



**TOURISM
ECONOMICS**

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The Economic Impact of Airbnb in Ireland

July 2023

**Economic Impacts
2022**



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July 2023

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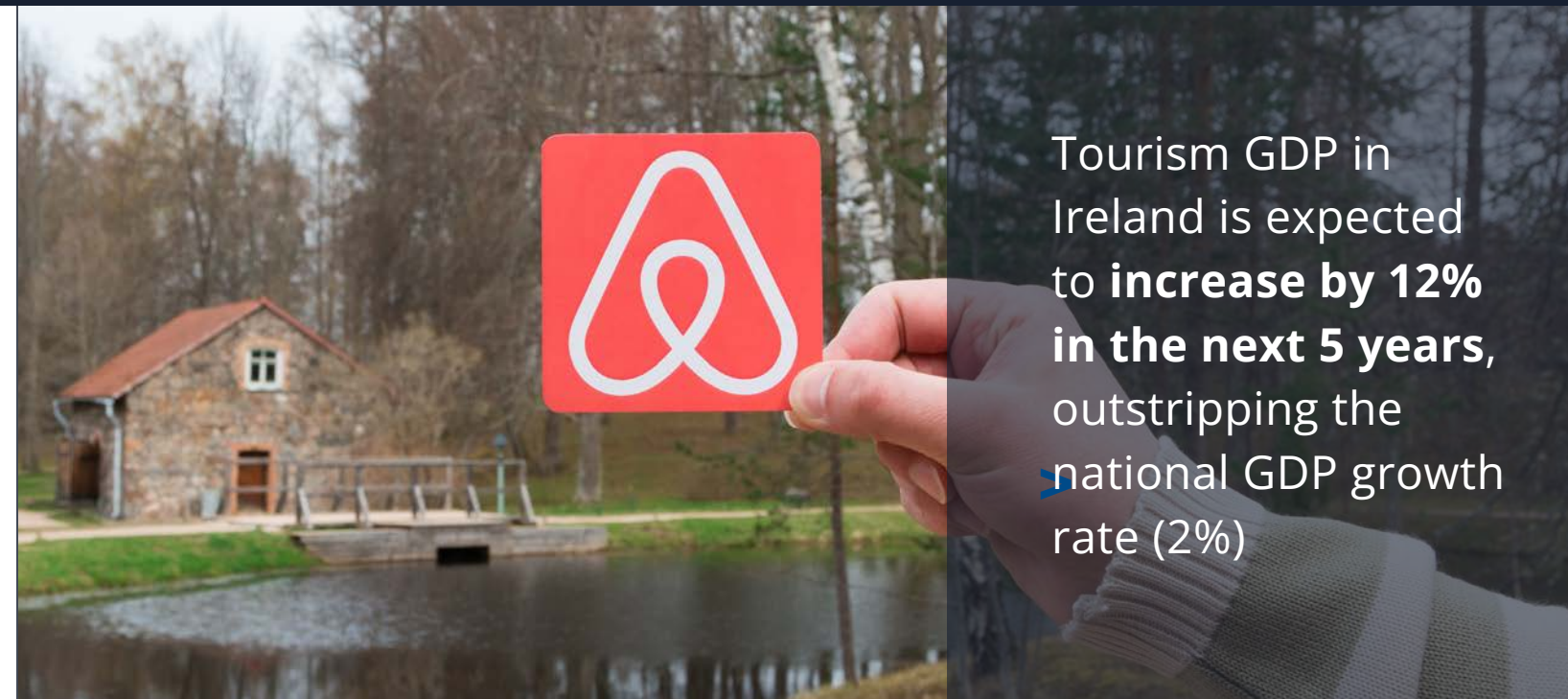
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Airbnb is an important part of the tourism economy in Ireland

Following two years of significant challenges and disruption due to COVID-19, tourism in Ireland rebounded significantly in 2022.

Airbnb, an online platform that enables Hosts to connect with tourists and travellers, providing them with places to stay and things to do, within a global marketplace, played a key part in the success story.

In total, Hosts on Airbnb across the country achieved over 4.4 million guest nights, which accounted for 6% of all paid accommodation nights in 2022.



Tourism GDP in Ireland is expected to **increase by 12% in the next 5 years**, outstripping the national GDP growth rate (2%)

Summary Impacts of Airbnb in Ireland (2022)



4.4M

Total Nights Spent in Listings on Airbnb



€501M

Total Airbnb-linked Tourism GDP Impact



4,900

Total Jobs Supported by Airbnb-linked Tourism

The Tourism Economy in Ireland

Ireland holds a prominent position as a must see destination due to its rich natural and cultural heritage and diverse range of memorable visitor experiences. As a result, tourism is a major contributor to the Irish economy. In 2022, the industry generated €12 billion, which represented around 2.5% of Ireland's GDP, and supported over 5.1% of the national workforce.

Reflecting its underlying strength as a visitor destination, tourism GDP in Ireland is expected to increase by 12% per annum in the next 5 years, outstripping the national GDP growth rate (2%). This projection highlights the importance of the industry to the national economy and within that key sectors such as accommodation which act as significant drivers of economic growth.

Tourism GDP in Ireland (2022)



€12B

Tourism GDP in Ireland



> 2.5%

of Overall GDP in Ireland



5.1%

of National Workforce Supported

Real Growth Rate in Tourism GDP & Overall GDP Over Five Years

↑ 12%



Tourism GDP

↑ 2%



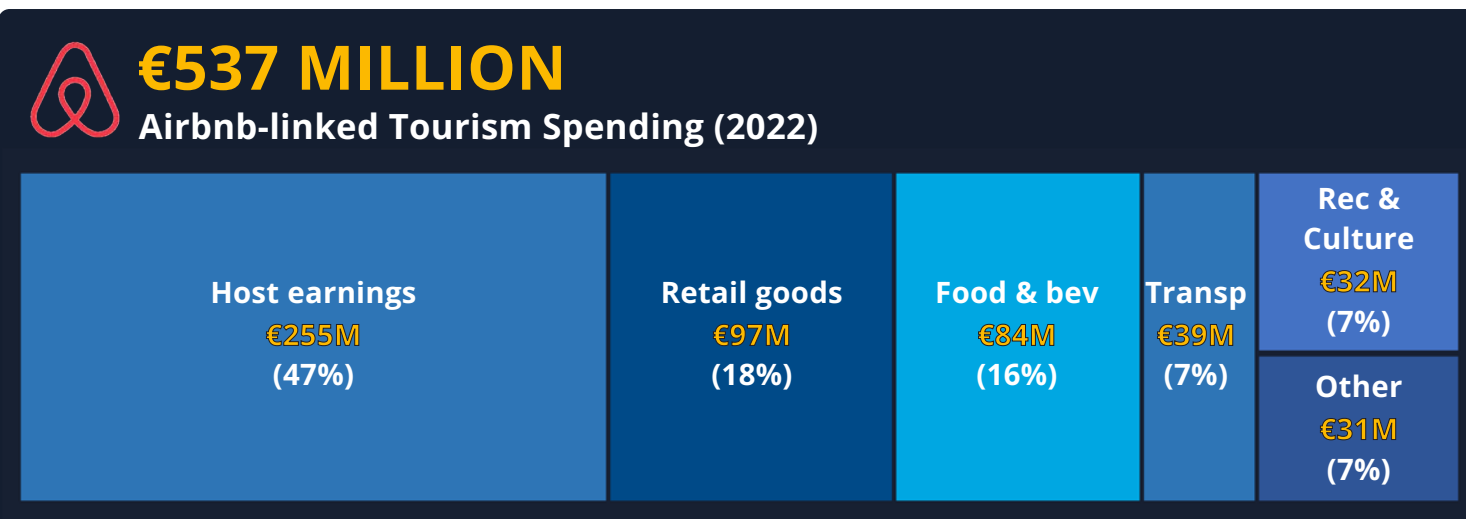
Overall GDP

Highlighting the strength of the overall offering provided by Airbnb Hosts across the country, **Airbnb-linked tourism spending in Ireland was €537 million in 2022.**



Impact of Airbnb-linked Spend in Ireland

The flexibility and diversity of services provided by Hosts on Airbnb are an attractive proposition among tourists and travellers. Highlighting the strength of the overall offering provided by Airbnb Hosts across the country, Airbnb-linked tourism spending in Ireland was €537 million in 2022.



The economic impact of Airbnb listings benefits Hosts as well as businesses in the broader visitor economy such as retail, attractions and food and beverage establishments. Indeed, over half (53%) of Airbnb guest spend was for non-accommodation services in 2022. Collectively, retail and hospitality businesses benefitted from over €180 million of expenditure by Airbnb guests.

As consumer preferences and requirements continue to evolve, Airbnb listings are well-placed to serve the everchanging and more personalised needs of modern travellers.

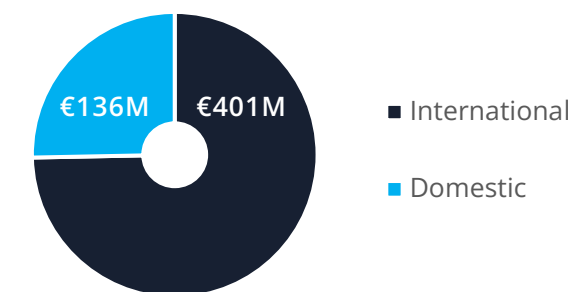
The wide variety of listings on Airbnb in Ireland helps to ensure that the needs of different tourism markets are served. This broad appeal is illustrated by strong demand to use Airbnb among both international and domestic visitors.

In 2022, international visitors accounted for around three-quarters of all Airbnb-linked spend in the country (€401 million). Meanwhile, the remainder, over €135 million, was spent by visitors from Ireland.

The United States and UK were the top two source markets making up nearly 40% of all nights, which equated to over 1.7 million nights. European markets such as France and Germany were also significant users of the platform accounting for over 10% of nights.

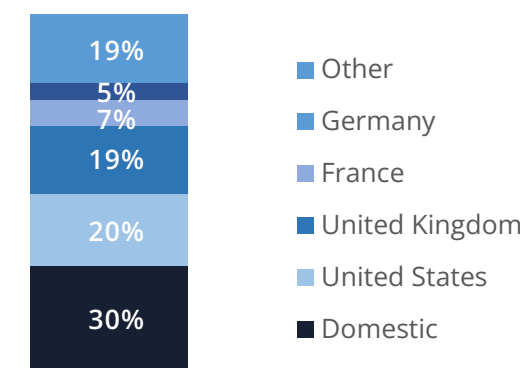
The remainder of bookings (19%) were mainly by consumers from Canada, Australia and other European markets, which signals the breadth of appeal for Airbnb listings among travellers from Europe and beyond

Airbnb-linked Tourism Spending in Ireland by Visitor Type (2022)



Source: Oxford Economics

Key Source Market Distribution of Nights on Airbnb (2022)



Source: Oxford Economics

Expenditure attributed to Airbnb guests makes up a sizeable proportion of all tourism spending in Ireland. In 2022, around a tenth (10.5%) of tourism spending by international markets was generated due to Airbnb listings. Airbnb-linked spend by Irish guests accounted for 4.1% of domestic tourism expenditure. These findings underline the importance of Airbnb listings in contributing toward both domestic and international tourism receipts in Ireland.

Airbnb's Contribution to Tourism Spending (2022)

10.5%

Airbnb's contribution to international tourism spending in Ireland

4.1%

Airbnb's contribution to domestic tourism spending in Ireland

Economic Impact Findings

Combining the direct, indirect and induced expenditure impacts, Airbnb's total economic contribution to Ireland's GDP was €501 million in 2022. This includes the direct spending of Airbnb guests on goods and services during their stay plus other impacts such as supply-chain stimulus and other wider economic benefits.

Airbnb's listings have a substantial economic footprint in Ireland both at the direct and total, economic impact level, when including multiplier effects.

Directly Airbnb-linked tourism contributed the largest amount to GDP in 2022 (€323 million). Indirect impacts as tourist-facing businesses used suppliers due to Airbnb business accounted for €51 million. Meanwhile, the induced impacts of Airbnb-linked expenditure generated a further €128 million to Ireland's GDP.

Ireland Airbnb-linked tourism GDP Impact in 2022



The importance of Airbnb listings to the tourism industry and overall economy is further highlighted when assessing its share of overall Irish tourism GDP.

Airbnb's contribution to direct tourism GDP was 6.6% in 2022. While slightly smaller at 3.7%, its overall impact to total tourism GDP is again significant. Collectively, these findings emphasise that Airbnb listings are an important pillar of the tourism economy in Ireland.

Ireland Airbnb-linked Tourism as a Share of Tourism GDP (2022)



6.6%

**Airbnb's contribution
to direct tourism
GDP**



3.7%

**Airbnb's contribution
to total tourism
GDP**

Airbnb's contribution to direct tourism GDP was **6.6%** in 2022. While slightly smaller at **3.7%**, its overall impact to total tourism GDP is again significant. Collectively, these findings emphasise that **Airbnb listings are an important pillar of the tourism economy in Ireland.**

Airbnb continues to disperse travel beyond urban centres

Hosts on Airbnb in regional areas of Ireland are playing an important role driving economic growth and absorbing tourism demand post-pandemic.

In recent years, there has been an increase in the number of Hosts on Airbnb in regional areas of Ireland, outside of Dublin. Improved choice and supply of accommodation have acted as a catalyst for economic growth, dispersing tourism expenditure to regional areas of the country.

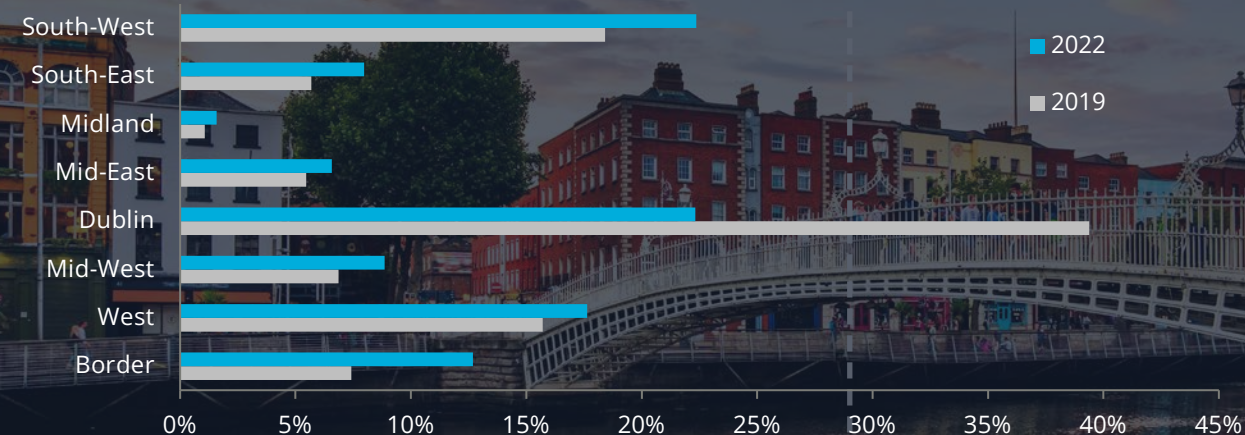
Prior to 2020, stays in Airbnb listings were largely concentrated in Dublin, which accounted for 39% of nights in 2019. However, Airbnb support for tourism has widened geographically across Ireland since the pandemic. By 2022, Dublin's share of all nights on Airbnb had decreased to 22%. The remainder (78% of nights) were achieved by listings outside of the capital. On par with Dublin, hosts in the South-West region followed by the West region recorded the most guest nights among the remaining regions (22% and 18% of the total, respectively).

The decrease in Dublin's share in Airbnb nights corresponded with an increase in market share for all other regions in Ireland over the period. In particular, the Border and the South West regions experienced the greatest gains in 2022 compared with 2019, increasing their share of nights on Airbnb by 5% and 4%, respectively.

Shifts in consumer preference and behaviour post pandemic coupled with increased accommodation capacity in regional areas present new opportunities for fuelling economic growth.

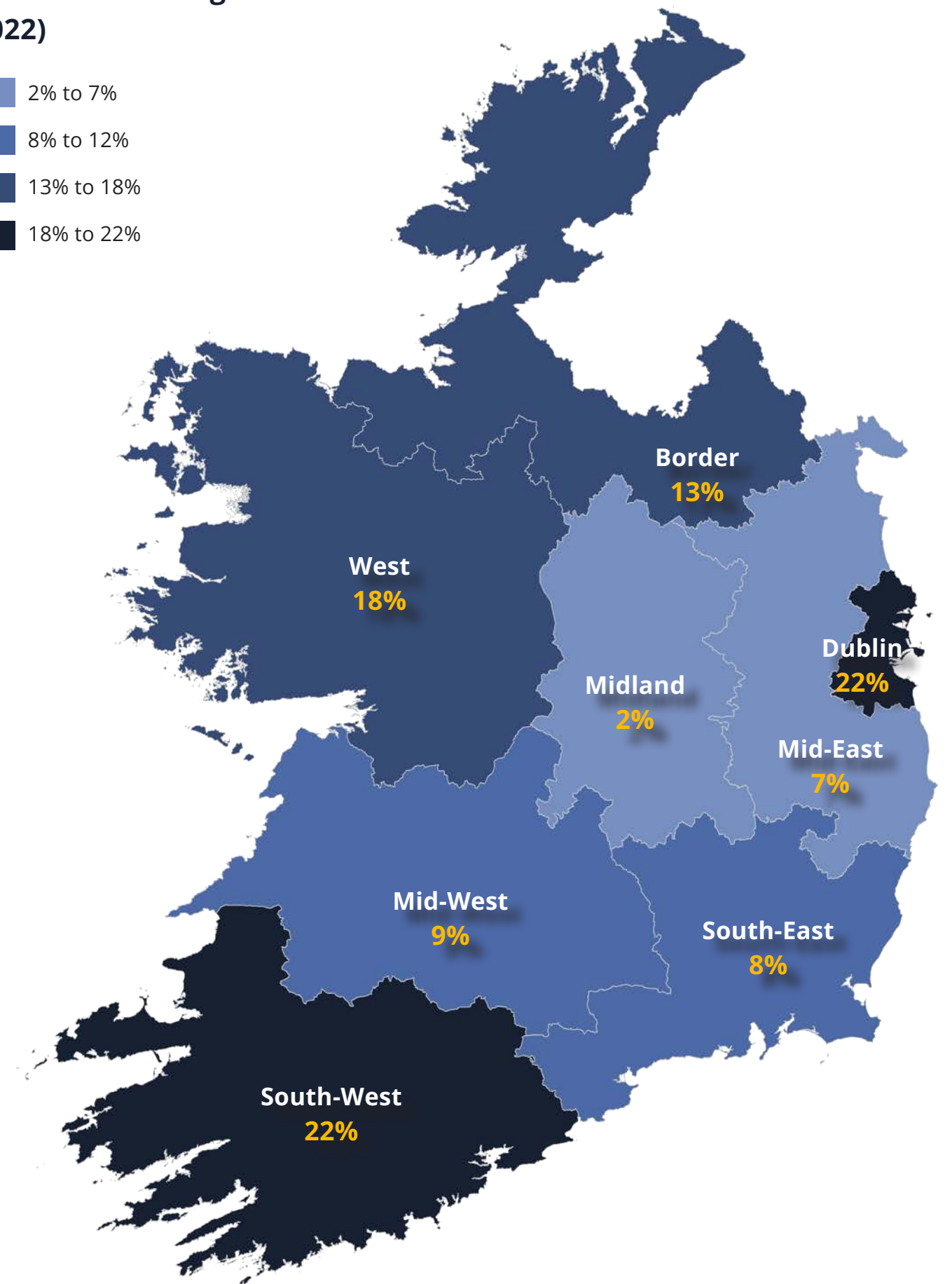
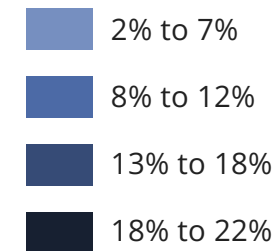
Distribution of Nights on Airbnb in Ireland in 2019 and 2022

Share of total nights



Source: Oxford Economics

Distribution of Nights on Airbnb in Ireland (2022)

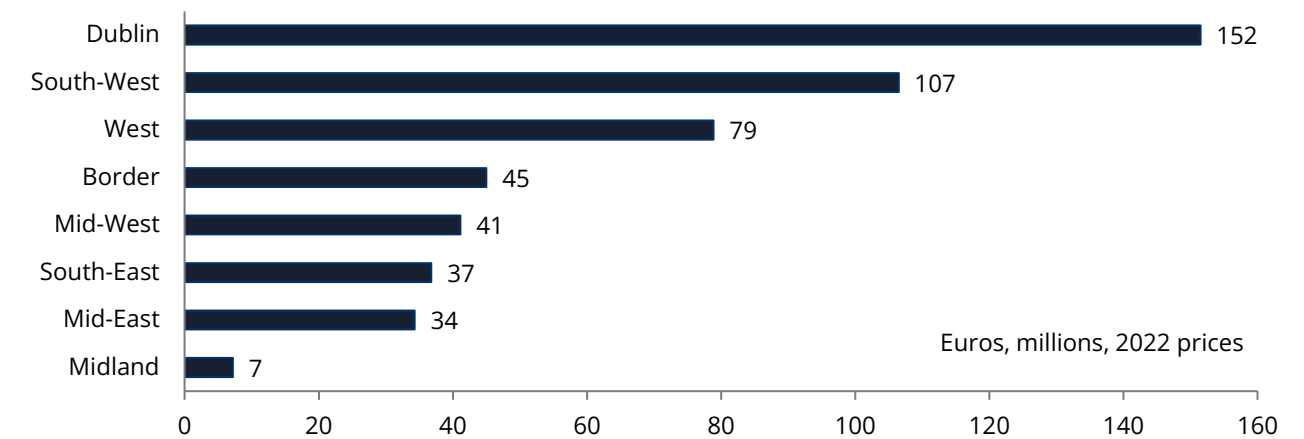


In 2022, the total impact of Airbnb-linked activity on GDP in Ireland was estimated at **€501 million.**

In 2022, the total impact of Airbnb-linked activity on GDP in Ireland was estimated at €501 million. A large share of this impact benefitted Dublin (30% of the total contribution to GDP or €152 million) directly and indirectly due to its popularity as a visitor destination and its importance as an economic hub supporting industries.

