



REPORT | 26 SEPTEMBER, 2017

Tanglewood and Airbnb: Creating Economic Opportunity in The Berkshires



Commonwealth's Annual Music Festival Gives Home Sharing Residents Social and Economic Benefits

INTRODUCTION

Hailed for its annual convergence of over 350,000 visitors for orchestra and chamber music, and performances by contemporary and jazz artists, the Tanglewood Music Festival has been a cultural and tourism draw for The Berkshires for nearly eight decades.

And each summer the residents and small businesses of Massachusetts have an opportunity to showcase their communities to traveling music lovers, host new and returning musicians, and share in the tourism dollars Tanglewood brings to their area.

The following report highlights how residents and Airbnb hosts in The Berkshires -- *specifically in the towns of Lenox, Stockbridge, Alford, Great Barrington, Lee, Otis, Pittsfield, Richmond, Sheffield, Tyringham, Washington, West Stockbridge* -- benefit from Tanglewood Music Festival, use their home sharing income to make ends meet, and open their communities to diverse travelers.

1. Airbnb is creating an economic lifeline for thousands of middle class residents of The Berkshires who, collectively, **earned nearly \$2 million sharing their space between June 16, 2017 and September 3, 2017** sharing their home with Tanglewood Music Festival performers and patrons.
2. Airbnb host earnings during the 2017 Tanglewood Festival represent **an increase of nearly 460 percent from the same time period in 2014**, with the typical host earning \$3,650.
3. In terms of guest arrivals, Airbnb **grew 370 percent** from the same time in 2014. In total, **10,620 Airbnb guest arrivals occurred during the Tanglewood Music Festival** -- in the towns of Lenox, Stockbridge, Alford, Great Barrington, Lee, Otis, Pittsfield, Richmond, Sheffield, Tyringham, Washington, West Stockbridge.
4. The typical price of an Airbnb listing during the festival ranged from **\$85 for a private room to \$200 for an entire home**. The top city of origins for guest arrivals include New York, Boston, Cambridge, Arlington, Somerville, San Francisco and Philadelphia.

TANGLEWOOD HOST STORY

Ruth Davies and her husband love living in The Berkshires, but until becoming Airbnb hosts four years ago they didn't have the time to attend one of the region's most popular events -- the Tanglewood Music Festival. An annual celebration of music and the arts, Tanglewood is famous for its vast array of concerts and talented musicians and singers.

Natives of the United Kingdom and transplants from Upstate New York, the Davies moved to Stockbridge in an effort to slow down and shift to a more balanced lifestyle.

"During past vacations to The Berkshires we fell in love with the area's natural beauty," said Ruth Davies. "And after our children left the nest we wanted to uproot and live in an area that was a bit quieter, but still accessible to big cities."

Ruth and her husband started hosting via Airbnb after making extensive renovations to their 19th-century home and realizing they had a lot of extra space to share. Their Airbnb income helps to cover their mortgage, property taxes and utility bills. And thanks to additional money they earn sharing their home with Tanglewood performers and fans, the Davies now have time to actually attend and enjoy the festival.

"The income my husband and I make from Airbnb has allowed us to transition from a life of constantly working and instead do more living," added Ruth.

This summer has been one of their busiest seasons ever for Airbnb guests with visitors from Europe, Canada, Australia, Minnesota, California, New York, and Texas. The Davies also find that travelers and families prefer their listings to traditional accommodations because they can cook their own meals, host additional guests, and do laundry during extended trips.

"We've had a diverse groups of travelers over the years, including two students studying acupuncture, a writer who stayed for a month to work on a book project, and a three-generation family who wanted to enjoy local activities from a relaxed home-base," said Ruth.

"Meeting them and giving them a comfortable place to stay has been a great experience for us and our little piece of The Berkshires."

