

Inside Airbnb

insideairbnb.com

Murray Cox, Founder

murray@murraycox.com

@murrayscox

@insideairbnb



Inside Airbnb: Airbnb and (Racial) Gentrification

Murray Cox, Founder
murray@murraycox.com

@murrayscox
@insideairbnb

GENTRIFICATION & HOUSING

Fighting Gentrification While Creating Vibrant Communities

Inside Airbnb: Airbnb and (Racial) Gentrification

- Impact on Housing
- City Resistance
- Airbnb as a (Racial) Gentrification tool
- Civic Resistance

IMPACT ON HOUSING

Short Changing New York City

The impact of Airbnb on New York City's housing market



June 2016

Prepared by BJH Advisors LLC

For Housing Conservation Coordinators Inc.
MFY Legal Services Inc.

**8,058 “Impact Listings”
which would increase
the rental market by
10% if they were made
available**

Short Changing New York City
*MFY Legal Services, Housing Conservation
Coordinators*
June 2016



The High Cost of
Short-Term Rentals
in New York City

David Wachsmuth
David Chaney
Danielle Kerrigan
Andrea Shillola
Robin Basalaev-Binder

January 30, 2018



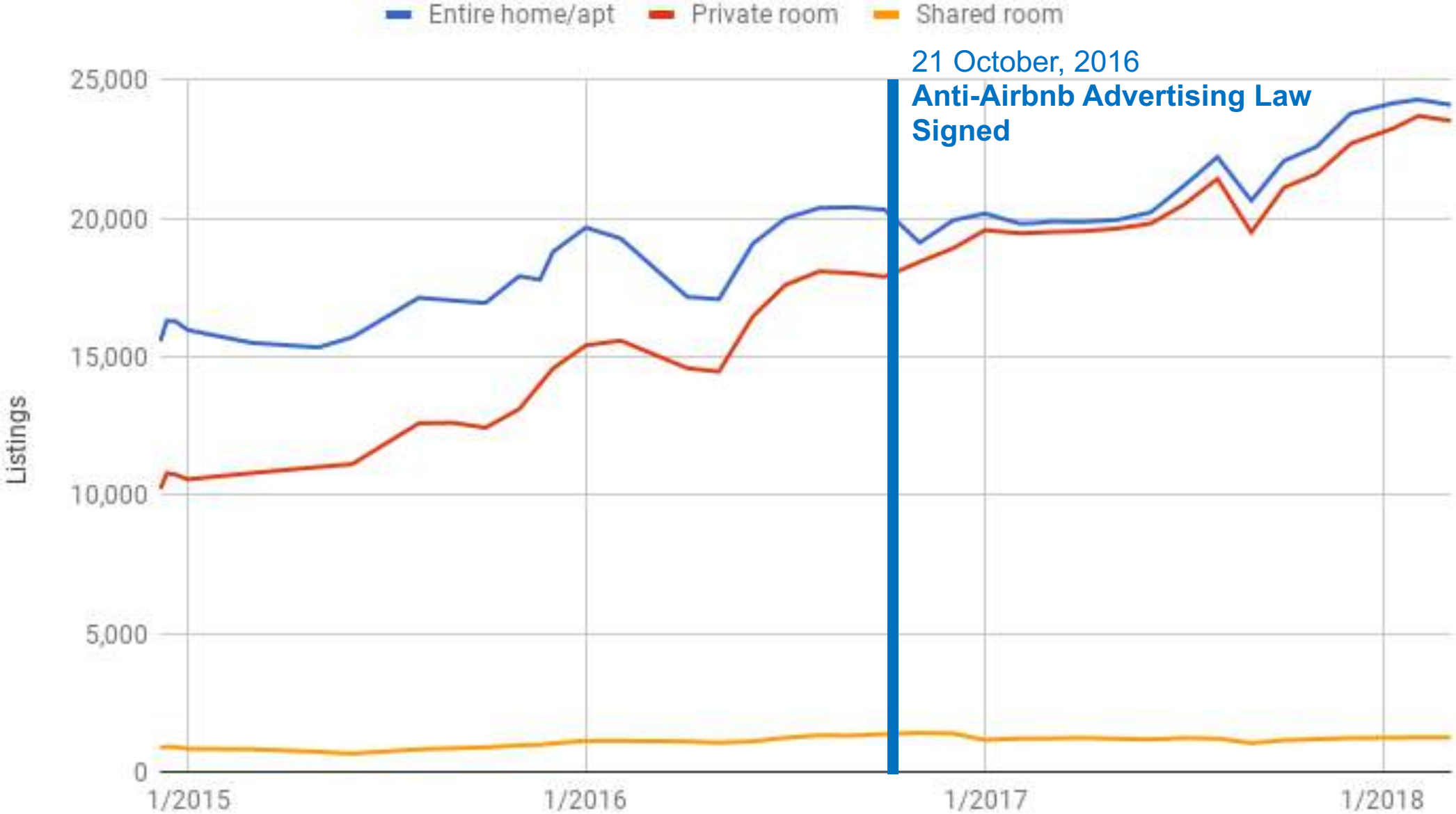
A report from the
Urban Politics and Governance research group
School of Urban Planning
McGill University

13,500 units of lost
housing
\$380 more in rent (p.a.)

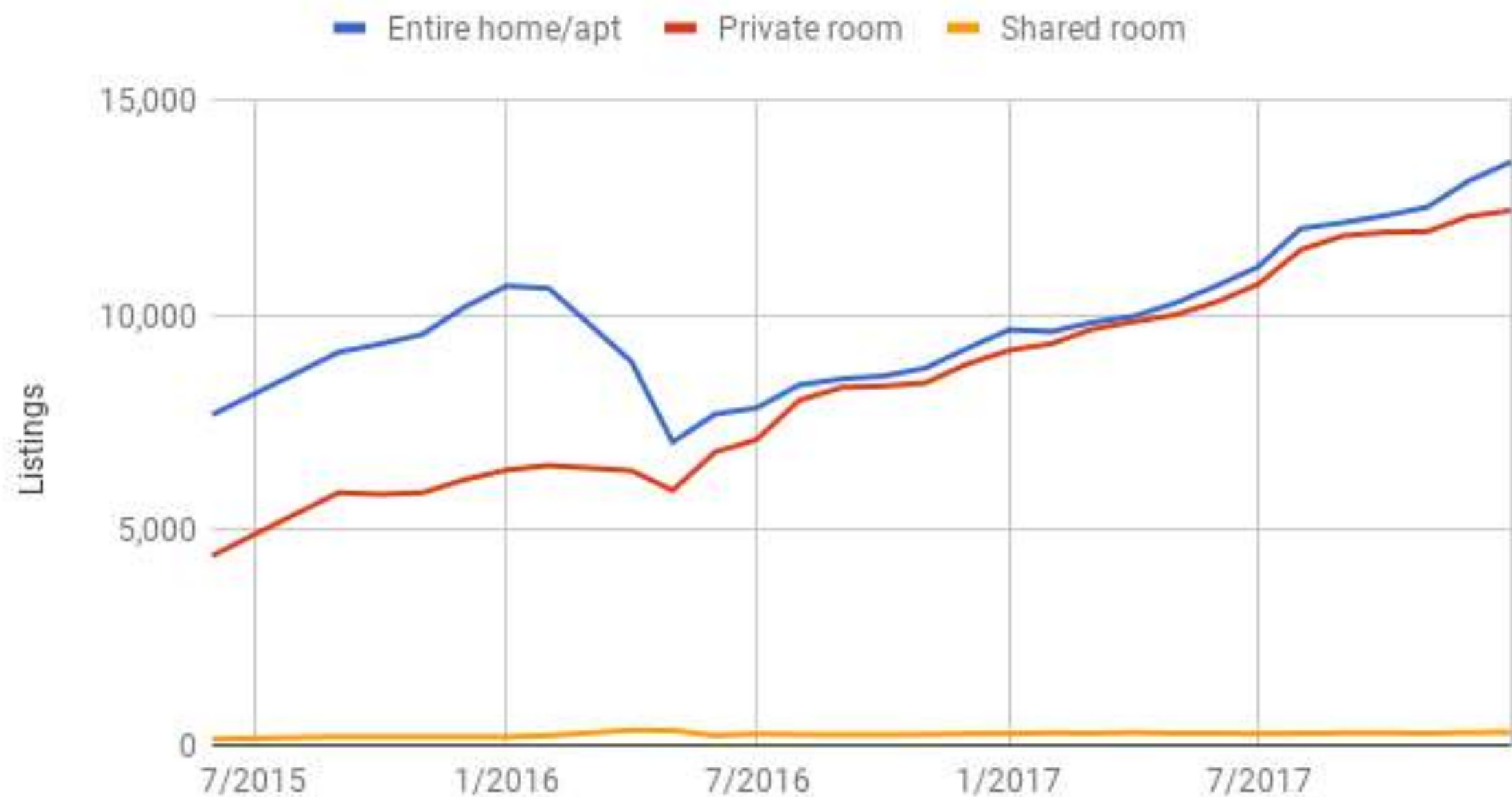
The High Cost of Short-Term Rentals
in New York City
– *School of Urban Planning, McGill University*
January 2018

