



## **New Study: Airbnb Community Contributes \$130 Million to Berlin Economy**

*Airbnb Guests Stay Longer, Spend More in Berlin*

**Berlin, Germany. (September 9, 2013)** – Airbnb, the world’s leading marketplace for booking, discovering, and listing unique spaces around the world, today highlighted a new study on Airbnb’s positive impact on the local economy in Berlin. The new study found that the Airbnb community contributed €100 million (approximately \$130 million) in total economic activity in one year and supported 3,166 jobs in Berlin.

Conducted in partnership with the HafenCity University Hamburg and the dwif-Consulting GmbH the study found that Airbnb guests spend more time and money in Berlin than hotel guests. Additionally, the study found that the majority of Airbnb hosts in Berlin rent out their primary or secondary residences and many use the income to pay their rent, mortgage, or other regular expenses.

“Airbnb helps regular people in Berlin pay their bills while sharing their home with travelers from around the world,” said Airbnb European Regional Director Eugen Miropolski. “And Airbnb guests spend more money in Berlin, visit local businesses throughout the city and make the economy stronger.”

"Airbnb is part of a big trend", says Dr. Manfred Zeiner from dwif Consulting. "People have never shared more and for the first time we have concrete numbers on how the economy is benefiting from this: Over the past twelve months Airbnb had a total economic impact of more than 100 million Euros in Berlin. This sustainable form of tourism is an important economic factor for the city."

According to the study:

- Airbnb guests stay an average of 6.3 nights and spend €845 (\$1,113) over the course of their trip, compared to hotel guests who stay an average of 2.3 nights and spend €471 (\$620).
  - Airbnb attracts a diverse group of travelers. Nearly 90% of Berlin guests are visiting from abroad, have a wide range of disposable income and are well educated.
  - Airbnb also helps attract new visitors who are more likely to return. 48% visited the German capital for the first time, while 28% said they would not have come to Berlin or stayed as long without Airbnb.
- Airbnb brings tourists and their Euros into communities and local businesses that typically have not benefitted from tourism. 77% of Airbnb properties are outside the main hotel areas and the average visitor spends €311.85 (\$410) in the neighborhood where they stay. For example, more than 8,000 Airbnb guest stayed in Neukölln where they spent €2 million (\$2.6 million) at local businesses and €1.3 million (\$1.7 million) with local

residents who rented their space to travelers from around the world.

- Airbnb hosts in Berlin are regular people who depend on the extra income they earn sharing their homes to pay the rent or mortgage, save money and pursue their dreams:
  - The average host earns €1,949 (\$2,568) per year sharing their space on Airbnb.
  - Hosts spend 48% of their Airbnb income for essential living expenses, such as rent or mortgage payments.
  - 45% of hosts live in a single-income household.
  - Nearly half of Airbnb hosts earn below Berlin median household income (€1,650 or \$2,174 per month).
  - 44% of hosts are freelancers, entrepreneurs, or self-employed. (On average, only 14% of Berliners are self-employed.)

### **About Airbnb:**

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world – online or from a mobile phone. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences at any price point, in more than 34,000 cities and 192 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.

### **Contact:**

press@airbnb.com