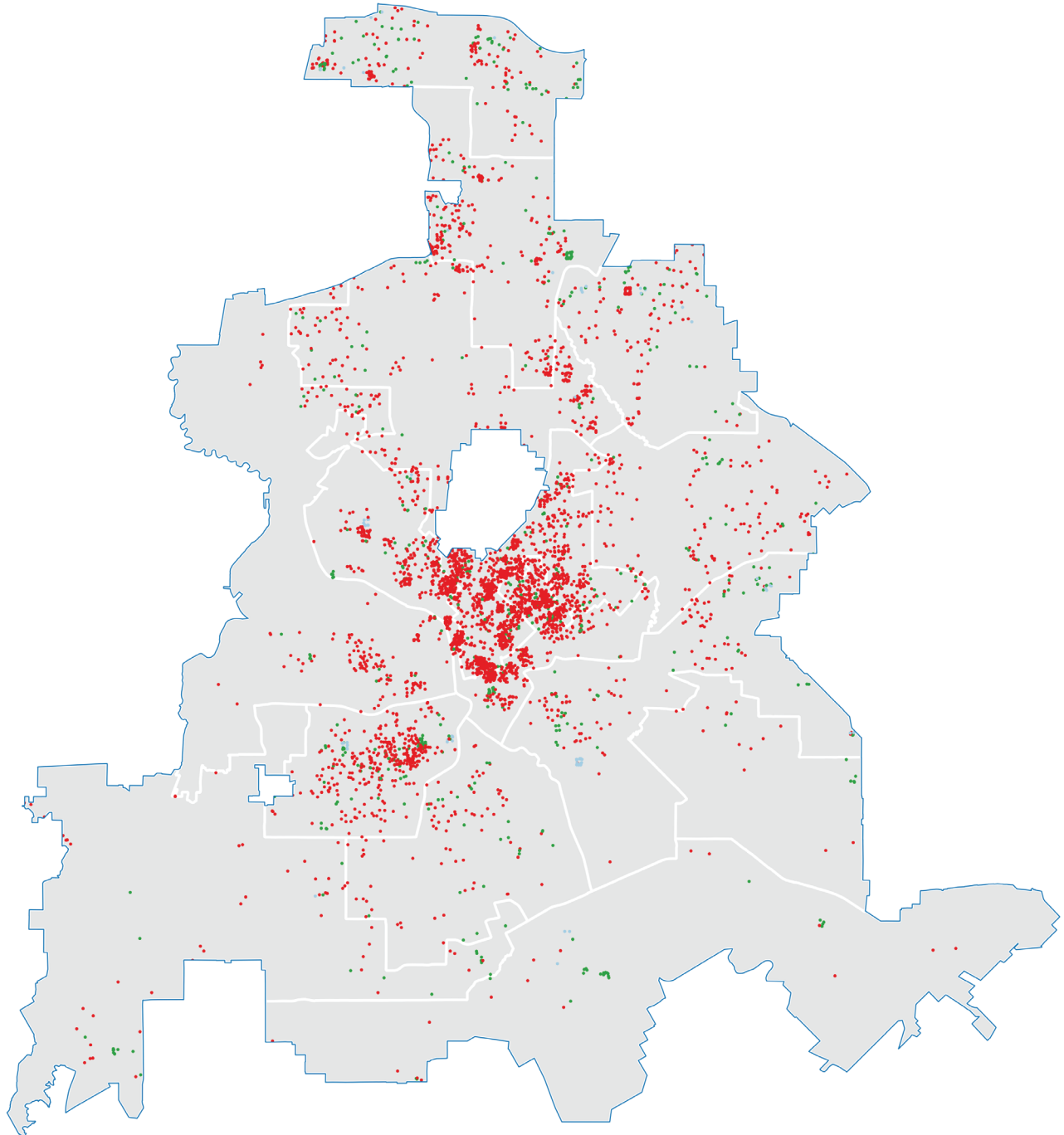# Inside Airbnb: Dallas

An Inside Airbnb Report

APRIL 2022

Inside Airbnb: Dallas

Key Findings:

