The Impacts of Home Sharing in Portland
Airbnb hosts in Portland have been welcoming guests into their homes since 2008. Over the past eight years, Portland residents have formed a vibrant Airbnb community, sharing unique experiences with travelers from around the world.

The following report examines the impacts of Airbnb and its community in Portland. Impacts on the economy, tourism, neighborhoods, and residents have all been evaluated to understand how Airbnb fits into the city. The analysis is based on all travel to Portland from January 2015 to January 2016.
Airbnb’s community in Portland has significant positive economic impacts. Daytime spending by Airbnb guests and income earned by Airbnb hosts impacts the economy at large, the tourism industry, neighborhoods, and local households. This report evaluates these economic impacts.

**Impact on Economy** Airbnb activity, through guest spending and host earnings, has a ripple effect in the Portland economy.

- **$128.5M** Total economic impact
- **1,900** Jobs supported as a result of Airbnb guest spending

**Impact on Tourism** Airbnb guests in Portland tend to spend more and stay longer than hotel guests.

- **$804** Total trip spending per Airbnb guest in Portland
- **40%** Trip spending that stayed in neighborhood where guest stayed

**Impact on Neighborhoods** With Airbnb listings across more than 80 neighborhoods in Portland, Airbnb distributes economic impacts to neighborhoods that have not traditionally benefited from tourism spending.

**Impact on Residents** Airbnb allows Portland residents to turn what is generally one of their greatest expenses - their home - into a tool to help make ends meet.

- **$8,900** Typical host earnings per year on Airbnb
Airbnb Community Overview

Airbnb’s Community in Portland

Founded in August of 2008, Airbnb is a trusted community marketplace for people to list and book accommodations in more than 35,000 cities around the world. Airbnb connects travelers to unique, local experiences at any price point. On any given night, more than 140,000 people from more than 190 countries are traveling on Airbnb around the world.
AIRBNB AT A GLANCE: PORTLAND IN 2015 (JANUARY 2015 - JANUARY 2016)

2,900 Hosts who Hosted
$30.5M Host Income

191,000 Inbound Guests
170,000 Outbound Guests

Inbound guests are all visitors to a location. Outbound guests are residents who live in a given location who have used Airbnb to travel elsewhere.
Airbnb’s Host Community

Between January 2015 and January 2016, 2,900 Portland hosts welcomed guests into their homes. These hosts reflect the diverse Portland community. The average host is 43 years old, with over a third of hosts working in education and health services as well as art, design, and creative services. While Airbnb hosts are highly educated, almost half of hosts earn less than $75,000 per year in household income.

HOST ANNUAL HOUSEHOLD INCOME

Airbnb hosts come from diverse income brackets, with a significant portion below area median income. (36% of hosts are below 120 AMI, < $64,000/year)

HOST OCCUPATIONS

One in five Airbnb hosts works in education and health services.

Source: Airbnb host survey.
Portland median household income is based on DP03: Selected Economic Characteristics of the 2009-2013 American Community Survey 5-Year Estimates for Portland inflated to 2015 $.
The typical Airbnb host shares his or her home occasionally, with over three-quarters of hosts sharing their space less than half the year.

Most hosts share their space only occasionally, with nearly 80% hosting less than half the year.

**TYPICAL HOSTING FREQUENCY**

- More than 270 nights: 7%
- 181 - 270 nights: 27%
- 91 - 180 nights: 24%
- 31 - 60 nights: 13%
- 1 to 30 nights: 11%
- 61 - 90 nights: 11%
- 9 1 - 180 nights: 27%

**CURRENTLY ACTIVE LISTINGS BY TYPE**

- Entire Home/Apt**: 59%
- Private Room: 39%
- Shared Space: 3%

*The typical hosting frequency analysis controls for when a listing was activated, to best represent the “typical” annual hosting pattern. Only listings that were active at least a year ago are included, so that at least a full year of hosting behaviour is available. Listings that were created in 2015 - say, in December 2015, to host over the holidays, or in June 2015, to host during the summer - have not had a year’s worth of time on Airbnb to demonstrate how often they would host annually, and will deflate the “typical” pattern. The “actual” pattern of hosting in 2015, without controlling for when a listing was activated, under-represents the “typical” hosting behaviour: 39% hosted 1-30 nights; 17% hosted 31-60 nights; 11% hosted 61-90 nights; 19% hosted 90-180 nights; 11% hosted 181-270 nights; 4% hosted more than 270 nights; percentages are rounded.

