



# The Airbnb Community in Ontario

September | 2016

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With more than two million listings in 34,000 cities and 192 countries, Airbnb is proud of the positive impact our hosts and guests are having in communities around the globe. While we are a global platform, we are committed to working with local governments to educate them about how home sharing and Airbnb work, how people are using our platform, and the positive impact we are having on local neighbourhoods and small businesses. For scores of hosts globally – including thousands in the Province of Ontario – Airbnb is making it possible for regular people to make ends meet, pay the bills and stay in their homes. Meanwhile, with the vast majority of Airbnb listings outside traditional hotel and tourist zones, neighbourhood businesses are benefitting from an influx of visitor spending.

**Last November, we announced our Community Compact, which is built around our core principles and informed by the lessons we've learned about how to best partner with governments. At the heart of the Compact are three commitments:**

- We are committed to treating every city personally and helping ensure our community pays its fair share of hotel and tourist taxes.
- We are committed to being transparent with our data and information with cities to help them understand the home sharing activity in their city.
- In cities where there is a shortage of long-term housing, we are committed to working with our community to prevent short-term rentals from impacting the availability of long-term housing by ensuring hosts agree to a policy of listing only permanent homes on a short-term basis.

## Supporting Growth and Innovation

The rise of home sharing in Ontario, and globally, is driven by an inherent desire among travellers to experience cities through the eyes of locals. The Government of Ontario has committed to responding to the sharing economy in ways that support growth and innovation.

Over the past few months, we have been engaging in a series of productive conversations with provincial officials in Ontario about the sharing economy, the positive impact that home sharing has on local communities across Ontario, and the need to develop policies that support the sharing economy and home sharing in ways that allow regular people to continue sharing their homes and making ends meet.

As part of our commitment to transparency, Airbnb is sharing data about our community in Ontario. This data will help inform the work that the Province of Ontario is undertaking by illustrating the guest demographics of Airbnb visitors to the Province and the scale of home sharing in Ontario. As Toronto is the largest city in Ontario and has the largest number of hosts, we are also providing similar information on our host and guest community in the city.

Airbnb brings guests to Ontario, generating economic benefits to local communities; but we have also strived to capture the human impact of home sharing in this report, highlighting the many benefits for Ontario residents. Note that most of the data is reported on an annual basis, by calendar year, to avoid skews in seasonality.

**With more than 15,000 active Airbnb hosts in Ontario, Airbnb is an economic lifeline for everyday Ontarians. Here is what we uncovered about the hosts:**

- **Airbnb is growing in Ontario.** There are more than 15,000 Airbnb hosts in the province, with 8,600 in Toronto. Over 7,600 bookings were made in Toronto in the first half of 2016.
- **Airbnb bookings data shows that hosts earn modest, but significant, amounts of supplemental income from hosting.** The typical host earns \$3,900 annually from their listing.
- **Airbnb's host community in Ontario is composed of everyday people trying to pay the bills.** More than half of our hosts in Ontario are women. 45 percent of our hosts are over the age of 40.
- **The vast majority of Airbnb's Ontario hosts share their primary residences.** 88 percent of hosts have one entire home listing.

- **Most Ontario hosts are sharing their homes a few nights each month to help make ends meet.** Three-quarters of entire home listings are shared for 90 days or less of the year. Out of 5.3 million total housing units in Ontario as of the 2011 census, only 500 homes are listed for 270 days or more per year with Airbnb.
- **Airbnb is helping to bring economic opportunity to Toronto communities outside the major tourism hubs.** After downtown Toronto, the highest-earning hosts can be found in the east end of Toronto with the typical host earning \$4,800 annually. In the west end of the city, the typical host earns an annual income of \$4,210 through Airbnb.

**Airbnb is giving Ontario travellers an affordable way to see the province and visit loved ones. Here is what we uncovered about guests:**

- **With the low Canadian dollar and recent economic downturn, more Ontarians are choosing to stay closer to home when they travel.** More than half of travellers staying with Airbnb hosts in Ontario were Canadian. 71 percent of those domestic visitors were from within the province. Montreal and Toronto were the top destinations for outbound travellers from Ontario.
- **Airbnb guests who stayed in Toronto are leisure travellers.** About 80 percent of Toronto guests cited their reason for travel as vacation, leisure or visiting family and friends<sup>1</sup>.
- **Airbnb guests stay longer than traditional guests to Toronto.** The average length of stay for an Airbnb guest is 5.4 nights compared to 4.5 nights for the typical overnight guest<sup>2</sup>. With longer stays, Airbnb guests tend to spend more over the course of their stay.
- **Airbnb allows travellers to “live like a local”, allowing them to visit and spend money in Toronto neighbourhoods outside the major tourism hubs.** For example, hosts in East Toronto hosted the highest amount of bookings at a median of 57 nights. Guests to Midtown Toronto had the longest average trip length at 7.1 nights.

