



# Bringing More Travelers to More Places: Airbnb's Partnerships With Cities and Destination Managers



## Introduction

With Airbnb, you don't go there, you live there. Propelled by powerful, emerging socio-economic forces, our people-to-people platform — we are of the people, by the people, and for the people — connects hosts and guests in 191 countries and helps travelers live in neighborhoods around the world.

At a time of limited resources, Airbnb offers a new way to travel that not only benefits communities historically less visited by tourists, but also offers guests an opportunity to experience their destinations in a personal and authentic way. With roughly three-quarters of our listings outside traditional tourist districts, our guests can live in the diverse homes and neighborhoods that make these destinations great.

# 3 in 4

Airbnb listings are outside traditional tourist districts

# \$110m

hotel and tourist taxes collected by Airbnb

Over the past several years, we have worked with countless city leaders who are embracing Airbnb. To date, Airbnb has collected over \$110 million in hotel and tourist taxes. We also continue to work with cities to leverage travel and tourism to benefit local neighborhoods and businesses, and to utilize our host community to boost accommodation supply during big events that draw thousands of guests.

This report outlines some of the partnerships we have launched and the work we have done with communities around the world to help ensure our guests and the destinations they visit benefit from travel. To date, we have partnered or worked with community leaders in a range of cities including but not limited to:

- San Francisco, California
- Tel Aviv, Israel
- Brooklyn, New York
- Copenhagen, Denmark
- London, UK
- Cuiabá, Brazil
- Amsterdam, Holland

We look forward to continuing to partner with cities to bring the benefits of travel to communities around the world. If you'd like to work with us, email [destinations@airbnb.com](mailto:destinations@airbnb.com).

## Promoting One-of-a-Kind Destinations

With a large and diverse host community, Airbnb is uniquely positioned to help a destination stand out from the crowd. Though it's nearly impossible to capture the variety of unique experiences a destination has to offer, together with our host community Airbnb continues to promote the one-of-a-kind, authentic experiences only locals know, helping the world discover the unique charms of every destination.

Last year, Airbnb and the San Francisco Travel Association (SFT) announced a partnership to expand the economic impact of tourism to touch new neighborhoods and small businesses in every corner of San Francisco. With over 70 percent of our San Francisco hosts living and hosting outside the city's main hotel districts, Airbnb and SFT co-created a print and online map highlighting locals' favorite businesses and experiences in all of the city's neighborhoods, furthering our commitment to making sure every corner of the city benefits from tourism.

“ Our partnership with Airbnb helps drive visitation throughout San Francisco and spread the economic benefits of tourism across our City. By working with Airbnb to promote our broad diversity of neighborhoods, San Francisco Travel is able to maximize this economic boost to local businesses.

Joe D'Alessandro, President & CEO of San Francisco Travel

Since our partnership with San Francisco — the first city in the world to formalize a tourism partnership with Airbnb and our community of hosts and guests — we have continued to establish partnership programs in places from Brooklyn to Tel Aviv to help guests discover locals' favorites spots.

## Connecting Tourism to Neighborhoods

With today's travellers wanting to discover new and vibrant neighborhoods, Airbnb's partnerships with destination managers are helping the tourist economy reach off-the-beaten-path neighborhoods. We've also brought together our host communities in different cities, encouraging them to continue sharing their neighborhoods with visitors from around the world.

Two months ago in Copenhagen, dozens of Airbnb hosts met with Visit Denmark, the official tourism board and discussed how the sharing economy helps point visitors to little known neighborhoods and the unique experiences they offer. Over one-third of guests' spending in Copenhagen stays within the local neighborhood, highlighting not only visitors' interest living like a local, but also the economic impact of diversifying tourism.

“ In the promotion of Denmark as a holiday destination we tailor our communications to our brand promise: *Come & Be Part Of It*. Day by day our brand promise becomes more and more relevant as today's tourists want to get closer to authentic experiences. In working with Airbnb and their local Danish hosts, we strengthen the offer to tourists who want to get really close to the Danes by staying in private homes.

Anja Hartung Sfyrla, Head of Branding, VisitDenmark

The event was a continuation of similar initiatives Airbnb has hosted this year, including an event co-hosted at London's City Hall with Munira Mirza, the former Deputy Mayor for Culture, where our community discussed how, according to a recent Airbnb report, more and more guests are seeking experiences in neighborhoods beyond the city center.

“ This report shows that many Airbnb hosts are already doing this, inspiring visitors to explore more of the city, be it a specialist local museum, a small theatre, a secret cinema, a traditional pub or a quirky café. In doing so they are ambassadors, helping to promote the very best of what London has to offer.

Boris Johnson, former Mayor of London

## Accommodating Peak Occupancy

Big meetings and events are big business for destinations. When traditional lodging options are at capacity or far from event venues, Airbnb hosts can open their doors to attendees and become local hospitality ambassadors.

We work with meeting and event organizers to identify Airbnb properties for specific events and by providing room data when cities are bidding for and planning to hosts major conventions and events. We also provide Airbnb hosts with information about upcoming events and conferences so they update their availability accordingly, while encouraging people who already live in the region to host out-of-town attendees during events.

Airbnb hosts have been helping communities accommodate guests during big events in communities around the world:

During the 2016 U.S. political conventions, Airbnb proved to be a vital resource that helped the host cities accommodate a huge increase in demand for accommodations. At the Republican National Convention in Cleveland there were nearly 2,400 guest arrivals at Airbnb listings. At the Democratic National Convention in Philadelphia there were nearly 7,000 guest arrivals at Airbnb listings. In each case, Airbnb hosts added significant accommodation inventory that brought more guests and more tourism dollars to the city.

When Brazil hosted the 2014 FIFA World Cup in Brazil, Airbnb worked with the Brazilian government to accommodate excess demand in the host city of Cuiabá, just weeks before the World Cup began. In just two weeks Airbnb added 4,000 beds without building a single new structure. By the end of the World Cup, Airbnb hosts across Brazil had welcomed over 100,000 guests.

During the 2015 and 2016 Brooklyn Half Marathons, thousands of runners descended on this borough, and our Brooklyn hosts were there not only to open their homes but also to provide unique hospitality to guests from around the world. Together with our partners, the New York Roadrunners, Airbnb helped highlight the borough's unique runner-friendly destinations and activities.

## 2016 U.S. Political Conventions

## 2014 FIFA World Cup

## 2015 & 2016 Brooklyn Half Marathons

## Working with More Destinations Around the World

This week, executives from Airbnb are attending the Destination Marketing Association International (DMAI) annual conference in Minneapolis, Minnesota, to talk and learn from destinations managers from around the world.

Airbnb's Head of Global Hospitality & Strategy, Chip Conley, addressed the convention and discussed our collaboration with tourism bureaus and DMOs on stage. This builds on previous work we've done with DMAI, such as a webinar for destination managers that we conducted through their Destination NEXT program.

“ From a DMO perspective, Airbnb should be viewed as a strategic partner, because they're going to help a destination achieve its visitation numbers.

Don Welsh, CEO of DMAI