

PRESS RELEASE

## Airbnb partners with VisitAarhus, first membership in Denmark

**AARHUS, 23 January 2019** - Airbnb has today announced it has become a member of VisitAarhus, marking the first membership of Airbnb to an official tourism organization in Denmark. Under the membership, Airbnb and VisitAarhus will work together to empower hosts on Airbnb to become true Ambassadors of the City, and to promote Aarhus across the world as a unique travel destination.

The announcement was made today by Peer H. Kristensen, Executive Director of VisitAarhus and Pieter Guldemond, Public Policy Manager for Airbnb at the home of Else, a host on Airbnb in Aarhus since 2014. The event was also attended by Jacob Bundsgaard, Mayor of Aarhus and strong supporter of the sharing economy.

Aarhus has always been a special city for Airbnb. Airbnb participated in the [Sharing Economy Festival](#) in Aarhus; organized a merchant walk where hosts recommended to their guests their favourite places in the neighbourhood; and organised several meet-ups with hosts on Airbnb to exchange best hospitality practices.

Under the new partnership, Airbnb and VisitAarhus will:

- Join forces to boost the attractiveness of Aarhus;
- Empower hosts on Airbnb to become true Ambassadors of the City;
- Exchange insights and learnings about travel trends and the sharing economy.

Today, we also published new figures about our community in Aarhus. The report shows that last year, hosts on Airbnb in Aarhus welcomed over 60,000 visitors, which resulted in a combined income of 47 million DKK for Aarhus hosts on Airbnb. The typical host in Aarhus earned an additional 10,500 DKK by sharing their space for 20 nights per year.

Peer H. Kristensen, Executive Director of VisitAarhus, said:

*“In Aarhus, we have great ambitions for the city and its tourism and our goal is to double the number of guest nights from 1 to 2 million by 2025. We believe home sharing is a positive and necessary contribution to that aim and it lies deep in the DNA of VisitAarhus to embrace innovation and use it constructively to benefit tourism. Through this collaboration we will gain valuable insights into the business and the guests Airbnb helps to attract. Given the value of Airbnb to Aarhus it is important we work together - in the same way as we cooperate with all other actors in the city’s tourism industry.”*

Jacob Bundsgaard, Mayor of Aarhus, said:

*“We welcome Airbnb as an engaged member of the community that collaborates on marketing the city, along with all the other large hotels and attractions. This partnership will contribute to the continued growth of tourism in Aarhus in coming years, and is the expression of an active, forward-looking approach to the new reality of tourism in today’s world. I am looking forward to continuing the positive dialogue that will ensure that Airbnb remains a positive force for growth and development in Aarhus.”*

PRESS RELEASE

Pieter Guldemon, Public Policy Manager Netherlands & Nordics at Airbnb, said:

*“Airbnb’s people-to-people travel is attracting more and more guests to Aarhus and is generating new revenue streams for local families and communities. We are delighted to be working with VisitAarhus on this pioneering collaboration to help promote the best of this beautiful city and its people to the world. Airbnb is partnering with tourism organisations and governments across the world and while this is our first collaboration with an official tourism organisation in Denmark, we look forward to working with more stakeholders across Denmark to help spread tourism benefits.”*

**For further information please contact:**

VisitAarhus: Fie Nadja Vedsmand, +45 28 15 88 97 or mail [fv@ehrenbergsoerensen.com](mailto:fv@ehrenbergsoerensen.com)

Airbnb: Anne Ø. Laursen, +45 24 25 45 90 or mail [anne@morsingpr.dk](mailto:anne@morsingpr.dk)

**About VisitAarhus**

VisitAarhus is the official tourist organization of Aarhus. Its purposes are to contribute in increasing tourism in the area of Aarhus, and to promote the region as a holiday and travel destination. VisitAarhus is a commercial foundation. By positioning and developing Aarhus as a city of science and events with quality experiences for citizens, companies, and guests, its mission is to support tourism in the area of Aarhus, which will create results in the city, the region, and generally in Denmark. During the last couple of years, tourism in Aarhus has benefitted from great growth. Today commercial accommodations count more than one million. Thus, in the years from 2011 until 2017 the number has increased with 86 percent. Each year tourists spend around DKK 4.9 million on accommodation and experiences in Aarhus.