



# All in the Family: A Study of Family Travel on Airbnb



With Airbnb, you don't go there, you live there. Propelled by powerful, emerging socioeconomic forces, our people-to-people platform—we are of the people, by the people, and for the people—connects hosts and guests in 191 countries and helps travelers live in neighborhoods around the world.

Airbnb gives millions of everyday people the chance to travel to cities and neighborhoods they might have missed. To date, there have been more than 80 million cumulative guest arrivals at Airbnb homes spread across more than 34,000 cities.

Airbnb's global community of travelers is growing fast, in part because Airbnb provides a new option for millions of travelers around the globe. This summer, millions of travelers will be booking Airbnb listings, and a growing segment of these travelers will be families.

Airbnb has long been popular with family travelers. We've heard many anecdotes of why families are attracted to Airbnb: there are often multiple bedrooms for the kids, a kitchen for cooking meals (dining out is often expensive, especially in vacation destinations), and families can book listings with shared common space they can enjoy together (including backyards or pools).

**We examined the data around family travel on Airbnb in the U.S., and this report highlights our key findings:**

**1. Families get more space for less money by vacationing on Airbnb**

Taking a family vacation this summer? We looked at the numbers and found that a family of four in the U.S. could save an average of 27% by booking an Airbnb listing instead of a hotel this summer. Based on rates in five of the most popular family vacation destinations in the U.S., families could save an average of \$131 per day on family-sized accommodations by booking a home on Airbnb.

**2. A growing number of families choose Airbnb because they want more amenities than a hotel and want a local experience with their family**

In 2015, millions of Airbnb trips were taken by families around the world, including nearly 700,000 trips by American families. These families chose Airbnb because they wanted more amenities than a hotel, wanted to save money, and wanted to have a local experience with their family.

**3. There are hundreds of thousands of family-friendly Airbnb homes across the U.S., and they're growing fast**

Across the U.S., there are over 250,000 family-friendly homes listed on Airbnb. These listings are growing at a faster rate than other listings in the U.S., and they have amenities (like kitchens) that can save even more money for families on vacation.

## Families get more space for less money by vacationing on Airbnb

As we approach the summer, more and more families are beginning to plan their summer vacations. And we know that affordability is a key consideration.

We crunched the numbers by studying how much it would cost a family of four (two adults and two children) to book family-sized accommodations in some of the top family vacation destinations in the U.S. this summer.

We found that **a family of four could save an average of 27% on their accommodations by booking an Airbnb listing** instead of a hotel this summer, based on rates in five of the most popular family vacation destinations in the U.S. **By booking Airbnb listings instead of traditional hotels, families could save an average of \$131 per day on accommodations** in those destinations. It's no surprise, then, that over 30% of Airbnb family travelers say they would not have stayed as long in their destination without Airbnb.

To begin, we selected five of the top family destinations in the United States, based on media reports<sup>1</sup> and guidance from sites like TripAdvisor<sup>2</sup>. The destinations we selected included:

- Orlando, Florida
- San Diego, California
- Honolulu, Hawaii
- Chicago, Illinois
- Washington, D.C.

For general travel (not specific to families), Airbnb provides more affordable accommodation options in these destinations than traditional hotels do. We compared the cost of Airbnb bookings already made for this summer against the average hotel daily rate in these destinations:

CITY	HOTEL ADR AS OF MARCH 2016	MEDIAN NIGHTLY COST OF AIRBNB LISTINGS ALREADY BOOKED FOR SUMMER 2016
ORLANDO	\$136	\$101
DC	\$165	\$85
HONOLULU / OAHU	\$212	\$131
SAN DIEGO	\$149	\$129
CHICAGO	\$122	\$109

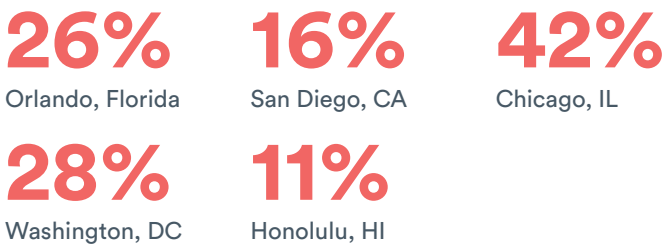
<sup>1</sup>[http://travel.usnews.com/Rankings/Best\\_Family\\_Vacations/](http://travel.usnews.com/Rankings/Best_Family_Vacations/)

