



Airbnb in Europe

Airbnb: a global travel platform with a strong European footprint

As a people-powered platform of more than six million active listings worldwide, Airbnb is a foundation for millions of real-world, offline connections between people looking for a more authentic and local way to travel, driven by the mission to foster human connection.

€511M

tourist tax revenues remitted by Airbnb in the EU¹

345K

jobs created by guest spend in EU²

62%

intra-EU travellers³

56%

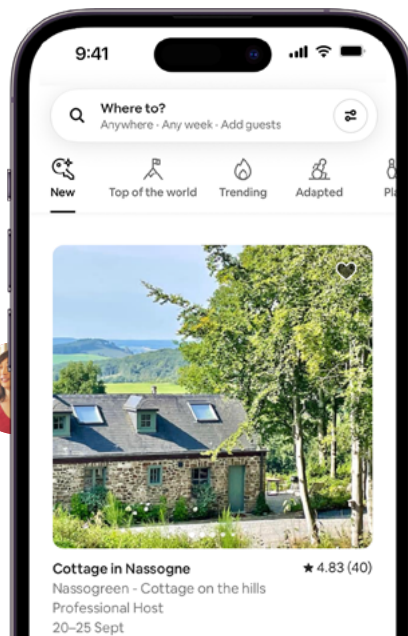
Hosts in the EU are female⁴

€19B

guest spending has contributed to EU GDP⁵

51M

total inbound guest arrivals to the EU in 2021⁵



¹As of August 31, 2022; ²Oxford Economics, Nov 2021; ³94% Intra-European; ⁴Self-Reported; ⁵As reported in the [EU Host Action Plan](#), and a [report on costs of living](#).

A highly engaged community: Hosts as the backbone of Airbnb

The tradition of home-sharing is an inherently European phenomenon, and this is reflected in the strength of our business and community in Europe. The power of this people-to-people connection has led to a highly engaged community, ready to support on the things that really matter. In 2020, Airbnb announced [Airbnb.org](https://airbnb.org), an independent non-profit focused on helping people share housing and resources in times of crisis.



Frontline Stays during COVID-19

It was the generosity of Hosts on Airbnb that helped spur [Frontline Stays](https://airbnb.org): a global initiative to connect medical workers responding to the COVID-19 pandemic with free and subsidised stays.



Housing refugees fleeing Ukraine

In February 2022, Airbnb.org announced it will offer free, short-term housing to up to 100,000 refugees fleeing Ukraine. By [August 2022, Airbnb.org reached this target](https://airbnb.org). More than 48,000 Hosts offered temporary stays in 160 countries and regions around the world, including in Germany, Poland, Denmark, Romania, Hungary, and Canada, representing the power of community.

Europeans turn to hosting as the cost of living rises

As inflation rises across Europe, more Europeans are turning to hosting in order to face the rising costs of living. These are everyday Hosts and European citizens looking to use their existing assets - their homes - to bring much-needed additional income.

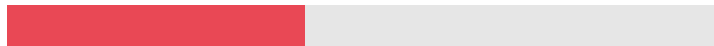
\$150B+

Earned by Hosts globally all-time [since 2010](#)

€3,000+

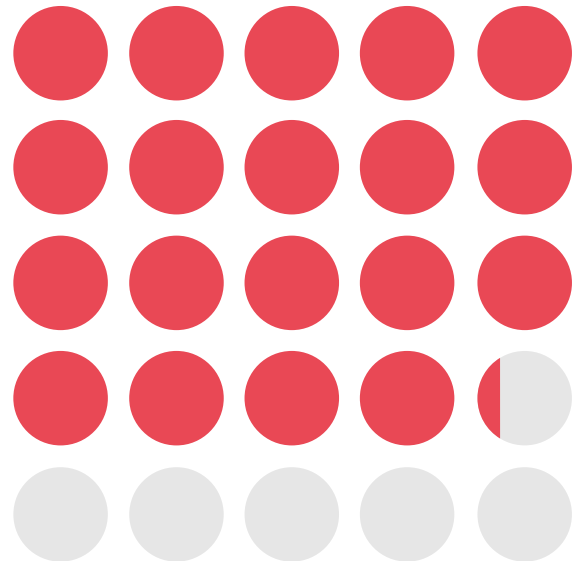
The median annual earnings of a Host in the EU [in 2021](#)

42% Use the income to cover rising cost of living ([self-reported 2022](#))



¹ [EU Host Action Plan](#)

1.3M Hosts in the EU¹
1M Hosts rent only one listing¹



● = 52,000

Travel trends on Airbnb

According to [Eurostat](#), ~25% of all tourism nights spent in the EU in 2021 were spent in short-term rental accommodations. This is about European citizens participating in - and benefiting directly from - the tourism they are making happen, with more intra-European, domestic and rural travel than ever before.



Guests are booking more than ever before. Despite macroeconomic uncertainties, nights and experiences booked increased, showing strong growth over pre-pandemic levels. In Q3 2022, nights and experiences booked grew by 25% compared to the prior year¹.