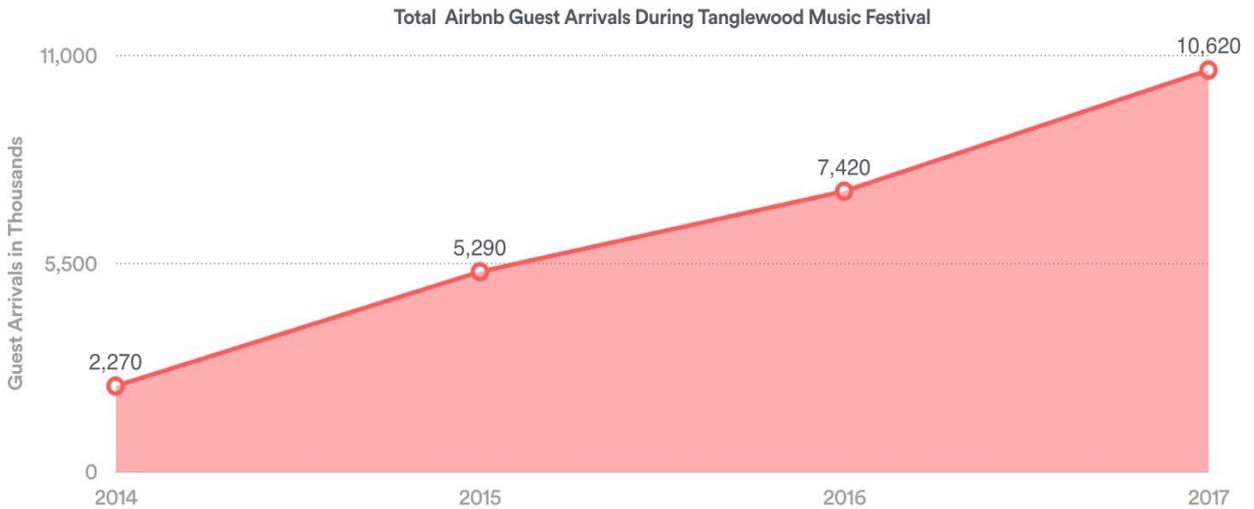
TANGLEWOOD GUEST ARRIVALS

Airbnb makes it possible for visitors from around the world to experience the Commonwealth of Massachusetts like its residents do — by staying local. As a result, communities which do not typically benefit from traditional tourism dollars are experiencing a major economic lift.

The Berkshires, a region of small towns and villages, is known for its lush landscapes, mountainous views, and farm communities. For fans of the Tanglewood Music Festival who travel long distances for the concerts, the availability of Airbnb listings gives them the opportunity to see their favorite artists throughout the summer while also enjoying all the comforts of home in contrast to what they would receive with traditional accommodations.

During the 2017 Tanglewood Music Festival, a total of **10,620 Airbnb guest arrivals** occurred in the towns of Lenox, Stockbridge, Alford, Great Barrington, Lee, Otis, Pittsfield, Richmond, Sheffield, Tyringham, Washington, West Stockbridge -- **an increase of 370 percent from the same time in 2014.**

Airbnb Guests Arrivals During Tanglewood



**Total guest arrivals occurred during the respective seasons of the Tanglewood Music Festival

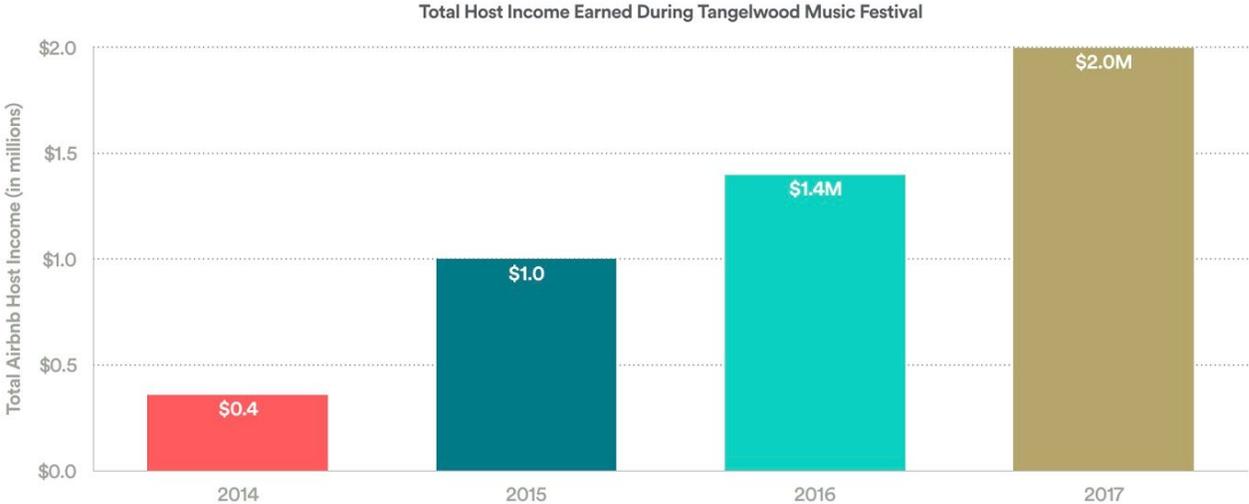
HOST INCOME DURING TANGLEWOOD

In every region and corner of Massachusetts, Airbnb is making it possible for middle class families to take what is typically their greatest expense – the cost of their housing – and turn into an opportunity to generate supplemental income, pay the bills, and make ends meet.

