

Airbnb Policy Tool Chest 2.0



Table of contents

Cover note // 3

Introduction // 6

Smart policy tools // 10

Rapid expansion of tax collection // **10**

21st-century accountability tools // **12**

Promoting more sustainable tourism // **17**

A closing note // 20

APPENDIX. Progress around the world: case studies // 21

COVER NOTE

Hosting itself is centuries old, but hosting through a digital platform at a volume of 1 million guest arrivals per night is new. With travel accounting for 10 percent of global GDP (bigger than the oil industry and growing faster than many other sectors, claiming one in every 10 jobs)¹, hundreds of governments are enacting policies to help their citizens benefit from the economics of tourism in ways that meet their communities' unique needs.

They are acting at a critical time. Around the world, wages are stagnating and other technologies, namely robotics and artificial intelligence, threaten to limit opportunity for millions of people and further pressure local tax bases. In sharp contrast, Airbnb is empowering individuals, neighborhoods and governments by seeking to align their interests in creating economic opportunity.

Over the course of the year, more governments have classified home sharing in one of two ways:

1. **Amateur activity:** everyday people occasionally using the home in which they live to more fully leverage what is typically their greatest expense in order to generate supplemental income.
2. **Vacation rentals activity (VR):** the historic, long-standing use of properties as vacation rental homes.

As epic structural changes reshape our economy and significantly impact the wages and job opportunities of everyday people, governments are generally applying a light regulatory touch to help support those who use home sharing to earn extra income.

In regulating VR activity, some governments seek to optimize for the benefits of travel and tourism as the sector increases its share of the global and local economies. Japan is one example. Other governments look to maintain and modernize their existing regulatory approaches (Chicago, Philadelphia, New Orleans). A few governments aim to modulate the level of tourism in their jurisdictions by applying specific controls for VR (San Francisco, Portland).

¹ [World Travel & Tourism Council, 2017](#)

The Airbnb Policy Tool Chest helps support governments' innovative approach to home sharing rules by providing tools to help achieve the desired outcomes. We believe that because home sharing over a digital platform is new, new rules and tools are needed to help make this work for all stakeholders, and everyone can win.

Airbnb democratizes capitalism. Airbnb helps combat wage stagnation and worsening economic inequality by empowering people to use their homes to earn extra income, fostering entrepreneurship, and supporting increasing numbers of workers. Globally, the typical Airbnb host earns \$3,100 USD sharing their primary home; 49 percent of a typical host's income is used on household expenses like rent and groceries; and 54 percent of hosts say the income has helped them stay in their homes. Women hosts have earned \$10 billion in income through Airbnb, and 50,000 women have used this income to support their own entrepreneurship, as have some of our immigrant hosts. Airbnb also supports a growing number of jobs—an estimated 730,000 in the US alone in 2016, with 1.3 million projected in the US in 2017.

Airbnb democratizes travel. The annual number of global air passengers is approaching 4 billion, increasing by 3 billion in just the past three decades². Airbnb gives more people and more communities the opportunity to benefit from tourism's growth. One-third of Airbnb guests worldwide say they either would not have traveled or would not have stayed as long without Airbnb, and 89 percent say their listing locations were more convenient than hotels. We have partnered with local governments, NGOs and our host community to provide temporary visitor accommodations for major events and innovative tools that promote tourism that benefits entire communities, not just hotel districts and popular sights. Earlier this year, we committed to doubling our host population in majority-minority urban and disadvantaged areas.

Airbnb democratizes revenue. Airbnb generates new tax revenue that governments can dedicate to existing critical services, or governments can work with us to develop funding and tools to support new programs that help their middle-class citizens and address local social challenges. As of May 15, 2017, Airbnb has entered into tax partnerships with more than 275 jurisdictions, and collected and remitted nearly a quarter of a billion dollars in hotel and tourist taxes globally. In the US and some European countries, we have evolved our approaches to collecting and remitting taxes based on existing regulatory structures, to working with governments to identify new pathways to doing so, including in places where no such paths existed.

² [World Economic Forum](#), [World Bank](#), [The Moodie Davitt Report](#)

Importantly, it also has become clear that the real opposition to legalized home sharing is coming from a hotel industry concerned about its ability to price-gouge consumers despite continuing to reap record profits.

At Airbnb, we believe in a win-win-win scenario where our hosts are economically empowered to earn extra income, guests can access affordable travel that enriches their lives by helping them belong anywhere, and communities are strengthened by the kind of sustainable, healthy tourism that benefits everyone. While some established corporate interests cling to a status quo that offers them unchecked power to raise prices and consolidates the economic returns of the growing interest in travel among only a few, we believe in a future where traditional hotels and Airbnb's hundreds of thousands of hosts can succeed side by side.

