

HIRSH JAIN/BAPDA BIENNIAL MEETING/NOV. 4, 2016

Opportunities in the Sharing Economy



Agenda

1. Introduction to Airbnb
2. Living Like a Local - Tourism 2.0
3. Challenges to be Addressed
4. Opportunity for Collaboration

Introduction to Airbnb



WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

How It Works

Show apps

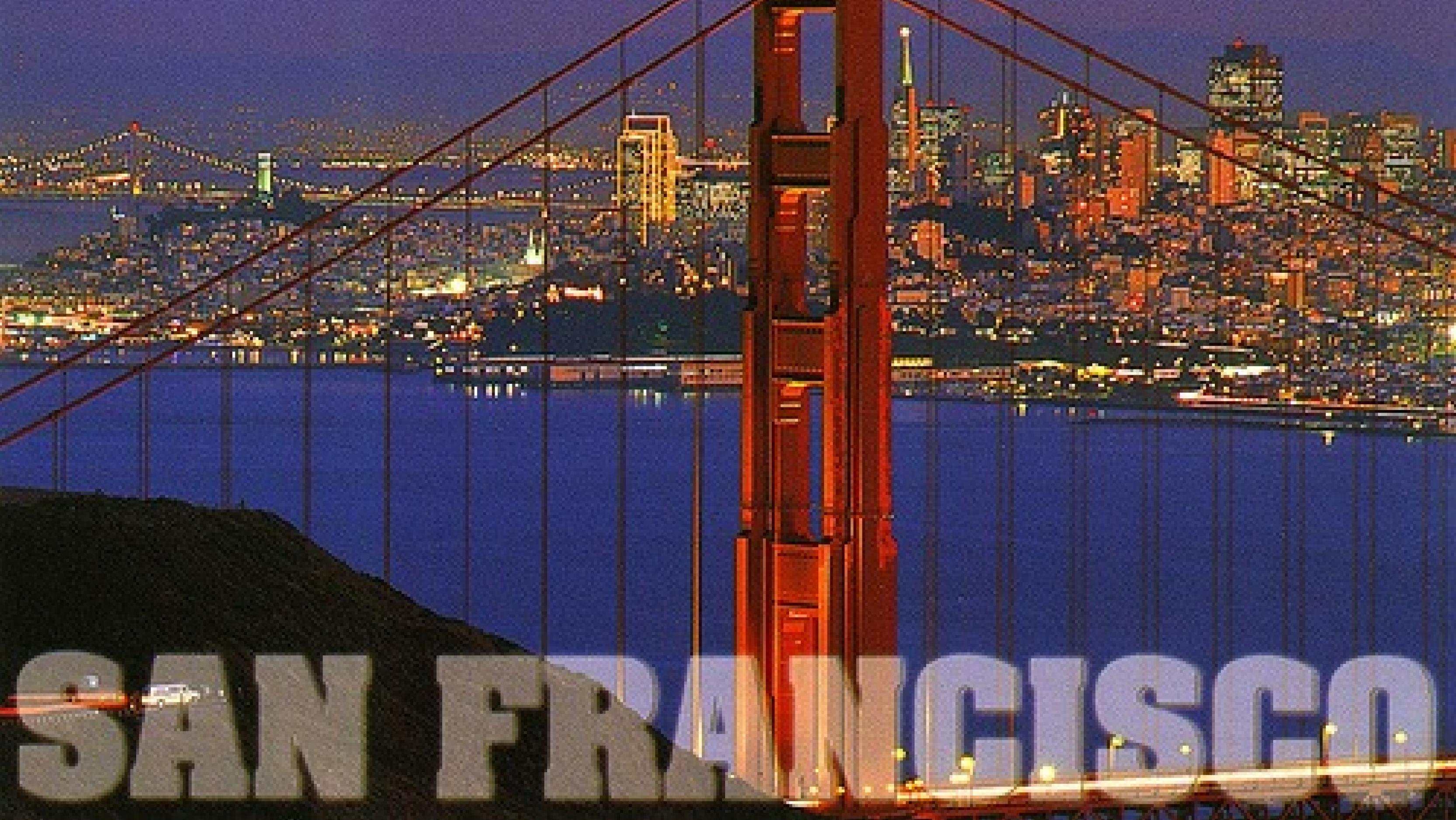
Thailand	Check In	Check Out	1 Guest	Search
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Just for the weekend

Discover new, inspiring places close to home.







