

A Six-Year Update on Airbnb's Work to Fight Discrimination and Build Inclusion

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About Airbnb

Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 4 million Hosts who have welcomed more than 1 billion guest arrivals in almost every country across the globe. Every day, Hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.



A Message from Laura W. Murphy

In 2016, I was asked to lead a civil rights audit of Airbnb which culminated in my public report, [Airbnb's Work to Fight Discrimination and Build Inclusion](#). This led to the company's commitment to a robust action plan to fight discrimination on the platform. Three years later, I penned a letter as part of the company's [review of the effort in 2019](#), and am writing here again with an assessment of the progress made and the work still left to do. Airbnb's work detailed in this third report is a testament both to the intractability of discrimination and to the company's enduring commitment to fight bias and foster inclusion across its community of Hosts and guests.

This tenacity is a rare trait in a company. Throughout my decades-long career fighting for the protection and advancement of civil rights and civil liberties, I have seen far too many companies commit to meet a moment of injustice, only to see their dedication falter and funds dry up when the press coverage subsided and corporate priorities shifted. Over the last six years, Airbnb has done the opposite, doubling down and expanding its commitment to fight discrimination and build inclusion with each passing year. For example, in 2020, Airbnb introduced a ground-breaking data analysis initiative, [Project Lighthouse](#), designed to uncover, measure and overcome discrimination in a privacy-protected manner. In 2022, the company consolidated the anti-discrimination work in its Hosting organization, and it leads a cross-functional team to attack the work. This may not seem like a big deal, but this placement in the core revenue division of the company assures that the work is not siloed and is a shared priority across all parts of the organization.

In the nearly 15 years since Airbnb was founded, the company has revolutionized the hospitality industry, using web-based technology to enable millions of people to monetize their spaces and create unique travel experiences. At the same time, as the size of the company grew, the realities of the world began playing out on the platform, including discrimination and bias.

While the company was founded to foster positive social connections, Airbnb's leaders understand that discrimination happens in the larger society and that people can bring their biases to the platform in harmful ways. Coming up with thoughtful, effective and creative ways to combat the various forms of discrimination that manifest in policies, practices, products and services requires vigilance. Therefore, Airbnb continues to make use of my services as senior advisor, and those of other external anti-discrimination consultants, to provide its senior executives with the expertise and resources they need to stay on top of the shape-shifting forms of bias that proliferate in our society and emerge on the platform.

Just as important as partnering with experts, having the consistent input of constituent organizations and other stakeholder groups is also a core component of Airbnb's anti-discrimination work. That is why, when Project Lighthouse was launched to measure disparities



in how guests and Hosts experience the platform, the company did so in partnership with Color Of Change, the nation's largest online racial justice organization. Airbnb developed Project Lighthouse over two years and also relied on the significant contributions of several other national privacy and civil rights organizations, including Asian Americans Advancing Justice | AAJC, Center for Democracy & Technology, League of United Latin American Citizens (LULAC), NAACP, National Action Network, The Leadership Conference on Civil and Human Rights, and Upturn. This collaborative effort ensured that Airbnb collected only the data appropriate for the task of fighting discrimination, tested a range of hypotheses, and implemented effective solutions.

Ultimately, Airbnb's goal is to use this data to take more precise action against discrimination, with the belief that you can't fix what you can't measure. Understanding that it is not the only platform grappling with discrimination, Airbnb also published its Project Lighthouse methodology in a technical paper to help other companies that want to combat it. This pioneering privacy-centric approach was recognized by the Tech Spotlight at the Harvard Kennedy School's Belfer Center as a technology that seeks a more inclusive, fair and safer future.

I am encouraged that Airbnb is embracing transparency by using this report to share this data with the public. Too often, companies find discrimination problems and want to bury them in secrecy, but from its inception, Airbnb has been committed to sharing key insights it has learned through Project Lighthouse. In this report, you'll find the first data from Project Lighthouse, new actions to combat discrimination, and an update on Airbnb's ongoing efforts to support equity on the platform. There is more to learn, and more work to do, and I credit Airbnb for its commitment to hold itself publicly accountable and to continue this important work in careful collaboration with stakeholder organizations.

As the initial Project Lighthouse findings detailed in this report show, as well as previous actions by the company—such as delaying displaying profile photos until after a booking is confirmed—no single change will be an all-encompassing solution. What's most significant is a multipronged and concerted set of changes that, together over time, will enable Airbnb to continue making meaningful progress in fighting discrimination and building inclusion on its platform.

This new report covers a range of tools to combat discrimination, including a pilot program that will enhance Host and guest profiles, extensive resources for Hosts to foster inclusion, and details on how Airbnb is continuing to diversify its workforce, suppliers, and the broader Airbnb community. The report also shares an update on the company's work to address US-based properties associated with slavery.

I am honored to be part of this work and look forward to continuing progress by Airbnb.

—Laura W. Murphy



Acknowledgements

Since 2016, Airbnb has worked with a range of civil rights and racial justice experts who have provided critical guidance and expertise. This also has included a core group of partners who are central to our ongoing Project Lighthouse work:

Color Of Change

Asian Americans Advancing Justice | AAJC

Center for Democracy and Technology

The Leadership Conference on Civil and Human Rights

League of United Latin American Citizens (LULAC)

NAACP

National Action Network

Upturn

This report would not be possible without their input and partnership, and we are thankful for their continued consultation and guidance.