We are excited to continue innovating with governments around the world to optimize the social value proposition of home sharing as an economic solution that empowers people to earn, expands and enriches travel for consumers, and strengthens communities through sustainable tourism that supports jobs, promotes neighborhoods and generates new revenue. We look forward to continuing to work with local policymakers to help them leverage our platform for the opportunities it can provide.

Christopher Lehane
Global Head of Policy & Public Affairs

INTRODUCTION

Since we published the **Policy Tool Chest in December 2016, the following jurisdictions have either entered into agreements with Airbnb to collect and remit taxes, or have otherwise established or reaffirmed smart rules for home sharing:**

- Andhra Pradesh, Indian state
- Anguilla
- Arkansas State
- Arlington County, Virginia
- Aruba
- Berkeley, California
- Bermuda
- Broward County, Florida
- Campina Grande, Paraíba State, Brazil
- Colima, Mexican state
- Colorado State
- Curaçao
- Flanders region, Belgium
- France, 31 additional jurisdictions
- Hillsborough County, Florida
- Hot Springs, Arkansas
- Jamaica
- Kansas State
- Lazio region of Italy
- Liguria region of Italy
- Lincoln City, Oregon
- Madison, Wisconsin
- Memphis, Tennessee
- Mexico City
- Miami-Dade County, Florida

In December 2016, we released our [Airbnb Policy Tool Chest](#), a resource for governments to consider as they draft or amend rules for home sharing. The Policy Tool Chest compiled a year’s worth of concrete lessons learned through partnering with governments under the three principles of: making data available; paying our community’s fair share of hotel and tourist taxes; and developing public policy solutions to help governments put in place new rules for this new activity.³

Since we published the Policy Tool Chest in December, we have built significant momentum, forging new partnerships and agreements with governments and other communities around the world:

- **Mexico.** Through intensive work with local officials, we identified a regulatory path enabling us to begin collecting and remitting taxes in Mexico City. We believe this approach will represent a model for use across Latin America. To this end, the May 11 announcement that we will begin collecting and remitting taxes was attended by representatives of other Mexican states that are interested in learning more about the approach.
- **China.** Airbnb has signed a Memorandum of Understanding with the city of Chengdu, in addition to our agreements in Shanghai, Chongqing, Guangzhou and Shenzhen. These agreements with some of China’s largest cities will include our promoting inbound travel in ways

³ These principles were laid out in the [Airbnb Community Compact](#) of November 2015.

New Orleans
New York State, 12 counties
Newport, Oregon
Oklahoma State
Portland, Maine
Portland, Oregon
Sarasota County, Florida
Schaumburg, Illinois
Tasmania, Australia
Texas State
Walloon region, Belgium

designed to spread the benefits of travel and tourism.

- **Japan.** The Japanese Diet is working toward the passage of a new bill that supports short-term rentals nationwide. Japan is looking to better leverage its existing housing stock and attract its share of travel and tourism heading into the 2020 Olympics in Tokyo.
- **Korea.** Under a new agreement, Airbnb will provide lodging and promotional support to Gangwon Province, which is hosting the PyeongChang 2018 Winter Games. This partnership follows our work with Rio de Janeiro as the official alternative accommodations provider for the 2016 Summer Games, when our hosts welcomed 80,000 visitors who otherwise may not have been able to attend the Games, and who generated \$100 million in economic activity for the city.
- **Australia.** Tasmania has enacted progressive new rules for home sharing, and the New South Wales government is working toward legislation that supports the short-term rental of private rooms, entire homes and certain secondary properties.
- **Caribbean.** Since we published our Policy Tool Chest, Airbnb has entered into six separate Memoranda of Understanding with Anguilla, Bermuda, Bonaire, Curaçao, Jamaica and the Caribbean Tourism Organization.
- **California and New York.** After extended discussions, we are gratified to have reached agreement with our hometown of **San Francisco** and to see thoughtful statewide legislation now being sponsored in **New York**.
- **Texas.** We recently finalized an agreement to collect and remit hotel taxes across Texas, and the legislature is now considering a proposal that would ensure a place for short-term rentals in every community across the state.
- **Florida.** After enacting new tax agreements, we now collect taxes in 38 of Florida's 63 counties with bed taxes, including counties that are home to Miami, Miami Beach, Fort Lauderdale, Tampa, St. Petersburg and Orlando.

These efforts have yielded insights gained and lessons learned for future use, both by us and by policymakers with whom we have yet to work, that are enclosed in this update.

The Airbnb Policy Tool Chest is not a one-size-fits-all policy prescription or model legislation but an adaptable framework.