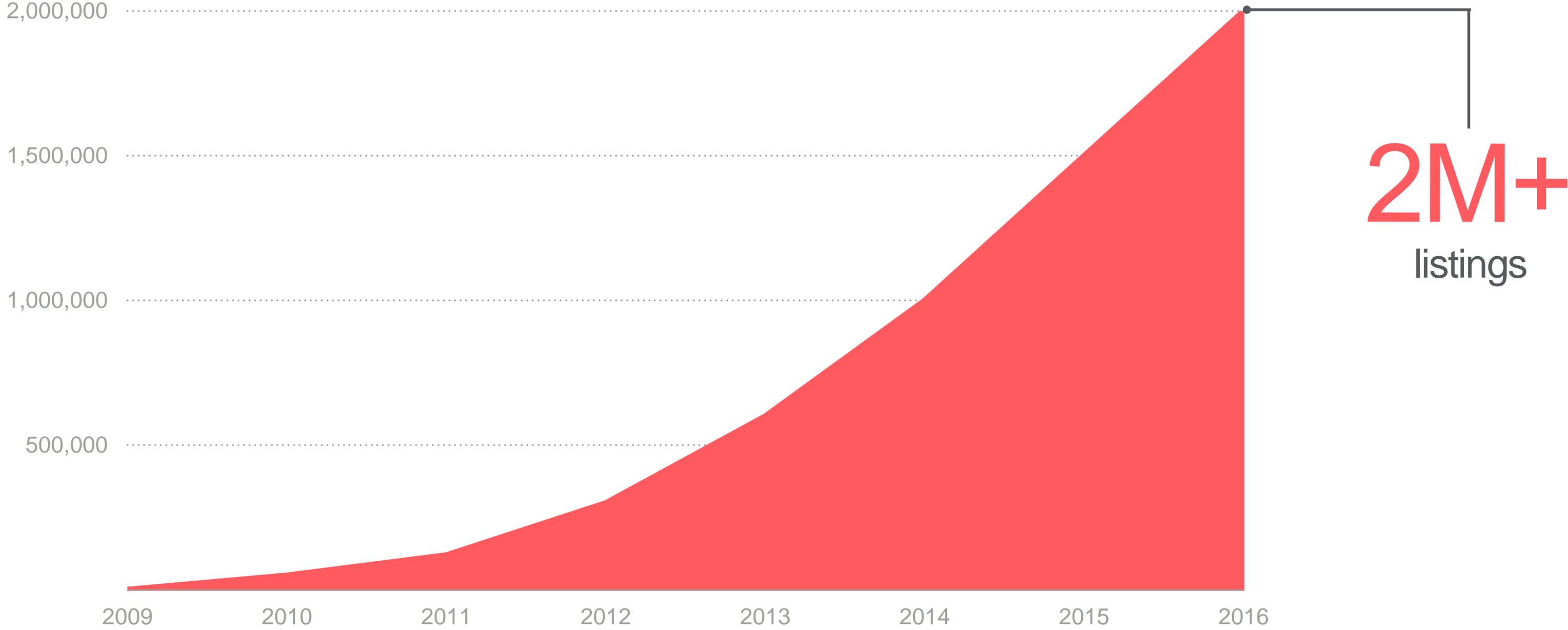
SAN FRANCISCO





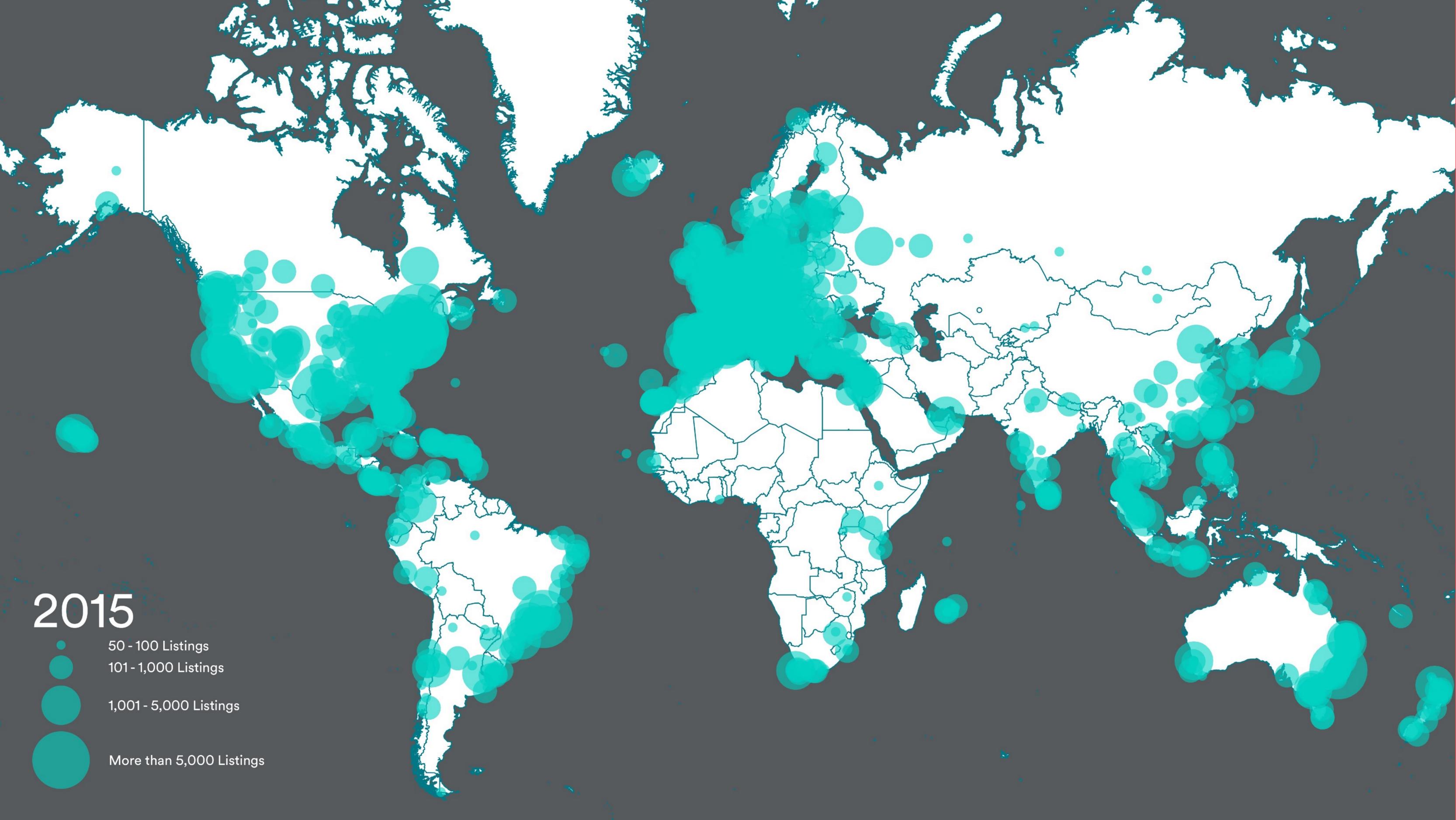


CUMULATIVE TOTAL LISTINGS ON AIRBNB



2015

-  50 - 100 Listings
-  101 - 1,000 Listings
-  1,001 - 5,000 Listings
-  More than 5,000 Listings



Living Like a Local

To date, tens of millions of travelers have chosen Airbnb to experience cities not as tourists, but as locals.

79%

of travelers want to explore a specific neighborhood

91%

of travelers want to "live like a local"

74%

of Airbnb properties are outside the main hotel districts

Airbnb travelers stay longer and spend more in diverse neighborhoods throughout the city.

Airbnb guests stay

2.1x

longer than typical visitors

Airbnb guests spend

1.8x

more than typical visitors

42%

of guest spending is in the neighborhoods where they stayed

The following data reflect learnings from impact studies and surveys in San Francisco, New York, Paris, Amsterdam, Berlin, Barcelona, London, Edinburgh, Sydney, Portland, Montreal, Los Angeles, Boston and Athens.

Hundreds of thousands of hosts worldwide have welcomed travelers into their homes. Hosting helps them make ends meet.

52%

are low to moderate income

53%

say that hosting helped them stay in their homes

81%

of hosts share the home in which they live

48%

of host income is used to pay for regular household expenses like rent and groceries



The Airbnb community benefits local economies across the world by supporting residents and local businesses, and encouraging cultural exchange.

