



The Airbnb Community: Aarhus



The Airbnb Community in Aarhus

Airbnb hosts in Aarhus have been welcoming guests into their homes since 2011. The following page captures the Airbnb community in Aarhus between July 1, 2016 to July 1, 2017.

Host Profile

Airbnb hosts in Aarhus are regular community members who rent their homes occasionally throughout the year, earning modest but significant supplemental income to help make ends meet.

2,600

Hosts who have hosted in the past year

34

Average host age

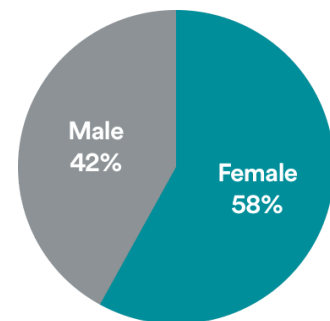
17

Nights hosted per year for a typical listing

DKK 7,600

Annual earnings for a typical host

HOST GENDER



Economic Activity

DKK 32 M

Total income earned by local households

+

DKK 271 M

Estimated guest spending in Aarhus

=

DKK 303 M

Total economic activity

Airbnb Guests

Responsible home sharing is a new engine for Aarhus tourism and the economy. Airbnb grows the tourism pie, attracting many guests who might otherwise not have come, or been able to stay as long.