CITY RESISTANCE

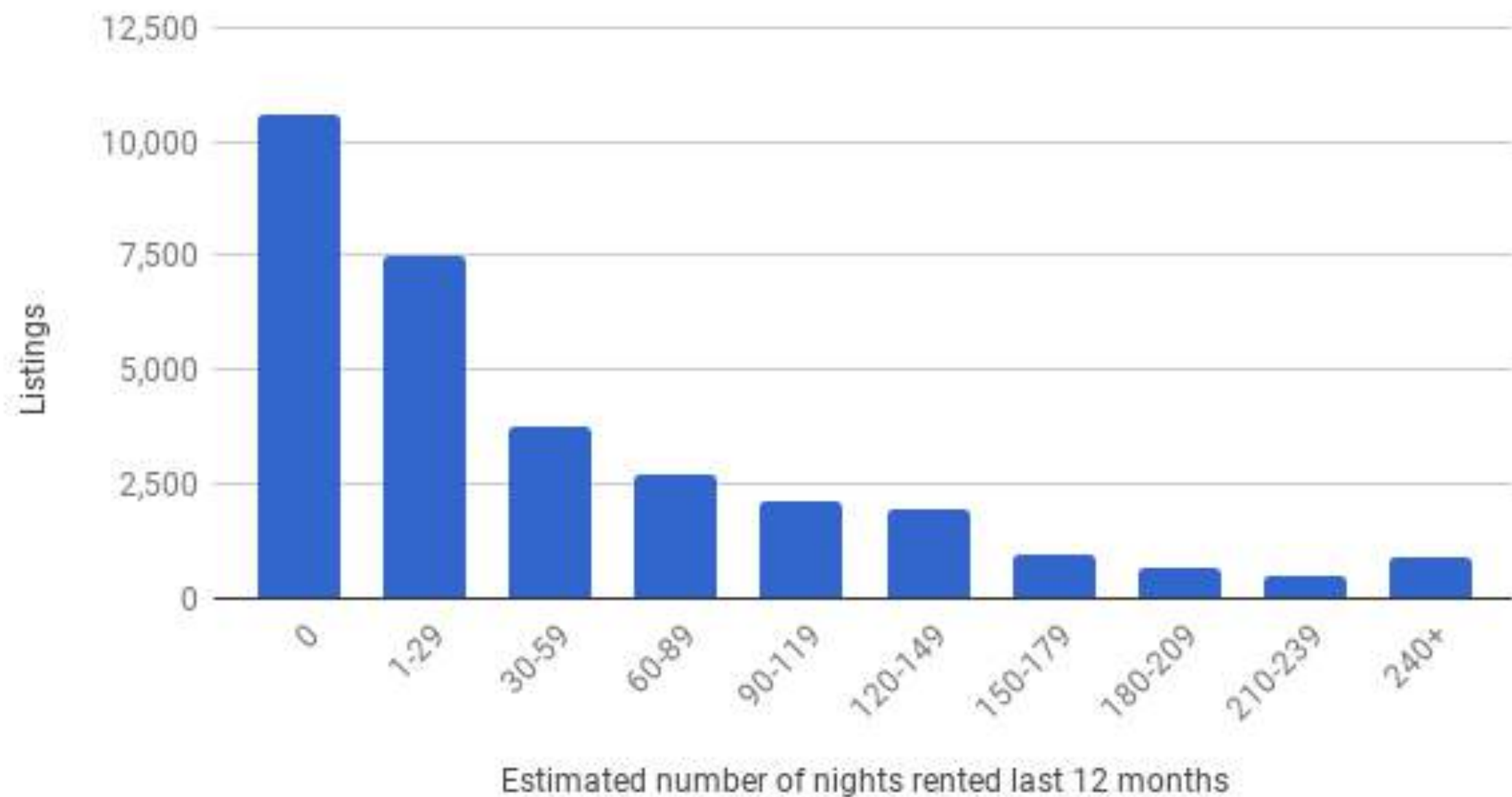
NYC: The trend continues despite "Entire Home Ban"



Berlin: Ineffective Entire Home Ban



London: Occupancy of Entire Homes. 90 Day Cap?



Alex Dagg liked



DYK? Airbnb is the only platform that voluntarily works with London to ensure homes are shared responsibly. Read more from @Airbnb COO Belinda Johnson on her meeting with @MayorofLondon Sadiq Khan:



Tweet your reply

Inside Airbnb: London

January, 2018

Listings	61,003
Entire homes/ apartments	31,545 (52%)
Multiple-listings	12,368 (39%)
Rented > 90 nights	6,970
Multiple-listing or Rented > 90 nights	16,056

San Francisco: The effect of enforceable and accountable regulations



San Francisco Regulations

- City Issued Permit (with pass-through registration from platforms)
- Platform **must** display permit # (US\$1,000/listing/day fine)
- Only one permit per housing unit
- Proof of primary residency, permission from landlord
- 90 day yearly cap for unhosted stays
- Host must provide quarterly reports
- Notifications to landlord, building, neighbours
- City can issue administrative subpoenas