Guests are returning to cities, but rural destinations continue to grow. Still, rural destinations continue to see strong growth on the platform, with an increase in stays outside of major cities four times greater on our platform than the wider travel industry in Europe².



Guests are staying longer, and even living and working on Airbnb. In 2022, long-term stays of 28 days or more continue to be our fastest-growing category by trip length compared to 2019³.



Europeans turn to hosting as the cost of living rises. Since 2019, active listings continue to grow, indicating the attractiveness of hosting opportunities and the supplemental income it brings during challenging economic times.

¹ [Airbnb Shareholder Letter Q3 2022](#); ² [Oxford Economics, Nov 21, 2020](#); ³ [Airbnb Shareholder Letter Q2 2022](#).

Rethinking Tourism

We want to ensure that more of the benefits of Europe's tourism economy are captured by **everyday** (“peer”) **Hosts** and small tourism operators, many of whom operate outside of large urban centres.

Technology can be a powerful tool to help achieve a higher quality tourism ecosystem in this regard. On Airbnb, we have built new tools for a new world of travel. Guests can now browse listings using **Categories, Split Stays, and I'm Flexible**, which divert bookings away from Europe's over-touristic destinations and peak travel dates, and give more visibility to Hosts in dispersed areas.

We also support destinations and collaborate with partners to promote off-the-beaten-path locations and cater to new travel trends:

The Historical Homes Category on Airbnb now offers over [45,000 heritage stays](#) and comes coupled with donations of nearly [10 million Euros](#) to heritage associations across Europe, as well as Heritage Academies for Host trainings in France, Italy, and Spain. We equally partner with Interrail to promote unique “slow travel” railway adventures, with stays in magnificent historical homes. Through our commitment to heritage, Airbnb continues to invest in **rural areas** to ensure that Europe's historical spaces remain accessible for guests and generations to come.

These commitments build on earlier successes, including [the Italian Sabbatical](#) to support the revitalisation of the village of Grottole, and the [Italian Villages Project](#) to showcase new destinations and **sustainable tourism**.





Trust & Safety: front and centre at Airbnb

On any given night, over 2 million people stay in homes on Airbnb in 100,000 cities all over the world. There are more than 6 million listings in 191 countries to choose from—that's more than the top five hotel chains combined. What makes all of that possible? Trust. Here are some examples of how we help ensure responsible home-sharing across the region - both online, and offline:

- **[Neighbourhood support line](#)**: direct access to a dedicated member of Airbnb Customer Support
- **[Party house ban](#)**: global ban on parties and events at Airbnb listings
- **[Noise sensors distribution](#)**: free Minut noise sensor for Airbnb Hosts in over 60 countries and regions
- **[Guest Refund Policy](#)**: extended guest protections providing similar or better accommodation if space is not as advertised
- **[AirCover](#)**: comprehensive protection included for free with every booking, including protection from Host cancellations, listing inaccuracies, trouble checking in, as well as a 24-hour safety line



Our work with public authorities

Airbnb recognises that many European cities are facing challenges, including over-tourism, noise and nuisance, and issues of housing supply and affordability. As a platform enabling real-world, offline transactions, Airbnb takes its responsibilities seriously and works proactively with local, national, and European authorities in different ways. [The City Portal](#), for example, is Airbnb's custom-built platform for governments to access data on Airbnb. Since 2022, it has been adopted by 174 governments and authorities in Europe. Airbnb is the only STR platform to have built a dedicated and scalable tool for governments across Europe.

Examples of regulatory partnerships include:

Registration – we've worked with local and national authorities to support simple, online Host registration schemes, including: [France](#), [the Netherlands](#), [Hungary](#), [Greece](#), and [Hamburg](#).

Data - we share tourist tax, Host earnings and listings data with governments across Europe. We are also [working with Eurostat](#) to share aggregated data at EU level in collaboration with other STR platforms. This data is also available to national and local authorities to inform decision-making around proportionate STR rules at local level.

Tax – we've collected and remitted tourist taxes to local governments: over \$4bn in tourist taxes globally, including more than [€511 million in tourist taxes](#) across the EU¹. We also share Host earnings data with tax authorities across Europe, including in France, Spain, Denmark and Estonia. We have supported the [EU DAC7 Directive](#), which provides a [consistent, coordinated framework](#) for platforms to report Host earnings across the EU.

¹ As of August 2022

The story until now: the regulatory landscape across Europe

At Airbnb, we believe that all players in the short-term rental space have a responsibility to be part of the solution. We support the enactment of rules that regulate the activity of speculators in swaths of short-term rental housing, whilst also levelling the playing field to enable everyday Hosts to benefit from - and participate in - Europe's tourism ecosystem.

We are committed to regulatory solutions that work to protect these individuals and enhance and streamline their opportunities across the EU.

This is why we welcome EU rules to address the current fragmented regulatory landscape. More harmonisation will help more everyday Hosts benefit from hosting opportunities, whilst also allowing Airbnb to scale its existing regulatory collaborations with authorities across the EU.





**Read more about our support for
harmonised EU rules for short-term rentals.**

<https://news.airbnb.com/eu-hub/>