Inbound Guests

45,000

Total inbound guests

3.5 nights

Average length of stay per guest

2.3

Number of people in the average party size

61%

Year-on-year growth in guest arrivals to Aarhus

37

Average age of booking guest

4.9 out of 5

Average guest rating by their Danish host

Outbound Guests

59,000

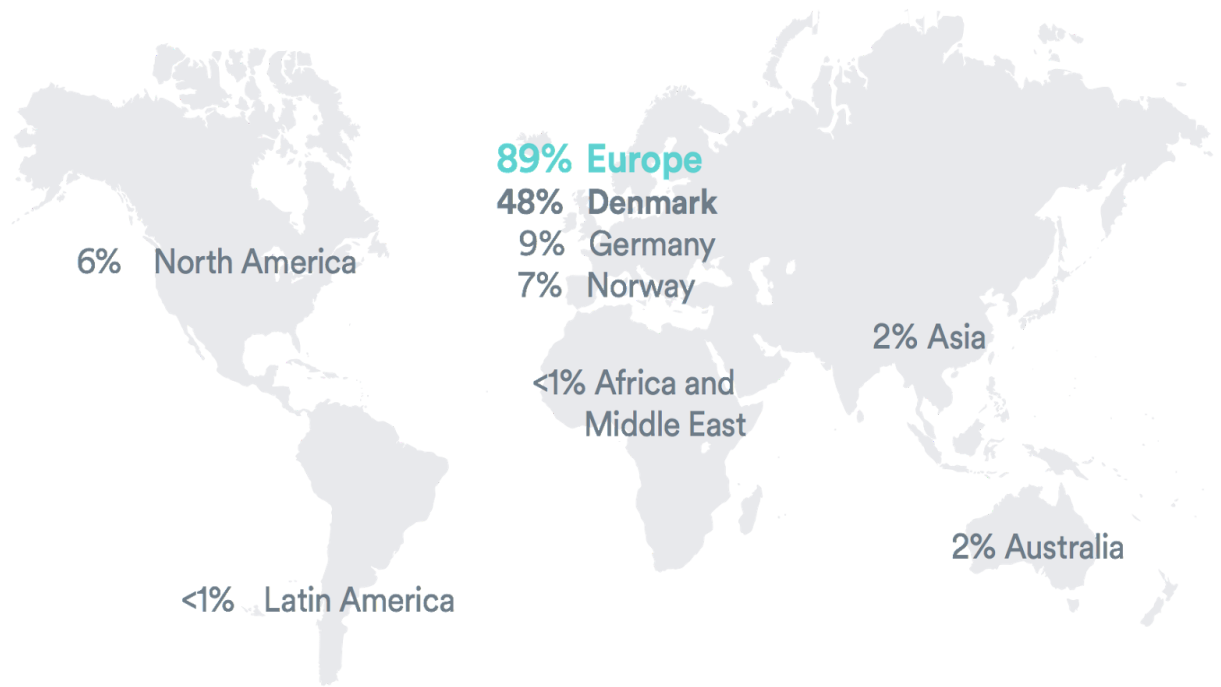
Total outbound guests

36%

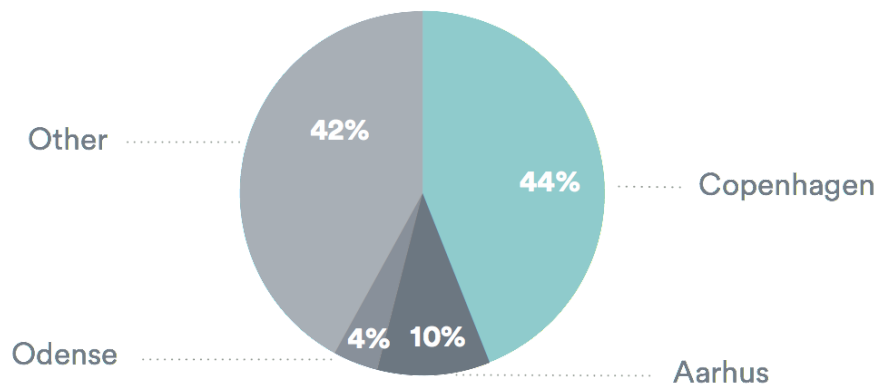
Year-on-year growth of total outbound guests from Aarhus

Where do Airbnb guests come from?

Guests from around the world are using Airbnb to visit Aarhus. Almost half of the guests travelling on Airbnb in Aarhus is Danish.