Summary

Over the past 15 years, Airbnb has fostered countless people-to-people connections and empowered millions to earn income and share their corner of the world with visitors. The Airbnb community is built on connection and belonging, and we believe that meaningful exchanges between people of different backgrounds, cultures, experiences and geographic regions can create a more tolerant, respectful and just world.

Unfortunately, discrimination happens daily in our world, which means it can happen on Airbnb, too. We are committed to fighting discrimination and bias within our community. Understanding how discrimination happens on Airbnb, making our platform more inclusive, and strengthening our policies to help protect our Hosts and guests are just some of the many ways we tackle bias.

Six years ago, when Airbnb increased efforts to fight discrimination and build inclusion, Laura W. Murphy led a comprehensive review of how we had worked to combat discrimination in the past, where these efforts fell short, and how they could be improved upon in the future. During the audit, our team met with Hosts and guests who reported discrimination on the platform, employees, civil rights organizations, federal and state regulatory agencies, elected and appointed officials, travel and tourism executives, and experts including former Attorney General Eric Holder, Jr., Harvard Kennedy School professor Dr. Robert Livingston, and London Business School professor Dr. Daniel Effron, among other valued participants.

The culminating report, issued in [September 2016](#), outlined Airbnb's commitment to a series of product and policy changes to help fight discrimination and build inclusion.

Following the original audit in 2016, we published a [three-year review](#) in 2019 detailing our progress up to that point, including our Anti-Discrimination Action Plan. To date, we have undertaken a number of initiatives to fight discrimination, including:

- **The Airbnb Community Commitment and Nondiscrimination Policy:** We instituted the Airbnb Community Commitment in 2016, requiring everyone who uses Airbnb to agree to treat each other with respect and without judgment or bias. The Community Commitment is an integral part of the account creation process on Airbnb: all prospective Hosts and guests must agree to behave in accordance with the [Community Commitment](#) and to adhere to a [Nondiscrimination Policy](#) in order to join our community. Additionally, all existing Hosts and guests in 2016 were asked to agree to the commitment to remain in our community. To date, more than 2.5 million people have been denied access to, or removed from the Airbnb platform for declining to agree to the Community Commitment. Meanwhile, our community has grown stronger than ever, with more than 1 billion guest arrivals in 100,000 cities and towns around the world. We have consulted with, and continue to work with a range of outside experts to make improvements to our Nondiscrimination Policy, and help ensure we are taking meaningful steps to fight bias.



- **Permanent Team to Fight Bias and Discrimination:** In 2016, we formed a permanent anti-discrimination team and were among the first technology companies to charge a group with such a charter. In the years since, this team has grown in size and scope and now works across the company to provide anti-discrimination and equity guidance on policy, enforcement, algorithmic-based technologies including AI and machine learning, product design, and implementation of new initiatives. By embedding anti-discrimination into our day-to-day work, we aim to ensure that equity is part of how Airbnb operates.
- **Elimination of Guest Profile Photos Prior to Booking:** In 2018, we changed the way guest profile photos are displayed in the booking request process. Rather than showing a potential guest’s profile photo before the booking is accepted, Hosts see a guest’s photo only after they’ve accepted the booking request.
- **Project Lighthouse:** In 2020, we partnered with Color Of Change to launch Project Lighthouse, an ambitious initiative that seeks to better understand and measure the varied experiences of Hosts and guests of different perceived races¹ on Airbnb. We are using data from Project Lighthouse to identify instances of bias, fight discrimination and build inclusion at Airbnb.

This update includes details regarding our work to date, including key findings from our Project Lighthouse initiative.

For our initial analysis, we focused on using Project Lighthouse to measure the rate at which guests from different perceived racial groups² in the US successfully book an Airbnb listing. We refer to this as the **Booking Success Rate**. We are using this data to more effectively inform and target our anti-discrimination efforts. While the Project Lighthouse analysis is focused on our US community, these changes are implemented globally to make our platform more equitable for our entire community. Some of this work includes:

- **Creating Connection through Enhanced Profiles:** In 2018, we implemented changes to ensure that Hosts will see a guest’s photo in the booking process only after they’ve accepted a booking request. Our Project Lighthouse analysis found that this change slightly increased the Booking Success Rate for guests who are perceived to be Black. The change did not have a statistically significant impact on Booking Success for other groups. We are building on this work by testing new changes to guest and Host profile pages, helping to create deeper connections and more meaningful stays and experiences.
- **Make More People Eligible to Use Instant Book:** Instant Book—a feature that allows guests to book a listing without requiring Hosts to approve a reservation request—

1. Perceived Race: Since discrimination is generally a result of one person’s perception of another, we’ve chosen to concentrate on measuring inequities with respect to these perceptions, which we’re calling perceived race [Smedley 2005]. All references to analyses from Project Lighthouse are based on perceived race, rather than any race data reported by a user.

