

Airbnb

Julian Persaud, Regional Director for Asia-Pacific
September 20, 2016



OUR FOUNDING STORY









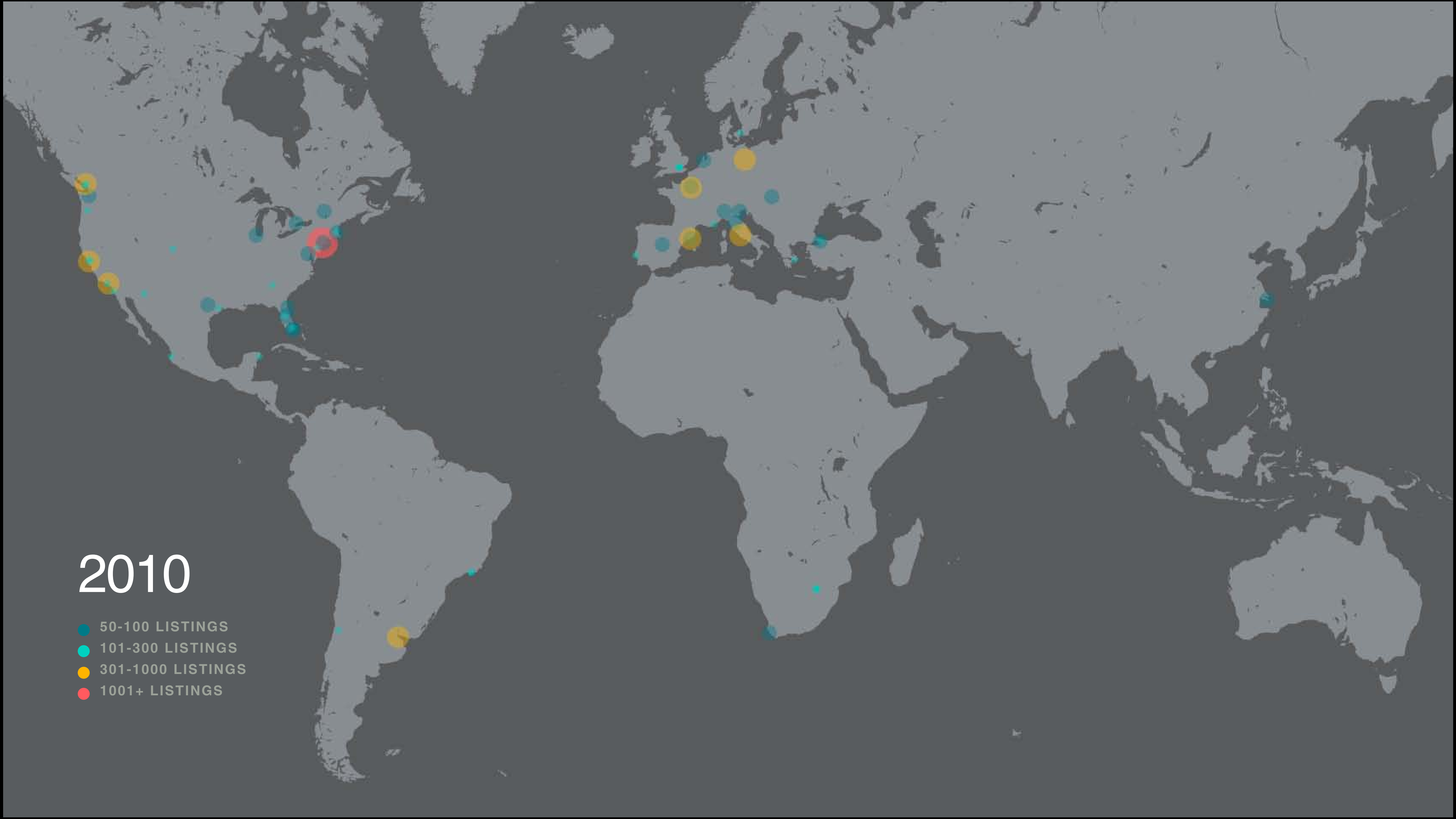
2009

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



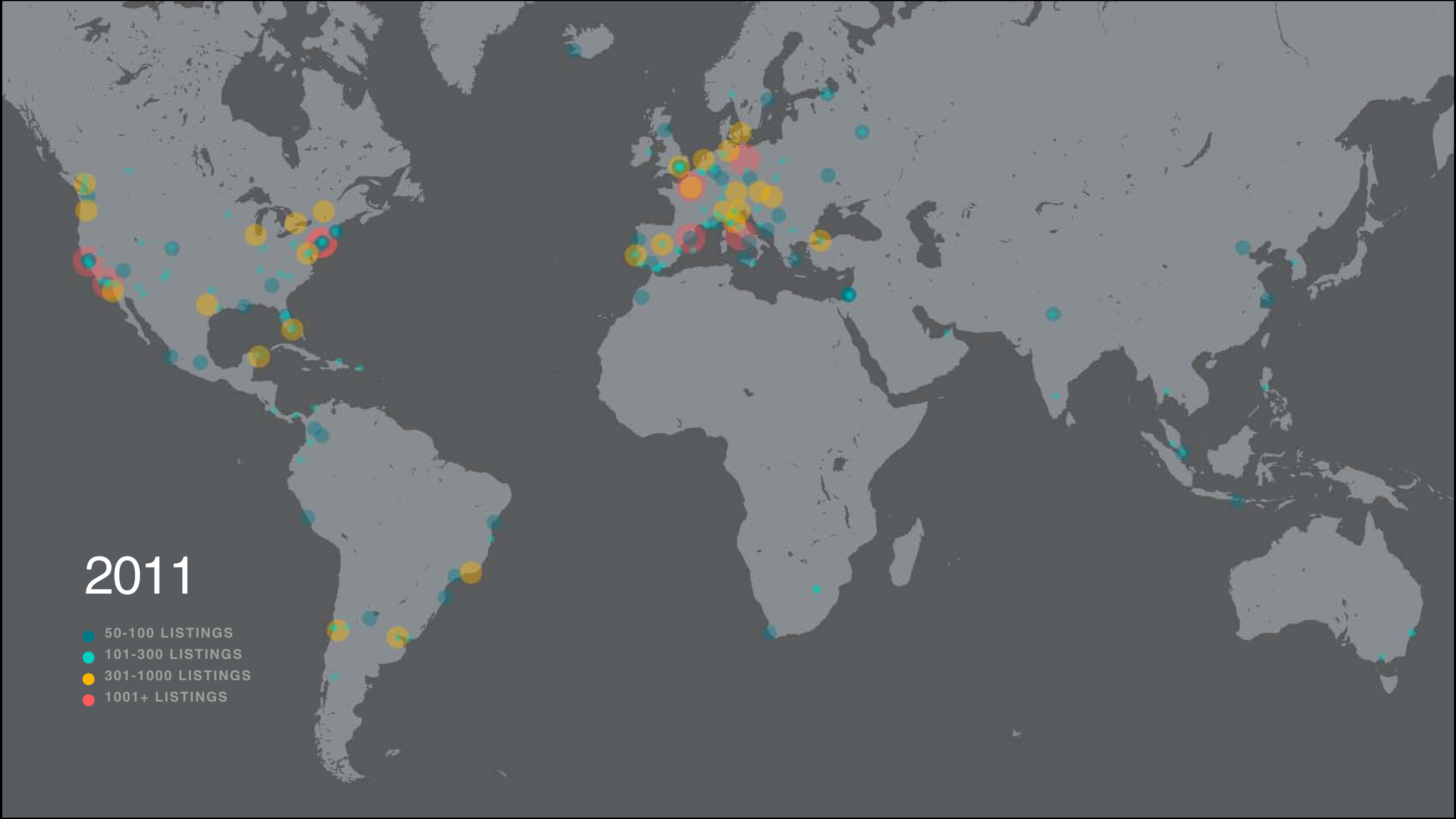
2010

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



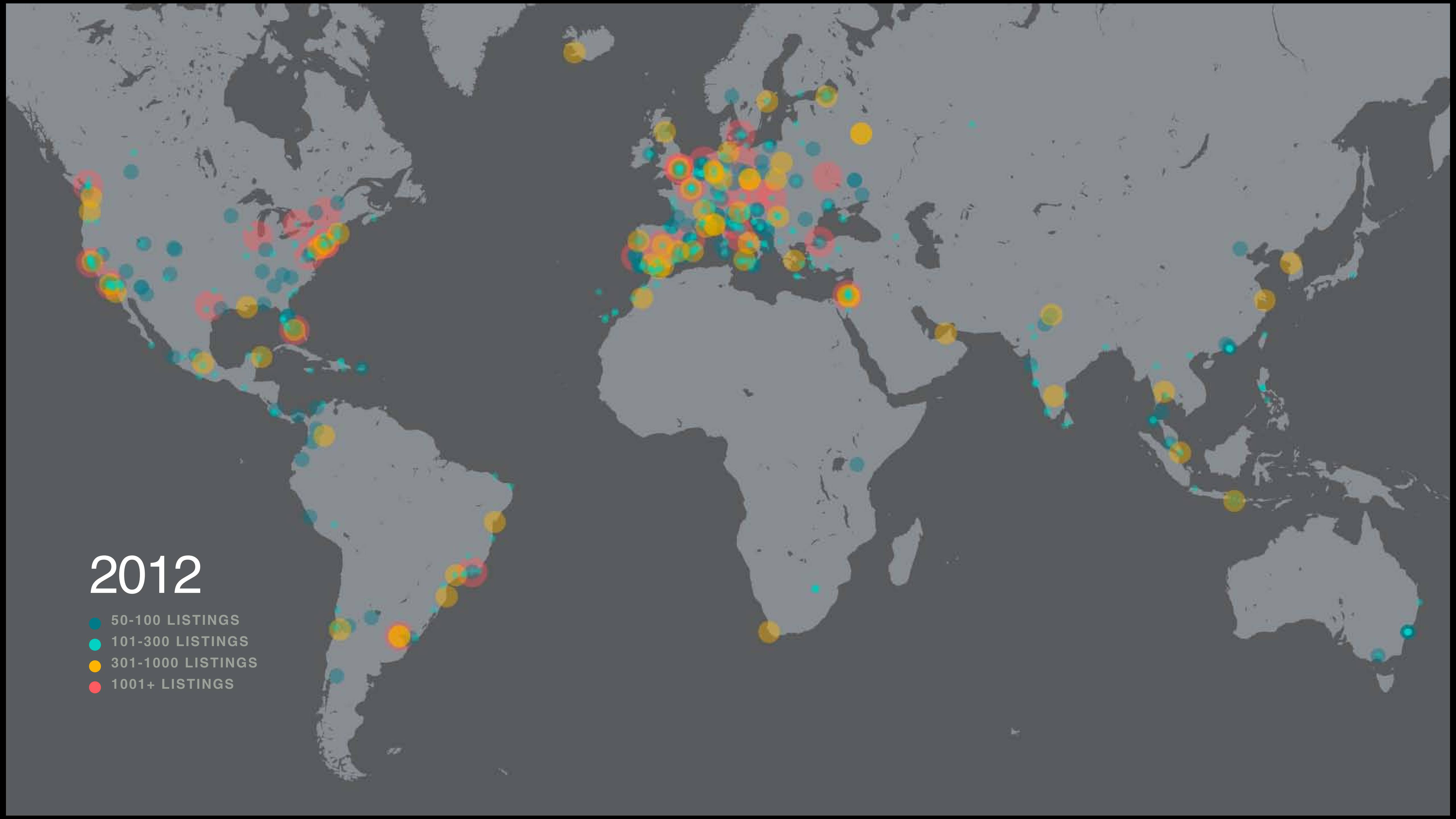
2011

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



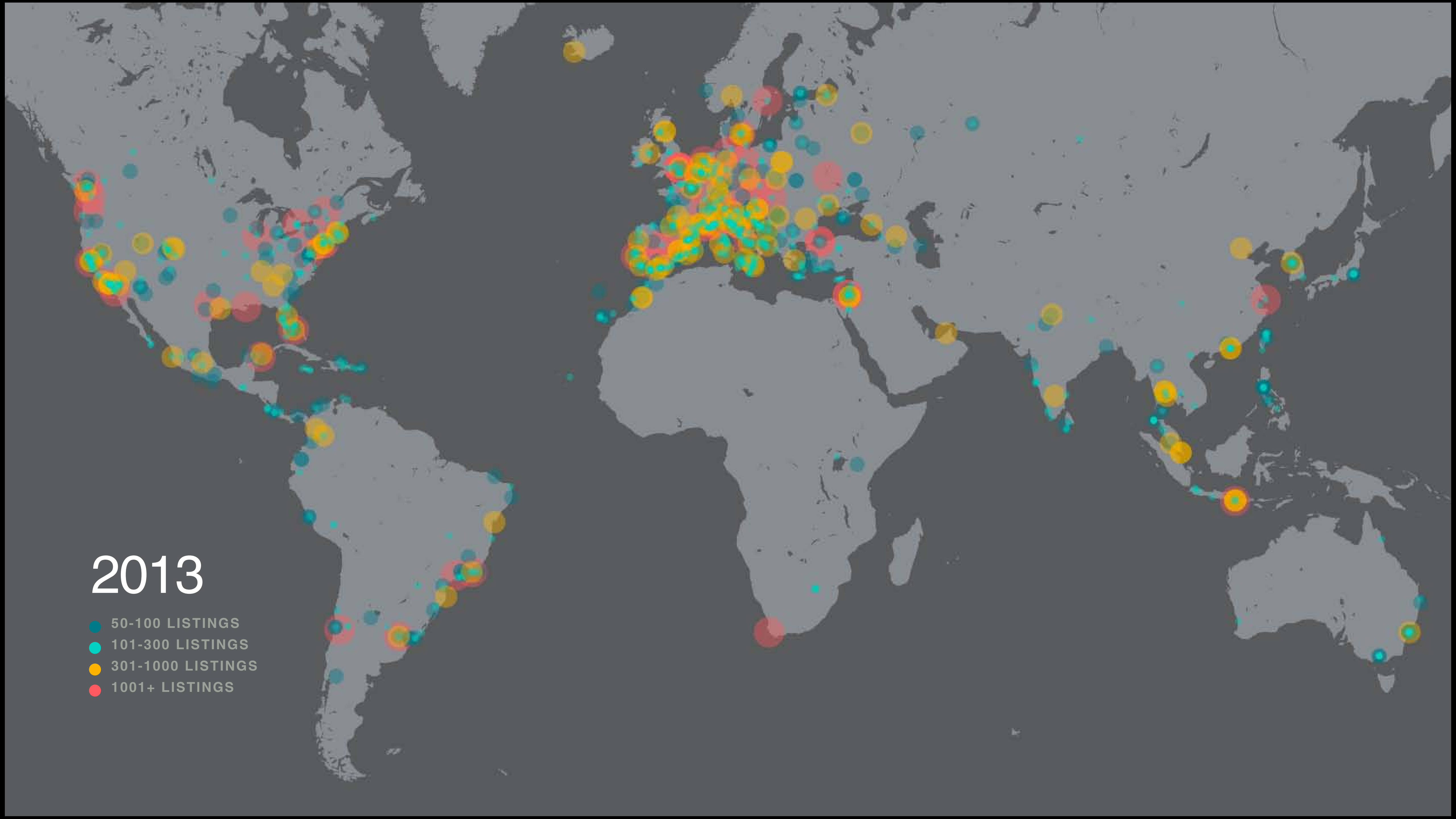
2012

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



