



# Colorado Counties Inc Airbnb

February 2022

# Colorado Counties Inc. + Airbnb

## Goals



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### Economic Impact of short-term rentals in communities

Learn more about the economic opportunities hosting provides hosts, and communities at large



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### Airbnb's Trust and Safety Tools

Learn about the ways in which Airbnb is working with governments, hosts and guests to make sure we safely operate in communities



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### Airbnb's Compliance Tools

Learn more about Airbnb's compliance agreements with cities across the world, and how we work in partnership with local government to enforce short term rental laws

# **Airbnb Economic Impact on Hosts and Communities**

## Airbnb's Approach

- Airbnb was born in 2007 and is powered by everyday people who use what is typically their greatest expense -- their homes -- to supplement their income.
- Supporting the communities in which we operate, while providing our Hosts with the economic opportunity that hosting enables, is a top priority for us.
- Airbnb endorses reasonable short-term rental regulations that support the local tourism industry in a sustainable manner, while protecting public safety and preserving neighborhood integrity.



# Airbnb Host and Guest Milestones

**\$150 billion**

Host earnings since 2010

**1 billion**

Guest arrivals to date

**100,000**

Cities have welcomed  
Airbnb guests

# Airbnb + Local Government Milestones

*\*Updated CO specific stats coming in 3/22*

**\$4 Billion**

Global transient  
occupancy tax remittance  
May-August 2021

**\$520  
million**

U.S.A transient occupancy  
tax remittance  
May-August 2021

# Tax Remittance in Colorado

As part of EACH reservation, Airbnb currently remits the following taxes:

- Colorado Sales Tax
- County Lodging Tax
- Local Marketing District Tax
- Local Sales Tax

# **Working collaboratively across Colorado in times of need**

**Airbnb is committed to using our platform for good. Airbnb.org, in partnership with our hosts aims to provide short term accommodations for those leaving their homes due to conflict, or climate disaster.**

## **December 2021: Marshall Fires:**

Airbnb.org coordinated with the Boulder Office of Emergency Management and other local partners, who referred victims in need of emergency accommodations to receive access to free stays. To date, Airbnb.org has provided 254 nights of accommodation for 36 guests displaced by the fires in Boulder County.

## **August 2021: Afghan Newcomer Response:**

As evacuations from Afghanistan started, Airbnb.org committed to housing 20,000 Afghan newcomers across world. To date Airbnb.org has provided 1400+ nights of accommodations for 400 new neighbors across the state.



# Airbnb Regulatory Scheme: Community Safety

Airbnb requires our Hosts to maintain the highest industry standards and compliance with local regulations. Working in tandem with local governments, Hosts, guests, and neighbors, our programs design and promote tools to create a short-term rental compliance structure that does not place onerous burdens on Hosts but prioritizes best practices for community safety.

# Government Facing Tools:

## **Partnership for Nuisance Listings**

Short-term rentals can operate safely in communities with clear standards and meaningful landlord-based nuisance penalties for repeat party houses, or listings where there are persistent safety issues.

## **Law Enforcement Portal**

Airbnb strives to establish strong partnerships with local law enforcement and the vital work they do. We have a dedicated team to respond to requests for information from law enforcement authorities around the world and resolve problems.



# Host Facing Compliance Tools

## Host Education Campaign

We require Hosts to follow local rules and regulations. To support the County's short-term rental registration and compliance efforts, Airbnb can create a customized Responsible Hosting Page for Hosts across CO counties



# Guest Facing Tools

## New Guest Standards

Our new Guest Standards create a clear and actionable enforcement framework for these scenarios and if it is determined that a guest has violated the new standards. Depending on the specifics of the violation, it may result in account suspension or removal.

Our new Guest Standards cover five scenarios:

1. Excessive noise
2. Unauthorized guests
3. Unauthorized parking
4. Unauthorized smoking
5. Major cleanliness concerns requiring excessive cleaning after checkout



## Community Facing Tools

### Airbnb Neighborhood Support Line

The ***Neighborhood Support Line*** provides a direct line to report concerns and provides important support for neighbors. Neighbors can submit a written complaint for our support team to review, and Airbnb response. This contact garners timely action through our rapid-response agents.

Members of the public can access the Airbnb Neighbor Tool at [www.airbnb.com/neighbors](https://www.airbnb.com/neighbors) or call us at +1 (855) 635-7754.



