Inside Airbnb: Dallas

**Inside** Airbnb

ADDING DATA TO THE DEBATE

Inside Airbnb: Dallas

Key Findings

- The majority of Airbnb use in Dallas, and almost all revenue is "unhosted"
    - 85% of Dallas Airbnb listings are entire home or apartment listings (96% of revenue)
    - Airbnb is mostly entire houses and apartments, not renting out "spare rooms"

- Airbnb entire home listings are growing an average of 44% per year, and have increased 619% since 2016

- Returning entire home short-term rentals from lodging to the housing market would make 16% more rental housing units available across Dallas and up to 62% more in some Council Districts.

- Most entire home Airbnb listings are in a property portfolio managed by commercial "hosts"
    - 66% of entire home listings are offered by "hosts" that have more than one entire home listing
    - Almost half (45%) of entire home listings are in a portfolio with 5 or more entire home rentals

- Absent "hosts" dominate the Airbnb platform in Dallas
    - Only half (51%) of entire home listings are operated by "hosts" who self-identify as living in Dallas

Room Type

- 🔴 Entire home/apt
- 🟢 Private room
- 🔵 Shared room
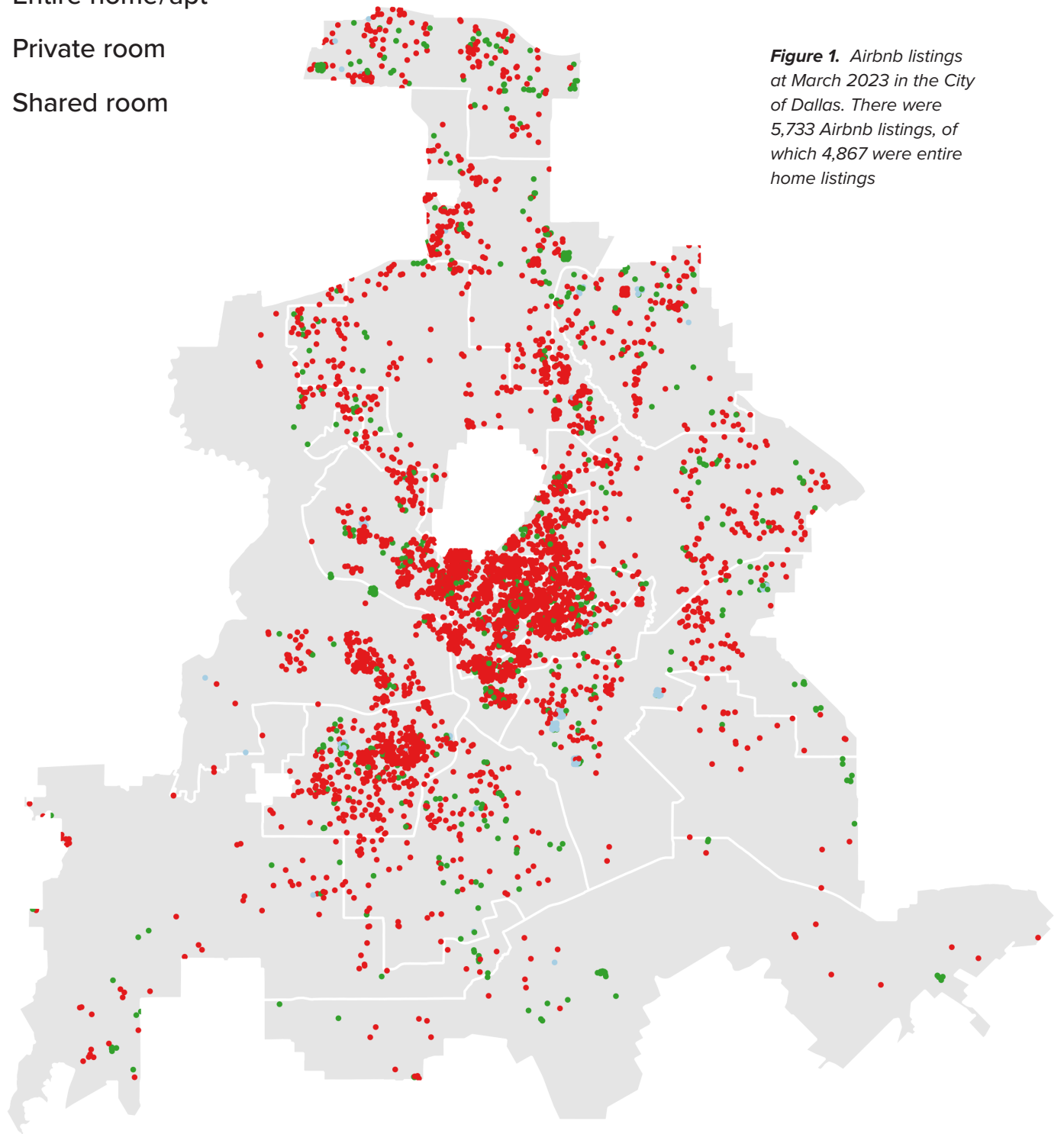
Figure 1. Airbnb listings at March 2023 in the City of Dallas. There were 5,733 Airbnb listings, of which 4,867 were entire home listings

