

# Marketing “Airbnb-friendly” drives more high-intent prospects to apartment communities on Zumper

## The program

The Airbnb-friendly program gives residents greater flexibility and affordability by allowing part-time hosting on Airbnb while providing visibility and control over hosting activity to participating properties.

## The study

Zumper merchandised “Airbnb-friendly” to see the impact of flexibility and affordability on property performance and renter preference compared to comparable properties.

## The results

Studied in 5 markets, **Camden Property Trust** and **Equity Residential** saw lifts in engagement and high-intent leads for their Airbnb-friendly communities on Zumper’s marketplace.

“The Airbnb-friendly program is a benefit to Camden and our residents. Not only does it allow Camden to have more control and transparency over the Airbnb activity at our communities, the program also allows our residents the opportunity to earn additional income. And being Airbnb-friendly attracts new residents who are looking to list their apartment home part-time on Airbnb.”



**Linda Willey**

Vice President of Business Services,  
Camden Property Trust

## Engagement lift for Airbnb-friendly Apartments on Zumper



**+172%**

Leases delivered

**+143%**

Unique renter  
leads delivered



Equity Residential

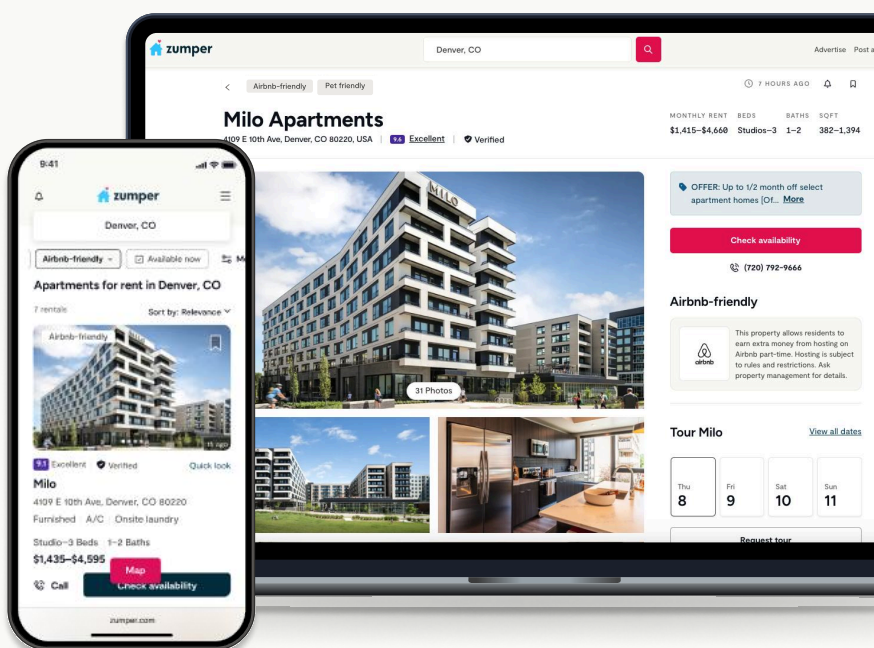
**+182%**

Leases delivered

**+342%**

Unique renter  
leads delivered

Zumper internal data from Q4 '24 – Q1 '25 vs. Q4 '23 – Q1 '24, normalized for property counts over the respective periods.



Contact us to learn more  
[multifamily.zumper.com](https://multifamily.zumper.com)