2. All perceived race data is anonymized, and accordingly never tied to any individual Airbnb accounts. Data generated from Project Lighthouse cannot be used to target or change an individual’s unique experience on Airbnb.



is an effective tool to reduce discrimination in the booking process because it facilitates more objective bookings. However, our analysis also found that guests perceived to be Black are eligible for, and access Instant Book at lower rates than other perceived racial groups measured. This is, in part, because a large percentage of guests perceived to be Black often do not meet Host-selected criteria to use Instant Book because they do not yet have a history of reviews and/or because they are first-time users of Airbnb. In response, we introduced a series of changes in November 2022 that will make it easier for more people to use Instant Book. We estimate that at least 5 million more people will be able to use Instant Book because of these changes.

- **More Reviews for More Guests:** Data from Project Lighthouse indicates that guests with reviews have a higher Booking Success Rate than guests without reviews. Our analysis found that guests perceived to be Black or Latino/Hispanic have fewer reviews than guests perceived to be white or Asian. We are implementing changes that will make it easier for all guests to receive a review when they travel. These changes are designed to result in more reviews for travelers, which we expect will have an outsized impact for Black and Latino/Hispanic guests.
- **Auditing Reservation Rejections to Remove Opportunities for Bias:** We know that there are legitimate reasons why a reservation may not work: the Host's calendar may have changed, or the guest may have a need—like early check-in, or bringing extra guests—that the Host is unable to accommodate. We are expanding our ability to analyze reservation rejections to help improve our policies and products and fight discrimination.
- **Building a More Inclusive Travel Community:** By empowering travel to take place beyond traditional tourist hubs, Airbnb can help bring economic benefits to communities that have not historically benefited from tourism. To help more people become Hosts, we are expanding programs like the [Airbnb Entrepreneurship Academy](#). These programs help ensure more people can access the economic opportunities available through hosting on Airbnb and help recruit more Hosts who are people of color.
- **Education and Inclusion Resources for Hosts:** Our Host community plays an important role in helping to create an equitable and welcoming experience for guests. This year, we formed an internal team at Airbnb to lead this work and launched a [Guide to Inclusive Hosting](#) that features educational articles and videos designed to help Hosts welcome guests from all abilities, genders and backgrounds—especially those from historically marginalized communities. This group works regularly with our Host community, expects to roll out a number of additional inclusion-focused programs and content next year, and is exploring a range of product features that will support Hosts and guests.

While we are making progress in our efforts to combat discrimination, there is much more work to do. As long as bias and discrimination occur in the world, and on our platform, we will continue to fight it.



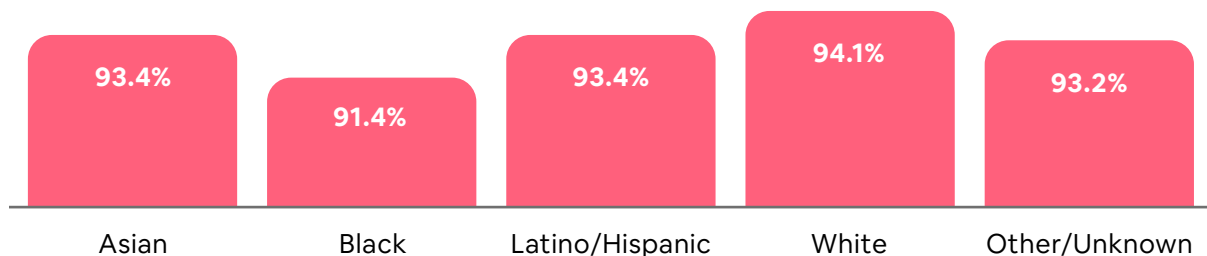
Chapter One: Project Lighthouse

We launched Project Lighthouse in 2020 to help us better uncover and address disparities in how people of color experience Airbnb. Developed in partnership with Color Of Change and with guidance from a number of civil rights and privacy organizations, Project Lighthouse uses a privacy-centric methodology to measure discrimination based on perception.

Project Lighthouse is currently focused on our Host and guest community in the US and users may opt out at any time. Since beginning this initiative in September 2020, less than 1 percent of guests and Hosts in the US have opted out of participation. The following data pertains to our guest community in the US.

We use data generated by Project Lighthouse to create better tools and policies to combat bias and discrimination on our platform. Our initial Project Lighthouse analyses have focused on measuring the rate at which members of perceived racial groups are able to have their reservations confirmed after they click “Reserve”. We call this the Booking Success Rate. Guests perceived to be white have the highest Booking Success Rate, while guests from other perceived racial groups have lower Booking Success Rates, though all still sit above 90 percent success.

Booking Success Rate by Perceived Race in 2021



The Booking Success Rate is the rate at which guests from different perceived racial backgrounds successfully book an Airbnb listing. The rate is created with a combination of reservations completed through Instant Book and Request to Book. The majority of reservations are made through Instant Book. These rates are based on a random sample of 750,000 reservations requests—including Instant Book and Request to Book—over the course of 2021.

The widest disparity exists between guests perceived to be Black and guests perceived to be white. Our 2021 data shows that guests perceived to be Black were able to successfully book the stay of their choice 91.4 percent of the time, versus 94.1 percent for guests perceived to be white.