<sup>2</sup><https://www.tripadvisor.com/Inspiration-g1-c0-World.html>

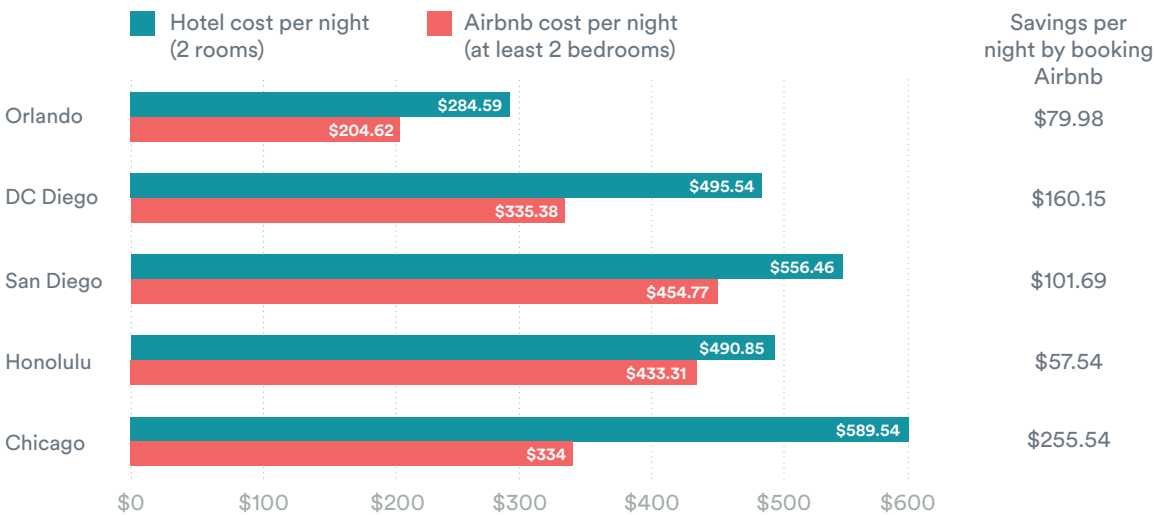
The savings in these destinations become even greater when we examine family travel specifically.

We examined hotel costs from both Expedia and Booking.com search results, comparing those costs to the average prices of available Airbnb listings. We varied the lengths of trips and did comparisons across three different time windows in the summer: a four-night trip in June, a five-night trip in July, and a three-night trip in August. We compared trips where adults and kids have some room to breathe, looking at the costs of booking two hotel rooms versus the costs of Airbnb listings with at least two bedrooms. This methodology also accounts for families who want to travel but may be larger than four people.

**Percentage savings on accommodations costs by booking Airbnb instead of a hotel this summer, by destination:**



**AVERAGE COSTS PER NIGHT, BY DESTINATION**



**A growing number of families choose Airbnb because they want more amenities than a hotel and want a local experience with their family**

We've long heard anecdotes from families that Airbnb is a great option when traveling, and the data supports it. In 2015, an estimated 2.3 million Airbnb trips were taken by families worldwide. Nearly 700,000 of these Airbnb trips were taken by American families.

We surveyed a sample of these family travelers to find out more about their trips and their reasons for choosing Airbnb. This was part of a broader global survey of hosts and guests sent to over 1 million Airbnb users worldwide in February 2016, including guests and hosts in 64 different countries who speak 15 languages.

Airbnb is providing many families with the ability to take trips that weren't possible before. The vast majority of family travelers on Airbnb (95%) are traveling for vacation with their children or to visit friends and family. And **over one-third of all Airbnb family travelers said that without Airbnb, they would not have stayed as long in their destination or would not have taken the trip at all.** Based on this survey data we estimate that in 2015, Airbnb allowed 25,000 family trips to occur that would not have if it weren't for Airbnb.

