



REPORT | MAY 29, 2018

Healthy Travel and Healthy Destinations



Venice

One of the most iconic destinations worldwide thanks to its narrow canals and unique mix of Gothic and Byzantine architecture, Venice needs no introduction. With a population of 270,000, of which only a mere 50,000 live in the city on the lagoon, Venice attracts over 20 million visitors per year, with day-trippers and cruise passengers queuing to access Rialto Bridge and San Marco Square on hot days before disappearing at sunset, having seen little else and spent mainly at souvenir shops. Crowding has become such an issue that the Mayor has considered limiting access mainly to overnight travelers, with prominent publications listing the city as a place to not visit in 2018. But with Airbnb, local hosts are actively promoting less-trafficked routes and local shops to their overnight guests, helping City Hall in its efforts to attract healthy, sustainable tourism.

73.8

Total day + overnight guests per resident in 2017²⁷

2.2

Total Airbnb guest arrivals per resident in 2017²⁸

3%

Overnight guests who visited Venice through Airbnb in 2017

Airbnb attracts diverse, high-quality travelers to Venice.

2.7 guests

Average Airbnb booking size

2.8 nights

Average trip length

4.8 stars

Average guest rating (out of 5)

150+

Total guest countries of origin

Tourism benefits the local economy, as guests spend within communities during their stays.

€19M

Guest spending in restaurants

€6M

Guest spending on groceries

€5M

Guest spending on local shopping

€15M

Guest spending on cultural activities

€3M

Guest spending on leisure activities

€6M

Guest spending on local transportation

²⁷ Guest arrival data from World Population Review 2017, includes day trippers as well as overnight guests (20,000,000). Population data also from World Population Review 2017 (270,884).

²⁸ Based on 2017 Airbnb guest arrivals (605,700), 2017 resident population.

When guests stay at an Airbnb listing in Venice, more often than not, their hosts share their favorite local recommendations. Because most Airbnb guests stay outside of the traditional tourism zone in Venice, these local recommendations help guests get to know off-the-beaten-path destinations.

8 minutes

Median walking time from a listing to a guidebook-recommended location²⁹

6 minutes

Time to recommended restaurants

4 minutes

Time to recommended grocery stores

6 minutes

Time to recommended stores

GUEST QUOTE

“All hosts I've stayed with were super nice and accommodating. They went above and beyond to provide information about the area we were staying in and recommended restaurants, sites and activities.”

– Airbnb guest to Venice

The Airbnb model also ensures that accommodation spending benefits the local economy as hosts spend their earnings within their community.

€2M

Host earnings spent on home improvement

€400K

Host earnings spent on starting a new business

600

Hosts who use their Airbnb income to help stay in their home

HOST QUOTE

“[Hosting on Airbnb] allowed me to renovate part of the home, reducing the environmental impact of consumption and emissions. The rest is used to pay the mortgage, bills and household expenses.”

– Airbnb host in Venice

²⁹ Assuming 20 minutes to walk one mile, or about 1.6 kilometers, at an easy walking pace.

Thanks to local hosts, Airbnb homestay and Experience guests are spread throughout the area rather than concentrated in areas already known for overtourism.

72%

Home guest arrivals outside of most popular tourism areas

86%

Experience guest arrivals outside of most popular tourism areas

75%

Host guidebook recommendations outside of most popular tourism areas

Airbnb activity in Venice

 Airbnb Host Guidebook recommendations  Airbnb Experiences  Most popular tourism areas

