

THE ECONOMIC IMPACT OF AIRBNB IN MALAYSIA

A REPORT FOR AIRBNB BY OXFORD ECONOMICS

ABOUT OXFORD ECONOMICS

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GLOSSARY OF TERMS

Airbnb guest: An individual who stays at least one night in an Airbnb accommodation.

Airbnb host: An individual or business that lists an accommodation unit, whether private or shared space, for rent on the Airbnb platform.

Gross booking value: The value paid by guests for their Airbnb accommodation, inclusive of taxes.

Guest spending: The amount spent by Airbnb guests during their trip to a country or region. This comprises their spending on the rental of Airbnb accommodation (including the hosts' earnings and Airbnb's revenue, but excluding sales and/or accommodation taxes), their in-destination spending (at local restaurants, shops, local transport, and other activities), plus a portion of the estimated cost of airfares to get to and from the destination country.

Host earnings: The portion of guest spending on the rental of Airbnb accommodation that is received by the Host (individual or business renting the unit).

Travel and tourism (also simply referred to as tourism): The activity of persons travelling to and staying in places outside their usual environment for not more than one consecutive year of leisure, business, and other purposes not remunerated from within the place visited.



SECTION 1: INTRODUCTION

Airbnb’s unique platform connects hosts in Malaysia with tourists and travellers from all over the world. Every time a guest stays at an Airbnb listing it creates an economic impact in the local economy.

The Airbnb platform facilitates a flexible supply of accommodation in Malaysian destinations, attracting travellers to visit and spend money on goods and services.

Each Airbnb booking creates two distinct spending impacts:

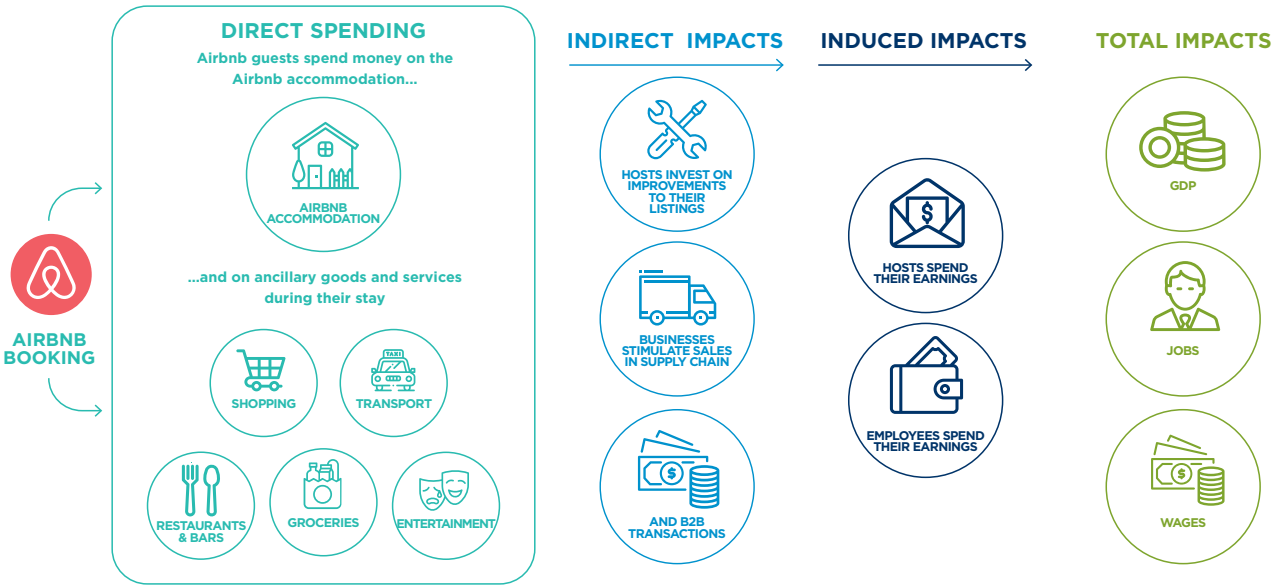
Guest spending on ancillary goods and services: Airbnb guests spend money on transport to and from their destination. They also spend on restaurants, retail, groceries, and arts and entertainment whilst at their destination.

Host spending: Airbnb hosts receive income from each booking, which funds spending on the upkeep of their property, including regular services such as cleaning. Hosts also spend their Airbnb income on goods and services to support their livelihoods.

These spending impacts create further ripples through the economy as hosts and tourism-facing businesses purchase goods and services from local suppliers, and the employees within these supply chains spend their income in the local economy.

Airbnb commissioned Oxford Economics to analyse these impacts as part of an assessment of its total economic footprint in Malaysia. To conduct the analysis, we combined primary data on Airbnb guest spending and Oxford Economics’ tourism data with our Global Sustainability Model, which includes proprietary models of the Malaysian economy.

Fig. 1: Schematic of Airbnb’s contribution to the Malaysian economy



Source: Oxford Economics



EXPLAINER: CALCULATING THE TOTAL ECONOMIC IMPACT OF AIRBNB

To quantify the impact of Airbnb on a local economy, we use a globally recognised, standard means of analysis known as an economic impact assessment. This involves quantifying the total expenditure made by Airbnb guests and hosts in the destination economy, and estimating three types of economic activity it stimulates (also summarised in Fig. 1):

Direct impact relates to the value added by the businesses that facilitate Airbnb guests' stays, including the value added by hosts.

Indirect impact is the economic activity and employment stimulated along the supply chain that supports those "front-line" businesses.

Induced impact comprises the wider economic benefits that arise from the spending of wages provided to those employees of businesses serving Airbnb guests, and other businesses in their supply chain. It also includes the share of Airbnb host income that is spent in the local economy. In our analysis, we extend our assessment to include the economic activity stimulated in the supply chains of retail, leisure, and other outlets.

The sum of these tiers amounts to the total economic impact of Airbnb, and the results are presented on a gross basis. They therefore do not take into account any displacement of activity from Airbnb's competitors, nor what the second most productive use of those resources would have been. Airbnb's economic contribution is measured using three metrics:

Gross domestic product (GDP) or more specifically, the gross value added (GVA) contribution to GDP.¹ This is defined as the value of the output produced, minus the expenditure on inputs of bought-in goods and services used up in the production of that output.

Employment measured on a headcount basis.