Families that travel on Airbnb are having terrific experiences:



**93%**

of family travelers would recommend the Airbnb home they stayed in to a friend or family member.

**Families are choosing Airbnb for three reasons:**



**83%**

of families said that a desire to live like a local was important in their decision to book on Airbnb



**93%**

of families said that a desire for more amenities than a hotel was important in their decision to book on Airbnb.



**96%**

of families said that saving money was an important consideration in their decision to use Airbnb

The vast majority of family travelers said that a desire to “live like a local” was important in their decision to book on Airbnb. In destinations across the U.S., the majority of Airbnb listings are located outside of the main hotel districts, in local neighborhoods. And with Airbnb, travelers don’t go to a new city, they live there and see neighborhoods they might have missed if they were in a hotel.

Nearly all families that travel on Airbnb choose a home over a hotel because it offers more amenities, like more space, a kitchen for preparing meals, or common spaces for the family to enjoy together (like private pools or backyards). Over 93% of families said that a desire for more amenities than a hotel was important in their decision to book on Airbnb. Over half of family travelers marked it as “very important”, which is significantly higher than non-family Airbnb travelers.

And virtually all families that choose Airbnb also do so because it can be a more affordable way to vacation. 96% of family travelers said that saving money was an important consideration in their decision to use Airbnb. Airbnb’s mission is to democratize travel, and through Airbnb more and more families can afford to take vacations with their loved ones.

**There are hundreds of thousands of family-friendly Airbnb homes across the U.S., and they’re growing fast**

As family travel has become a staple of the Airbnb guest community in the U.S., family-friendly listings have also been growing rapidly to meet the increasing demand.

There are now over 250,000 homes across the United States that are labeled by hosts as being family-friendly. This number is also growing rapidly: family-friendly listings in the U.S. have grown over 117% in the past year, which is significantly faster than non-family-friendly listings, which have grown 92%. This growth can be seen in some of the most popular family destinations nationwide.

	ORLANDO	DC	SAN DIEGO	HONOLULU	CHICAGO
<b>FAMILY-FRIENDLY LISTINGS</b>	<b>8500</b>	<b>4270</b>	<b>3760</b>	<b>1460</b>	<b>3625</b>
<b>YOY GROWTH</b>	<b>153%</b>	<b>91%</b>	<b>95%</b>	<b>123%</b>	<b>101%</b>

In addition, there were nearly 2.6 million guest arrivals at U.S. family-friendly Airbnb listings in summer 2015, up from roughly 1 million in 2014. That represents growth of 160%.

	ORLANDO	DC	SAN DIEGO	HONOLULU	CHICAGO
<b>GUEST ARRIVALS IN FF LISTINGS IN SUMMER 2015</b>	<b>39,800</b>	<b>48,600</b>	<b>60,000</b>	<b>16,700</b>	<b>66,800</b>
<b>GROWTH RATE</b>	<b>204%</b>	<b>117%</b>	<b>124%</b>	<b>160%</b>	<b>128%</b>

As noted above, many families choose Airbnb for travel because Airbnb homes have amenities that traditional hotel accommodations do not. Over 93% of families said that a desire for more amenities than a hotel was important in their decision to book on Airbnb. Over half of family travelers marked it as “very important”, which is significantly higher than non-family Airbnb travelers.

For example, over 90% of Airbnb listings across the US have kitchens. This can be a great way for families to come together during vacation, and save significant money by not dining out. Some [family travel experts](#) recommend that for dining out while on vacation, families should budget upwards of \$200 per day for a family of four.

Meanwhile, the [USDA](#) estimates that the average family of four spends \$34 per day for a week’s worth of groceries. That means that families choosing to book an Airbnb home with a kitchen can save roughly \$166 per day by cooking instead of dining out.

**Airbnb’s mission is to democratize travel by allowing anyone to belong anywhere. We’re proud that Airbnb has enabled millions of families to enjoy vacations together and we look forward to even more in summer 2016.**