Last year, over 11,000 residents of the Commonwealth hosted via Airbnb. The typical Massachusetts host was 45 years old, and earned nearly \$7,000 sharing their home. The majority of Massachusetts Airbnb hosts (57 percent) are female and share their home 60 nights or less annually (59 percent).

Between June 16, 2017 and September 3, 2017, residents of Lenox, Stockbridge, Alford, Great Barrington, Lee, Otis, Pittsfield, Richmond, Sheffield, Tyringham, Washington, West Stockbridge used Airbnb to welcome Tanglewood Music Festival spectators and performers. Collectively, they **earned nearly \$2 million in additional income**. This total represents a **growth of nearly 460 percent from the same time period in 2014** -- with the typical host earning \$3,650.

Airbnb Host Income During Tanglewood



**Totals are host revenue earned during the respective season of the Tanglewood Music Festival

AIRBNB'S DIVERSE AND AFFORDABLE OPTIONS

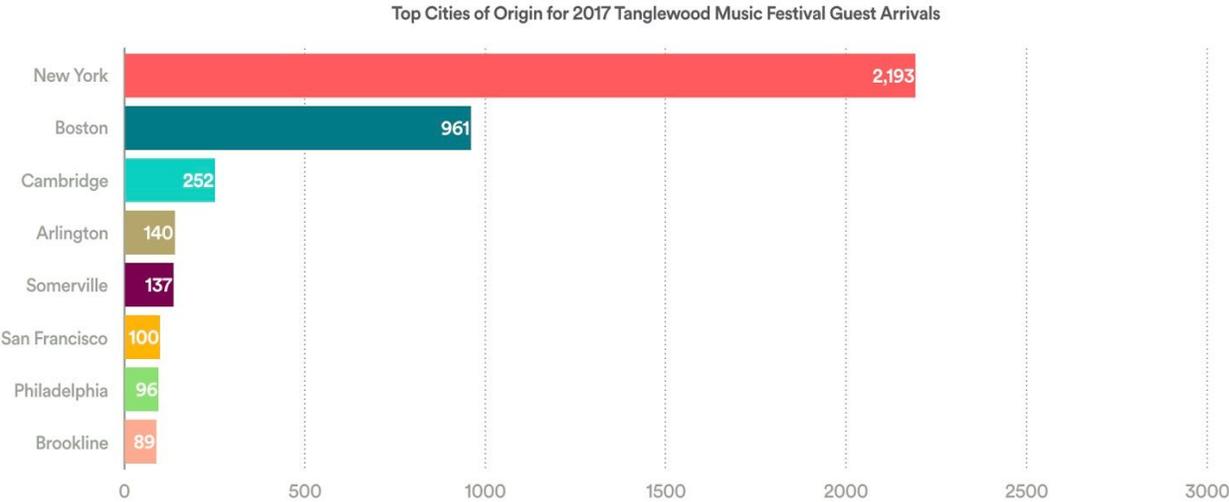
During the Tanglewood Music Festival, the typical Airbnb listing in Lenox, Stockbridge, Alford, Great Barrington, Lee, Otis, Pittsfield, Richmond, Sheffield, Tyringham, Washington, West Stockbridge ranged from **\$85 for a private room to \$200 for an entire home**.

Travelers continually chose Airbnb because of the affordability it provides during extended trips and for large families, in addition to the diverse amenities listings offer such as access to kitchens and laundry facilities.

During the 2017 season of the Tanglewood Music Festival the top city of origins for guest arrivals included **New York, Boston, Cambridge, Arlington, Somerville, San Francisco, Philadelphia and Brookline**.

Tanglewood Guest Arrivals

Top Cities of Origin



****Guest arrivals occur during the 2017 season of the Tanglewood Music Festival**

FUTURE SEASONS

Like Ruth Davies and her husband, many residents of The Berkshires look forward to the summer months for their beautiful weather, and the opportunity to share their homes in a way that not only brings economic benefits to their families, but also encourages more travelers from across the globe to visit their region of Massachusetts.

Airbnb is proud to play a part in the Tanglewood Music Festival's continued popularity -- giving more performers and patrons an opportunity to visit Lenox, Stockbridge, and other nearby communities at a more affordable cost and in a more authentic way.

METHODOLOGY

The data used in this report about the Airbnb platform -- specifically guest arrivals, guest city of origin, and host earnings -- are all based on Airbnb internal data for the period of June 16, 2017 - September 3, 2017.