**An entire home listing is not always equivalent to a viable long term housing unit. Many entire home listings are private suites in homes, lacking kitchens and other amenities required for long-term tenants. Others are rented out in between visits from family and friends. Others are boutique hotel rooms or time-shares. And some are homes occupied part of the year by owners who travel or live elsewhere for work and want to keep their homes in the city.**
Airbnb’s Guest Community

Since 2008, more than 370,000 guests have traveled to Portland with Airbnb. The number of guests using Airbnb has grown steadily since 2008. In the previous year alone, January 2015 to January 2016, 191,000 guests traveled to Portland with Airbnb.

GUEST REASONS FOR VISIT

- 20% Visiting Friends/Family
- 8% Business or Conference
- 1% Short-term housing while relocating
- 1% Job Hunting/Interview

70% Vacation / Leisure

1 in 5 guests traveled to Portland to visit friends and family; 1 in 10 traveled to Portland for work purposes.

GUEST ORIGIN

- 6% Canada
- 86% US
- 4% Europe
- 0.3% South & Latin America
- 0.1% Africa
- 1% Asia
- 1% Australia
- 1% Australia

One in seven Airbnb guests in Portland is an international guest.
86% of Airbnb guests want to “live like a local”

81% of Airbnb guests want to explore a specific neighborhood

82% of all trips involve families traveling with partners, children, relatives or friends

Source: Airbnb guest survey and Airbnb bookings data
Economic Impacts

Airbnb’s business model has far-reaching economic impacts that benefit the city overall, the tourism industry, neighborhood businesses, and local households.

Airbnb helps bring one of the world’s most economically powerful industries right to the front door of local residents. In the process, visitors are connected to a more diverse and affordable range of experiences, local households earn additional income, and spending is distributed throughout the city among businesses and neighborhoods that do not traditionally benefit from tourism.
The emerging peer-to-peer, collaborative “sharing economy” will be a **significant segment of the country’s future economic activity**, stimulating new consumption, raising productivity and catalyzing individual innovation and entrepreneurship.

Overall Economic Impact

Host income and visitors’ daytime spending has a significant economic impact in the economy. The following figures quantify the direct spending in Portland, based on Airbnb travel between January 2015 and January 2016.

$128.5M Total economic impact

1,900 Total jobs supported

The $128.5 million of total economic impact includes direct, indirect, and induced spending. The amount of direct spending to Portland households and businesses between January 2015 and January 2016 alone is significant.

$30.5M Hosting income earned by Portland households

$118M Direct spending at Portland businesses

Source: Airbnb booking data for the time period between January 1, 2015 through December 31, 2015.
Impacts to the Tourism Industry

Airbnb attracts **new visitors who stay longer, spend more, and are more likely to return to Portland**. These Airbnb visitors fundamentally strengthen the tourism industry, creating additional opportunities for growth without requiring new investment or infrastructure on the part of the city.

“I enjoy that we can cook our own meals while away, if we want to. I love getting to know the local people and find out what they do to have fun. The hosts have always been pleasant to work with and have gone out of their way to make our stay pleasant.”

Nell S., Airbnb Guest in Portland, Age 61

“Traveling alone can be intimidating, but Airbnb has always given me a home base & a feeling of comfort in an unfamiliar place.”