A top-down view of a rustic wooden dining table. In the center, a whole roasted chicken sits on a round wooden cutting board with a knife. To the right, a loaf of bread and a wedge of cheese are on another wooden board with a knife. In the foreground, a white plate with a blue rim is filled with cherry tomatoes on the vine. The table is also set with white plates, red and white checkered napkins, and clear glass water glasses. The text "Over 90% of Airbnb Hosts encourage their guests to visit local businesses" is overlaid in white on the table.

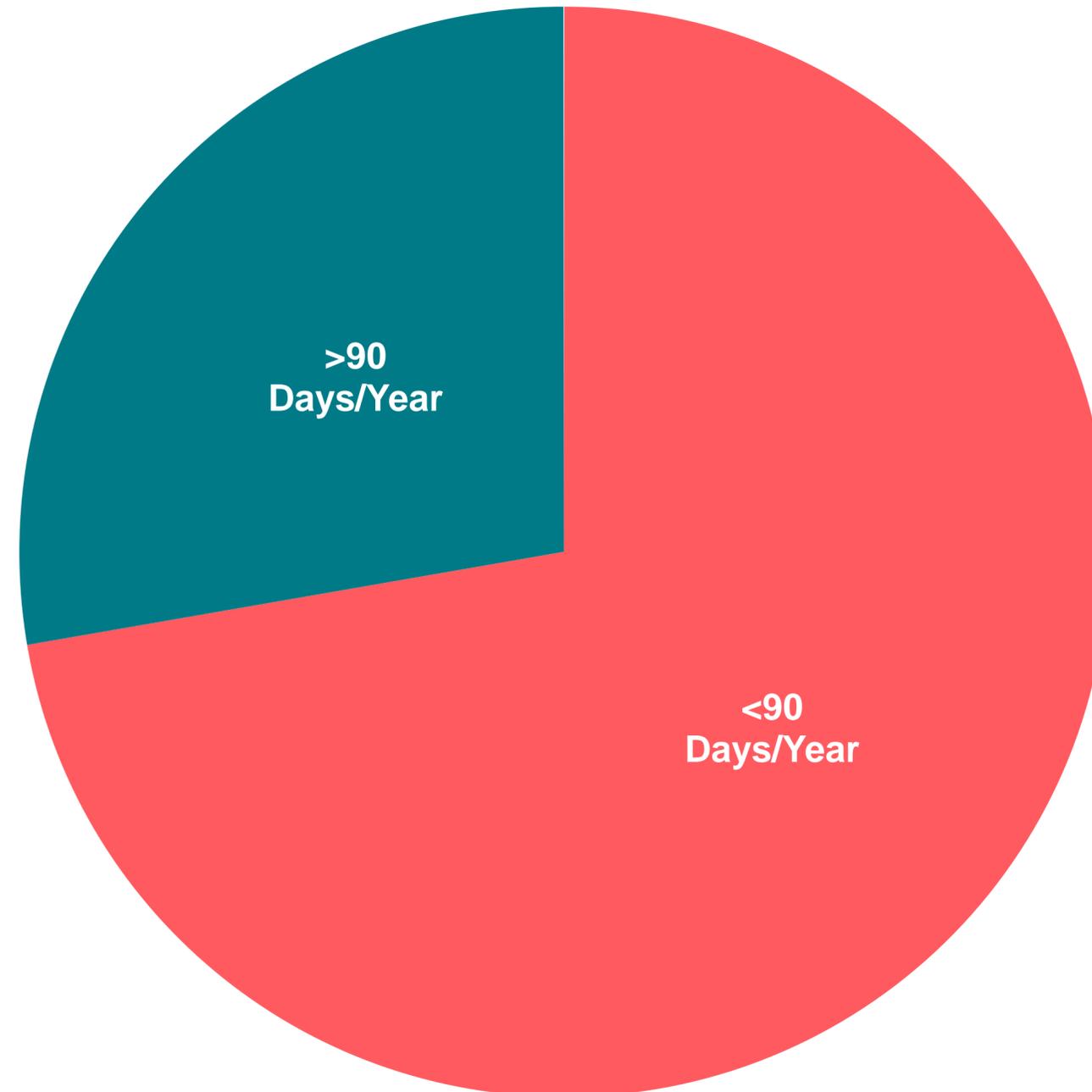
Over 90% of Airbnb Hosts encourage their guests to visit local businesses