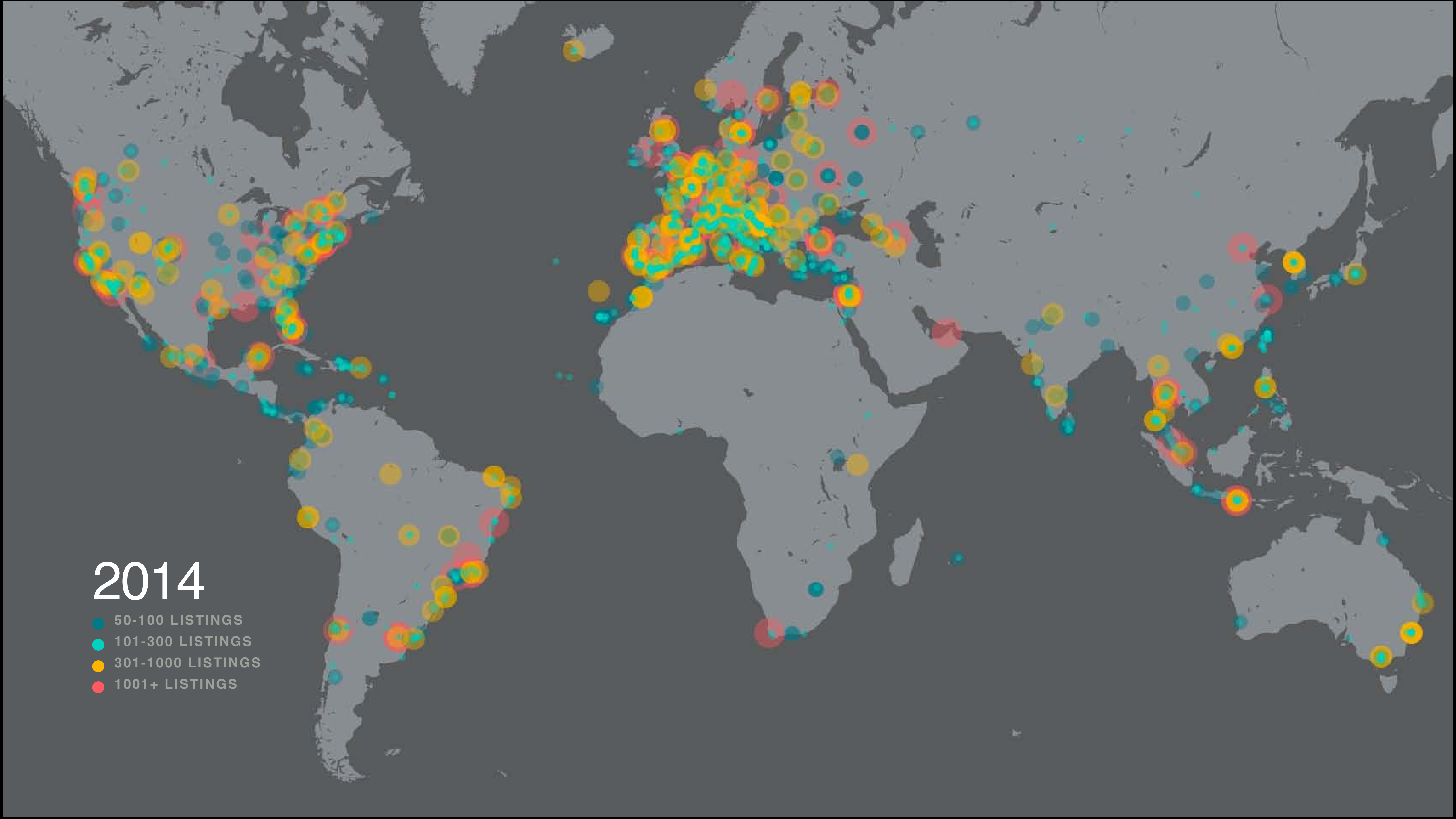
2013

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



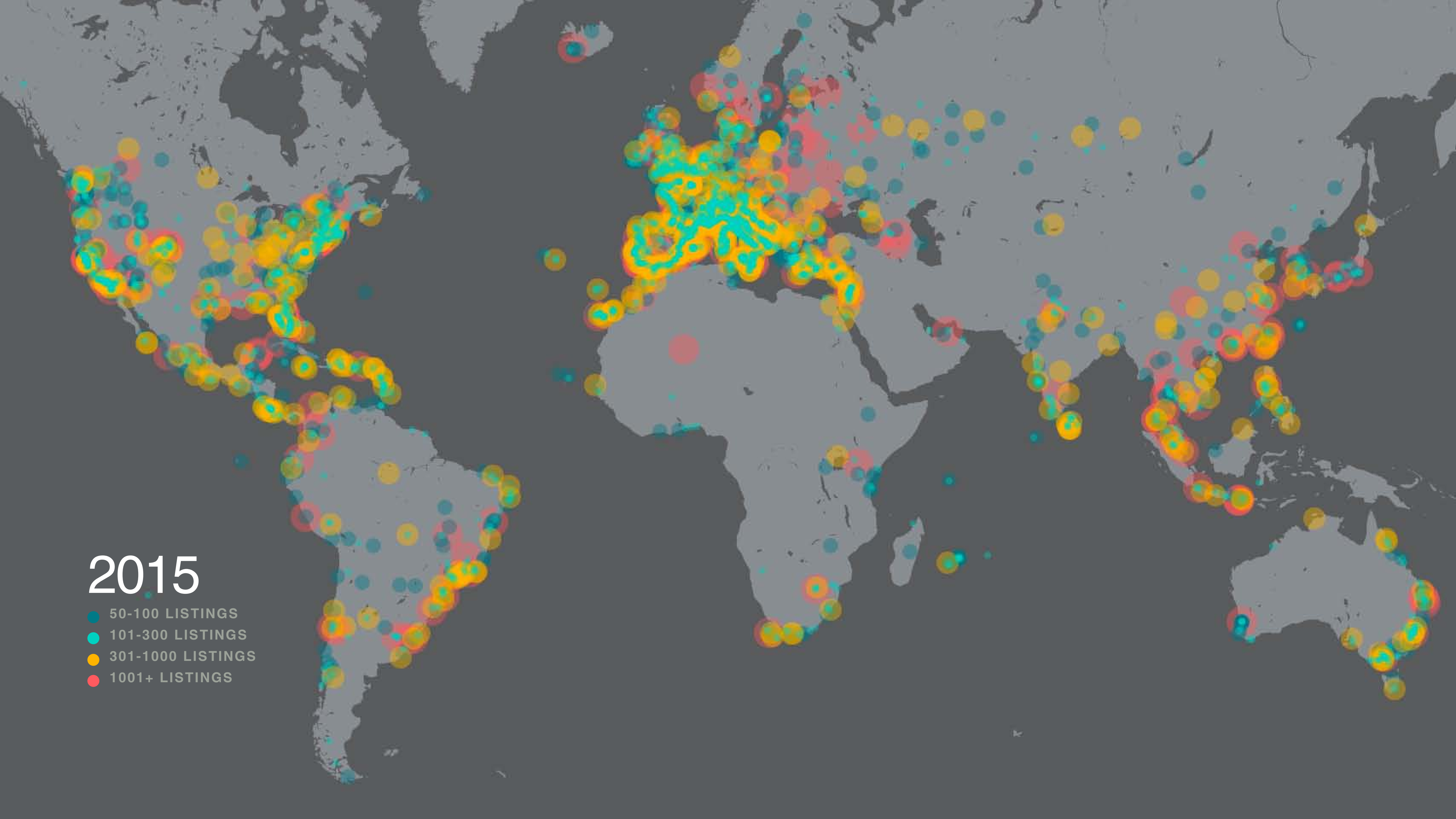
2014

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



2015

- 50-100 LISTINGS
- 101-300 LISTINGS
- 301-1000 LISTINGS
- 1001+ LISTINGS



A dark gray world map with numerous small, semi-transparent colored circles (yellow, orange, red, teal) scattered across the continents, representing the locations of homes listed on