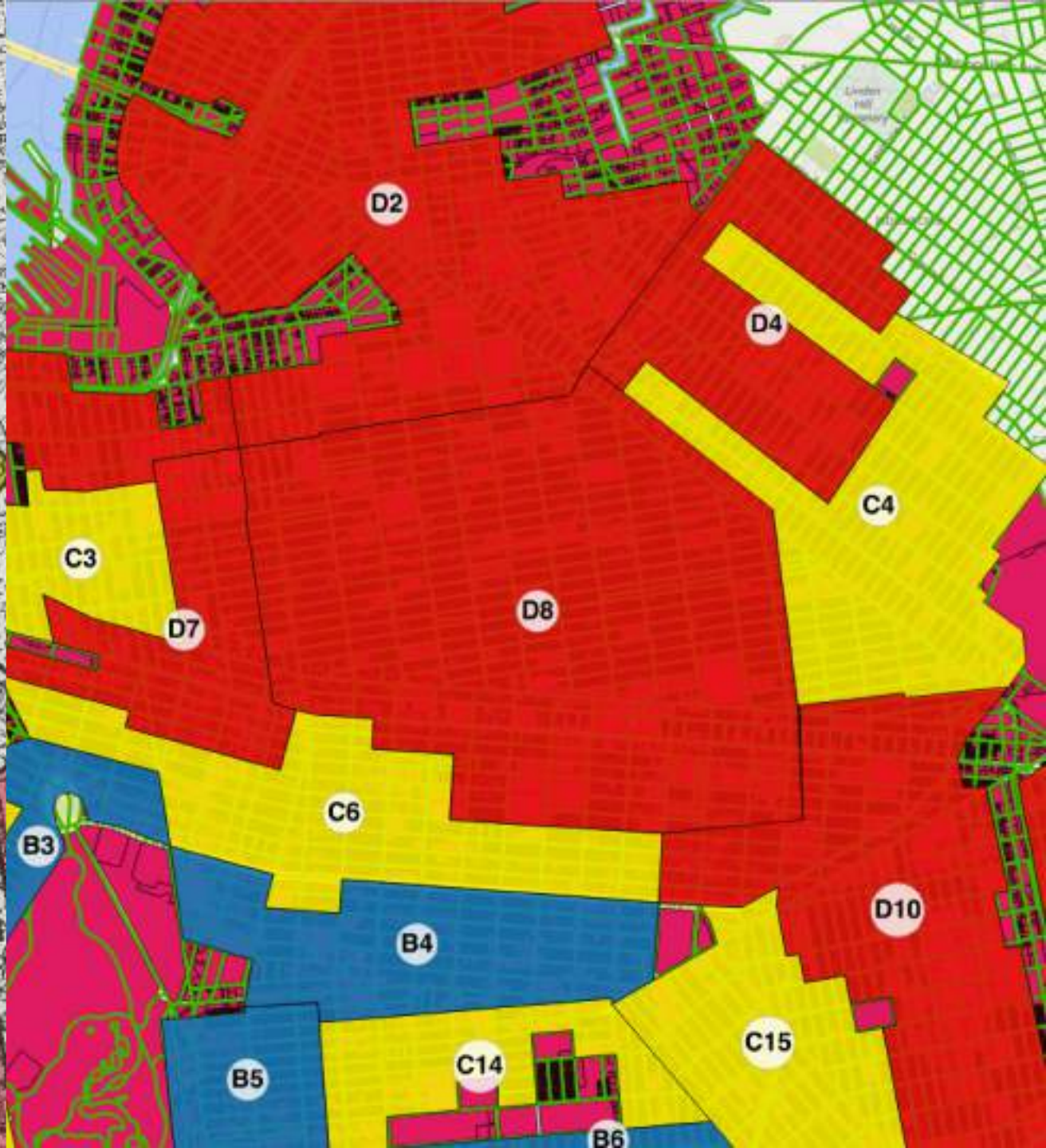
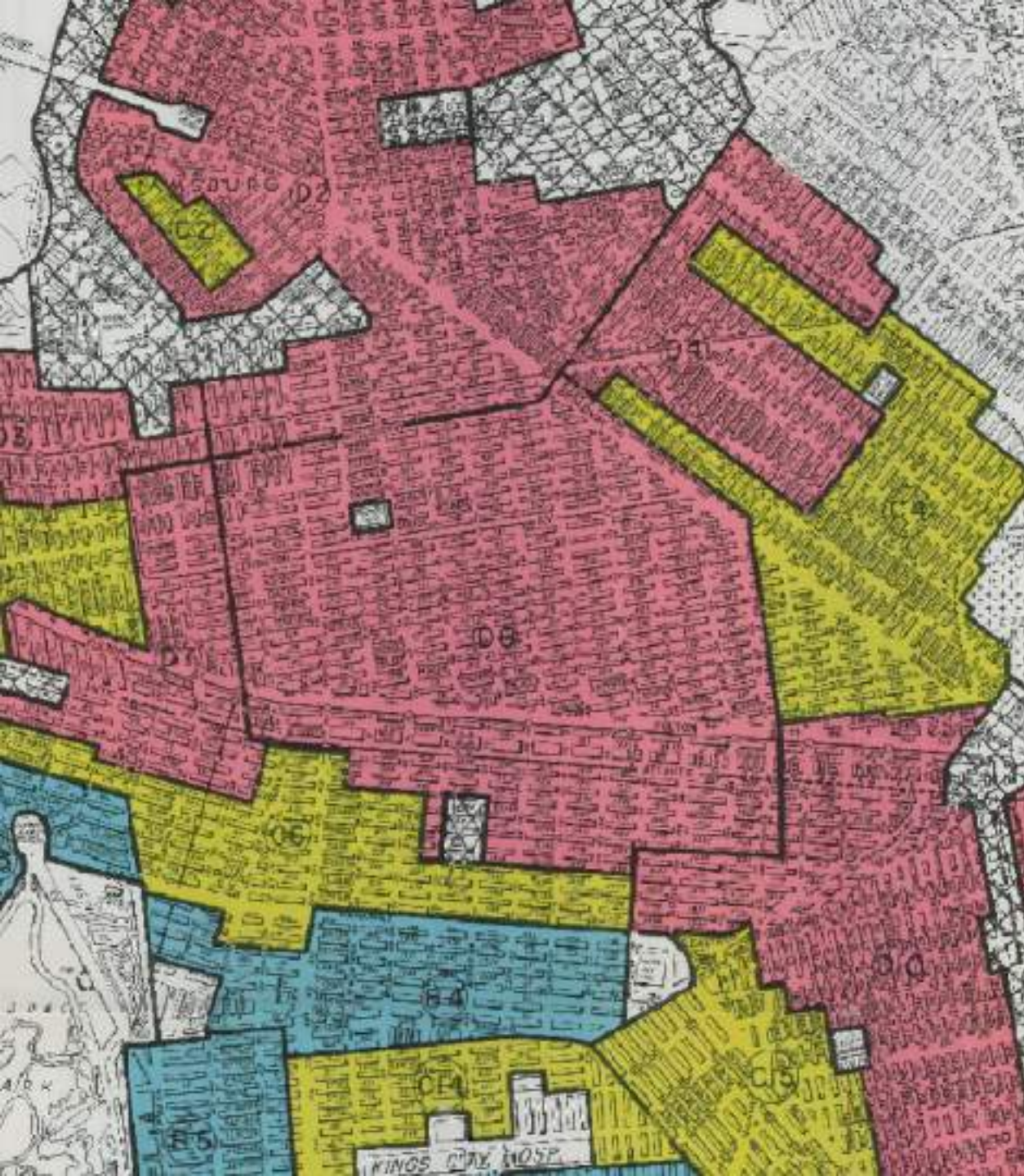
San Francisco Regulations

- ➔ ■ City Issued Permit (with pass-through registration from platforms)
- ➔ ■ Platform **must** display permit # (US\$1,000/listing/day fine)
- Only one permit per housing unit
- Proof of primary residency, permission from landlord
- 90 day yearly cap for unhosted stays
- ➔ ■ Host must provide quarterly reports
- Notifications to landlord, building, neighbours
- ➔ ■ City can issue administrative subpoenas

Regulations **MUST** be:

- **Measurable**
- **Enforceable**
- **Transparent**
- **Accountable**

AIRBNB AS A (RACIAL) GENTRIFICATION TOOL



Racial Changes in Bedford-Stuyvesant 2000 - 2010

Sources: U.S. Census Bureau: 2000/2010 Decennial Census; OpenStreetMap



This map shows that in most of Bedford-Stuyvesant, the black population is decreasing - only in a few small areas, the black population is increasing.

In the western part of Bedford-Stuyvesant, there is the biggest decrease in the black population.

We can see an increase in the black population in a few areas along Fulton St, Broadway and north Bedford-Stuyvesant.

In the areas where there was a large decrease in the black population, it was closer to Manhattan (so people could be closer to their job) and closer to public transport like the subway. The areas where there was an increase in the black population were mainly in areas with public housing.

This map tells us that there are racial changes associated with gentrification, not just class changes.

The picture that the map shows matches my our experience of racial changes in the neighborhood.

We think everyone should get a chance to live where they want.

*Kiyari Jaundoo, 11 years old
Tristan Singeltary, 7 years old*

SUPPORTING NEW YORKERS

In the wake of Superstorm Sandy, over 1,400 Airbnb hosts like Shell opened up their homes for free or at a deep discount to fellow New Yorkers displaced by the storm. Learn more about their stories.



PLAY THE VIDEO



FACT:

There are far too few Airbnb listings in NYC to have a significant effect on housing prices.



3 Million +
NYC Households



25,000
Airbnb Listings



Real **New Yorkers agree:
Airbnb is ^{NOT} great
for New York City**

Real Airbnb provides supplemental income for tens of thousands of New Yorkers. It *helps* the local businesses in the neighborhoods *strengthen* our communities. Airbnb is *great* for NYC.

*New Yorkers hate
airbnb*
~~airbnb~~



Join the movement. Visit AirbnbNYC.com



Airbnb in the city

From the Office of:

New York State Attorney General

Eric T. Schneiderman

October 2014

Most Private Short-Term Rentals Booked in New York City Violated the Law.