- The majority of Airbnb use in Dallas, and almost all revenue is "unhosted"
    - 85% of Dallas Airbnb listings are entire home or apartment listings (96% of revenue)
    - Airbnb is mostly entire houses and apartments, not renting out "spare rooms"

- Airbnb entire home listings are growing an average of 53% per year, and have increased 568% since 2016

- Most entire home Airbnb listings are in a property portfolio managed by professional "hosts"
    - 68% of entire home listings are offered by "hosts" that have more than one entire home listing
    - Almost half (48%) of entire home listings are in a portfolio with 5 or more entire home rentals

- Absent "hosts" dominate the Airbnb platform in Dallas
    - More than half (53%) of entire home listings are operated by "hosts" who self-identify as living outside of Dallas

- Airbnb significantly impacts available long-term rentals in Dallas
    - In some Dallas Zip codes 'Commercial' Airbnb entire home listings make up 90% of available for rent housing units.
    - Across the entire city, 'Commercial' Airbnb entire home listings make up 11% of available for rent housing units.

"Home Sharing" or Commercial Use? – Entire Homes Dominate

While Airbnb might have started with "Air beds" and hosts renting "spare rooms", in Dallas, like most cities around the world, "Entire home/apartment" listings dominate the platform, **making up 85% of all Airbnb listings and 96% of revenue.**

The high proportion of Entire home listings is inconsistent with the image represented by Airbnb, their hosts and lobbyists – that "hosts" are renting out "spare" rooms and that "guests" can "live like a local".

Entire home listings have the most potential to disrupt residential communities, remove housing, displace residents, raise housing costs, and conflict with zoning laws.

The reliance on revenue from Entire home listings explains the strong push for de-regulation by platforms and a continued effort to mischaracterize their business.

"Entire home listings dominate the platform in Dallas, making up 85% of all Airbnb listings and 96% of revenue"

Room Type	Listings #	Listings %	Estimated Revenue (last 12 mo.) $	Estimated Revenue (last 12 mo.) %
Entire home/apt	4,522	85.3%	62.8M	96.0%
Private room	673	12.7%	2.5M	3.8%
Shared room	101	1.9%	99.6K	0.2%
Hotel room	3	0.1%	38.2K	0.1%
Grand Total	5,299	100.0%	65.4M	100.0%

Table 1 *Airbnb Listings and Revenue by Room Type in Dallas as at 04/2022. Source: Inside Airbnb*

Not only do Entire home listings make up the majority of Airbnb's listings in Dallas, they make almost all of Airbnb's revenue.

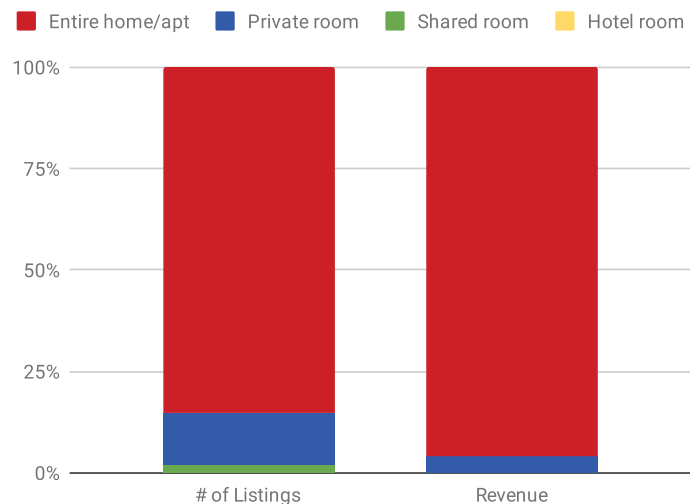Listings and Revenue by Room Type
April 2022

■ Entire home/apt ■ Private room ■ Shared room ■ Hotel room

Figure 1 *Listings and Revenue by Room Type in Dallas as at 04/2022. Source: Inside Airbnb.*

Entire Home listings dominate by number and revenue.

"Home Sharing" or Commercial Use? – Property Portfolios Dominate

68% of entire home Airbnb listings in Dallas are managed by a "host" that has more than one entire home rental, and almost half are in a portfolio with 5 or more entire home rentals.