Kelsey C., Airbnb Guest in Portland, Age 25
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Impacts in Neighborhoods

Airbnb distributes economic impacts to neighborhoods that have not traditionally benefited from tourism spending. With Airbnb properties across more than 80 Portland neighborhoods, Airbnb visitors are staying in and exploring places they might never have otherwise visited.

81% of guests were drawn to Airbnb because they wanted to stay in a specific neighborhood.

90% of guests stayed in Airbnb properties because the location was more convenient than a comparable hotel.

40% of Airbnb guest’s daytime spending is spent in the neighborhood in which guests stay.

\[ \text{Spent per guest per trip in the neighborhood in which they stay} = \$429 \]

As a result of where guests stay, more money is spent at local neighborhood businesses.
Guests are much more likely to explore neighborhoods off the beaten track.

Hosts encourage this by recommending alternative neighborhood places to their guests, with 99 percent of hosts recommending their local favorites.

“I try to connect visitors and guests to my local coffee shops and businesses as well as visiting them more myself to get to know my neighbors and neighborhood. Most of the business people need the business so I like to think I’m helping to support them too by letting guests know about them.”

Portland Airbnb Host, Mary M.
Neighborhood Case Studies

In 2015 (January 1st through December 31st), guests stayed in and spent money across many of Portland’s neighborhoods.

**Buckman**

110 Local hosts who hosted in 2015  
$1.4M Total income to hosts  
8,100 Inbound guests  
$1.9M Total spent at neighborhood businesses by guests

**East Portland**

55 Local hosts who hosted in 2015  
$319,500 Total income to hosts  
2,400 Inbound guests  
$739,100 Total spent at neighborhood businesses by guests

**Kenton**

45 Local hosts who hosted in 2015  
$324,300 Total income to hosts  
2,600 Inbound guests  
$696,800 Total spent at neighborhood businesses by guests

Source: Airbnb host and guest surveys; Airbnb bookings data
Airbnb Supports Local Businesses

In addition to helping Portland hosts connect with people from all walks of life, Airbnb also helps create stronger local community connections. Hosts build relationships with one another, with local businesses and with local community organizations, and find ways to support each other as hosts and as members of the same community.

“I love it when a regular becomes an Airbnb host and sends their guests my way. We take good care of them and give them that extra bit of the Portland experience that they would not get through a more “traditional” tourist experience.”

Michael Cox
Owner, Wild Abandon

“Arts organizations like ours are always interested in expanding our audience reach. The sharing economy is a new way for Artists Repertory Theatre to create new relationships, whether it’s tips from hosts or guests staying in the neighborhood. Now, we have greater opportunities to connect than before.”

Damaso Rodriguez
Artistic Director, Artists Repertory Theatre

Source: Airbnb host and guest surveys; Airbnb bookings data
I am a strong advocate for shopping local businesses, especially considering that doing so ensures more of each dollar spent remains in our community. I truly want to offer each guest a taste of Portland so that they understand what makes us unique and that is only accomplished by sharing with them our local talent in shops, restaurants, food carts, breweries, outdoor activities, etc.

Portland Airbnb Host, Shannon H., Age 39
Impact on Residents and Households

Airbnb helps many Portland residents make ends meet. The typical Airbnb host in Portland earns $8,900, with the typical listing being rented about 86 nights per year. This modest, yet significant amount of income has helped more than half of hosts, 64 percent, stay in their homes.

HOSTING INCOME USE

Rent/mortgage: $3,440
Other: $800
Emergency fund: $370
Cleaners for Airbnb hosting: $330
Extra spending money: $890
Vacation: $610
Long-term savings: $580

Hosts use more than half of their Airbnb income to pay their rent/mortgage and other regular household bills and expenses.

In the beginning, [we hosted on Airbnb] for extra income for family vacations. But now my husband’s income has been cut and he is in transition, so all of it is going to pay our mortgage.

Portland Airbnb Host, Age 55

Source: Airbnb host survey; Airbnb bookings data
Tell us in your own words what you use Airbnb income for...

