is a proud partner in making the California coast accessible to all travelers.

## 130,200

Total guest arrivals



## \$23,900,000

Total Host Earning

## \$10,400

Typical Host Earning

## \$212

Average Night Price  
of Booked Listing

## \$86

Average Night Price of  
Booked Listing Per Guest

## 2.61

Average Trip Length

## 36

Typical Nights Hosted

## Top Five Origin Cities

- 1 Los Angeles, California
- 2 San Francisco, California
- 3 San Diego, California
- 4 Santa Barbara, California
- 5 New York City, New York

## Host Spotlight

"As Airbnb hosts in Santa Barbara, our listing is right in the middle of wine country, so people often drive up from Southern California for wine tastings. We provide our guests a list of our favorite wineries in the area as well as coupons for them to use. We often hear from our guests just how much they enjoy visiting the tasting rooms, seeing the barrels, and walking the vineyard grounds."

– Carola, Airbnb host, Santa Barbara County

## Most Wishlisted

Luxury Yurt & Panoramic  
Ocean View

Private studio in garden setting



# Shenandoah Valley

Also known as the Shenandoah Valley Wine Trail, this piece of the Mid-Atlantic area stretches through the Commonwealth of Virginia, parts of West Virginia, and is a short drive from the nation's capital. The Blue Ridge and Allegheny Mountains complement the region's lush 200-mile landscape while also giving wine lovers and Airbnb guests endless options for picturesque accommodations and activities.

## 54,300

Total guest arrivals



## \$6,200,000

Total Host Earning

## \$6,600

Typical Host Earning

## \$180

Average Night Price  
of Booked Listing

## \$54

Average Night Price of  
Booked Listing Per Guest

## 2.55

Average Trip Length

## 27

Typical Nights Hosted

## Top Five Origin Cities

- 1 Washington, D.C. Metro Area
- 2 Baltimore, Maryland
- 3 Richmond, Virginia
- 4 Virginia Beach, Virginia
- 5 New York City, New York

## Guest Insight

"The grounds are beautiful and in great proximity to wineries and Shenandoah Nat'l Forest. The host provides an extensive list of activities to do in the area, restaurants, wineries, on-site massages, etc., which was helpful for planning our trip. David responded very quickly to my questions and provided locally roasted coffee in the Treehouse! I really liked that the whole resort was eco-friendly. We want to make it a yearly visit!"

– Emily, Airbnb guest

## Most Wishlisted

Circa 1972 Restored Log Cabin

Historic Renovated Mill/Shenandoah



# Finger Lakes, NY

In central New York, Finger Lakes' rieslings have achieved in worldwide prominence in recent years—and with it, the region's wine tourism and local tourism economy. The Finger Lakes is now home to 100 wineries, with nearly a third opening their doors in just the past seven years.

## 26,600

Total guest arrivals



## \$3,800,000

Total Host Earning

## \$6,000

Typical Host Earning

## \$218

Average Night Price  
of Booked Listing

## \$63

Average Night Price of  
Booked Listing Per Guest

## 2.53

Average Trip Length

## 21

Typical Nights Hosted

## Top Five Origin Cities

- 1 New York City, New York
- 2 Rochester, New York
- 3 Buffalo, New York
- 4 Philadelphia, Pennsylvania
- 5 Pittsburgh, Pennsylvania

## Host Spotlight

“Over the years, we've watched Ithaca become a destination for wine lovers and hosted numerous guests ourselves interested in touring the nearby wine country. Wineries and distilleries have been cropping up across the region and the area is home to one of the oldest wine trails in the country. As visitors pour in, Airbnb helps cities like Ithaca open its doors to tourism and homeowners like me share in the benefits.”

– Alexis, Airbnb host, Ithaca

## Most Wishlisted

Seneca Lake Cabin with  
Private Beach & Dock

Maison at The North Farm

Mayflower Getaway by the Lake

# Willamette Valley, OR

The lush, verdant Willamette Valley is 150 miles long and home to more than 500 wineries, making it a major draw for visitors to the state. As the reputation of Oregon pinot noir grows, so does the number of people visiting the Willamette Valley to sample these world-class wines. Short-term rentals complement other lodging options in the valley, providing guests unique, beautiful places to stay and experience all the area has to offer.

## 88,200

Total guest arrivals



## \$11,500,000

Total Host Earning

## \$1,800

Typical Host Earning

## \$117

Average Night Price  
of Booked Listing

## \$51

Average Night Price of  
Booked Listing Per Guest

## 3.29

Average Trip Length

## 4

Typical Nights Hosted

## Top Five Origin Cities

- 1 Portland, Oregon
- 2 Seattle, Washington
- 3 Los Angeles, California
- 4 San Francisco, California
- 5 Eugene, Oregon

## Host Spotlight

“Most everyone that comes are coming because of it being wine country and their love of pinot noir and food. We’re constantly recommending different wineries and higher-end restaurants to eat at while they’re here.”

– Don, Airbnb host, McMinnville

## Most Wishlisted

Great Cabin - Heart of  
Wine Country!

Private Wine Country  
Farm Bunkhouse

Spacious Private Apt.  
Nestled in Forest



# Texas Hill Country

Visitors to Texas Hill Country are discovering the tempranillos, cabernets and other varietals that thrive in the state's hot, dry climate. With more than 50 wineries to explore in the Heart of Texas, visitors are bringing economic benefits to residents and businesses throughout the region.