Comparing the addresses associated with the Reviewed Transactions to a database of New York City buildings suggests that 72% of unique units used as private short-term rentals on Airbnb during the Review Period involved the rental of an 'entire/home apartment' for less than 30 days in either (1) a "Class A" multiple dwelling or (2) a non-residential building.⁴ These rentals would respectively violate the MDL (which prohibits such rentals in "Class A" buildings) or the New York City Administrative Code (which prohibits the use of non-residential buildings for housing). See Appendix A.

As depicted in Figure 3 below, the 300,891 reservations that appear to violate the building use and zoning laws yielded approximately \$304 million for hosts during the Review Period. Airbnb itself earned almost \$40 million in fees from these transactions. This represents approximately two out of every three dollars Airbnb received in connection with the Reviewed Transactions.

Figure 3: Most Private Short-Term Rentals on Airbnb Appear to Violate New York Law

(Source: Airbnb Data, 2010-2014, compiled with PLUJTC)

72%

Percent of unique units rented in apparent violation of the MDL or NYC Administrative Code.

Revenue:	\$304 Million
Reservations:	300,891
Units:	25,532
Hosts:	20,835



The above numbers likely understate the degree to which private short-term rentals posted on Airbnb during the Review Period may have violated the law. For purposes of this calculation, the report assumes that all reservations identified as a "private room" (as distinct from an "entire home/apartment") complied with the MDL, regardless of whether they were located in a "Class A" building. In fact, "private room" rentals in "Class A" buildings shorter than 30 days would comply with the MDL only where the host or another permanent resident remained in the unit during the guest's stay.

⁴ Specifically, the MDL permits rentals shorter than 30 days in hotels and "Class B" buildings, primarily one- and two-family homes. This analysis therefore assumes that rentals in residential buildings comply with the MDL where they are designated in the Department of Buildings separate classification system as Class A ("One Family Dwelling"), B ("Two Family Dwelling"), H (Hotels), S3 ("Primarily One Family with Two Stores or Offices"), S1 ("Primarily One Family with Store or Office"), or S2 ("Primarily Two Family with Store or Office"). The MDL also permits sublets of apartments for 30 days or more.

airbnb

in

NY


#2: Upper West Side
1,276 Listings

#3: Hell's Kitchen
1,119 Listings

#5: Harlem
978 Listings

#1 Williamsburg
1,694 Listings

#4: Bedford-Stuyvesant
1,024 Listings

The five biggest neighborhoods for Airbnb are in parts of Brooklyn and Manhattan with few hotels. Skift / 

New York Airbnb Listings (August 2014)