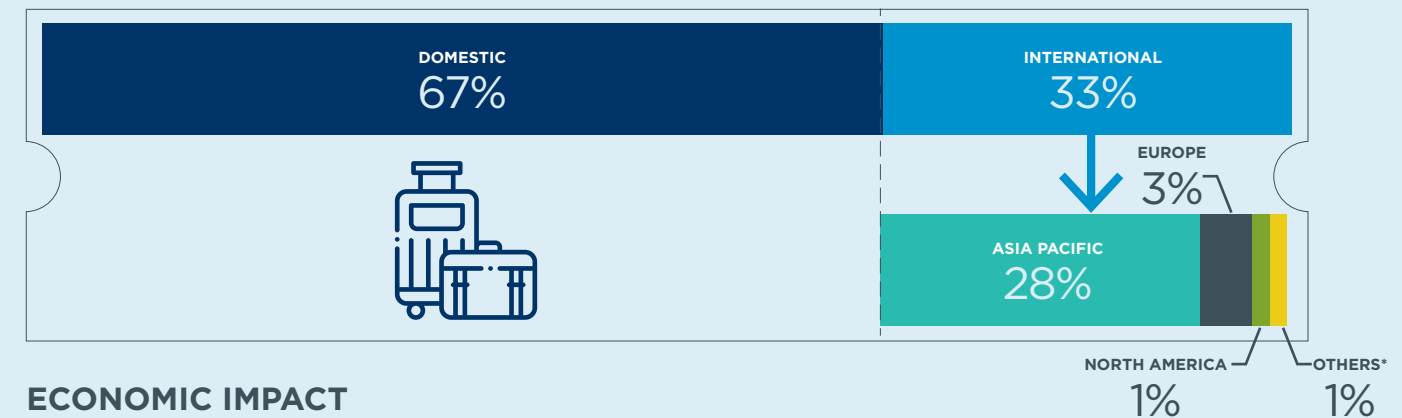
Wages earned by those employees over the course of the year.

A more detailed explanation of our methodology is included in the Technical Appendix of this report.

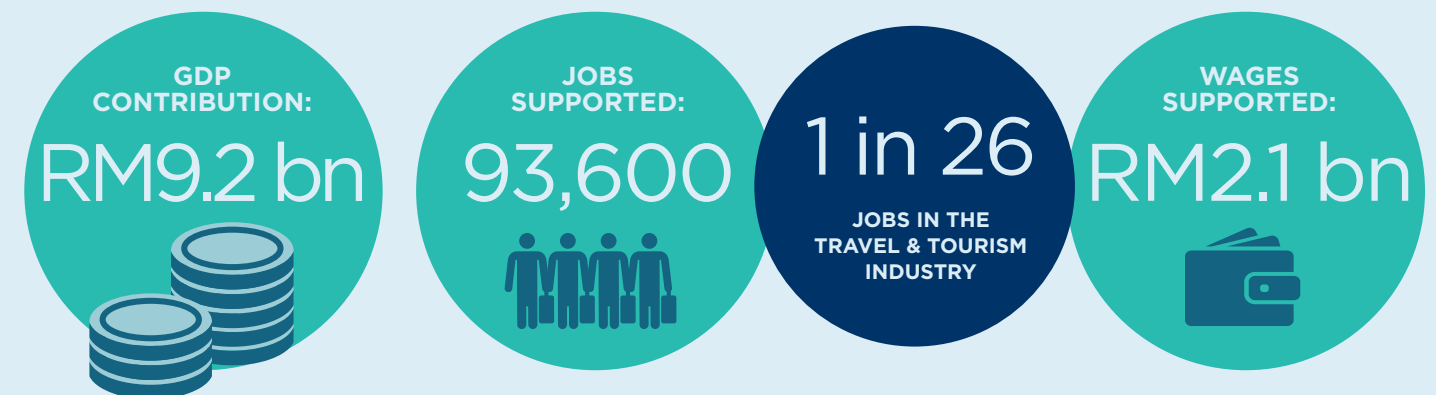
¹ GDP equals the sum of GVA and taxes minus subsidies on production

AIRBNB IN MALAYSIA

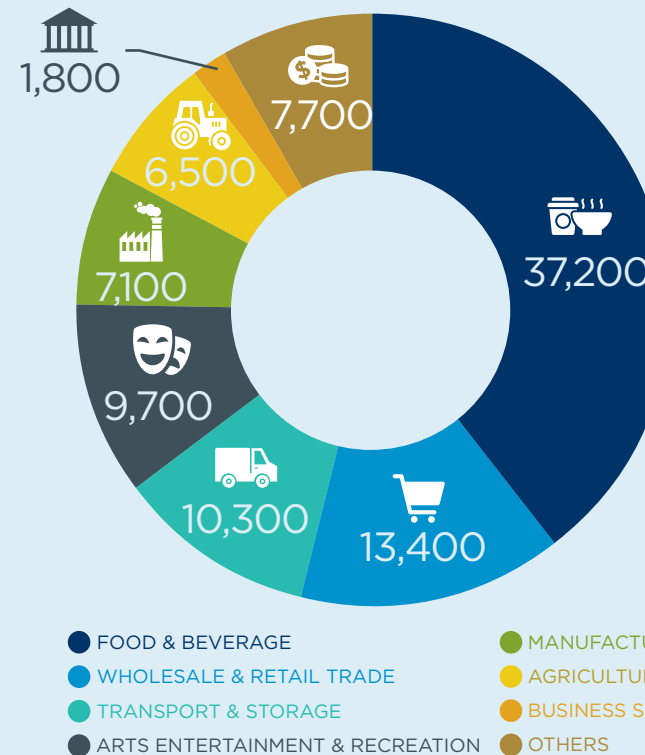
AIRBNB TOURISM FLOWS IN 2024



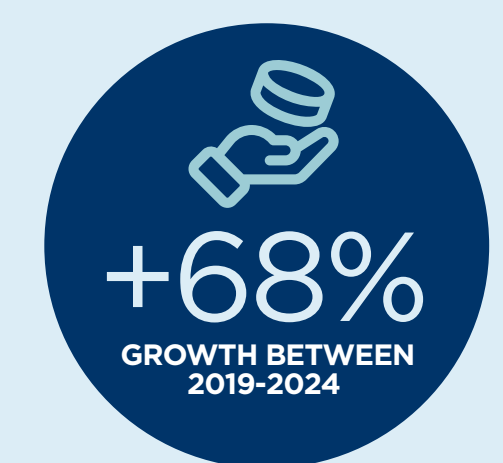
ECONOMIC IMPACT



JOBS SUPPORTED, BY INDUSTRY



NON-URBAN ACCOMMODATION SPENDING



- FOOD & BEVERAGE
- WHOLESALE & RETAIL TRADE
- TRANSPORT & STORAGE
- ARTS ENTERTAINMENT & RECREATION
- MANUFACTURING
- AGRICULTURE, FORESTRY & FISHING
- BUSINESS SERVICES
- OTHERS

All RM figures in 2024 prices. Figures may not sum due to rounding
*Others refers to Latin America, Africa, Middle East or other regions.

SECTION 2: SPENDING ASSOCIATED WITH AIRBNB IN MALAYSIA



In 2024, Airbnb guests spent a total of MYR 11 billion on accommodation and non-accommodation expenses in Malaysia.

Teja Studio

2.1 AIRBNB TOURISM FLOWS

In 2024, domestic visitors accounted for 67% of total Airbnb guests in Malaysia.² This proportion has increased slightly since 2019, prior to the Covid-19 pandemic, when domestic guests accounted for 63% of Airbnb's total. The majority of international Airbnb guests in 2024 were from the Asia Pacific region, representing 28% of total guests and over 80% of international guests. Visitors from outside the Asia Pacific region accounted for around 5% of all guests.

