

Airbnb makes largest tourism sector donation to preserve Van Gogh's heritage in Brabant

29 March 2019, Oisterwijk, the Netherlands - A day before Van Gogh's 166th birthday, Airbnb has today announced it will donate over €25,000 (\$30,000) to the Van Gogh Heritage Foundation, a nonprofit organisation aimed at maintaining and developing van Gogh's heritage. The donation is part of Airbnb's Community Tourism Programme, a fund launched in 2017 to support local and innovative projects that boost communities, bring people together and preserve local heritage.

The donation will mainly be used to attract more visitors by improving the educational tools in the three Van Gogh Heritage centres (Nuenen, Zundert and Etten-Leur). It represents the largest donation to the foundation ever from a tourism partner and the largest from an international actor. The Province of Brabant has in addition committed to supplement the donation, totaling the amount to over €90,000 (\$105,000).

The funding comes from Airbnb's Community Tourism Programme, which has already granted over €2 million to nearly 30 projects across Europe since its inception. Last year, Airbnb decided to dedicate a part of the programme to the Netherlands specifically, in support of areas suffering from undertourism and which want to attract more visitors, while preserving the best of local customs, traditions and landmarks that make communities unique. The Van Gogh Heritage Foundation is a natural fit for the programme as it aims to promote Van Gogh's legacy by preserving the heritage of the areas he lived, worked and painted in and because of its location in Brabant, a lesser known region for international visitors.

Frank van den Eijnden, Director of the Van Gogh Heritage Foundation said: *"The donation of Airbnb will help us to preserve Vincent's heritage and spread tourism in the Netherlands. We embrace this partnership which will contribute to our mission to attract more young international visitors to our region."*

Pieter Guldmond, Public Policy Netherlands from Airbnb said: *"We are delighted to support and partner with the Van Gogh Heritage Foundation and the Province of Noord-Brabant. By working together, we are helping to attract more visitors to lesser known communities in the Netherlands, while preserving and promoting the heritage of one of the most famous painters in the world. We look forward to working with more communities across the Netherlands to help ensure everyone can benefit from travel and tourism."*

Social Impact Experiences - helping nonprofits to benefit from travel and tourism

In addition to the donation, Airbnb has also worked together with the Van Gogh Heritage Foundation to create 3 new social impact experiences. Social impact experiences are a special category of Airbnb Experiences where Airbnb waives its service fees so that 100% of the earnings go directly to the nonprofit. These experiences, ranging from unique walks in the places Van Gogh painted to hearing untold stories about Vincent's private life, will add another revenue stream for the foundation in the years to come and will enable visitors to explore

beyond the museums, bringing to life the artist's works and spreading tourism across his home region.

Note to the editors

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+ markets 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 Social Impact Experiences on Airbnb

Airbnb Social Impact Experiences were created around the inherent good of travel. Experiences empower nonprofits by giving them a platform to fundraise and promote their mission by encouraging communities to engage in social causes around the globe. Each organization decides the best way to help the communities they serve and builds a fun and exciting activity around that cause. To date, we have more than 900 organizations who have created experiences for the Airbnb community and we've seen this shared human connection transform people well beyond the experience - often resulting in long-term donors, volunteers, and ambassadors for a cause. Airbnb waives our 20% service fee for social impact experiences, so 100% of proceeds go directly to achieving the nonprofit's mission. To learn more & to create an experience visit airbnb.com/social-impact-host.

About Van Gogh in Brabant

Vincent van Gogh was born in Brabant, in the south of the Netherlands, in 1853. This was the beginning of his exceptional talent and his headstrong character. It was in Brabant that he developed his love of the countryside and of real people, themes that would recur in all his works. The locations in Brabant where Van Gogh lived and worked have joined forces under the name Van Gogh Brabant (label of Van Gogh Heritage Foundation). The story of his life is told in three heritage centres, 39 Van Gogh Monuments and through a collection of his original works in Het Noordbrabants Museum. Visitors can learn about Vincent, with a close-up view of his childhood years in Zundert to the beginning of his career in Etten, and from his drawing lessons in Tilburg to his first masterpiece in Nuenen.

More information

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