<sup>1</sup>Bookings data cannot provide insight into guest motivations for travel, so Airbnb has to rely on survey data. No survey data exists for Ontario broadly, but the results of a 2015 Toronto-specific survey was used to inform the Province of Airbnb traveller motivations.

<sup>2</sup><http://www.newswire.ca/news-releases/international-visitors-lead-toronto-to-new-tourism-records-513804341.html>

## Appendix A: Data Tables for Ontario

Outlined in the table below is data regarding the Airbnb community in the Province of Ontario.

	DATA PROVIDED BY AIRBNB	TABLE	FIGURE
<b>WHERE DO GUESTS COME FROM?</b>	Top 5 Origin Countries for Guests, 2015; Top Origins of Domestic Visitors to Ontario, 2015	1, 2	
<b>HOW ARE GUESTS TRAVELLING?</b>	Average Trip Statistics by Room Type, 2015	3	
<b>WHERE ARE OUTBOUND GUESTS FROM ONTARIO TRAVELLING?</b>	Top 7 Destinations by Percent of Guests for Outbound Guests from Ontario, 2015	4	
<b>WHAT IS THE SCALE AND GROWTH OF AIRBNB?</b>	Active & Booked Entire Home Listings; Active Listing Locations, June 2016; Frequency Distribution of Nights Hosted from Entire Home Listings, 2015	5	1, 2
<b>HOW MUCH ARE HOSTS EARNING?</b>	Typical Annual Income per Listing, 2015; Median Annual Earnings per Ontario Listing by Room Type, 2015 (\$CAD)	6, 7	
<b>HOW DO HOSTS SHARE THEIR HOME?</b>	Proportion of Single- and Multi-Listing Hosts, June 2016; Percent of Entire Home Listings per Rental Frequency by Single- and Multi-Listing Hosts, 2015	8, 9	

## Guests and Trips

In 2015, guests came from over 170 countries to visit Ontario. TABLE 1 shows the percent of guests from the top five countries, including Canada (domestic travellers). Almost 60% of guests to Ontario are domestic travellers. TABLE 2 shows in more detail the provincial and city origins of domestic Canadian guests. Of the 57% of domestic guests (TABLE 1), over 70% are from within the province, and about 30% come from other provinces, primarily Quebec, British Columbia, and Alberta.

Although Airbnb bookings data has limited information on guest demographics, age and gender information is available. The average age of the typical booking guest to Ontario is 34. In 2015, 53 percent of Airbnb booking guests to Ontario were female, with 47 percent being male.

**TABLE 1: TOP 5 ORIGIN COUNTRIES FOR GUESTS TO ONTARIO, 2015**

ORIGIN COUNTRY	PERCENT OF GUEST ARRIVALS
CANADA	57%
UNITED STATES	20%
FRANCE	4%
UNITED KINGDOM	3%
GERMANY	2%

**TABLE 2: TOP ORIGINS OF DOMESTIC VISITORS TO ONTARIO, 2015**

PROVINCE / CITY	PERCENT OF GUEST ARRIVALS
ONTARIO	71%
Toronto	32%
Ottawa	8%
QUEBEC	14%
BRITISH COLUMBIA	5%
ALBERTA	4%

TABLE 3 below outlines information about length of stay for Airbnb trips to Ontario in 2015. Per guest, across all listing types, the average length of stay in 2015 was 4.1 nights and the average nightly price paid was \$56 CAD.

**TABLE 3: AVERAGE TRIP STATISTICS FOR TRIPS TO ONTARIO BY ROOM TYPE, 2015**

LISTING TYPE	AVERAGE TRIP LENGTH	AVERAGE TRIP LENGTH PER GUEST	AVERAGE NUMBER OF GUESTS PER TRIP
ALL LISTING TYPES	4.9	4.1	2.3
ENTIRE HOME	5.1	4.2	2.7
SHARED ROOM	3.8	3.5	1.3
PRIVATE ROOM	4.5	3.7	1.6

In addition to hosting guests, Ontario residents also use Airbnb to travel. 171,230 Ontario residents booked outbound trips in 2015. TABLE 4 shows the top destinations for Ontario residents who travelled using Airbnb in 2015 with the list topped by Montreal and Toronto.

