





# Dialogue on the future of Regions

*“The attractiveness of Non-Metropolitan Territories”*

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# Agenda

- Introduction
- Live and Work Anywhere
- Q&A





Mheer,  
Netherlands

# Why and how did I end up there, in rural Netherlands?



**Brian Chesky** ✓  
@bchesky

Today, we're announcing that Airbnb employees can live and work anywhere.

Our design for working at Airbnb has 5 key features:

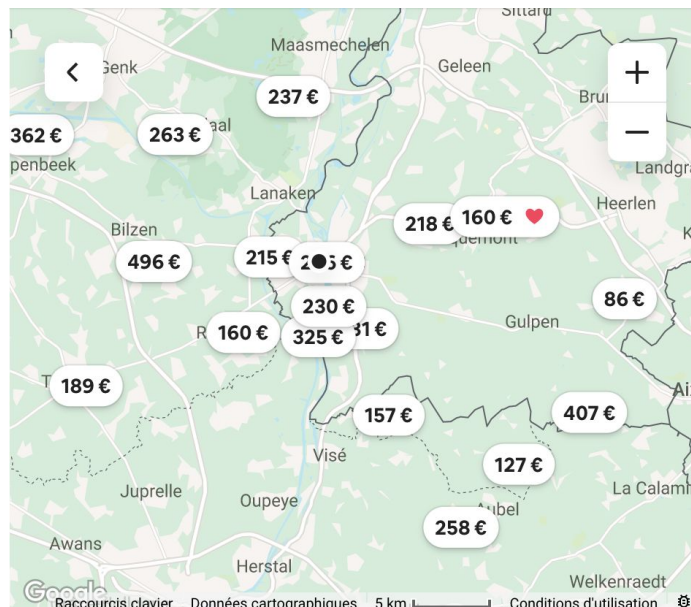
[Traduire le Tweet](#)

2:10 AM · 29 avr. 2022

6 959 Retweets 2 775 Tweets cités 51,5 k J'aime



*I looked for Maastricht ...*



# Millions of people are now more flexible about where they live and work ...

Off peak seasons



Longer stays



**...and this has opened up new opportunities for local families and rural communities to benefit**



**+ 55 %**  
in rural stays

*First 3 quarters 2019 / First 3 quarters 2022*

# This is crucial income for hosts in the current cost of living crisis

- 1.3 M+ hosts in the EU
- ~3000 euros \*
- 42% say they use the income to cover rising cost of living

\*Median annual earnings of a host in the EU in 2021

[Source](#)



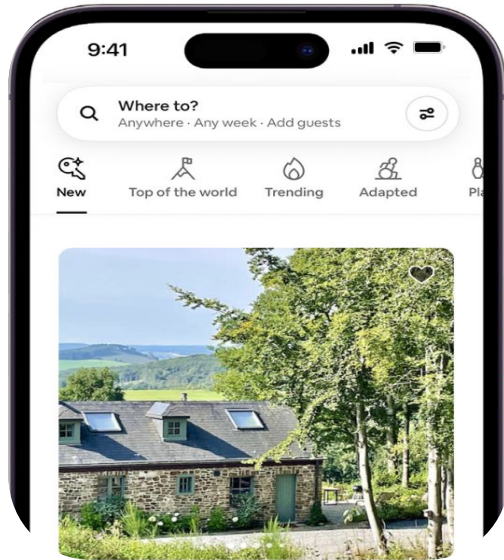
*"From the money I earn from hosting, I pay the bills for the house, the electricity and the water, and even the taxes. Additionally, I can also put some money aside for whatever happens".*

*Katerina, Greece*



# We've developed a tech powered solution to support the dispersion of tourism

"I'm flexible"



Categories



# Committed to supporting European Heritage



**La Fondation du patrimoine**  
Nov 21st 2021



**English Heritage**  
On Oct 12th 2022



**ADSI**  
Sept 15st 2022



**Schlösser & Gärten**  
On Oct 27th 2022



**Casas Historicas association**  
Sept 21th 2022

**EHHA, Belgium & Portugal  
Heritage associations**



# We are partnering with Governments around the world to help them embrace this change



September 2022

## **Airbnb Guide to Live and Work Anywhere**

How Communities Can Benefit from Remote Workers



- **Visa**
- **Tax**
- **Internet**

<https://news.airbnb.com/wp-content/uploads/sites/4/2022/09/Airbnb-Guide-to-Live-and-Work-Anywhere-15-September-2022-1.pdf>



# France - Remote working in rural villages







# Austria - Workation in Salzkammergut





# Italy - Remote work in Puglia





# Q&A