"...To supplement elder care costs for my mother"
Portland Airbnb Host

"...College expenses for our children"
Portland Airbnb Host, Age 49

"...To supplement social security"
Portland Airbnb Host, Age 75

"...To maintain the home, so I don’t have to sell it"
Portland Airbnb Host, Age 40

"...To help pay the mortgage, my health insurance and credit card debt"
Portland Airbnb Host, Mary M., Age 55

"...Veterinary care for elderly dog"
Portland Airbnb Host, Jenni A., Age 50

"...It really helps with my son’s college tuition"
Portland Airbnb Host, Dwight S., Age 46

"...Keep my head above water"
Portland Airbnb Host, John B., Age 53
Our home is 90 years old and in constant need of repair and upgrades. Our Airbnb income allows us to stay in the home and neighborhood we have loved for 25 years. Without it, we wouldn’t be able to stay here.

Portland Airbnb Host, Jill P., Age 60
Impact on Residents and Households: A Case Study in Senior Hosts

Airbnb helps many Portland seniors make ends meet. The modest, but significant income that senior hosts earn by sharing their homes on Airbnb enables them to afford their homes, age in place, and get by on fixed incomes.

I have loved my experience in the Airbnb community both as a host and as a guest. I have met people from all over the world and have enjoyed hosting them in my home. I really love sharing my home and meeting people. Sometimes I cook for my guests and we eat together, which is great fun also.

Portland Host, Leslie B., Age 60

As retirees, we are interested in traveling to visit family (grandchildren) and seeing more of the world than we could when we were younger. Having guests visit us from all over the world broadens our own horizons and adds to our knowledge and acceptance of other cultures. We are grateful to host and to be guests of our new friends.

Portland Host, Debi, Age 65

Source: Airbnb host survey; Airbnb bookings data
I think Airbnb is especially good for older people because you do a lot of the things for us that would be difficult in this day and age for us since we’re not digital natives. Like banking online, and taking people’s information. You do all the accounting for us and maintain all of the advertising for us. There’s no way, even with a snazzy website, that I could have the same reach that Airbnb has.

Portland Airbnb Host, Jere F., Age 66
While Portland’s economy and community have already started to enjoy the benefits of home-sharing, the practice is still just getting started. There is exciting potential to harness the sharing economy’s momentum and growth for even greater good.
Data Sources and Methodology

Geography
This report focuses entirely on the City of Portland. Surveys were sent to hosts and guests within the city limits; public data and bookings data are for the city.

Economic Impact Methodology
The economic impacts presented in this report were calculated using the RIMS II multipliers developed by the U.S. Department of Commerce’s Bureau of Economic Analysis (BEA). The analysis is based on the latest available multipliers, from 2010.

Hosts’ Airbnb income spending is distributed across six household spending categories: Rent/Mortgage, Other Household Expenses, Long-term Savings, Vacation, Extra Spending Money, Other. Guests’ daytime spending is distributed across six industries: Gastronomy, Groceries, Shopping, Other Leisure Activities, Transportation, and Other Services.

The economic impacts presented in this report were calculated by EcoNorthwest (EcoNW).

Acknowledgments
Many thanks to input and feedback provided by the Portland host community.

Data Sources
The findings in this report are based on extensive data about Airbnb hosts and visitors to Portland between January 2015 and January 2016. Key data sources include:

Host Survey
Email survey of 155 Portland hosts who hosted guests between January 2015 and January 2016. These results generated a 95 percent confidence level and a confidence interval of +/- 8 percent.

Guest Survey
Email survey of 201 guests who traveled to Portland between January 2015 and January 2016. These results generated a 95 percent confidence level and a confidence interval of +/- 7 percent.

Bookings Data
Proprietary Airbnb bookings data from January 2015 and January 2016 for the City of Portland.

Environmental Impact Inputs

Additional Data Sources
- 2009-2013 5-Year American Community Survey, DP03: Selected Economic Characteristics
- Hotelsbase.org API data as of May 2013