



# Airbnb and Heritage Tourism

Georgina BROWES - Head of EU Policy



# Airbnb and Heritage

\*all figures are rounded

<b>1M+</b>	Airbnb Hosts in the EU - <b>France is our biggest Host community outside the USA<sup>1</sup></b>
<b>€5,700</b>	Annual earnings from Airbnb for a typical Historical Home Host in 2022 <sup>2</sup>
<b>52,000+</b>	Number of “ <b>Historical Homes</b> ” listed on Airbnb across Europe <sup>3</sup>

1. As of [December 2023](#)

2. [Airbnb data](#) (May 2022-June 2023)

3. As of [September 2023](#)



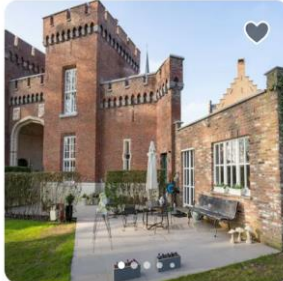


# Airbnb and Heritage

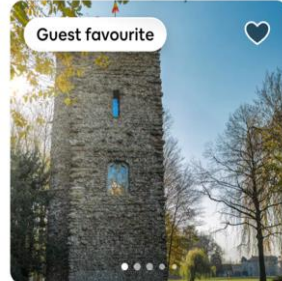
- Historical homes
- Camping
- Trending
- Design
- Barns
- Golfing
- Surfing
- New



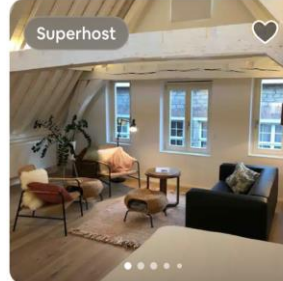
Castle in Vyle-Et-Tharou... ★ 5.0 (4)



Castle in Kruibeke, B... ★ 4.75 (20)



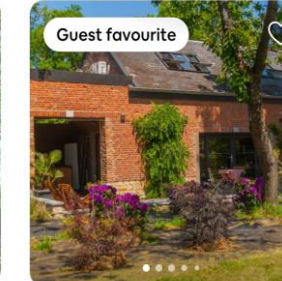
Tower in Soignies, B... ★ 4.96 (275)



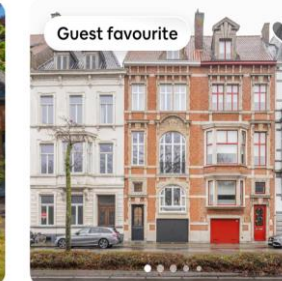
Flat in Antwerp, Belgi... ★ 4.8 (229)



Room in Kalmthout,... ★ 4.65 (248)



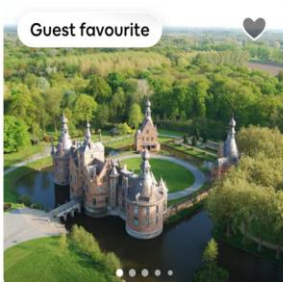
Home in Assesse, Bel... ★ 4.92 (51)



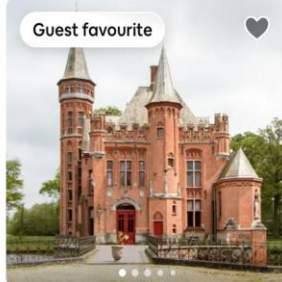
Place to stay in Brug... ★ 4.84 (31)



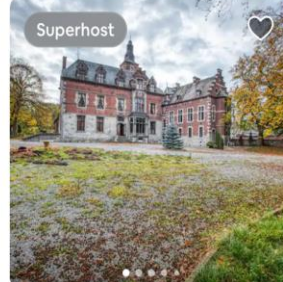
Castle in Wambrechie... ★ 5.0 (74)



Place to stay in Deinz... ★ 4.96 (90)



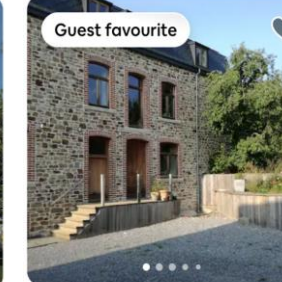
Room in Bruges, Bel... ★ 4.95 (372)



Castle in Huy, Belgium ★ 4.78 (45)



Windmill in La Louvi... ★ 4.77 (154)



Windmill in Érezée, ... ★ 4.94 (232)



Windmill in Nieuwd... ★ 4.92 (233)



# Heritage and the Transition Pathway for Tourism

## Topic 26:

### Tourism services for visitors and residents alike

“Diversifying and developing tourism services so that they benefit both residents and visitors”

- Heritage tourism is dispersed tourism
- Heritage tourism drives cultural preservation
- Heritage tourism widens access to historical properties





# Airbnb and Heritage

ca. 7,5M€ donated - 13 EU partnerships - 300+ renovation projects

FONDATION



DU  
PATRIMOINE



HISTORIC HOUSES of IRELAND



SCHLÖSSER  
UND  
GÄRTEN  
DEUTSCHLAND



CASAS HISTÓRICAS Y  
SINGULARES DE ESPAÑA



Associazione Dimore Storiche Italiane



the danish club



HRVATSKO  
RESTAURATORSKO  
DRUŠTVO



ELLINIKI ETAIRIA  
Society for the Environment  
and Cultural Heritage



## Our Heritage Pledge - commitments

Driving increased heritage travel	Supporting EU heritage Hosts	Broadening heritage travel
By end 2023, EU-wide rollout of “Historical Homes” category, and continued use of marketing materials and digital tools to promote heritage choices.	By end 2024: four seminars available to ca. 50,000 European heritage Hosts	Through 2024, actively engage with other European associations and networks dedicated to culture and heritage.



## Our Heritage Pledge - progress

Driving increased heritage travel	Supporting EU heritage Hosts	Broadening heritage travel
<ol style="list-style-type: none"><li>1. Historical Homes category live in majority of EU-27</li><li>2. 20+ heritage campaigns in 2023 - more to come in 2024</li><li>3. European Sustainable Heritage Award</li><li>4. Local “Heritage Guides” launched in France</li></ol>	“Educational Programme” on heritage hosting (in collaboration with European Historic Houses) (2 webinars and 1 workshop held as of December 2023)	Further engagement with EU and national-level associations - watch this space!