Overview of the Airbnb community in:

Somerville, Massachusetts, United States

Overview of the Airbnb Community in Somerville, Massachusetts, United States

The following page captures the Airbnb community in Somerville, Massachusetts, United States.

HOSTS

AVERAGE HOST AGE

38

ANNUAL EARNINGS FOR A TYPICAL HOST

$6,600

GUESTS

INBOUND GUEST ARRIVALS IN THE PAST YEAR

38,000

AVERAGE LENGTH OF STAY PER GUEST
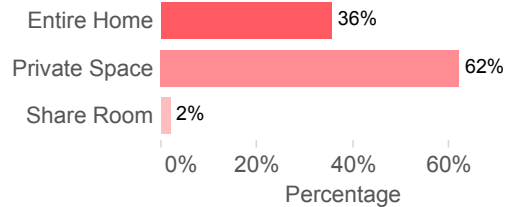
3.6 nights

OUTBOUND GUEST ARRIVALS IN THE PAST YEAR

19,000

LISTINGS

ACTIVE LISTINGS

813.0

NIGHTS HOSTED PER YEAR FOR A TYPICAL LISTING

78

CURRENTLY ACTIVE LISTINGS BY TYPE

Type	Percentage
Entire Home	36%
Private Space	62%
Share Room	2%

Percentage

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Airbnb Host and Guest Profile

Airbnb hosts in Somerville, Massachusetts, United States are respectful community members who enjoy sharing their homes with guests from all over the world.
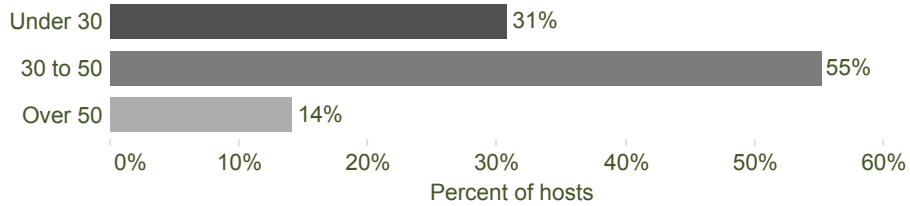
HOST PROFILE

AVERAGE HOST AGE

38

GENDER BREAKDOWN

Male
43%

Female
57%

AGE BREAKDOWN

Age	Percent of hosts
Under 30	31%
30 to 50	55%
Over 50	14%

Percent of hosts

GUEST PROFILE

AVERAGE GROUP SIZE

2.0 people

PERCENTAGE OF TRIPS THAT INVOLVE 4 OR FEWER GUESTS

97%

AVERAGE AGE OF BOOKING GUESTS

34

GUEST ORIGIN
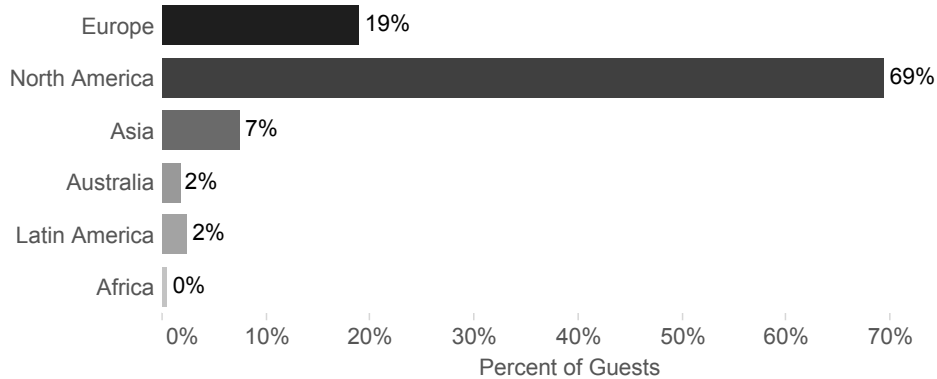
Region	Percent of Guests
Europe	19%
North America	69%
Asia	7%
Australia	2%
Latin America	2%
Africa	0%