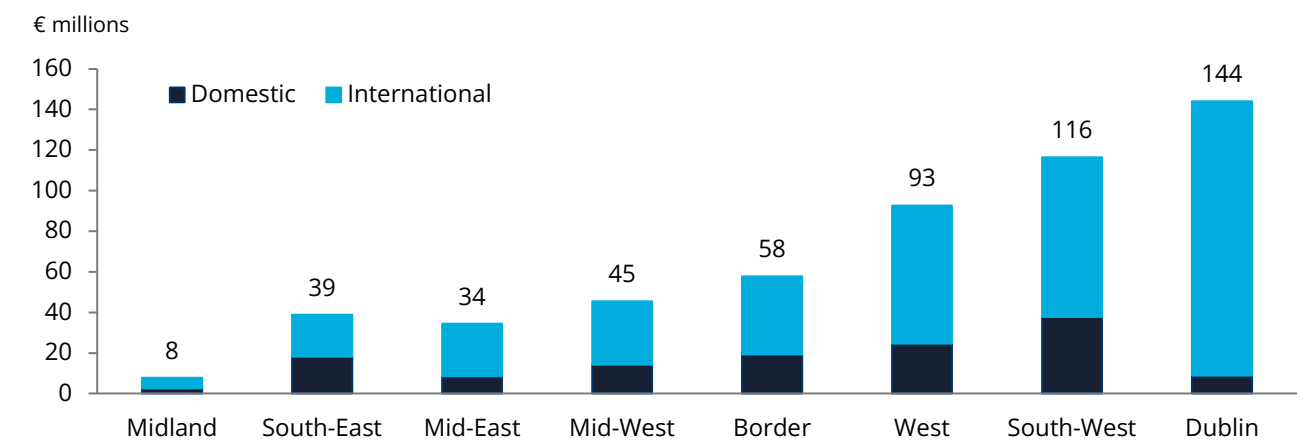
The total GDP supported by the Airbnb platform across the remaining regions was €349 million with the South-West and West regions benefitting the most (21% and 16% of the total GDP impact linked to Airbnb, respectively).

GDP Total Impact of Airbnb-linked Activity by NUTS 3 region (2022)



Source: Oxford Economics

Airbnb-linked Tourism Spending by Region (2022)



Source: Oxford Economics

Over the years, Airbnb listings in Ireland have appealed comparatively more to international visitors, especially those from North America. Consequently, the economic footprint of international visitors using the platform is larger than that of domestic visitors.

Airbnb-linked spending by international visitors exceeded the level of domestic visitors in all regions. Dublin was the most heavily skewed region as Airbnb-linked spend by international visitors comprised 94% of total spend. This result highlights the attractiveness of Ireland's capital among international travellers but also may reflect more day trips occurring in the region given its strong rail and road connections.

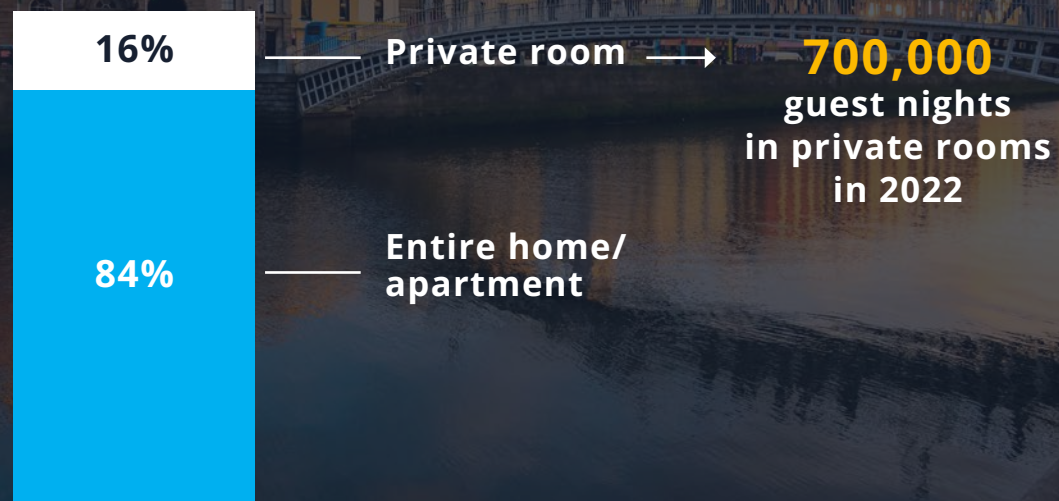
Private room listings on Airbnb support significant economic impacts

Airbnb listings offer consumers an exciting choice of accommodation options and things to do. Many guests choose to stay with Hosts themselves who offer private rooms.

This can lead to authentic experiences and unique opportunities to interact with local communities. In 2022, private room bookings accounted for 16% of all bookings on Airbnb in Ireland. This represented over 700,000 guest nights across the country.

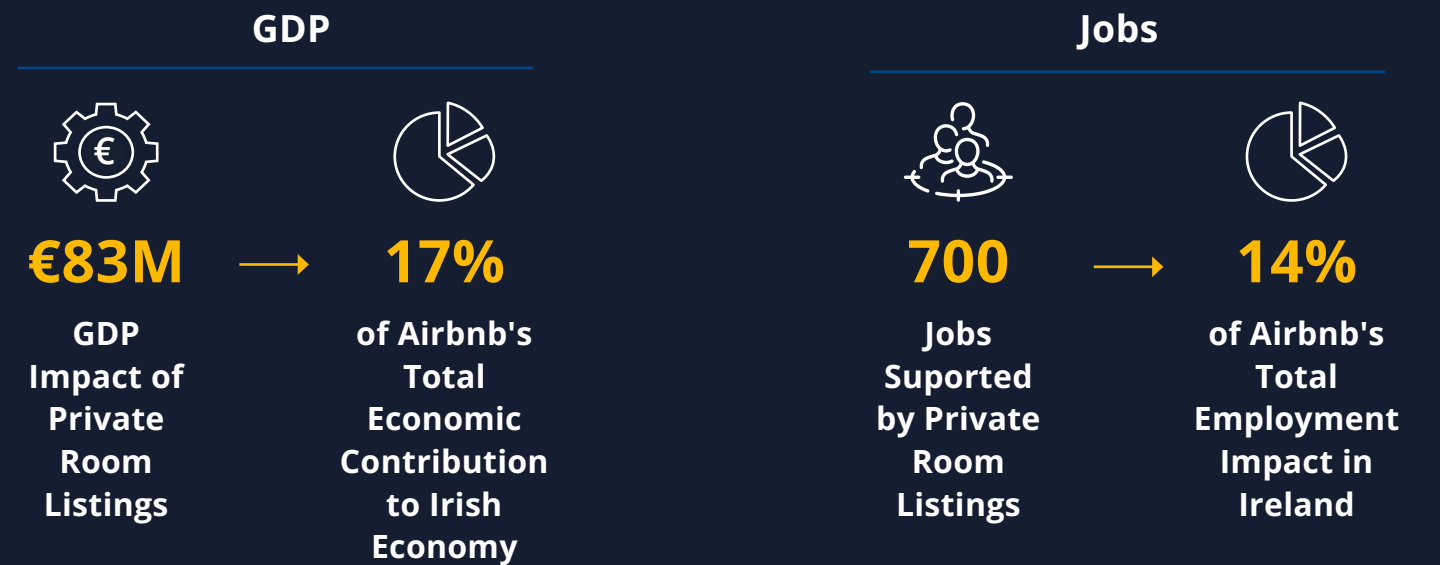
Reflective of its smaller share of the overall Airbnb market, Airbnb-linked tourism spending attributable to private rooms is significantly lower than the spend linked to entire homes or apartments.

Composition of Bookings on Airbnb in Ireland (2022)



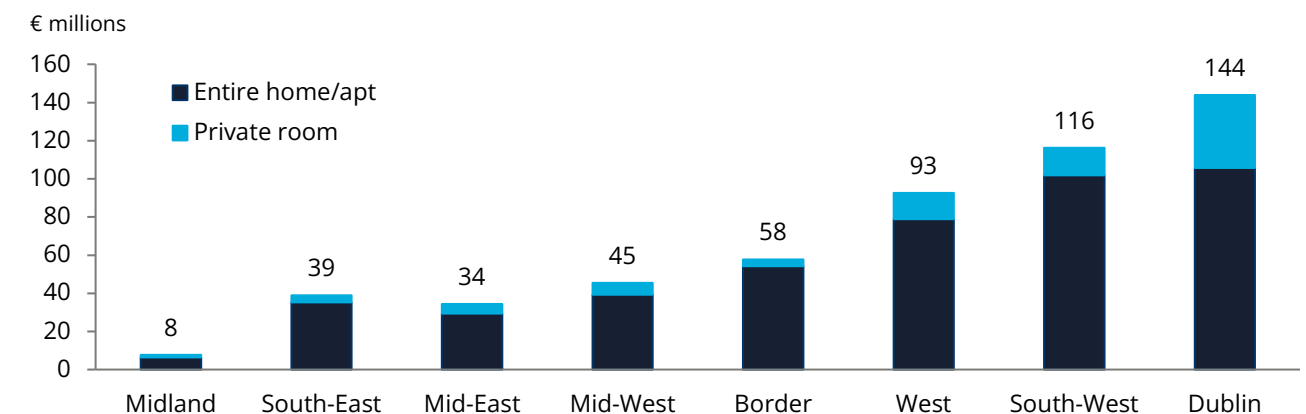
Source: Oxford Economics

Airbnb's Impacts of Private Room Listings on GDP and Jobs



However, in each region Airbnb-linked spend from private rooms represented a significant minority of total spend. This was particularly apparent in Dublin where €38 million is attributed to the segment in 2022, making up over 25% of total Airbnb-linked spend in the region. The research shows that many international visitors prefer sharing their accommodation experience as opposed to renting an entire dwelling. As a result, due to the incidence of higher spending international visitors, the economic footprint of Airbnb private rooms in the capital is particularly big.

Airbnb-linked Tourism Spending by Region and Booking Type (2022)



Source: Oxford Economics

Households renting out a spare room in their property on a short-term basis generate personal wealth and support wider tourism spend in the local community.

Overall, this type of accommodation contributed over €80 million to the Irish economy in 2022, accounting for almost a fifth (17%) of Airbnb's total economic contribution.

The economic impact associated with private room listings in 2022 equates to supporting circa 700 jobs directly or indirectly in the tourism sector and other sectors.

Private room listings generated varied levels of economic impact across Ireland's regions in 2022. This was due to underlying differences in Airbnb listing supply and demand in each region and other factors such as supply-chain effects.

Hosts with private rooms in Dublin accounted for the greatest share of GDP contribution (€40 million or 8% of total Airbnb-linked tourism impact to Irish GDP). This implies that Airbnb private room listings in the capital supported around 230 jobs in 2022. At lower scales compared with Dublin, Airbnb private listings generated over €10 million each in the South-West and West regions and, in doing so, supported 110 and 180 jobs, respectively.

Total Impact of Tourism-linked Activity on Airbnb Private Rooms (2022)

	GDP	Employment
	Euros, (millions, 2022 prices)	Jobs (headcount)
Border	3	50
Dublin	40	230
Mid-East	5	40
Midland	1	20
Mid-West	6	40
South-East	3	30
South-West	13	110
West	12	180
Ireland	83	700

Source: Oxford Economics



Private room listings generated varied levels of economic impact across Ireland's regions in 2022. This was due to underlying differences in Airbnb listing supply and demand in each region and other factors such as supply-chain effects.

Travel on Airbnb supports jobs for Irish people across the country

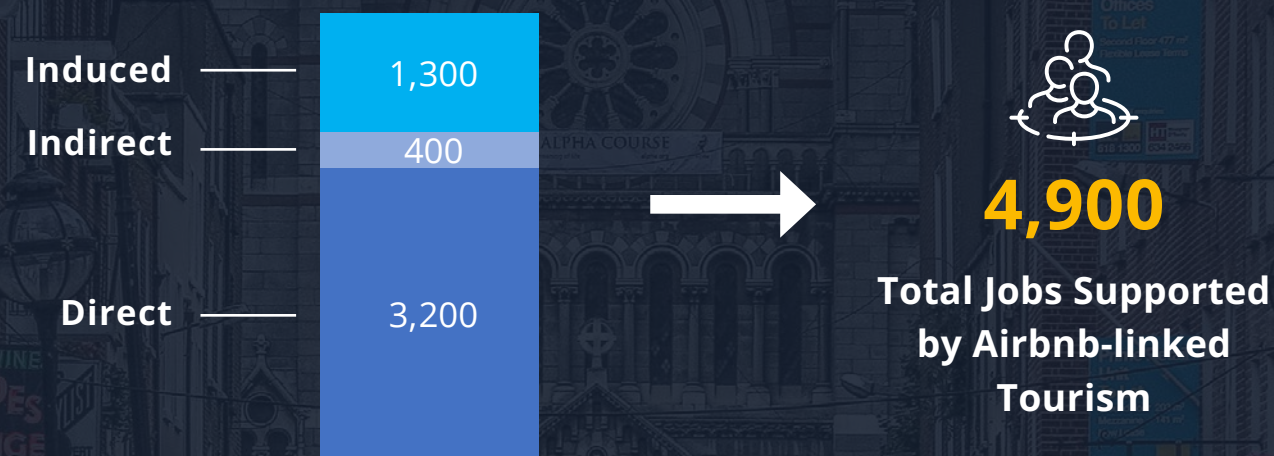
The economic footprint of Airbnb listings plays an important role supporting and creating employment across Ireland.

The analysis shows that some 4,900 jobs were supported or created by the Airbnb platform in 2022. This includes jobs directly in the tourism industry, such as in retail, attractions and food and drink establishments, due to Airbnb guests spending money on experiences during their trip. It also includes jobs supported due to indirect and induced impacts of Airbnb guest spend such as those in the tourism business supply chain.

The biggest impact channel was for businesses directly used by visitors. Overall, 3,200 jobs were directly supported by Airbnb-linked spend in 2022 (70% of all jobs supported).

In 2022, it is estimated that travel and tourism spend supported well over 120,000 jobs in Ireland, representing 5.1% of total employment. Airbnb listings contributed a significant share of jobs for the Irish tourism sector in 2022. Airbnb-linked employment accounted for around 6% of direct tourism employment, that is among tourism-facing businesses. Moreover, Airbnb listings created or supported around 4% of total tourism employment which includes jobs for businesses directly serving visitors as well as those in the broader supply chain and in other industries due to induced impacts.

Overall Jobs Supported by Airbnb-linked Tourism (2022)



Airbnb-linked Employment Impact as a Share of Travel and Tourism in Ireland (2022)



6%

Contribution to Direct Tourism Employment



4%

Contribution to Total Tourism Employment



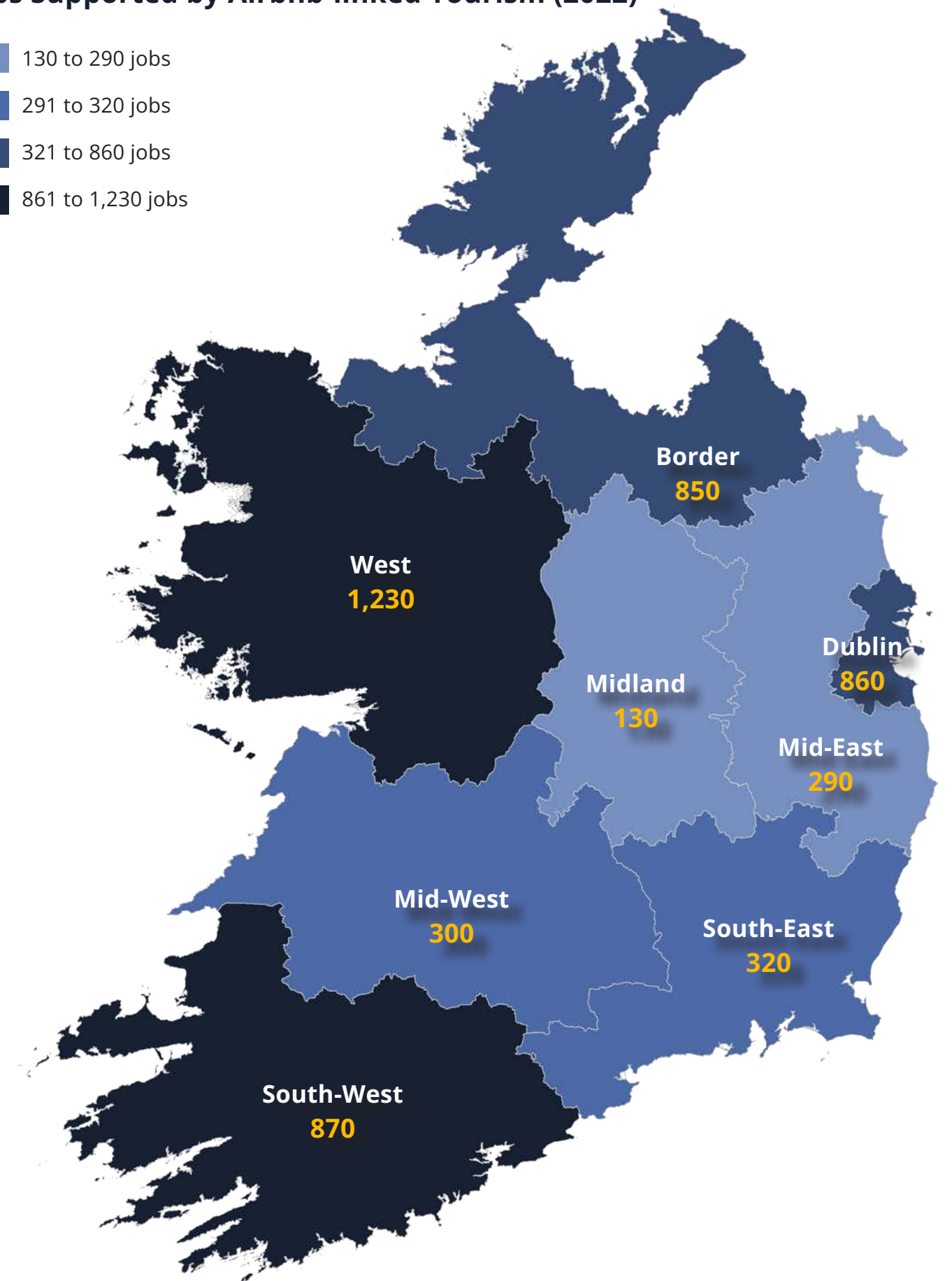
The impact of Airbnb listings on job creation varied across the regions of Ireland due to differences in supply and demand factors and supply-chain impacts.

Airbnb-linked tourism employment impact was highest in the West region supporting over 1,200 jobs (25% of total tourism employment impact). This was followed not too far behind by the South-West, Border and Dublin regions with Airbnb creating or supporting nearly 900 jobs in each region in 2022.

The analysis shows that over 80% of the jobs supported by Airbnb-linked tourism were outside of Dublin. This finding emphasises an important impact of Airbnb listings as they help disperse tourism expenditure and benefits across the country.