# **Airbnb Regulatory Scheme: Partnerships w/ Jurisdictions**

## Data Sharing Agreements w/ Cities:

- Our MOST successful city partnerships rely on a HIGH degree of collaboration and trust
- City officials prioritize creating fair regulations that preserve the economic benefits of hosting and balance those with enforcement
- Governments are best positioned to retain control over enforcement, with support from STR platforms



**Data Sharing  
Agreements w/  
Cities Active in:**

San Francisco

New Orleans

Paris

Barcelona

Kauai

Maui

And 40+ other cities globally



# City Portal

The City Portal is a one-stop-shop for regulators to gain insights into the Airbnb community in their jurisdiction

This includes localized data on Airbnb's footprint as well as resources related to tourism recovery efforts, community safety, and Airbnb support

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airbnb.com/cityportal/jurisdictions/denmark

One Airbnb | OneLogin | City Portal | City Portal Dev Env | City Portal - Figma | 2021 Q2: Geos... | REGULATORY IMP... | VoteBuilder Wisco... | Ads Manager - Ma... | Adobe Spark | Other Bookmarks | Reading List

airbnb Home Reports

# Visit Denmark

Use this dashboard to get in touch with your Airbnb team, review home sharing metrics, and access resources you can put to work for your community.

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## Global metrics

Keep track of Airbnb's home sharing data and economic benefits to see what we contribute to communities around the world. You can learn more by clicking on each metric.

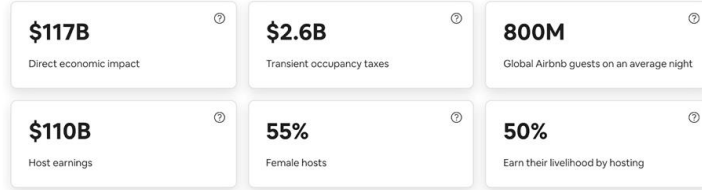
<b>\$117B</b> Direct economic impact	<b>\$2.6B</b> Transient occupancy taxes	<b>800M</b> Global Airbnb guests on an average night
<b>\$110B</b> Host earnings	<b>55%</b> Female hosts	<b>50%</b> Earn their livelihood by hosting

# City Portal Global Dashboard



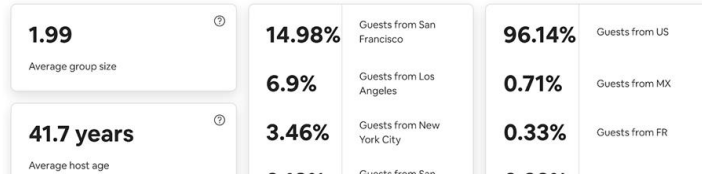
### Global metrics

Keep track of Airbnb's home sharing data and economic benefits to see what we contribute to communities around the world. You can learn more by clicking on each metric.



### Local metrics

Keep track of home sharing's footprint in your community so you can stay informed about local activity. We update these metrics every six months.



# City Portal Local Dashboard

# Sharing Data

To provide you a personalized view of short term rental activity in your community, we have built the City Portal that includes key statistics about who is Hosting and who is visiting.

This information is updated every six months to ensure you can understand trends and key changes.

# Working Together On Registration & Enforcement

## What role government, Hosts, and platforms play in ongoing compliance

### Government Sponsored Registration

Citizens are able to obtain a registration number through the City's online application process

### If action is required, Government & Airbnb partner to remedy

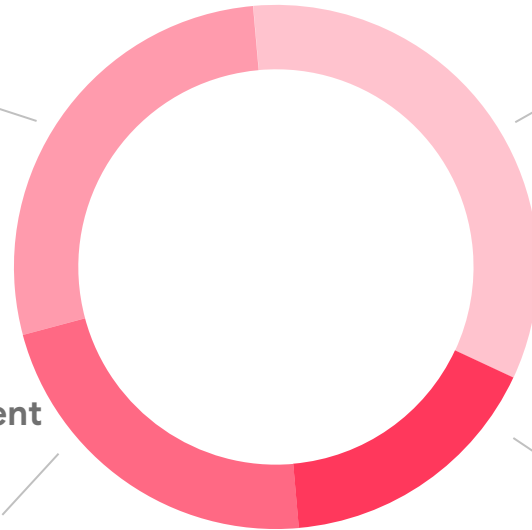
The City has Host contact information through registration & Airbnb can send notifications to host and potentially remove listing requested through the Portal