Percent of Guests

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Hosting Behavior

For many hosts in Somerville, Massachusetts, home sharing is an economic lifeline that makes it possible for residents to pay the bills, make ends meet, and stay in the cities they love. Hosts tend to host occasionally throughout the year, and earn modest but significant supplemental income.
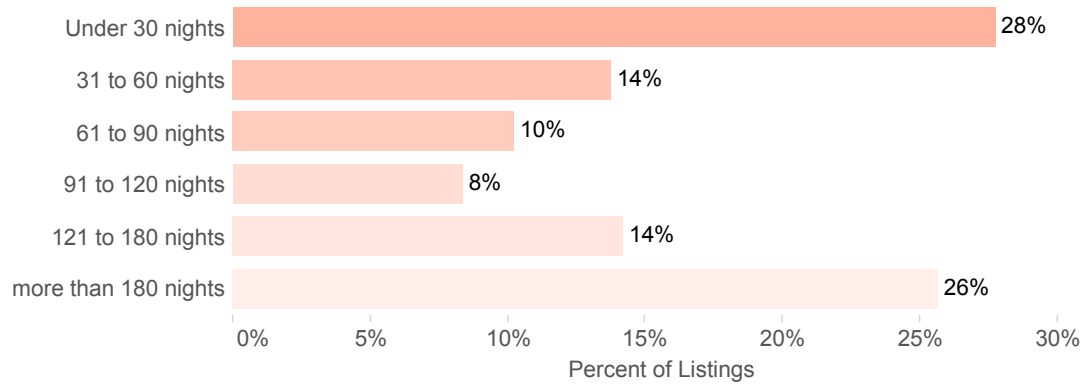
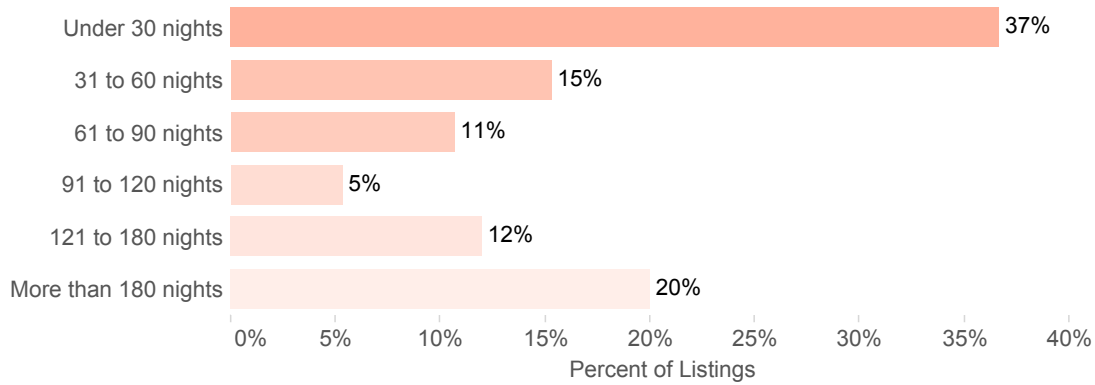NIGHTS HOSTED PER YEAR
BY A TYPICAL HOST

78

ANNUAL EARNINGS FOR A
TYPICAL HOST

$6,600

NIGHTS HOSTED PER LISTING - ALL LISTINGS

Under 30 nights	28%
31 to 60 nights	14%
61 to 90 nights	10%
91 to 120 nights	8%
121 to 180 nights	14%
more than 180 nights	26%

Percent of Listings

NIGHTS HOSTED PER LISTING - ENTIRE HOME LISTINGS

Under 30 nights	37%
31 to 60 nights	15%
61 to 90 nights	11%
91 to 120 nights	5%
121 to 180 nights	12%
More than 180 nights	20%

Percent of Listings

Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding January 1, 2017

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Tourism

Since January 1, 2016 over 37,700 guests have visited Somerville, Massachusetts, United States using Airbnb

GUEST STAY

INBOUND GUEST ARRIVALS
IN THE PAST YEAR

38,000

YEAR-OVER-YEAR GUEST
GROWTH RATE

76%

AVERAGE LENGTH OF STAY
PER GUEST

3.6 nights

AVERAGE GROUP SIZE

2.0 people
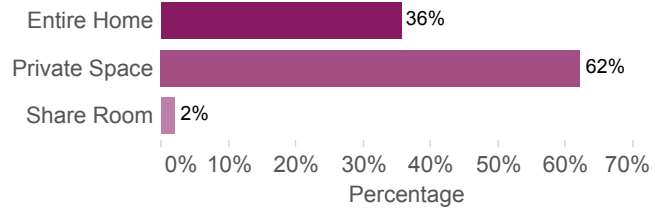
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Airbnb and Tourism Authorities

Airbnb is revolutionizing the way travelers experience destinations. Here's a snapshot of our communtiy in Somerville, Massachusetts, United States.

AIRBNB LISTINGS

ACTIVE LISTINGS

813.0

CURRENTLY ACTIVE LISTINGS BY TYPE

Type	Percentage
Entire Home	36%
Private Space	62%
Share Room	2%

Percentage axis: 0% 10% 20% 30% 40% 50% 60% 70%

GUEST ACTIVITY

GUEST ARRIVALS LAST YEAR

38,000

YEAR-OVER-YEAR GUEST GROWTH RATE

76%

PEAK TRAVEL MONTHS

Coming soon

AVERAGE LENGTH OF STAY PER GUEST

3.6 nights

AVERAGE GROUP SIZE

2.0 people

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Geographic Distribution of Listings