\$5,950

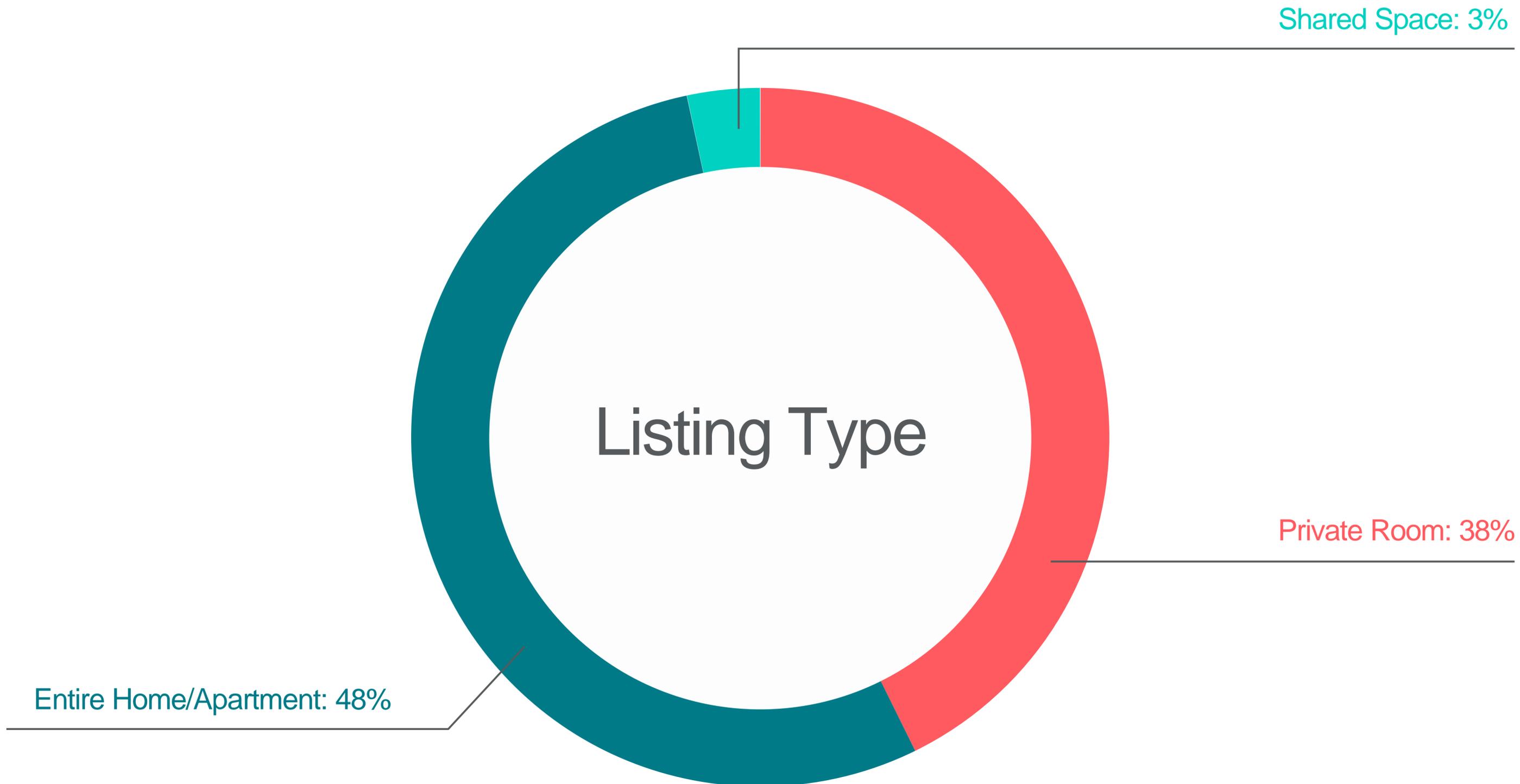
Average Annual Income for Hosts
in the East Bay.

Typical Hosting Frequency

In Berkeley and Oakland, nearly 75% of hosts are booked for less than 90 days year.