"Home Sharing?" Entire Homes Dominate

While Airbnb might have started with "Air beds" and hosts renting "spare rooms", in Dallas, like most cities around the world, "Entire home/ apartment" listings dominate the platform, **making up 85% of all Airbnb listings and 96% of revenue.**

The high proportion of Entire home listings is inconsistent with the image represented by Airbnb, their hosts and lobbyists – that "hosts" are renting out "spare" rooms and that "guests" can "live like a local".

Entire home listings have the most potential to disrupt residential communities, remove housing, displace residents, raise housing costs, and conflict with zoning laws.

The exorbitant revenue from Entire home listings explains the platform's fierce resistance to regulations and their continued mischaracterization of the industry as "mom and pops."

> **"Entire home listings dominate the platform in Dallas, making up 85% of all Airbnb listings and 96% of revenue"**

| Room Type	Listings		Estimated Revenue (last 12 mo.)	
	#	%	$	%
Entire home/apt	4,867	84.9%	72.6M	96.0%
Private room	720	12.6%	2.2M	3.8%
Shared room	146	2.5%	148.3K	0.2%
Grand Total	**5,733**		**75.0M**	

Table 1 *Airbnb Listings and Revenue by Room Type in Dallas as at 03/2023. Source: Inside Airbnb*

Not only do Entire home listings make up the majority of Airbnb's listings in Dallas, they make almost all of Airbnb's revenue.

> **"Mom & Pop private room listings account for only 15% of total listings in Dallas"**

Listings and revenue by room type

March 2023
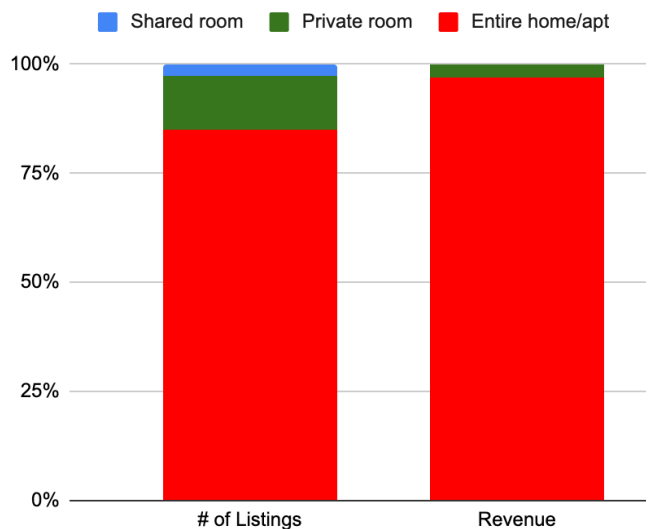
Figure 2 *Listings and Revenue by Room Type in Dallas as at 03/2023. Source: Inside Airbnb.*

Entire Home listings dominate by number and revenue.

Commercial Property Portfolios Dominate the Dallas Market

66% of entire home Airbnb listings in Dallas are managed by a "host" that has more than one entire home rental, and almost half (45%) are in a portfolio with 5 or more entire home rentals.

These listings are clearly not primary residences of the host and are instead part of portfolios controlled by property investors and managers.

> "66% of entire home Airbnb listings in Dallas are part of a property portfolio"

Number of entire homes listings managed by "host"	Listings		
	#	%	Cumulative % (e.g. "1 or more", "2 or more" etc.)
1	1,679	34%	100%
2	540	11%	66%
3	267	5%	54%
4	180	4%	49%
5+	2,201	45%	45%

Table 2 *Number of entire home Airbnb listings in Dallas by the number of entire home listings the "host" operates. Source: Inside Airbnb.*

More than two-thirds (66%) of entire home Airbnb listings are part of a property portfolio.

