
Inside Airbnb

Adding data to the debate

INDEPENDENT, NON-COMMERCIAL,
OPEN SOURCE DATA TOOL

How is Airbnb really
being used in and affecting
your neighborhood?

Did you know, that the majority of Airbnb listings in the U.S. are run by commercial operators, some with thousands of listings? These are hundreds of thousands of homes taken out of our housing markets in cities and towns everywhere.

In April of this year in the U.S., there were more than 1.1m Airbnb listings, but more than 950k (82%) were entire “homes” or apartments... not rooms, not people sharing their homes.

The 950k entire “home” Airbnb’s in the U.S. are managed by only 450k “hosts”. That’s about 2.1 “homes” managed by each “host”, on average. What’s worse is that the top 50 “hosts” (0.01%) control 48k entire “homes” and the top 200 “hosts” control 289k “homes”.

The top 1% (4.5k) of entire “home” Airbnb “hosts” in the U.S. control more than 30% (289k) of the “homes” on the site. Is this “democratization of travel” or another way to remove and profit from homes in our backyard?

103k (23%) entire “home” Airbnb “hosts” in the U.S. have 2 or more entire “homes” on the site, accounting for 607k “homes”. Almost 2/3 (63%) of “homes” on Airbnb in the U.S. are in a property portfolio.

Airbnb will tell you that the “majority of their “hosts” have only one listing”, but this is like saying the majority of people are not billionaires.

Airbnb is misleading you: 350k (77%) entire “home” Airbnb “hosts” in the U.S. only have one “home” listing, so that’s technically a majority of “hosts”, but they control only a minority of “home” listings (350k “homes” or 37% of the total).

But at the end of the day, 100% of the entire “home” listings on Airbnb in the U.S. and the rest of the world could be homes that residents could be living in. What does sustainable tourism and sustainable communities mean to you?