These listings are clearly not primary residences of the host and are instead part of portfolios controlled by property investors and managers.

Number of entire homes listings managed by "host"	Listings		
	#	%	Cumulative % (e.g. "1 or more", "2 or more" etc.)
1	1,459	32%	100%
2	474	10%	68%
3	231	5%	57%
4	192	4%	52%
5+	2,166	48%	48%
Total	4,522	100%	

Table 2 *Number of entire home Airbnb listings in Dallas by the number of entire home listings the "host" operates. Source: Inside Airbnb.*

More than two-thirds (68%) of entire home Airbnb listings are part of a property portfolio.

Distribution of entire home listings by number managed by "host"
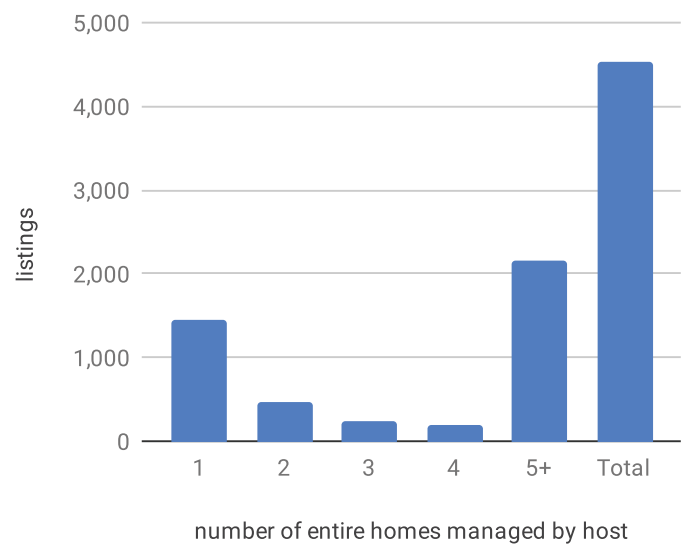April 2022

Figure 2 *Number of entire home listings by the number of entire home Listings the "host" operates. Source: Inside Airbnb.*

The majority of entire home listings are part of a property portfolio, with almost half belonging to hosts that 5 or more.

Who benefits from Airbnb in Dallas – Residents or non-Residents?

"More than half of Airbnb entire home listings are managed by "hosts" who self-identify as living outside of Dallas"

This report has already shown that Airbnb "hosts" in Dallas rent out entire "homes" and are usually not present when there are guests.

Using the location taken directly from Airbnb host profiles, we find that more than half of "hosts" (52.8% by number of listings) do not even live in Dallas.

Host Location	Entire Home Listings	
	#	%
Dallas	2,134	47.2%
Texas, Outside of Dallas	1,230	27.2%
Unknown	617	13.6%
United States, outside of Texas	491	10.9%
Outside the United States	50	1.1%
Grand Total	**4,522**	**100.0%**

Table 3 *Self-Identified "host" location of entire home listings in Dallas at April 2022. Source: Inside Airbnb*

The majority of entire home listings in Dallas have "hosts" that don't even live in the city.