**TABLE 4: TOP 7 DESTINATIONS FOR OUTBOUND GUESTS BY PERCENT, 2015**

DESTINATION	PERCENT OF OUTBOUND GUESTS
<b>MONTREAL</b>	<b>10%</b>
<b>TORONTO</b>	<b>10%</b>
<b>NEW YORK CITY</b>	<b>3%</b>
<b>PARIS</b>	<b>3%</b>
<b>OTTAWA</b>	<b>2%</b>
<b>VANCOUVER</b>	<b>2%</b>
<b>LONDON</b>	<b>2%</b>

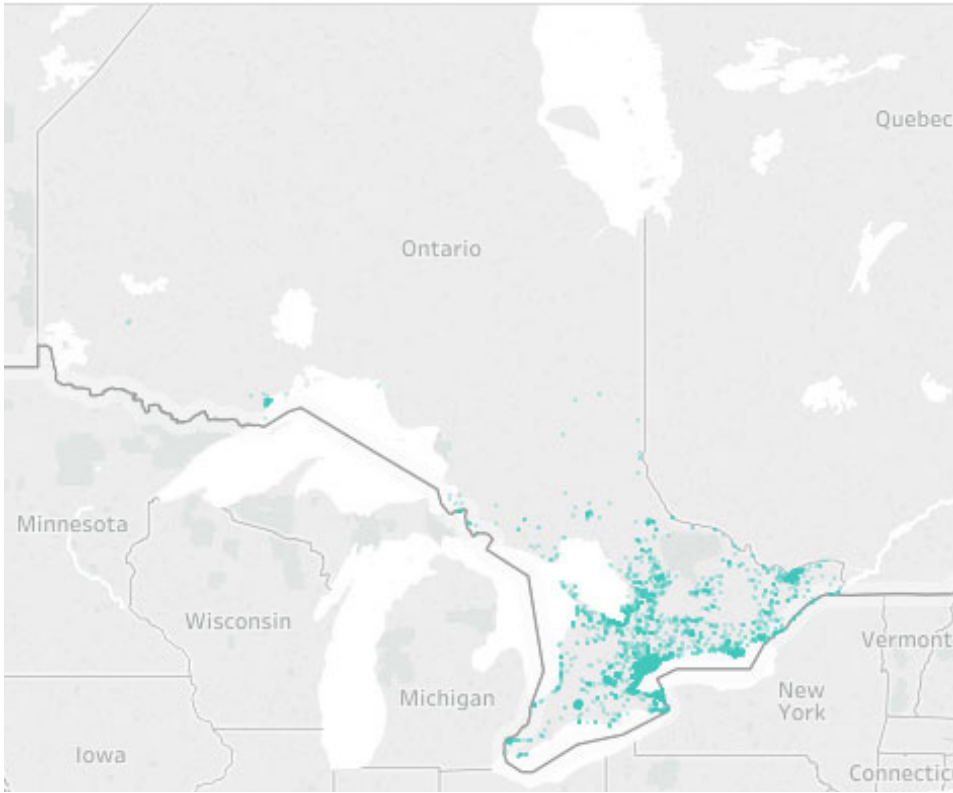
## Listings

TABLE 5 demonstrates the scale of Airbnb relative to the Ontario housing market. Active entire home listings – i.e. entire home listings that have ever been displayed on Airbnb.com for at least one day since Airbnb’s founding – represent about 0.5% of Ontario housing units. Entire home listings that have ever hosted a trip since Airbnb’s founding represent about 0.3% of Ontario housing units. Entire home listings that have hosted a trip in the past year represent about 0.2% of Ontario housing units.

**TABLE 5: ACTIVE & BOOKED ENTIRE HOME LISTINGS**

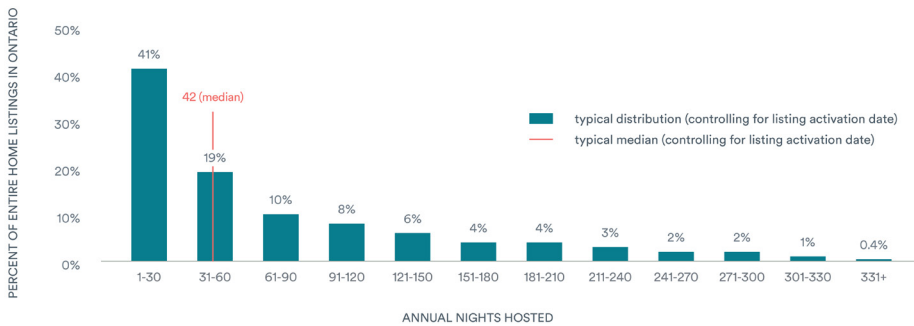
	NUMBER OF ENTIRE HOME LISTINGS	NUMBER OF ENTIRE HOME LISTINGS AS PERCENT OF ONTARIO HOUSING UNITS
<b>TOTAL HOUSING UNITS IN ONTARIO</b> (2011 CENSUS DATA)	<b>5,308,785</b>	<b>100%</b>
<b>AIRBNB ENTIRE HOME LISTINGS IN ONTARIO THAT...</b>		
HAVE EVER BEEN DISPLAYED ON AIRBNB.COM, EVEN FOR A DAY	27,540	0.5%
HAVE EVER HOSTED A TRIP	16,780	0.3%
HAVE HOSTED AT LEAST ONE TRIP IN THE PAST YEAR	12,140	0.2%
HAVE BEEN HOSTING 270+ DAYS IN THE PAST YEAR	500	0.01%

