

New Airbnb Hosts Have Earned \$1 Billion During the Pandemic



The Opportunity

The COVID-19 pandemic has sent travelers looking for safe, comfortable settings in which to connect with family and friends, creating economic opportunity for others to earn needed extra income by listing their homes on Airbnb. We are gratified to be able to announce that new hosts with only one listing who welcomed their first guests after the start of the pandemic have already earned more than \$1 billion.

If you're considering hosting, now is the time. As [our recent consumer polling](#) tells us, there is pent-up demand for travel as people yearn to get out of the house and connect after months of pandemic-caused isolation, and the type of meaningful travel enabled by Airbnb is the kind of travel people will continue to seek even after the pandemic ends.

Airbnb listings are better equipped to handle group travel than hotels, and visiting with family and friends is the type of travel people have missed the most. Connecting with family and friends is also the type of travel that has grown most in importance as people look to travel after the pandemic: 41 percent of Americans say that such travel has become “much more” important to them.



Airbnb is also committed to preserving the safety of our hosts as well as our guests. In addition to our [Enhanced Cleaning Protocol](#), we recently announced the development of Airbnb's [Health Safety Attestation](#), a voluntary tool that allows hosts to request that guests attest to being clear of common COVID-19 symptoms and have not knowingly been recently exposed to COVID-19, helping to empower hosts

with information about health and safety that may matter for their preferences and needs.

Airbnb hosts who began hosting during the pandemic have benefited from consumers' shifting travel preferences and stand to enjoy long-term economic support. In 2021, we believe this opportunity will only grow for those considering hosting on Airbnb.



What New Hosts Have Earned

Families and workers around the world have struggled financially because of the economic hardship caused by the pandemic, and in the US, one in four adults have had a hard time paying bills and one third have tapped their savings or retirement funds.¹ For many of the new hosts with only one listing, like our existing hosts, sharing their homes on Airbnb has provided a critical and urgent *COVID social safety net* to help stay economically afloat in these unprecedented times. In the US, the typical new host earned \$3,900, almost twice as much as what has been made available via stimulus checks to date.

In the other four countries with the most new hosts with only one listing, who started hosting since the World Health Organization declared COVID-19 a pandemic on March 11, 2020, the typical host earned:²

- Australia: \$3,400
- Canada: \$2,400
- UK: \$2,300
- France: \$1,700



Melanie, Atlanta, GA

Melanie, who works in the medical field and has to take frequent trips out of town for work, started hosting in Atlanta in July 2020. Melanie often uses Airbnb to travel, which gave her the idea to list her home while she is away and welcome people to Atlanta in an inviting way. Melanie and her partner use the income from hosting to help pay their mortgage and renovate and update their home.

¹ [Pew Research Center](#), August 2020.

² Through January 25, 2021.

How Hosts Use the Money They Earn Sharing Their Space

In an especially difficult time for working women, who have been hardest hit by job losses during the pandemic,³ we estimate that 55 percent of these new hosts are women and they have collectively earned more than half a billion dollars hosting on Airbnb since the pandemic started.

This is income being used to pay important bills. Half of all hosts worldwide tell us they use their Airbnb earnings to stay in their homes.⁴ And according to a more recent survey,⁵ during the pandemic, three in 10 US hosts (29 percent) have used their hosting income to pay their rent or mortgage—including half (49 percent) of hosts aged 25-34. One quarter of hosts (26 percent) have used the income to pay down debts, and 10 percent have used it to pay for healthcare.



Brad, Jordan, Shelby and Amanda, Sevierville, TN

After years of using Airbnb to travel together, Brad, Jordan, Shelby and Amanda decided to share their personal and unique experiences with other groups of families seeking connection during a time where many loved ones are being kept apart by listing their home in Sevierville on Airbnb. The families have been able to use their extra income towards their own travel, and also re-invest it in their property.

3 <https://www.cnn.com/2020/12/17/economy/job-losses-women-pandemic/index.html>.

4 Global survey of guests who used Airbnb in 2019.

5 September 2020 survey of 2,600 US Airbnb hosts.

Where New Hosts Live

The ease of creating a listing and becoming an Airbnb host has allowed more hosts to open their homes in more locations. These new hosts live on every continent except Antarctica, across over 200 countries and regions. They are spread across cities, towns and more remote areas, all in position to benefit economically and help their communities benefit from local tourism.

The cross-section of some of the top-earning new-host destinations shows that hosts have taken advantage of the shift in travel away from urban destinations and toward more rural areas. However, new hosts in some larger cities have also recorded impressive income numbers during the pandemic. For example, new hosts with one listing who welcomed their first guests after the start of the pandemic in the following destinations have collectively earned:

\$10 million
(in total earnings) Catskills and the Hudson Valley, New York
New York State: \$36 million, 4,000 new hosts

\$10 million
Los Angeles
California: \$67 million

\$9 million
Smoky Mountains, US
Tennessee: \$15 million

\$8 million
Atlanta
Georgia: \$15 million, 2,900 new hosts

\$7 million
South Florida Gulf Coast
Florida: \$42 million, 6,900 new hosts

\$7 million
Vaucluse, France

\$7 million
Poconos, US
Pennsylvania: \$12 million

\$5 million
Cornwall, UK

How They Host

Great hosts of stays on Airbnb make their guests feel comfortable, cared for, and truly welcomed in both the space where they are staying and in the surrounding area, as local guidelines permit. In the US, one quarter of new hosts with just one listing have already become Superhosts, a designation given to hosts who provide a shining example for other hosts, and extraordinary experiences for their guests.

This has never been more important than over the past year as guests have trusted hosts with their safety and well-being in the middle of a pandemic:

- In 2020, one in four guest reviews noted the helpfulness, communication or friendliness of their host.
- April and May 2020, when the pandemic hit much of the world, were the two months of the year with the highest percentages of 5-star reviews.
- The percentage of 5-star reviews has been consistently higher year-over-year since the start of the pandemic, suggesting guest appreciation of how their hosts have welcomed them.



Marcie, Cold Spring, NY

Marcie and her family listed their home on Airbnb on a whim. Her husband Alec was in the early stages of starting an online homebuilding company and their Airbnb listing was his first house he built to test some of his new ideas and gain more professional experience. When it was finished, the family fell in love with it while spending good quality time there over the past few months. They couldn't bring themselves to sell it after the time they spent there, so they decided to share the amazing feeling of the property with others. They are so happy to have hosted so many families and be a small but meaningful part of their lives during such a challenging time, and to use their hosting income to build more homes.



Join the Airbnb Community

At Airbnb, we believe that the kind of travel and connection people will seek in 2021 is best enabled by hosts, and we are always excited to welcome new hosts to the platform. If you're [interested in becoming a host](#) or in learning more about hosting, start with these resources:

[How to host on your terms](#)

[How to earn money on Airbnb](#)

[What does Airbnb expect of hosts?](#)

[Mastering your calendar and booking settings](#)

