



The Airbnb Community Tourism and Housing Protection Plan





Airbnb was born in 2007 when two Hosts welcomed three guests into their San Francisco home to help them make rent. Over 15 years later, more than 4 million Hosts have welcomed more than a billion guest arrivals in over 220 countries and regions across the world.

Hosting empowers everyday families to leverage their home - typically their greatest expense - to boost their income and help make ends meet. Hosts attract quality guests who stay longer, spend more and are more likely to return. Guests discover listings and communities beyond hotel districts that they may otherwise have missed, and local families get to keep the economics generated by tourism for themselves and their communities.

Among the Hosts who shared an entire home in Ireland, nearly nine in 10 shared only one listing. These peer or non-professional Hosts represent a category of accommodation providers who differ fundamentally from both property speculators and hotels. Hosts on Airbnb earn the equivalent of nearly two months' additional pay for the median Irish household by occasionally renting their space, and the typical entire home listing is rented for an average of just three nights a month. The additional income is increasingly a lifeline in the face of challenging economic headwinds; more than half of Irish Hosts say that the additional income helps them afford the rising cost of living, and over a third say that they rely on the income to help make ends meet.

Since Airbnb began, Irish Hosts have welcomed nearly eight million guest arrivals. In 2021, around two in three guests were Irish guests travelling domestically and the vast majority of guests stayed outside of Dublin. In addition to generating new incomes for Irish Hosts, according to Oxford Economics, these stays have supported over 6,000 Irish jobs and boosted the Irish economy by nearly €600 million.

As Airbnb has grown, we have worked with governments and organisations around the world to support everyday Hosts, put forward proposals to give authorities the information and tools they need to clamp down on speculators, and make home sharing part of the solution to challenges facing families and cities. We welcome regulation and see policymakers as partners, not adversaries.

In response to the EU's consultation on short-term rental rules, Airbnb has put forward proposals for bloc-wide rules that would unlock the benefits of hosting for millions of EU citizens while giving governments the tools they need to address the challenges associated with the continued popularity of tourism.

As the EU continues to consult on proposals for bloc-wide rules, Airbnb is working with governments across the EU to bring the spirit of these rules to life now. Already we have worked proactively with European governments to make sure short-term rentals work for everyone, with France, Greece and the Netherlands all being recent examples. In many cities, we have introduced or collaborated on registration systems to ensure proper registration of our Hosts so that fair taxes are paid and illegal rentals are delisted.

We know Airbnb has succeeded because we have supported regulation and government partnerships. Now, we want to build on our work with governments at all levels and make inclusive tourism rules that support local families' success in Ireland.

The Airbnb Community Tourism and Housing Protection Plan is built on five pillars to unlock the benefits of hosting for Irish families, give the government the tools it needs to tackle speculators and enforce the rules, and to protect housing.



Hosts in Ireland

The additional income represents nearly two months of pay for the median Irish household. The typical whole home property is let for just three nights a month on average.*

Over a third

36%

of Hosts rely on the income from hosting to make ends meet

More than half

56%

of Hosts say hosting has helped them cover the rising cost of living

Over a quarter

26%

say they work in healthcare or education or live with someone who does

Nearly three quarters

70%

of Hosts are female

* Based on Airbnb internal survey* and CSO data



Enforcing short-term rental rules

Airbnb wants to work with the Irish government to make short-term rental rules enforceable and effective.

The introduction of a single Host register for Ireland would establish a clear system for Hosts to follow and give authorities the information they need to enforce the rules and take action against property speculators that are damaging communities. Airbnb would support this initiative by ensuring that only Hosts with a registration number are able to publish listings on the platform, and stands ready to share its experience in devising and implementing such systems around the world with the government.



Case Study: Learnings from the Netherlands

When new rules and a registration system were being discussed in the Netherlands, Airbnb backed the government's plans for a Host registration system and voluntarily committed to removing Hosts without a registration number from the platform at the time of enforcement.

To support Hosts and help them comply with the rules, Airbnb created a toolkit that includes monthly reminder emails and regular online training sessions. In addition, Airbnb created a section on the platform where Hosts can add their registration number. All new non-exempt Hosts must also have a registration number to sign up and list their home on Airbnb.

We also rolled out the Airbnb City Portal to local authorities in key cities, a unique online tool that makes it easier for municipalities to enforce the registration obligation for holiday rentals. Since then, the portal has been used by more than 100 partners around the world and we believe that alongside a national registration system operated by the government, it can complement the rules in Ireland too.

Solving tourism supply constraints with community-led tourism

Airbnb will pursue a community tourism approach in Ireland that flexibly boosts the supply of tourist accommodation via everyday families occasionally sharing their homes.