Singapore was the largest inbound source market for Airbnb guests in Malaysia, accounting for 42% of all international guests in 2024, up from 31% in 2019. Indonesia followed as the second largest source market, contributing 14% in 2024, a share that has also increased since pre-pandemic levels.

Fig. 2: Airbnb guests staying in Malaysia, by origin, 2019 to 2024³

Origin	2019	2020	2021	2022	2023	2024
Domestic	63%	85%	99%	84%	73%	67%
International	37%	15%	1%	16%	27%	33%
Asia Pacific	31%	11%	1%	14%	23%	28%
Europe	4%	2%	0%	1%	2%	3%
North America	2%	1%	0%	1%	1%	1%
Others	1%	0%	0%	0%	0%	1%

Source: Airbnb, Oxford Economics. Figures may not sum due to rounding.

Fig. 3. Top 10 origin markets of Airbnb guests staying in Malaysia, 2019 to 2024

Rank	Origin	2019	2020	2021	2022	2023	2024
1	Singapore	31%	23%	29%	62%	49%	42%
2	Indonesia	9%	7%	2%	7%	11%	14%
3	China ⁴	22%	21%	10%	2%	9%	13%
4	Australia	4%	6%	5%	3%	3%	3%
5	United Kingdom	3%	5%	11%	3%	2%	3%
6	United States	4%	6%	12%	4%	3%	3%
7	India	2%	1%	1%	1%	1%	2%
8	The Republic of Korea	4%	5%	4%	2%	2%	2%
9	France	2%	2%	2%	1%	2%	2%
10	Brunei	2%	1%	0%	2%	2%	1%

Source: Airbnb, Oxford Economics

2 Unless otherwise specified, all year references in this report pertain to calendar years.

3 "Others" refers to Latin America, Africa, Middle East or other regions.

4 For the purpose of this report, this refers to Mainland China, and does not include Hong Kong (SAR), Macau (SAR) and Taiwan.

2.2 AIRBNB GUEST SPENDING

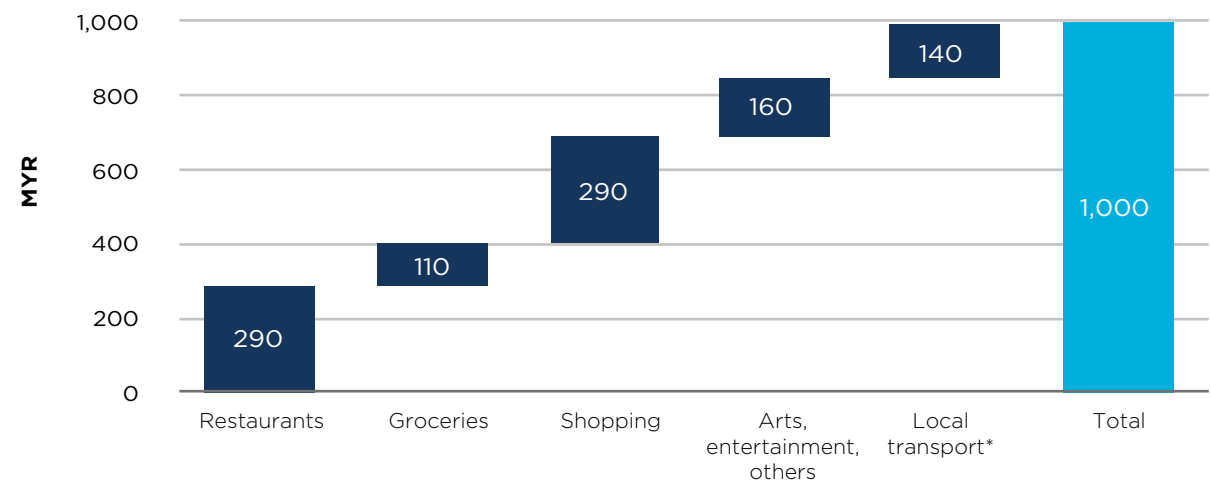
Airbnb guests spent a total of MYR 11 billion in Malaysia in 2024, including both accommodation and non-accommodation expenses—with the majority going towards the latter.

The typical Airbnb guest in Malaysia in 2024 stayed for an average of two days in their Airbnb accommodation and spent an average of MYR 640 per day on non-accommodation spending, such as restaurants, retail stores, and on transport.⁵

We analysed Airbnb guest spending patterns to understand what sort of tourism-facing businesses were recipients of this spending.

The largest in-destination spend categories were restaurants and shopping, each accounting for MYR 290 of every MYR 1,000 in total non-accommodation expenses. Arts and entertainment was the next largest category, accounting for MYR 160 of every MYR 1,000 of non-accommodation expenses in Malaysia. This was followed by local transport (MYR 140) and groceries (MYR 110).

Fig. 4: Distribution of Airbnb in-destination guest spending by category, Malaysia, 2024



Source: Airbnb, Oxford Economics. Figures may not sum due to rounding.
* This excludes airfares.

5 The average length of stay refers to the average (mean) number of nights that guests stay in Airbnb accommodations in the local destination. The spending per day figure refers to specifically the spending by Airbnb guests for each guest night.