Distribution of entire home listings by number managed by "host"

March 2023
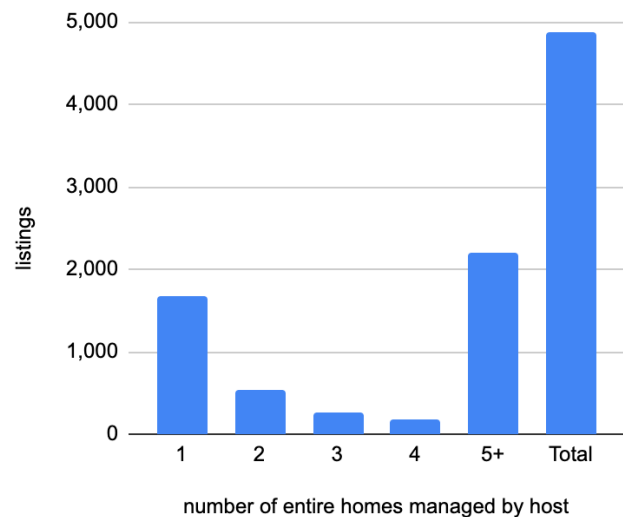
Figure 3 *Number of entire home listings by the number of entire home Listings the "host" operates. Source: Inside Airbnb, March 2023.*

The majority of entire home listings are part of a property portfolio, with almost half belonging to hosts with 5 or more homes.

Who Benefits from Airbnb in Dallas – Residents or non-Residents?

This report has already shown that Airbnb "hosts" in Dallas rent out entire "homes" and are usually not present when there are guests.

Using the location taken directly from Airbnb host profiles, we find that only half of "hosts" (50.8% by number of listings) identify as living in Dallas.

> **"Half of Airbnb entire home listings are managed by "hosts" who do not identify as living in Dallas"**

Host Location	Entire Home Listings	
	#	%
Dallas	2,472	50.8%
Unknown	1,224	25.1%
Texas, outside of Dallas	750	15.4%
United States, outside of Texas	404	8.3%
Outside the United States	17	0.3%
Grand Total	**4,867**	**100.0%**

Table 3 Self-Identified "host" location of entire home Airbnb listings in Dallas at March 2023. Source: Inside Airbnb

Half of entire home Airbnb listings in Dallas have "hosts" that do not idenify as living in the city.

Location of entire home "hosts", by number of listings

March 2023

Outside the United States
0.3%
United States, outside of Texas
8.3%
Texas, Outside of Dallas
15.4%
Unknown
25.1%
Dallas
50.8%
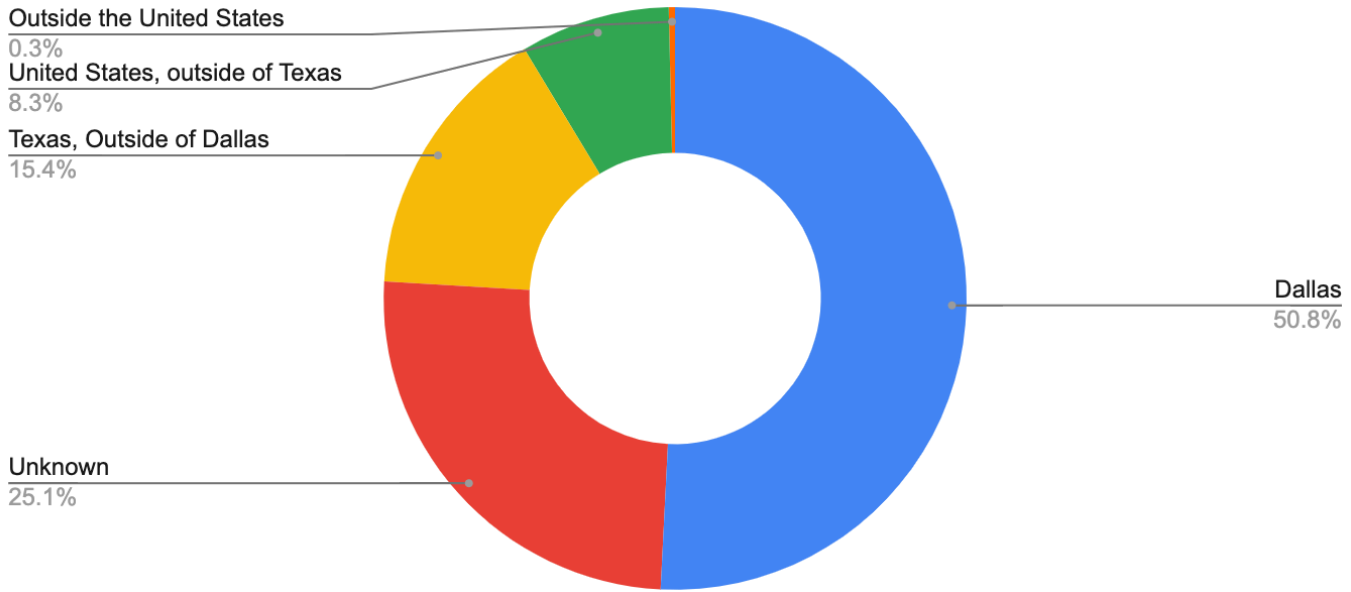
Are Airbnbs Increasing in Dallas?

