

# Overview of the Rural Airbnb Community in Kentucky

The following page estimates the rural Airbnb community in Kentucky between Feb. 1, 2016 and Feb. 1, 2017. Rural regions reflect the 2010 U.S. Census designation.

## Guests

13,000

Guest arrivals to rural listings

225%

Year-over-year growth in guest arrivals

## Listings

18%

Percent of state's Airbnb listings in rural areas

18%

Percent of state's hotel rooms in rural areas

## Hosts

360

Number of active rural hosts

50 years

Average age of rural hosts

## Earnings

\$3,300

Typical annual earnings for rural hosts

\$1.3M

Total annual earnings for rural hosts

## Map of Rural Airbnb Listings and Hotels

