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During Restaurant Week, Airbnb Highlights \$47 Million Economic Impact on East Bay Restaurants

Airbnb Guests Tend to Eat Meals in Local Communities Where They Stay, Bringing New Business to Neighborhood Restaurants Throughout the East Bay

Oakland - January 25, 2017 - For 11 days, through January 29, Oakland's restaurants offer the best food deals throughout the city as part of Restaurant Week, affording restaurants new customers and the opportunity to generate more revenue -- something Airbnb has also been doing over the last year.

As Airbnb hosts open their homes to guests in the East Bay to earn extra income, local restaurants also benefit from the added foot traffic at local spots. A recent report finds that Airbnb guests spent \$4.5 billion in the past year on restaurants and dining out, including \$47 million at local restaurants in the East Bay. The report highlights how restaurants, bars, and cafes outside the traditional hotel districts benefit from Airbnb.

"Airbnb is bringing new foot traffic and positive economic impact to neighborhood restaurants, coffee shops and bakeries throughout Oakland, as guests tend to eat in the neighborhoods where they are staying," said Marisa Moret, campaign manager for Airbnb. "80 percent of our guests nationwide say they used Airbnb to explore a specific neighborhood, and our hosts have become tireless ambassadors as they recommend unique, local businesses for guests to visit."

Other key findings:

- Airbnb guests spent over \$1.5 billion at restaurants in 19 major U.S. cities, from Los Angeles and San Francisco to New York and the Miami and an estimated \$3 billion at restaurants in 17 markets abroad -- including London, Barcelona, Berlin, and Tokyo.
- Guests in the United States spend an average of \$50 to \$90 per guest per night dining.
- Thanks to Airbnb, local businesses that traditionally have not benefitted from tourism and hospitality are able to do so. Roughly three-quarters of Airbnb listings are located outside the traditional hotel districts and forty-two percent of guests' spending on average occurs within the neighborhood they're staying.
- 56 percent of guests who saved money by using Airbnb spent more on food and shopping.

In addition to hosts telling guests about their favorite places to eat, Airbnb has also worked to promote local businesses. Last August, Airbnb launched Guidebooks, a feature that allows hosts to recommend local spots, including restaurants, stores and other attractions that appear on the map of their public listing page. In Oakland, 975 restaurants are featured in guidebooks and 62 percent are outside of the main hotel districts.

“Ba Bite thrives on word of mouth recommendations. When Airbnb guests stay in Oakland, they ask local hosts where to eat, shop, and visit. Home sharing is bringing in business to every part of Oakland,” said Robert Gott, owner of Ba Bite on Piedmont Avenue.

“Tourism is the second largest employer in Oakland and our small businesses depend heavily on those visiting our city. As we celebrate Restaurant Week, we recognize the economic impact Airbnb guests have on local restaurants,” said Mark Everton, CEO of Visit Oakland.

To read the report and learn more about Airbnb’s impact on East Bay restaurants, visit <https://www.airbnbaction.com/wp-content/uploads/2016/10/restaurant-report-final-10-14-16.pdf>

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