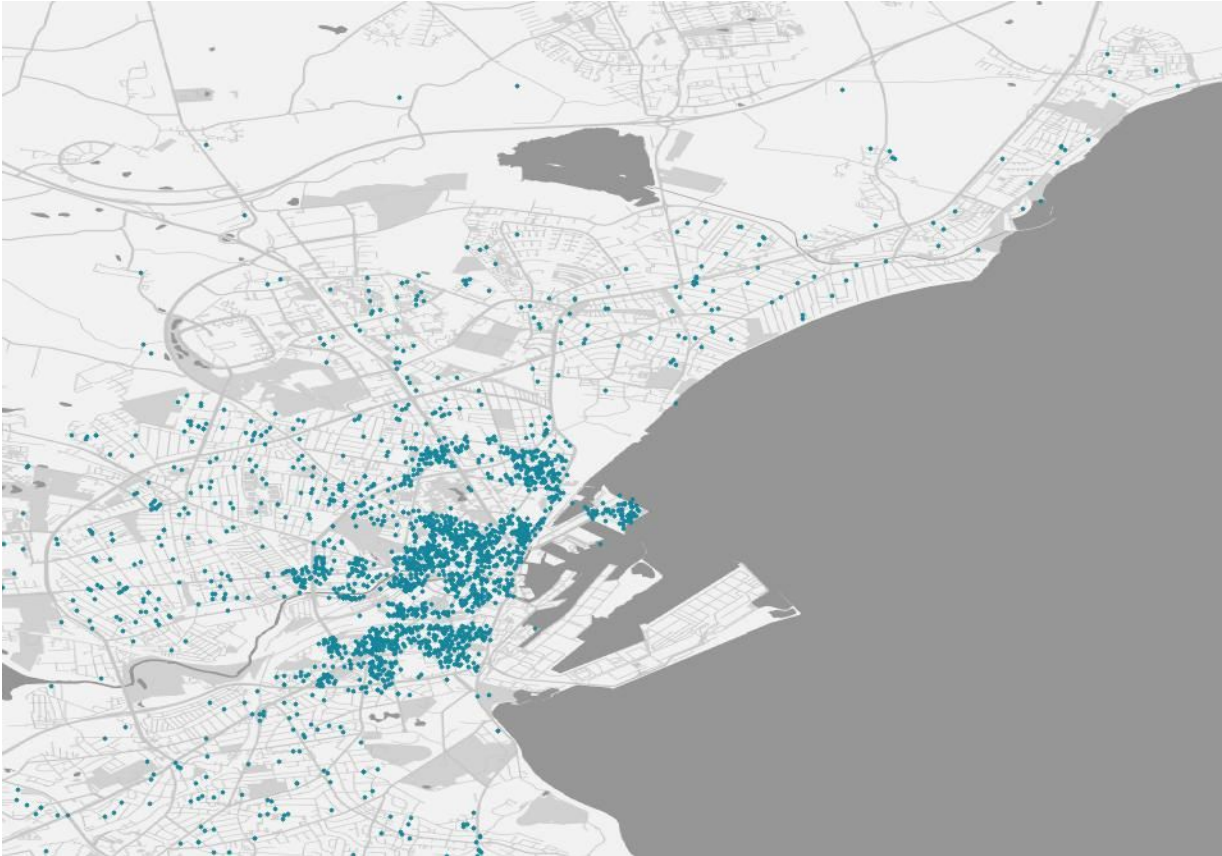


DANISH GUEST TRAVELLER ORIGINS



Where do Airbnb guests stay?

AIRBNB LISTINGS BOOKED IN THE PREVIOUS YEAR



Methodology and Definitions

Methodology

Data is drawn from Airbnb proprietary bookings data between July 1, 2016 to July 1, 2017 and data collected from surveys sent to hosts and guests in 2016. Total economic activity is estimated based on host earnings and Guest spending estimates based on Guest survey.

Definitions

Annual Earnings (Typical Host): Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.

Average Length of Stay: The average length of stay per Guest, rather than per trip.

Guest: Airbnb community members who stay in Airbnb listings.

Host: Airbnb community members who rent space on Airbnb.

Inbound Guest: All Guests visiting a particular location. Inbound Guests includes Guests who live in the same location they may have stayed in.

Listing (Active): A property listed on Airbnb. Listings may include entire homes or apartments, private rooms or shared spaces. Active Listings are all listings that appear on the website during a search. Active listings do not necessarily have availability on a particular date or at all.

Listing Types: Airbnb classifies listings as three different types: Entire Home / Apartment listings, Private Room Listings, and Shared Room Listings: **Entire Home / Apartment Listing** - A listing where the Guest can rent the entire home from the host. The host is not present in the home during the Guest's stay. **Private Room Listing** - A listing where the Guest can rent a private bedroom within a home. The host may be present in other parts of the home during the Guest's stay, and the Guest may share common spaces like the kitchen, living room, and/or a bathroom with the host. **Shared Room Listing** - A listing where the Guest can rent a communal space, such as a shared bedroom or a living room sofa bed, within a home. The host may be present in the home during the Guest's stay, and the Guest may share common spaces like the kitchen and/or a bathroom with the host.

Nights Hosted (By Listing): Total number of nights a given listing is rented on Airbnb in the study period. Only listings that were active as of the start of the study period, and had at least one booking during the study period are included, in order to present the most representative annual values for Airbnb hosting activity.

Nights Hosted (Typical Host): Median value of total nights hosted per host during the one-year study period. Nights Hosted are presented for typical hosts.

Outbound Guest: All Guests from a particular location who booked an Airbnb listing, regardless of where the listing is. There may be some minor overlap between Inbound Guests and Outbound Guests. All Guests associated with a particular reservation are attributed to the location of the booking Guest.

Total Economic Activity: The sum of host earnings from Airbnb bookings data and Guest spending estimates.

Total Economic Impact: The direct, indirect, and induced economic impact supported in a community directly related to Airbnb host and Guest spending. This number is an estimate, calculated based on host earnings from Airbnb bookings data, Guest spending estimates based on external data sources, and an economic multiplier range of 1.0 to 1.5.

Typical Host: The median host for all hosts who had at least one active listing as of the start of the study period and at least one booking during the study period. Typical host definitions are used to calculate Annual Earnings and Nights Hosted. Presenting the median value for all hosts who were active as of the start of the study period provides the most representative values for the Airbnb host community.