Listing Type



Entire Home/Apartment: 48%

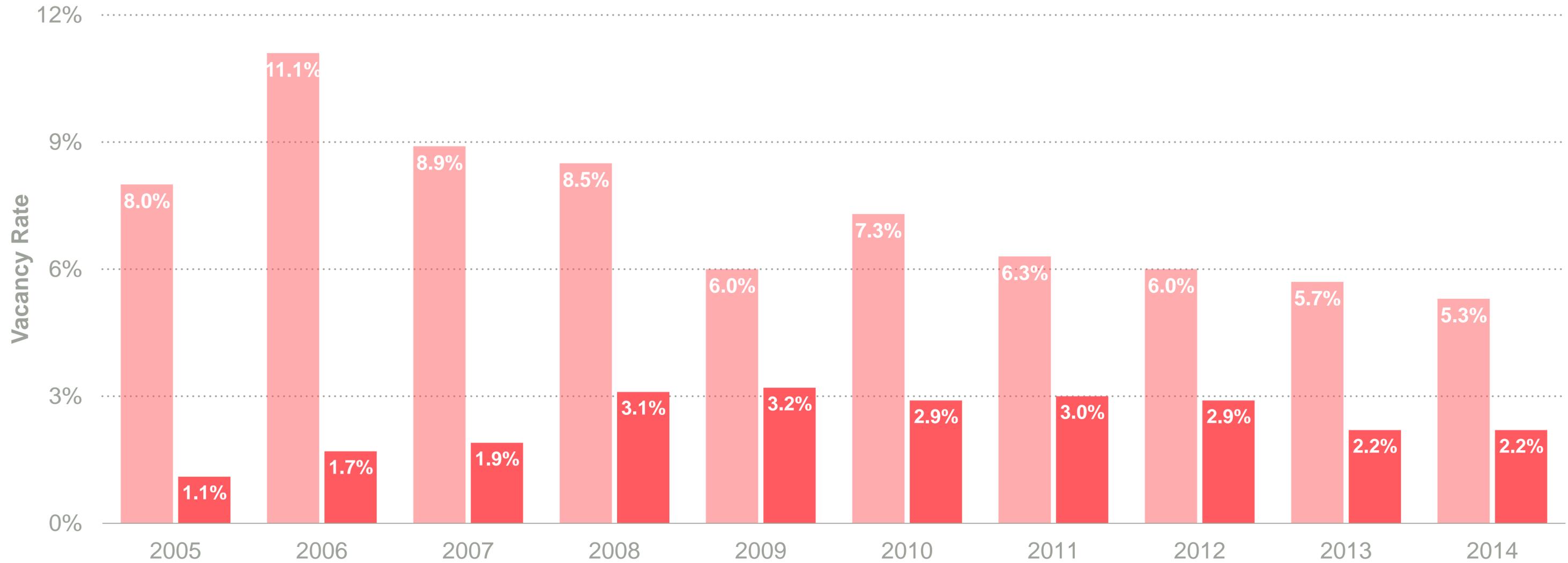
Shared Space: 3%

Private Room: 38%

Impact of Airbnb to Housing Vacancy Rates

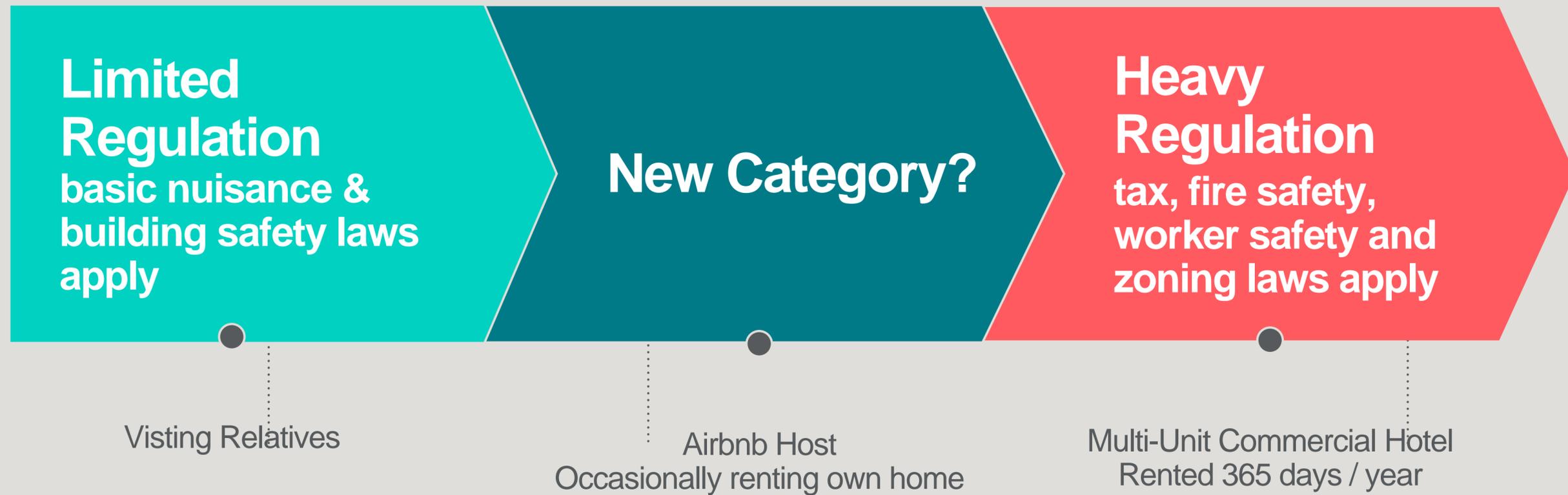
Data suggests Airbnb's growth has not significantly impacted Oakland's long-term housing stock, as it has remained relatively stable.

