

Environmental Impact - Netherlands

Staying in an accommodation booked on Airbnb is, by its nature, much more resource efficient and environmentally friendly than traditional accommodations. By staying in properties available on the Airbnb platform instead of hotels, guests using Airbnb in the Netherlands in 2017 achieved:

Energy savings equivalent of
20,900 homes

Water reduction equivalent of
330 Olympic-sized pools

Greenhouse gas emissions equivalent of
60,400 cars

Waste reduction of
Up to 3,000 tons

Hosts on Airbnb proactively incorporate environmentally friendly practices in their hosting and the majority of guests using Airbnb choose for Airbnb because it represents environmentally-sustainable travel:

96%

Hosts who incorporate environmentally friendly practices in their hosting

75%

Hosts who provide information on public transit

46%

Hosts who provide bicycles for guests

73%

Guests who indicated environmentally-sustainable travel as a consideration that led to using Airbnb

Environmental Impact - Amsterdam

Staying in an accommodation booked on Airbnb is, by its nature, much more resource efficient and environmentally friendly than traditional accommodations. By staying in properties available on the Airbnb platform instead of hotels, guests using Airbnb in the Netherlands in 2017 achieved:

Energy savings equivalent of
9,800 homes

Greenhouse gas emissions
equivalent of
28,300 cars

Water reduction equivalent of
**160 Olympic-
sized pools**

Waste reduction of
Up to 1,400 tons

Hosts on Airbnb proactively incorporate environmentally friendly practices in their hosting and the majority of guests using Airbnb choose for Airbnb because it represents environmentally-sustainable travel:

93%

Hosts who incorporate environmentally friendly practices in their hosting

84%

Hosts who provide information on public transit

28%

Hosts who provide bicycles for guests

74%

Guests who indicated environmentally-sustainable travel as a consideration that led to using Airbnb

Methodology

Data presented in this report is derived from two sources:

Data reported about the eco-conscious activities of hosts on Airbnb (e.g., hosts who provide recycling, hosts who provide information on public transit, etc.) comes from Airbnb’s most recent annual Compact Survey, which was administered in February 2017. Airbnb distributed this survey to hosts who had hosted at least one time during 2016; the sample sizes per geography are:

Geographies	Number of respondents
Netherlands	1,073
Amsterdam	356

To calculate the environmental impacts of traveling on Airbnb, we engaged with Cleantech Group, a consultancy that helps accelerate sustainable innovation, to conduct [a high-level analysis](#) in 2014 of how the impacts of stays at Airbnb properties compare to that of stays at more traditional accommodations. Cleantech Group’s 2014 findings were based on an analysis of public sources and proprietary Airbnb data, including survey responses from over 8,000 guests and hosts on Airbnb, and focused on five impact areas: a) energy and greenhouse gas impact, b) water impacts, c) waste impacts, d) chemical impacts, and e) induced travel impacts.

Cleantech Group’s 2014 analysis provided a model for Airbnb’s use in calculating updated findings of the environmental impacts of traveling on our platform. The model has direct application for the same geographies as in 2014: Europe and North America. We also use the Europe model for specific geographies within Europe—in this case, the Netherlands and Amsterdam.

For this study, we used the Cleantech model, number of nights booked in 2017, and total guest arrivals in 2017 to calculate the impacts for each of the geographies of using Airbnb on reductions in energy, greenhouse gas emissions, water and waste using updated Airbnb. We used the following conversions:

MMBtu per household per year: **38**

Greenhouse gas emissions per average vehicle per year (Europe): **1.76**

Liters of water in an Olympic-sized swimming pool: **2,498,371**