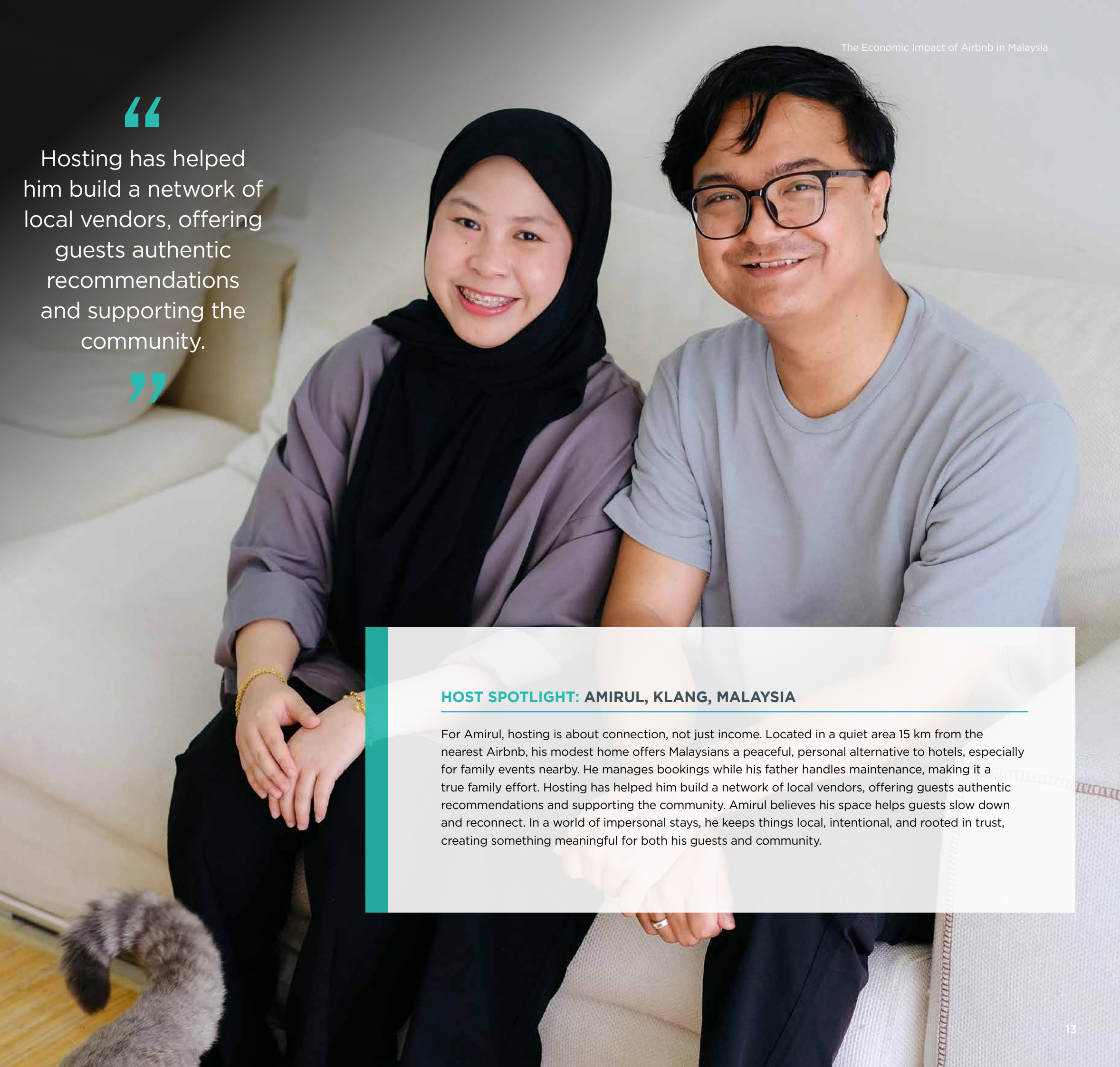


2.3 AIRBNB HOST SPENDING

The combined spending of Airbnb guests and hosts stimulates a large and far-reaching chain of additional activity in the Malaysian economy.

While guest spending accounts for most of the spending associated with Airbnb in Malaysia, Airbnb hosts themselves also generate a considerable spending impact in their local communities. Some of the earnings received by Airbnb hosts are used to maintain and improve their properties. This may involve purchases of goods and services from businesses in the local economy, for example operational expenses on cleaning services and utilities, or capital expenses with local construction firms or tradespeople to upgrade and maintain properties. The earnings received by Airbnb hosts may also be used for discretionary purchases to support their livelihoods.

“
Hosting has helped
him build a network of
local vendors, offering
guests authentic
recommendations
and supporting the
community.”



HOST SPOTLIGHT: AMIRUL, KLANG, MALAYSIA

For Amirul, hosting is about connection, not just income. Located in a quiet area 15 km from the nearest Airbnb, his modest home offers Malaysians a peaceful, personal alternative to hotels, especially for family events nearby. He manages bookings while his father handles maintenance, making it a true family effort. Hosting has helped him build a network of local vendors, offering guests authentic recommendations and supporting the community. Amirul believes his space helps guests slow down and reconnect. In a world of impersonal stays, he keeps things local, intentional, and rooted in trust, creating something meaningful for both his guests and community.

SECTION 3: AIRBNB'S ECONOMIC IMPACT

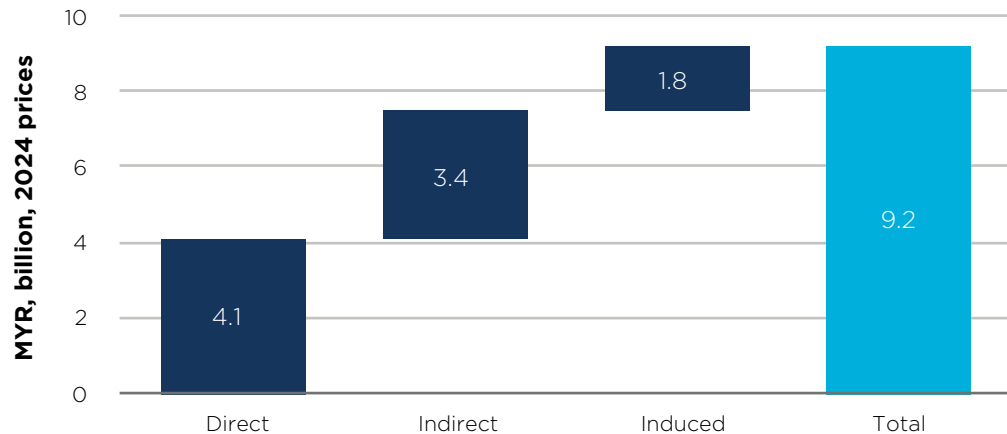
In 2024, the spending associated with Airbnb led to an estimated MYR 9 billion contribution to the Malaysian GDP.

3.1 TOTAL AIRBNB IMPACT IN MALAYSIA

In 2024, the spending associated with Airbnb led to an estimated MYR 9 billion contribution to the Malaysian economy, equivalent to 0.5% of national GDP. Through the economic activity stimulated by Airbnb, a total of 93,600 jobs were supported, which was equivalent to 0.6% of total national employment.⁶ An estimated MYR 2.1 billion was paid in wages and salaries for these supported jobs.

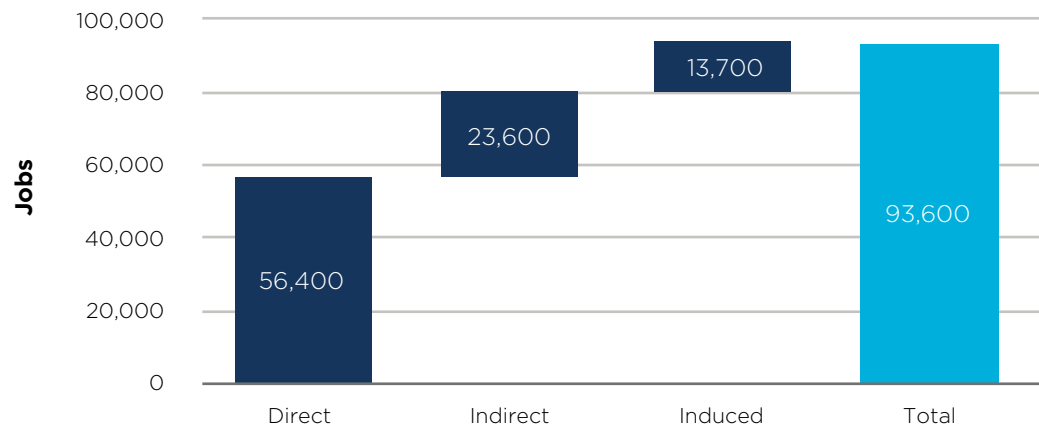
We analysed the scale of Airbnb's economic impact in Malaysia in relation to the total economic footprint of travel and tourism in the country, based on World Travel and Tourism Council (WTTC) estimates. Our analysis suggests that Airbnb was responsible for 5% of the broader travel and tourism sector's contribution to GDP and 4% of its total employment in the country. This means that one in every 26 jobs supported by the travel and tourism industry was associated with Airbnb in 2024.