Jobs Supported by Airbnb-linked Tourism (2022)

- 130 to 290 jobs
- 291 to 320 jobs
- 321 to 860 jobs
- 861 to 1,230 jobs

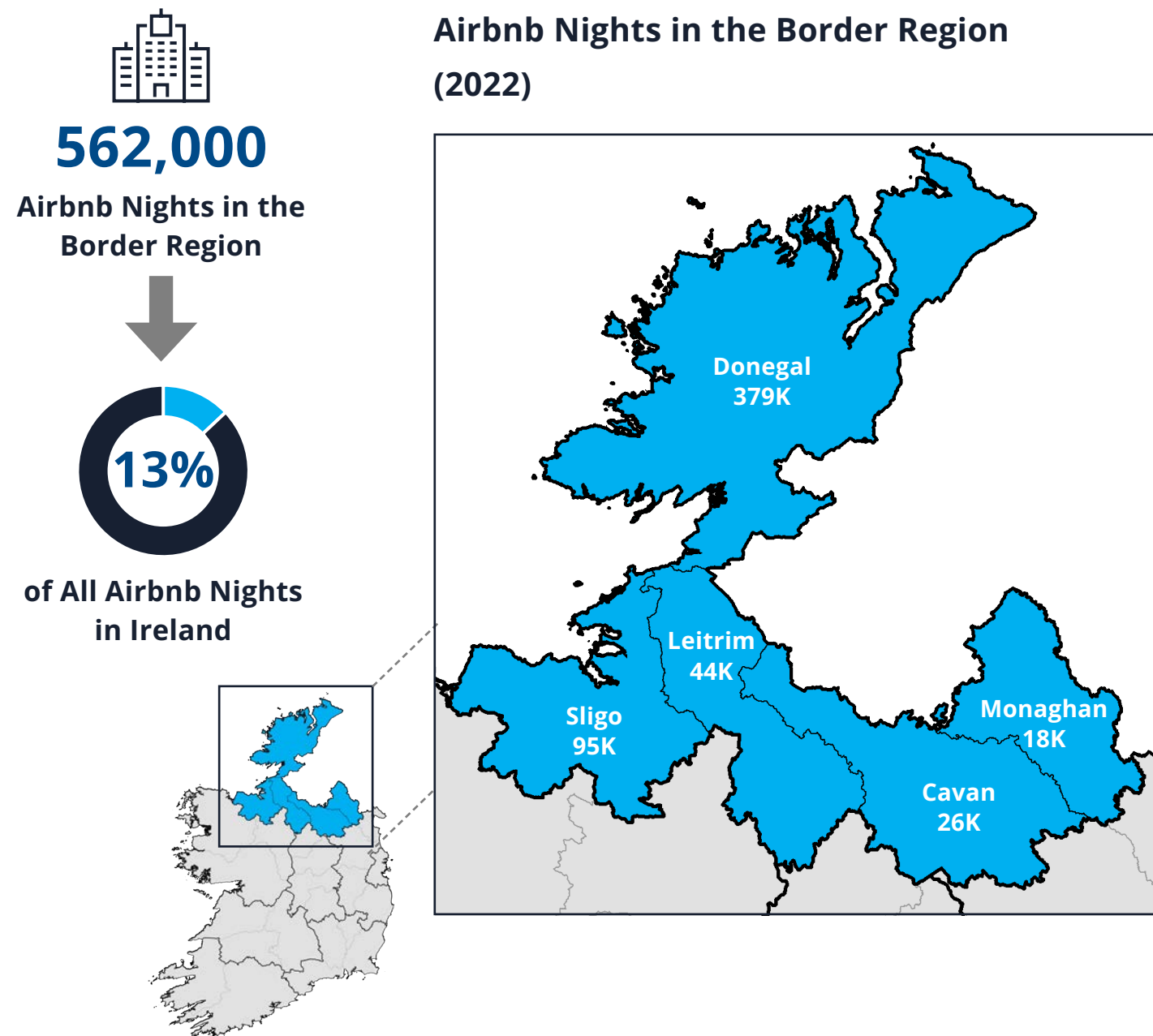


The Economic Impact of Airbnb in the Border Region

Airbnb Nights

The Border region consists of the following counties: Cavan, Donegal, Leitrim, Monaghan and Sligo. The region comprises of the whole North-West coast of Ireland along the Atlantic Ocean.

Overall, there were 562,000 guest nights booked in Airbnb listings across the region in 2022. This accounted for 13% of all Airbnb nights nationally. Comprising two-thirds of the region's bookings, Donegal achieved the most Airbnb bookings (379,000 nights).

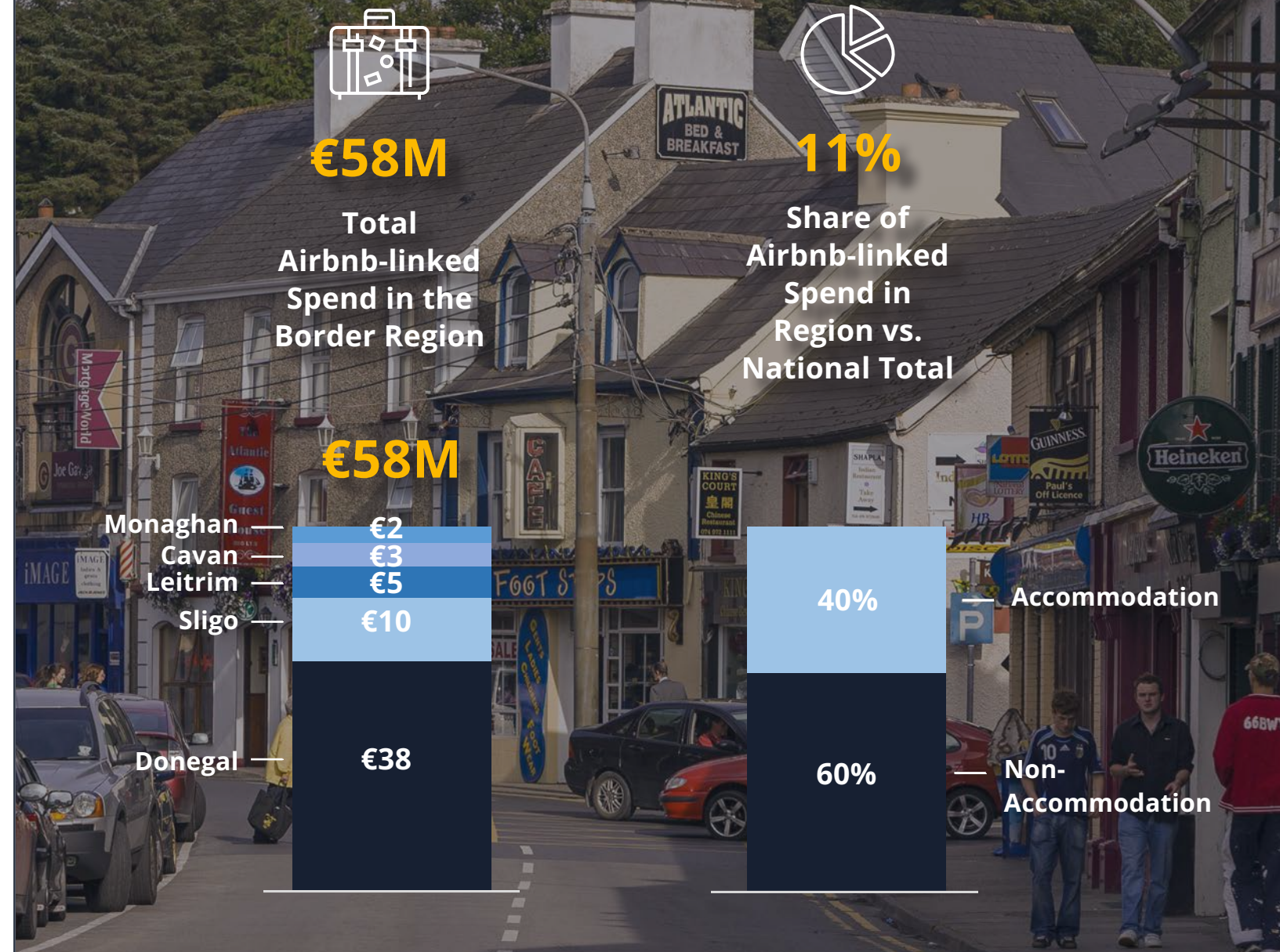


Airbnb-linked Spend

The overall spend by guests on Airbnb was €58 million in 2022. Much of this spend (60%) was at local businesses providing visitor services and facilities such as shops and food and drink establishments. The largest spend footprint was in Donegal (€38 million) followed by Sligo (€10 million).

The overall Airbnb-linked spend in the region accounted for 11% of the national total.

Airbnb-linked Spending in the Border Region (2022, € millions)

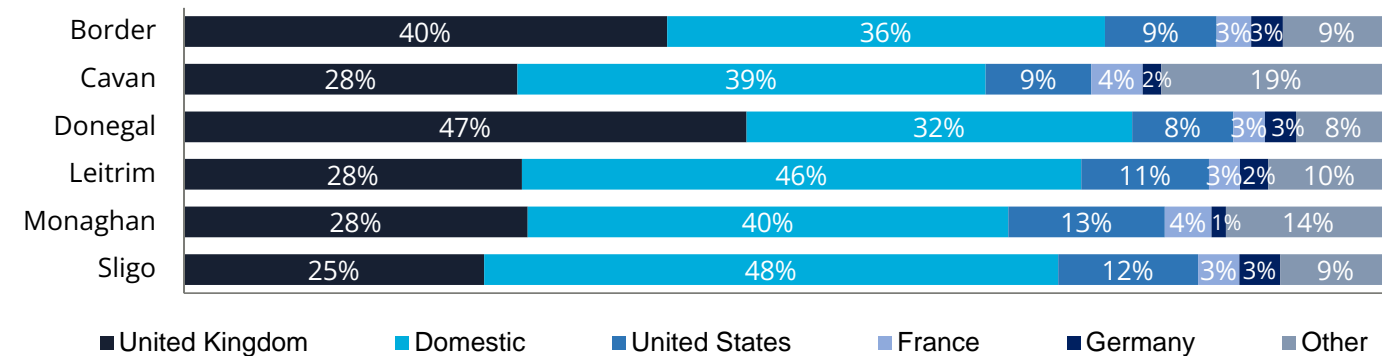


Key Source Markets

In 2022, domestic visitors made up 36% of Airbnb nights in the region. This compares with 30% of Airbnb nights in Ireland overall. The incidence of Irish guests was highest in Sligo and Leitrim (48% and 46%, respectively). Whereas in Donegal only 32% of Airbnb nights were booked by Irish guests. UK guests were the most important market accounting for 40% of nights in the region and, notably, 47% of nights in Donegal, partly due to its proximity to the Northern Ireland border. Guests from the United States represented 9% of bookings followed by France and Germany (both 3%).

Origin Markets of Airbnb Guests Staying in the Border Region (2022)

Share of total nights



Source: Oxford Economics

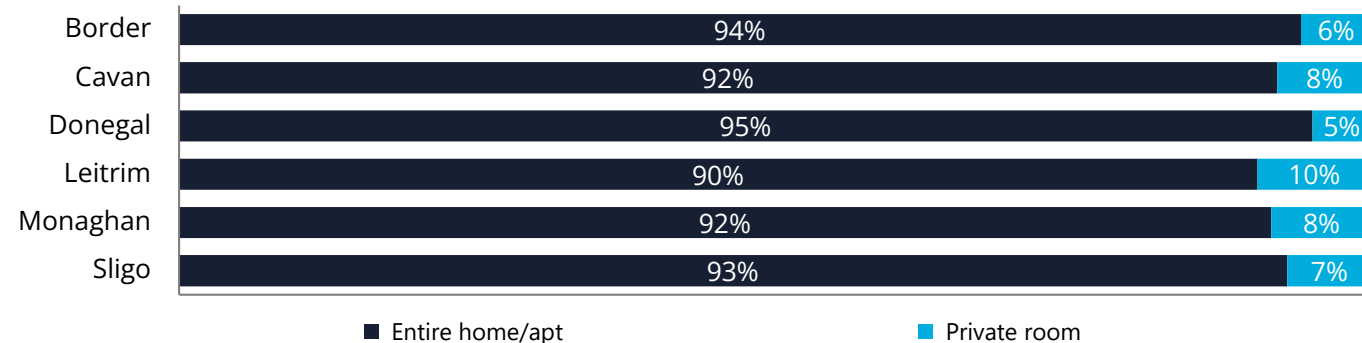
Private Rooms

At a national level, private room use accounted for 16% of all Airbnb nights in Ireland in 2022. In the Border region this figure was much lower at 6% with only small variations across the five counties.

Use of private room listings on Airbnb was highest in Leitrim (10% of Airbnb guest nights) and lowest in Donegal (5%).

Share of Nights Spent in Airbnb by Accommodation Type in the Border Region (2022)

Share of total nights



Source: Oxford Economics

Airbnb's Contribution to GDP in the Border Region (2022, € millions)



Airbnb Contribution to GDP

Airbnb's listings generate expenditure in the Border region which is important not just within the region but for the Irish economy overall. In 2022, the spending footprint attributable to Airbnb guests in the Border region was worth €45 million to Ireland's GDP. The bulk of the impact was from Donegal (€29 million) which accounted for nearly two-thirds of the region's GDP contribution.

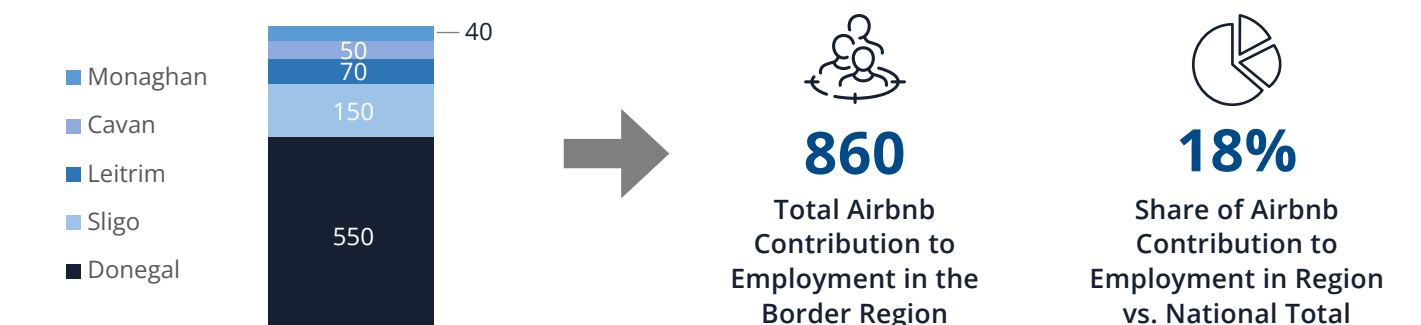
Listings on Airbnb in the Border region accounted for 9% of the national GDP contribution of Airbnb.

Jobs Supported by Airbnb-linked Tourism

Airbnb-linked tourism plays a particularly important role in creating and supporting jobs in the Border region. In total, the economic impact, including direct, indirect and induced expenditure, attributable to listings on Airbnb in the region supported 850 jobs in 2022 (18% of the national total).

The jobs were chiefly concentrated in Donegal (550 jobs) and, to a lesser degree, in Sligo (150 jobs). Collectively, 80% of the jobs supported in the region by Airbnb-linked tourism were in these two counties.

Airbnb's Contribution to Employment in the Border Region (2022)

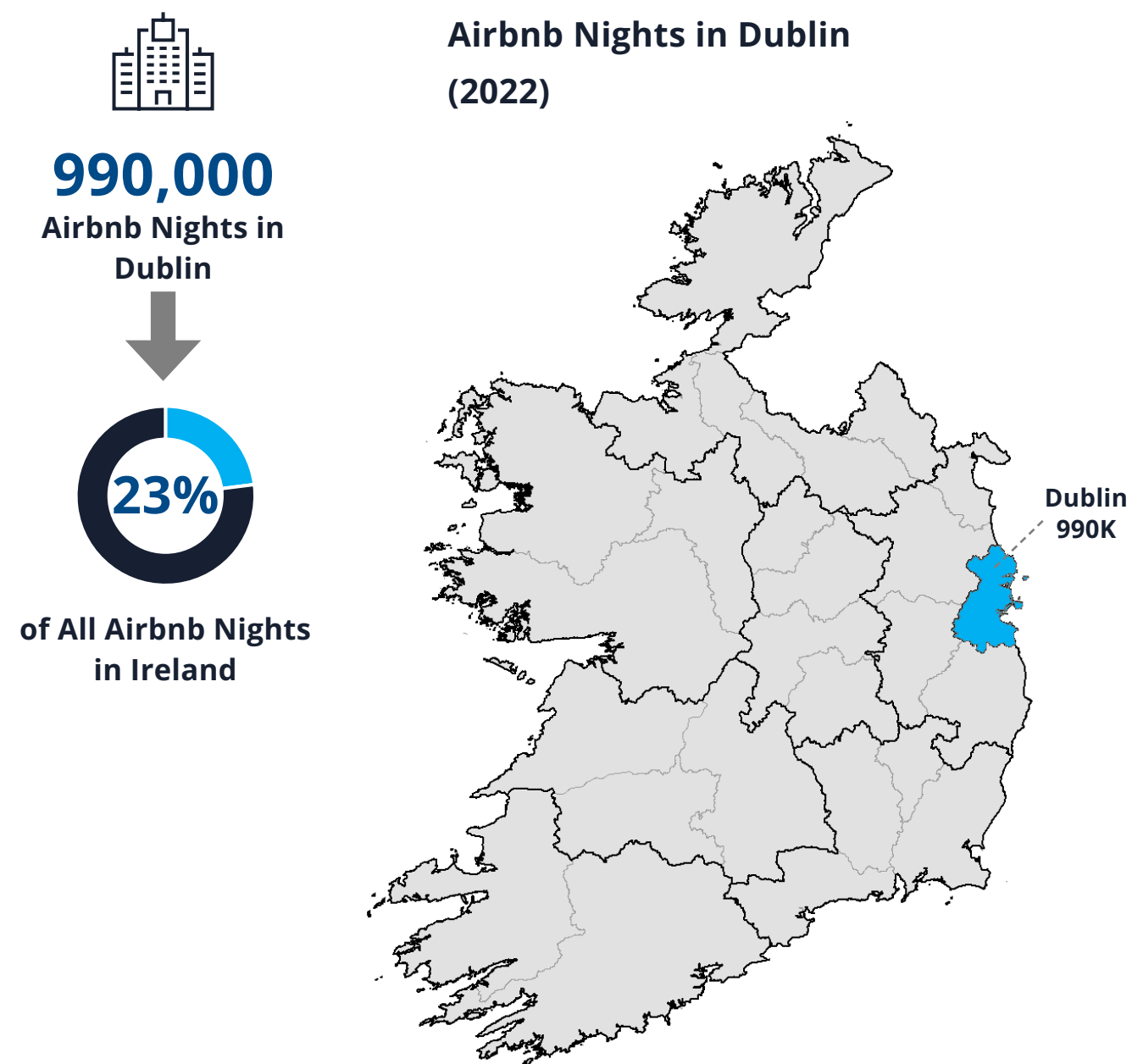


The Economic Impact of Airbnb in Dublin

Airbnb Nights

Dublin is the capital of the Republic of Ireland on the east coast at the mouth of the river Liffey. It has the largest airport in Ireland with vast international connections.

Overall, there were 990,000 guest nights booked in Airbnb listings in the Irish capital in 2022. This accounted for 23% of all Airbnb nights nationally.



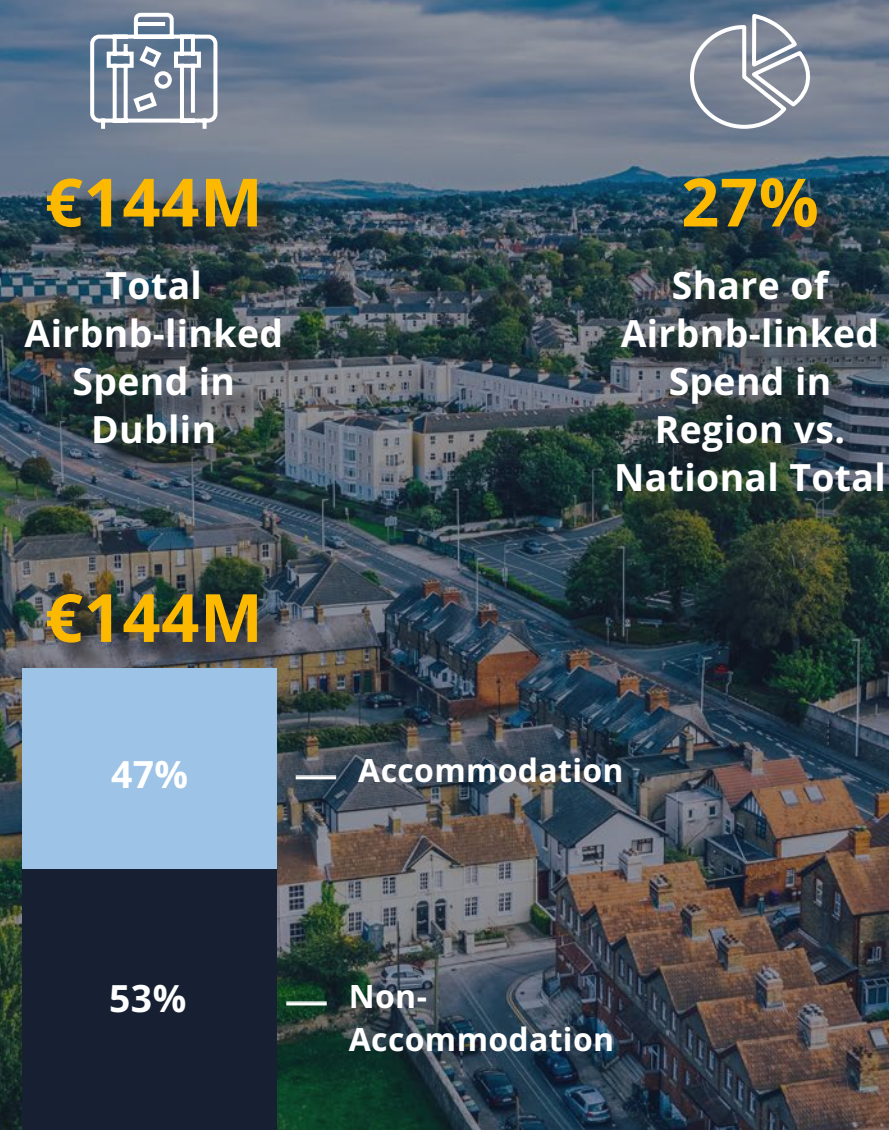
Airbnb-linked Spend

In 2022, the overall spend by guests on Airbnb bookings in Dublin was €144 million.