Oakland Vacancy Rates Over Time



Challenges to Be Addressed

A new regulatory model for a new category?



Home Sharing is Good for Business

Clear, fair rules for home sharing
Streamlining tax collection

Understanding local home sharing activity

Equal access

Respecting rules of local communities

Economic development

Regulatory Issues

Taxation

Primary vs. Secondary Homes

Limit on the Number of Nights

Health/Safety

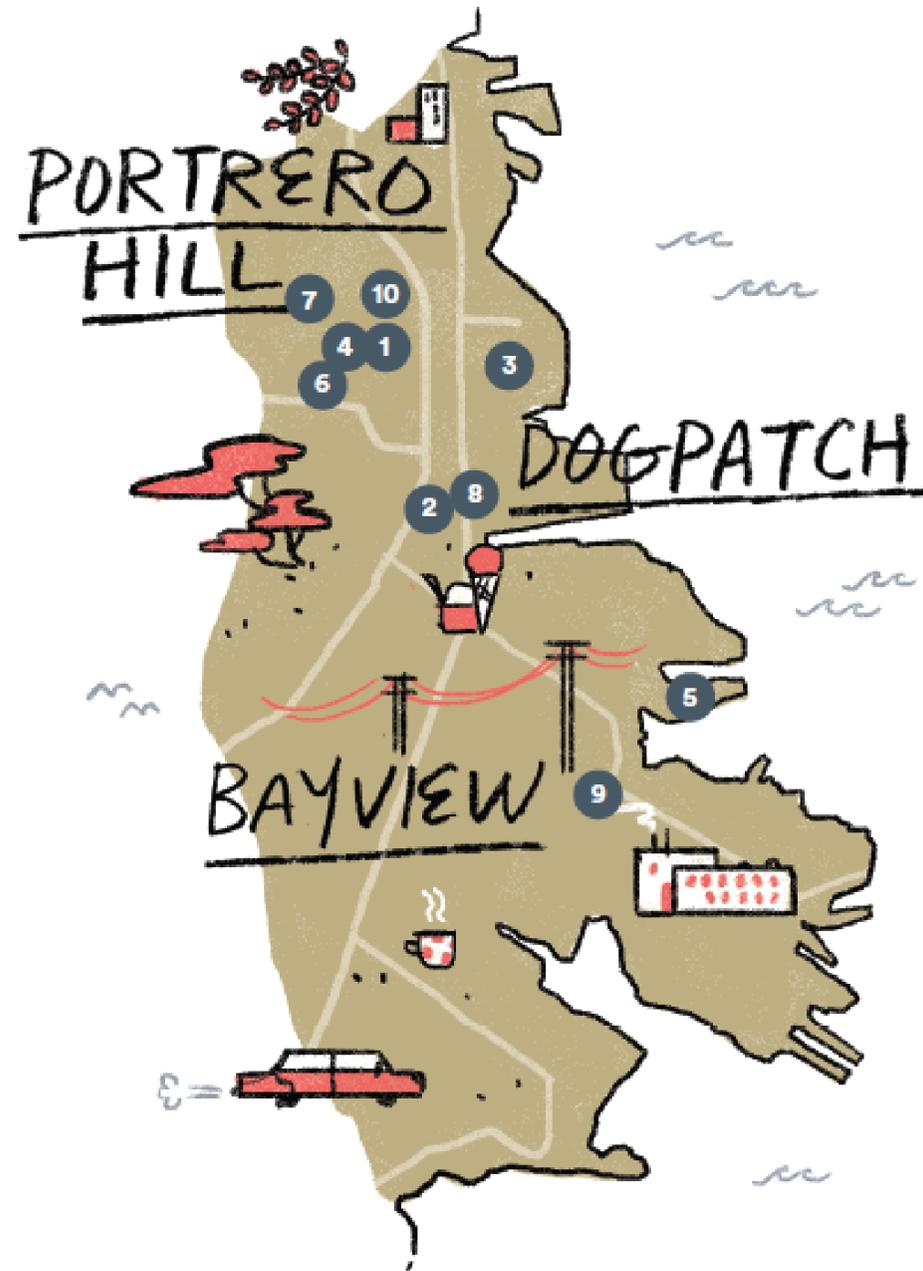
Working Together

Short Term Rental Laws - Best Practices

- **Chicago, IL :** In June 2016 law adopted allowing people to share their homes on a short-term basis in every neighborhood, ward and zone. No cap on frequency but only up to 25% of units in multi-family buildings can be rented. Streamlined, one-stop online registration system. 4% tax to fund services for the homeless.
- **New Orleans, LA:** An October 2016 law allows hosted rentals without limitation, restricts unhosted rentals to 90 days a year, and bans rentals in the French Quarter. Streamlined, one-stop online registration.
- **Philadelphia, PA:** A June 2015 law allows anyone to rent their home up to 90 days without a permit. Once you hit threshold, primary residents can and must obtain a permit and can STR up to 180 days. STR must remain a residence with guest lodging a secondary use.
- **San Jose, CA:** In December 2014 adopted new regulations allowing primary residents in all residential and mixed-use zoning districts to host for up to 180 days if they are not physically present during the rental ('unhosted') or without limitation if they share a portion of their residence while they are physically present ('hosted').