Imported at Sun Sep 21 18:08:54 PDT 2014 from survey_40.kml

Tom Slee, 2014 - Edited on 2014 September 21

File Edit Tools Help

Map -

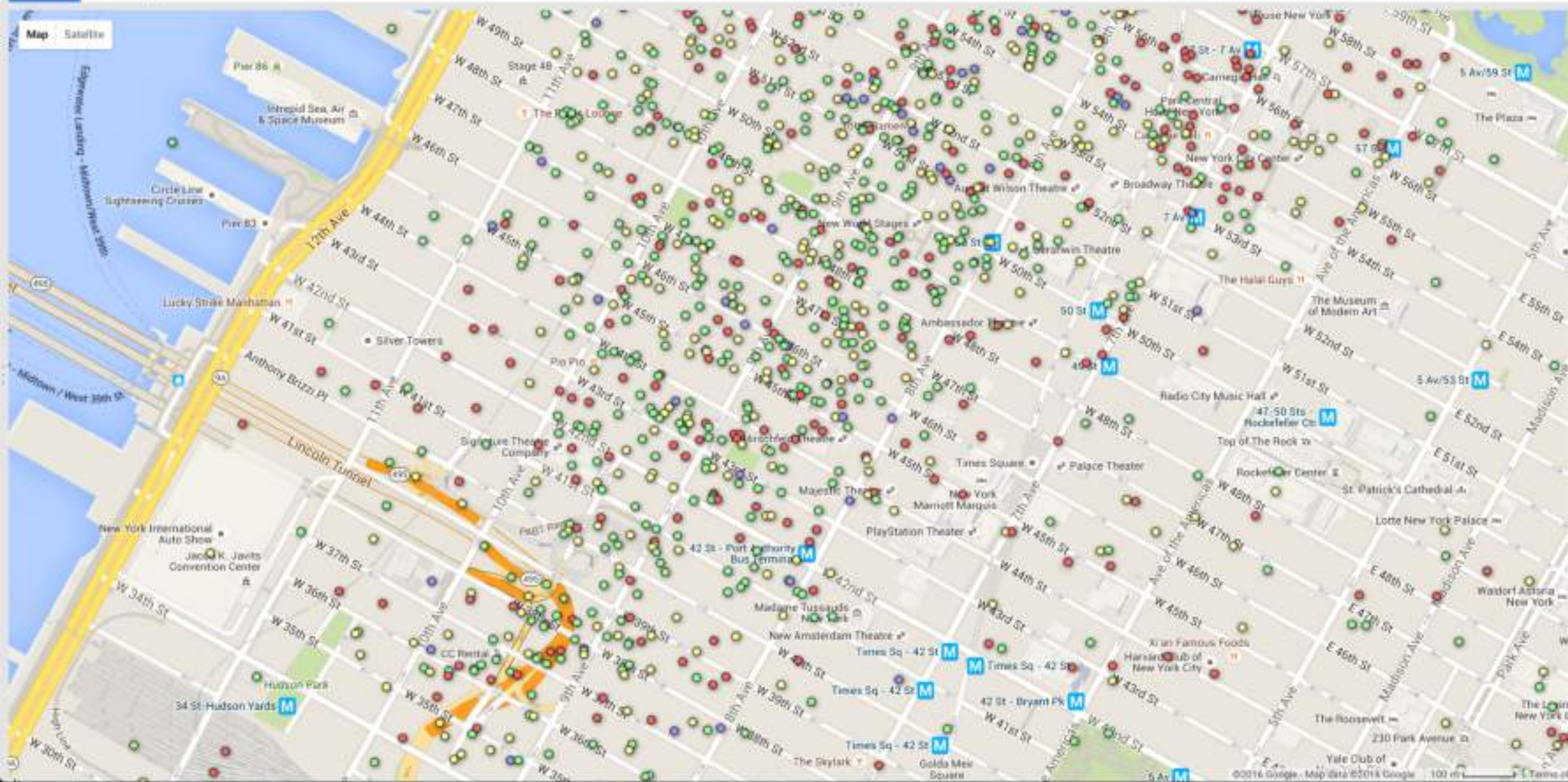
Rows 1

Cards 1

Filter

No filters applied

Not so

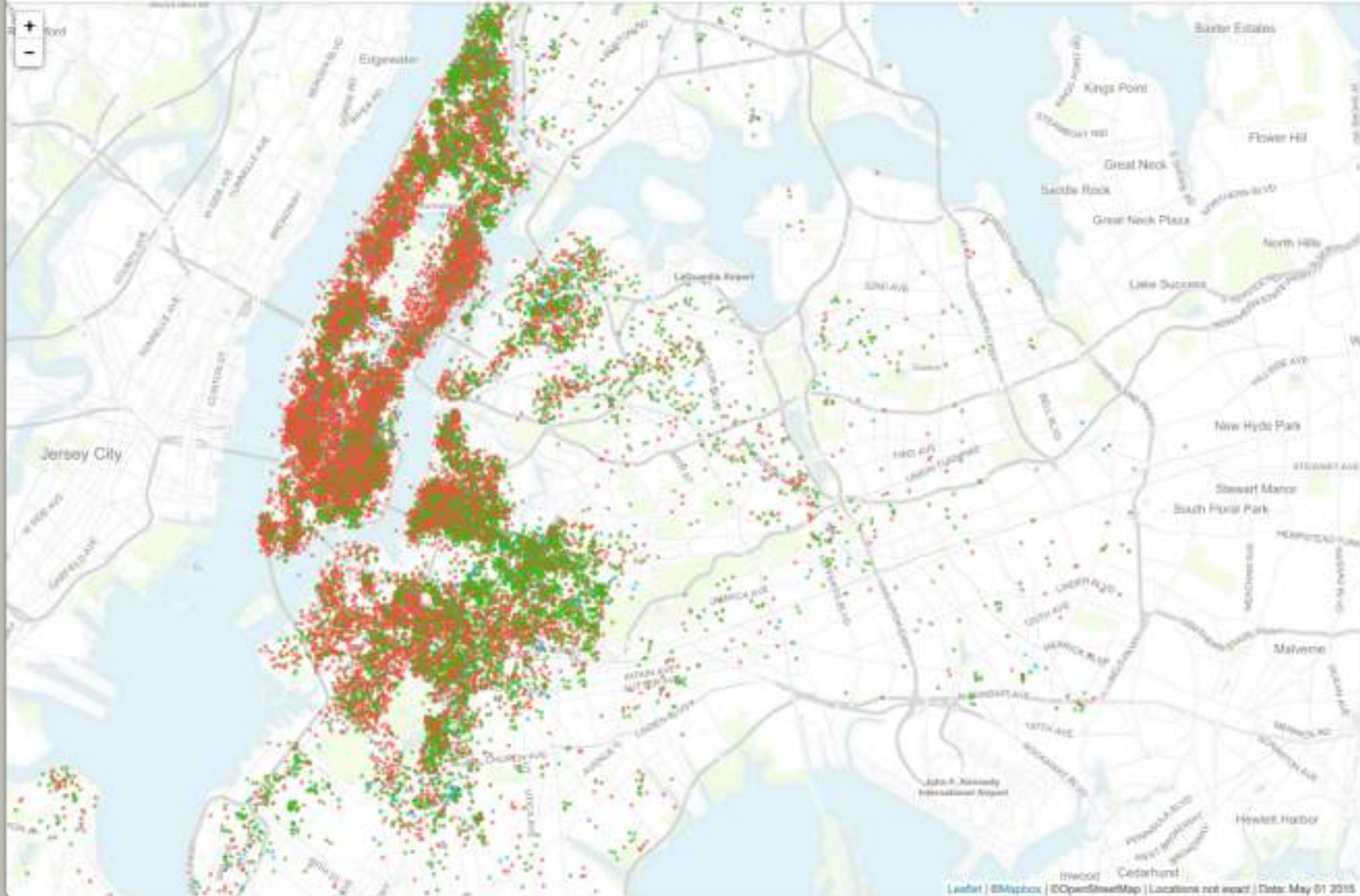


<http://tomslee.net/airbnb-data>



“You too can live like a local”

<http://www.bestofneworleans.com/blogofneworleans/archives/2015/05/28/who-needs-neighbors-when-weve-got-brunch-new-orleans-artists-respond-to-airbnb>



New York City

Filter by:
New York City

27,319

out of 27,319 listings (100%)

About Airbnb in New York City

Airbnb affects the city's housing supply and affordability. Explore the key variables of Airbnb use and how it impacts your neighborhood.

Room Type

Only entire homes/apartments

Airbnb hosts can list entire homes/apartments, private or shared rooms.

Depending on the room type, availability, and activity, an Airbnb listing could be more like a hotel, disruptive for neighbors, taking away housing for New Yorkers, and illegal.



56.7x

more homes/apartments

£169

per night

15,485 (56.7%)

entire homes/apartments

11,108 (40.7%)

private rooms

726 (2.7%)

shared rooms

Activity

Only recent and frequently booked

Airbnb guests may leave a review after their stay, and these can be used as an indicator of Airbnb activity (although not all guests leave a review, so the actual booking activity would be much higher).

The minimum stay, price and number of reviews have been used to estimate a minimum income per month for each listing.

How does the income from running a de facto hotel (an Airbnb room or apartment) compare to a long-term lease for an average New Yorker?

113

estimated nights/year

0.8

reviews/listing/month

301,625

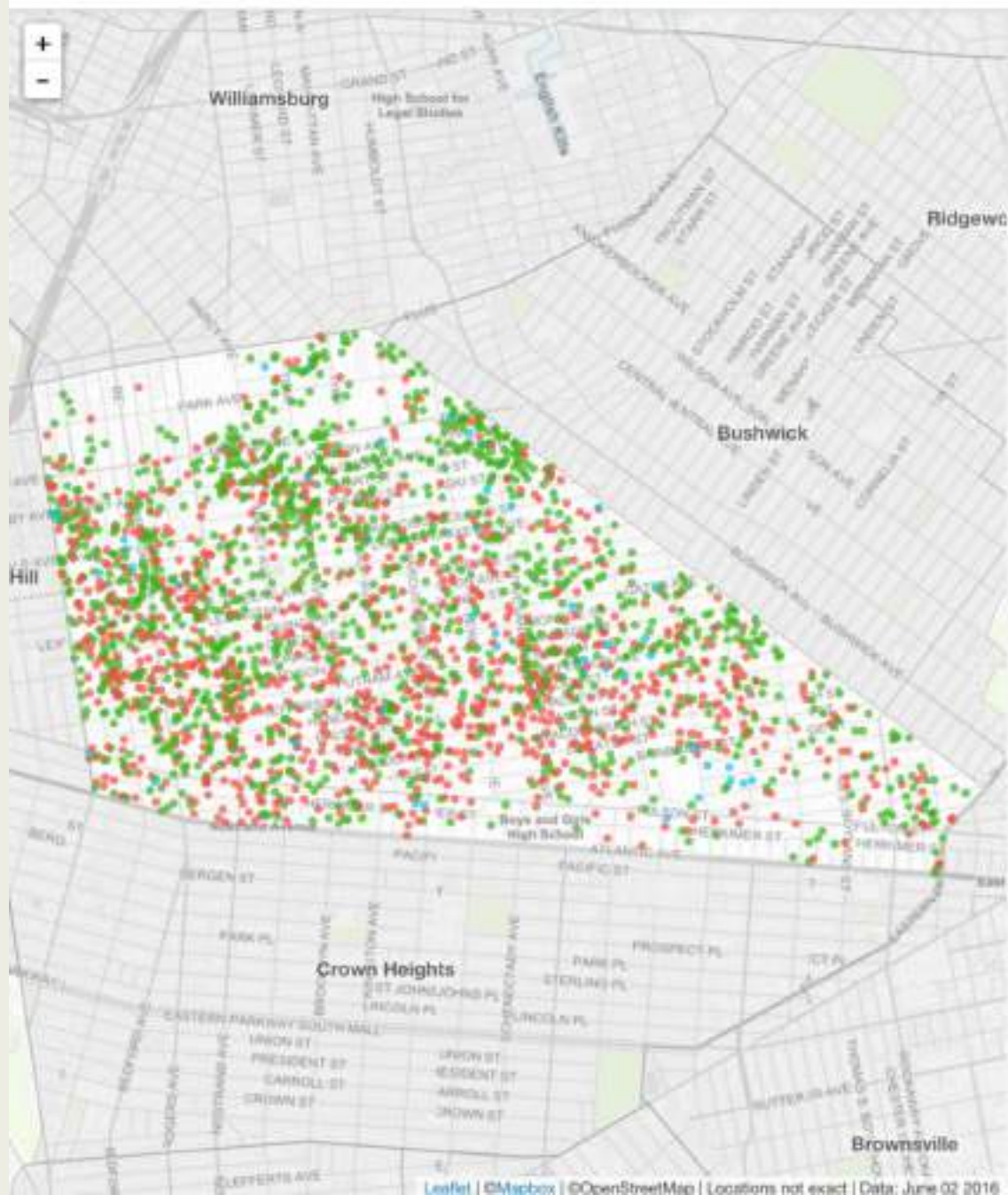
reviews

£160

per night

31.1%

estimated occupancy



New York City

Filter by:

Bedford-Stuyvesant

2,396

out of 2,396 listings (100%)

[About Airbnb in New York City](#)

Airbnb affects the city's housing supply and affordability. Explore the key variables of Airbnb use and how it impacts your neighborhood.

Room Type

Only entire homes/apartments

Airbnb hosts can list entire homes/apartments, private or shared rooms.

Depending on the room type, availability, and activity, an Airbnb listing could be more like a hotel, disruptive for neighbors, taking away housing for New Yorkers, and illegal.