As this global policy framework for home sharing comes together, so too is a public-private reimagining of how citizens interface with their local governments. Airbnb hosts typically don't have accountants and lawyers to help them comply with burdensome short-term rental regulations, most of which were developed before the internet. Nor do municipalities typically have the engineering and design resources to modernize their implementation. We want to make short-term rental regulations less onerous for our community to follow and for governments to implement.

With every new jurisdiction, we leverage our growing base of knowledge and our world-class engineering capabilities to help all involved realize the benefits of home sharing faster and more easily. We have developed products and tools that relieve citizens of the burdens of complicated tax filings, allow them to register online with local administrators without having to physically visit agencies, and otherwise help them comply with local laws.

The original Policy Tool Chest focused on four sets of policy options for consideration, including tax collection, being good neighbors, accountability, and transparency and privacy. We are pleased to provide this “2.0” update on progress made in several of these areas and others over the past six months:

RAPID EXPANSION OF TAX COLLECTION. As of May 15, Airbnb has entered into tax partnerships with more than 275 jurisdictions, and collected and remitted nearly a quarter of a billion dollars in hotel and tourist taxes globally, increases from about 200 jurisdictions and \$110 million as of December 2016. Our newest agreements, with **Mexico City** and **Memphis**, were signed on May 11 and 12.

21ST-CENTURY ACCOUNTABILITY TOOLS. Airbnb teams including engineers and designers have developed a series of tools that streamline interactions between our hosts and our government partners, make compliance easier for hosts, and make enforcement easier for local administrators. New registration systems are now online, or coming online in a range of US and European cities, as are new products to help with enforcement. We also have introduced new measures to further protect our community from online scammers.

PROMOTING MORE SUSTAINABLE TOURISM. We have worked with local governments, NGOs and our host community to develop strategies that sensitively promote tourism beyond the most popular sights in cities, as well as in rural areas where less tourism infrastructure exists. Examples include our Maisons de **France** campaign

and our promotion of small towns across **Italy**. We have helped governments take full economic advantage of hosting major events without building expensive new infrastructure, from the 2016 Summer Games in **Rio de Janeiro**, where we accommodated guests who would have required the building of 257 new hotels, to the coming St. John's Festival in Brazil's **Campina Grande**, to professional baseball's spring training in **Florida** and countless other events. We were pleased to see the secretary-general of the UN World Tourism Organisation recognize that home sharing "is bringing in new waves of travellers that have not been seen before."

SMART POLICY TOOLS

Rapid expansion of tax collection.

In January 2016, we stood before the assembled mayors at the US Conference of Mayors and said, read our lips: we want to pay our communities' fair share of taxes. Since that statement, Airbnb has sought to walk the walk.

Home sharing democratizes revenue by providing an increasingly valuable source of new funds for governments. By collecting hotel and similar taxes from our community and remitting on their behalf, Airbnb ensures a streamlined process for our hosts and lightens the administrative burden for state and local governments. In most cases, we accomplish this through our Voluntary Collection Agreement (VCA).

As of May 1, Airbnb had entered into VCAs and other tax partnerships with more than 275 jurisdictions and collected and remitted more than \$240 million in hotel and tourist taxes globally.

More than 250 of these jurisdictions are in the US, where we have developed a system to efficiently execute on a plug-and-play approach in many jurisdictions. As of Q1 2017, more than half of our US listings are in communities where we collect and remit taxes, up from about 30 percent for the year 2016, when we collected and remitted taxes on about 30 percent of our US bookings. The increase can be attributed to a jump in statewide collection starting in 2017: We are now collecting and remitting taxes in 20 US states. As of May 1, for example, we are collecting and remitting tourist taxes in **Pennsylvania** and **Connecticut**; **Arkansas**, **Colorado** and **Kansas** came online earlier this year.

At the US county level, we are now collecting and remitting in 12 counties in **New York**. In early April, we reached three major agreements in the state of **Florida**: Sarasota, Miami-Dade, and Broward counties all approved measures allowing Airbnb to collect and remit tourist taxes, which will bring millions of dollars in new revenue.

On May 12, we announced our latest VCA with a US city, **Memphis**, where Mayor Jim Strickland said, "It's important to our administration that government be able to work seamlessly with businesses and residents, and this agreement is evidence of that... The economic impact of Airbnb speaks for itself."

We are actively working to expand our collection-and-remittance program globally as well as further in the US. Our newest agreements in **Mexico City** and **France** illustrate how we are collaborating with governments in other regions to develop approaches that also can be replicated across those regions. In Mexico City, we announced on May 11 that we will be collecting a 3-percent lodging tax on behalf of our hosts and remitting it to the municipal treasury. "We are regulating something that is already working in the city. And this is the first agreement of this kind in Latin America", said the chief of the Mexico City government, Miguel Angel Mancera. "It's a niche that doesn't compete directly with the hotel industry of Mexico City, it's something different. The platform guests are looking for other kinds of experiences and accommodation."

