

# Counter-Trafficking Through Collaboration

## What problem is the organization trying to solve?

As a platform built on trust, Airbnb leverages partnerships with subject matter experts and organizations to continually evolve its products, policies, and educational content for hosts, travelers, employees, and neighbors to support global efforts to end human trafficking and exploitation.

## Why is this platform part of the solution?

In 2022, Airbnb launched its **Trust and Safety Advisory Coalition (TSAC)**, a coalition of 22 U.S.-based and international organizations with deep expertise in trust and safety matters, including combating trafficking and exploitation. Airbnb works closely with TSAC on proactive solutions to support responsible hosting and positive stays.

## How are the measures created and refined?

**Airbnb collaborates with TSAC and other counter-trafficking partners to provide the following:**

### Staff Training

- ▶ Airbnb has enrolled 30,000+ employee and partner learners to date in human trafficking awareness training created alongside TSAC partners.
- ▶ Partner-informed briefings help strengthen Airbnb's defenses against potential traffickers.

### Education and Support to Law Enforcement

- ▶ With the support of TSAC partners, Airbnb's dedicated Law Enforcement Operations team has educated agencies globally on its support for relevant criminal investigations, including the company's [law enforcement portal](#) and policies and procedures for legal disclosures. Airbnb has also participated in law enforcement events to foster cooperation.

"We want to promote positive experiences for all those who host and travel with Airbnb. Achieving this goal starts with building the right products, policies, and teams to foster safe and reliable experiences. This work is stronger because of the support of our Trust and Safety Advisory Coalition partners like PACT, and we are grateful to them for their continued partnership."

—Tara Bunch, Global Head of Operations at Airbnb



# U.S. Chamber of Commerce Case Study



## Improved Policies Related to Trafficking and Exploitation

- ▶ Developed in consultation with partners, Airbnb's dedicated **solo traveler safety feature** is available to guests in 50+ languages.
- ▶ Airbnb, with input from partners, redesigned its in-app Safety Center to make it easier for users to navigate.
- ▶ Airbnb's 24/7 community support line has undergone improvements to increase efficiency in routing safety-related concerns to its dedicated Safety team.
- ▶ With partner input, Airbnb updated a number of its platform policies related to trafficking and exploitation.

## Funding for Crucial Resources for Victims and Survivors

- ▶ Airbnb donated toward Polaris' work to bring its **Global Modern Slavery Directory resource** to victims and survivors in additional languages.
- ▶ Airbnb donated a total of \$540,000 to 14 nonprofits working to help combat trafficking in 9 countries through the Airbnb Community Fund, including a **grant** to the Florida Alliance to End Human Trafficking.

## Resources for Hosts, Guests, and Neighbors

- ▶ In collaboration with partners, Airbnb provides in-person educational sessions, virtual webinars, and online resources to support global efforts to combat **human trafficking** and **child sexual exploitation** in 50+ languages, with localized resources ahead of major events and in select geographies.
- ▶ The **Good Guest Guide**, which included tips on spotting and reporting suspected situations of human trafficking, reached 700,000+ guests booked for the Paris Olympics and was translated in French, German, and English.
- ▶ In 2024, 300+ hosts attended in-person and virtual webinars ahead of major sporting events in Colombia, the United Kingdom, Las Vegas, and other places.

## Results to Date



**We protect  
children in  
travel and  
tourism**

With partner support, Airbnb became the first home-sharing platform to sign ECPAT's The Code. The Code affirms Airbnb's commitment to support six governing criteria designed to help reduce the risk of sexual exploitation and trafficking of children, including platform policies, supplier contracts, employee training, stakeholder engagement, awareness raising, and annual reporting on progress.