Fig. 5: Airbnb's economic impact in Malaysia, 2024



Source: Airbnb, Oxford Economics

Fig. 6: Jobs supported by Airbnb in Malaysia, 2024



Source: Airbnb, Oxford Economics

⁶ Economic footprint analysis captures the gross economic impact of Airbnb activity, as opposed to its net impacts. Our estimates therefore make no net adjustment for jobs that might have been supported by other sources of demand in the absence of Airbnb. As a gross measure, we refer to jobs “supported” by Airbnb activity, not created by it. Please see the Technical Appendix for further details.

3.2 SECTORAL IMPACTS

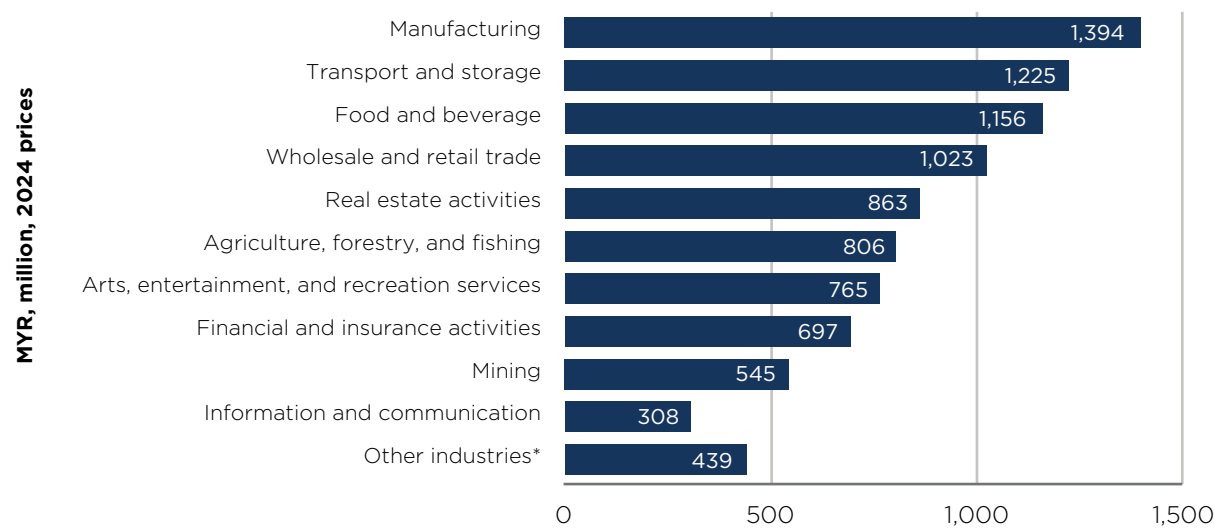
The largest sectoral impact from Airbnb activity in Malaysia in 2024 was felt by the manufacturing sector, which illustrates the distributed nature of Airbnb’s economic footprint in host economies across a broad set of stakeholders. This impact flows from the supply chain spending of “front-line” businesses that directly serve Airbnb guests, such as retail outlets, grocery stores and hospitality services, that procure intermediate goods like food products and garments to support their activities.

Sectors that directly serve Airbnb guests were also major beneficiaries of Airbnb-related activity. The transport and storage sector⁷ accounted for MYR 1.2 billion of the total GDP impact, 78% of which

resulted from the direct spending of Airbnb guests on local transport and airfares. In the food and beverage sector, which contributed another MYR 1.2 billion to the Malaysian GDP, guest spending on dining experiences accounted for 90% of the sectoral impact.

Another MYR 0.9 billion is supported in Malaysia’s real estate sector, the majority of which resulted from guest spending on their Airbnb accommodation. The rest of the impact in this sector came predominantly from the wage expenditure of employees (i.e., induced impact), who spend a proportion of their wages on housing.⁸

Fig. 7: Airbnb’s economic impact in Malaysia, by sector, 2024



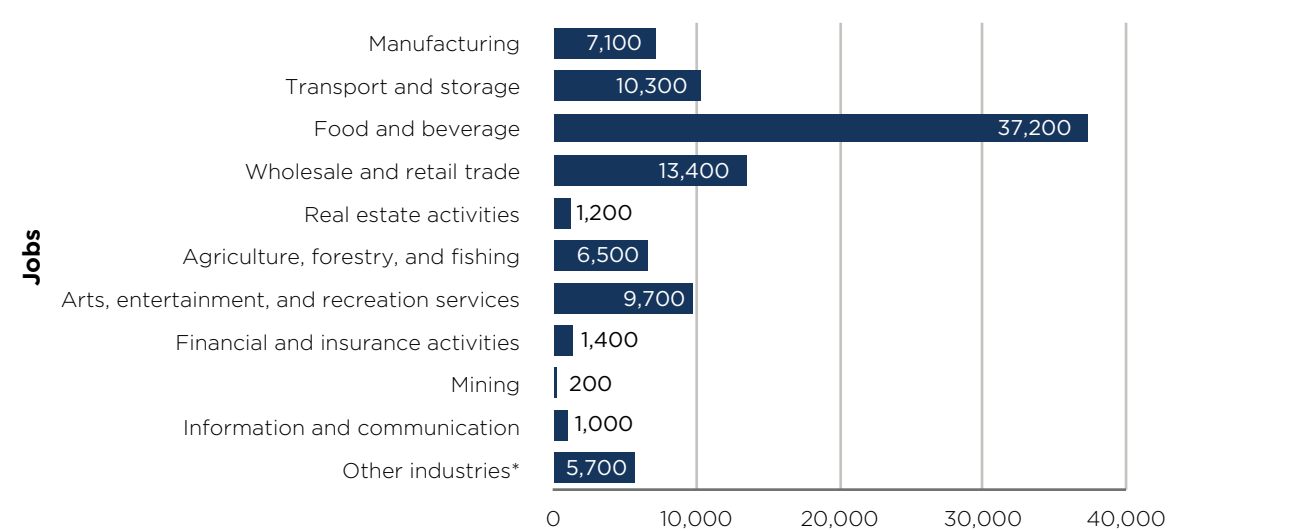
Source: Airbnb, Oxford Economics.
* Includes electricity, gas and water supply, and education etc

Airbnb’s employment footprint was most prominent in sectors that were the largest direct recipients of Airbnb guest spending.⁹ The food and beverage sector saw the highest impact, with roughly 37,200 jobs supported by Airbnb in 2024. Other “front-line” tourism goods and services providers were also beneficiaries of Airbnb-related

activities, such as the transport and storage sector in which 10,300 jobs were supported, and the arts and entertainment sector in which 9,700 jobs were supported. Direct Airbnb guest spending on local transport and airfares, as well as on recreational activities, played a key role in driving these sectoral impacts.

In other sectors, the indirect supply chain impacts that flow from Airbnb are more pronounced. Some 13,400 jobs were supported in wholesale and retail, and another 7,100 jobs in manufacturing.

