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Background

- Airbnb is a web-based service that enables hosts and guests to broker accommodations in private homes
- The traditional hospitality sector has increasingly gone smoke-free over the last decade
- This study identified the prevalence of smoking-allowed accommodations available in the Canadian cities of: Victoria, Vancouver, Toronto and Montreal, and compared the **cost** and **availability** of listings to those that are smoke-free

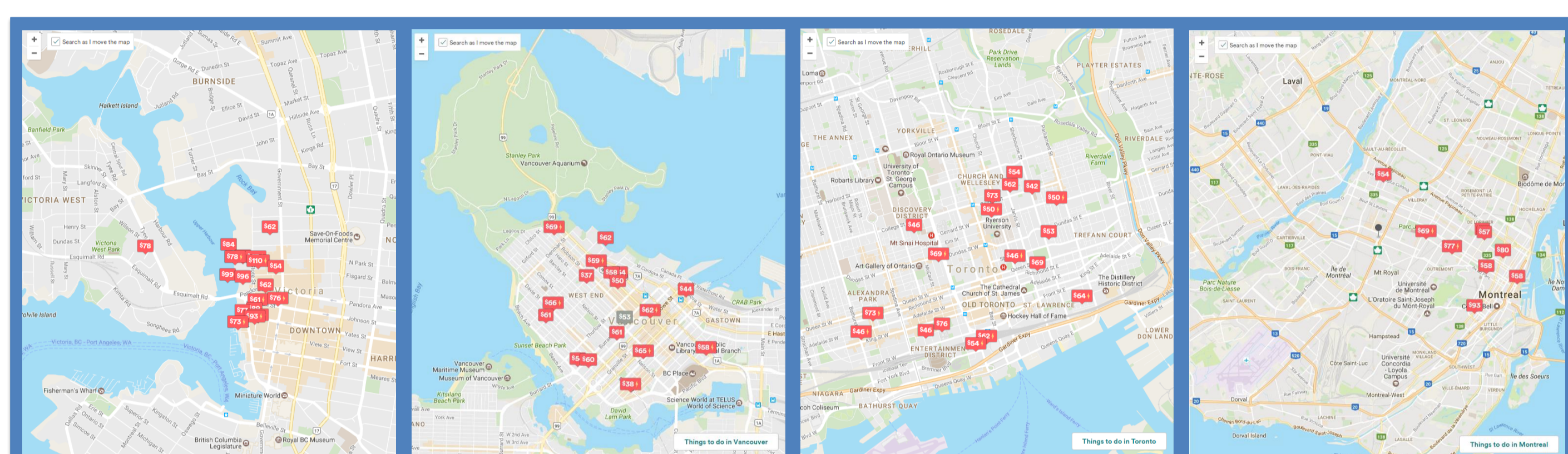


Figure 1. Examples of Airbnb maps showing available accommodations and costs

Methods

- Data were used with permission from InsideAirbnb.com – an independent website that compiles information about each listing on Airbnb in dozens of cities around the world; InsideAirbnb is not associated with or endorsed by Airbnb or any of Airbnb's competitors, the data utilizes public information compiled from the Airbnb web-site including the availability calendar for 365 days in the future, and the reviews for each listing - data are verified, cleansed, analyzed and aggregated
- Data compiled for each listing includes: cost, future availability if smoking is allowed
- The data are compiled by InsideAirbnb at different times; for this study data were collected on the following dates: Victoria, Aug 1, 2016; Vancouver, Dec 3, 2015; Toronto, July 4-5, 2016; and Montreal, May 4, 2016.
- The total number of accommodations available across the 4 cities was N=27,245 including: Victoria (n=1,691), Vancouver (n=4,728), Toronto (n=10,207) and Montreal (n=10,619).

Results

Table 1 - Cost and availability of accommodation by city

	Victoria		Vancouver		Toronto		Montreal	
# listings	n=1,691		n=4,728		n=10,207		n=10,619	
% permit smoking	4.1% (n=69)		3.0% (n=145)		4.8% (n=491)		10.0% (n=1067)	
	Smoke Permitted	Smoke-Free	Smoke Permitted	Smoke-Free	Smoke Permitted	Smoke-Free	Smoke Permitted	Smoke-Free
Mean Cost	\$108	\$124	\$103	\$128	\$103	\$123	\$70	\$93
Median Cost	\$81	\$102	\$80	\$100	\$75	\$98	\$46	\$70
% Next 30 Day availability (days)	40% (12)	27% (8)	55% (16)	44% (13)	35% (10)	28% (8)	46% (14)	42% (13)

- The proportion of properties that permitted smoking was 4.1% in Victoria, 3% in Vancouver, 4.8% in Toronto and 10.0% in Montreal
- In each city, the mean and median price for one-night of accommodation in smoke-allowed listings was less than those listed as smoke-free; there greatest cost difference was found in Vancouver - the mean cost for a one-night stay in smoking allowed accommodation was \$103, compared to \$128 for one night in a smoke-free listing.
- In each city, smoke-free accommodations were less available than smoking-permitted listings when looking at the next 30-days of availability (average number of available days was 10.5 days for smoke-free listings compared to 13.2 days for smoking-allowed, averaged across the entire sample); the greatest availability difference was found in Victoria - 40% of smoking permitted accommodations were available compared to 27% of smoke-free

Conclusions

- The availability of smoking allowed accommodations varies across the 4 Canadian cities; prevalence of smoking-allowed accommodation in Airbnb is less than the estimated proportion of Canadian households that permit smoking (12.5%).
- In this sample of Airbnb listings in 4 Canadian cities, smoke-free accommodations on average were more likely cost more than smoking-allowed listings; there was also lower availability for smoke-free accommodations which could mean these were more likely to be booked than smoking-permitted accommodations.
- In these cities, Airbnb hosts may wish to consider making their venues smoke-free to improve their bookings and income; it is unclear how or if the market is responding to differences in availability of smoking permitted accommodations.