

# The Airbnb Healthy Tourism Recovery Pledge for France



Airbnb was created in the Great Recession of 2008 to help people use their home - typically their greatest expense - to generate supplemental income. Since then, hosts have earned more than €90 billion by welcoming 825 million guest arrivals in 220 countries and regions across the world.

Airbnb generates economic empowerment and around half of hosts globally - who keep up to 97 cents of every euro they charge - say they rely on the additional income from hosting to help afford their homes.

As the Airbnb community has grown, we have always sought to work in partnership with the communities where hosts and guests live. Already we have worked with hundreds of governments and organisations to help hosts share their homes, follow the rules and pay tax, generating more than €2.1 billion in tourist and hotel taxes globally.

In France - home to the first hosts on Airbnb outside of the US, and one of the largest host communities in Europe - 1 in 3 people now use Airbnb to share their homes or explore new communities on their doorstep and across the world.

As the Airbnb community in France has grown, we have worked alongside the French national government on steps to help ensure that travel on our platform benefits everyone:

- In 2018, we generalized the automated collection of tourist taxes and now collect it in over 28,000 cities across France - having first started this voluntarily in Paris in 2015 - which has generated €120M in tax revenues for French cities until 2020.
- In 2019, we introduced automated limits that help prevent hosts from sharing their entire primary homes for more than 120 nights a year, in line with local rules
- In 2020, we began reporting host revenues to the French tax administration and **sharing data with French cities** to help them monitor hosts' activity and respect of local rules.

The values of working in collaboration with communities to help drive economic empowerment are more important now than ever before.

While a global pandemic has wreaked havoc on families, communities and businesses across the world, our basic human desire to connect has endured and travel has adapted to allow safe and meaningful trips that are closer to home. In doing so, guests have helped support hosts through these challenging times - most often in communities close to where they live.

New hosts in France with only one listing who have welcomed their first guests since the start of the pandemic, for example, have

already earned more than €125 million, and in the summer of 2020 alone, French hosts outside big cities earned an average of €1,100.

As we near the one-year anniversary of more than half of the world being locked in their homes - and as 4 in 5 French citizens say they expect to travel domestically this year - Airbnb is launching the following commitments to help ensure that travel on Airbnb continues to benefit everyone.

# Helping Hosts Follow the Rules

# Economic Benefits for Everyone, Everywhere

The overwhelming majority of hosts on Airbnb are local families who follow the rules. In Paris, for example, more than 95% of entire home listings were shared fewer than 120 nights in 2020.

Moving forward we want to go further and work in partnership with municipalities to ensure that entire home listings on Airbnb are registered with local authorities, where they are required to do so.

- Starting in Paris, Lyon and Bordeaux any entire home listing without a registration number will be blocked from accepting short-term stays on Airbnb.
- The requirement to display a registration number will be extended to more major cities and during the second half of 2021, listings in Lille, Marseille, Nantes, Nice, Strasbourg and Toulouse will need to demonstrate that they are registered with local authorities.
- Airbnb commits to sharing precise information on the success of this initiative annually with the Government. We also support the Government's efforts to build a technical solution (API) which will make it easier for cities to compare data shared by different short term rental platforms and make sure hosts follow the rules.
- Following the launch of the Airbnb City Portal in 2020, we will work to give city officials across France access to the portal, providing a one-stop-shop for data on home sharing, tax collection and neighbourhood matters.
- Over the course of 2021, Airbnb will host a roadshow to meet these major cities and discuss these new measures and how we can work together to make them a success.

The impact of the global pandemic was not limited to big cities and has also devastated many smaller and rural communities across France.

With listings spread across more than 29,000 French cities, Airbnb can help ensure that the economic benefits of hosting are open to everyone - not just tourist hotspots.

To support this important work, we are launching action plans for Mountain Villages and Rural Communities to help leverage our platform and community to support their economic recovery.

## • Sustainable futures for Mountain Villages

We will support the development of year-round tourism in mountain resorts that suffered from the closure of ski lifts this year. We will encourage winter Holidays through an emailing and social campaign promoting mountain stays and experiences beyond traditional skiing. We will also highlight multi-seasonal mountain lifestyle and activities beyond winter sports, in order to develop their year long attractivity, including a new partnership with the La Clusaz municipality in Haute Savoie to promote off-season travel and year-round attractivity of the destination.

## • Supporting Rural Regeneration

We will work with local communities and partners - including agritourism leader Bienvenue à la Ferme and the rural mayors association - to boost quality supply and increase touristic potential in the French countryside across France. We will also inspire travelers to visit rural France in 2021 through new partnerships and several social and emailing campaigns to Airbnb guests, highlighting rural stays and experiences around France.

# Good Neighbors

As travel takes on more meaning and significance than ever before, we want to ensure traveling on Airbnb is safe for everyone and take action against bad actors.

Already we have taken a number of steps through 2020, including the launch **cleaning protocol** in partnership with French cleaning expert **Ekoklean**, and **robust measures** to enforce a party ban on Airbnb, which has already seen over **30,000 reservations canceled and 900 listings removed** or suspended from our platform.

In order to keep moving forward on this important work we will:

- Launch a new dedicated hotline for neighbors and other stakeholders across France to report nuisance or inappropriate behaviors.
- Create a dedicated team to work closely with cities to tackle illegal listings in social housing, student housing and substandard housing.
- Maintain the party ban in 2021 to avoid large gatherings and ensure safe stays for Airbnb guests, hosts and their neighbors.

# A New Forum with Cities for Collaboration and Tourism Innovation

We want to be long-term partners to major cities across France and work together on a new model for tourism that is more meaningful, locally relevant and that creates new economic opportunities for everyone.

To that aim we are creating a new 'Airbnb and Cities Forum' to gather city officials and local tourism authorities on a regular basis to pursue our dialogue with local authorities.

On these occasions we will receive feedback and potential concerns from local officials, support their work with our data and promote the city portal as an all-inclusive solution for cities.

We will also share new data on travel recovery and economic impact of stays on Airbnb as well as updates on Airbnb's latest commitments and innovations.

# Forward Looking Statements

This release contains forward-looking statements within the meaning of the “safe harbor” provisions of the Private Securities Litigation Reform Act of 1995 about us and our industry that involve substantial risks and uncertainties.

All statements other than statements of historical facts contained in this release, including statements regarding the future of travel, the effects of the COVID-19 pandemic, the behavior of hosts and guests, and our future performances, prospects, plans, objectives, and strategies are forward-looking statements.

Although we believe that the expectations reflected in these forward-looking statements are reasonable, we cannot provide any assurance that these expectations will prove to be correct.

The following factors are among those that may cause actual results to differ materially from the forward-looking statements:

- The effects and duration of the COVID-19 pandemic;
- Our ability to attract and retain hosts and guests;
- Additional or continued declines or disruptions in the travel and hospitality industries or economic downturns and the other factors discussed under “Risk Factors,” “Management’s Discussion and Analysis of Financial Condition and Results of Operations,” and “Cautionary Note on Forward-Looking Statements” in our prospectus filed with the U.S. Securities and Exchange Commission (the “SEC”) on December 11, 2020.

Any forward-looking statements speak only as of the date of this release and reflect our beliefs and opinions as of the date of this release. We expressly disclaim any obligation to update or revise any information contained in this release.