Airbnb. The circles are most densely packed in North America, Europe, and East Asia.

TOTAL HOMES ON AIRBNB

2.5 Million

A world map with a dark grey background. Numerous small, semi-transparent circles in red, yellow, and teal are scattered across the map, representing cities and countries. The circles are most densely packed in Europe and North America, with more sparse distributions in South America, Africa, and Asia.

CITIES

COUNTRIES

34K 191

HOW AIRBNB WORKS





Airbnb is an online platform that lets you book unique homes from local hosts so you can have authentic experiences whenever you travel.





Whether an apartment for a night,



a castle for a week,



or a villa for a month,

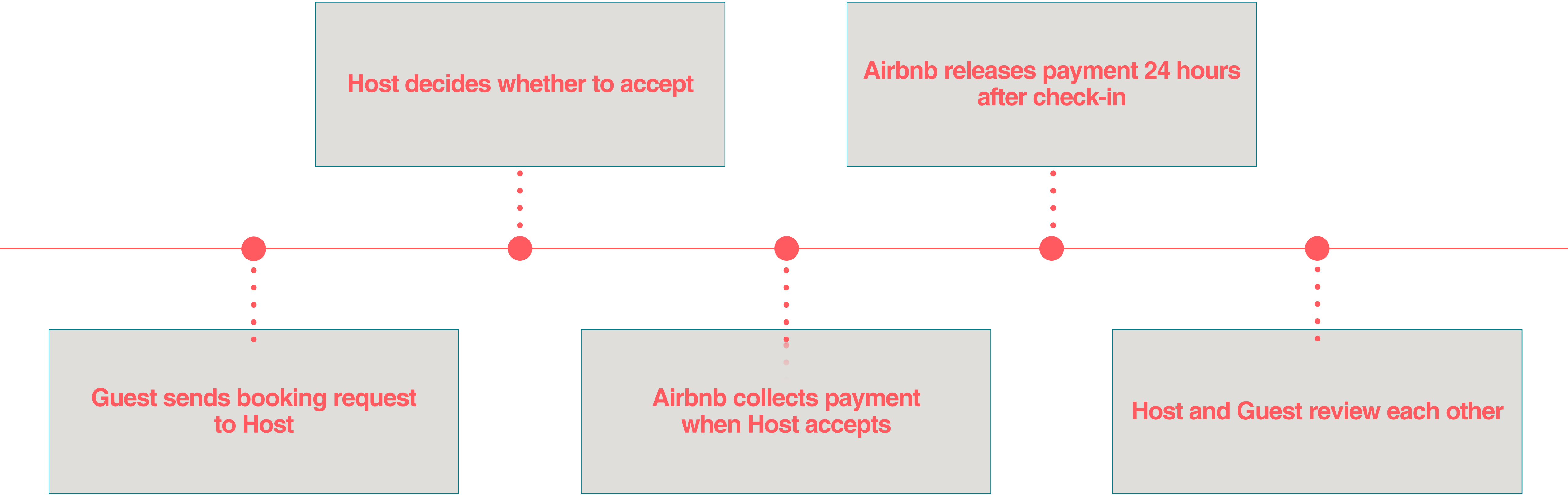
A man and a woman are standing in shallow ocean water. The man, on the left, is shirtless and holding a blue surfboard under his arm. The woman, on the right, is wearing a blue patterned one-piece swimsuit and is clapping her hands. They are both smiling. In the background, there are mountains and a city skyline under a hazy sky. Other people are visible swimming in the water.


**Airbnb connects people to
unique travel experiences.**

A photograph of three people in a doorway. On the left, a man in a brown jacket and orange bag shakes hands with a woman in a blue denim jacket and glasses. On the right, another man in a grey and red jacket watches them. The background shows a rustic interior with a brick wall, a staircase, and various plants and furniture.