**FIGURE 1: ACTIVE LISTING LOCATIONS, JUNE 2016**



*Note: Listings are shown on the map if they hosted at least one trip in the past year.*

**FIGURE 2: FREQUENCY DISTRIBUTION OF NIGHTS HOSTS FROM FROM ENTIRE HOME LISTINGS, 2015**



As shown in FIGURE 2, the typical listing is hosted 42 nights per year with 70% of listings typically hosting fewer than 90 days.



## Hosts

There are over 15,000 hosts in Ontario to date. Not only are our hosts major contributors to their local community and neighbourhood economy, most are everyday Ontarians trying to make ends meet. The average age of an Airbnb host in Ontario is 41, while 57 percent of the total number of hosts are women.

TABLES 6 and 7 look at host earnings in the past year, the majority of which are modest, supplemental amounts of income, with the typical host earning \$3,900 annually<sup>3</sup>. More than 60 percent of Ontario hosts are earning between \$1,280 and \$6,390 annually (\$1,000 USD - \$5,000 USD) through the Airbnb platform.

TABLE 6: TYPICAL ANNUAL INCOME PER LISTING, 2015 (\$CAD)

EARNING BUCKET	PERCENT OF LISTINGS
<b>\$1,280 - \$2,560</b> (\$1,000 USD - \$2,000 USD)	<b>39%</b>
<b>\$2,561 - \$6,390</b> (\$2,001 USD - \$5,000 USD)	<b>25%</b>
<b>\$6,391 - \$12,780</b> (\$5,001 USD - \$10,000 USD)	<b>18%</b>
<b>\$12,781 - \$19,170</b> (\$10,001 USD - \$15,000 USD)	<b>9%</b>
<b>\$19,170+</b> (\$15,000+ USD)	<b>9%</b>

TABLE 7: MEDIAN ANNUAL EARNINGS PER ONTARIO LISTING BY ROOM TYPE, 2015 (\$CAD)

LISTING TYPE	MEDIAN ANNUAL EARNINGS
<b>ALL LISTING TYPES</b>	<b>\$3,900</b>
<b>ENTIRE HOME</b>	<b>\$5,680</b>
<b>PRIVATE / SHARED ROOM</b>	<b>\$2,060</b>

<sup>3</sup> All income analysis in this report controls for when a listing was activated, to best represent the “typical” annual income pattern. To avoid under-representing the community’s annual earnings, only listings that were active at least a year ago are included, so that at least a full year of hosting income data is available.

The Airbnb community is dominated by regular people who share space in their primary home, hosting occasionally while they are travelling for work, on vacation, or otherwise away from their home: TABLE 8 – while not a perfect proxy – shows that almost 90 percent of hosts have just one entire home listing.

TABLE 9 below shows how frequently entire homes are rented, cross-referenced with whether the listing is operated by a single- or multi-listing hosts (hosts with 2, 3, 4, or 5 or more listings). The largest proportion of listings are listings operated by single-listing hosts that are rented between 1 and 30 nights per year (28%).

**TABLE 8: PROPORTION OF SINGLE- AND MULTI-LISTING HOSTS, JUNE 2016**

NUMBER OF ACTIVE ENTIRE HOME LISTINGS	PERCENT OF HOSTS	PERCENT OF LISTINGS
1	88%	67%
2	8%	12%
3	2%	5%
4	1%	2%
5 or more	2%	14%

**TABLE 9: PERCENT OF ENTIRE HOME LISTINGS PER RENTAL FREQUENCY BY SINGLE- AND MULTI-LISTING HOSTS, 2015**

LISTINGS PER HOST	1-30 DAYS	31-60 DAYS	61-90 DAYS	91-120 DAYS	121-150 DAYS	151-180 DAYS	181-270 DAYS	271+ DAYS
1	28%	12%	6%	4%	4%	2%	4%	1%
2	7%	2%	2%	1%	<1%	<1%	<1%	<1%
3	4%	2%	<1%	<1%	<1%	<1%	<1%	<1%
4	3%	1%	<1%	<1%	<1%	<1%	<1%	<1%
5 or more	4%	2%	1%	<1%	<1%	<1%	<1%	<1%

## Appendix B: Data Tables for Toronto

Outlined in the table below is data regarding the Airbnb community in Toronto.