Local businesses providing facilities and services to guests using the Airbnb platform such as shops and food and drink establishments benefitted from 53% of this spend (€76 million).

The overall Airbnb-linked spend in the region accounted for 27% of the national total.

Airbnb-linked Spending in Dublin (2022, € millions)

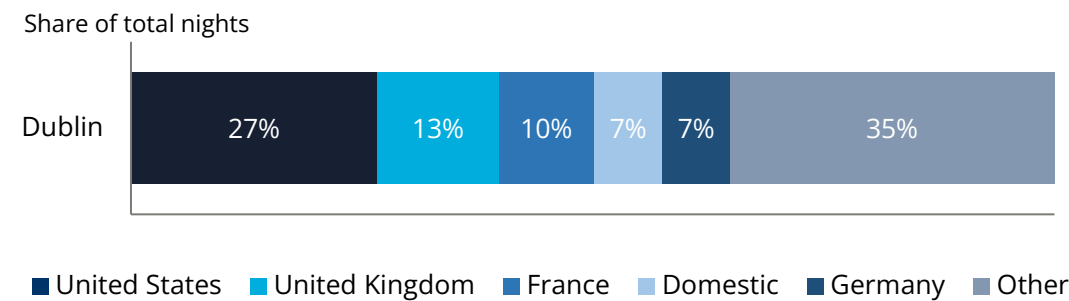


Key Source Markets

Guests from outside of the Republic of Ireland accounted for 93% of all nights at Airbnb listings in Dublin in 2022. This was well above the national average of 70% in 2022.

A key market was the United States making up 27% of Airbnb guests. Guests from the UK and France were the next most important international markets accounting for 13% and 10% of those staying at Airbnb listings in the capital, respectively.

Origin Markets of Airbnb Guests Staying in Dublin (2022)



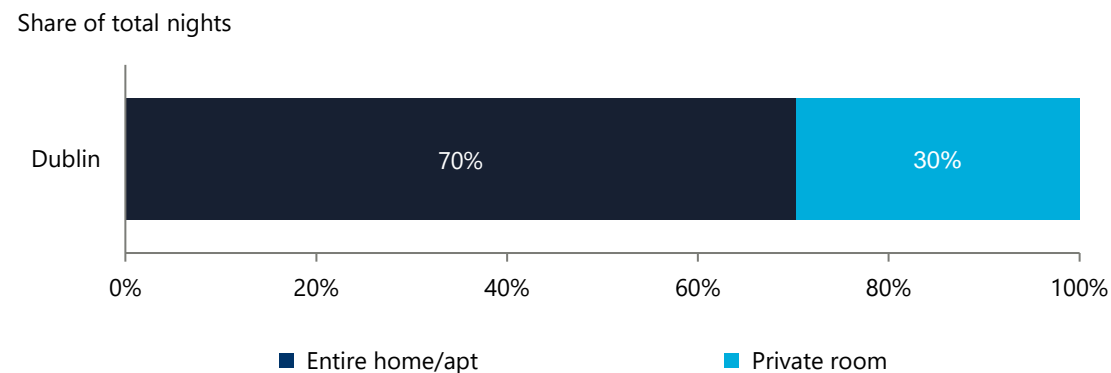
Source: Oxford Economics

Private Rooms

Overall, around one in six rooms (16%) booked on the Airbnb platform in Ireland in 2022 were private rooms. The remainder (84%) were entire homes or apartments.

In the Irish capital, there was a greater incidence of Airbnb private room use with 30% of nights spent at this form of accommodation. This finding is at least partly due to the guest profile in Dublin as international visitors are more likely to use private rooms listings than domestic visitors. The most common accommodation type was entire homes or apartments listed on Airbnb (70%).

Share of Nights Spent in Airbnb by Accommodation Type in Dublin (2022)



Source: Oxford Economics

Airbnb's Contribution to GDP in Dublin (2022, € millions)



Airbnb Contribution to GDP

Airbnb's listings generate expenditure in Dublin which is important for the region and for the Irish economy overall.

In 2022, the spending footprint attributable to Airbnb guests in Ireland's capital was worth €152 million to Ireland's GDP. This represented 30% of the national GDP contribution of Airbnb listings in Ireland in 2022.

Jobs Supported by Airbnb-linked Tourism

Airbnb-linked tourism plays an important role in supporting employment in Dublin and elsewhere in Ireland.

In 2022, the economic impact of the spending linked to Airbnb equated to supporting 860 jobs in Dublin. This accounted for 18% of the total number of jobs supported across Ireland due to Airbnb-linked expenditure.

Airbnb's Contribution to Employment in Dublin (2022)



860

Total Airbnb Contribution to Employment in Dublin



18%

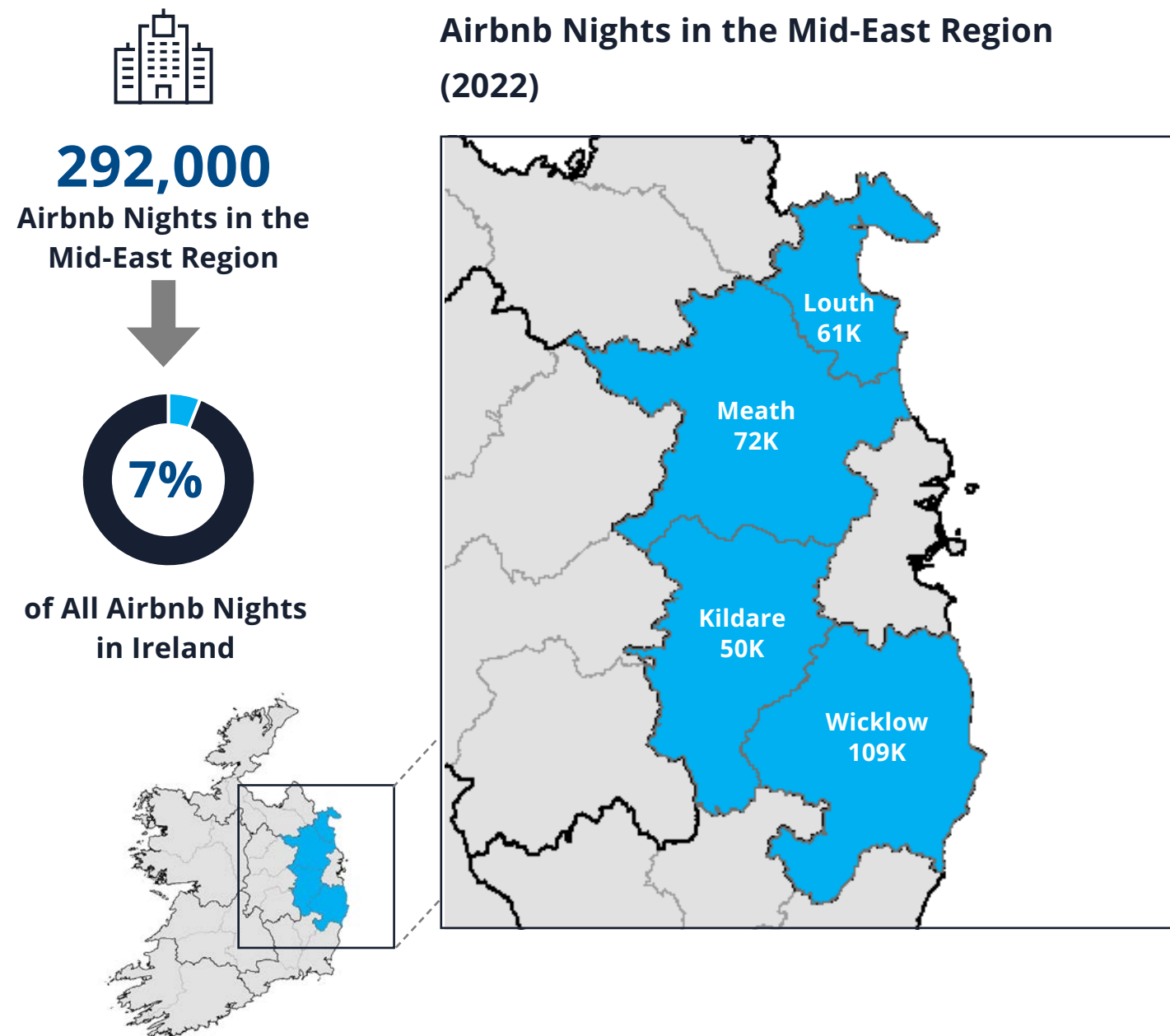
Share of Airbnb Contribution to Employment in Region vs. National Total

The Economic Impact of Airbnb in the Mid-East Region

Airbnb Nights

The Mid-East region consists of the following counties: Kildare, Louth, Meath and Wicklow. It surrounds most of Dublin on the East of the island, bordering the Irish Sea. It has notable tourist attractions such as Trim Castle and Kildare Cathedral.

There were nearly 300,000 nights at Airbnb listings across the Mid-East region of Ireland in 2022. Bookings in Wicklow made up the largest share of the region's Airbnb nights (37%).



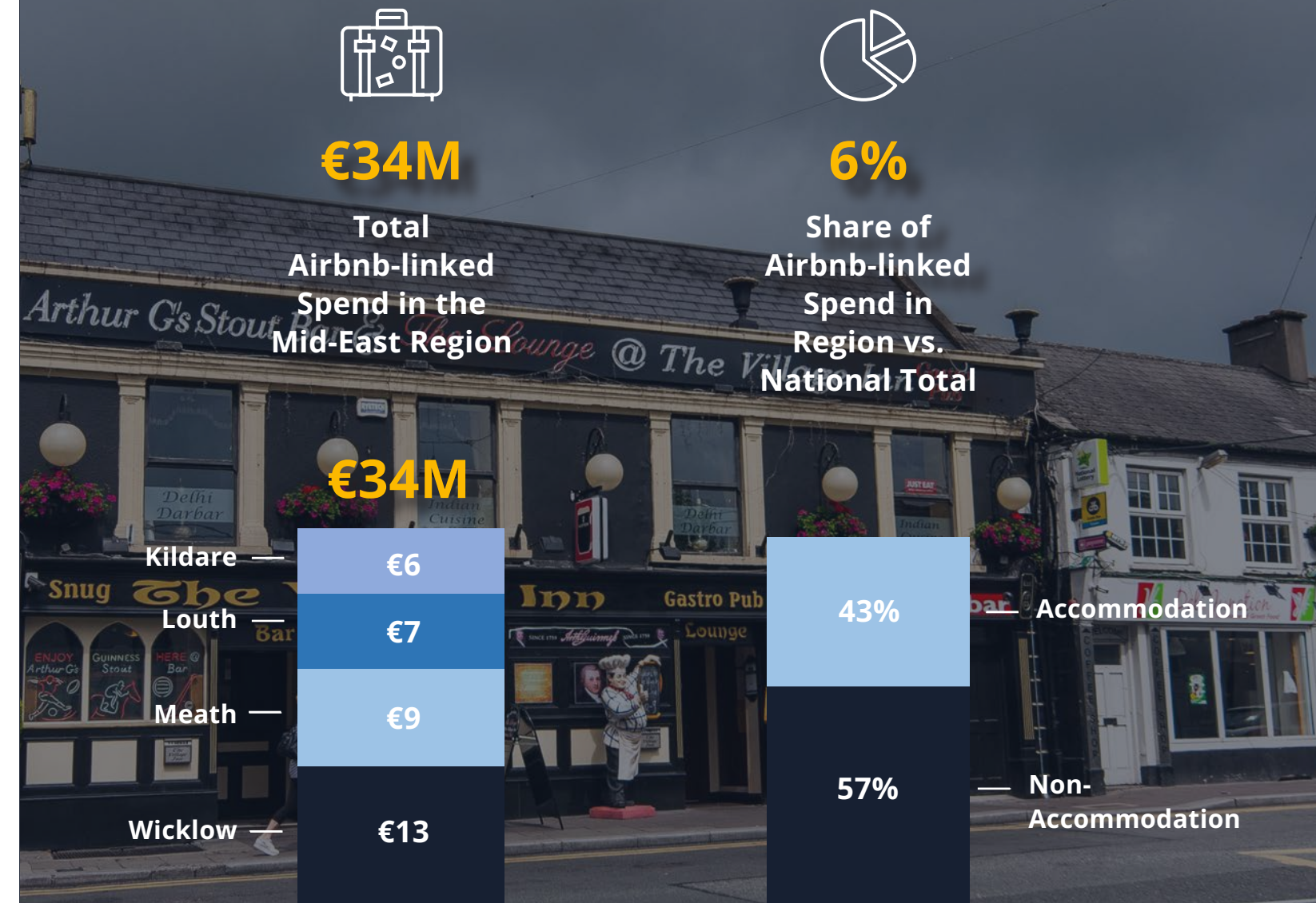
Airbnb-linked Spend

Airbnb-linked tourism spend amounted to €34 million in the Mid-East region in 2022. This represented 6% of the national total of Airbnb-linked spend.

The biggest spend linked to Airbnb activity in the region was in Wicklow (€13 million).

Illustrating the wider economic benefits of guests using the Airbnb platform, 57% of the tourism spend in the Mid-East region was in non-accommodation sectors such as eating and drinking and retail.

Airbnb-linked Spending in the Mid-East Region (2022, € millions)

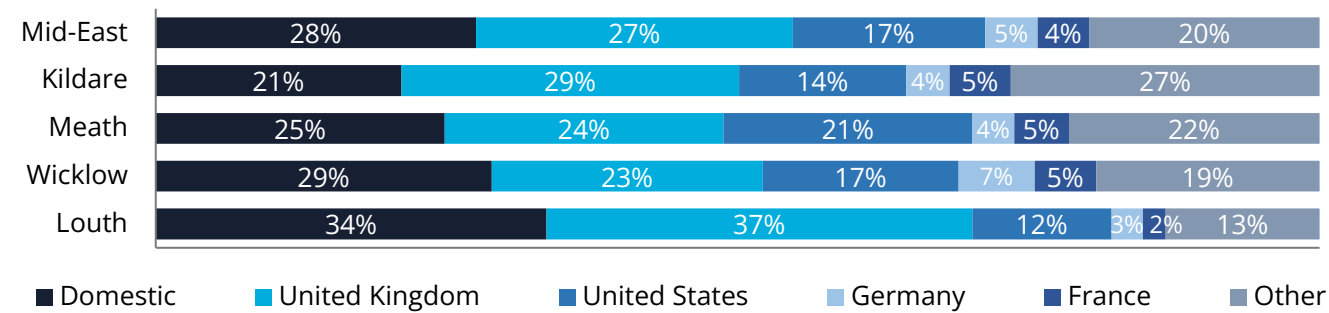


Key Source Markets

Domestic guests accounted for 28% of Airbnb nights in the Mid-East region in 2022. This was broadly on par with the national average (30%). The most important international market was the UK, including Northern Ireland, which accounted for 27% of nights followed by the United States (17%). There were more international guests at Airbnb listings in Kildare than in other counties (79% compared with Mid-East region average of 72%). Meanwhile, the opposite was true in Louth which recorded the highest share of domestic nights (34%). Interestingly, Airbnb listings in Louth also recorded the most guests from the UK (37%).

Origin Markets of Airbnb Guests Staying in the Mid-East Region (2022)

Share of total nights



Source: Oxford Economics

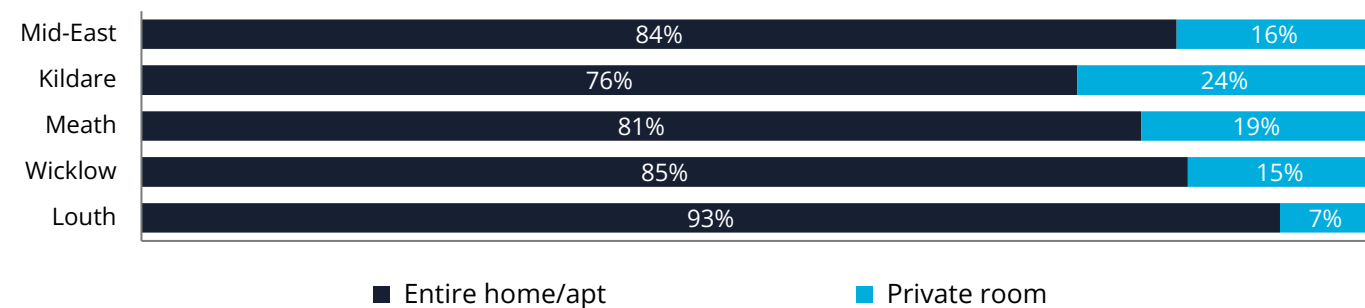
Private Rooms

Consistent with the national average, around one in six bookings on the Airbnb platform in the Mid-East region were private room listings (16%) in 2022.

There was an above average use of private room listings in Kildare (24%) and below average use in Louth (7%) which is likely linked to the variation in guest profiles.

Share of Nights Spent in Airbnb by Accommodation Type in the Mid-East Region (2022)

Share of total nights



Source: Oxford Economics

Airbnb's Contribution to GDP in the Mid-East Region (2022, € millions)



Airbnb Contribution to GDP

Airbnb's listings generated expenditure in the Mid-East region and elsewhere in Ireland which played an important role contributing to national GDP.

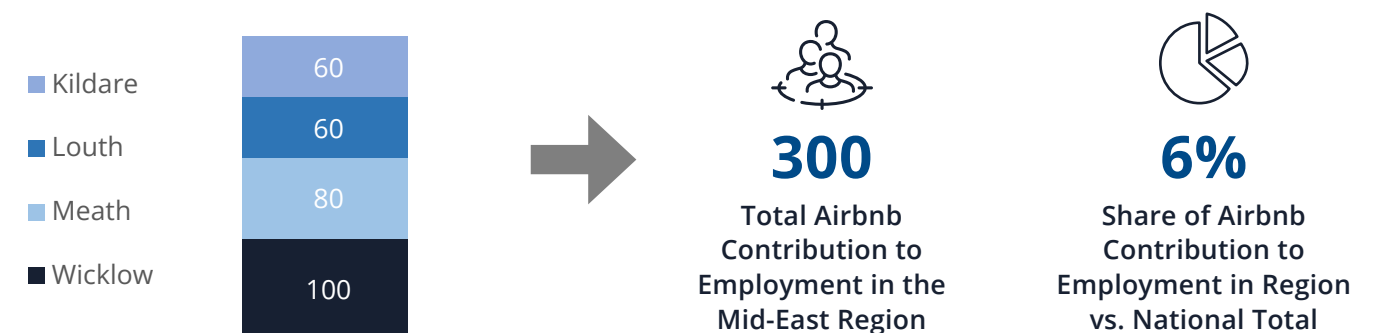
Overall, including multiplier effects, the contribution to GDP due to Airbnb activity in the Mid-East region was €34 million in 2022. The greatest contribution to GDP came from Airbnb activity in Wicklow (€12 million or 35% of the regional total).

Jobs Supported by Airbnb-linked Tourism

There is a significant impact on employment due to Airbnb-linked tourism in the Mid-East region. The overall economic footprint associated with Airbnb activity in the region equated to 300 jobs being supported or created in 2022. This constituted 6% of all jobs that were supported due to Airbnb-linked tourism in Ireland in 2022.

The employment impact benefitted all four counties in the region, although most jobs were created or supported in Wicklow (100 jobs or a third of the regional total).

Airbnb's Contribution to Employment in the Mid-East Region (2022)

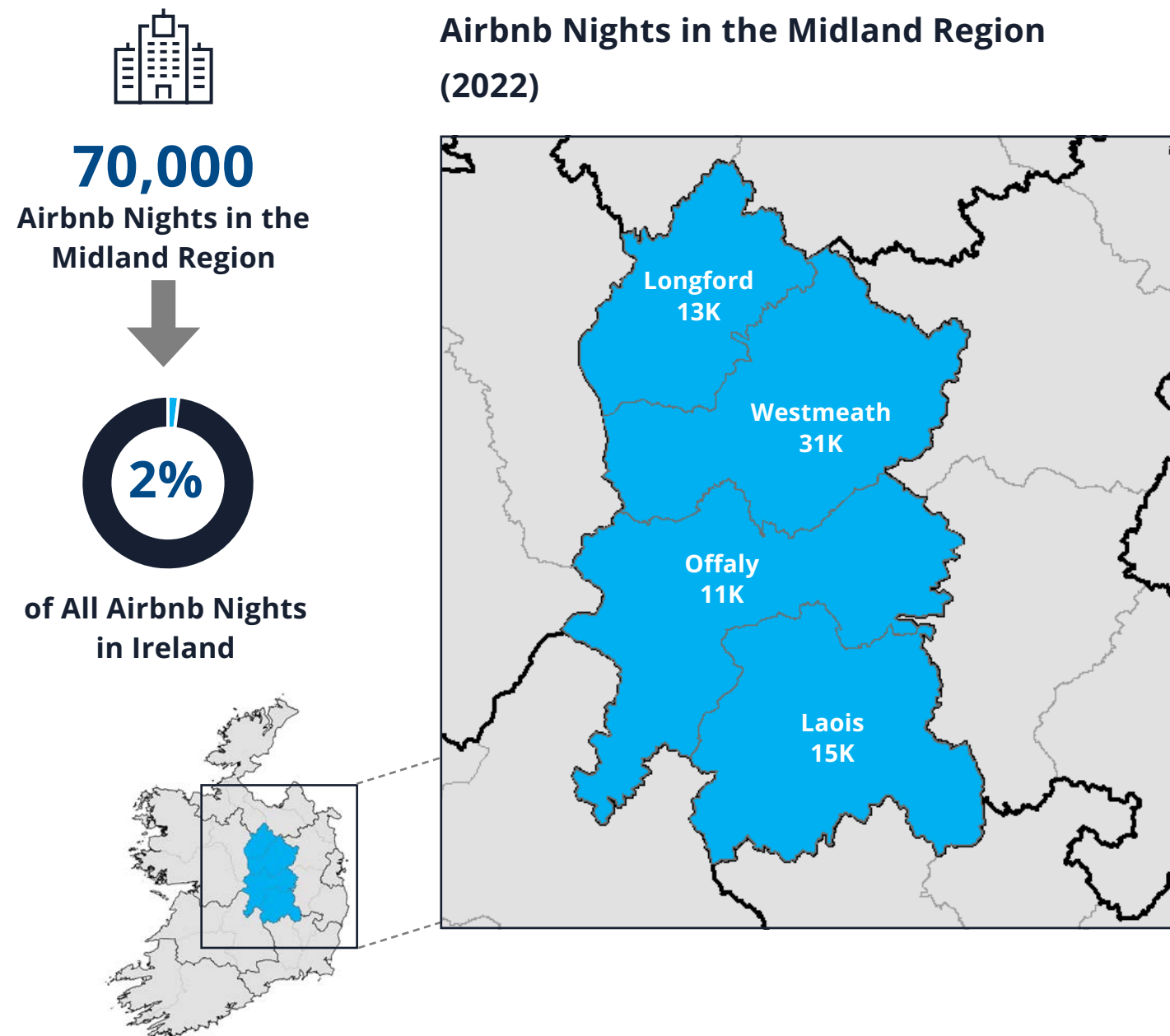


The Economic Impact of Airbnb in the Midland Region

Airbnb Nights

The Midland region consists of the following counties: Laois, Longford, Offaly and Westmeath. It is a landlocked region of Ireland but benefits from various lakes, waterways and canals.

