



Airbnb's Super Impact on Super Bowl 50

Airbnb is a company that was built on big events. In 2007, Airbnb co-founders Brian and Joe hosted the first three Airbnb guests, all of whom were traveling to San Francisco to attend a design conference. Brian and Joe noticed that all the hotels in San Francisco were booked solid during the conference. When they opened their homes to Michael, Kat, and Amol, the Airbnb community was born.

A year later, Airbnb made waves during the Democratic National Convention in Denver, creating “Obama O’s” and “Cap’n McCain’s” novelty cereal to drum up awareness and encourage local Denver residents to host their fellow convention-goers. And experiences with hosts at the annual South by Southwest conference in Austin inspired the founders to create several tools and features that form the backbone of the Airbnb product today.

Today, Airbnb has grown into a people-to-people platform that connects hosts and guests around the world. To date, more than 70 million guests have spent the night in listings spread across more than 34,000 cities and there will be more people home sharing tomorrow than there are today.

Many of these hosts and guests are staying together to celebrate major events. Just eight years after Airbnb was founded during an event in San Francisco, we are excited to see Super Bowl 50 come to the Bay Area. This report outlines the positive economic impact the Airbnb community will have during Super Bowl 50, and demonstrates the ways that Airbnb can help cities play host to big events.

Summary of Key Findings

- We project that Airbnb guests will generate more than \$21 million in economic activity in San Francisco, Silicon Valley and the South Bay during Super Bowl reservations.

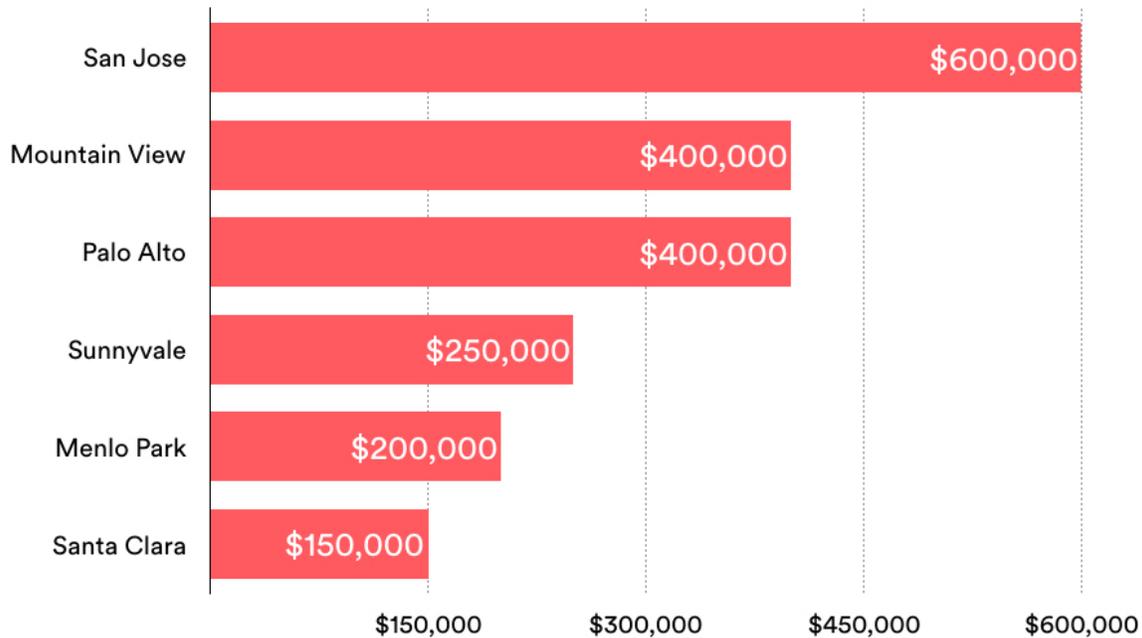
- During Super Bowl 50 weekend we project that over 15,000 total guests will be staying with Airbnb hosts in the Bay Area. That is over four times more guests than stayed on Airbnb in the Phoenix area for the Super Bowl in 2015.
- Airbnb offers an affordable way to visit the Super Bowl. For reservations spanning Super Bowl weekend, the average price of Airbnb bookings is \$225 per night across the entire region. These rates are especially reasonable when compared with some current hotel rates.
- Many of these guests will stay in areas and neighborhoods that don't typically see significant tourism revenue during major events. Typical hosts in cities like San Mateo, Fremont, and Redwood City will make over \$1,000 from their Super Bowl reservations.
- Based on our data analysis, we expect that in the region, Broncos fans will outnumber Panthers fans at a rate of nearly two to one during Super Bowl weekend.

Over \$21 Million in Economic Activity

Throughout the Bay Area, Super Bowl guests will bring significant income to Airbnb hosts and the cities and towns they call home. Overall, we project that Airbnb guests will generate more than \$21 million in economic activity in San Francisco, Silicon Valley and the South Bay during the Super Bowl festivities.