Airbnb is a global community.

How Airbnb Works: The Life-Cycle of a Booking





Where are you going?

Browse

Leejay

Help

List Your Space





Alexandre

AMAZING LOFT IN CENTRAL PARIS !

Paris, Île-de-France, France ★★★★★ (33)

Entire home/apt

2 Guests

1 Bedroom

1 Bed

Check In

mm/dd/yyyy

Check Out

mm/dd/yyyy



Guests

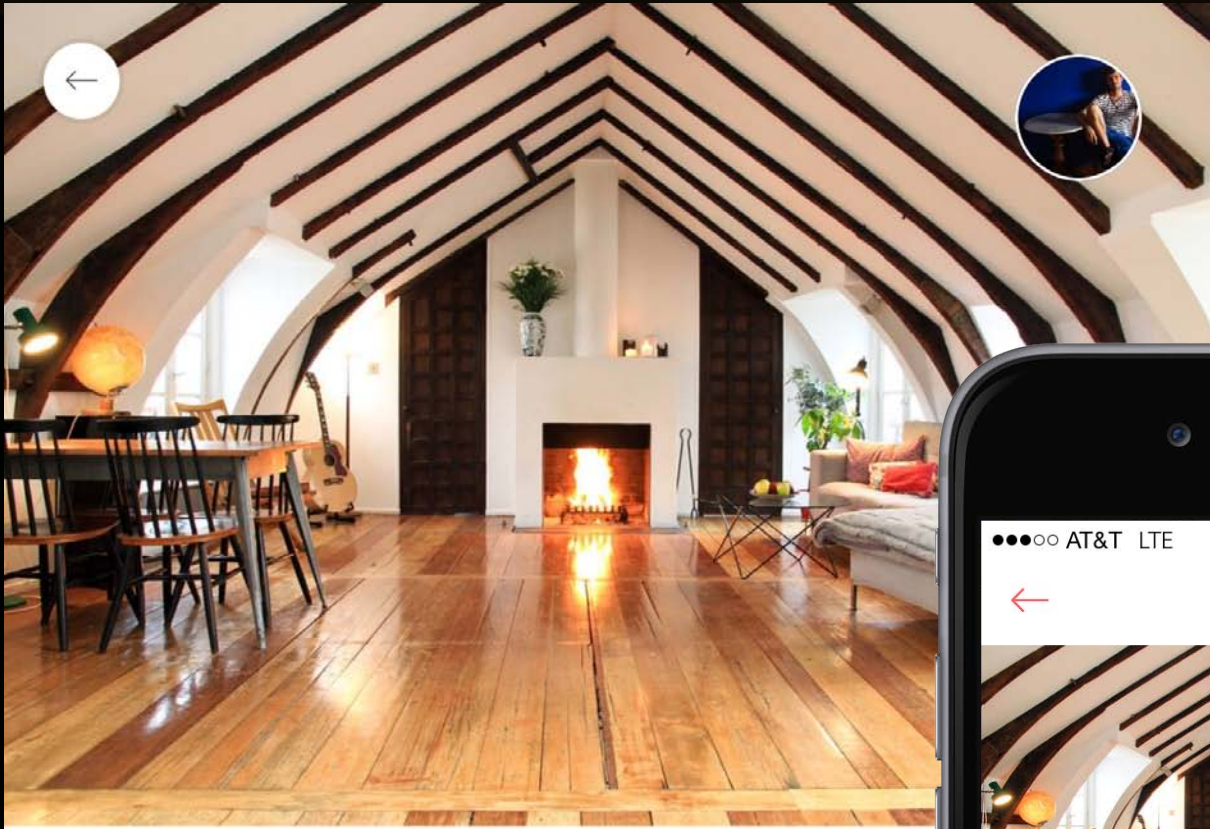
1

Request to Book

\$193

Per Night





AMAZING LOFT IN CENTRAL PARIS !

33 Reviews ★★★★★

Paris, Île-de-France, France

Room Type

Bedrooms

Accommodates

Beds



Property Type


See More

\$193

Request to Book


AT&T LTE 3:37 PM 83%





AMAZING LOFT IN CENTRAL PARIS !

★★★★★ 33



Entire Home Hosted by Alexandre

Contact Host

Request to Book



COLLABORATIVE CONSUMPTION

co:NYC



GREEN SPACES



OUISHARE

sharing
economy
association
singapore

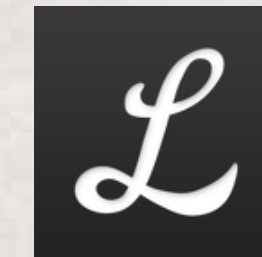
SKILLSHARE

SHAREABLE

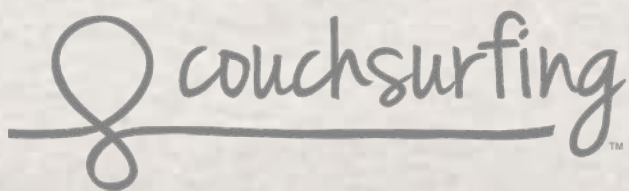


RENT TYCOONS
MAKE MONEY. SAVE MONEY & BE GREEN!

BlockPooling

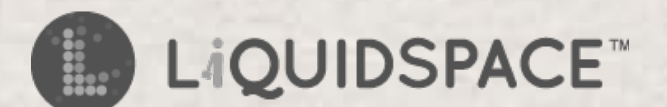


Chegg



ebay

KICKSTARTER



yerdle



Airbnb is a part of the growing sharing economy.