And in France, we began collecting and remitting tourist taxes on behalf of our hosts in 31 additional communities on May 1, amounting to a total of 50 French cities that include covering popular tourist and recreational destinations.

Ontario's new provincial budget grants all municipalities the authority to levy a tax on home sharing activity, with at least part of the revenue going to local destination-marketing organizations. The Ontario budget also expressed the provincial government's commitment to explore a framework for home sharing. Building on a pilot project with Ontario to send tax notices to hosts, we provided our hosts across **Canada** with summaries of their annual earnings and links to government resources during the recent tax season. In partnership with H&R Block, we provided hosts with discounted tax preparation services.

In **Tuscany**, where the regional government recently enacted streamlined rules that allow Airbnb hosts to share up to two homes, while this remains under scrutiny, we are working with the city of **Florence** to begin collecting and remitting tourist taxes even as the new rules are under court review.

The entire list of jurisdictions where Airbnb is collecting and remitting hotel taxes can be found [here](#).

Targeted funding

These tax agreements are a win-win for Airbnb's host community and for local governments. **Boulder's** City Manager Jane Brautigam described our recent agreement with that city as "...a great example of the public-private sector working together in support of community goals." While Airbnb-remitted tax dollars often go to support existing critical services, we're pleased to partner with cities on directing the revenue toward new initiatives. Among the new tax agreements struck by Airbnb with local governments since the December 2016 release of our Policy Tool Chest:

In **Portland**, where 100 percent of lodging taxes from short-term rentals are deposited into the city’s Housing Investment (affordable housing) Fund, the city approved using this revenue to secure bonds to fund land acquisition and long-term financing for affordable housing. In **New Orleans**, \$1 per night, per booking, goes to support the development of affordable housing.

These cities join **Chicago** and **Los Angeles** in directing Airbnb tax revenue toward housing and homelessness programs. In Chicago, a 4-percent tax per stay goes toward aid for the homeless; this summer, the city is using \$1 million in Airbnb tax revenue to house 100 homeless families with school-age children. In Los Angeles, Mayor Eric Garcetti has said the city plans to use some of the revenue to address its serious homelessness problem through affordable and low-income housing initiatives, including for “rapid rehousing” programs for the homeless.

We look forward to working with more city officials to establish programs for collecting and remitting tourist taxes, helping them realize the economic benefits of home sharing and strengthening the cities and communities that Airbnb hosts call home.

21st-century accountability tools.

As the popularity of home sharing grows around the world, we are constantly innovating new policies and tools. Some of these tools are used to keep our hosts and guests safe; others are policies that help local governments make the distinction between Airbnb hosts who occasionally share space, and professional hosts who offer space more frequently. Since December 2016, we have put a range of these sensible policies in place.

“One Host, One Home”

In some cities, housing supply is uniquely constricted due to zoning, land use and other policies curbing development which have been in place for years or even decades. We have worked with these cities to enact a “One Host, One Home” policy limiting hosts from sharing listings at more than one address. (Traditional B&Bs and other traditional hospitality providers are exempted.)

As part of this policy, we have removed more than 1,300 listings in San Francisco and 4,200 listings in New York. In New York, Airbnb recently worked with legislators on both sides of the aisle to introduce comprehensive short-term rental reform in the state legislature that will ensure the rights of homeowners and tenants to share their own homes to make needed extra income while also protecting the permanent housing stock and enabling regulators to target enforcement at truly bad actors.

In **Barcelona** this spring, we introduced automated systems that limit Airbnb hosts in the most congested area of the city, Ciutat Vella, to sharing only one entire-home listing unless they are professional operators and share their business details on their Airbnb profile.

And in **Portland**, we proactively launched One Host, One Home in January 2017 to address unwanted commercial activity on our platform.

Limits on the number of nights

In certain jurisdictions with uniquely constricted housing supply, we have agreed that entire-space listings should only be rented for a certain number of nights per year, or should meet additional requirements when they are shared more frequently.

In late 2016, we announced product changes in **London** and **Amsterdam** that enable us to relieve city officials of having to enforce reasonable limits on entire-home listings. In London, new automated limits now help ensure that entire homes are shared only for the permitted 90 days. In Amsterdam, a new day-counter helps hosts track their activity and adhere to the 60-day cap. These steps will help home sharing grow responsibly and sustainably and strengthen our partnerships with policymakers in these cities.

