



Airbnb and the Women Entrepreneurship Platform partner to grow female entrepreneurship across Europe

Brussels, 11 April 2019 – Airbnb and the Women Entrepreneurship Platform (WEP), the Brussels-based umbrella organisation supporting women entrepreneurship, are now announcing their new partnership. It aims at supporting and promoting women entrepreneurship across Europe and is part of Airbnb’s vision to engage a new wave of entrepreneurs in a more inclusive and diverse way.

This partnership was announced today at a joint event organised by WEP and Airbnb in Brussels hosted by Claudia Tapardel MEP, who recently organised a conference on “Promoting Women Entrepreneurs: Success Stories from EU and Romania”. This collaboration is following the presentation of new numbers demonstrating how women make up nearly 56 percent of all hosts on the Airbnb platform and have earned nearly 28 billion euros on Airbnb since the company was launched in 2008 – 11 billion euros of that in the past year alone.

“Countless inspiring women around the world are using the Airbnb platform to support their self-made livelihoods and we are pleased to be partnering with WEP to reinforce that trend. While we know that Airbnb cannot single-handedly break down the barriers that many women face both in the workplace and in everyday life, we are proud to support women’s economic empowerment through our platform.”

Georgina Browes, Airbnb EU Public Policy Manager

Under the new partnership, Airbnb and the WEP are planning to organise multiple workshops across Europe to share resources and toolkits to better support female entrepreneurs who are interested in using the Airbnb platform to start or grow their businesses. The workshops will focus on Airbnb Experiences, a platform through which people list unique activities and can share their projects, interests and passions with visitors from around the world. Since its launch in 2017, Airbnb now counts over 25,000 unique, handcrafted experiences run by hosts across 1,000+ cities around the world, with half of them being hosted by women.

“The parity between men and women on Airbnb sharply contrasts with some of the disturbing realities in Europe today; women earn on average 16% less than their male counterparts and only one third of all the self-employed in Europe are women. We look forward to working with Airbnb to break down the barriers to entrepreneurship for women and ensure a supportive ecosystem for female entrepreneurs.”

Charlene Lambert, WEP Secretary General of WEP

“I’m very excited to see Airbnb and the Women Entrepreneurship Platform come together to support female entrepreneurs in Europe. We as a society need to do more to support women in business. It’s only by listening - as politicians, as civil society, as companies - to our female entrepreneurs that we can hope to address some of the gaps that still exist for women wishing to launch and grow their businesses in Europe today.” **Claudia Tapardel, Member of the European Parliament**



About Airbnb

Founded in 2008, Airbnb's mission is to create a world where people can belong through healthy travel that is local, authentic, diverse, inclusive and sustainable. Airbnb uniquely leverages technology to economically empower millions of people around the world to unlock and monetize their spaces, passions and talents to become hospitality entrepreneurs. Airbnb's accommodation marketplace provides access to 6+ million unique places to stay in more than 81,000 cities and 191 countries. With Experiences, Airbnb offers unprecedented access to local communities and interests through 25,000 unique, handcrafted activities run by hosts across 1,000+ cities around the world. Airbnb's people-to-people platform benefits all its stakeholders, including hosts, guests, employees and the communities in which it operates.

About WEP

WEP is the European network association representing, promoting & supporting women entrepreneurs across Europe. WEP is since 2015 a registered international non-profit organization (AISBL) based in Brussels and the Secretariat of the European Parliament's Interest Group on Women Entrepreneurs. WEP represents and endorses the interests of its members on the EU scene and promotes a non-stop dialogue with women entrepreneur organizations, all sector and industry organisations, and EU institutions. WEP breaks down the barriers to entrepreneurship for women and ensures a supportive ecosystem for female entrepreneurs by advocating for measures to promote and improve access to finance, education, innovation, government policies, and networks. The organisation also supports greater participation by women in our society by opening up new opportunities for female employment.

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