We used Project Lighthouse to better understand the factors that are driving this disparity and are instituting a series of platform and product interventions, detailed below, to improve the Booking Success Rate for everyone and make the booking process more equitable.



Project Lighthouse Methodology

Project Lighthouse measures discrimination based on perception, using a privacy-centric methodology that determines the race someone might associate with a first name and profile photo. These perceptions are aggregated and used to identify and measure discrepancies in people's experiences on the platform that could be a result of discrimination and bias. Data privacy advocates and experts have provided guidance to help ensure this data is not associated with an individual's Airbnb account.

The full methodology is publicly available in a [technical paper](#) for other companies that want to detect and remediate bias and discrimination on their platforms.

Instant Book and Request to Book

There are two ways to book a listing on Airbnb:

- “Request to Book” requires Hosts to approve a guest before the booking is completed.
- “Instant Book” allows guests to automatically book a stay after they click “Reserve,” without the additional step of Host approval.

Hosts can opt into Instant Book with no guest requirements or can also choose to make their listing available via Instant Book only to guests who meet certain requirements. Previously, the Instant Book requirements that a Host could choose included:

- The guest provided their government ID on Airbnb, and it was verified and/or;
- The guest was “Host recommended,” defined as:
 - The guests had at least one review, and
 - All previous reviews are positive, meaning the previous Host said they would recommend the guest to other Hosts and the guest has been reviewed favorably.

In 2016, Airbnb set a goal of making 1 million listings bookable via Instant Book by January 2017. We surpassed that goal. As of November 2022, nearly 70 percent of our more than 6 million listings are available via Instant Book. This percentage has remained steady since 2019.

While many Hosts make their listing available to be booked via Instant Book, Hosts may prefer to review reservation requests for a variety of reasons, such as knowing more about a guest's travel plans or length of stay.

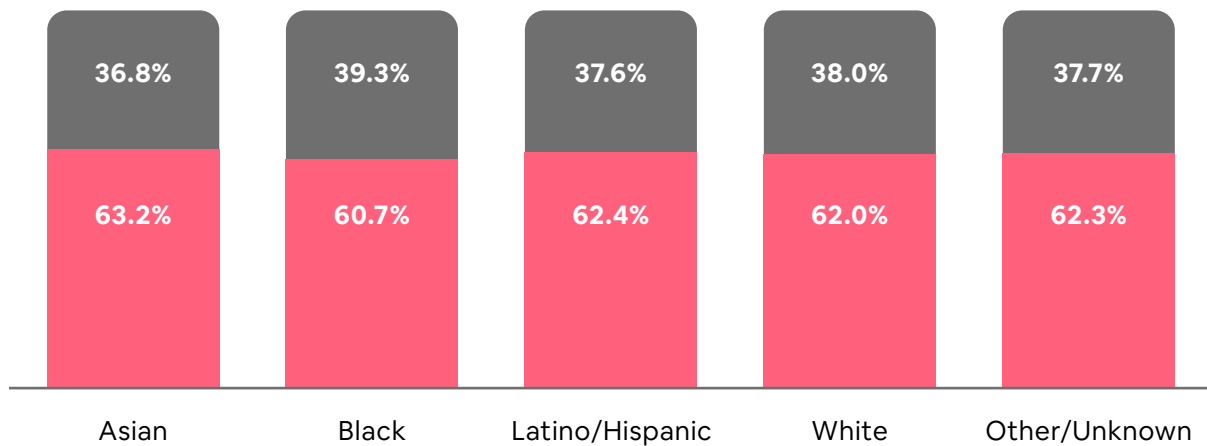


Findings

Instant Book is one of the most effective tools to increase the Booking Success Rate across perceived racial groups. Because reservations made with Instant Book don't require a review by the Host prior to approval, bookings are more objective. While Instant Book is effective at reducing racial disparities in the Booking Success Rate, Project Lighthouse found a gap in the ability of guests from different perceived races to access Instant Book. For example, the analysis found that a large percentage of guests perceived to be Black or Latino/Hispanic are first-time users of the platform and often do not meet Host-selected criteria to use Instant Book because they do not yet have a history of reviews.

The following chart shows the Instant Book and Request to Book usage among guests from different perceived racial groups in 2021.

Usage of “Instant Book” vs “Request to Book” by perceived racial groups in 2021



This chart shows the rate at which guests make reservations using “Instant Book” versus “Request to Book.” These rates are based on a random sample of 1 million reservation requests—including Request to Book and Instant Book—over the course of 2021.

