



# Airbnb Helps Host Big Events

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Big events are big business for destinations around the world. Sporting events, major conventions, meetings, and festivals can drive economic development, engage local residents and inspire civic pride. However, many require substantial investments in infrastructure that destinations may not need after the event is over.

For host cities seeking to ensure better economic, social and environmental returns on those investments, home sharing can be an innovative solution. By leveraging existing local resources, Airbnb can lessen the top-down investments required while ensuring that more residents benefit from the event.

## Benefits for Destinations

### Economic

Airbnb leverages existing infrastructure—homes—to accommodate peak demand, allowing cities to focus on the infrastructure investments that are most needed. As a result, local households earn additional income, and spending is distributed to more businesses and neighborhoods throughout the city.

### Social

Big events bring people from different places and backgrounds together. Airbnb connects curious visitors with hospitable locals in meaningful exchanges that build local pride, foster cultural exchange, strengthen understanding, and create one-of-a-kind personal experiences.

### Environmental

By helping residents share their homes, Airbnb promotes the efficient use of existing resources and a more environmentally sustainable mode of travel. Home sharing results in a significant reduction in energy use, water use and waste generation, and encourages greater sustainability awareness amongst residents and visitors alike.

## Benefits for Planners

### Flexible Capacity

Airbnb can mobilize its community to open their homes and increase the number of available beds in a city or neighborhood, whether at the last minute with overflow housing, or well in advance through room blocks. Because Airbnb's accommodations are located in neighborhoods throughout the city, we can offer accommodations close to venues that may not have existing hotel infrastructure.

### Greater Efficiency

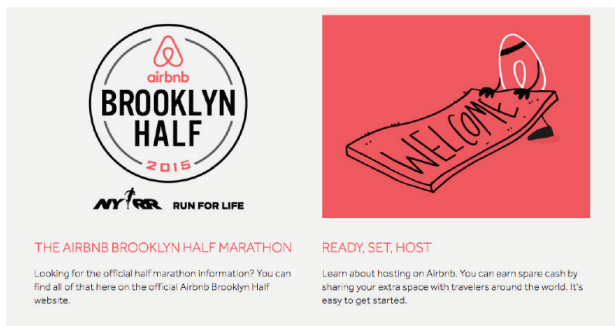
Not all destinations have the capacity to host all the events they'd like. Airbnb can help accommodate more events and more attendees without increasing room blocks or building more hotels.

### Meeting New Demands

Today, event and meeting attendees seek authentic, local experiences and additional amenities. Airbnb can make everyone feel at home wherever they want to stay in the city. Our hosts often provide them with access to amenities such as kitchens, multiple bedrooms, outdoor living areas...and of course local experiences they can't get anywhere else.



**Case Study: 2014 Brazil World Cup**  
In 2014, millions traveled to Brazil to attend and celebrate the World Cup. Airbnb worked collaboratively with the Brazilian government to accommodate excess demand. In the host city of Cuiabá, Airbnb added 4,000 beds in just two weeks without building a single new structure.



**Case Study: Brooklyn Half Marathon**  
Millions of runners descended on this outer New York City borough for the marathon in 2015 and Airbnb's Brooklyn hosts were there, not only to open their homes but to provide unique hospitality. Together with our partners, the New York Roadrunners, Airbnb helped highlight the borough's unique runner-friendly destinations and activities.

## Visit Philadelphia wants Airbnb hosts to be tourism 'ambassadors'

Aug 31, 2015, 1:37pm EDT

INDUSTRIES & TAGS: Technology, Logistics & Transportation, Media & Marketing, Leisure

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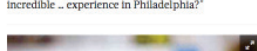
**Kenneth Hilarie**  
Reporter  
Philadelphia  
Business Journal



Airbnb and Visit Philadelphia are planning to team up in hopes of turning local hosts of the rental service into city ambassadors and expand its footprint in Philadelphia.

"We are working really closely with a lot of the key tourism folks throughout the city," said Alex Ward, general manager for U.S. New Markets at Airbnb. "How can we really make sure that hosts have all the things they need to provide an incredible ... experience in Philadelphia?"

HOME OF THE DAY



San Francisco, Calif.-based ...

**Case Study: Philadelphia Papal Visit**  
In 2015, the Pope visited Philadelphia. Families from around the world visited the city to celebrate the momentous occasion with local Airbnb hosts in their homes. Together with the Mayor's Office, the Convention and Visitors' Bureau, and the Transit Authority, we educated hosts about what to expect, how to be the city's ambassadors, and how to prepare for logistical challenges the visit presented.

## Get in touch

Airbnb looks forward to furthering our collaboration with event and meeting organizers and destination managers around the world. If you're interested in learning more about partnership opportunities, please contact us at [bigevents@airbnb.com](mailto:bigevents@airbnb.com).