Entire home/apt



42.2%

entire homes/apartments

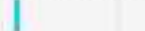
Private room



\$104

price/night

Shared room



1,011 (42.2%)

entire home/apartments

1,338 (55.8%)

private rooms

47 (2%)

shared rooms



Activity

Only recent and frequently booked

Airbnb guests may leave a review after their stay, and these can be used as an indicator of Airbnb activity (although not all guests leave a review, so the actual booking activity would be much higher).

The minimum stay, price and number of reviews have been used to estimate a minimum income per month for each listing.

How does the income from running a de facto hotel (an Airbnb room or apartment) compare to a

116

estimated nights/year

1.1

reviews/listing/month

34,819

reviews

\$104

price/night



Get the Data

The data behind the Inside Airbnb site is sourced from publicly available information from the Airbnb site.

The data has been analyzed, cleansed and aggregated where appropriate to facilitate public discussion. Read more [disclaimers here](#).



If you would like to do further analysis or produce alternate visualisations of the data, it is available below under a [Creative Commons CC0 1.0 Universal \(CC0 1.0\) "Public Domain Dedication"](#) license.

Amsterdam, North Holland, The Netherlands

See [Amsterdam data visually here](#).

Date Compiled	City	File Name	Description
03 January, 2016	Amsterdam	listings.csv.gz	Detailed Listings data for Amsterdam
03 January, 2016	Amsterdam	calendar.csv.gz	Detailed Calendar Data for listings in Amsterdam
03 January, 2016	Amsterdam	reviews.csv.gz	Detailed Review Data for listings in Amsterdam
03 January, 2016	Amsterdam	listings.csv	Summary information and metrics for listings in

Airbnb data & insights
to succeed in the
sharing economy

4,200,000

Rentals Tracked

90,000,000

Unique Reservations

20,000

Markets Analyzed

10,000+

Happy Customers

Powerful Products for Growing your Vacation Rental Business



MarketMinder

Dive deep into thousands of short-term rental markets around the world to understand historical trends and new opportunities. Scope out the competition and learn how to optimize your vacation rental property performance.

[Start your research >](#)



Investment Explorer

Discover the most lucrative locations across the United States for vacation real estate investments. Research revenue, occupancy & profitability for over 120,000 Airbnb rental properties.

[Explore investment opportunities >](#)

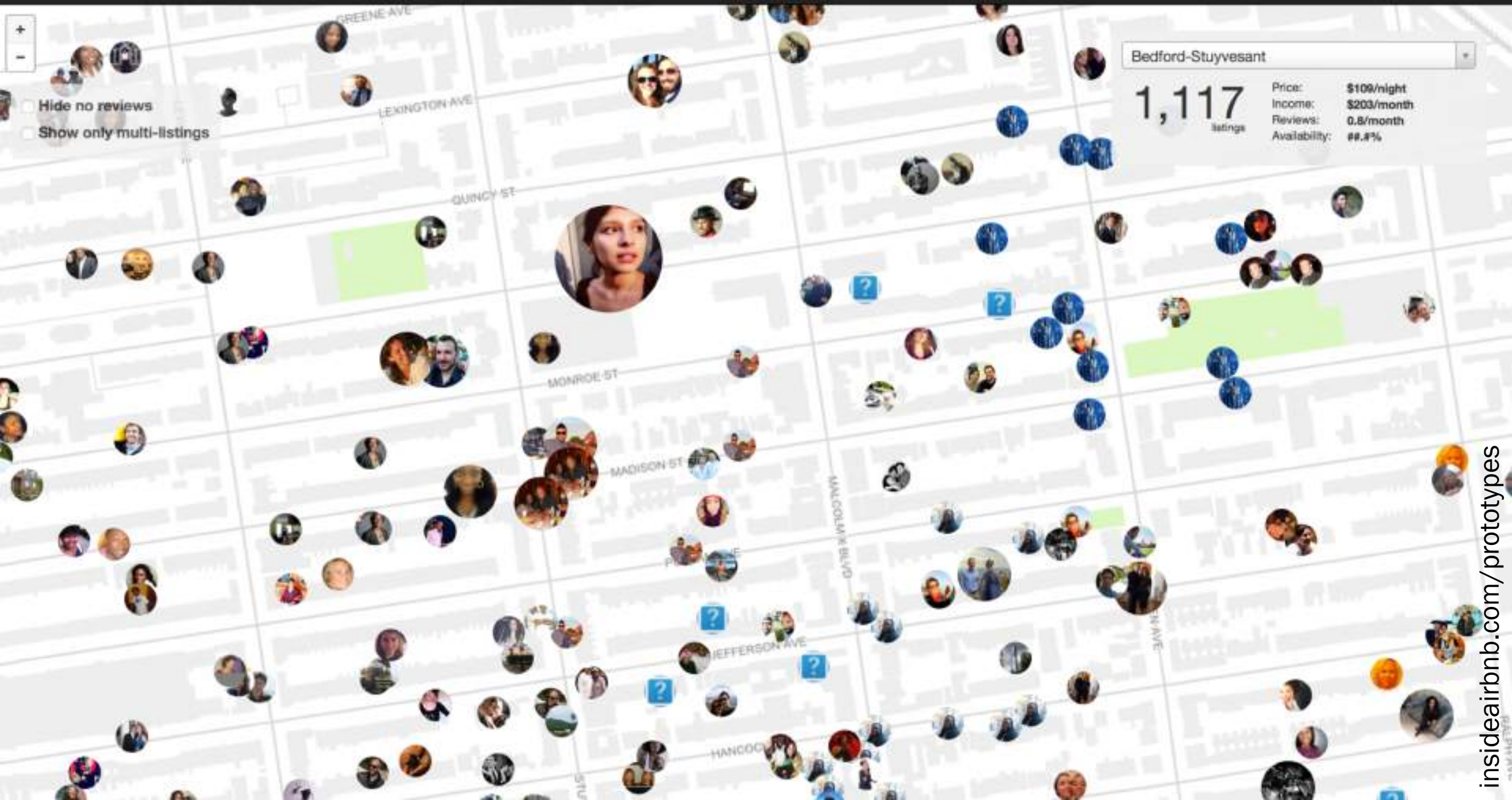


Rentalizer



[Leave a Message](#)

AIRBNB AS A (RACIAL) GENTRIFICATION TOOL



Bedford-Stuyvesant

1,117 listings

Price:	\$109/night
Income:	\$203/month
Reviews:	0.8/month
Availability:	88.4%



How Airbnb Can Support Low-Income Communities in NYC

Introduction / 2
Key Findings / 3
Poverty in NYC / 5
Host Stories / 8
Detailed Analysis / 9
Neighborhood Snapshots / 24



Airbnb Income in Revitalization Areas Provides a Significant Supplement to Existing Public Income Support

How Airbnb Can Support Low-Income Communities in NYC

August 2016



Airbnb and Economic Opportunity in New York City's Predominantly Black Neighborhoods

April 18, 2016



In Black Neighborhoods:

- the number of Airbnb guests grew 78 percent
- more than \$43 million into the pockets of hosts

Airbnb and Economic Opportunity in
New York City's Predominantly Black
Neighborhoods

April 2016

Racial Discrimination in the Sharing Economy: Evidence from a Field Experiment

BY BENJAMIN EDELMAN, MICHAEL LUCA, AND DAN SVIRSKY*

In an experiment on Airbnb, we find that applications from guests with distinctively African-American names are 16% less likely to be accepted relative to identical guests with distinctively White names. Discrimination occurs among landlords of all sizes, including small landlords sharing the property and larger landlords with multiple properties. It is most pronounced among hosts who have never had an African-American guest, suggesting only a subset of hosts discriminate. While rental markets have achieved significant reductions in discrimination in recent decades, our results suggest that Airbnb's current design choices facilitate discrimination and raise the possibility of erasing some of these civil rights gains.

