

Airbnb in the Sunshine State





August 11, 2018

A group of diverse people are gathered around a long wooden table outdoors, celebrating. They are holding glasses of wine and smiling. The table is set with plates of food, including appetizers and bread, and a centerpiece of red flowers in a glass vase. The background shows a view of the ocean and a sunset sky. The text "Biggest Night Ever" is overlaid in the center of the image.

Biggest Night Ever

Typical Florida host can leverage home for significant extra income



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=

\$6,800

Typical listings rent an
average
of **39 days** a year

They **keep up to 97%**
of the posted price

Earned on average per year by
45,000 active hosts

3.6 million inbound guest
arrivals last year

Data from Airbnb as of July 1, 2018

Source: [Airbnb Action](#)

A woman with dark curly hair, wearing a bright yellow sleeveless dress and large hoop earrings, is walking on a paved path in a park. She is smiling and looking towards the camera. To her left, a young boy in a striped t-shirt and dark shorts is riding a yellow and blue scooter. To her right, another young boy in a red Spider-Man t-shirt and blue shorts is walking. The background is filled with lush green trees and a blurred view of a residential area with buildings and a street lamp. A semi-transparent purple banner with white text is overlaid on the center of the image.

55% of Hosts Are Women

A woman with short, curly grey hair is smiling warmly at the camera. She is wearing a black long-sleeved top and is seated at a dark, speckled granite table. Her hands are clasped together on the table. The background shows a home interior with wooden floors, a white door, and several colorful quilts hanging on the wall. A purple text box is overlaid on the image.

Senior Hosts Are the Fastest
Growing Demographic



1	Kissimmee	356,732
2	Miami	292,033
3	Miami Beach	257,344
4	Orlando	211,730
5	Davenport	91,082
6	Fort Lauderdale	86,191
7	Tampa	69,686
8	Hollywood	61,555
9	Panama City Beach	54,240
10	Sarasota	43,553
11	Saint Petersburg	41,927
12	Saint Augustine	40,991
13	Sunny Isles Beach	36,598

Airbnb and Small Businesses

- In 2017, the average Airbnb guest in Florida spent \$160 per day during their visit.
- 45 percent of that spending occurred in the neighborhood where they stayed.
- 49% of guests spent a portion of the money saved on Airbnb at local shops and restaurants.



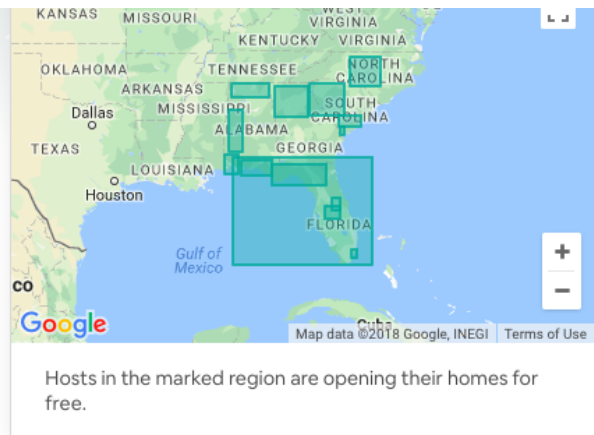
A photograph of a busy restaurant interior. In the foreground, several people are seated at tables, some with their backs to the camera. The tables are set with white tablecloths and various items like coffee cups and glasses. In the background, staff members in light-colored uniforms are moving around, and other diners are visible. The lighting is warm and ambient, with some blue-tinted lights. Large windows or glass partitions are visible, showing an outdoor area with plants.

**\$157 Million Spent at Restaurants
in Miami and Miami Beach**

Hurricanes Irma and Maria - United States

Florida Panhandle, Tallahassee, greater Orlando, greater Miami, greater Tampa, Northern Georgia, North Carolina, South Carolina, Alabama

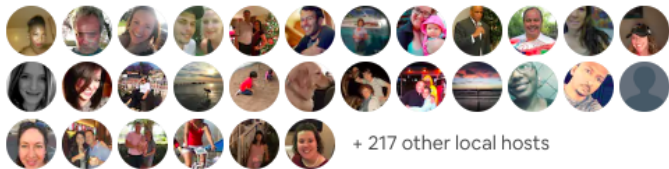
If you have available housing in the area indicated on the map, please consider making your home available.