In 2022, there were 70,000 guest nights booked at Airbnb listings in the Midland region. This represented 2% of the national total of Airbnb nights. Accounting for over 40% of the region's Airbnb nights, Westmeath Airbnb listings achieved the most nights (31,000).



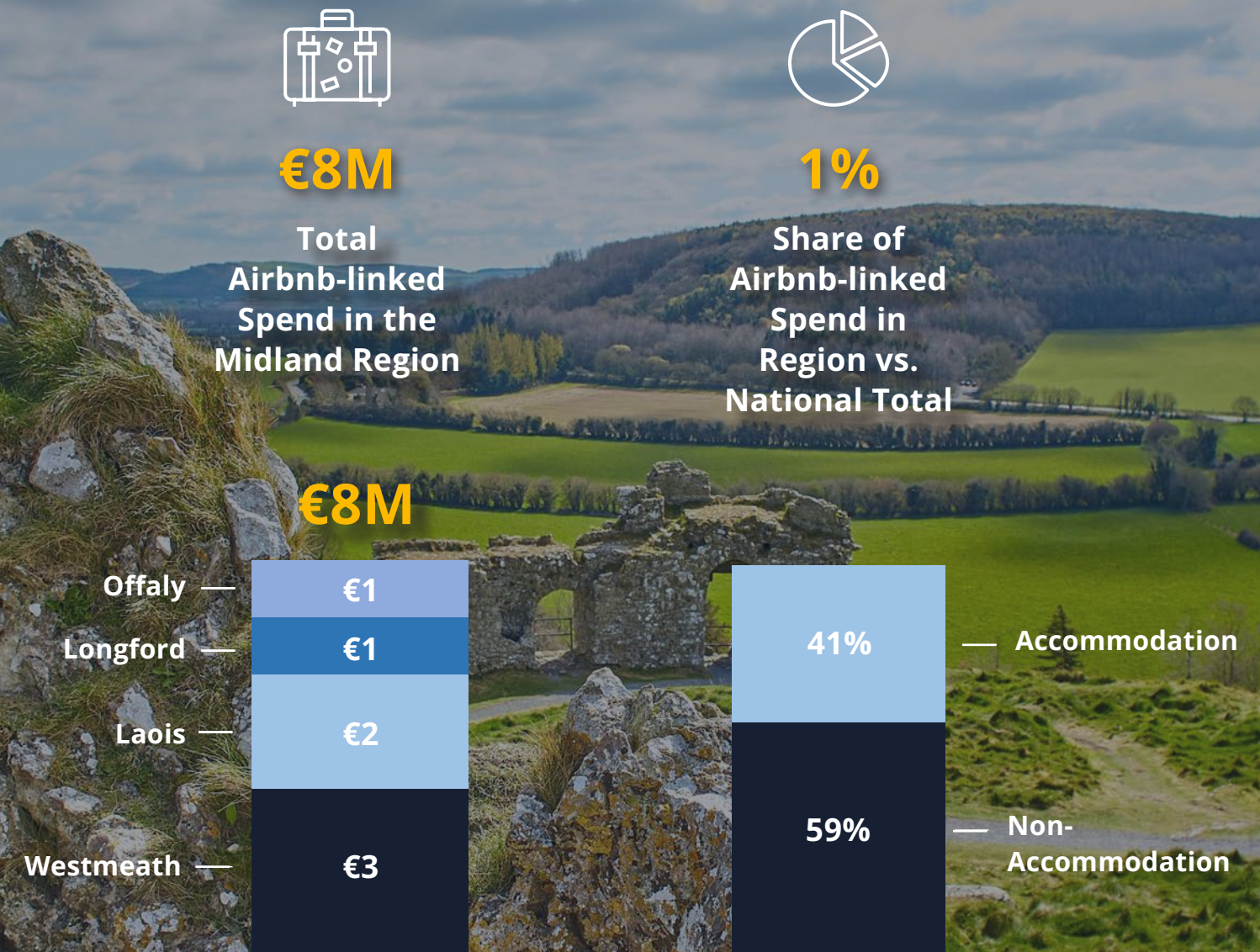
Airbnb-linked Spend

In 2022, spend due to Airbnb-activity was €8 million in the Midland region. This equated to around 1% of the overall spend generated by Airbnb listings across the whole of Ireland.

Tourism spend linked to Airbnb was highest in Westmeath (€3 million).

Nearly sixty percent (59%) of Airbnb-linked spend was for non-accommodation facilities and services, including eating, drinking and shopping.

Airbnb-linked Spending in the Midland Region (2022, € millions)

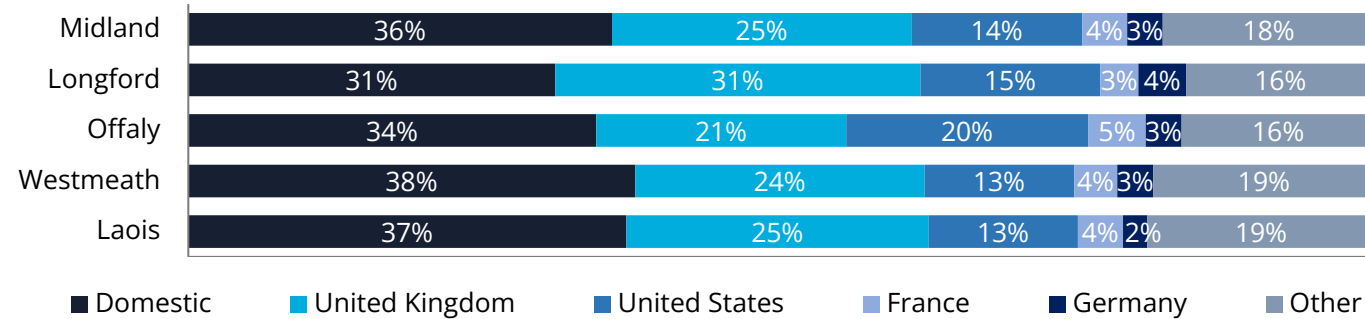


Key Source Markets

Domestic guests accounted for 36% of nights on the Airbnb platform in the region in 2022. This was above the national average of 30% which implies that the Midland region is more reliant on domestic visitors than other regions. There was a similar spread of Airbnb guest profiles across the four counties. However, in Longford there were fewer than average domestic guests who used Airbnb listings (31%). The main international market in the region was the United Kingdom accounting for 25% of Airbnb guests.

Origin Markets of Airbnb Guests Staying in the Midland Region (2022)

Share of total nights



Source: Oxford Economics

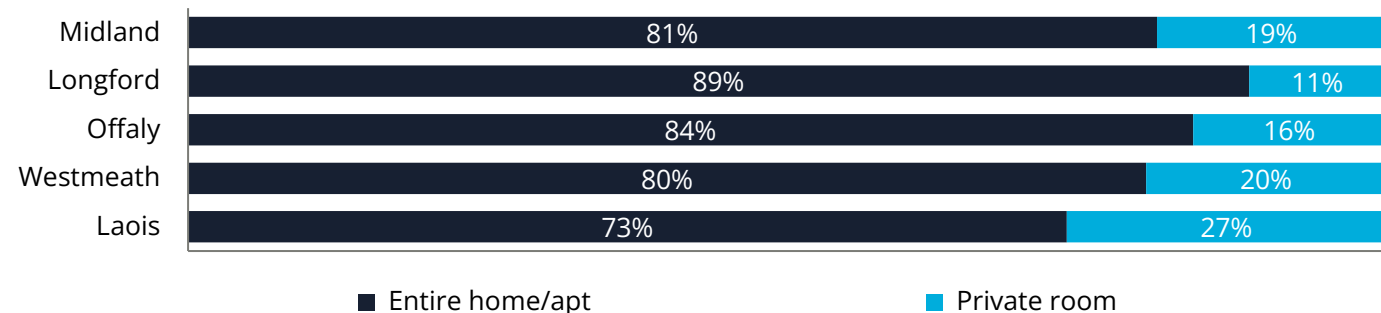
Private Rooms

In 2022, most Airbnb nights in the Midland region were at entire homes or apartments (81%) with private room listings accounting for 19% of nights. This was slightly above the national average as private room listings accounted for 16% overall.

There was a higher share of private room use among hosts in Laois (27%) whereas in Longford private room listings accounted for only 11% of the regional total.

Share of Nights Spent in Airbnb by Accommodation Type in the Midland Region (2022)

Share of total nights



Source: Oxford Economics

Airbnb's Contribution to GDP in the Midland Region (2022, € millions)



Airbnb Contribution to GDP

Airbnb's listings generate expenditure in the Midland region which is important for the Irish economy overall.

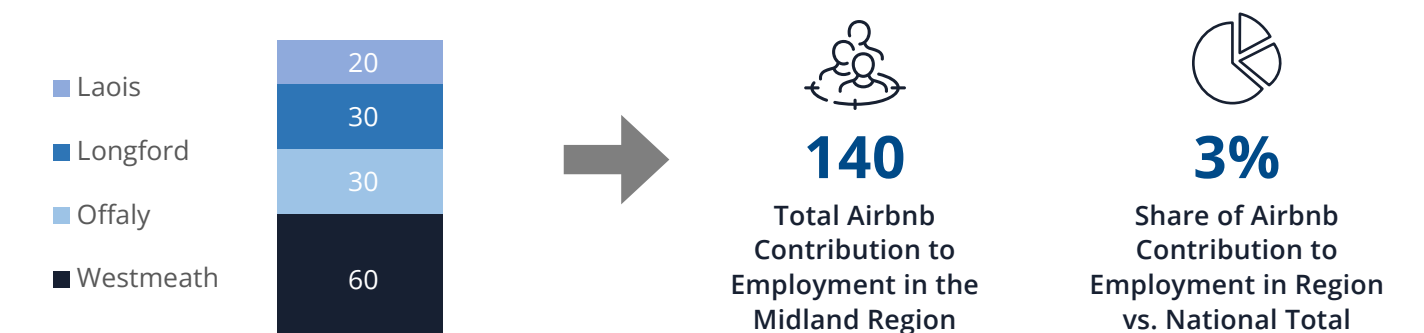
The economic impact, including multiplier effects, due to Airbnb-linked tourism in the Midland region represented a contribution to Ireland's GDP of €7 million in 2022. This made up 1% of the overall contribution to Irish GDP due to Airbnb.

Jobs Supported by Airbnb-linked Tourism

The employment impact of Airbnb-linked spending in the region equated to 140 jobs created or supported in 2022. This made up 3% of the national employment impact due to Airbnb activity.

The spending footprint supported employment in all four counties of the region. The biggest impact was in Westmeath where 60 jobs (over 40% of the regional total) were supported due to Airbnb-linked spending, including multiplier effects.

Airbnb's Contribution to Employment in the Midland Region (2022)

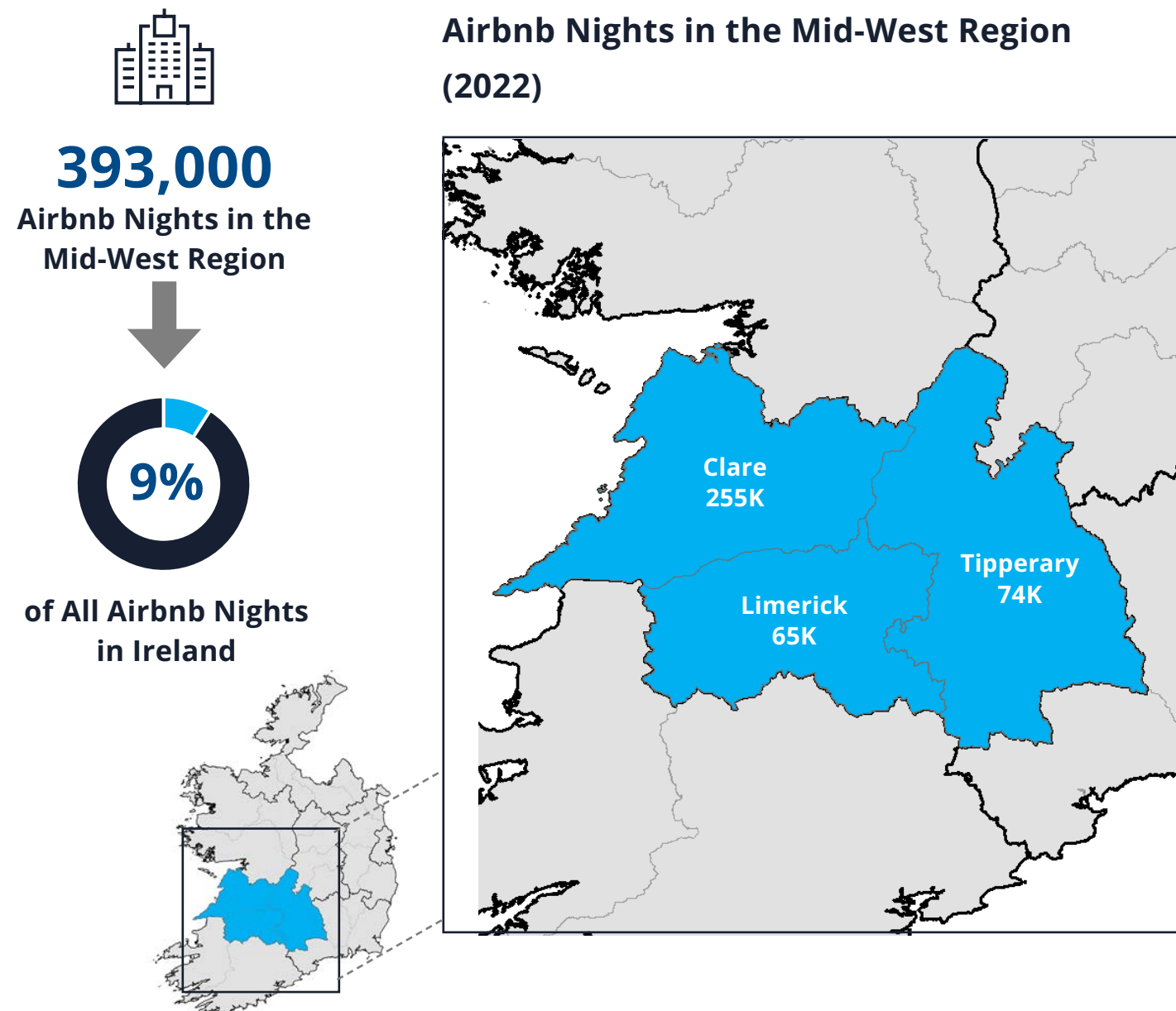


The Economic Impact of Airbnb in the Mid-West Region

Airbnb Nights

The Mid-West region consists of the following counties: Clare, Tipperary and Limerick. It is largely a holiday destination due to its beautiful landscapes and popular walking trails.

In 2022, there were nearly 400,000 guest nights booked at Airbnb listings in the Mid-West region. This accounted for 9% of the total number of guest nights booked on the platform in Ireland. Most of the region's Airbnb nights were in Clare (255,000 or 65% of the regional total).

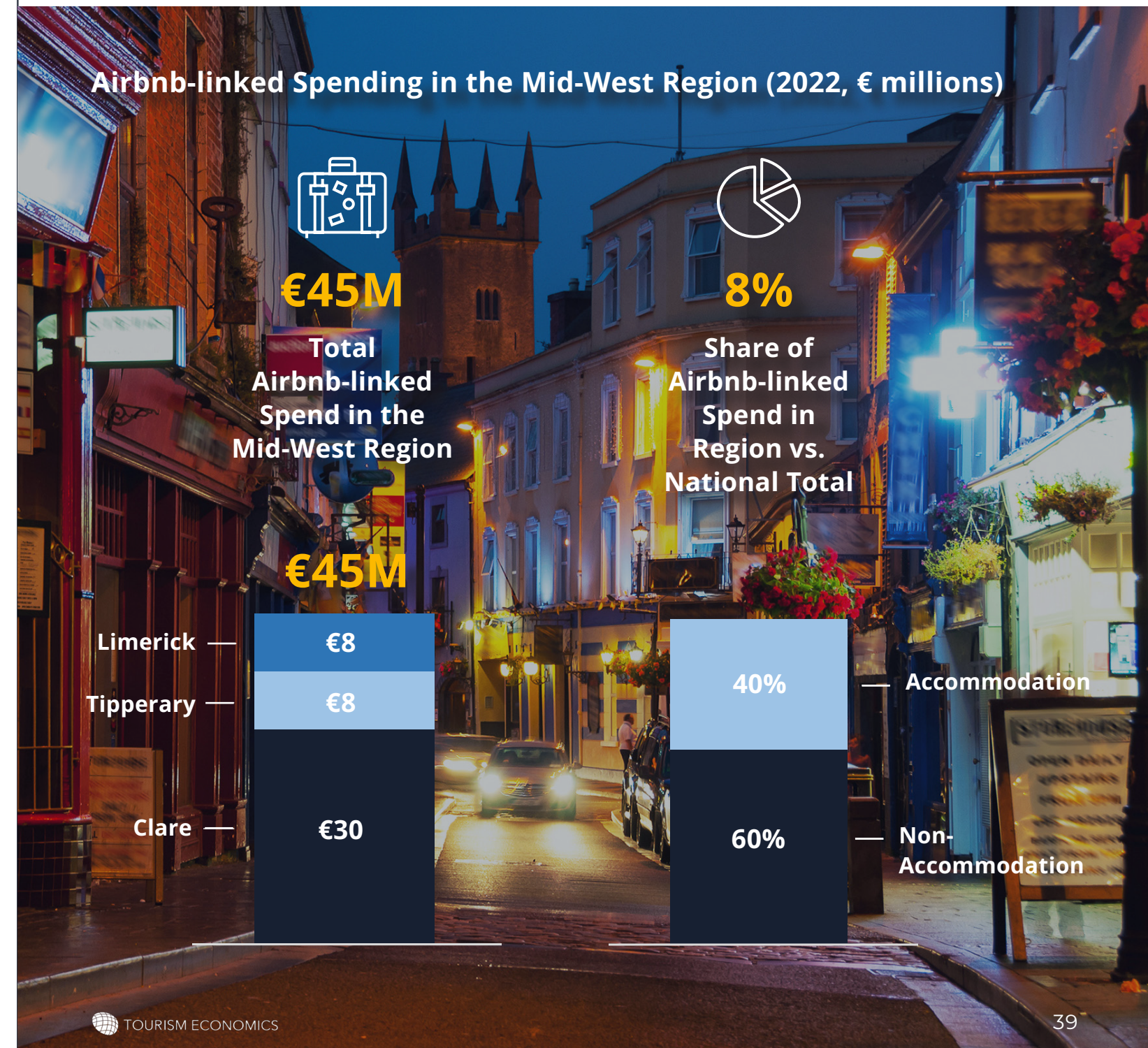


Airbnb-linked Spend

In 2022, the spending impact of Airbnb-linked activity in the region was €45 million. This accounted for 8% of the overall spend attributable to Airbnb tourism in Ireland in 2022.

Airbnb listings in Clare generated most (67%) of the Airbnb-linked spend in the region.