### Airbnb Outreach to Hosts

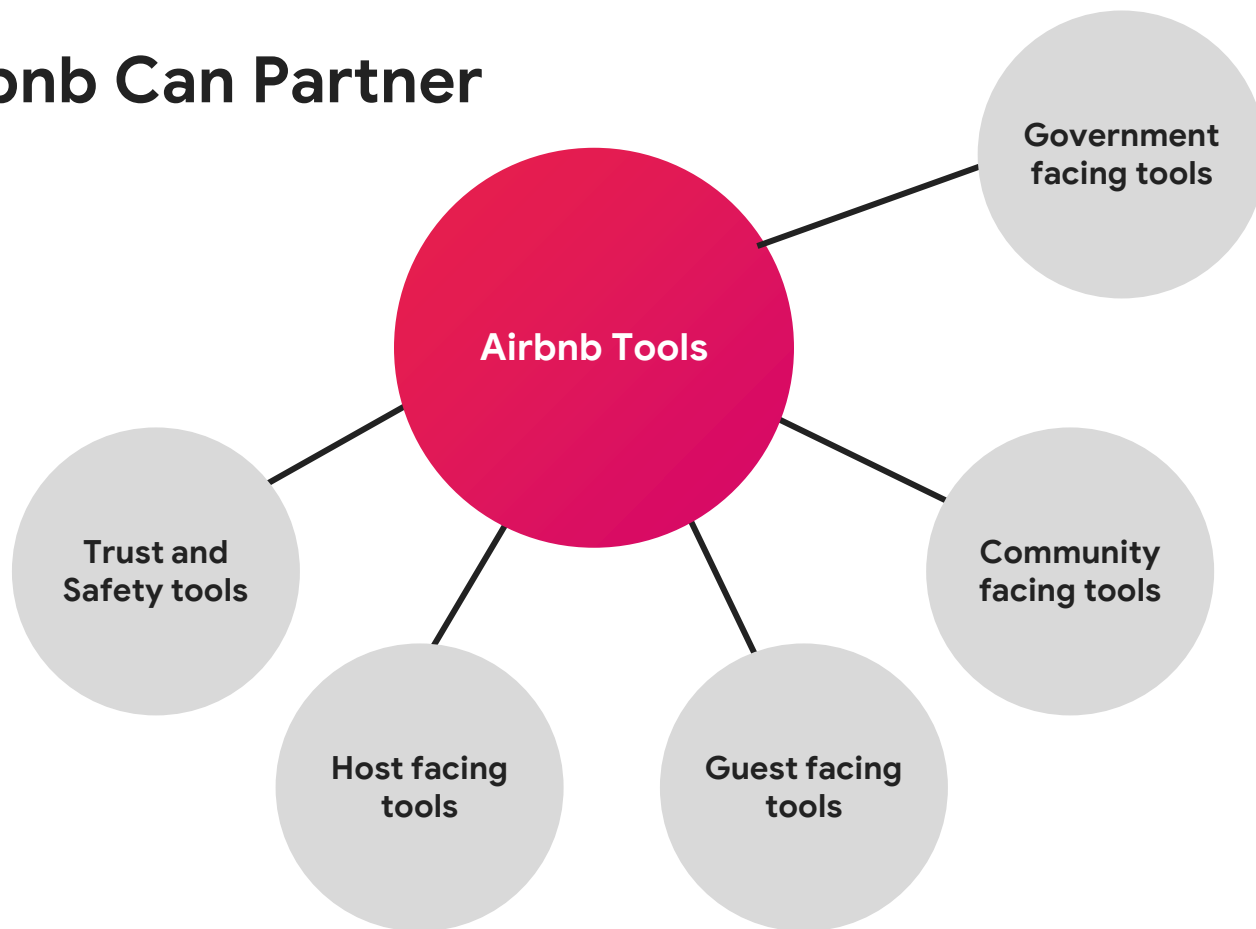
Airbnb and government work together to reach hosts to have them include their registration number in their online ad

### Host Brings Registration # to STR Platform(s)

Host is required to put their city obtained number on their listing before publishing



# How Airbnb Can Partner



# Questions? Want to Partner?

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