Listings in March/April (2016 to 2023)

Room Type	2016	2017	2018	2019	2020	2021	2022	2023
Entire home/apt	677	614	1,879	2,670	3,247	3,186	4,453	4,867
Private room	293	354	663	669	625	537	652	720
Shared room	36	53	88	96	94	100	109	146
Grand Total	**1,006**	**1,021**	**2,630**	**3,435**	**3,966**	**3,823**	**5,214**	**5,733**

Table 4
Growth of Airbnb listings in Dallas

12-Month Growth by Year (at March/April of each year)

| Room Type	2017	2018	2019	2020	2021	2022	2023	Average
Entire home/apt	-9.3%	206.0%	42.1%	21.6%	-1.9%	39.8%	9.3%	**43.9%**
Private room	20.8%	87.3%	0.9%	-6.6%	-14.1%	21.4%	10.4%	**17.2%**
Shared room	47.2%	66.0%	9.1%	-2.1%	6.4%	9.0%	33.9%	**24.2%**
Grand Total	**1.5%**	**157.6%**	**30.6%**	**15.5%**	**-3.6%**	**36.4%**	**10.0%**	**35.4%**

Growth Since January 2016 (at January of each year)

Room Type	2017	2018	2019	2020	2021	2022	2023
Entire home/apt	-9.3%	177.5%	294.4%	379.6%	370.6%	557.8%	618.9%
Private room	20.8%	126.3%	128.3%	113.3%	83.3%	122.5%	145.7%
Shared room	47.2%	144.4%	166.7%	161.1%	177.8%	202.8%	305.6%
Grand Total	**1.5%**	**161.4%**	**241.5%**	**294.2%**	**280.0%**	**418.3%**	**469.9%**

> **"Airbnb entire home listings are growing an average of 44% per year, and have increased 619% since 2016"**

Inside Airbnb: Dallas – Trends by room type

January 2016 to March 2023
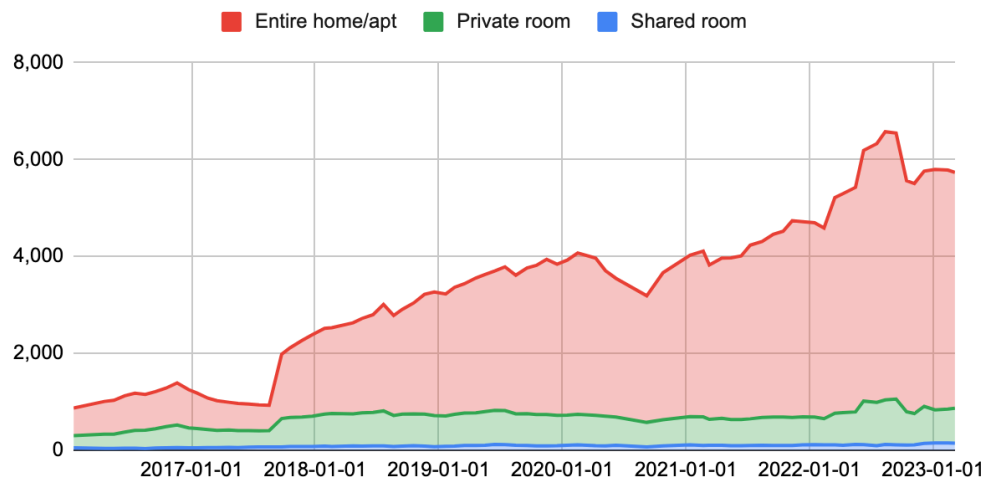
Figure 4 *Growth of Airbnb Listings in Dallas by Room Type. Source: Inside Airbnb*

Entire home/apt Airbnb listings have grown an average of 44% per year since 2016, a total increase of 619%.

Impact on Housing

Entire home short-term rentals on platforms like Airbnb compete with housing used by long term residents, and in particular rental housing.