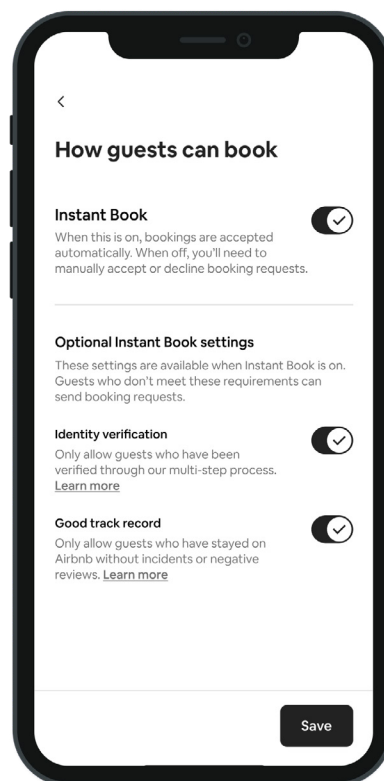
Next Steps

To make it easier for more people to use Instant Book, including Black guests and other guests of color, in November 2022 we updated the “Host recommended” eligibility criteria for Instant Book to a “good track record” requirement, to be more inclusive of people who have fewer stays and reviews. Specifically, we updated the available setting options so that Hosts can choose to welcome guests even if they do not have a review. Now, identity-verified guests who have traveled on Airbnb can be eligible for Instant Book, regardless of whether they previously received a review from a Host, as long as they do not have a recent history of incidents or negative reviews. Guests who were found to have recently broken Airbnb policies—or standard house rules set by Hosts—would not qualify



as having a good track record. Our goal for this updated system is to provide more guests the ability to use Instant Book. We estimate that at least 5 million more people will be able to use Instant Book because of these changes.

We know there are legitimate reasons why a reservation may not work and is rejected: the Host's calendar may have changed, or the guest may have a need—like early check-in, or extra guests—that the Host is unable to accommodate. With the benefit of new functionality and new data, we are expanding our ability to analyze reservation rejections and will use this information as we continue to innovate, improve our products, and more effectively enforce our policies.



To be more inclusive of guests who have fewer stays and reviews, we have updated the requirements Hosts can implement for Instant Book.

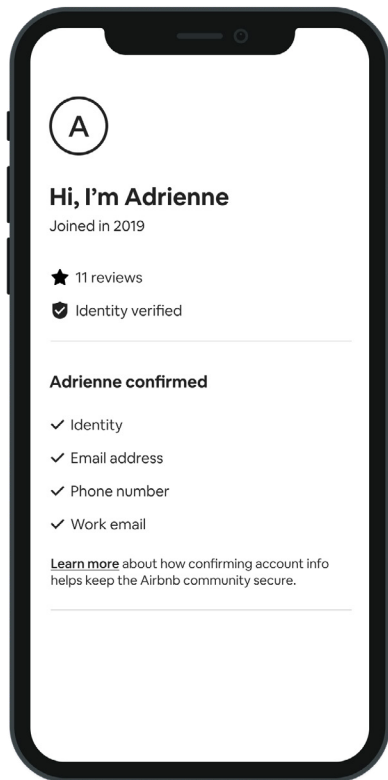
Guest Profiles and Photos

Findings

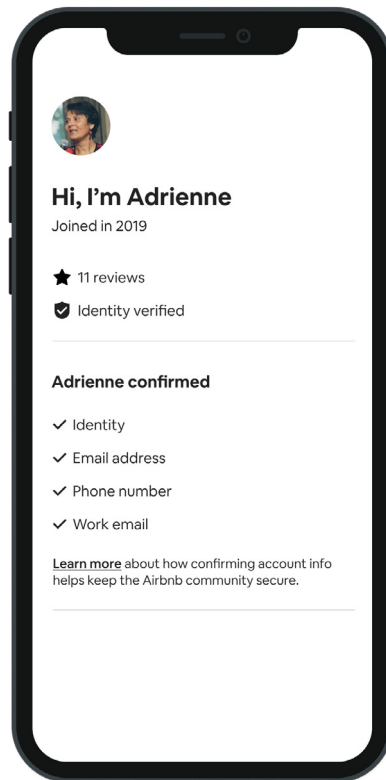
Airbnb is a community, and to foster connection and build trust, Hosts and guests create profiles to allow them to better connect. In 2018, we changed when guest profile photos are displayed to Hosts: they are now shown to the Host only after a booking is confirmed. We used Project Lighthouse to examine whether this change had any effect in reducing the gap in Booking Success Rates across people of different perceived races. Analyses from Project Lighthouse found that removing guest photos from the reservation request slightly reduced the Booking Success Rate gap between guests perceived to Black and guests perceived to



be white—eliminating less than half a percentage point, or roughly one fifth of the total Booking Success Rate gap at that time. The change did not have a statistically significant impact on Booking Success for other groups. Additionally, the change did not increase booking cancellations by Hosts.



Information shown at request



Information shown after confirmation

In 2018, Airbnb changed when guest profile photos are displayed to Hosts. They are now shown to the Host only after a booking request is confirmed. The image on the left shows the booking request shown to Hosts before they accept the reservation. The image on the right shows what a Host sees once they have accepted a reservation.

Next Steps

We are working to better understand how to increase trust between Hosts and guests throughout the reservation process. In this work, we are exploring changes to Host and guest profiles to highlight information that fosters more connection, such as interests and the kinds of activities guests enjoy while traveling. At the same time, we will further explore the impact that other features may have on the opportunity to create bias, for example assessing the impact of initials rather than full names. Additionally, Airbnb is home to a range of accommodation options from private rooms, to whole homes and even tents and tree houses. Accordingly, we will continue to work on relevant solutions and innovations that reflect the wide variety of accommodations available on our platform.