	DATA PROVIDED BY AIRBNB	TABLE	FIGURE
<b>WHERE DO GUESTS COME FROM?</b>	Top 5 Origin Countries for Guests, 2016; Origin of Domestic Visitors, 2015	10, 11	
<b>WHY DO GUESTS TRAVEL?</b>	Trip Purpose for Guests to Toronto, 2016 Survey Data	12	
<b>HOW ARE GUESTS TRAVELLING</b>	Average Trip Statistics for Trips to Toronto by Room Type, 2015	13	
<b>WHERE ARE OUTBOUND GUESTS FROM TORONTO TRAVELLING?</b>	Top 5 Destinations by Percent of Guests for Outbound Guests from Toronto, 2015	14	
<b>WHAT IS THE SCALE AND GROWTH OF AIRBNB?</b>	Active & Booked Entire Home Listings; Active Listing Locations, June 2016; Frequency Distribution of Nights Hosted for Entire Home Listings, 2015	15	3, 4
<b>HOW DO HOSTS SHARE THEIR HOME?</b>	Proportion of Single- and Multi-Listing Hosts, June 2016; Median Number of Nights Hosted Annually by Room Type, 2015; Percent of Entire Home Listings per Annual Rental Frequency	16, 17, 18	
<b>HOW MUCH ARE HOSTS EARNING?</b>	Typical Annual Income per Listing, 2015; Median Annual Earnings per Listing by Room Type, 2015	19, 20	
<b>WHAT NEIGHBOURHOODS ARE BENEFITTING?</b>	Average Trip Statistics for Trips to Toronto Districts, 2015; Median Number of Nights Hosted Annually and Median Annual Earnings by District Listings by Room Type, 2015; Percent of District Entire Home Listings per Number of Nights Hosted, 2015;	21, 22, 23	

## Guests and Trips

Over 7,600 bookings were made in Toronto in the first half of 2016. TABLE 10 shows the percent of guests from the top five countries, including Canada (domestic travellers). Almost 55% of guests to Toronto are domestic travellers. TABLE 11 shows in more detail the provincial and city origins of Toronto guests from Ontario. Of the 55% of domestic guests (TABLE 10), over 60% are from within the province, and about 40% come from other provinces and territories, primarily Quebec, British Columbia, and Alberta.

Although Airbnb bookings data has limited information on guest demographics, age and gender information is available. The average age of the typical booking guest to Toronto is 33. In 2015, 52 percent of Airbnb booking guests to Toronto were female, with 48 percent being male.

TABLE 10: TOP 5 ORIGIN COUNTRIES FOR GUESTS, 2016

ORIGIN COUNTRY	PERCENT OF GUEST ARRIVALS
<b>CANADA</b>	<b>55%</b>
<b>UNITED STATES</b>	<b>24%</b>
<b>UNITED KINGDOM</b>	<b>4%</b>
<b>FRANCE</b>	<b>3%</b>
<b>GERMANY</b>	<b>2%</b>

TABLE 11: ORIGIN OF DOMESTIC VISITORS, 2015

DESTINATIONS	PERCENT OF GUEST ARRIVALS
<b>ONTARIO</b>	<b>61%</b>
Toronto	33%
Ottawa	7%
London	2%
Mississauga	2%
<b>QUEBEC</b>	<b>14%</b>
<b>BRITISH COLUMBIA</b>	<b>10%</b>
<b>ALBERTA</b>	<b>6%</b>

As mentioned previously, our Toronto-specific survey results in TABLE 12 overwhelmingly showed the number one trip purpose for almost 80 percent of Airbnb guests to Toronto was vacation or to visit friends and family. There is also a growing segment of guests who are using Airbnb for work-related purposes at 18 percent. The survey was administered to a random sample of guests who used Airbnb to visit Toronto in 2015, asking them the purpose of their visit.

**TABLE 12: TRIP PURPOSE FOR GUESTS TO TORONTO, 2016 SURVEY DATA**

TRIP PURPOSE	PERCENT OF RESPONDENTS
<b>VACATION / LEISURE</b>	<b>61%</b>
<b>VISITING FAMILY &amp; FRIENDS</b>	<b>18%</b>
<b>WORK-RELATED TRAVEL</b>	<b>18%</b>
Business	12%
Conference	3%
Study	2%
Job Hunting / Interview	1%
<b>SHORT-TERM / RELOCATION HOUSING</b>	<b>3%</b>

TABLE 13 below outlines information about length of stay for Airbnb trips to Toronto in 2015. Per guest, across all listing types, the average length of stay in 2015 was 5.4 nights and the average nightly price paid was \$59 CAD.