We project that Airbnb hosts in the region will earn over \$10 million in income from reservations that span Super Bowl weekend. We project significant host income in cities across Silicon Valley and South Bay:

Projection of estimated income made by Airbnb hosts for Super Bowl reservations



This is major economic impact for hosts in these cities, and that's before including the additional sums that Airbnb guests spend at local shops, restaurants, and businesses. In San Francisco, the average Airbnb guest spends \$178 per day, per person, at local establishments in the surrounding community (not including the money they're spending on their Airbnb reservation). If we take this figure and apply it to guest reservations in the region that span Super Bowl weekend, that's an additional \$11.5 million in guest spending activity.

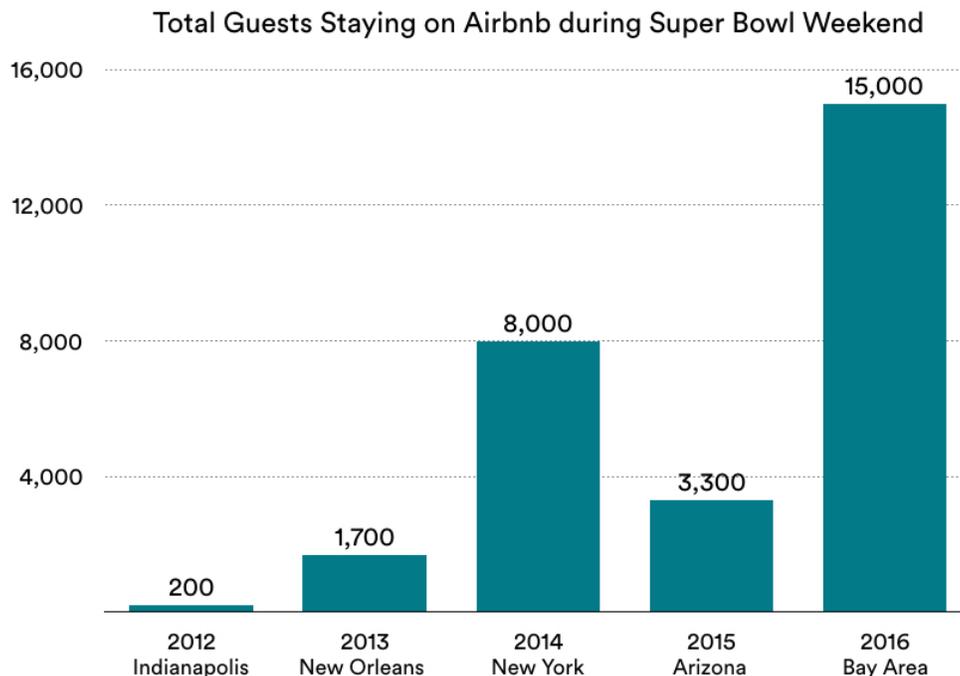
All told, Airbnb guests will create over \$21 million in economic activity during Super Bowl festivities, making it a prime example of the positive impact Airbnb can have for cities hosting major events. And more of this spending goes directly to the citizens of the city they're visiting: according to the *Economist*, Airbnb hosts receive over 85% of total guest payments for their accommodations, while

hotels spend just 30-35% of their revenue on local labor¹. And according to technology advocacy coalition CALinnovates, 87% of Airbnb guest spending at listings stays in the local community.

A Record Number of Guests

The first event in Airbnb history saw only three guests: Michael, Kat, and Amol. Since then, Airbnb has become an increasingly popular option for travelers attending major events, including Super Bowls.

During Super Bowl 50 weekend we project that over 15,000 total guests will be staying with Airbnb hosts in the Bay Area. That is over four times more guests than stayed on Airbnb in the Phoenix area for the Super Bowl in 2015, and 75 times more guests than stayed on Airbnb in the Indianapolis area for the Super Bowl in 2012.



¹ *The Economist*. "Buffet's Revenge," January 9, 2016.

Cities close to Levi’s Stadium (like San Jose and Santa Clara) will see three times as many Airbnb guests as the same weekend last year. And many of these guests wouldn’t have otherwise traveled – 35% of the people who travel on Airbnb say they would have stayed home or wouldn’t have stayed as long but for Airbnb.

Guests from over 100 different countries will stay in an Airbnb in the Bay Area, and we project significant spikes in the percentage of guests from major media hubs like New York, Boston, Washington D.C., and Atlanta. We also project a significant increase in the percentage of guests from London, UK, and Toronto, CA, which could be a sign of the NFL’s recent efforts to expand in those cities.

