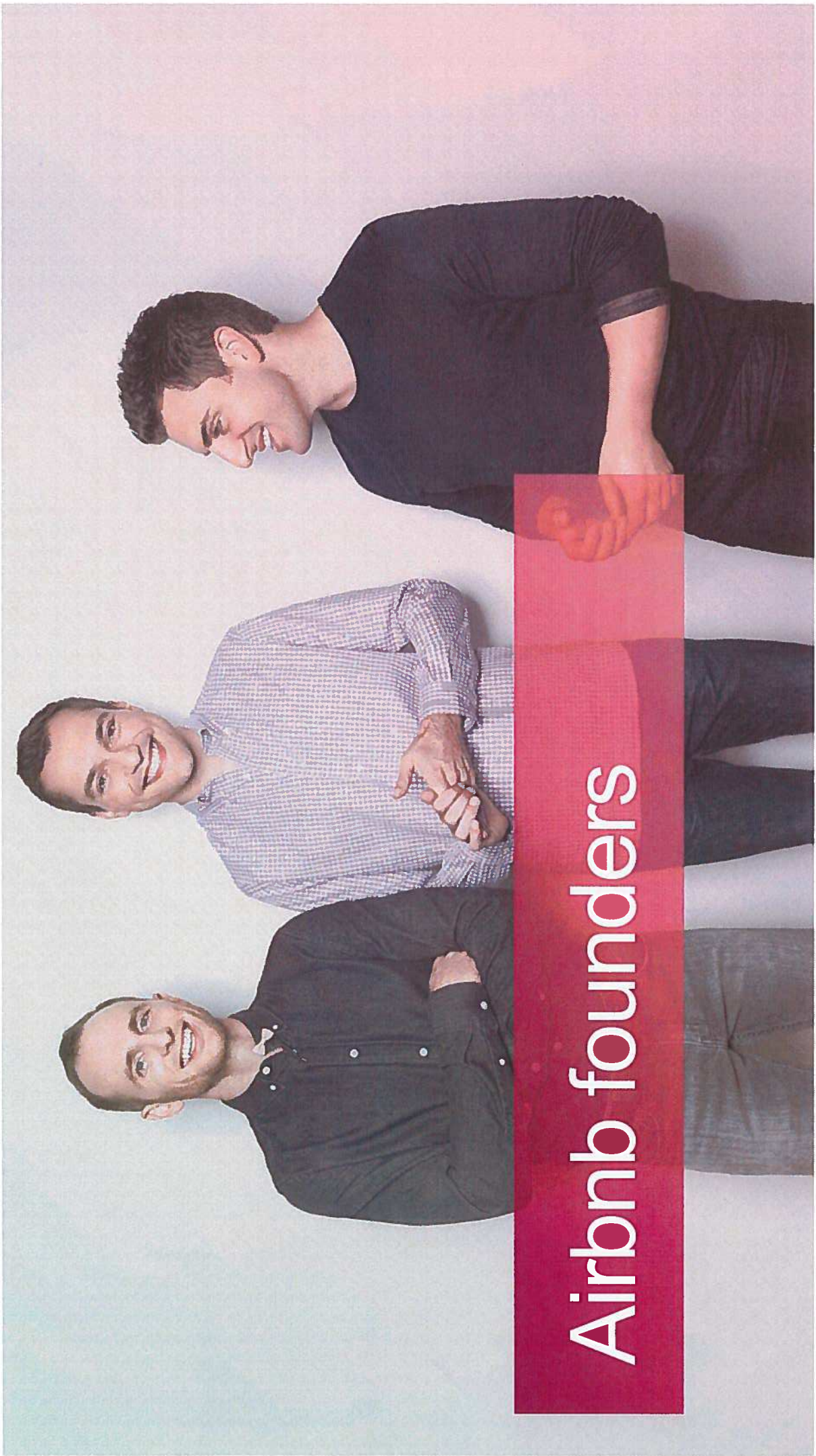


# Belong Anywhere:

# Airbnb & The Sharing Economy in Denmark

Bo de Koning, Public Policy Manager Nordics





# Airbnb founders



A photograph of a living room with a red overlay containing the text "The Beginning of Modern Home Sharing". The room features a brown leather sofa, a black leather chair, a wooden coffee table, a television on a stand, a fireplace, and a window with blinds. A staircase with a metal railing is visible in the foreground.