**TABLE 13: AVERAGE TRIP STATISTICS FOR TRIPS TO TORONTO BY ROOM TYPE, 2015**

LISTING TYPE	AVERAGE TRIP LENGTH	AVERAGE TRIP LENGTH PER GUEST	AVERAGE NUMBER OF GUESTS PER TRIP
<b>ALL LISTING TYPES</b>	<b>5.4</b>	<b>4.7</b>	<b>2.1</b>
<b>ENTIRE HOME</b>	<b>5.5</b>	<b>4.7</b>	<b>2.3</b>
<b>SHARED ROOM</b>	<b>5.3</b>	<b>4.5</b>	<b>1.5</b>
<b>PRIVATE ROOM</b>	<b>3.7</b>	<b>3.6</b>	<b>1.3</b>

Similar to our provincial findings, Toronto residents are using Airbnb to travel to other destinations. Over 83,000 Toronto residents booked outbound trips in 2015. TABLE 14 shows the top destinations for Toronto residents who travelled using Airbnb in 2015 with the list topped again by Montreal and Toronto.

**TABLE 14: TOP 5 DESTINATIONS BY PERCENT OF OUTBOUND GUESTS FROM TORONTO, 2015**

DESTINATIONS	PERCENT OF OUTBOUND GUESTS
<b>MONTREAL</b>	<b>10%</b>
<b>TORONTO</b>	<b>8%</b>
<b>NEW YORK CITY</b>	<b>4%</b>
<b>PARIS</b>	<b>3%</b>
<b>VANCOUVER</b>	<b>2%</b>

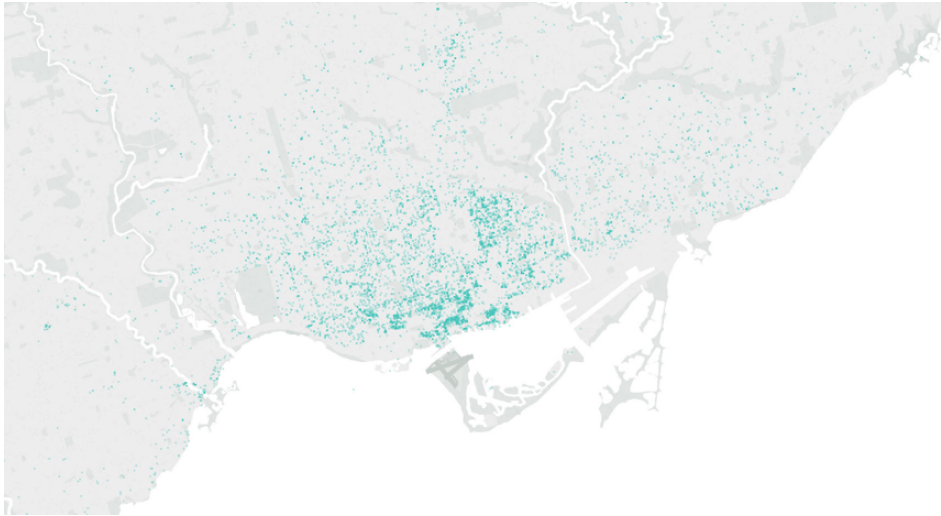
## Listings

TABLE 15 demonstrates the scale of Airbnb relative to the Toronto housing market. Active entire home listings - i.e. entire home listings that have ever been displayed in Toronto on Airbnb.com for at least one day since Airbnb's founding - represent about 2% of total housing units. Entire home listings that have ever hosted a trip since Airbnb's founding represent about 1% of Toronto housing units. Entire home listings that have hosted a trip 270 days or more in the past year represent about 0.04% of Toronto's total number of housing units.