Making the Super Bowl Affordable for Visitors

Airbnb also democratizes travel. For people who want to attend the Super Bowl without breaking the bank, Airbnb offers an affordable way to stay in the Bay Area. For reservations spanning Super Bowl weekend, the average price of Airbnb bookings is \$225 per night across the entire region. These rates are especially reasonable when compared with hotel figures released by Priceline².

City / Area	Average price per night of Airbnb Super Bowl bookings	Price range per night of 2-star hotels	Price range per night of 3-star hotels
Greater SF, Silicon Valley, & South Bay region	\$225	\$216 to \$599	\$329 to \$1,199
San Francisco only	\$211	\$65 to \$746	\$145 to \$899

² <http://www.nbcnews.com/business/consumer/want-go-super-bowl-here-s-what-it-ll-cost-n503331>

Helping Bay Area Cities Accommodate More Visitors

Airbnb is an important way for cities and towns to expand their ability to host major events. Hundreds of thousands of visitors are expected to visit the San Francisco, Silicon Valley and South Bay area for Super Bowl 50, but the region has only roughly 35,000 hotel rooms. Airbnb hosts and their listings add much-needed capacity for cities that are expecting an influx of visitors.

A recent analysis by the *Economist* noted that during events like the Super Bowl, Airbnb provides cities with a way to quickly and efficiently increase their visitor capacity without making expensive investments³. And at a time when cities across the U.S. are working hard to stretch every dollar, this is an especially cost-effective way for cities to gain the benefits of event tourism without many of the significant overhead costs.

Overall, during Super Bowl weekend Airbnb guests will be staying in over 4,000 different listings spread across more than 40 different cities or municipalities, from San Francisco to the Peninsula and throughout the South Bay. And many of these guests will stay in areas and neighborhoods that don't typically see significant tourism revenue during major events. In most cities, over 75 percent of Airbnb listings are outside the main hotel districts.

During Super Bowl weekend, thousands of Airbnb guests will be staying with hosts in San Francisco, but also hundreds of guests will stay with hosts in cities like Cupertino, Santa Clara, Sunnyvale, Daly City, East Palo Alto, and Menlo Park.

³ *The Economist*. "Buffet's Revenge," January 9, 2016.

Airbnb Hosts Making Valuable Income

Across the region, hosts will make significant income from their Super Bowl reservations. Most Airbnb hosts share the home in which they live and use the money they earn to get by. 47 percent of Airbnb hosts say hosting helps them pay their bills, and 50 percent of Airbnb hosts are low or middle income. The average Airbnb reservation spanning Super Bowl weekend will be for nearly 6 nights. A sample of typical host income from Super Bowl reservations in several cities shows the kind of valuable income that some hosts will make:



At a time when economic inequality is one of the biggest challenges facing U.S. cities, this income can be a valuable financial lifeline for families. According to a report by former White House National Economic Advisor and Director of the National Economic Council

Gene Sperling, the typical middle-income host in the United States can earn the equivalent of a 14 percent annual raise sharing the home in which they live. The report also noted that the majority of Airbnb hosts are working families who rent out their primary residence.

Football Fans from across the Country

Many of the guests traveling to the region will be football fans supporting their team. When the Broncos and Panthers emerged from the playoffs to reach the Super Bowl, fans from the Rockies and the Carolinas experienced the thrill of victory. We looked at data published by Facebook that tracks where each NFL team's fans are from and combined it with patterns from Airbnb's booking data⁴. Based on this, we expect that in the region, Broncos fans will outnumber Panthers fans at a rate of nearly two to one during Super Bowl weekend.

Conversely, for fans from other parts of the country, the NFL playoffs brought the agony of defeat. Cancellations by Airbnb guests are very rare, but once a team lost in the playoffs, we did see a higher cancellation rate than normal by guests from that team's city. The largest spike in cancellations was by Seahawks fans. Our data shows that many guests from Seattle and Portland had booked Super Bowl accommodations in the advance of the playoffs – but we saw a 4x spike above normal in cancellations from these areas in the days after the Seahawks lost to the Panthers.

Patriots fans, meanwhile, had been less optimistic about reaching the Super Bowl. Before the conference championship games, our numbers showed that fans from Boston had booked Super Bowl

⁴ <https://www.facebook.com/notes/facebook-data-science/nfl-fans-on-facebook/10151298370823859/>

accommodations at a lower rate than fans from Phoenix, Charlotte, or Denver.

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Eight years after our founders welcomed the first Airbnb guests to San Francisco, the Airbnb community is excited to welcome thousands more for this year's Super Bowl. We're proud that Airbnb has grown from a single three-bedroom apartment into a global platform that creates tens of millions of dollars in economic activity. And we look forward to working with cities around the globe as they welcome visitors for major events – in fact, Airbnb has been named the Official Alternative Accommodations Provider for the 2016 Rio Olympics. We believe this is just the beginning, and going forward, Airbnb will become an integral part of how cities can play host to Super Bowls, Olympics, and more.