To quantify the impact on housing and renters, the number of entire home Airbnb listings have been compared to housing units and vacant and available-for-rent housing in each of Dallas' Council Districts.

Researchers around the world have shown that short-term rentals in areas under housing pressure remove housing supply and both displace residents and drive up the cost of housing.

In some Dallas Council Districts, entire home Airbnb listings compare to 62% of vacant and available-for-rent housing units. In other words, in this Council District if entire home short-term rentals were returned to the housing market, it would make 62% more rental housing units available.

Across the City of Dallas, entire home short-term rentals returned to the housing market would make 16% more rental housing units available.

Dallas Council District	Airbnb Entire Homes #	Units of Housing (Total) #	Compared to Entire Home Airbnbs	Units of Housing (Vacant and Available-for-rent) #	Compared to Entire Home Airbnbs
District 1	469	28,583	1.6%	753	62.3%
District 2	1,478	44,688	3.3%	2,997	49.3%
District 14	1,384	59,014	2.3%	4,138	33.4%
District 6	226	27,799	0.8%	1,220	18.5%
District 7	143	33,976	0.4%	1,557	9.2%
District 9	158	34,792	0.5%	1,847	8.6%
District 13	241	36,507	0.7%	2,851	8.5%
District 5	21	22,399	0.1%	269	7.8%
District 4	108	30,880	0.3%	1,523	7.1%
District 3	68	33,449	0.2%	1,136	6.0%
District 11	229	43,267	0.5%	4,127	5.5%
District 10	157	41,448	0.4%	3,024	5.2%
District 12	160	45,657	0.4%	3,171	5.0%
District 8	25	33,083	0.1%	1,768	1.4%
City of Dallas	**4,867**	**515,138**	**0.9%**	**30,451**	**16.0%**

Table 5 *Entire home Airbnbs compared to housing by Council District.*

Source: Inside Airbnb, March 2023; U.S. Census Bureau's American Community Survey 2017-2021

"Restricting entire home short-term rentals could make 16% more rental housing units available across the city and up to 62% more in some Council Districts"

Impact on Housing (continued)

We see concentrations of short-term rentals in particular neighborhoods. We took a closer look and compared their numbers to housing in Census Block Groups, which are statistical areas with populations ranging between 600-3,000 people.