Reviews

Findings

Reviews are the foundation of trust on the Airbnb platform, providing Hosts and guests with a way to give each other feedback and helping our community understand what to expect when considering booking a listing. Both Hosts and guests are able to leave reviews of each other. Through our Project Lighthouse analysis, we learned that there are disparities in the presence of reviews across perceived racial groups: guests perceived to be Black or Latino/Hispanic have a lower presence of reviews than guests perceived to be white or Asian. Part of this disparity can be explained by tenure on the platform—guests perceived to be Black or Latino/Hispanic are more likely to be booking for the first time, according to Project Lighthouse. However, even for returning guests, guests perceived to be Black or Latino/Hispanic are less likely to be reviewed. This is an area of continued focus and analysis, including leveraging Project Lighthouse, to understand what is driving this disparity. We will continue to use these learnings to design updates and make progress in this important area.

Previously, the disparity in reviews impacted guests' ability to use Instant Book, and the changes outlined above will help address this disparity. That said, Instant Book is only part of any solution. Reviews continue to remain a critical piece of the platform experience, including for the many guests who continue to use "Request to Book" to book a listing, and we are committed to exploring broader innovations that build trust and increase acceptance—making the review process more equitable and inclusive.

Next Steps

When a guest makes a reservation, they can register other guests who will be staying with them at the property. Those co-travelers inherit the review of the guest who made the reservation—enabling them to build a positive reputation on the platform even before making their first booking. To help more guests inherit reviews, in 2023 we will implement changes to make it easier for booking guests to add co-travelers to a reservation, which we expect will have an outsized impact for Black and Latino/Hispanic guests.



Chapter Two: Our Ongoing Commitment

Project Lighthouse will continue to be a key tool to help us to uncover, measure and combat discrimination when booking or hosting on Airbnb. Additionally, we will continue to test and launch a variety of features and innovations that build trust, increase connection and make Airbnb more inclusive. Our work will be guided by data and analysis, as well as feedback from our community and outside experts.

Our future work will build on a series of improvements and initiatives we have implemented to date. Over the last six years, we have continued to develop, evaluate and improve a number of other policies, programs and resources to address discrimination and bias and build inclusion on our platform. These initiatives include, but are not limited to:

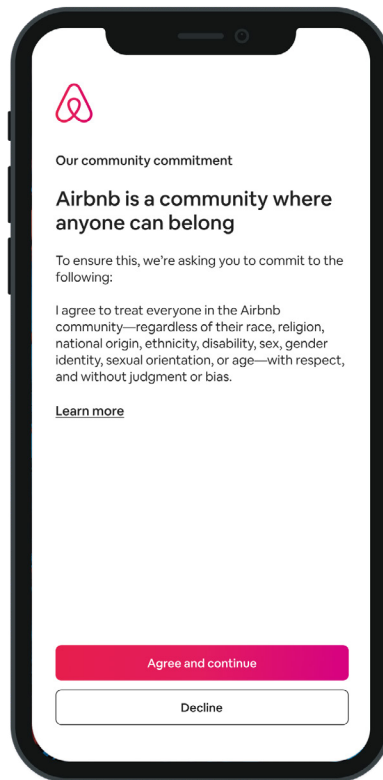
Nondiscrimination Policy, Community Commitment, and its Enforcement

All Airbnb community members agree to abide by our Nondiscrimination Policy, which is strictly enforced by a specialized Community Support team we created in 2016 that is highly trained to handle and investigate claims of discrimination. This team has continued to grow over the years and their specialized training is informed by counsel from our civil rights and anti-discrimination partners.

Hosts and guests can report discrimination in a number of ways, including through our 24-hour Safety Line and flagging discriminatory content in the product. When a Host or guest reports discrimination, our specialized team reviews the report and takes appropriate action. In 2022, we have suspended nearly 4,000 accounts globally for violating our Nondiscrimination Policy. In addition, since the 2017 removal of accounts connected to the Unite the Right rally, we have taken a firm stance that members of hate groups should not be allowed to use Airbnb as either Hosts or guests. This spurred the removals of members of groups such as the Proud Boys, neo-Nazis and others.

We are in the process of updating our Nondiscrimination Policy to make it easier to apply and enforce consistently as well as incorporate important learnings. Along with the Nondiscrimination Policy, we introduced the [Airbnb Community Commitment](#) in 2016 and made it an integral part of the account creation process. All prospective Hosts and guests are now asked to agree to the commitment to join our community:





During the account creation process, all prospective Hosts and guests are asked to agree to the Airbnb Community Commitment in order to join our community.

Additionally, all Hosts and guests with existing accounts in 2016 were asked to agree to the commitment to remain in our community. Since 2016, more than 2.5 million people have been removed or denied access to the platform for declining to agree.

Prohibiting the Glorification and Marketing of Slavery

In July 2022, we took a series of steps to address the listing of properties in the US that were known to include former slave houses. Such properties have no place on Airbnb. As a result, at that time we immediately removed listings that included former slave houses, and we started working with experts including historic preservation architect Jobie Hill on policies to address other US-based properties and Experiences associated with slavery.