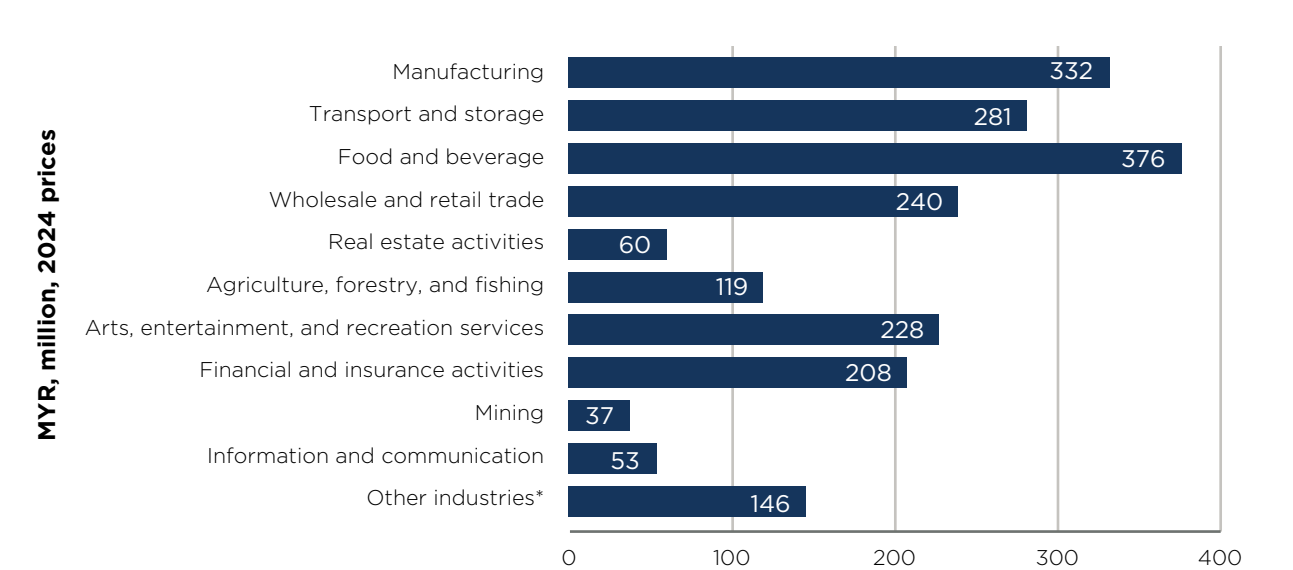
Fig. 8: Jobs supported by Airbnb in Malaysia, by sector, 2024



Source: Airbnb, Oxford Economics.
* Includes electricity, gas and water supply, and education etc

This broad employment footprint means wage earnings derived from Airbnb activity are also dispersed across the economy. The food and beverage sector had the largest wage impacts of any sector in 2024 with MYR 376 million supported by Airbnb-related activity. This was followed by manufacturing (MYR 332 million), and the transport and storage sector (MYR 281 million).

Fig. 9: Wages supported by Airbnb in Malaysia, by sector, 2024



Source: Airbnb, Oxford Economics.
* Includes electricity, gas and water supply, and education etc

7 This sector includes services such as land, air, and water transport, as well as warehousing and storage facilities.
8 This sector includes services such as the renting or leasing of residential and commercial properties, services of property agents, and imputed rent for owner-occupied housing.
9 Sectors which saw the largest share of employment could differ from the sectors which contributed most to Malaysia’s GDP, due to varying productivity levels across sectors.

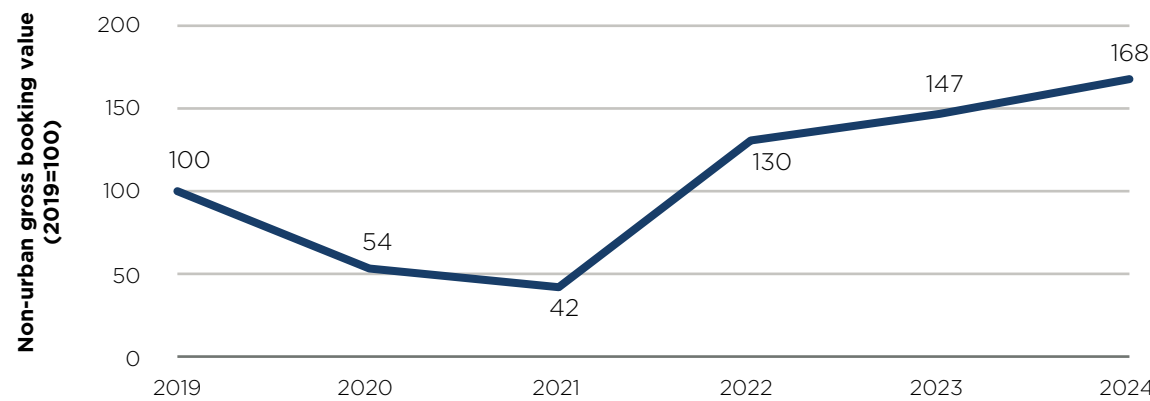
SECTION 4: AIRBNB'S IMPACT IN MALAYSIAN STATES AND TERRITORIES

The non-urban share of Airbnb gross booking value was 18% in 2024.

4.1 DISTRIBUTION OF AIRBNB GUEST SPENDING IN NON-URBAN DESTINATIONS

Following the Covid-19 pandemic, Malaysia saw a shift in Airbnb guest preferences towards non-urban destinations. Although gross booking value (GBV) for non-urban destinations declined between 2019 and 2021, it rebounded strongly in 2022, surpassing 2019 levels by 30%. This preference for non-urban stays among Airbnb guests in Malaysia continued to grow in the years after, and by 2024, non-urban GBV was 68% above pre-pandemic levels.

Fig. 10: Non-urban gross booking value in Malaysia, 2019 to 2024¹⁰



Source: Airbnb, Oxford Economics

¹⁰ This chart sets the non-urban gross booking value (GBV) of Airbnb in 2019 as a baseline of 100. In subsequent years, non-urban GBV is adjusted relative to 2019 while maintaining the same percentage increases as the non-indexed GBV. This shows how much GBV has grown or declined compared to 2019.