In **France**, some cities have a limit of 120 days per year, beyond which they require “change of use” permission for hosting in non-primary residences. In **Strasbourg, Lyon, Nice and Marseille**, we are working with city authorities to notify hosts about applicable thresholds, along with information about how to apply for the relevant permissions.

In **Paris**, we have proposed new automated limits to help ensure entire Parisian homes listed on Airbnb are not shared for more than 120 nights a year, unless hosts have the required permission to share their space more often. We have also engaged in conversations on this solution with other major cities in France.

Registration

While we firmly believe that all residents should be able to share their homes without complicated permits or licenses, some thoughtfully targeted and streamlined registration programs have the potential to provide critical information to local governments without creating undue burdens for regular people who share their homes on Airbnb. We have learned that if a jurisdiction decides to enact a registration system, there are ways to ensure it works for both administrators and hosts.

Airbnb’s pass-through registration system, first developed in coordination with the city of **Chicago**, has recently been implemented there as well as in **New Orleans**, and will

soon be put into effect in **San Francisco**. In all three cities, the system enables hosts to register directly through the Airbnb platform, with data remitted directly to local authorities through a secure API. We expect the newly announced San Francisco system to be designed and fully implemented by January 2018.

In **Portland, Oregon**, we have worked with our hosts to help them register, and look forward to working with the city to simplify the currently complex process. **Portland, Maine**'s new home sharing rules include a simple registration process, the fees for which go to support the city's Housing Trust Fund.

In **Belgium**'s Walloon region, hosts now also notify local authorities of their home sharing activity through a simple online process. A simple online notification process is also in place in the Flanders region.

And in **France**, where cities with populations greater than 200,000 now have the option of asking hosts to register, we are monitoring these decisions and working with our host community to keep them updated on whether they are required to do so.

Supporting landlords and property owners

Since December 2016, we have expanded the Airbnb Friendly Buildings Program beyond our pilot markets to cities in the US, **Canada** and **Australia**, and are launching it in **Japan** this month. The Friendly Buildings Program brings building owners and landlords to the table with their tenants, and with us, to enable home sharing on their properties under rules they help create. These rules can address which units in a building can be shared, for how long, and other booking details. In return, owners receive a mutually agreed upon portion of the revenue (typically between 5 percent and 15 percent of their tenant-hosts' earnings through the program). Some buildings choose to use this revenue to lower maintenance or other costs that benefit all tenants.

The program is an option for long-term tenants only and is designed to support only people who share the home in which they live, and within those properties, only for housing units that rent at market rates. About 8,000 eligible units have been enrolled in the program by owners and landlords of buildings of all types and sizes. We will continue our efforts to extend it to more units and more countries.

Fighting discrimination

Discrimination is antithetical to our mission of helping people belong anywhere. Since September 2016, when we introduced a set of new policies to help fight bias on our platform, we have worked quickly to implement a series of initiatives to help prevent discrimination. These efforts include, though are not limited to:

- Everyone who uses Airbnb must agree to the Community Commitment, a pledge to treat everyone in the community with respect and without judgment or bias, regardless of race, religion, national origin, ethnicity, disability, sex, gender identity, sexual orientation or age.
- We have surpassed our goal of making 1 million listings available via Instant Book. Today, we have 1.4 million Instant Book listings available, and 60 percent of all reservations are now booked instantly. Instant Book lets hosts offer their homes for immediate booking without requiring prior approval of a specific guest.
- Under our Open Doors policy announced last fall, if a guest is unable to book a listing and feels that it's due to discrimination, a specially trained team of Airbnb employees, available 24/7, will ensure that the guest finds a place to stay.
- Anyone who violates our policies may be immediately and permanently banned from using Airbnb.
- Last fall, we also engaged a preeminent US expert to help develop trainings for hosts that will help reduce unconscious bias. After launching the training and promoting it to US hosts, we continue to make it available on our website.
- Nearly 100 percent of Airbnb employees have completed anti-bias training, and we have created a permanent team of engineers, data scientists, researchers and designers whose sole purpose is to advance belonging and inclusion, and to root out bias.

Keeping bad actors off the platform

As our global community grows, we remain vigilant about stopping bad actors who are looking to take advantage of the trust our community places in us. Online scammers in particular are constantly adapting and refining their attacks, so we likewise are constantly investing in engineering and other resources to develop new measures to prevent scams from occurring on our platform.

- ***Preventing account takeovers.*** Account takeovers (ATOs) occur when a bad actor gets access to a user's account by stealing their password through various means. Historically, we have defended against ATOs by using machine learning to predict the probability that each login or action on Airbnb is being performed by the true account owner. While this approach is common for online platforms and the model has been effective at stopping most ATOs, we felt that the nature of Airbnb's product and the critical importance of trust within and among our community calls for an even higher bar for security.