Location of entire home "hosts", by number of listings

April 2022

Outside the United States
1.1%

United States, outside of Texas
10.9%

Unknown
13.6%

Dallas
47.2%

Texas, Outside of Dallas
27.2%
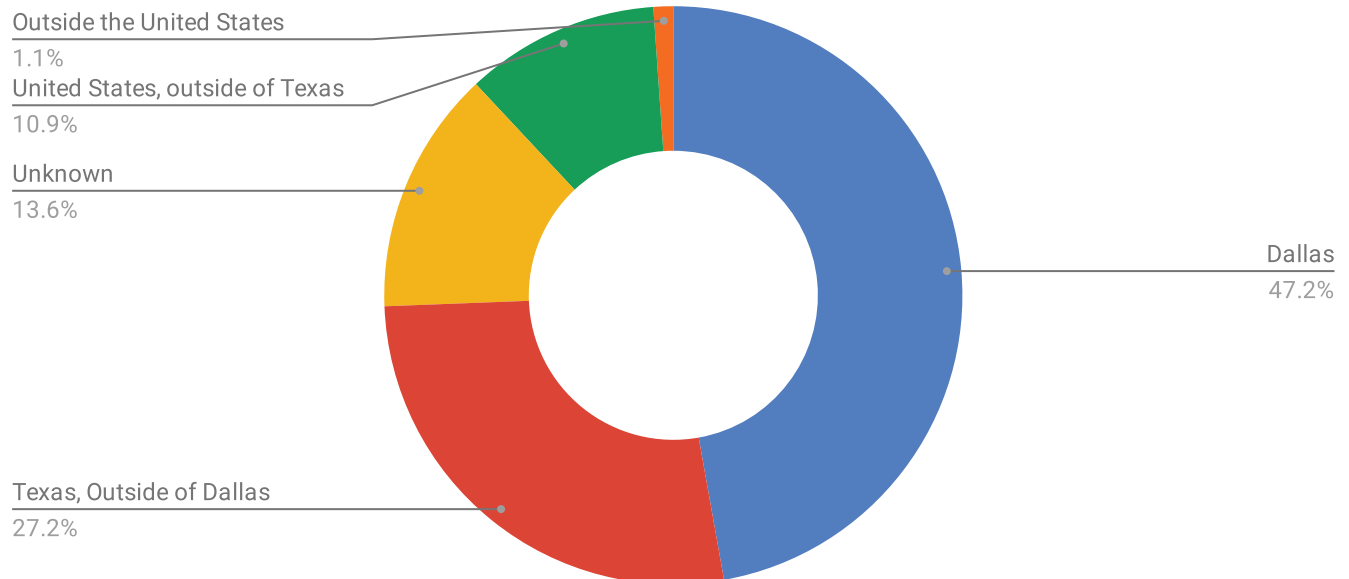
Are Airbnb increasing, and what impact has COVID had?

Listings in April, 2016 to 2022

Room Type	2016	2017	2018	2019	2020	2021	2022
Entire home/apt	677	570	1,879	2,783	3,247	3,307	4,522
Private room	293	360	663	674	625	557	673
Shared room	36	59	88	97	94	103	101
Hotel room						9	5	3
Grand Total	1,006	989	2,630	3,554	3,975	3,972	5,299

12-month growth by Year (at April of each year)

Room Type	2017	2018	2019	2020	2021	2022	Average
Entire home/apt	-15.8%	229.6%	48.1%	16.7%	1.8%	36.7%	**52.9%**
Private room	22.9%	84.2%	1.7%	-7.3%	-10.9%	20.8%	**18.6%**
Shared room	63.9%	49.2%	10.2%	-3.1%	9.6%	-1.9%	**21.3%**
Hotel room	-	-	-	-	-44.4%	-40.0%	**-42.2%**
Grand Total	**-1.7%**	**165.9%**	**35.1%**	**11.8%**	**-0.1%**	**33.4%**	**40.8%**

Growth since April 2016 (at April of each year)

Room Type	2017	2018	2019	2020	2021	2022
Entire home/apt	-15.8%	177.5%	311.1%	379.6%	388.5%	567.9%
Private room	22.9%	126.3%	130.0%	113.3%	90.1%	129.7%
Shared room	63.9%	144.4%	169.4%	161.1%	186.1%	180.6%
Hotel room	-	-	-	-	-	-
Grand Total	**-1.7%**	**161.4%**	**253.3%**	**295.1%**	**294.8%**	**426.7%**