Promoting the Destination

San Francisco's Local List was co-created with local hosts and the tourism bureau.



POTRERO HILL / BAYVIEW / DOGPATCH



- 1**
COZIEST COFFEE SHOP
Farley's
1315 18th St
farleyscoffee.com



- 2**
BEST PHOTO OP
Starr King Open Space
1215 Carolina St
starrkingopenspace.org



- 3**
FRESH AND LOCAL
Olivier's Butchery
1074 Illinois St
oliviersbutchery.com



- 4**
ONLY IN SAN FRANCISCO
Collage Gallery
1345 18th St
collage-gallery.com



- 5**
FAVORITE OUTDOOR SPOTS
Heron's Head Park
32 Jennings St
sf-port.org



- 6**
BEST BURRITO
Papito
317 Connecticut St
papitosf.com



- 7**
CRAFTIEST COCKTAILS AND BREWS
Anchor Brewing Company
1705 Mariposa St
anchorbrewing.com



- 8**
LEND A HAND
SF and Marin Food Bank
900 Pennsylvania Ave
sfmfoodbank.org



- 9**
CLASSIC SF RESTAURANT
Old Skool Cafe
1429 Mendell St
oldskoolcafe.org



- 10**
CULTURE FIX
Bottom of the Hill
1233 17th St
bottomofthehill.com

Working Together

It is estimated that Super Bowl 50 generated more than \$21 million in economic activity in San Francisco, Silicon Valley and the South Bay during the Super Bowl festivities.

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



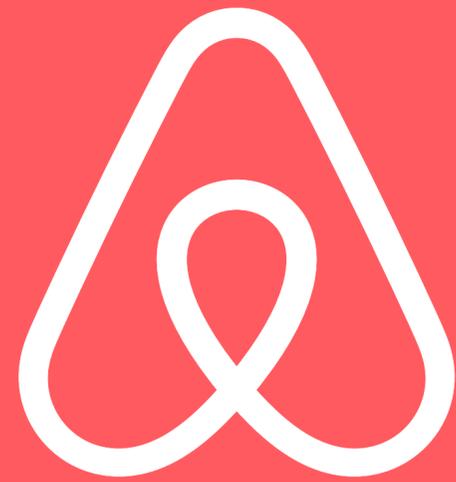
Neighborhood Tourism Tips

Tourism is big business in your neighborhood. Find out how you can connect with Airbnb's tourism economy to benefit your own business.

Connecting Tourism to Neighborhoods

Our Brooklyn Neighborhood Tourism Initiative was co-created with the Chamber of Commerce to promote diverse neighborhoods.





airbnb