

# Public Comment - Airbnb #1

**Daly, Julia Rutherford**

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**From:** Marisa Moret <marisa.moret@airbnb.com>  
**Sent:** Monday, June 05, 2017 1:43 PM  
**To:** sbcob  
**Subject:** Letter from Airbnb  
**Attachments:** Santa Barbara County Letter.pdf; ATT00001.txt

Attached, please find correspondence related to the June 6, 2017 Board of Supervisors' meeting.

Best,  
Marisa Moret  
Airbnb  
Public Policy



June 5, 2017

**VIA E-MAIL - [sbcob@co.santa-barbara.ca.us](mailto:sbcob@co.santa-barbara.ca.us)**

**Santa Barbara County Board of Supervisors  
County Administration Building  
105 E. Anapamu Street, 4th Floor  
Santa Barbara, CA 93101**

**RE: Airbnb Host Community in Santa Barbara County**

**Dear Honorable Members of the Board of Supervisors:**

**We write to share information about the Airbnb Host Community in Santa Barbara County (for unincorporated areas only). We understand that the Santa Barbara County Board of Supervisors is considering regulating Short Term Rentals.**

**As you may know, Airbnb was created out of the economic dislocation of the Great Recession and has always been powered by everyday people who use what is typically their greatest expense -- their homes -- as a way to generate extra income to pay for things like their mortgage, medicine, student loans, or to save money for retirement. As the Board of Supervisors considers policies affecting short term rentals, we urge it to consider homesharing as a tool to help its residents make ends meet.**

**Attached is a short report about the Airbnb Host Community in Santa Barbara County. As set forth in the report:**

- **There are 170 hosts in unincorporated Santa Barbara County, who welcomed about 14,700 guests last year.**
- **A typical host earns \$14,900 annually, helping them to offset the rising cost of housing in Santa Barbara County.**
- **Entire home rentals make up 83% of total listings in Santa Barbara County, with the remaining 17% being private room/shared space listings.**
- **The average trip length for guests in Santa Barbara County is 2.4 days.**

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In addition to providing an important source of income for individual hosts, we recognize the potential of homesharing in providing much-needed revenue to counties like Santa Barbara County. That's why we proactively sign agreements with cities and counties that allow us to collect and remit taxes on our hosts' behalf. As of June 1, Airbnb is collecting and remitting in over 250 jurisdictions in the US, including Santa Cruz County, Marin County and Sonoma County.

Many of the guests who use Airbnb have access to lower cost lodging options in Santa Barbara County, allowing coastal access to those who may not otherwise afford to visit the beach. Homesharing will also help distribute the economic benefits of tourism to Santa Barbara County's small businesses. Airbnb guests spend most of their money in the neighborhoods where they stay, and 75% of listings are outside traditional hotel districts. Moreover, 35% of the people who travel on Airbnb say they would have stayed home or would not have stayed as long but for Airbnb. This results in billions of dollars of positive economic impact in cities across the country.

Finally, the overwhelming majority of hosts and guests are good neighbors who respect the communities where they live and visit, but we also work to be responsive in cases where something does go wrong. As a result, we recently developed the Airbnb Neighbor Tool, an online resource, available on our website. The "Neighbor Tool" was developed in consultation with hosts, guests and neighbors to make it easy for people living near Airbnb listings to reach us so we can help hosts with small issues before they become big problems. When a neighbor reports an issue at a listing, such as a noise complaint, we reach out to the host to give them an opportunity to address the problem.

On behalf of Airbnb, I urge you to consider regulations that support responsible home sharing and the economic value it provides to households and businesses in Santa Barbara County. We hope that Santa Barbara County will follow the lead of municipalities around the world that have crafted common sense regulations that recognize the benefits of responsible home sharing and that strengthen neighborhoods.



We look forward to working with you.

Best,

A handwritten signature in black ink that reads "Marisa Moret" with a flourish at the end.

**Marisa Moret**  
Public Policy

*Attachment*



## Overview of the Airbnb Community in Santa Barbara Unincorporated Areas

Airbnb hosts in Santa Barbara unincorporated areas have been welcoming guests into their homes since 2009. The following page captures the Airbnb community in Santa Barbara unincorporated areas between April 1, 2016 to April 1, 2017.

### Guests

**14,700**

Inbound guests in the past year

**2.4 nights**

Average length of stay per guest

**\$359**

Average price guest paid for a listing per night

### Hosts

**170**

Hosts who have hosted in the past year

**\$ 3.2M**

Total host earnings by host

**\$14,900**

Typical Host Earnings

**49**

Average host age

**68%**

Percent of female hosts