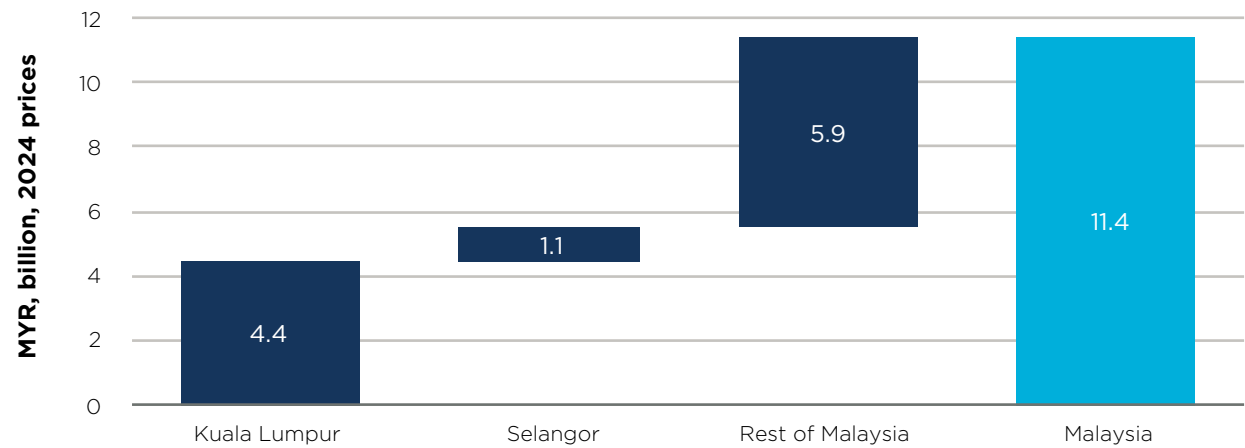
4.2 GUEST SPENDING AT THE SUB-NATIONAL LEVEL

Airbnb guest spending was distributed across various Malaysian states and territories. Our analysis focuses on the capital Kuala Lumpur, and the state of Selangor, both of which are home to iconic tourism landmarks in Malaysia.

In Kuala Lumpur, Airbnb guest spending amounted to MYR 4.4 billion, or 39% of the total spending in the country. Selangor received MYR 1.1 billion of

Airbnb guest spending, or 10% of the total. The majority of Airbnb guest spending was in the rest of Malaysia, illustrating the significance of Airbnb guest dispersion outside of these two tourism hotspots. A total of MYR 5.9 billion was spent in the rest of Malaysia, representing over half of the total Airbnb guest expenditure in the country.

Fig. 11: Airbnb guest spending in Malaysian states and territories, 2024



Source: Airbnb, Oxford Economics
Totals may not sum due to rounding.

4.3 ECONOMIC IMPACT AT THE SUB-NATIONAL LEVEL

We constructed sub-national economic impact models to assess how Airbnb’s footprint is distributed across the country.

While the rest of Malaysia received 52% of the country’s total Airbnb guest spending, it accounted for 62% of Airbnb’s total GDP contribution, worth MYR 5.7 billion. Alongside this, Airbnb supported 63,500 jobs and MYR 1.3 billion in wages in the rest of Malaysia.

Comparatively, Kuala Lumpur saw an impact of MYR 2.6 billion in GDP contribution, representing 28% of Airbnb’s total impact in the country, alongside 20,300 jobs and MYR 612 million in

wages, while in Selangor Airbnb supported a MYR 928 million contribution to GDP (10%), alongside 9,800 jobs and MYR 211 million in wages.

This dispersion outside the tourism hotspots of Kuala Lumpur and Selangor underscores Airbnb’s role in distributing economic benefits across the country. This results from not only Airbnb’s activities in the rest of Malaysia, but also from the supply chain spending of “front-line” tourism businesses in Kuala Lumpur and Selangor that is facilitated through interregional trade, as well as wage-induced spending on final goods and services in the wider economy.

Fig. 12: Airbnb’s economic contributions in Malaysian states and territories, 2024¹¹

Region	GDP (MYR million)			Total	Employment	Wages (MYR million)
	Direct	Indirect	Induced			
Kuala Lumpur	1,558	548	463	2,568	20,300	612
Selangor	440	284	204	928	9,800	211
Rest of Malaysia	2,100	2,538	1,085	5,723	63,500	1,257

Source: Airbnb, Oxford Economics

11 2024 prices





TECHNICAL APPENDIX

DATA SOURCES

Our analysis drew on detailed data from Airbnb, WTTC, UNWTO, national tourism agencies, third party providers (e.g., hotel and industry associations), and Oxford Economics databanks.

AIRBNB

Data provided by Airbnb included the volume of Airbnb guest activity (guests and accommodation revenue) and the number of Airbnb listings. This data covered each geography for 2024. Additional data covered the number of guests travelling to each destination by origin market.

Airbnb also provided guest spending results based on guest surveys it has conducted annually using a randomised sample of guest accounts in each country or region. The survey is administered through Qualtrics and sent via email. No payment or other incentive is provided in exchange for completing the survey.

WTTC AND OXFORD ECONOMICS GLOBAL ANALYSIS OF THE ECONOMIC IMPORTANCE OF TRAVEL AND TOURISM

Oxford Economics has been working for over 30 years with the World Travel and Tourism Council (WTTC) to produce annual economic impact studies for 185 countries and regions, quantifying the socio-economic benefits that travel and tourism brings to the world economy on a global, regional, country, and city level. These figures were incorporated into our analysis.

WTTC is the only global organisation that studies and publishes research on the sector’s direct, indirect, and induced impact at a national, regional, and global level on jobs, GDP, and trade and investment. These can be found at <https://www.wttc.org/economic-impact/>. Oxford Economics has recently undertaken further work to benchmark tourism’s economic impact versus other sectors, as well as analyse issues such as youth and female tourism employment patterns.

OXFORD ECONOMICS

Oxford Economics, through its Tourism Economics subsidiary, maintains a global database on travel and tourism activity across 185 countries and regions. Data used in this Airbnb study included transport expenditures per international visitor, distances between origin and destinations, and an analysis of selected tourism satellite accounts.

GUEST SPENDING ANALYSIS

We quantified total Airbnb guest expenditures based on a database we developed containing detailed information on Airbnb guest activity, surveys of Airbnb guest spending patterns, and transport costs estimated by each source market. This analysis leveraged highly detailed transaction-based data provided by Airbnb across 10 APAC countries and regions, and Oxford Economics’ proprietary databases and research.

The key components to Airbnb guest expenditures are 1) accommodation spending (i.e., gross booking value based on Airbnb data), 2) in-destination guest spending outside of Airbnb, and 3) portion of airfare revenues that goes to each market.

Gross booking value (GBV) is sourced directly from Airbnb and reviewed by Oxford Economics to check for consistency in terms of GBV per guest and international versus domestic breakdowns. GBV is attributed to host earnings and revenue on the night of stay, thus it excludes cancelled bookings. The GBV figures reported are different to those used in the 2023 study which included the total GBV on the Airbnb platform, of which a proportion may have been cancelled bookings. There may be slight variations in the historical non-urban share of GBV in this study compared to the previous study, due to revisions in the GBV data. GBV data was provided with a breakdown by “urban” versus “non-urban”, the latter referring to listings in locations that do not appear to be urbanised based on satellite imagery data.

In-destination spending by guests covers their purchases of goods and services in the local economy. To estimate non-accommodation guest spending such as on restaurants, shopping, and activities, we modelled guest spending by category using the Airbnb guest survey data. We also use Oxford Economics’ data on country-level and city-level travel flows and spending to guide our estimates. These are informed by data from the UNWTO, national tourism agencies, third-party providers (e.g., hotel and industry associations), balance of payments data and OE’s own estimates.

