

## **New Study: Airbnb Community Makes Amsterdam Economy Stronger**

*Airbnb Helps Amsterdam Hosts Earn Extra Income, 93% of Guests Want to "Live Like a Local"*

**San Francisco, Calif. (June, 18, 2013)** – Airbnb, the world's leading marketplace for booking, discovering, and listing unique spaces around the world, today released a new study highlighting the Airbnb community's positive impact on the Amsterdam economy. The study comes shortly after Amsterdam's City Board said companies like Airbnb help "make better use of the housing stock, can be a touristic economic stimulus, and apparently fill a need of today's tourists."

The study found that the overwhelming majority of local residents in the Airbnb community rent out the home they live in on an occasional basis. The additional income they earn helps them pay their bills, start new businesses and pursue new projects.

"The Airbnb community in Amsterdam helps residents and small businesses benefit from tourism," said Airbnb Public Policy Director Molly Turner. "Local residents earn extra money that helps them cover housing costs and living expenses and travelers from around the world have a new, more sustainable and social way to visit one of Europe's most vibrant cities."

Additionally, the study determined that travelers use Airbnb because it allows them to "live like a local" while visiting Amsterdam. It also enables them to stay longer and spend more money on a variety of daytime activities during their trip, bringing tourism's economic benefits to neighborhoods and small businesses not frequently visited by tourists.

According to the study:

- 87% of Airbnb hosts rent the homes they live in to visitors on an occasional basis.
- Guests are looking for authentic experiences: 93% want to "live like a local" and 89% said they wanted to explore areas off the beaten path.
- 50% of guests used Airbnb to visit Amsterdam for the first time, indicating that this form of social travel is an attractive way for people to learn about the city and its culture.

- 36% of Airbnb hosts say the income they earned via Airbnb has helped them make ends meet, while an additional 30% say the money they earned using Airbnb has helped them launch a new business or pursue a new project.
- Airbnb guests stay an average of 3.9 nights and spend €792 over the course of their trip, compared to hotel guests who stay an average of 1.9 nights and spend €521. 35% of guests said they would not have come to Amsterdam or stayed as long without Airbnb, while 75% said Airbnb makes them more likely to return.
- The average Airbnb guest spends €179 at local businesses in the neighborhood where they stay.
- 73% of Airbnb properties in Amsterdam are located outside the eight central tourist districts, and 69% of Airbnb guests said they used Airbnb to explore a specific neighborhood.

In early June, the city of Amsterdam proposed new, progressive policies that clarify how local residents can rent out their homes on Airbnb and that show the city's commitment to promoting the growth of the sharing economy. The proposed policies make clear that Amsterdam residents can occasionally rent out their own homes under certain conditions.

"These policies demonstrate the city's commitment to innovation, and we look forward to working with policymakers to ensure the Airbnb community continues to make Amsterdam's economy even stronger," added Molly Turner.

**About Airbnb:**

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world – online or from a mobile phone. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences at any price point, in more than 30,000 cities and 192 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.

**Contact:**

press@airbnb.com

###

