

ISSUE #3 5/28/24

Spotlight Story - Airbnb's Media Takeover



This is an endpage of one of Airbnb's 8,300+ TV ads that aired everywhere this past year. Note how it romanticizes a loud outdoor party and conveniently leaves out any neighboring houses. Think they care about neighbors or want to crack down on party houses?

Ever wonder why big national TV networks (not local affiliates) like ABC, CBS, FOX, etc never do investigative news pieces about the nuisances & tragedies happening at short-term rentals? There's plenty of material, like what happened [here](#), and [here](#), and [here](#). According to our friends at the [Texas Neighborhood Coalition](#), there have been over 430 reported shootings at Airbnbs in the past 4 years, and the number keeps rising. [This](#) just happened a few weeks ago. You'd think that might warrant something on *20/20*, or *48 Hours* or one of those true crime networks like Investigation Discovery or A&E. But no, you'd be hard pressed to find anything.

Here's a theory as to why that is – just in the past year (April 2023-24), a top industry media tracking tool uncovered that Airbnb spent over a half million dollars running over 8300 TV ads across broadcast & cable. Do you think Airbnb would keep giving these media networks their money if any negative (i.e. truthful)

stories came out about them? Highly unlikely, don't you think? A dying media industry isn't going to bite the hand that feeds it. And this is just traditional television – imagine the # of ads (like the one above you can watch [here](#)) that are running on YouTube, Hulu & other streaming services!

And if you think just the media suppression is bad, take a few minutes to read [this blockbuster article](#) about Airbnb's secretive "safety team" that jumps in to snuff out problems that would inevitably lead to bad press.

So, like we mention in our [Plea to the City](#), city governments that approve short-term rentals are effectively siding with an eight billion dollar booking platform with massive media reach over their own voting constituents, hard-working homeowners who've scrimped and saved thousands to afford to live in their beloved home, one chosen specifically to be in a safe (or so they thought) family neighborhood, not a tourist district made up of transient strangers coming in and out all the time, bringing in who knows what – maybe even something like [this](#). That's right - an Airbnb being used to traffic meth!

Anyone familiar with the popular series *Breaking Bad* might remember [this scene](#) where Walter White came up with the idea to use termite-tented houses as meth labs. Ask your City Council this - what's to prevent any enterprising criminal from using short-term rentals similarly? The answer - absolutely nothing!



Media Alert- USA Today

The LBSNC was interviewed by USA Today to talk about ongoing STR issues & the petition efforts.

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The Towns Outsmarting Airbnb

Cities like Durango, CO and Irvine, CA have the right approach.

[READ ARTICLE](#)



Quotes About STRs

Live in a neighborhood with an Airbnb? You'll probably be able to relate to these quotes.

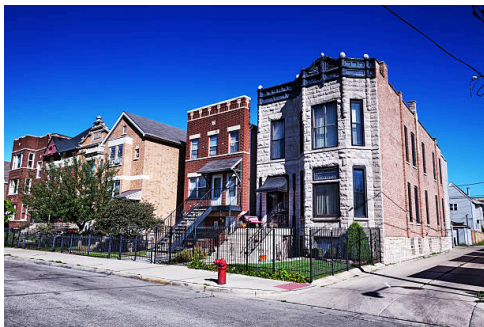
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Battle in the Big Easy

A case study on how Airbnb & STR platforms like to bully and lie to local governments.

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The Gentrification Problem

How Airbnbs are ruining housing on the south side of Chicago.

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Hats Off to Victoria, BC

Rich investor cries about new laws impacting his unhosted STRs.

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How Short-Term Rentals Kill Cities

Cities like Prague are being decimated by STRs.

[WATCH HERE](#)



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In the Next Issue

Coming June 4th

With Summer "party house" season approaching, we'll take a look at the lies & PR spin Airbnb uses to claim they've really cracked down on party houses.

PLEASE SHARE THIS NEWSLETTER WITH YOUR LOCAL CITY COUNCILPERSON OR POLITICIAN

Long Beach Safe Neighborhood Coalition

"Protect Neighborhoods, Not Strangerhoods"

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