BENEFITS OF HOME SHARING





BENEFITS OF HOME SHARING

Guests stay longer and spend more.
Airbnb guests stay nearly twice as long as the
typical tourist.

A modern, minimalist bedroom with a bed, a large window, and a wooden floor. The room features a large window on the left side, providing a view of a city skyline. The bed is positioned in the center, with a red and white striped duvet cover. A large, black, cylindrical pendant light hangs from the ceiling. The floor is made of light-colored wood. A wooden shelving unit is visible on the right side of the room. The overall aesthetic is clean and contemporary.

BENEFITS OF HOME SHARING

Supplemental Income for Hosts

Globally, 47% of hosts say that the income they earn on Airbnb helps them make ends meet.

A photograph of a traditional Japanese interior. In the foreground, a low bed (futon) is neatly made with white sheets and pillows on a tatami floor. The background features large shoji screens with a grid pattern, allowing soft light into the room. A white air conditioning unit is mounted on the wall above the screens. The overall atmosphere is clean, minimalist, and traditional.

BENEFITS OF HOME SHARING

Distributed Tourism.

Globally, 76% of Airbnb listings are located outside traditional hotel districts.



BENEFITS OF HOME SHARING

2016 Rio Olympics

85,000+ guests from all over the world stayed with Airbnb in Rio during the games, helping the hosts make roughly US\$30M in income.

Total estimated economic activity: **US\$100M**

An aerial photograph of a densely packed residential neighborhood. The houses are mostly two-story structures with various roof colors like grey, brown, and blue. Some trees are visible, particularly on the right side of the image. The overall scene depicts a typical suburban or urban housing area.

Disaster Relief

More than 300 Airbnb hosts opened up their doors in Paris with #PorteOuvert.



Urgent Paris Accommodations

Airbnb service fees waived for those affected by the disaster

[I need a place to stay](#)

[I can offer my space for free](#)

All service fees are waived for those affected by the disaster and checking in between Nov 13, 2015 and Nov 17, 2015.

[Learn More](#)

Share:   

[Contact Us](#)

1-855-424-7262

1

2

3

4

5

6

7

8

9

...