**TABLE 15: ACTIVE & BOOKED ENTIRE HOME LISTINGS**

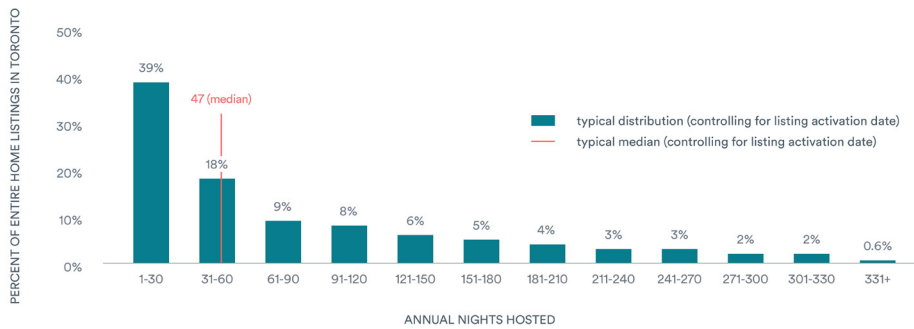
	NUMBER OF ENTIRE HOME LISTINGS	NUMBER OF ENTIRE HOME LISTINGS AS PERCENT OF ONTARIO HOUSING UNITS
<b>TOTAL HOUSING UNITS IN TORONTO</b> (2011 CENSUS DATA)	<b>1,107,851</b>	<b>100%</b>
<b>AIRBNB ENTIRE HOME LISTINGS IN TORONTO THAT...</b>		
HAVE EVER BEEN DISPLAYED ON AIRBNB.COM, EVEN FOR A DAY	<b>18,070</b>	<b>1.6%</b>
HAVE EVER HOSTED A TRIP	<b>11,080</b>	<b>1.0%</b>
HAVE HOSTED AT LEAST ONE TRIP IN THE PAST YEAR	<b>7,820</b>	<b>0.7%</b>
HAVE BEEN HOSTING 270+ DAYS IN THE PAST YEAR	<b>440</b>	<b>0.04%</b>

FIGURE 3: ACTIVE LISTING LOCATIONS, JUNE 2016



As shown in FIGURE 4, the typical listing is hosted 47 nights per year with 66% of listings typically hosting fewer than 90 days.

FIGURE 4: FREQUENCY DISTRIBUTION OF NIGHTS HOSTED FOR ENTIRE HOME LISTINGS, 2015



## Hosts

There are over 8,600 hosts in Toronto to date. As we noted earlier in this report, there is little variance in the profile of a Toronto host compared to an Ontario host. They are active contributors to their local neighbourhoods and everyday people earning modest, supplemental income from the platform. The average age of an Airbnb host in Toronto is 37, while 55 percent of the total number of hosts are women.

Similar to the Ontario-wide data, TABLE 16 shows that almost 90 percent of hosts have just one entire home listing. TABLE 17 and 18 further confirm that the largest proportion of listings are listings operated by hosts renting between 1 and 30 nights per year at 39 percent, higher than the Ontario findings.

**TABLE 16: PROPORTION OF SINGLE- AND MULTI-LISTING HOSTS, JUNE 2016**

NUMBER OF ACTIVE ENTIRE HOME LISTINGS	PERCENT OF HOSTS	PERCENT OF LISTINGS
1	89%	70%
2	6%	10%
3	2%	5%
4	1%	2%
5 or more	2%	13%

**TABLE 17: MEDIAN NUMBER OF NIGHTS HOSTED ANNUALLY BY ROOM TYPE, 2015**

LISTING TYPE	MEDIAN NIGHTS HOSTED ANNUALLY
ALL LISTING TYPES	47
ENTIRE ROOM	47
PRIVATE / SHARED ROOM	51

**TABLE 18: PERCENT OF ENTIRE HOME LISTINGS PER ANNUAL RENTAL FREQUENCY**

	1-30 DAYS	31-60 DAYS	61-90 DAYS	91-120 DAYS	121-150 DAYS	151-180 DAYS	181-270 DAYS	271+ DAYS
PERCENT OF LISTINGS	39%	18%	9%	8%	6%	5%	4%	4%



Median annual earnings for Toronto hosts in TABLES 19 and 20 are also comparable to the Ontario median at \$4,430 with 60 percent of hosts earning between \$1,280 and \$6,390 annually (\$1,000 USD - \$5,000 USD).

**TABLE 19: TYPICAL ANNUAL INCOME PER LISTING, 2015**

EARNING BUCKET	PERCENT OF LISTINGS
<b>\$1,280 - \$2,560</b> (\$1,000 USD - \$2,000 USD)	<b>36%</b>
<b>\$2,561 - \$6,390</b> (\$2,001 USD - \$5,000 USD)	<b>24%</b>
<b>\$6,391 - \$12,780</b> (\$5,001 USD - \$10,000 USD)	<b>19%</b>
<b>\$12,781 - \$19,170</b> (\$10,001 USD - \$15,000 USD)	<b>10%</b>
<b>\$19,170+</b> (\$15,000+ USD)	<b>11%</b>

**TABLE 20: MEDIAN ANNUAL EARNINGS PER ONTARIO LISTING BY ROOM TYPE, 2015 (\$CAD)**

LISTING TYPE	MEDIAN ANNUAL EARNINGS
<b>ALL LISTING TYPES</b>	<b>\$4,430</b>
<b>ENTIRE HOME</b>	<b>\$5,740</b>
<b>PRIVATE / SHARED ROOM</b>	<b>\$2,520</b>

## Neighbourhoods

Airbnb looked at its community and its impact in Toronto neighbourhoods. While the Downtown Toronto district attracted a fair amount of guests and the highest median annual earnings for hosts in the area, our findings show Airbnb guests to Toronto are choosing to stay in parts of the city outside major tourist hubs, and choosing to stay longer with their hosts in those areas. For example, guests to Midtown Toronto and East Toronto boast the longest average trip length at 7.1 nights and 6.7 nights respectively. East Toronto hosts also top the list for the highest median number of nights hosted at 57 nights and earn the second highest median earnings out of the districts studied at \$4,800 annually. Moreover, at least 60 percent of each district's listings host for 90 days or less annually, which dovetails with the Ontario findings.