In some Census Block groups, we found that entire home Airbnbs make up more than 1 in 6 housing units (16.4%).
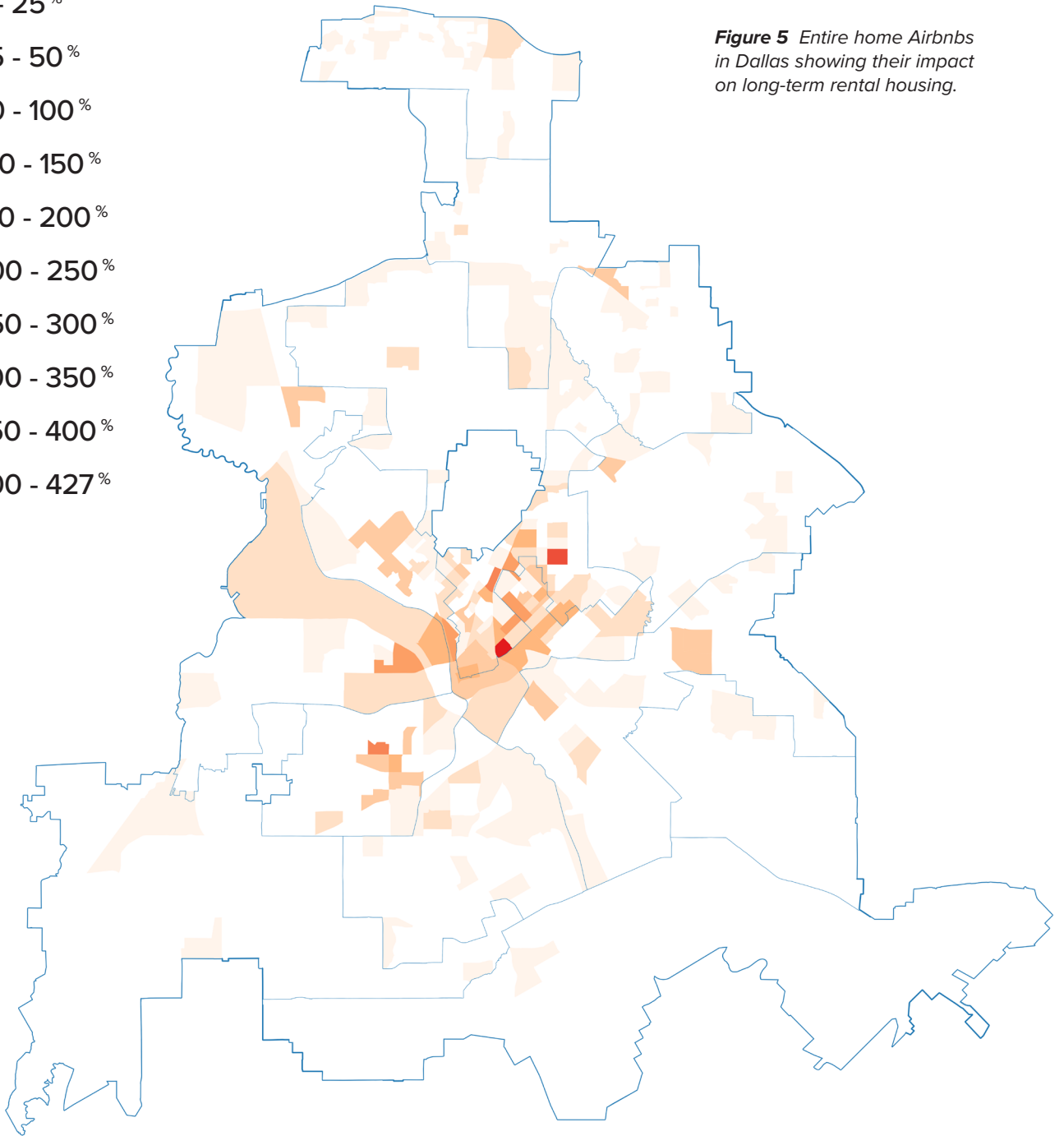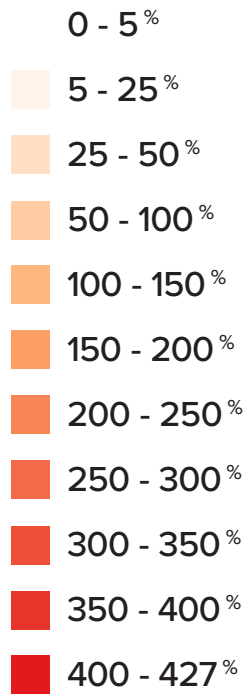
In other Census Block Groups, entire home Airbnbs compare to more than 400% (427.3%) of vacant and available-for-rent housing units.

There were 44 Census Block Groups where returning entire home Airbnbs to the housing market would increase available long-term rentals by more than 50% – an average of 119%.

Census Block Group (BG) and Tract (T)	Council District(s)	Airbnb Entire Homes #	Units of Housing (Total) #	Compared to Entire Home Airbnbs	Units of Housing (Vacant and Available-for-rent) #	Compared to Entire Home Airbnbs
BG 2, T 22	2, 14	47	653	7.2%	11	427.3%
BG 2, T 11.01	14	34	541	6.3%	11	309.1%
BG 2, T 42.02	1	25	351	7.1%	12	208.3%
BG 2, T 7.03	14	92	895	10.3%	45	204.4%
BG 2, T 8.01	2, 14	57	670	8.5%	29	196.6%
BG 2, T 19.02	2, 14	75	2,422	3.1%	44	170.5%
BG 1, T 16.02	2, 14	32	514	6.2%	19	168.4%
BG 1, T 101.02	6	10	500	2.0%	6	166.7%
BG 2, T 9.01	2, 14	40	795	5.0%	25	160.0%
BG 3, T 15.03	2	72	438	16.4%	46	156.5%
BG 1, T 31.02	2, 14	30	841	3.6%	21	142.9%
BG 1, T 204.01	2	56	459	12.2%	40	140.0%
BG 3, T 15.02	2, 14	60	547	11.0%	44	136.4%
BG 2, T 7.04	14	73	1,505	4.9%	56	130.4%
BG 2, T 16.02	14	61	948	6.4%	49	124.5%

Table 6 *Top 15 Census Block Groups in Dallas with high impact on rental housing from Airbnb*

Airbnb listings compared to available-for-rent housing

- 0 - 5 %
- 5 - 25 %
- 25 - 50 %
- 50 - 100 %
- 100 - 150 %
- 150 - 200 %
- 200 - 250 %
- 250 - 300 %
- 300 - 350 %
- 350 - 400 %
- 400 - 427 %

Figure 5 *Entire home Airbnbs in Dallas showing their impact on long-term rental housing.*

Zoning

Dallas' City Planning Zones have been summarized into one of four different categories.