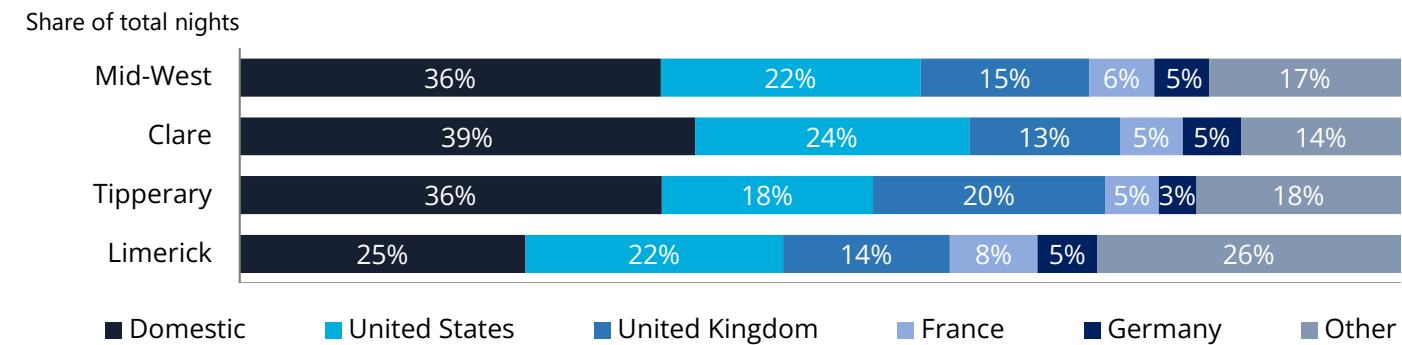
Airbnb-linked tourism expenditure benefitted both accommodation sectors and those providing services and facilities to visitors. Overall, 60% of the Airbnb-linked spend in the Mid-West region was within non-accommodation sectors such as food and drink and retail.



Key Source Markets

Just over a third (36%) of the guests who used Airbnb listings in the Mid-West region were from the Republic of Ireland in 2022. This was above the national average (30%) which highlights that the region disproportionately relies on domestic markets. Guests from the United States were the key inbound market making up 22% of Airbnb nights followed by those from the UK (15%). Limerick Airbnb listings attracted a more cosmopolitan mix of guests than listings elsewhere in the region as the domestic market accounted for only 25% of Airbnb guests.

Origin Markets of Airbnb Guests Staying in the Mid-West Region (2022)



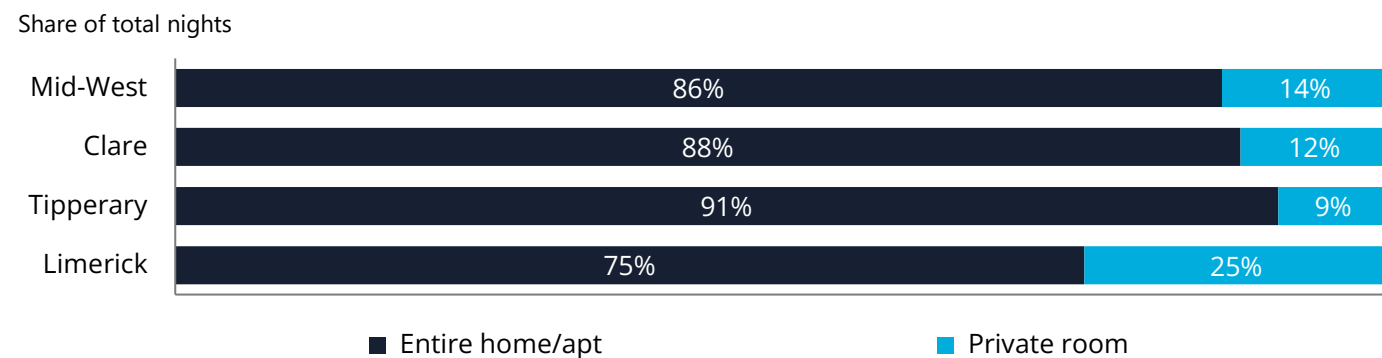
Source: Oxford Economics

Private Rooms

The vast majority (86%) of guests stayed at entire homes or apartment Airbnb listings in the Mid-West region in 2022. The remainder (14%) stayed at private room listings.

Used by 25% of guests, private room listings on Airbnb were most common in Limerick. Meanwhile, in Tipperary less than 10% of guests used Airbnb private listings.

Share of Nights Spent in Airbnb by Accommodation Type in the Mid-West Region (2022)



Source: Oxford Economics

Airbnb's Contribution to GDP in the Mid-West Region (2022, € millions)



Airbnb Contribution to GDP

Airbnb's listings generated expenditure which played an important role contributing to national GDP. Airbnb-linked tourism spend in the Mid-West region, including multiplier effects, contributed €41 million to Ireland's GDP in 2022. This constituted 8% of the total contribution to Ireland's GDP linked to Airbnb. Most (61%) of the region's contribution to GDP was from Airbnb activity in Clare.

Jobs Supported by Airbnb-linked Tourism

The impact on employment due to Airbnb activity is important in the Mid-West region and elsewhere in Ireland.

In 2022, the economic impact associated with Airbnb-linked tourism supported 300 jobs in the Mid-West region. This represented 6% of the total number of jobs which Airbnb-linked expenditure supported across Ireland in 2022. Most of these jobs were in Clare (180 jobs) with the remainder evenly shared in Tipperary and Limerick.

Airbnb's Contribution to Employment in the Mid-East Region (2022)

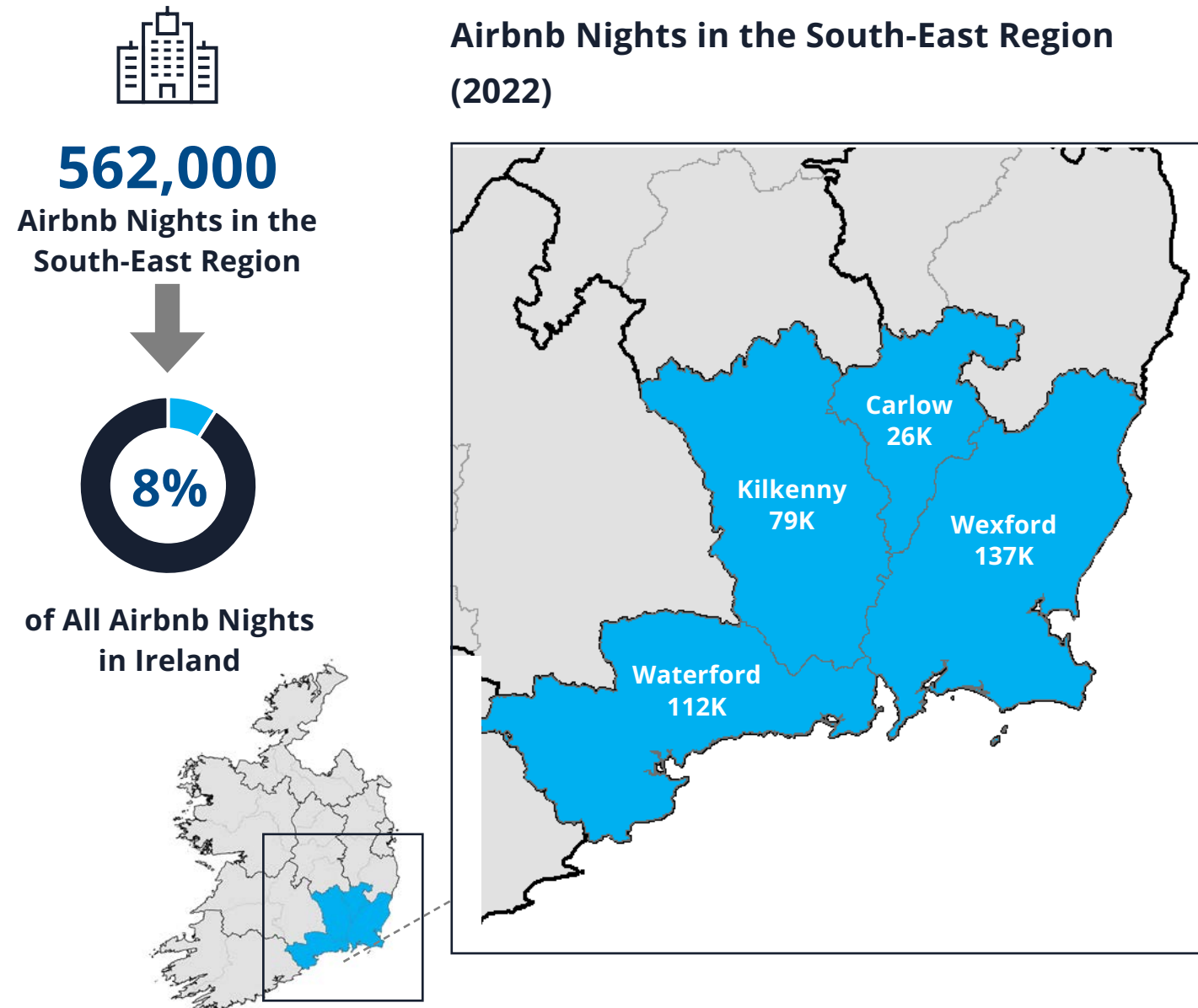


The Economic Impact of Airbnb in the South-East Region

Airbnb Nights

The South-East region consists of the following counties: Carlow, Kilkenny, Wexford and Waterford. It is Ireland's warmest and driest region making it a popular holiday destination for those who enjoy seaside towns and fishing villages.

In 2022, there were over 550,000 nights at Airbnb listings across the South-East region. This made up 8% of the national total. Accounting for 70% of the regional total, most of the nights were in Wexford (137,000) and Waterford (112,000).



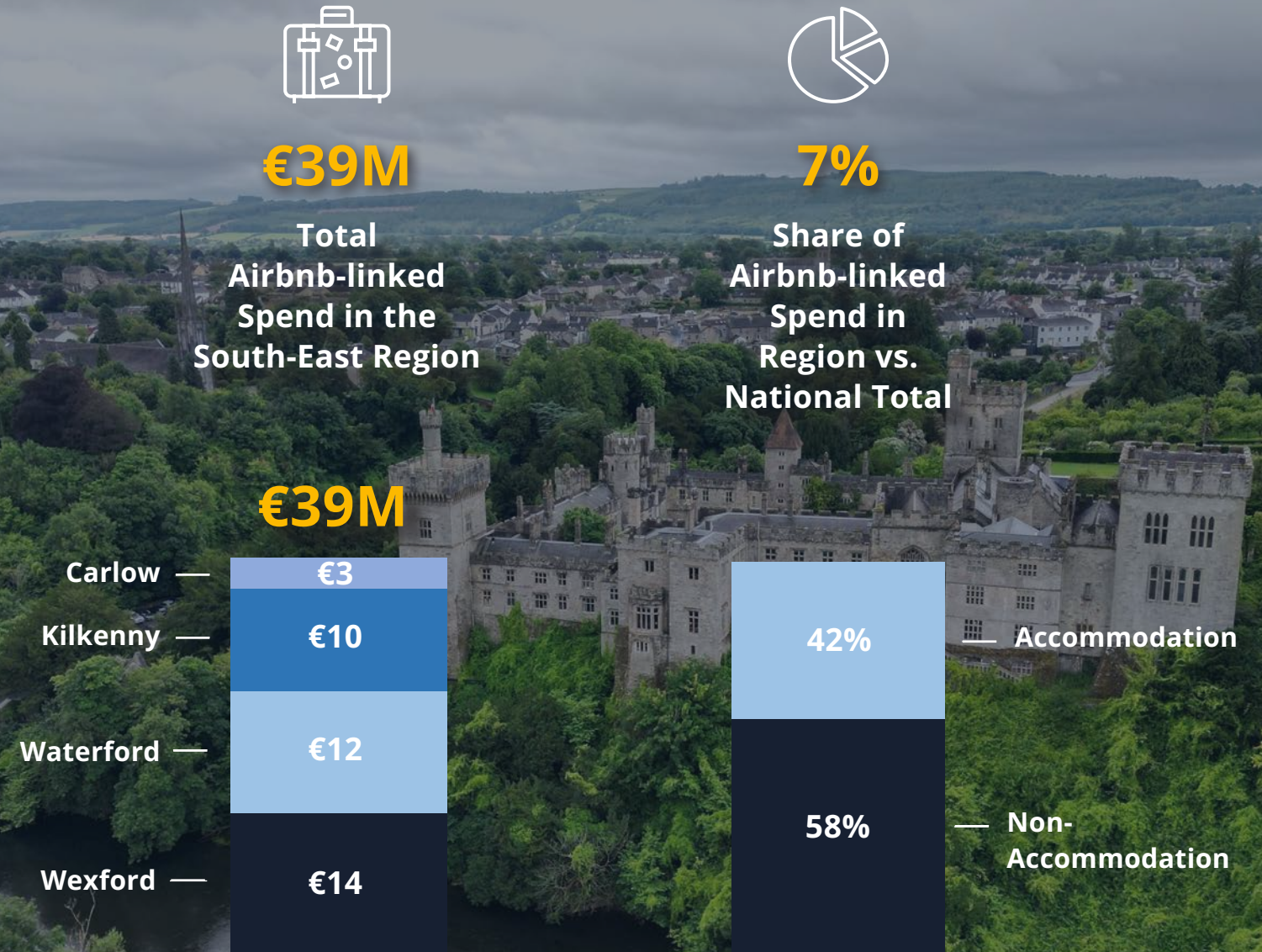
Airbnb-linked Spend

The overall spending footprint associated with Airbnb activity in the region amounted to €39 million in 2022. This accounted for 7% of the total expenditure linked to Airbnb in Ireland overall.

Airbnb-linked tourism spend was greatest in Wexford (€14 million) and Waterford (€12 million).

Highlighting the importance of Airbnb listings on the wider visitor economy, 58% of the spend benefitted non-accommodation sectors such as retail and food and drink.

Airbnb-linked Spending in the South-East Region (2022, € millions)

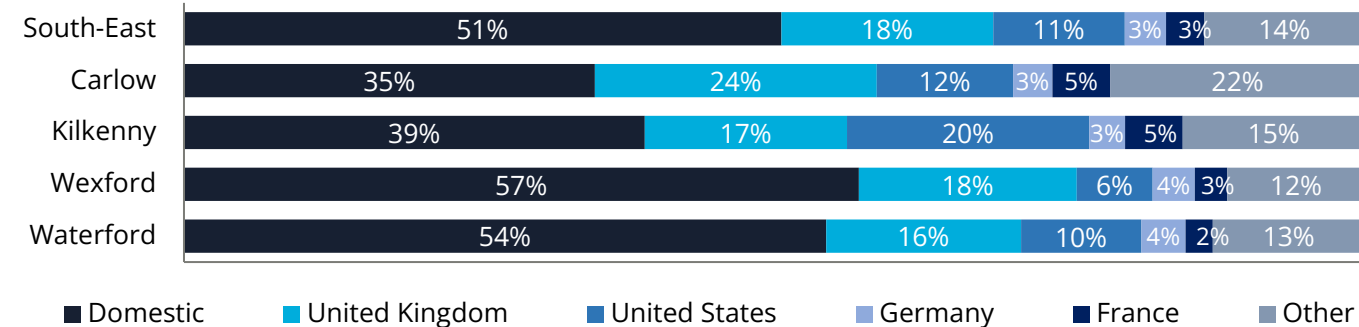


Key Source Markets

Overall, domestic guests accounted for just over half of all Airbnb guests in the South-East region in 2022. This was far higher than the national average of 30% which underlines the importance of domestic tourism in the region. There were variations in guest profiles at Airbnb listings across the region. Hosts in Carlow welcomed notably more international guests than those elsewhere in the region (65% compared with 49% regional average). Meanwhile, in Wexford international guests made up only 43% of Airbnb guests.

Origin Markets of Airbnb Guests Staying in the South-East Region (2022)

Share of total nights



Source: Oxford Economics

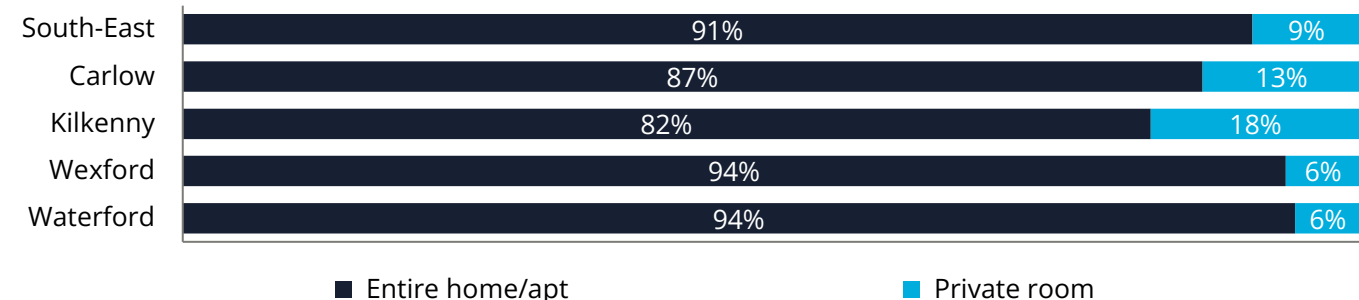
Private Rooms

Guests who used private room listings accounted for 9% of Airbnb nights in the South-East region in 2022. This was much lower than the national average of 16% which may be linked to lower supply of private room listings in the region.

There was a higher incidence of private room use on Airbnb in Kilkenny (18% of nights). Meanwhile, only 6% of nights were at private room listings in Wexford and Waterford.

Share of Nights Spent in Airbnb by Accommodation Type in the South-East Region (2022)

Share of total nights



Source: Oxford Economics



Airbnb Contribution to GDP

Airbnb's listings generated expenditure in the South-East region and elsewhere in Ireland which played a significant role contributing to Ireland's GDP.

Expenditure linked to Airbnb in the South-East region was responsible for contributing €37 million to Ireland's GDP in 2022. This constituted 7% of the overall contribution of Airbnb-linked expenditure to Irish GDP. The biggest share of the contribution to GDP was in Wexford (€13 million) closely followed by Waterford (€11 million).

Jobs Supported by Airbnb-linked Tourism

In 2022, 320 jobs were supported in the South-East region due to the economic footprint of Airbnb tourism. This represented 7% of the overall employment impact of Airbnb-linked spending in the country.

The greatest impact in terms of jobs supported was in Wexford (120 jobs) and Waterford (100 jobs).

Airbnb's Contribution to Employment in the South-East Region (2022)

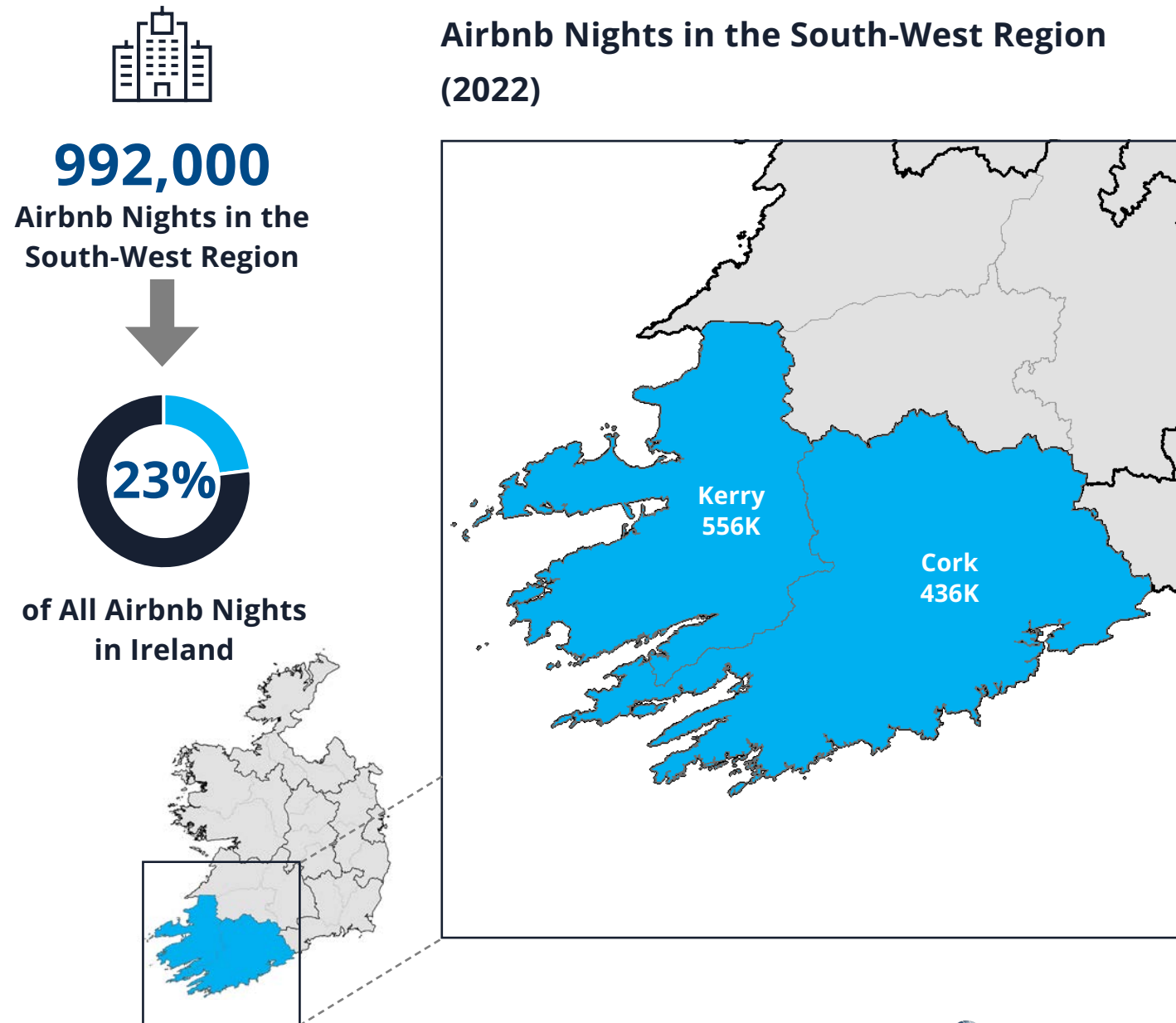


The Economic Impact of Airbnb in the South-West Region

Airbnb Nights

The South-West region consists of the following counties: Kerry and Cork, with Cork and Killarney two of Ireland's top tourist towns. The region is home to world-famous attractions such as the Jameson Distillery and the Blarney Castle.

