

## PRESS RELEASE

### EDiMA welcomes new member Airbnb

Brussels, 18 August 2015 – EDiMA\* is pleased to announce the addition of Airbnb to its membership. Airbnb will join the strong association of members within EDiMA in working towards the realisation of an EU digital single market and greater services and opportunities for consumer and businesses alike.

Founded in August of 2008, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodation around the world, connecting over 45 million guests with more than 1.5 million places to stay, in over 34,000 cities.

The Airbnb community in Europe is already generating hundreds of millions of Euros of positive economic impact across the continent. Guests from around the globe are experiencing European towns and cities like locals do, spreading tourist spending into areas that lie beyond the usual travel hotspots.

“As a unique and innovative marketplace, operating in 190 countries worldwide, Airbnb will add a strong voice and extra dimension to the EDiMA membership as we engage in policy debates at the EU level” said Siada El Ramly, EDiMA Director General.

“Airbnb is excited to stand alongside other innovative companies who rely on smart policy thinking to unleash the potential of new business models for everyone in Europe. We believe that the EU can lead the way in allowing consumers to access a wide range of services online, including those in the emerging “collaborative economy”. We look forward to adding our efforts and insights alongside the rest of the EDiMA membership” said Patrick Robinson, Head of Public Policy for Airbnb in EMEA.

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\* EDiMA is the European trade association representing online platforms. It is an alliance of new media and Internet companies whose members include Airbnb, Allegro Group, Amazon EU, Apple, eBay, Expedia, facebook, Google, King, LinkedIn, Microsoft, Netflix, PayPal, Twitter, Yahoo! Europe, Yelp. EDiMA's members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.