* Edelman: Harvard Business School, Morgan 462, 25 Harvard Way, Boston MA 02163 (bedelman@hbs.edu). Luca: Harvard Business School, Baker Library 457, 10 Harvard Way, Boston MA 02163 (mluca@hbs.edu). Svirsky: Harvard Business School and Harvard University Department of Economics, Baker Library 420A, 25 Harvard Way, Boston MA 02163 (dsvirsky@hbs.edu). We thank Ian Ayres, Larry Katz, Kevin Lang, Sendhil Mullainathan, Devah Pager, and seminar participants at eBay, Harvard Law School, Hong Kong University of Science and Technology, Indiana University, New York University, Northwestern University, Stanford

**“applications from
guests with distinctively
African-American
names are 16% less
likely to be accepted
relative to identical
guests with distinctively
White names”**

**Racial Discrimination in the Sharing
Economy**

– Harvard Business School

December, 2015



**Digital Discrimination:
The Case of Airbnb.com**

Benjamin Edelman
Michael Luca

Working Paper

14-054

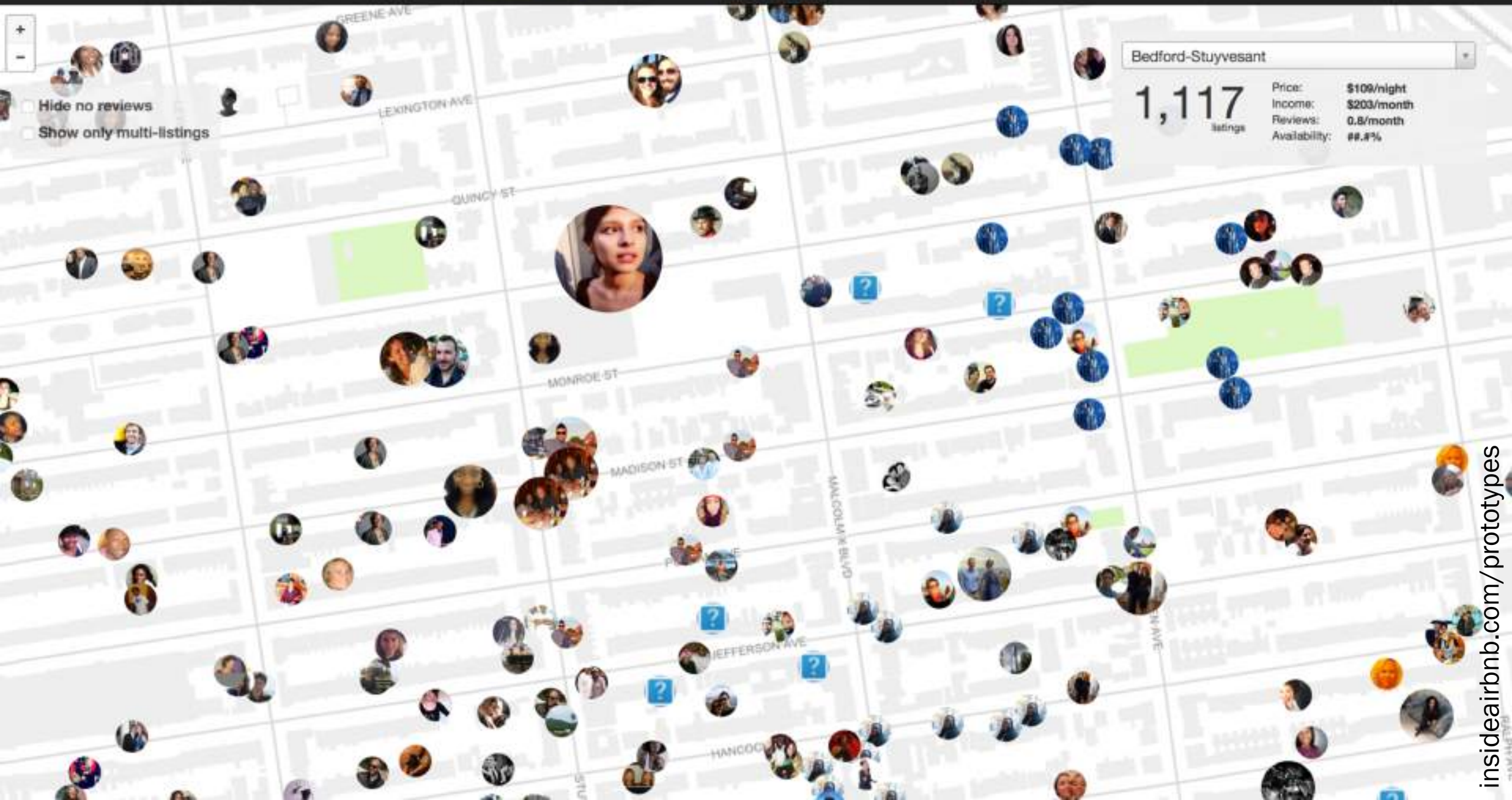
January 10, 2014

***“non-black hosts
charge approximately
12% more than black
hosts for the
equivalent rental”***

**Digital Discrimination: The Case of
Airbnb.com**

**Benjamin Edelman and Michael Luca
– Harvard Business School**

January, 2014



- Hide no reviews
- Show only multi-listings

INSIDE AIRBNB: THE FACE OF AIRBNB, NEW YORK CITY

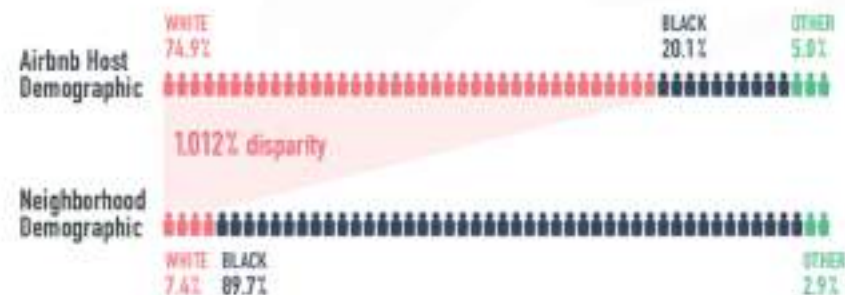
Airbnb as a Racial Gentrification Tool

1 MARCH, 2017

Across all 72 predominantly Black New York City neighborhoods, Airbnb hosts are 5 times more likely to be white.

In those neighborhoods, the Airbnb host population is 74% white, while the white resident population is only 13.9%

CASE STUDY: Stuyvesant Heights, Central Brooklyn



- Across all 72 predominantly Black New York City neighborhoods, Airbnb hosts are 5 times more likely to be white
- White Airbnb hosts in Black neighborhoods earned in total an estimated \$159.7 million, compared to only \$48.3 million for Black hosts
- The loss of housing and neighborhood disruption due to Airbnb is 6 times more likely to affect Black residents, based on their majority presence in Black neighborhoods

Inside Airbnb: The Face of Airbnb, New York City

February 2017

CASE STUDY: AIRBNB AS A RACIAL GENTRIFICATION TOOL

Stuyvesant Heights, Central Brooklyn



Disparate negative impacts: The loss of housing, neighborhood disruption due to Airbnb is **12x more likely** to affect Black residents.

Disparate positive benefits: Economic benefits from Airbnb are **4x more likely** to flow to a white host, a disparity of **1,012%** based on their small presence in the neighborhood demographic.

TABLE 1: AIRBNB RACIAL DISPARITY (LISTINGS)

Airbnb Racial Demographics vs Neighborhood Racial Demographics in the top 20 Predominantly Black Neighborhoods (by number of Airbnb listings)

Neighborhood	Airbnb Listings	Race				
		Neighborhood Demographic		Airbnb listings (race of host)		White disparity (Index*)
		White (%)	Black (%)	White (%)	Black (%)	
Bushwick South	1,401	29.2	63.2	86.7	6.7	297
Crown Heights North	1,164	15	81.9	73.4	22.8	489
Bedford	1,070	38.9	57.7	77.3	16.8	199
Stuyvesant Heights	1,014	7.4	89.7	74.9	20.1	1,012
Central Harlem North - Polo Grounds	761	10.8	85.2	70	25.4	648
Hamilton Heights	726	29.5	66.1	76.2	20.5	258
Central Harlem South	662	24.1	70.5	76	17.4	315
Prospect Lefferts Gardens - Wingate	545	13.3	84.3	75.6	17.8	568
East Harlem South	512	35.7	45.5	84.3	8.2	236