In 2022, there were nearly 1 million nights at Airbnb listings in the South-West region. This made up 23% of all nights on the Airbnb platform in Ireland during the year. There was a good spread of Airbnb activity across the two counties. The number of nights at Kerry listings slightly outnumbered those in Cork.



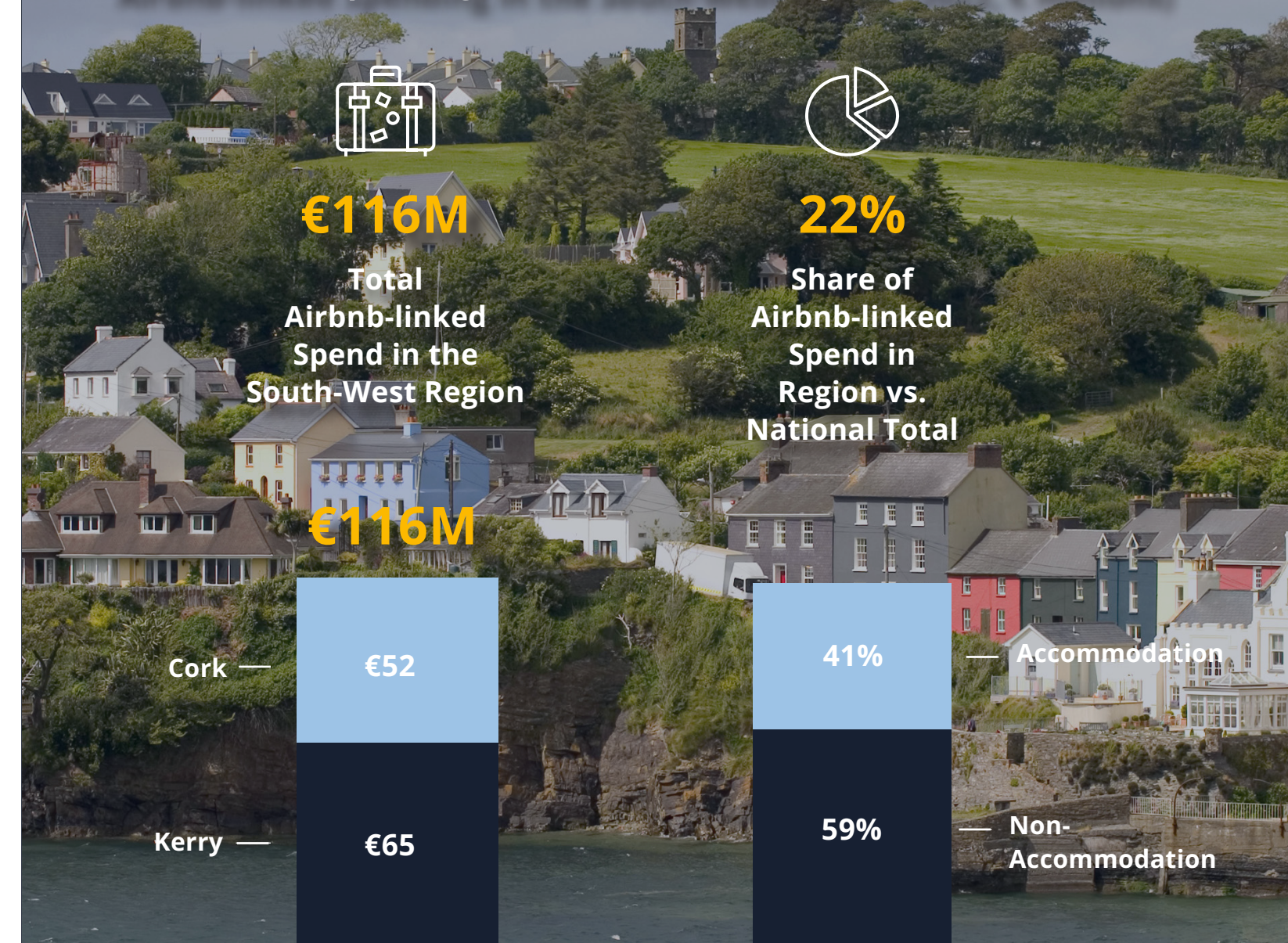
Airbnb-linked Spend

Tourism expenditure linked to Airbnb amounted to €116 million in the South-West region in 2022. This represented 22% of the overall spend attributable to Airbnb in Ireland.

Airbnb-linked expenditure was the highest in Kerry (€65 million).

Overall spend at non-accommodation sectors, like food and drink and retail, made up 59% of the regional total. This highlights the important role Airbnb plays in generating expenditure for tourism businesses.

Airbnb-linked Spending in the South-West Region (2022, € millions)

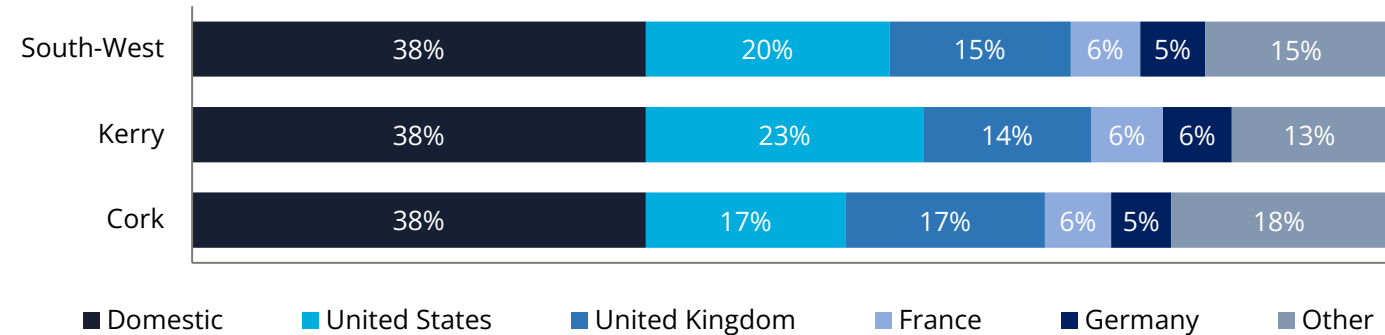


Key Source Markets

Irish guests accounted for 38% of Airbnb guests in the region in 2022. This compares to a national average of 30% which suggests that the region is more reliant on domestic visitors than elsewhere in Ireland. However, the majority of guests at Airbnb listings in the region were international. The key inbound market was the United States making up 20% of Airbnb guests followed by the UK (15%). The profile of guests at listings in Kerry and Cork was similar, although there were slightly more Americans in Kerry (23% of guests versus 17% in Cork).

Origin Markets of Airbnb Guests Staying in the South-West Region (2022)

Share of total nights



Source: Oxford Economics

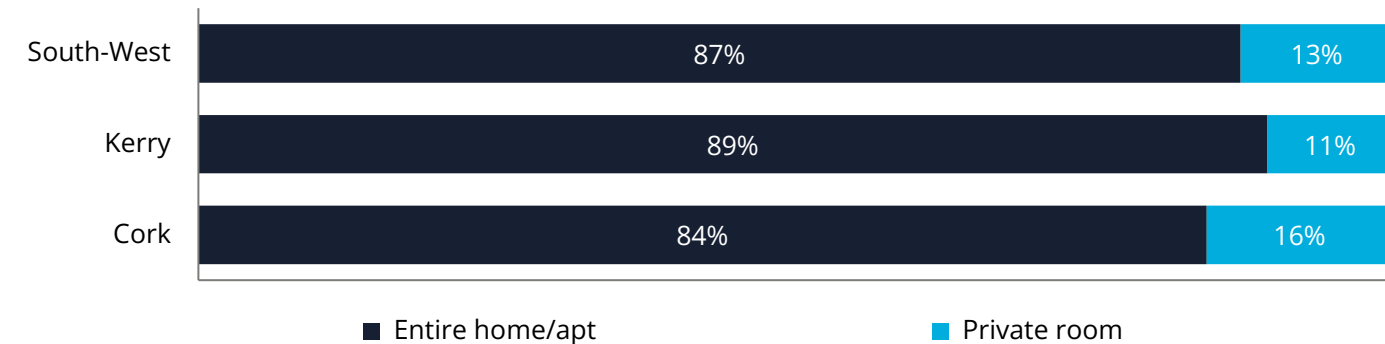
Private Rooms

Slightly under the national average (16%), 13% of guest nights booked on Airbnb listings in the region were private rooms. The remainder (87%) were entire houses or apartments.

Making up 16% of guest nights booked in 2022, there was a slightly higher incidence of private room use in Cork.

Share of Nights Spent in Airbnb by Accommodation Type in the South-West Region (2022)

Share of total nights



Source: Oxford Economics

Airbnb's Contribution to GDP in the South-West Region (2022, € millions)



Airbnb Contribution to GDP

Airbnb's listings generate expenditure in the South-West region and elsewhere which is important for the Irish economy overall. Listings on Airbnb in the South-West region contributed €107 million to Irish GDP in 2022. This was evenly split between Kerry and Cork with each contributing €53 million.

The overall contribution to GDP as result of Airbnb in the region accounted for 21% of the national total.

Jobs Supported by Airbnb-linked Tourism

The employment impact associated with Airbnb-linked spending in the region resulted in supporting or creating 870 jobs in 2022. This made up 18% of the total number of jobs supported by Airbnb-linked spend in Ireland.

Highlighting the importance of Airbnb to the region, the spending footprint of Airbnb activity supported over 400 jobs in each of the region's two counties with the largest impact being in Kerry (460 jobs).

Airbnb's Contribution to Employment in the South-West Region (2022)

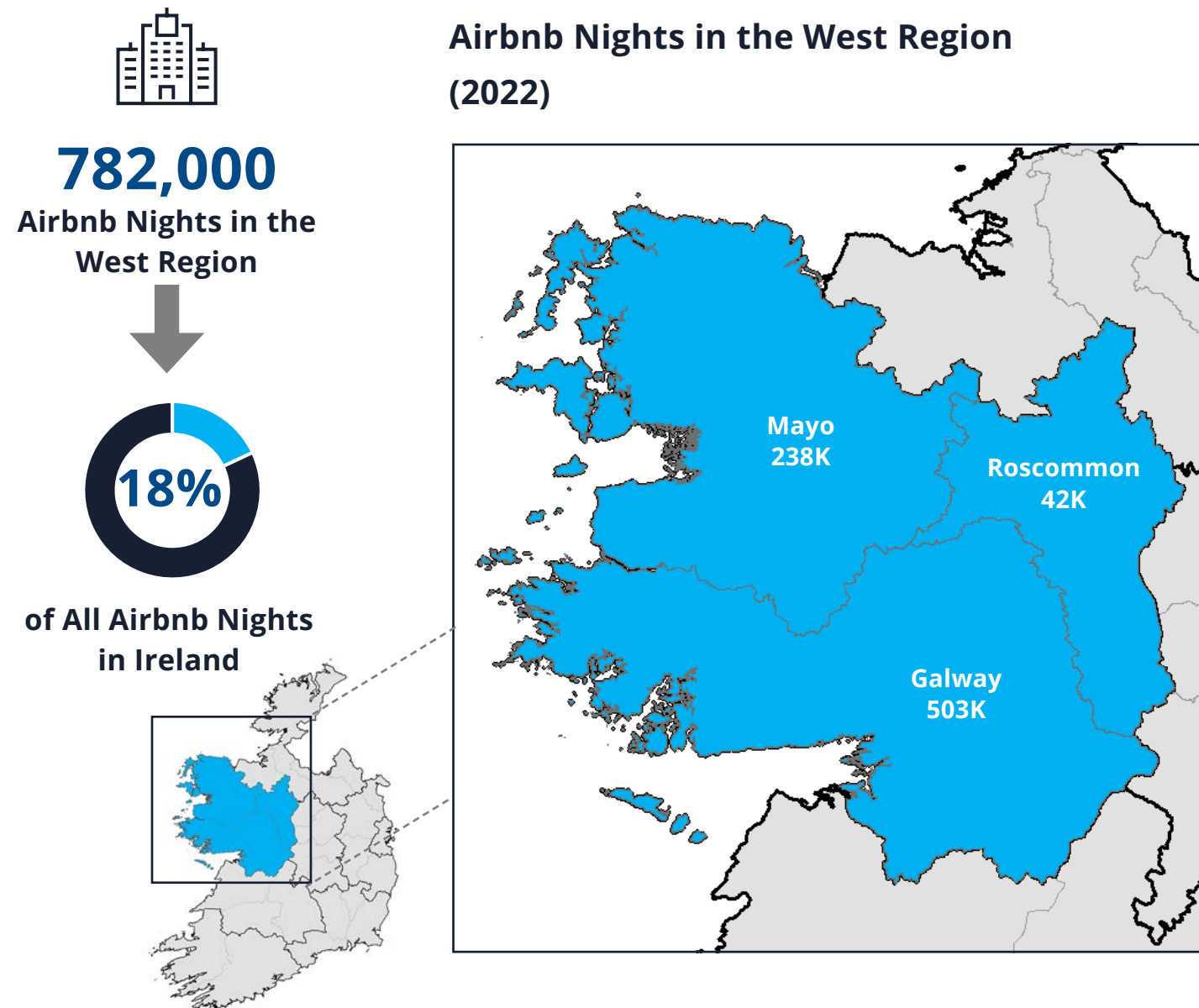


The Economic Impact of Airbnb in the West Region

Airbnb Nights

The West region consists of the following counties: Mayo, Roscommon and Galway. It is famous for its extraordinary cliffs, landscape and terrain with a mix of ancient and modern cities.

Airbnb listings across the West region achieved nearly 800,000 guest nights booked in 2022. This made up 18% of the total number of guest nights booked on the Airbnb platform in Ireland. Hosts in Galway achieved the most bookings (64% of the regional total).

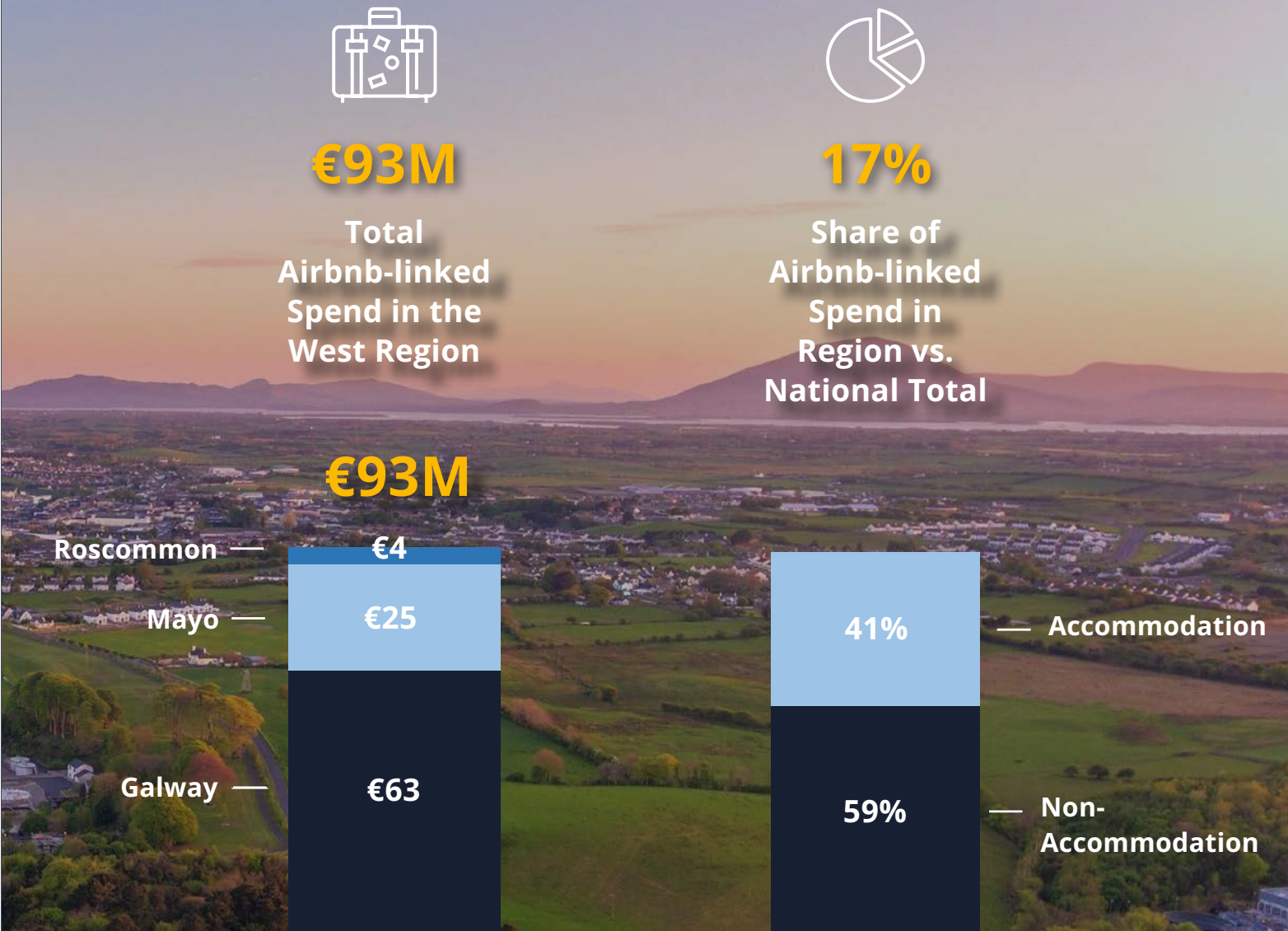


Airbnb-linked Spend

The total spend linked to Airbnb in the West region was €93 million (17% of the national total) in 2022. Most of this spend (68%) was in Galway.

Airbnb-linked spend at non-accommodation sectors, such as food and drink and retail, made up 59% of the regional total which underlines the important role Airbnb listings play in supporting the local economy.

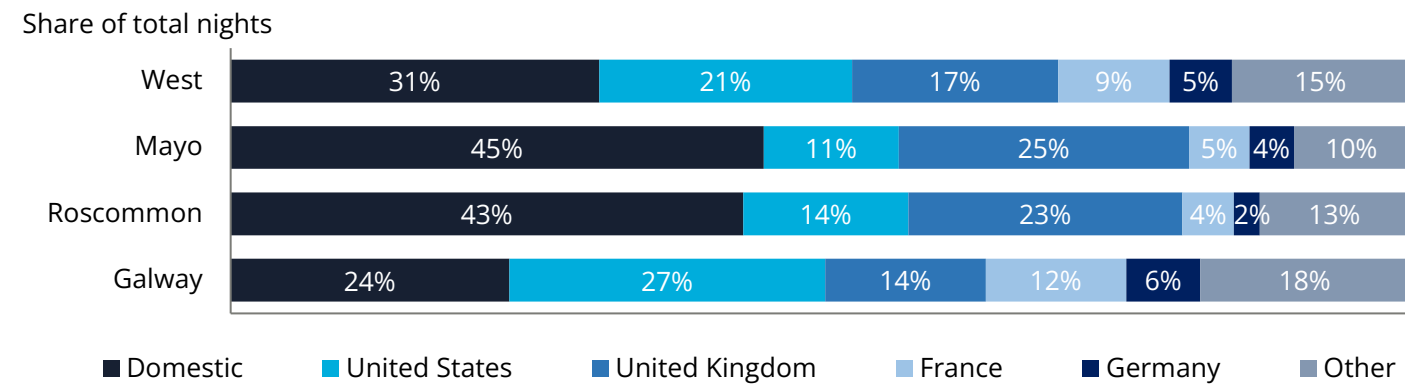
Airbnb-linked Spending in the West Region (2022, € millions)



Key Source Markets

Domestic guests accounted for 31% of all nights at Airbnb listings in the region in 2022. This was on par with the national average of 30%. The most important international market for Airbnb listings was the United States (21% of guest nights) followed by the UK (17%). However, there were large variations in guest profile across the counties. Mayo and Roscommon Airbnb listings were much more reliant on domestic guests (over 40%) while in Galway domestic guests only accounted for 24% and they were less important than guests from the United States (27%).

