



U.S. Chamber of Commerce



Case Study

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 help inform its products, policies, and educational content for hosts, travelers, employees, and neighbors to support global efforts to **help** 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 U.S.-based and international organizations with deep expertise in trust and safety matters. Airbnb works closely with TSAC on proactive solutions to help 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 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 **help** foster cooperation.
- ▶ During **major sporting events**, Airbnb deepened its engagement with local law enforcement in host cities, educating authorities on how the organization **can** support efforts to **help** keep visitors, residents, and neighborhoods safe during major sporting events.

Partnership With ECPAT



**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: platform policies, supplier contracts, employee training, stakeholder engagement, awareness raising, and annual reporting on progress.

Improved Policies Related to Trafficking and Exploitation

- ▶ Airbnb, with input from partners, redesigned its in-app Safety Center with the goal of making it easier for users to navigate.
- ▶ Airbnb's 24-Hour Safety Line has undergone improvements to help 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.
- ▶ Developed in consultation with partners, Airbnb's dedicated [solo traveler safety feature](#) is available to guests in 50+ languages.

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 multiple languages.
- ▶ The [Airbnb Community Fund](#) helps support causes and organizations that are important to our community. Since 2020, the Community Fund has donated to over 50 organizations across 17 countries focused on helping to combat trafficking, exploitation, and abuse.
- ▶ Some of the organizations Airbnb has donated to include [Fundación Renacer](#) in Colombia, [Unbound Now](#), and [The Florida Alliance to End Human Trafficking in the United States](#).

Resources for Hosts, Guests, and Neighbors

- ▶ In collaboration with partners, Airbnb provides in-person educational sessions, virtual webinars, and online resources to **help** 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 includes tips on spotting and reporting suspected situations of human trafficking and is available in over 60 languages to hosts and guests with bookings for the 2026 FIFA World Cup.
 - ▶ In partnership with ECPAT International, Airbnb supported the launch of a [free online learning course](#) that provides hosts with practical guidance on recognizing, preventing, and reporting situations that may involve the exploitation of children. The course was **informed by** Airbnb hosts and was promoted in 2026 FIFA World Cup cities and beyond.
 - ▶ Airbnb supported [It's a Penalty's World Cup campaign](#), which uses the power of sport and major sporting events to help build more vigilant, informed communities worldwide. The campaign includes a [micro-learning tool](#) for FIFA World Cup travelers on trafficking and exploitation warning signs and local reporting channels.
- ▶ As part of Airbnb's partnership with the United Nations Office on Drugs and Crime (UNODC), it launched a suite of prevention tools for hosts and travelers during the World Cup in Mexico, including online videos aimed at how to identify risks and report potential cases. These resources were launched at UNODC's "[High-Level Forum vs. Trafficking at the 2026 World Cup](#)," a space for dialogue that brought together representatives from the public and private sectors, international organizations, civil society and academia, with the aim of strengthening institutional coordination.
- ▶ Ahead of the **Big Game in Santa Clara, CA**, Airbnb partnered with the [Polaris Project](#) to hold expert-led training for its Bay Area hosts, designed to help broaden awareness of the [warning signs of human trafficking](#) and how to report suspicious activity.

Results

- ▶ Over 300,000 guests and hosts reached with educational materials in 2026.
- ▶ Over half a million dollars donated to organizations combating trafficking, exploitation, and abuse.
- ▶ Over 50 law enforcement agencies educated on Airbnb's dedicated law enforcement engagement team and channel to provide assistance in relevant criminal investigations since 2025.

"We take our commitment to help support the global fight against human trafficking and exploitation seriously. While reported issues on Airbnb are rare, we are committed to using our platform and partnerships to support efforts to eradicate human trafficking and exploitation. Tackling this issue requires collective action."

—Roger Kaiser, Vice President of Fraud and Safety Operations at Airbnb