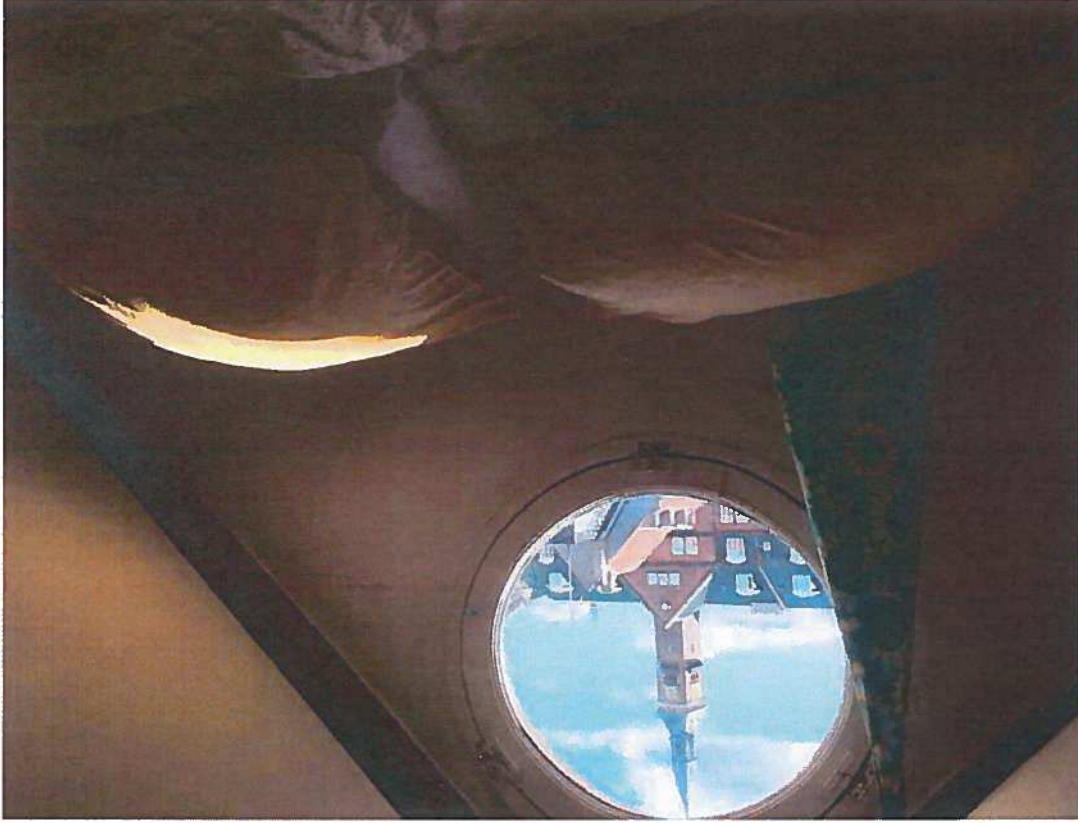
# The Beginning of Modern Home Sharing







“Live like a local”





200 million+ guest arrivals

65,000+ cities

191+ countries



## airbnb in denmark

**The Airbnb community helps grow and diversify tourism –**

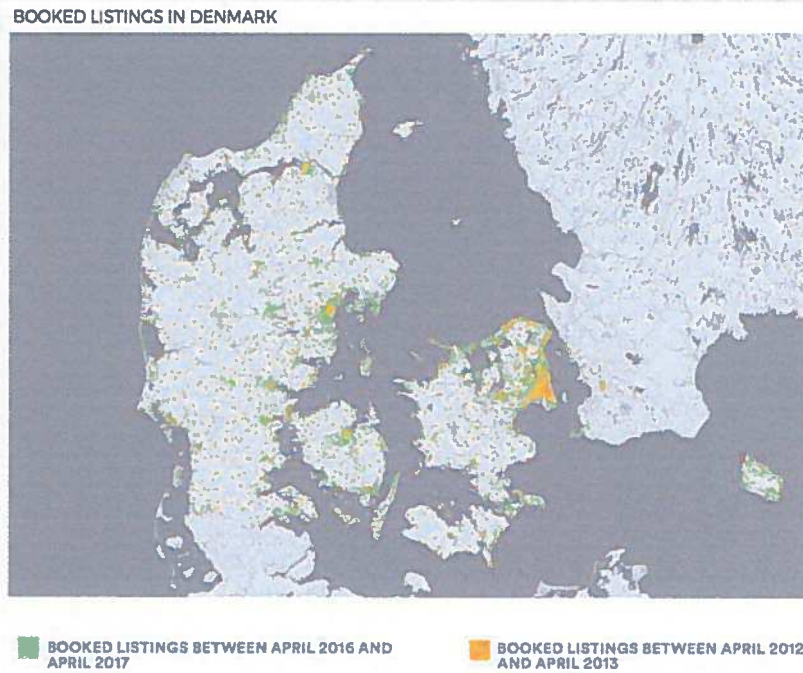
The **31,000 hosts** on Airbnb all across Denmark have welcomed **732,000** guest arrivals into their homes over the past 12 months.

**The Airbnb community generates new economic activity –**

The Airbnb community generated an estimated **DKK 5.18 billion** in Denmark in the past year. The average daily spending of Guests traveling via Airbnb is DKK 1,700.

