

Jumpshot analyzed activity on 500,000 unique listings on AirBnB to better understand consumer behavior.

Almost **500,000** unique listings around the world were viewed.

**11%**

OF THESE HAD A RESERVATION IN A 3-MONTH PERIOD

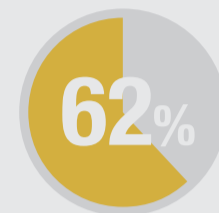
AVERAGE RESERVATION

**\$80**/NIGHT



**15%** OF HOSTS LIST 2-4 PROPERTIES

## Listing Type



**1-bedroom** houses/apartments



**Entire** home/apartment

**60%**



**private** room

**36%**



**shared** room

**4%**

## Listing Size



**2-4** people

**88%**



**1** person

**7%**



**5** or more

**5%**

## Stays



**31%**  
2-3 nights



**11%**  
1 night

Jumpshot is the only company that unlocks walled-garden data to empower marketers to target and expand their customer base. Our real-time, global panel of 100 million devices tracks 5 billion actions a day to deliver insights into online behavior from every consumer action.

Visit [www.jumpshot.com](http://www.jumpshot.com) to learn more.