Airfares including the travel to and from the Airbnb destination, is a sum of three components. We estimated **inbound and outbound transport spending of international travellers** based on the estimated distance travelled between origin and destination for each country/region pair, and transport spending ratios from tourism satellite accounts and balance of payments data. We adjusted transport cost estimates to reflect only that portion of expenditures with an impact on the origin and destination countries and regions of analysis. For **domestic guests**, we calculated the total airfare revenue by taking the residual from total local transport spending (including airfares) compared to Airbnb’s survey data on in-destination local transport spending of domestic guests. At the subnational level, we estimate using each smaller regions’ share of corresponding country’s air traffic, based on airport locations and third-party data on air travel.

The results provide a detailed platform for quantifying the scope and scale of Airbnb guest spending and support a detailed assessment of the corresponding economic impacts.

ECONOMIC IMPACT METHODOLOGY

In this report, we have designed an economic impact framework with a focus on the way in which Airbnb supports local tourism businesses. The bulk of the calculated economic benefits are from non-accommodation spending within the destination.

However, we also consider some of the economic impact supported by the total accommodation income a host receives. We estimate a) the economic impact generated by the host's procurement of intermediate inputs to maintain the property, such as cleaning services, and the onward supply chain that supports this, b) the economic impact of the boost to host spending that is induced from accommodation incomes, after accounting for costs and savings, and c) the economic impact created as employees in the hosts' supply chains spend out of their own earnings. We also consider Airbnb's own activity in the destination economy.

The tiers of impact

When assessing the economic contribution of Airbnb's presence in APAC countries and regions, we considered three main tiers of impact:

- At the centre of any economic impact assessment is the **direct impact**. This is the impact generated by the direct recipients of the spending associated with Airbnb's presence in a given country or region. In this framework, the primary driver of the direct impact is the guest spending on goods and services, stimulating activity in tourist-facing industries. It also includes hosts' and Airbnb's own activity in the destination economy.
- The second tier of impact focuses on the supply chain that is required to support the direct purchases. This **indirect impact** represents the activity created in other parts of the economy from the procurement of inputs in the form of goods and services. Examples include the manufacturing of goods that travellers buy and sourcing of raw food inputs through agriculture and fishing. It also includes support services for Airbnb accommodations such as cleaning and maintenance providers, as well as operating expenses for the upkeep of the online Airbnb platform such as spending on info-communications providers and other business services.
- The final tier of impact is known as the **induced impact**. This captures the activity stimulated by the consumer spending of people employed through the direct and indirect activity associated with Airbnb. It also captures the additional demand sustained along the domestic supply chain from those transactions. In addition, it includes the proportion of income of hosts that is spent in the local economy, after adjusting for business costs and deductions. In this framework, the economic footprint of host earnings is captured primarily through the induced impact, recognised as a boost to host spending power.

Brought together, these three tiers present a complete picture of **total economic impact** of Airbnb, as it ripples from the direct effect out through the rest of the economy.

To effectively quantify Airbnb's economic impact, it is necessary to evaluate the contribution it makes in the same terms used to measure the size of the economy. As such, impact assessments typically focus on two different metrics: gross value added (GVA) contribution to gross domestic product (GDP) and employment.

The first of these metrics—GVA contribution to GDP—is a measure of net output. Three different approaches are available to calculate the GVA contribution to GDP of a business: the production (or output) approach, income approach, and expenditure approach. United Nations Statistics Division (UNSD) clearly defines the different methodologies:

“The production approach [...] measures GDP as the difference between the value of output less the value of goods and services used in producing these outputs in an accounting period”.

“The income approach measures GDP as the sum of the factor incomes generated to the economy [wages, salaries and bonuses payable to employees, taxes on production, and operating surplus for the producers]”.

“The expenditure approach measures the final uses of the produced output as the sum of final consumption, gross capital formation and exports less imports”.

Whichever approach is used, gross value added measures the contribution to the economy of each individual producer. When aggregated across all firms in a national economy, GVA sums to GDP. GDP is one of the main summary indicators of a country or region's economic performance. References to economic growth (or when the economy enters recession) typically relate to the rate of change of GDP.

Employment is the second metric by which the economic contribution of a firm can be measured. It can be defined in three ways: headcount, full-time equivalent, or job-years. A headcount employment measure corresponds to the number of people employed, irrespective of whether employment is full or part time. An adjustment was made to agriculture employment estimates to account for the presence of subsistence farming. This is a portion of the agriculture workforce that essentially does not take part in the market economy and therefore has been removed from the employment estimates.

Gross versus net economic impact studies

The total core contribution of any given entity to the economy is the sum of its direct, indirect, and induced impacts. In line with standard practices, we present Airbnb's impact on a gross rather than a net basis. This means that in measuring the value of Airbnb's contribution, we estimate the total value added by businesses and wage earners in supporting Airbnb's economic activity, but we do not deduct for how those resources might otherwise have been used in the absence of that activity, i.e., their next most productive use. A net approach to such an assessment is more complex and controversial, as it requires many assumptions about counterfactual scenarios.

MEASURING AIRBNB'S CORE IMPACT

An I-O model is a detailed representation of an economy, showing the major interactions and spending flows between different industries, households, government, and the external sector. An I-O model is a table which shows who buys what, and from whom, in the economy. The global I-O model used in this study offered a platform to analyse all countries and regions through the same structure, ensuring that our analysis of each country and region was completely comparable.

Direct impact

Understanding the direct impact involves analysing the industries that are direct beneficiaries of the expenditure related to Airbnb accommodations. This includes:

- Revenue for tourism-facing businesses receiving Airbnb guest spending
- Revenue for Airbnb from platform commission
- Revenue for Airbnb hosts.

These revenue figures represent the total direct gross output. The I-O tables were then used to analyse the direct impact by quantifying the share of revenues that should be considered part of their direct GVA contribution to GDP, calculated as the sum of their costs of employment, operating surplus, and taxes on production (i.e., using the income approach).

Airbnb's direct employment footprint was estimated based on the relationship between the GVA contributions and employment of different industries within each country or region. Source data were gathered from a range of national statistics agencies and Oxford Economics estimates.

Indirect and induced economic impact

We estimated the structure of intermediate purchases of goods and services that flowed from our direct impacts, using I-O tables. We traced the entire supply chain that supported this spending, accounting for wages, profit margins, taxes, and imports along the way. From this, the GVA contribution to GDP from the indirect effect was estimated. The employment that those impacts support were analysed using the same methodology described above, for direct impacts.

The induced impact considers the value accrued in the economy as wage earners spend the wages they derive via the direct and indirect impacts, and as Airbnb hosts, and employees of businesses along the supply chain, spend their incomes. Employee wage spending was adjusted to account for the value of household spending as a share of total earnings, in order to account for taxes and savings. We also adjusted for savings and the tax wedge to the earnings of hosts, based on OECD data. The value of this spending was distributed across different industry sectors based on the structure of household spending in each country or region, sourced from the I-O tables, and we traced the impact that this had through the economy. The employment impacts were derived from this estimate, as explained above.

Rounding convention

Note that employment figures are rounded to the nearest hundred. All other reported statistics are rounded to the nearest integer, while values containing decimals are rounded to one decimal place.



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The modelling and results presented here are based on information provided by third parties, upon which Oxford Economics has relied in producing its report and forecasts in good faith. Any subsequent revision or update of those data will affect the assessments and projections shown.

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