This approach will help address Ireland's shortfall of tourist accommodation at peak moments of demand, provide authentic and affordable stays for guests, and provide new income streams for local families and communities - all without the need for costly building and infrastructure projects. Airbnb is committed to working with tourism bodies, local communities and event organisers to leverage home sharing to benefit families across Ireland.

Community tourism in action

Over half of Hosts across Ireland say hosting has helped them to cover rising costs for food and other essentials, and over a third say the additional income helps them make ends meet.

Over half

50% +

of Irish Hosts say hosting has helped them to cover rising costs for food and other essentials

Over a third

1/3 +

of Irish Hosts say the additional income helps them make ends meet

Sheila bought her house during the lockdown and her family encouraged her to consider hosting soon after. She loves to meet new people and already has hospitality experience having worked in the hotel industry for many years and hosting offered her the opportunity to combine the two and top up her income. Last year she hosted a family from Florida for several weeks and Sheila was able to show them all the hidden walks and the best local businesses to support. "I think it has a great ripple effect. People shop local, go to bars and restaurants. This is so important for the local businesses as well as giving the guests a feel good factor."



Maureen is a Host from County Kerry. Following a divorce, she moved into a fixer upper and needed more income to reestablish her life. Today, Maureen enjoys her bungalow by the sea and welcomes visitors to a room in her house and a studio apartment beside the cottage. For Maureen, hosting meets her financial needs but she also values the feeling of "family and friends coming and going from my home. Airbnb provides home stays that give a glimpse into what our culture offers and how we live. The guests bring their cultural distinctions along and we all mutually benefit."

New tools to tackle noise and nuisance

The vast majority of Hosts and guests are good neighbours and we take concerns on noise and nuisance seriously.

Airbnb already operates a Neighbour Support Line in Ireland - providing a direct line of communication for neighbours to report concerns about listings or guest behaviour to Airbnb - and we want to do more. Across Europe, Airbnb has introduced a range of innovations to tackle anti-social behaviour, including tools that have

allowed us to block or redirect reservations from nearly 375,000 people across the UK, France and Spain to help enforce our party ban policy. We will review the potential impact of similar noise and nuisance prevention measures in Ireland with a view to implementing tools that allow us to prevent issues before they start.



Partnering with the tourism sector and government to diversify tourism

Airbnb commits to working with partners in Ireland to capitalise on the remote worker trend, as part of its 'Live and Work Anywhere Initiative'.

Since the COVID-19 pandemic began, a new world of travel has emerged. Together with partners in Ireland, Airbnb commits to creating a one-stop-shop that encourages remote workers to try new locations, while helping to revive tourism and providing economic support to communities after years of travel restrictions. As a global hub for tech workers, Ireland is an important destination for tech

talent and business travel. Airbnb is well-positioned to help convert the remote worker trend into a boon for Irish communities. Globally, one in five guests on Airbnb reported using Airbnb to work remotely while travelling in 2021, and nearly half of nights booked from July to December 2021 were for stays of a week or longer. One in five nights booked were for stays of a month or longer.



Supporting domestic violence survivors and refugees fleeing Ukraine

Airbnb stands with Irish communities to support those in need and during times of crisis.

During the pandemic, Airbnb partnered with Safe Ireland and Women's Aid to support domestic violence survivors. New data shows that nearly a thousand women and children fleeing abuse have been supported by this collaboration and provided with over 4,500 nights in safe accommodation. Airbnb went on to launch the 'Survivor Fund' with Safe Ireland - backed by a €350,000 donation from Airbnb - to provide grants to women and children who are escaping abuse. Airbnb today commits to continuing its partnership with Safe Ireland to support survivors.

In response to the war in Ukraine, Airbnb.org announced that it will provide free, short-term accommodation to refugees fleeing Ukraine. Across Europe, more than 42,600 refugees from Ukraine have been connected to free or temporary housing. These stays are funded by Airbnb, donors to the Airbnb.org Refugee Fund, and the generosity of Hosts through Airbnb.org. Airbnb.org is working with partner NGOs to help support Ukrainian refugees in Ireland through a \$500,000 grant and access to free accommodation from local Hosts, and stands ready to help further.



Airbnb is eager to work with all stakeholders to bring these commitments to life and help enforce home sharing rules in Ireland. We will continue to collaborate with local leaders and organisations to unlock new economic opportunities for families and help protect housing by clamping down on speculators.

*Based on a survey of up to 600 Irish Hosts and over 600 Airbnb guests booked between June 1, 2021 and Dec. 31, 2021 and surveyed between February 17, 2022 and March 31, 2022. Margin of error under 2%.