Origin Markets of Airbnb Guests Staying in the West Region (2022)

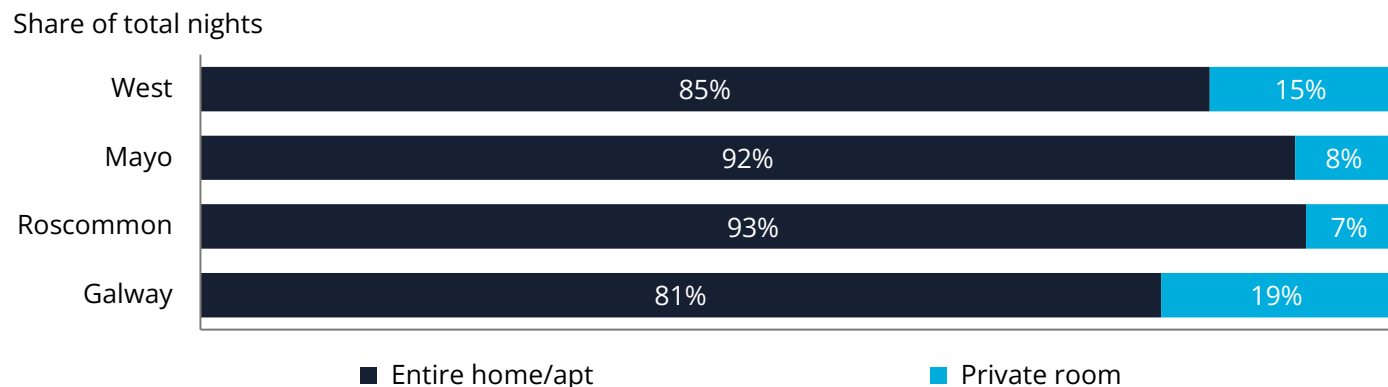


Source: Oxford Economics

Private Rooms

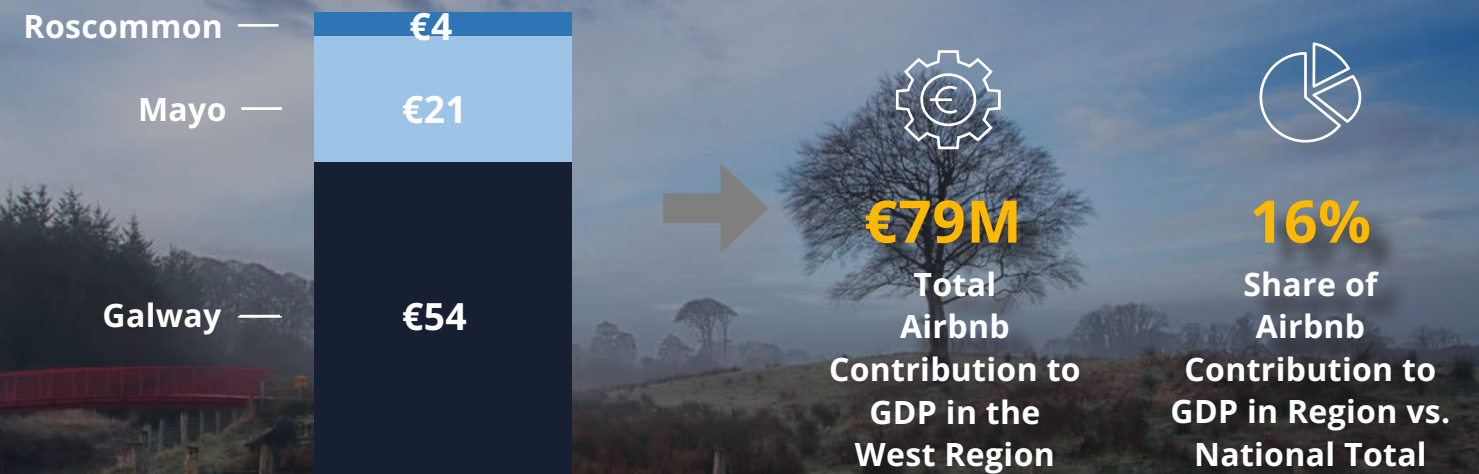
On par with the national average, private room listings on Airbnb accounted for 15% of all nights booked in 2022. The remainder (85%) of nights were booked at entire houses or apartments listed on Airbnb. Likely a reflection of its diverse guest profile, there was a higher incidence of private room use among listings in Galway (19% of all nights). Meanwhile, in Mayo and Roscommon private room listings made up under 10% of nights.

Share of Nights Spent in Airbnb by Accommodation Type in the West Region (2022)



Source: Oxford Economics

Airbnb's Contribution to GDP in the West Region (2022, € millions)



Airbnb Contribution to GDP

The spend linked to Airbnb tourism is an important contributor to Ireland's GDP. In 2022, the economic footprint associated with Airbnb activity in the West region equated to a contribution of €79 million to Ireland's GDP. This represented 16% of the overall contribution to GDP due to Airbnb related expenditure in Ireland.

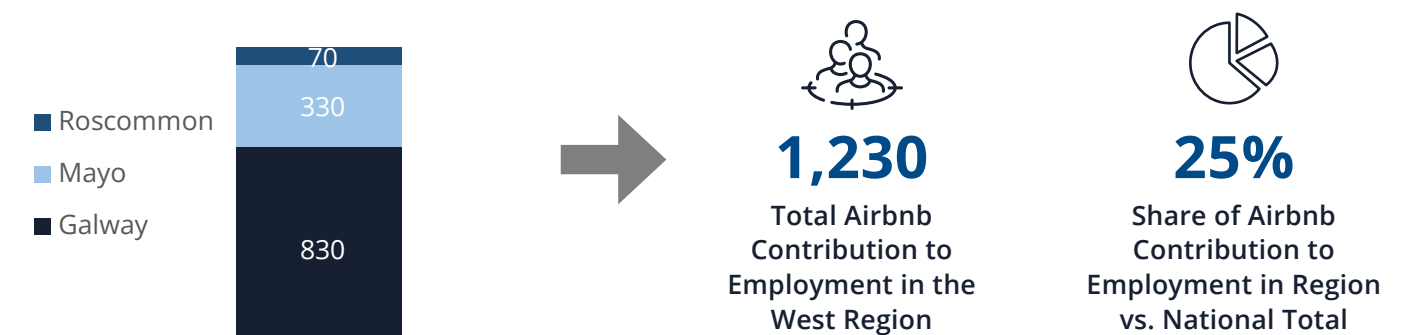
The county with the largest contribution to GDP as a result of Airbnb-linked spend was Galway (€54 million or 68% of the regional total).

Jobs Supported by Airbnb-linked Tourism

Over 1,200 jobs were supported due to direct and indirect expenditure linked with Airbnb in the West region in 2022. This constituted 25% of all jobs in Ireland that were supported due to the spending footprint of Airbnb.

The bulk of the jobs supported were in Galway (830 jobs or 67% of the regional total). A further 400 jobs were supported due to Airbnb-linked expenditure elsewhere in the region.

Airbnb's Contribution to Employment in the West Region (2022)



Methodological Approach: Economic Footprint Modelling

Rounding

To support readability, all spending and GDP figures within the report have been rounded to the nearest million. As a consequence, total figures presented in some infographics and charts may not sum to their component parts.

Key definitions

- Airbnb nights / Guest nights / Nights: the number of self-reported guests on a trip times the number of nights stayed.
- Airbnb Hosts / Hosts on Airbnb / Hosts: are individuals or businesses that list at least one accommodation unit, whether a private or shared space, for rent on the Airbnb platform.
- Airbnb guests / Guests on Airbnb / Guests: are individuals who stay at least one night in an Airbnb listing.
- Airbnb guests / Guests on Airbnb / Guests: are individuals who stay at least one night in an Airbnb listing.

What is Airbnb-linked spending?

Airbnb is an online platform that enables Hosts to connect with tourists and travellers, providing them with places to stay and things to do, within a global marketplace. From the perspective of a local economy, Airbnb acts as a portal, attracting tourists with spending power to a local area, who then go on to stimulate economic activity in that area, through their purchases of goods and services.

To understand the channels through which Airbnb contributes to the Irish economy, our starting point is the spending that takes place in the travel destination.

Guest spending includes:

- **Spending on rentals:** Based on Airbnb data, we quantified the total expenditure on rental accommodation made by guests on Airbnb across Ireland in each year of the study.
- **Ancillary tourism spending:** In addition to rental expenditure, Airbnb guests typically spend money to arrive at their destination, and then (for example) to get around the host city or region, to dine out and entertain themselves, and to go shopping and engage in other tourism activities. We leveraged detailed Airbnb data on guest activity and overall visitor data from Fáilte Ireland to quantify this annual spending, and its distribution across different industries. (Note: this study focuses on in-destination spending, therefore guest spending on air transportation has been excluded from our analysis.)

Calculating the total economic impact of Airbnb

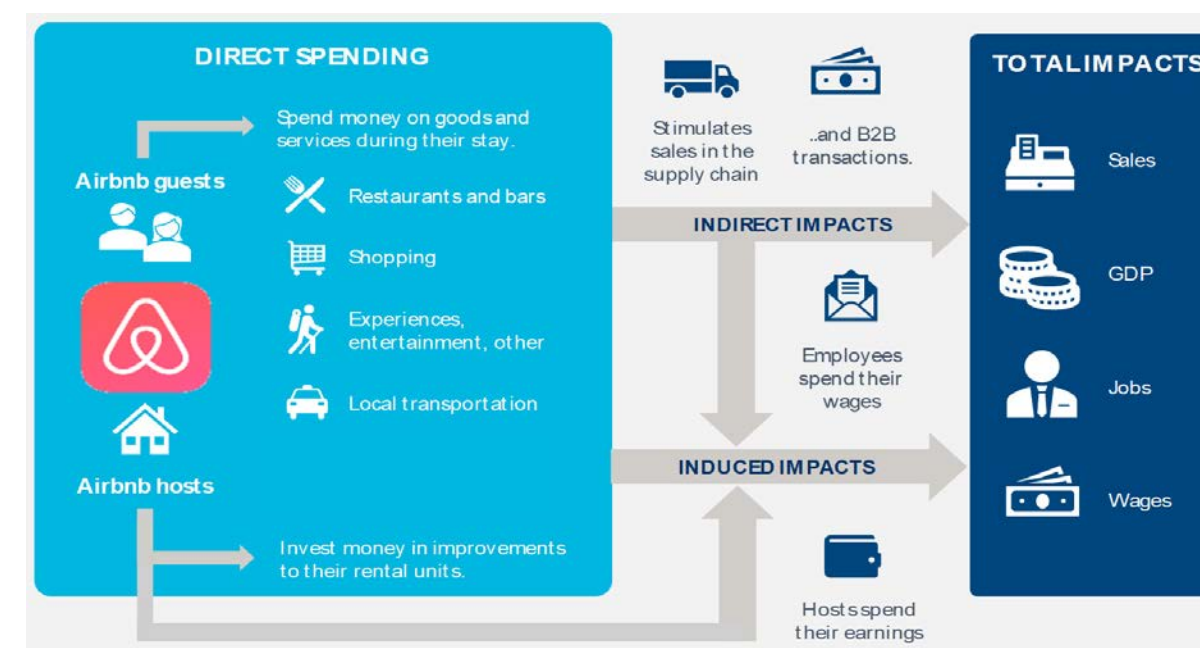
Economic impact involves quantifying the total expenditure made by guests on Airbnb in a destination economy and estimating three types of economic activity it stimulates.

- **Direct impact** relates to the value added from guest activity including: (1) Hosts on Airbnb facilitating stays of guests on Airbnb; and (2) tourism businesses facilitating other spending by guests within the destination, including on food & beverage, retail etc.
- **Indirect impact** is the economic activity and employment stimulated along the supply chain that supports those front-line businesses.
- **Induced impact** comprises the wider economic benefits that arise from the payments of wages to the employees of businesses serving guests on Airbnb, and other businesses in their supply chain. It also includes the share of the income of Hosts on Airbnb that is spent in the local economy. In our analysis, we also include the economic activity stimulated in the supply chains of these retail, leisure and other outlets.

The sum of these channels captures the total economic impact of Airbnb. The results are presented on a gross basis. They therefore ignore any displacement of activity from Airbnb's competitors as well as what the second most productive use of those resources would have been. Airbnb's economic contribution is measured using two metrics:

- **GDP**—or more specifically, the gross value added (GVA) contribution to GDP. This is defined as the value of the output produced, minus the expenditure on inputs of bought-in goods and services used up in the production of that output.
- **Employment** measured on a headcount basis.

Schematic of Airbnb's contribution to the Irish Economy



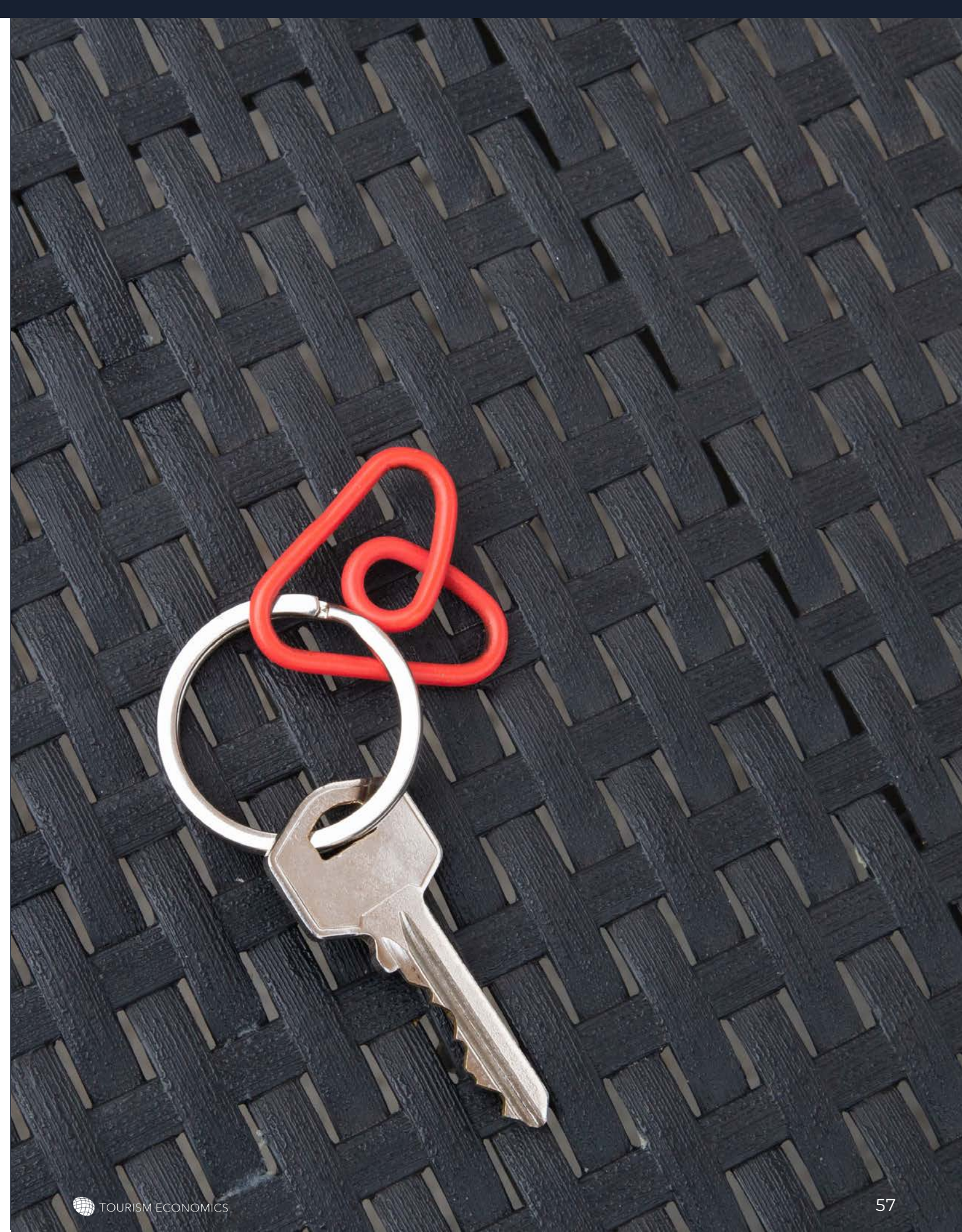
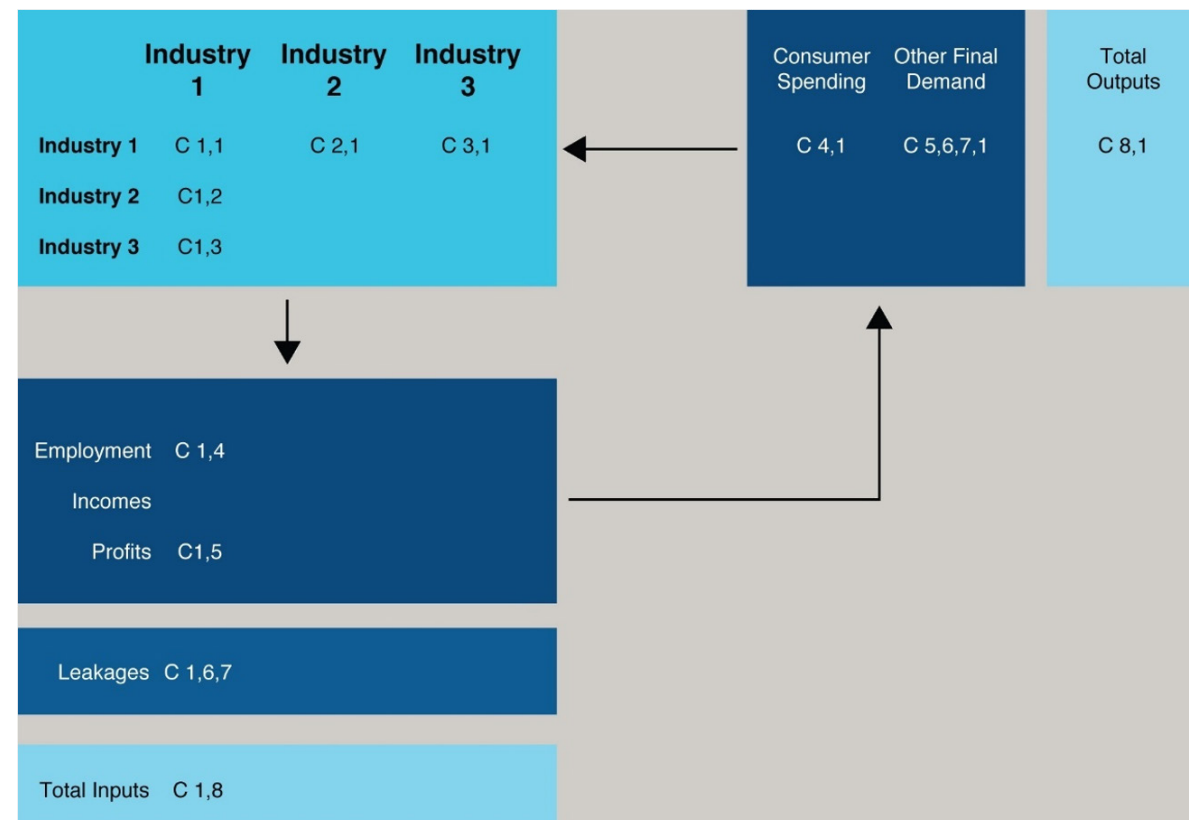
Overview of input-output modelling approach

Indirect and induced impacts are estimated using an “input-output” model. This type of model sets out the goods and services that Irish industries purchase from one another in order to produce their output (as well as their purchases from abroad). These tables also provide detail on the spending patterns of Ireland households, and indicate whether this demand is met by Ireland production, or imported products. In essence, the tables show who buys what from whom. The diagram below demonstrates a stylised input-output model.

Using details of these linkages from Supply and Use tables, Oxford Economics constructed a bespoke Ireland impact model which traces the intermediate consumption impact, and capital good consumption impact, attributable to Airbnb-linked visitor activity (this is known as the Leontief manipulation). This impact model quantifies all rounds of subsequent purchases along the supply chain. These transactions are translated into GDP contributions, using Ireland-specific ratios of gross value added (GVA) to gross output, sourced from the Ireland input-output table. Once we have obtained results for output and GVA, we estimate employment using productivity estimates. The calculation of the induced impacts is a discrete element of the model and incorporates the impact of Airbnb visitor spending on purchases labour costs and final household consumption.

Indirect and induced impacts at the regional and county level were estimated using regional input-output models developed by Oxford Economics. These input-output models work in the same way as the national-level input-output model described above. However, they also incorporate inter-regional trade flows, which were estimated using regional national account data from the CSO.

A simplified input-output model



About the Research Team



Oxford Economics is the world's foremost independent economic advisory firm. Tourism Economics is an Oxford Economics company with a singular objective: combine an understanding of the travel sector with proven economic tools to answer the most important questions facing our clients.

Oxford Economics was founded in 1981 as a commercial venture with Oxford University's business college to provide economic forecasting and modelling to UK companies and financial institutions expanding abroad. Since then, we have become one of the world's foremost independent global advisory firms, providing reports, forecasts, and analytical tools on more than 200 countries, 100 industries, and 7,000 cities and regions.

Headquartered in Oxford, England, with regional centres in New York, London, Frankfurt, and Singapore, Oxford Economics has offices across the globe in Belfast, Boston, Cape Town, Chicago, Dubai, Dublin, Hong Kong, Los Angeles, Melbourne, Mexico City, Milan, Paris, Philadelphia, Stockholm, Sydney, Tokyo, and Toronto. We employ 600 staff, including more than 300 professional economists, industry experts, and business editors—one of the largest teams of macroeconomists and thought leadership specialists. Our global team is highly skilled in a full range of research techniques and thought leadership capabilities from econometric modelling, scenario framing, and economic impact analysis to market surveys, case studies, expert panels, and web analytics.

Our worldwide client base now comprises over 2,000 international organisations, including leading multinational companies and financial institutions; key government bodies and trade associations; and top universities, consultancies, and think tanks.





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