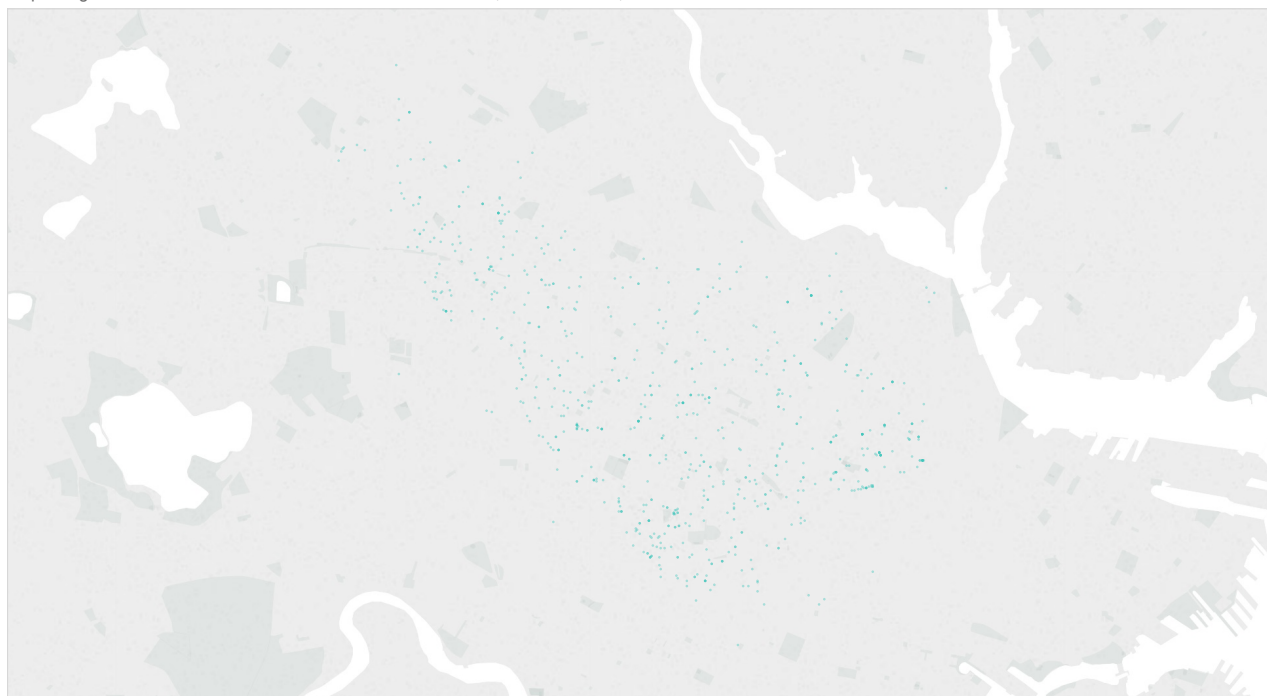The following page the geographic distribution of active listings in Somerville, Massachusetts, United States

Map listings that were booked in the last 12 months in Somerville, Massachusetts, United States

Note: All data above is drawn from Airbnb proprietary bookings data. Data based on the one year period preceding January 1, 2017

All Definitions

Annual Earnings (Typical Host)
Median value of total income earned by host during the one-year study period. Annual earnings are presented for typical hosts.

Average Length of Stay
The average length of stay per guest, rather than per trip.

Guest
Airbnb community members who stay in Airbnb listings.

Host
Airbnb community members who rent space on Airbnb.

Inbound Guest
All guests visiting a particular location. Inbound guests includes guests who live in the same location they may have stayed in.

Listing (Active)
A property listed on Airbnb. Listings may include entire homes or apartments, private rooms or shared spaces. Active Listings are all listings that appear on the website during a search. Active listings do not necessarily have availability on a particular date or at all.

Entire Home / Apartment Listing
A listing where the guest can rent the entire home from the host. The host is not present in the home during the guest's stay.

Private Room Listing
A listing where the guest can rent a private bedroom within a home. The host may be present in other parts of the home during the guest's stay, and the guest may share common spaces like the kitchen, living room, and/or a bathroom with the host.

Shared Room Listing
A listing where the guest can rent a communal space, such as a shared bedroom or a living room sofabed, within a home. The host may be present in the home during the guest's stay, and the guest may share common spaces like the kitchen and/or a bathroom with the host.

Nights Hosted (By Listing)
Total number of nights a given listing is rented through Airbnb in the study period. Only listings that were active as of the start of the study period, and had at least one booking during the study period are included, in order to present the most representative annual values for Airbnb hosting activity.

Outbound Guest
All guests from a particular location who booked an Airbnb listing, regardless of where the listing is. There may be some minor overlap between Inbound Guests and Outbound Guests. All guests associated with a particular reservation are attributed to the location of the booking guest.

Typical Host
The median host for all hosts who had at least one active listing as of the start of the study period and at least one booking during the study period. Typical host definitions are used to calculate Annual Earnings and Nights Hosted. Presenting the median value for all hosts who were active as of the start of the study period provides the most representative values for the Airbnb host community.

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