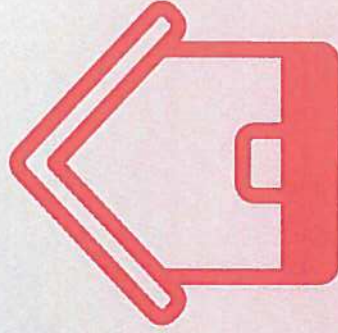
## airbnb in denmark

**The Airbnb community helps spread the benefits of tourism – More than 40 percent of cities & villages in Denmark with an active listing on Airbnb have no hotel.**



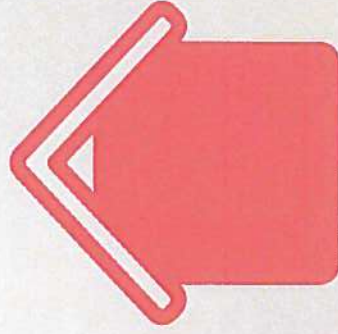


# WHAT DOES THIS MEAN FOR DENMARK?



Typical hosts rent an  
**average**  
of **22 days** a year

+



They **keep 97%** of  
the posted price

=

And supplement  
their income by

**14,600**

**DKK a year**



## Copenhagen specific

### **Hosts are typically regular members of the community –**

94 percent of Airbnb hosts in Copenhagen share the home in which they live and the typical host on Airbnb in Copenhagen earns an additional DKK 14,400 a year.

### **Airbnb has no significant impact on housing in Copenhagen –**

A typical unit of housing in Copenhagen would need to be shared for 246 nights per year on Airbnb to be more financially attractive to its owner than a long-term rental. Over the past 12 months, only 115 entire homes were booked for more than 246 nights on Airbnb, representing just 0.0366%% of all housing units in Copenhagen. Put another way, that is 1 in every 3 000 housing units.





# The importance of the Community





# We're Committed to Local Solutions that Work

Accountability & Enforceable Home Sharing Rules

Transparency & Privacy

Good Neighbor Rules

Tourist Tax Collection





← Tilbage til startside

**Kom i gang**

Find en bolig til at overnatte i

Oplevelser

Forretningsrejse

**Book din rejse**

Betaling

Dine rejser

Rejseproblemer

Din konto

Bliv vært

Partnere

## Ansvarlig udlejning i Danmark

Vi opfordrer værter til nøje at overveje deres ansvar. At være vært giver en masse oplevelser, men der følger også særlige forpligtelser med. Ud over vores [Gæstfrihedsstandarder](#) er der her nogle måder, hvorpå du kan være en ansvarlig vært. \*

### Sikkerhed

[Hvad kan jeg gøre for at gøre min bolig sikker for gæsterne?](#)

#### Procedurer til nødsituationer

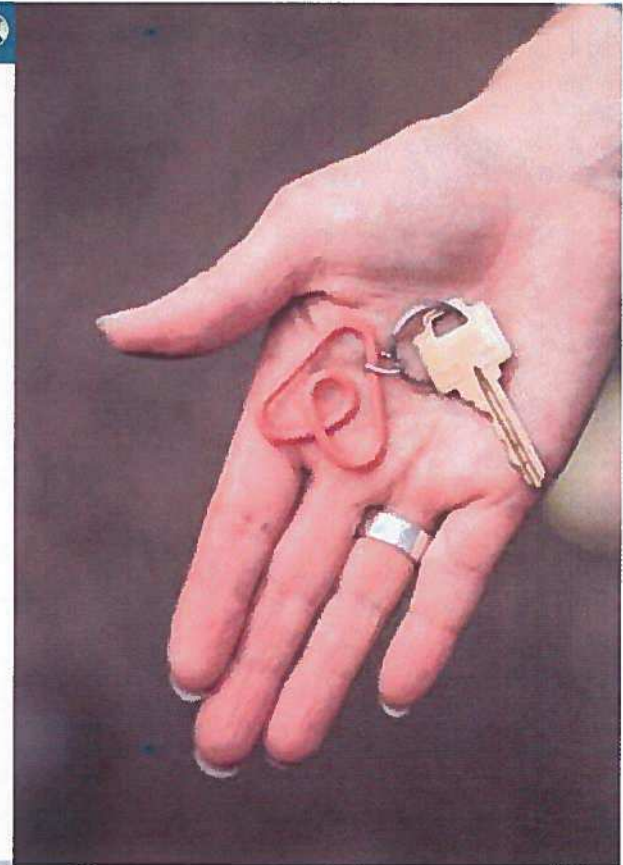
##### Kontaktoplysninger:

Angiv lokale numre til nødberedskab og nærmeste hospitaler. Sørg også for, at angive et nummer til dig selv i nødsituationer, samt et alternativt nummer, som gæster kan bruge i nødsituationer. Du skal også sørge for tydeligt at kommunikere, hvordan du skal kontaktes, hvis gæsten har spørgsmål eller der opstår problemer.

##### Udstyr:

Sørg for, at du har en førstehjælpskasse.

##### Forebyggelse af brand:



Responsible platform





Moving forward,  
We remain committed to denmark



# Sharing economy strategy

- ⌘ Airbnb welcomes the **progressive and forward-looking** strategy, putting the responsible tax payer front & center
- ⌘ Proposed rules are **modern, clear, simple** for everyone
- ⌘ Good to see **welcoming approach** towards **responsible** home sharing in Denmark