Danny Glover

Follow

Actor, Director, Producer, Political Activist

Aug 23, 2017 · 5 min read

Building Strong Communities



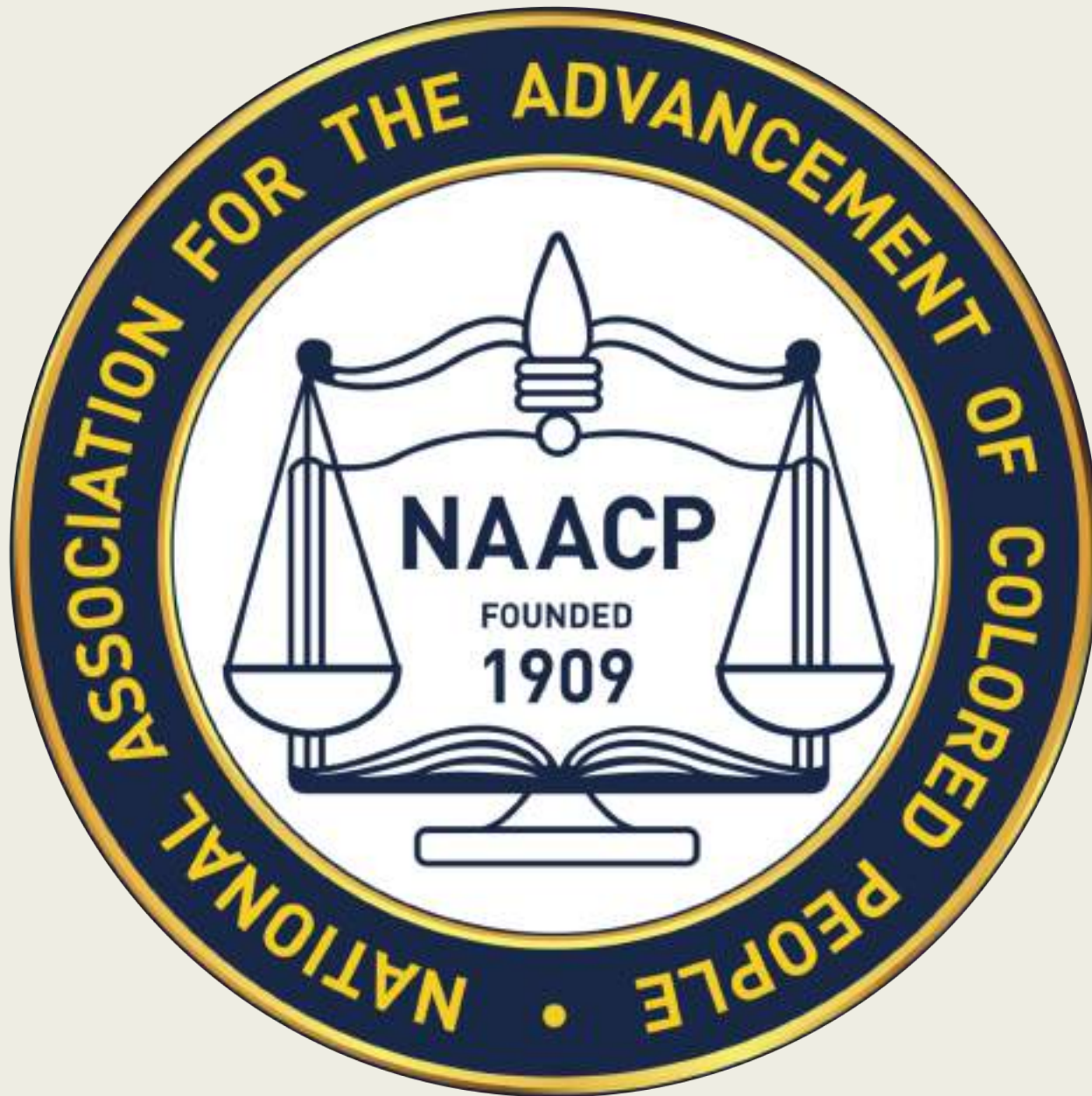
The history of housing in America is a history of discrimination. Even as people of color have made strides in countless other areas of American life, home ownership—and the intergenerational wealth that comes along with it

“...I have started working with Airbnb and will be serving as an adviser for their efforts to engage communities of color, ensuring members of these communities are taking advantage of the economic opportunity of hosting on the Airbnb platform.”

Danny Glover

Actor, Director, Producer, Political Activist

Aug 23, 2017



The Airbnb-NAACP partnership includes a series of commitments:

- **Community Outreach & Education**
- **Revenue Sharing**
- **A Diverse Employee Base**
- **Supplier Diversity**

NAACP
JULY 26, 2017

CIVIC RESISTANCE



REPORT | MAY 29, 2018

Healthy Travel and Healthy Destinations



“Unfortunately, the mass travel industry has been converging on an equilibrium of **concentrated** travel, **overcrowded** destinations, and a **disconnect between the broader tourism economy and the local community.**”

home sharing **defies**, and in some ways is even starting to **reverse these trends**”

Healthy Travel and Healthy Destinations

Airbnb Inc.
May 29, 2018









Neighbours not Strangers

@neighboursnotstranger
5



Liked



Following



Share



Send Message

Home

About

Photos

Posts

Community

Albums

See All



Timeline Photos
291 Photos



Mobile Uploads
53 Photos



Profile Pictures
8 Photos



Cover Photos
9 Photos

OCN Strata Living Solutions

Search a Topic



Subscribe Now

Get the latest strata news each month, delivered to your inbox.

[Subscribe Now](#)

Is Short-Term Letting Causing Your Building Financial or Security Headaches?

Help convince the NSW Government to give owners a say on short-stay. Join the campaign and find out more.

[JOIN THE CAMPAIGN & LEARN MORE](#)

**OUR STRATA
COMMUNITY
OUR CHOICE**



- HOME
- REGISTER NOW
- ABOUT**
- NEWS COLUMNS
- PRESS RELEASES
- RESOURCES
- MEDIA
- LETTERS
- CONTACT US

WE LIVE HERE MOVEMENT



Purpose

TO GIVE A VOICE to all residents living in high-density areas including high-rise and low-rise residential apartment buildings and townhouses affected by issues that are not being adequately addressed

TO ACHIEVE by our efforts the legislative, planning and regulatory changes required to protect the rights of residents in high density living areas

TO ADVANCE the amenity and quality of living conditions and the environment of residents in high density living areas

TO WORK with local communities and government at all levels to ensure that the interests of residents in high density living areas are protected and advanced

MAKE A DONATION

Support our work & help us to keep fighting for your rights

[DONATE NOW](#)

JOIN THE FIGHT TO PROTECT RESIDENTIAL COMMUNITY LIVING!

Stop our homes from being destroyed by the unregulated short-stay industry.





Gentrificar o turistificar. Razón aquí:

Publicado el enero 11, 2018 por {{{[RM]}}



Mural en el centro histórico de València.- Escif

Audios de conferencias y entrevistas realizadas durante les "trobades d'Hivern a Russafa", sobre turistificació, derecho a la vivienda y resistencias. Las jornadas fueron organizadas por la Plataforma per Russafa, con la pretensión de informar y sensibilizar, sobre los efectos de la gentrificación. Contaron con la participación de expert@s europe@s e integrantes de movimientos sociales, y tuvieron lugar en el barrio de Russafa (València), los días 14,15 y 16 de Diciembre-2017.

Conferencias:

Procesos de turistificación y mecanismos de desplazamiento. Agustín Cocola.



[escuchar/descargar](#)

Ley de arrendamientos urbanos y fijación de límites al alquiler. Irene Escorihuela.

ESCUCHA EN DIRECTO



PARTICIPA!



HAZ UNA APORTACIÓN



Valencia

14,15 y 16 de Diciembre 2017

En diferentes ciudades del Sur de Europa estamos viendo movimientos de resistencia a los procesos de turistización que en ellas se están dando. Entidades y colectivos de algunas (como Venezia, Palma de Mallorca, Valencia, Lisboa, Madrid o Barcelona)

“El objetivo, además del apoyo y el aprendizaje mutuos es extender esta lucha a otras ciudades y territorio, generando una voz plural y potente de crítica al modelo turístico actual desde el Sur de Europa.”

“The objective, in addition to mutual support and learning is to extend this fight to other cities and territories, generating a plural and powerful voice of criticism of the current tourism model of Southern Europe.”

THANK YOU!