- Residential - Single Family
- Residential - All Other
- Planned Development / Historic District
- CPC Recommended Zoning for STRs
- Other Non-Residential

While lodging uses are approved within some of the above categories, there are no approved uses within residential zones.
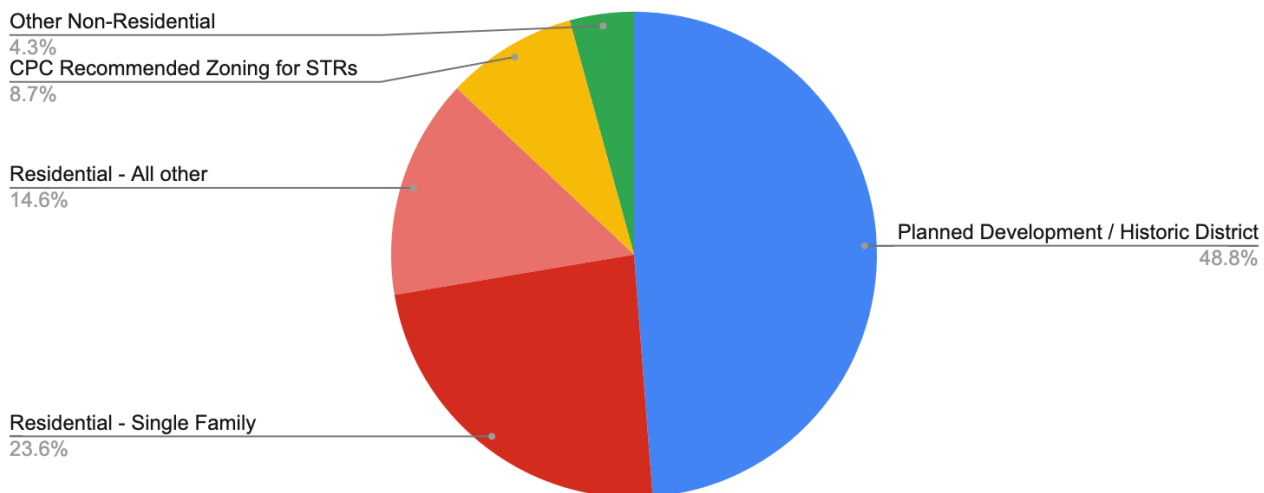
Zoning Classification	Entire Home Listings	
	#	%
Planned Development / Historic District	2,374	48.8%
Residential – Single Family	1,147	23.6%
Residential – All Other	713	14.6%
CPC Recommended Zoning for STRs	425	8.7%
Other Non-Residential	208	4.3%
Grand Total	**4,867**	**100%**

Table 7 *Entire Home Listing Airbnbs by Dallas Zoning Categories. Source: Inside Airbnb, City of Dallas.*

> **"Planned developments have the greatest penetration of entire home listings at nearly 50%, yet city staff has not yet analyzed how many would remain under the CPC recommended zoning ordinance."**

## Entire home listings by zoning classification

March 2023

Other Non-Residential 4.3%
CPC Recommended Zoning for STRs 8.7%
Residential - All other 14.6%
Residential - Single Family 23.6%
Planned Development / Historic District 48.8%

CPC Recommended Zoning for STRs	Entire Home Listings		Private Room Listings		Total	
	#	%	#	%	#	%
CA-1(A)	295	61.8%	3	0.6%	298	62.5%
MU-3	41	8.6%	43	9.0%	84	17.6%
MU-2	25	5.2%	4	0.8%	29	6.1%
MU-1	26	5.5%			26	5.5%
GO(A)	17	3.6%	2	0.4%	19	4.0%
MU-3(SAH)	12	2.5%			12	2.5%
MU-1(SAH)	3	0.6%			3	0.6%
MC-3	2	0.4%			2	0.4%
CA-2(A)	2	0.4%			2	0.4%
MU-2(SAH)	1	0.2%			1	0.2%
MO-1	1	0.2%			1	0.2%
City of Dallas	**425**	**89.1%**	**52**	**10.9%**	**477**	**100.0%**

Table 8
Airbnbs listings in CPC Recommended Zones for STRs. Source: Inside Airbnb, City of Dallas.

