

## **A portrait of the Economic Impact of Airbnb in Kentucky**

*In the past year citizen-led tourism contributed over \$600m to the commonwealth's economy.*

### *Methodology:*

In the past year:

About 1.03m persons visited KY to stay with an Airbnb host.

These 1.03m visitors stayed about 4 nights or 4.12m nights

We estimate each guest spent about \$100 per day in local restaurants, shops and events. This totals (4.12m guest nights x \$100) or **\$412M**.

Guests paid about **\$200M** for their Airbnb stays. Kentucky hosts kept about **\$180M** of that for themselves. (*property owners keep about 90% of a stay. Airbnb keeps about 10%*).

Guests paid 6% sales tax to the KY DOR: **\$12m**

Guests paid 1% KY state TOT: **\$2m**

Total estimated economic impact: 412m + 180M + 12m + 2m + = **\$606m**

### **The typical Host**

The typical KY Airbnb Host is a 47 year old woman (61% are women).

Twenty (20%) percent are 60 years old or above.

76% share one property only.

*All data is self-reported to Airbnb by hosts and guests covering the period 10/1/23 to 10/1/24  
"Typical" refers to median*

### **Typical Guest and their origin**

The typical visitor to KY to stay in an Airbnb is a 42 year old woman (66%) from Louisville, Cincinnati, Indianapolis or Chicago with 3 additional persons in their group.

Ten percent of all guests are Kentuckian staying with a fellow Kentuckian.

Most international visitors (about 2% of all visits) were from Canada, the United Kingdom, and Germany.

### **Use of housing stock.**

Airbnb hosts are generating over \$600m in economic activity by sharing six-tenths of one percent (0.06%) of the housing stock in KY.

Methodology:

1,994,000 dwelling units per the 2020 U.S. Census.

13,600 hosts across the state on any given day (goes up and down).

13,600/1.994m is 0.068% or six-tenths of one percent of homes in KY .