



New Report: Airbnb Boosts Amsterdam Economy by €380 Million

The majority of Airbnb guests in Amsterdam stay outside the city centre; typical Airbnb host earned €3,800 last year.

AMSTERDAM, May 28, 2016 - Airbnb, the world's leading community driven hospitality platform, is today highlighting new data about the positive impacts of the Airbnb community and home sharing in Amsterdam. It shows that Airbnb is transforming the way guests from around the world experience Amsterdam, is democratising the benefits of travel for local residents and generated €380 million of economic activity in the city last year.

The typical Airbnb host in Amsterdam earned an additional €3,800 last year by sharing their space for 28 nights, and almost one third said they rely on the additional income to make ends meet. Hosts attract new visitors to Amsterdam who would not otherwise have visited the city and are more likely to return. They help disperse guests and benefits beyond the city centre to communities across Amsterdam that have not previously benefited from tourism.

The new report is based on Airbnb internal data for 1 January - 31 December 2015 and a survey of Amsterdam hosts and guests conducted in February 2016. Highlights of the study include:

Home sharing on Airbnb is democratising the benefits of travel for local residents:

- Airbnb generated €380 million of economic activity in Amsterdam last year
- 14,200 Amsterdammers shared their homes in 2015 and the typical Amsterdam host earned an additional €3,800 last year by sharing their space for 28 nights
- 86 percent of hosts share the home in which they live and almost one third use the additional income they make by sharing their space to help make ends meet.

Airbnb provides a unique travel experience where guests can live like a local:

- 575,000 guests from around the world stayed in the home of a local resident when visiting Amsterdam last year
- Airbnb guests stayed an average of 3.3 nights and travelled in an average party size of 2.5 guests
- 90 percent of guests who use Airbnb to find a place to stay in to Amsterdam used Airbnb so they can experience life like a local in the city.

Airbnb is diversifying tourism and dispersing guests and benefits beyond the city centre to new communities across Amsterdam:

- The majority of Airbnb guests in Amsterdam stay outside the city centre and spread economic benefits to new communities and local businesses; around two thirds of Airbnb guests and booked listings are outside the city centre
- Almost one third of Airbnb guests in Amsterdam said they would not have come to Amsterdam or stayed as long without Airbnb, and 78 percent said their experience on Airbnb made them more likely to return to the city
- More than 90 percent of Airbnb guests in Amsterdam would recommend the listing they stayed in to a friend or family.

Patrick Robinson, Head of Public Policy for Airbnb in Europe, said:

“We are proud of the positive impacts of the Airbnb community in Amsterdam. Local hosts provide a unique way for guests to experience this great city and the opportunity to live like a local in communities they might otherwise have missed. Amsterdam is a special city for Airbnb - it’s a world leader in the sharing economy and one of our longest and strongest civic relationships. We remain fully committed to being good partners to Amsterdam and look forward to collaborating on progressive measures that enhance the city and promote responsible home sharing.”

For more information on this report, please view this [blog post](#).

About Airbnb:

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world – online or from a mobile phone. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 34,000 cities and 191 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.