Dallas Zoning Classifications

- 🟨 CPC Recommended Zoning for STRs
- 🟩 Other Non-Residential
- 🟦 Planned Development District
- 🟥 Residential – All Other
- 🟥 Residential – Single Family
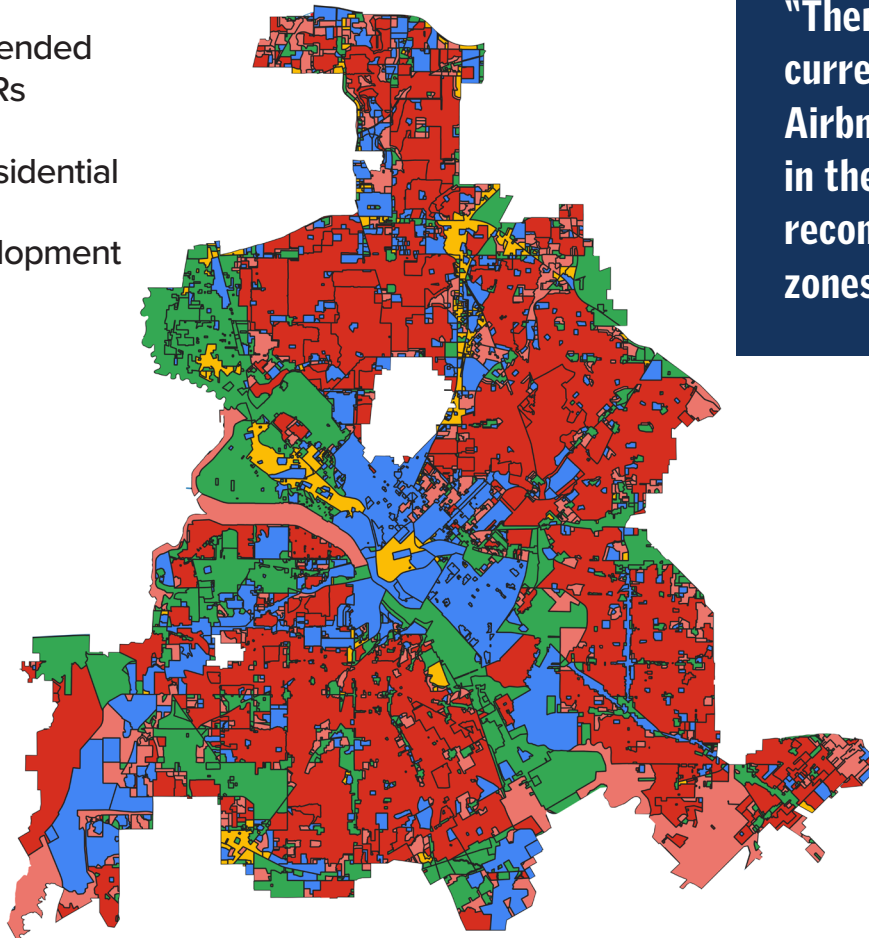
"There are currently 477 Airbnb listings in the CPC recommended zones."

About Inside Airbnb and the Data

Inside Airbnb (insideairbnb.com) was founded in 2015 by housing and data activist, Murray Cox.

Inside Airbnb is a mission driven project that provides data and advocacy about Airbnbs impact on residential communities.

The project's vision is one where data and information empower communities to understand, decide and control the role of renting residential homes to tourists.

The data available in this report and from Inside Airbnb is compiled from public information displayed on the Airbnb website, and is being used by cities, urban planners, journalists, academics and researchers around the world.

The data has been downloaded thousands of times and used in hundreds of academic studies. Murray has worked directly with cities such as the City of New York, San Francisco, Paris, Barcelona, Amsterdam and many others.

This report is independent and was not commissioned, requested or supported in any way by the hotel industry.

Design by John Morris.

End Notes

• Data is compiled for Airbnb listings that have a latitude and longitude within the city limits as defined in the City of Dallas Open Data Portal: www.dallasopendata.com.

• As data is only compiled for Airbnb, the impacts in this report are under-represented. Many short-term rentals use other platforms or their own website in addition to Airbnb, or instead of.

• This data is not limited to short-term rentals that are "registered" for HOT.

• Maps of Dallas exclude the water reservoirs (North Lake and Lake Ray Hubbard) that are part of the City of Dallas but unpopulated.

• Airbnb Data: Inside Airbnb March 2023

• Housing Data: U.S. Census Bureau's American Community Survey, 2017-2021, Tables B25003 and B25004.

  Data was compiled at the Census Block Level, clipped to the City of Dallas city limits, and then interpolated to the Council District boundaries using the distribution of housing units from Census Blocks (population weighted interpolation).

• Dallas Council District definitions used were the pre May 2023 boundaries.