## 201,000

Total guest arrivals



## \$24,800,000

Total Host Earning

## \$4,100

Typical Host Earning

## \$182

Average Night Price  
of Booked Listing

## \$56

Average Night Price of  
Booked Listing Per Guest

## 2.73

Average Trip Length

## 16

Typical Nights Hosted

## Top Five Origin Cities

- 1 Houston, Texas
- 2 Austin, Texas
- 3 San Antonio, Texas
- 4 Dallas/Fort Worth, Texas
- 5 Katy, Texas

## Guest Insight

"We enjoyed our stay at Brandy's place. Brandy and family were outgoing, and great hosts. It was comfortable & relaxing, and right in the heart of the Hill country. We stopped here on the way down to Fredericksburg, and enjoyed the local wineries and eateries in this area. Plus the area is so beautiful, quiet, and the night sky is breath-taking."

– Cheryl, Airbnb guest

## Most Wishlisted

Charming Cottage Close to Main St.

El Sol Cabin at Buffalo Bend Cabins

Casa Tranquila



# Canada





# Prince Edward County

As Ontario’s fastest-growing wine region, Prince Edward County is home to over 35 wineries, bringing in wine aficionados from across the province and around the world. Specializing in Pinot Noir and Chardonnay due to the local climate, winemakers in the region are also known for their successful innovations with other grape varietals. As the region continues to grow, many visitors are looking for different types of accommodations while they take in the unique experiences offered in the County.

39,900

Total guest arrivals



\$4,800,000<sub>USD</sub>

Total Host Earning

\$7,800<sub>USD</sub>

Typical Host Earning

\$212<sub>USD</sub>

Average Night Price  
of Booked Listing

\$54<sub>USD</sub>

Average Night Price of  
Booked Listing Per Guest

2.47

Average Trip Length

34

Typical Nights Hosted

## Top Five Origin Cities

- 1 Toronto, Ontario
- 2 Ottawa, Ontario
- 3 Montreal, Quebec
- 4 Mississauga, Ontario
- 5 Kingston, Ontario

## Host Spotlight

“We love hosting guests through Airbnb. We have 100 acres of beautiful property and we just want to share the experience of vineyard, hiking, wine and music with others.”

– John and Sacha, Airbnb hosts, Prince Edward County

## Most Wishlisted

Dragonfield House

Wellington Carriage House

# Niagara

The Niagara Peninsula is Canada’s largest wine-growing region and is home to a unique micro-climate that makes it a prime area to grow grapes relative to Canada’s often harsh weather. Wine lovers flock to the Niagara region year-round for wine festivals, from January’s **icewine celebrations** to the summer’s **homegrown experience** and fall’s **Grape & Wine festival**.

163,300

Total guest arrivals



\$12,900,000 USD

Total Host Earning

\$4,200 USD

Typical Host Earning

\$110 USD

Average Night Price of Booked Listing

\$39 USD

Average Night Price of Booked Listing Per Guest

2.69

Average Trip Length

30

Typical Nights Hosted

## Top Five Origin Cities

- 1 Toronto, Ontario
- 2 Ottawa, Ontario
- 3 Montreal, Quebec
- 4 Hamilton, Ontario
- 5 Mississauga, Ontario

## Host Spotlight

“Airbnb gives flexibility to my family. We put out tasting cards for our guests and collaborate with local wineries to provide tours. It’s all about providing the best experience possible.”

– Erica, Airbnb host, Niagara

## Most Wishlisted

The Munroe House: Elizabeth King Suite

On the Vineyard at 1068



# Okanagan Valley

As British Columbia’s largest wine-growing region, the Okanagan Valley welcomes guests from around the world to experience wineries that range from small family-owned operations to large world-class facilities. With nearly 200 licensed wineries, the area attracts lovers of many grape types, from Merlot and Cabernet Sauvignon to Pinot Gris and Sauvignon Blanc.

125,900

Total guest arrivals



\$16,700,000 USD

Total Host Earning

\$4,300 USD

Typical Host Earning

\$141 USD

Average Night Price of Booked Listing

\$47 USD

Average Night Price of Booked Listing Per Guest

2.69

Average Trip Length

30

Typical Nights Hosted

## Top Five Origin Cities

- 1 Vancouver, British Columbia
- 2 Calgary, Alberta
- 3 Edmonton, Alberta
- 4 Surrey, British Columbia
- 5 Kelowna, British Columbia

## Host Spotlight

“We love being Airbnb hosts – sharing the beauty of our vineyard with travellers from across Canada and beyond. We’ve had some lovely conversations and enjoyed seeing our property through the eyes of strangers.”

– Aura, Airbnb host, Kelowna

## Most Wishlisted

Carriage House with Full Amenities

Harvest Moon Guesthouse



# Mexico





# Baja California

## Ensenada & Guadalupe Valley

As the Baja wine region quickly grows in popularity and attracts more visitors each year, hosts in the region are able to earn important supplemental income that they otherwise wouldn't have had. Whether it's an overnight trip for guests in San Diego, California or a weekend getaway for guests coming from Mexico City, Baja's growing wine region offers something for everyone.

# 74,300

Total guest arrivals



## \$4,900,000<sup>USD</sup>

Total Host Earning

## \$2,100<sup>USD</sup>

Typical Host Earning

## \$124<sup>USD</sup>

Average Night Price  
of Booked Listing

## \$36<sup>USD</sup>

Average Night Price of  
Booked Listing Per Guest

## 2.16

Average Trip Length

## 14

Typical Nights Hosted

### Top Five Origin Cities

- 1 San Diego, California
- 2 Los Angeles, California
- 3 Mexicali, Baja California
- 4 Tijuana, Baja California
- 5 Mexico City, Mexico City

### Host Spotlight

"Guadalupe Valley is far from the main cities like Ensenada and Tijuana, and there are just a few expensive hotels in the region. We host on Airbnb because it's a great opportunity to fill this gap. Our home is very close to several wineries and the views are amazing. I love to welcome people from all over the world and show them the same hospitality I expect from others, always paying great attention to detail"

– Armandina, Airbnb host, Guadalupe

## 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.