These policies, which apply to properties in the US, include: 1) prohibiting the listing of any home or other structure on a former plantation where enslaved people lived or worked, if structures that existed during the time of slavery are still present on the property; 2) barring any structure specifically designed only to house enslaved people and that did house enslaved people (“slave houses”); and 3) prohibiting the promotion of slavery-related features as a selling point of a stay. We are in the process of implementing these new policies and assessing listings that may be impacted.

We also recognize that Experiences on our platform can provide important educational context, and when undertaken with reputable partners and experts, we will permit the listing of certain educational tours of slave houses, former slave plantations, and other slavery-related sites in the US. We continue to work with established experts to develop the necessary criteria for slavery-related educational Experiences.



Enhancing the Experience for Our Community

Rebooking Assistance

Under our Open Doors Policy introduced in 2016, if guests with current or upcoming reservations report experiencing discrimination, we will help them book an alternative listing. We recently launched a 24-hour Safety Line as part of our new AirCover for Guests program, which is designed to make it easier for guests on a trip to get urgent help, including access to rebooking assistance. The 24-hour Safety Line is built directly into our app and website. If a guest experiences discrimination on a trip and needs assistance, they can use the 24-hour Safety Line to report that they do not feel safe, which will connect them with specially trained agents who will offer help in finding an alternative space right away and will be able to refund or rebook the guest as preferred. In addition to urgent support for on-trip discrimination concerns, we are also making updates to make it easier for guests to report discrimination concerns before or after a trip. This includes adding new functionality to help users with discrimination concerns get connected with the specialized team that investigates these issues.

Accessibility

Our ongoing commitment to support guests with disabilities and accessibility needs is multi-pronged and includes efforts to:

- Improve the booking experience, including making it easier for people to find listings adapted for wheelchair access and other accessibility features.
- Grow the supply of homes and Experiences designed with accessibility in mind.
- Improve the digital accessibility of our platform and app.
- Conduct research with the disability community to inform product decisions.
- Create feedback and engagement opportunities with the community through our partner roundtables in the US and Europe.

We work closely with a diverse group of partner organizations in the disability community through our Disability Advisory Roundtables in the US and Europe. These partners provide regular feedback and guidance, informing our policies and our products.

In November 2022, we launched the Adapted category with the input of key partners. By the end of 2022, the category will feature 1,000 Airbnb listings that are adapted for wheelchair access. All listings in this category have verified step-free paths into the home, bedroom and bathroom, and at least one accessibility feature in the bathroom such as a step-free shower or grab bars. Each listing in the category will undergo a 3D scan conducted by leading spatial data company Matterport to further confirm features with accurate measurements. Our hope is that this category makes it easier for guests with mobility needs to find and book listings on Airbnb.



In addition to the featured listings in the Adapted category, guests can use [13 search filters for accessibility features](#) to find places to stay to meet their needs. In November 2021, we launched a new Accessibility Review process to review and confirm every accessibility feature submitted by Hosts for accuracy. Hosts submit photos of their accessibility features, which are then manually reviewed by a team of Airbnb agents. As of March 30, 2022, Airbnb agents have reviewed and confirmed the accuracy of over 150,000 accessibility features in more than 100,000 homes around the world. Also in November 2021, we introduced 11 accessibility search filters for Experiences. We will continue to focus on supporting guests with disabilities and accessibility needs.

Education and Inclusion

Since 2016, Airbnb has provided anti-bias and inclusion resources for Hosts. This year, we established a dedicated Host Inclusion Team and created a new guide—[How to be an even more inclusive Host](#)—that makes it easy for Hosts to access a collection of new and existing actionable content related to anti-discrimination and best practices for inclusion, all in one place. Starting in 2023, the team will expand inclusion opportunities informed by and in partnership with Hosts. These opportunities will include initiatives such as Host leader coaching, immersive diversity and inclusion content, product features that signal inclusion and values to guests, and common interest groups for Hosts that encourage open discussion, continued learning and connection.

Cultivating a Diverse Host Community

Airbnb continues to invest significantly in supporting new and existing Hosts from communities of color through strategic partnerships, expanded communications and engagement plans.

- In 2017, we partnered with NAACP to create a program aimed at diversifying our community of Hosts and guests. Through the partnership, we hosted events in seven cities across the US aimed at creating new Hosts and guests and expanding our reach with communities of color.
- In 2019, we partnered with the League of United Latin American Citizens on an initiative called Mujeres Poderosas, focused on creating more women Experience Hosts. We held events in three cities to expand awareness of Airbnb and to provide education on the economic opportunities of hosting.
- In 2021, we provided an interactive program to Hello Alice, a community of nearly 500,000 diverse small business owners. Just three weeks after launch, the content had reached more than 400,000 people.
- Through the [Airbnb Entrepreneurship Academy](#), which began in South Africa in 2017, Airbnb partners with local organizations to support people from historically marginalized communities outside traditional tourism hubs in becoming Airbnb Hosts. In 2021, we expanded the program through eight Academies across the US,



China, Colombia, India, South Africa and Thailand. In the US, we launched academies in rural North Carolina, Los Angeles and Atlanta. In 2023, we plan to launch additional Academy programs with a continued focus on inclusion across globally underserved communities.