TABLE 21: AVERAGE TRIP STATISTICS FOR TRIPS TO TORONTO DISTRICTS, 2015

LISTING TYPE	AVERAGE TRIP LENGTH	AVERAGE TRIP LENGTH PER GUEST	AVERAGE NUMBER OF GUESTS PER TRIP
<b>DOWNTOWN TORONTO</b>			
ALL LISTING TYPES	4.7	4.1	2.1
ENTIRE HOME	4.9	4.2	2.3
PRIVATE ROOM	4.1	3.6	1.5
SHARED ROOM	3.4	3.3	1.2
<b>EAST TORONTO</b>			
ALL LISTING TYPES	6.7	5.8	2.2
ENTIRE HOME	7.1	6.0	2.5
PRIVATE ROOM	6.1	5.1	1.6
SHARED ROOM	4.9	3.6	1.5
<b>WEST TORONTO</b>			
ALL LISTING TYPES	5.5	4.8	2.0
ENTIRE HOME	5.5	4.8	2.3
PRIVATE ROOM	5.6	4.7	1.5
SHARED ROOM	3.7	3.7	1.4
<b>MIDTOWN TORONTO</b>			
ALL LISTING TYPES	7.1	6.3	2.0
ENTIRE HOME	7.8	6.7	2.4
PRIVATE ROOM	6.3	5.4	1.5
SHARED ROOM	5.0	5.0	1.3
<b>CENTRAL TORONTO</b>			
ALL LISTING TYPES	6.2	5.3	2.0
ENTIRE HOME	6.1	5.3	2.3
PRIVATE ROOM	6.5	5.2	1.5
SHARED ROOM	3.4	3.4	1.2
<b>NORTH YORK</b>			
Too few listings to report data			

TABLE 22: MEDIAN NUMBER OF NIGHTS AND MEDIAN ANNUAL EARNINGS HOSTED ANNUALLY BY DISTRICT LISTINGS BY ROOM TYPE, 2015

LISTING TYPE	MEDIAN NIGHTS HOSTED ANNUALLY	MEDIAN ANNUAL INCOME (\$CAD)
<b>DOWNTOWN TORONTO</b>		
ALL LISTING TYPES	51	\$5,490
ENTIRE HOME	52	\$7,090
PRIVATE / SHARED ROOM	47	\$3,260
<b>EAST TORONTO</b>		
ALL LISTING TYPES	57	\$4,810
ENTIRE HOME	55	\$6,180
PRIVATE / SHARED ROOM	64	\$3,060
<b>WEST TORONTO</b>		
ALL LISTING TYPES	45	\$4,210
ENTIRE HOME	40	\$4,740
PRIVATE / SHARED ROOM	62	\$3,360
<b>MIDTOWN TORONTO</b>		
ALL LISTING TYPES	42	\$3,070
ENTIRE HOME	44	\$3,640
PRIVATE / SHARED ROOM	41	\$2,020
<b>CENTRAL TORONTO</b>		
ALL LISTING TYPES	36	\$4,350
ENTIRE HOME	36	\$4,670
PRIVATE / SHARED ROOM	46	\$4,230
<b>NORTH YORK</b>		
Too few listings to report data		

**TABLE 23: PERCENT OF DISTRICT ENTIRE HOME LISTINGS PER NUMBER OF NIGHTS HOSTED, 2015**

DISTRICT	1-30 DAYS	31-60 DAYS	61-90 DAYS	91-120 DAYS	121-150 DAYS	151-180 DAYS	181-270 DAYS	271+ DAYS
<b>DOWNTOWN TORONTO</b>	39%	18%	9%	8%	6%	5%	4%	4%
<b>EAST TORONTO</b>	40%	16%	8%	6%	10%	4%	13%	2.5%
<b>WEST TORONTO</b>	41%	21%	9%	9%	5%	3%	10%	3.4%
<b>CENTRAL TORONTO</b>	46%	19%	5%	8%	1%	5%	12%	4%
<b>MIDTOWN TORONTO</b>	40%	20%	11%	6%	4%	4%	10%	4%
<b>NORTH YORK</b>	Too few listings to report data							