In April, Airbnb co-founder and Chief Strategy Officer Nate Blecharczyk announced new steps we're taking to prevent bad actors from taking over an Airbnb account. Using multi-factor authentication, we're requiring additional verification whenever a user logs in from a new device, such as a computer, phone, or tablet—as is often the case for other services such as online banking. We're also improving account alerts, adding SMS in addition to email to the ways in which we alert you, and we have expanded the range of changes about which we'll proactively notify you. We do this in order to let you know these changes have taken place—and so that you can take action to recover your account in the event that you yourself did not make the changes.

- ***Preventing fake listing scams.*** Fake or misrepresented listings have no place in our community, and our Trust and Safety team—comprised of our top product, engineering, data science, design, and fraud and security experts—is constantly innovating ways to prevent fake listings from getting onto the platform in the first place. These approaches have included leveraging machine learning, screening out personal contact information, and safeguarding guest payments.

In April, we added new educational messaging on every listing description page, reminding users to conduct all their transactions and communications with hosts through the Airbnb platform. We also have improved our user flagging capabilities. Users can now flag suspicious listings on their mobile devices. These flags are fed directly into our risk model to reevaluate whether a listing should be automatically removed or manually reviewed.

Fortunately, the vast majority of our hosts and guests never have to deal with fake listings, account takeovers or any other scam. While the recent enhancements add yet another layer of security to our users' accounts, we always want our community to be vigilant and exercise good security practices. We outline some recommended practices around strong passwords, safe payments and other measures on our site [here](#).

Looking beyond online scams, in all of 2016, more than 30 million trips took place at Airbnb listings worldwide. Of those trips, significant property damage claims, meaning claims that were reimbursed under our Host Guarantee program for more than \$1,000, were reported to us only 0.009 percent of the time. At this rate, you could host a new reservation every single day for more than 27 years without expecting to file a significant property damage claim under our Host Guarantee.

Promoting more sustainable tourism.

As we have learned more about how home sharing supports more sustainable travel, we have innovated ways to take this a step further, proactively and sensitively promoting tourism beyond the most popular sights, and creating frameworks that help keep communities strong for travelers and residents alike. By helping local governments scale accommodations when hosting major events, partnering with tourism officials and NGOs, and putting new travel tools in the hands of our community, we're raising guest appreciation for local traditions and observances, treasured cultural institutions, and smaller galleries and businesses. These efforts also provide alternatives to mass-tourism models.

And while Airbnb may be best known for our work with cities, many of these strategies and tools can work even more powerfully in rural areas where little other tourism infrastructure exists. For example, our [agreement](#) with the government of the Indian state of **Andhra Pradesh** includes training hosts, particularly women hosts living in rural areas, on hospitality standards and developing authentic experiences that will be promoted on the platform.

Smart rules for smart travel

Communities around the world are crafting frameworks that promote more sustainable travel and spread the benefits of tourism to more neighborhoods. Cities including **London**, **Philadelphia** and **San Jose** have enacted new rules that allow for occasional home sharing while tying more frequent home sharing and vacation rental operations to pre-existing policy. In **New Orleans**, we worked with policymakers to put rules in place that spread home sharing and the economic benefits of travel beyond traditional tourist districts such as the French Quarter by promoting home sharing in areas not frequently visited by tourists. **Japan** and **Korea** have prepared for major events by embracing home sharing to help manage short-term housing needs.

Guidebooks and travel tools

As part of our ongoing work with the government of **Kamaishi City** in Japan to help the area recover economically from the 2011 earthquake and tsunami, we recently launched an English-language [Guidebook](#) for visiting guests. The Guidebook was developed with the help of local students and the public-private partnership dedicated to the city's reconstruction. Our library of **London Guidebooks**, meant to promote cultural tourism beyond London's well-traveled Zones 1 and 2, are organized by Airbnb hosts with particular expertise and will soon include neighborhood-based guides, as well.

Through our partnership with **Innovate UK**, we are working with one of its grantees, geolocation technology company **Bubbl**, to further develop and provide opportunities for use of their mobile app, **Tourologist**, which better connects users with the local communities they visit. We're excited about the potential **Tourologist** presents as a solution to help guests explore a city's hidden gems and drive revenue for local businesses.

And in **Barcelona**, our strategic partnership with **Barcelona Tech City** connects us to the vibrant local community of start-ups, entrepreneurs and universities with the shared aim of surfacing new innovations in travel and tourism.

Working with tourism offices and organizations

Since December 2016, Airbnb has partnered with the national tourism bureaus of Ireland and Portugal with the shared goal of promoting authentic experiences and “healthy,” sustainable tourism. We joined forces with the **Caribbean Tourism Organization** to promote the region's history and culture and to diversify the area's tourism industry to spread economic benefits to more of its citizens.