Inclusion Insights and Research

To help us facilitate better interactions between Hosts and guests, we are working with experts and academics across a range of disciplines, including behavioral science, diversity, equity and belonging. This initiative will help us create product changes that reduce bias and foster positive people-to-people connections.

Partnerships with Civil Rights Leaders and Organizations

In 2016, Airbnb began meeting with civil rights leaders and organizations to help develop and advise on the work we were doing to address discrimination on our platform. We created a Civil Rights Roundtable, including civil and human rights organizations as well as privacy groups. The Leadership Conference on Civil and Human Rights has been kind enough to allow us to use their space for these meetings. The roundtable continues to meet as we develop our policies and practices. Today, this work has expanded to proactively cultivate relationships with organizations and thought-leaders who serve as company advisors and who help develop key policies that advance our anti-discrimination work.

Our goal through these partnerships is to ensure broad representation of historically marginalized communities in our decision-making processes and on our platform. We realize that making a commitment to addressing and combatting discrimination will require us to continue to cultivate and steward these relationships. We cannot do this work alone, and it is through the expertise of our partners that we are better able to be a company who responds to issues, in line with our values and the type of community we want to be.

Airbnb Company and Employee Updates

A Diverse Workforce and Inclusive Culture

We believe that building products for a diverse community benefits from having a diverse team of employees, and we strive for all employees to feel connection and belonging in the workplace. As a result of dedicated efforts over the last several years, the Airbnb team has increased its representation of underrepresented minorities and women.³

As of June 30, 2022, 15 percent of US Airbnb employees identified as underrepresented minorities, the highest percentage since we started collecting this information in 2014. Globally, the population of employees who identify in the gender binary as women is just below 48 percent. In 2020, we set long-term goals to drive sustained change: by the end of 2025 it is our goal that at every level, 50 percent of our global employees who identify

3. Underrepresented minority is defined as individuals in the US who identify as Black and/or African American, Hispanic or Latino, Native Hawaiian or Pacific Islander, American Indian or Alaska Native, and two or more races inclusive of underrepresented minorities.



in the gender binary will be women, and that 20 percent of our US employees will identify as underrepresented minorities. We have implemented a number of programs and practices to build an inclusive culture at Airbnb, including an annual pay equity analysis, sharing base pay hiring ranges on job postings in the US, and diversity and belonging learning programs geared toward blocking bias and furthering allyship. Additional details on these programs and the diversity of Airbnb employees are available [here](#).

These efforts also include supporting non-traditional career paths through our continued investment in our engineering apprenticeship program CONNECT to provide people from non-traditional technical backgrounds with an entry point to an engineering career at Airbnb. In 2021, 100 percent of participants became full-time Airbnb employees.

Additionally, we joined OneTen, a coalition focused on closing the opportunity gap for Black talent in the US. This partnership focuses specifically on recruiting, retaining and advancing Black talent without a four year degree into family-sustaining careers, and builds on Airbnb's efforts to expand diverse hiring.

Tying Executive Compensation to Diversity and Belonging

To help us reach our 2025 goals, we are now including diversity and belonging as a criteria for executive compensation. Going forward, a portion of the Airbnb's executive team's compensation will be based on their teams' respective [diversity plans](#), which include benchmarks for diversity and belonging learning, growth and development of underrepresented groups and diverse representation goals. Progress will be reported to our board of directors on a regular basis.

Diverse Financial Services Firms in Airbnb's IPO

We worked in partnership with the RainbowPUSH Coalition to ensure that 12 minority, women and veteran-owned financial services firms participated as underwriters in our Initial Public Offering in 2020. This aligned with our ongoing commitment to partner with and support companies owned by minorities, women, veterans, members of the LGBTQ+ community and people with disabilities through our dedicated Supplier Diversity program.

Supplier Diversity

We set a goal in 2016 to award 10 percent of our business expenses to diverse businesses by 2019, and we exceeded that goal in 2020. As of December 31, 2021, 13.8 percent of the businesses we work with are majority-owned by minorities, women, veterans, members of the LGBTQ+ community or people with disabilities. We are now working toward a new goal for 20 percent of the businesses we work with in our US supply chain to be diverse by 2025. We remain committed to these goals and will continue to develop our approach to support these important priorities.



Conclusion

Over the past six years, we have worked to take bold and thoughtful action to fight discrimination and build more connection and belonging in our community. Today, with the release of our first Project Lighthouse data, we continue in this journey. This report is neither the end nor the beginning, but rather a reaffirmation of an ongoing commitment to combat discrimination. We continue to strive to be a community through which everyone can form meaningful connections with people from other backgrounds, cultures and geographic regions, and where no person is discriminated against. We will also continue to innovate, test our work, and learn. Trust has long been the foundation of Airbnb, and we will continue to experiment with and evaluate new ways to build trust and make our community accessible and fair.

We are grateful for all the partners, Airbnb employees past and present, Hosts, guests and advocates who have brought us to this point of action and growth toward greater equity, fairness and positive participation on our platform. We are excited about the changes that we will continue to make in earnest in the coming years to ensure that Airbnb fosters local, authentic, diverse, sustainable and inclusive travel experiences for all.