"Airbnb entire home listings are growing an average of 53% per year, and have increased 568% since 2016"
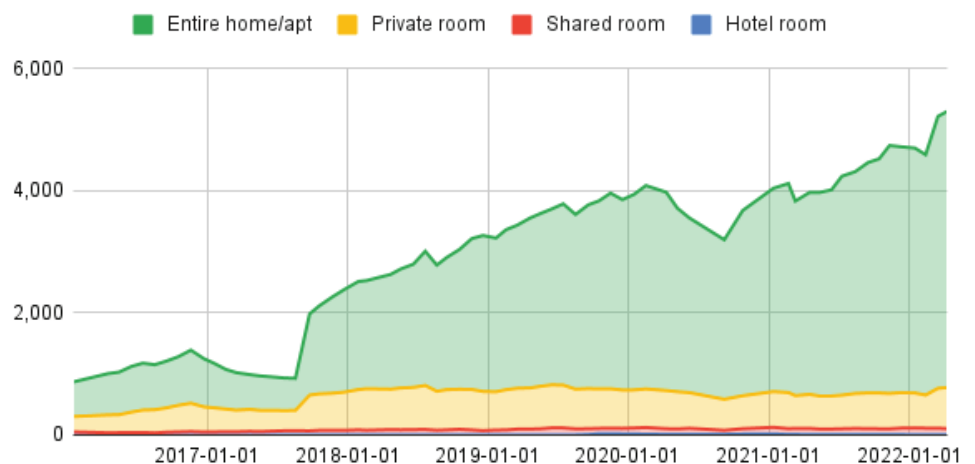

Figure 3 *Growth of Airbnb Listings in Dallas by Room Type. Source: Inside Airbnb*
Entire home/apt listings have grown an average of 53% per year since 2016, a total increase of 568%.

Impact (on Housing)

Short-Term Rentals in residential dwellings compete with housing used by essential workers and families living in a community. Frequently the most vulnerable members of the community are renters.

To quantify the impact on housing and renters, the number of Commercial[1] entire home listings have been compared to available for rent housing stock in each of Dallas's Zip codes. Researchers around the world have shown that short-stay accommodation in areas under housing pressure both displace residents and drive up the cost of housing.

In some Dallas Zip codes, 'Commercial' Airbnb entire home listings make up 6% of housing stock and almost 90% of vacant and available to rent housing.

Dallas Zip code	Airbnb Entire Homes		Total Units of Housing[2]		Total Units of Housing (Vacant and Available for Rent)	
	#	"Commercial"	#	Compared to "Commercial" Entire Home Airbnb's	#	Compared to "Commercial" Entire Home Airbnb's
75204	783	714	18,839	3.8%	1,183	60.4%
75201	452	400	11,332	3.5%	928	43.1%
75206	284	191	21,248	0.9%	1,723	11.1%
75219	238	180	15,484	1.2%	829	21.7%
75214	171	134	16,061	0.8%	454	29.5%
75208	152	109	11,241	1.0%	253	43.1%
75202	119	101	1,736	5.8%	113	89.4%
75235	113	88	8,583	1.0%	128	68.8%
75205	92	79	9,065	0.9%	345	22.9%
75231	75	53	17,849	0.3%	2,370	2.2%
42 other zips	766	417	490,548	0.1%	22,515	1.9%
City of Dallas	**4,522**	**3,063**	**524,498**	**0.6%**	**28,295**	**10.8%**

Table 4 *Commercial entire home listings compared to housing and rental stock in Dallas. Source: Inside Airbnb; American Community Survey, 2016-2020, Tables B25003 and B25004. In some Zip codes, Commercial Airbnb entire home listings make up 110% of available for rent housing stock.*

[1] Commercial Entire Home = An entire home Airbnb listing where the host has more than 1 entire home listing.
[2] American Community Survey, 2016-2020, Tables B25003 and B25004.

About Inside Airbnb and the Data

Inside Airbnb (insideairbnb.com) was founded in 2015 by housing and data activist, Murray Cox.

Inside Airbnb is a mission driven project that provides data and advocacy about Airbnb's impact on residential communities.

The project's vision is one where data and information empower communities to understand, decide and control the role of renting residential homes to tourists.

The data available in this report and from Inside Airbnb is compiled from public information displayed on the Airbnb website, and is being used by cities, urban planners, journalists, academics and researchers around the world.

The data has been downloaded thousands of times and used in hundreds of academic studies. Murray has worked directly with cities such as the City of New York, San Francisco, Paris, Barcelona, Amsterdam and many others.

This report is independent and was not commissioned, requested or supported in any way by the hotel industry.