In April, we partnered with Cataratas Group, an organization that operates some of the most relevant and iconic natural sites in **Brazil**, including the Christ Redeemer statue in Rio and Iguazu Falls. A primary goal of the partnership is to promote sustainable tourism to these sights.

Scaling accommodations for major events

Airbnb's unique offer to local authorities, the rapid scaling of accommodations to help them capitalize on tourist influxes for major events, is among the most satisfying work we do. By providing temporary housing for thousands of visitors, governments can take fuller economic advantage of these opportunities, which allows governments to maximize the economic benefits of the public expenditures used to attract and support the events. Importantly, home sharing also helps governments avoid having to build permanent infrastructure that can tax their treasuries and the environment. Net environmental benefits include reducing the amount of materials used in construction, their associated emissions, and the ongoing burdens of permanent structures, which are likely to become underutilized as soon as the event is over.

Since our founding in 2008, Airbnb has worked with local policymakers and event organizers to help cities more sustainably scale up accommodations for US presidential nominating conventions, the FIFA World Cup, Pope Francis' visit to **Philadelphia** in 2015 and the 2016 Summer Games in **Rio de Janeiro**, among countless other events.

While research is only just beginning to uncover the full environmental effects of home sharing as a solution to this particular need, a [December 2016 study](#) by the World Economic Forum and the Massachusetts Institute of Technology, using Airbnb data, showed that over the course of the Rio Games, 48,000 Airbnb listings housed 85,000 of the city's estimated 500,000 visitors. Many of these listings were created in the run-up to the Games. The study's authors found that Rio would have needed to build 257 hotels to accommodate that many visitors.

Our new agreement with the city of **Campina Grande**, in the Brazilian state of Paraíba, is designed to help the city maximize the economic impact of their June Festival by enabling guests to stay in the city where the event occurs, rather than outside the city due to its scarce supply of hotel rooms. The Festival usually draws 1 million people during the month of June—Brazil's most popular event after Carnival.

In January, we were pleased to [formalize our partnership](#) with Korea's **Gangwon Province** to boost tourism as the state prepares for the upcoming 2018 Winter Olympics in PyeongChang. Through our agreement with the province, Airbnb will expand our listings through our platform over the coming year.

During professional baseball's 2017 Spring Training, Airbnb helped the [smaller towns](#) around southwest and central **Florida** benefit from the revenue the pre-season brings, and helped make this annual ritual for so many families more affordable. In 10 of the 12 Florida cities that host spring training games, residents of the home team's state [accounted for](#) the majority of Airbnb bookings.

A CLOSING NOTE

At a time when technology is beginning to displace more people and further disrupt the tax bases of already cash-strapped local governments, Airbnb is all about using our platform to create economic opportunity for people, their communities, and their governments through extra income, jobs and new revenue.

For all of us to win, no one has to lose. Hotels will continue to benefit from growing interest in tourism even as Airbnb continues to grow. We look forward to working with more policymakers around the world to help them leverage our platform for the opportunities it can provide.

APPENDIX. Progress in communities around the world: case studies

Hundreds of cities and other jurisdictions around the world have enacted smart, forward-looking rules for home sharing or have updated existing rules. While these policies may not be right for everyone, the following jurisdictions have enacted or updated such rules since December 2016 in ways that can provide guidance for other officials considering how to regulate home sharing today:

Denver, Colorado

London, United Kingdom

New Orleans, Louisiana

Portland, Maine

Tasmania, Australia

Denver, Colorado

In June 2016, Denver adopted reasonable regulations to legalize short-term rentals (STRs). The law went into effect on December 31, 2016. Denver is the first city to have a 100-percent online registration process, and we reached out to hosts to ensure that they followed the city's rules. Our efforts have resulted in a very high compliance rate: the highest in the US within the shortest period of time.

Policy highlights

- No nightly caps on short term rentals, both hosted and unhosted rentals are permitted
- Easy online registration system resulting in high rate of compliance from host community
- Low registration fee of a total of \$75

About Airbnb in Denver

- Active listings: 3,000
- Entire home | Private room: 67% | 30%
- Typical host income (in USD): \$6,500
- Total number of guests since 2008:
- Average length of stay: 3 days

London, United Kingdom

In March 2015, new national legislation was enacted to reform 1970s-era legislation regulating short-term rentals in the capital. Now, Londoners are able to share their homes with guests from all over the world, just as residents in the rest of the United Kingdom are able to do. These reforms help local hosts meet the cost of living in one of the most expensive cities in the world. Airbnb also has announced new automated limits to ensure that entire homes in London are not shared for more than 90 days without permission, to ensure that home sharing grows responsibly and sustainably. The news was widely praised by many organisations, including the Department for Communities and Local Government and the Mayor of London, who has called on other online platforms to follow suit.