Hosts in the regions marked on the map are opening their homes for free from **September 6, 2017** to **October 12, 2017** for the following groups:

- Displaced neighbors
- Relief workers deployed to help

Join the community of 200+ hosts who have opened their homes to evacuees for free.



TRUST AND SAFETY

Risk Scoring

Background Checks/Watch Lists

Mutual Reviews

24/7 Global Assistance

\$1 Million Host Guarantee

\$1 Million Host Protection Insurance

www.airbnb.com/neighbors



The background of the slide features a repeating pattern of stylized, hand-drawn houses in a light gray color against a dark gray background. Each house is simple, with a triangular roof and a small square chimney on the right side.

**Most Floridians
Support Laws to Promote
Responsible Home Sharing**

- 85% of Floridians believe STR are very/somewhat important to the state's economy.

93% of Floridians believe visitors should be able to stay in VR during their visit.

- While support is highest among young voters (97% for 18-34), voters 65+ also overwhelmingly (93%) support

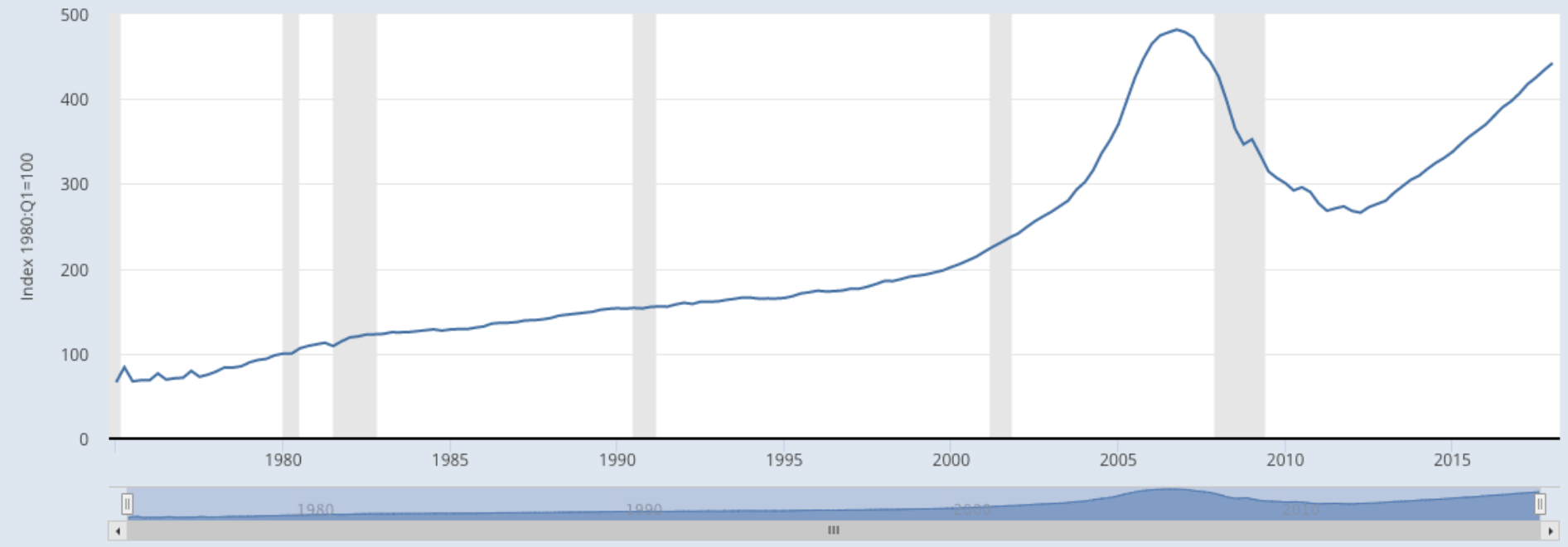


Greetings from



FLORIDA

"The Land of Sunshine"



Shaded areas indicate U.S. recessions

Source: U.S. Federal Housing Finance Agency

fred.stlouisfed.org





 @airnbcitizen