



Insights from Airbnb on the evolving attractiveness of non-metropolitan territories

28 February 2023, 16:90-17:30 CET

Register: [Webinar Registration - Zoom](#)

This dialogue is organised by the OECD Centre for Entrepreneurship, SMEs, Regions and Cities (CFE), with support from the European Commission (DG REGIO). It supports the work the OECD is leading on rethinking regional attractiveness. In this discussion, **Juliette Langlais**, Airbnb Public Policy and Campaigns Director for Europe, Middle East and Africa (EMEA), will provide a keynote address on airbnb analysis of changes in people's travel and telework tastes and habits, and present the opportunities and challenges sub-national governments face in attracting visitors and teleworkers outside big cities.

Following the keynote, **Dr. Andrés Rodríguez-Pose** of the London School of Economics, an internationally renowned expert in economic geography and regional science, will animate the discussion. He will draw on his decades of research in the field of regional science and as a consultant with numerous governments and international organisations.

Finally, the floor is open for a dialogue among the participants and the experts. This is an opportunity for regional policymakers, researchers and other interested parties to engage first-hand with renowned practitioners and experts on critical issues that help in *Rethinking territorial development policies in the new global environment*.

AGENDA

16:00-16:05: Opening Remarks

Dorothee Allain-Dupré, Head of the Regional Development and Multi-level Governance Division, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

16:05-16:30: Keynote address by Juliette Langlais on current travel and teleworking trends, the importance of specific factors to attract visitors and teleworkers in non-metropolitan areas and how local authorities can leverage them, at times in cooperation with actors such as Airbnb.

16:30-17:00: Dialogue between Dr. Andrés Rodríguez-Pose and Juliette Langlais on What can non-metropolitan areas do to become more attractive to nomad workers and visitors?

17:00-17:25: Opportunity for Q&A

Participants will have the opportunity to engage with both experts in a moderated format

17:25-17:30: Concluding remarks

Peter Haxton, Policy Analyst in the Regional Attractiveness and Migrant Integration Unit, OECD Centre for Entrepreneurship, SMEs, Regions and Cities

Note: The meeting will be recorded for the Secretariat's purposes only. All personal data will be processed in accordance with [OECD Personal Data Protection Rules](#).

CONTACTS

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