Policy highlights

- Hosts in London can share their homes for up to 90 days per year without this being considered a “change of use” requiring planning permission
- Hosts across the UK are able to earn up to £7,500 per year from renting a room in their primary residence without having to pay income taxes on it
- Simple, proportionate fire safety measures apply across the UK

About Airbnb in London

- Active listings: 55,000
- Entire home | Private room: 51% | 47%
- Typical host income (in USD): \$5,200
- Total number of guests since 2008: Over 4,000,000
- Average length of stay: 4.4 nights

New Orleans, Louisiana

In December 2016, the New Orleans City Council voted 5-2 to pass landmark legislation to strengthen home sharing in the city. The ordinance included regulations for short-term rentals in owner-occupied and entire-home listings, a streamlined registration process, tools for enforcement, and funding for affordable housing.

Ordinance highlights

- Legalizes short-term rentals by creating new licenses for hosted rentals, unhosted rentals, and rentals in commercial districts.
- Establishes a streamlined “pass-through” registration system to help hosts comply with city policies and safety regulations.
- Permits platforms like Airbnb to collect and remit taxes on behalf of hosts, simplifying requirements for the host community and ensuring that the city receives the revenue it is owed.
- Establishes no limits on the number of listings per host, nor on the number of nights hosted rentals may be shared. For unhosted rentals (“Type T”), there is a 90-day limit.
- Establishes a \$1 per night fee to support enforcement efforts.

About Airbnb in New Orleans

- Active listings: 5,000
- Entire home | Private room: 75% | 23%
- Typical host income: \$10,200
- Total number of guests in 2016: 342,000
- Average length of stay: 3 nights

Portland, Maine

In September 2016, Airbnb worked with elected officials in Maine's largest city to develop comprehensive regulations to permit short-term rentals, e.g., a unit rented out for less than 30 consecutive days per year. Together with an organized and passionate host community, Airbnb sought a policy that addressed the key issues raised by Portland lawmakers, including affordable housing, public safety, and economic development, while clarifying the legality of short-term rentals under local law. After six months of public hearings and negotiations, the City Council passed comprehensive reform in March 2017, creating a model framework for mid-sized cities that seek to foster responsible home sharing.

Ordinance highlights

- Legalizes home sharing throughout the city, both on the islands and the mainland.
- Creates a simple registration system for owners and/or tenants who wish to engage in short-term rentals (STR).
- Registration fees are on a sliding scale, with owner-occupied STRs costing less than non-owner occupied STRs. Fees are dedicated to support affordable housing via the Portland Housing Trust Fund.
- No nightly cap on STRs. Hosts may register up to five units.
- Allows up to two people per bedroom plus two additional guests, per unit.
- Registration/regulatory requirements for STRs do not apply on Portland's islands. This innovative mechanism acknowledges an area of the community that has traditionally been a vacation-rental market and allows expanded use of STR in those neighborhoods.

About Airbnb in Portland, Maine⁴

- Active listings: 700
- Entire home | Private room: 70% | 30%
- Typical host income: \$9,800
- Total number of guests: 54
- Average length of stay: 2.1 nights

⁴ As of April 1, 2017

Tasmania, Australia

In February 2017, the Tasmanian Premier announced that the Tasmanian Government had decided to deregulate the short-term rental (STR)/home sharing industry across all of Tasmania. As a result, a new statewide planning regime (“Statewide Planning Provisions” or SPP) will come into effect beginning July 1, 2017. The new SPP removes STR policymaking from local councils and makes home sharing entirely legal across the state. The new regime provides either zero process (and fees) or a very streamlined, low cost, self-assessment process for the vast majority of houses, townhouses and apartments throughout Tasmania.

Regulation highlights

- Establishes no caps or other limits on the number of listings per host, nor on the number of nights entire listings may be shared.
- Legalizes short-term rentals for all primary places of residences with four bedrooms or less (no approval processes or fees are required).
- Establishes a streamlined “self-assessment” process for all primary places of residences with five bedrooms or more, and for all non-primary places of residences with four bedrooms or less. A small (\$250 AUD or \$185 USD) once-only fee is likely to apply.
- Requires all non-primary places of residences with five bedrooms or more to seek planning approvals from their local councils.

About Airbnb in Tasmania

- Active listings: 4,000
- Entire home | Private room: 75% | 24%
- Typical host income: \$7,600 AUD (\$5,600 USD)
- Total number of guests in 12 months to May 1, 2017: 218,000
- Average length of stay: 3 nights