21

22

▶



\$0



1 bedroom in cosy appt @ Ba...
Private room · Paris



\$0



Cosy Studio Place St Michel
Entire home/apt · Paris



\$0



Appartement 2 pièces
Entire home/apt · Paris



\$0



Charmant Studio au coeur d...
Entire home/apt · Paris



\$0



Nice & Large Studio in Le M...
Entire home/apt · Paris



\$0



Flat cosy near Montmartre
Entire home/apt · Paris-18E-Arrondissement

CHINESE TRAVELERS USING AIRBNB

AVERAGE AGE

30

AIRBNB CHINESE GUESTS
SINCE 2008

2M+

GROWTH

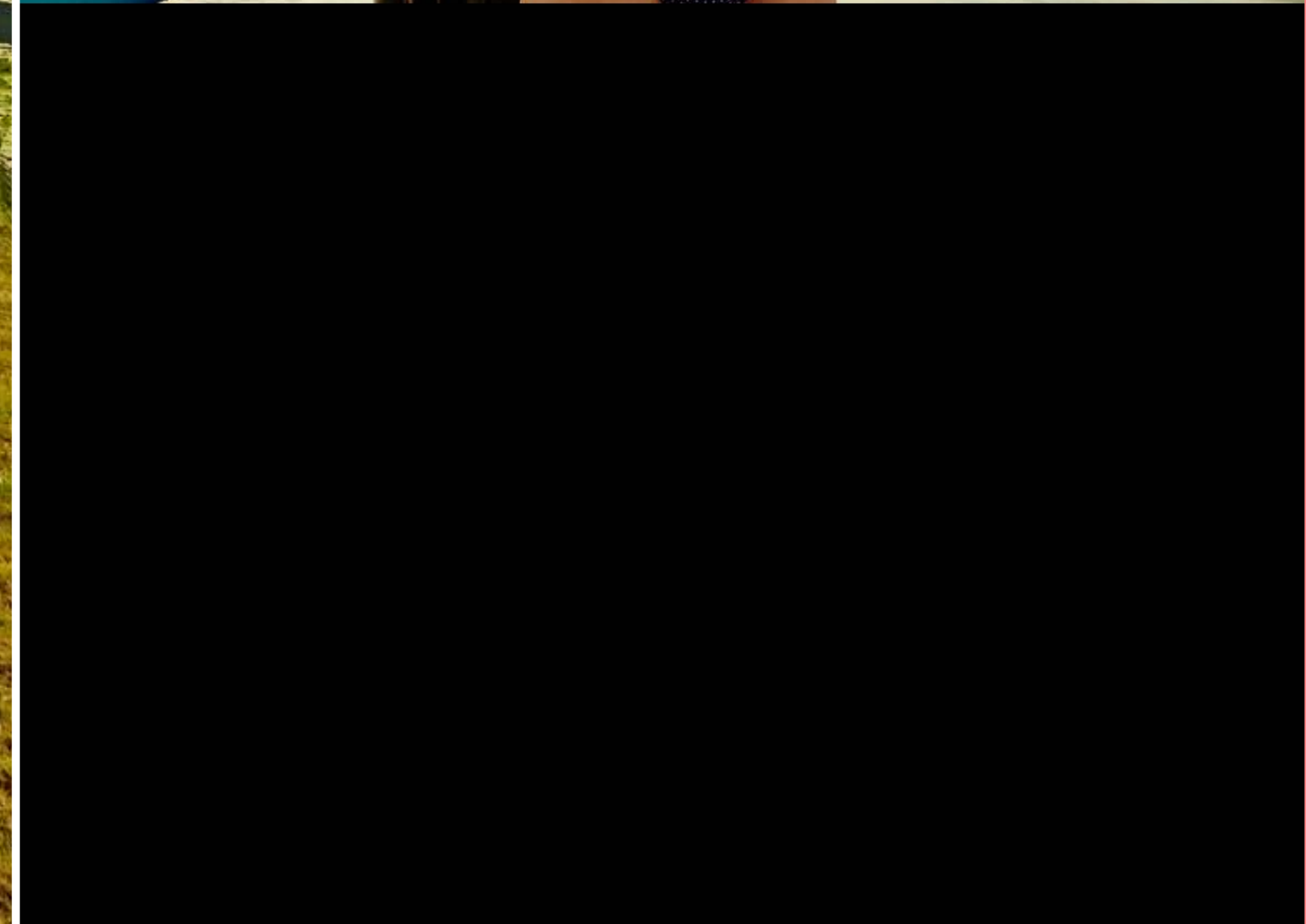
500%

A collection of various shoes and boots, including sneakers, loafers, and boots, are arranged on a wooden floor. The image is overlaid with a semi-transparent red filter. Centered over the shoes is the text "Asia is embracing the sharing economy quicker than other markets..." in a bold, white, sans-serif font.

**Asia is embracing the sharing economy
quicker than other markets...**

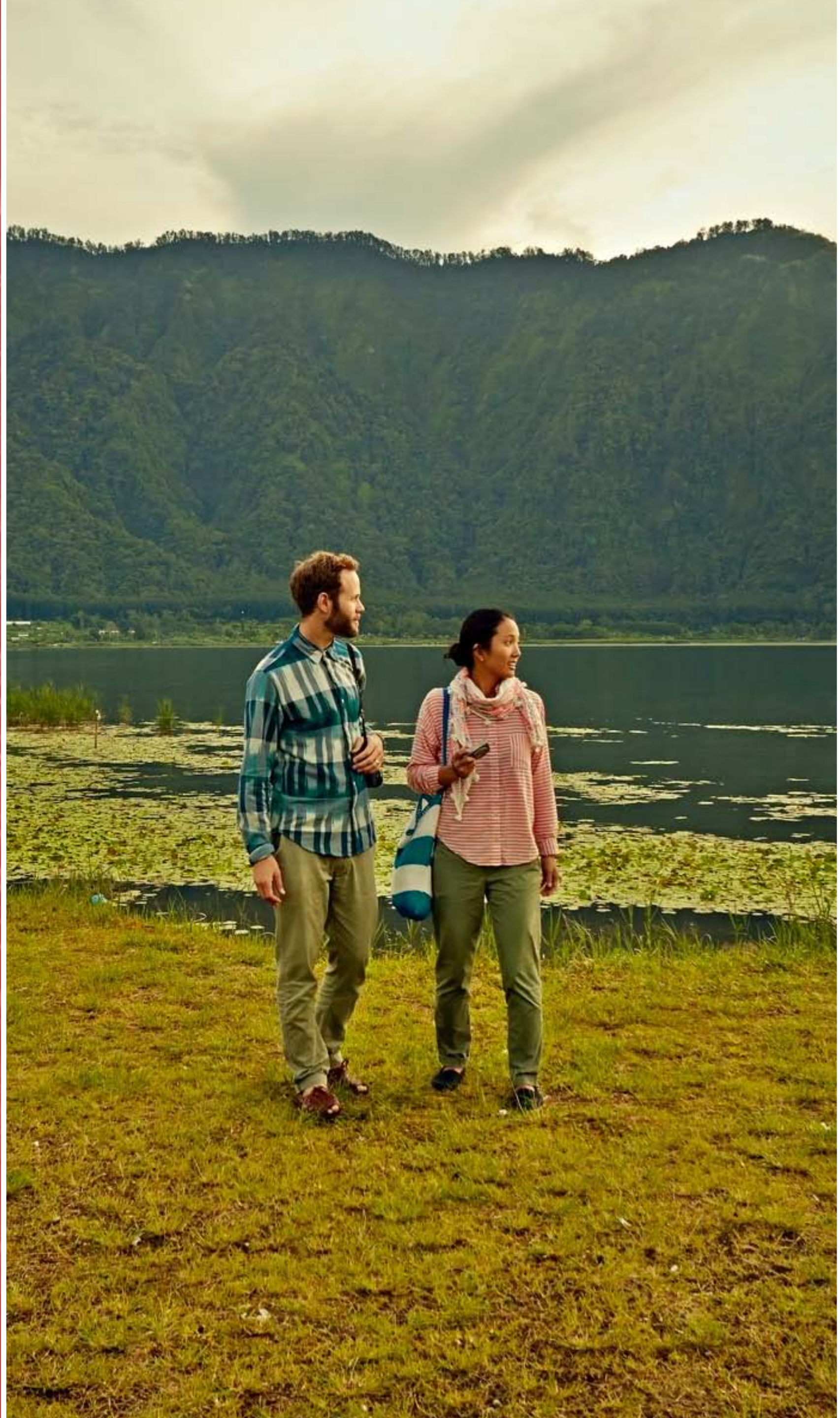
A hand-drawn infinity symbol (∞) in dark blue chalk on a light-colored chalkboard. A person's finger is pointing at the bottom of the symbol. The background is slightly blurred, showing some faint sketches on the board.

And Airbnb can help Asia stay ahead of the
curve in the global sharing community.



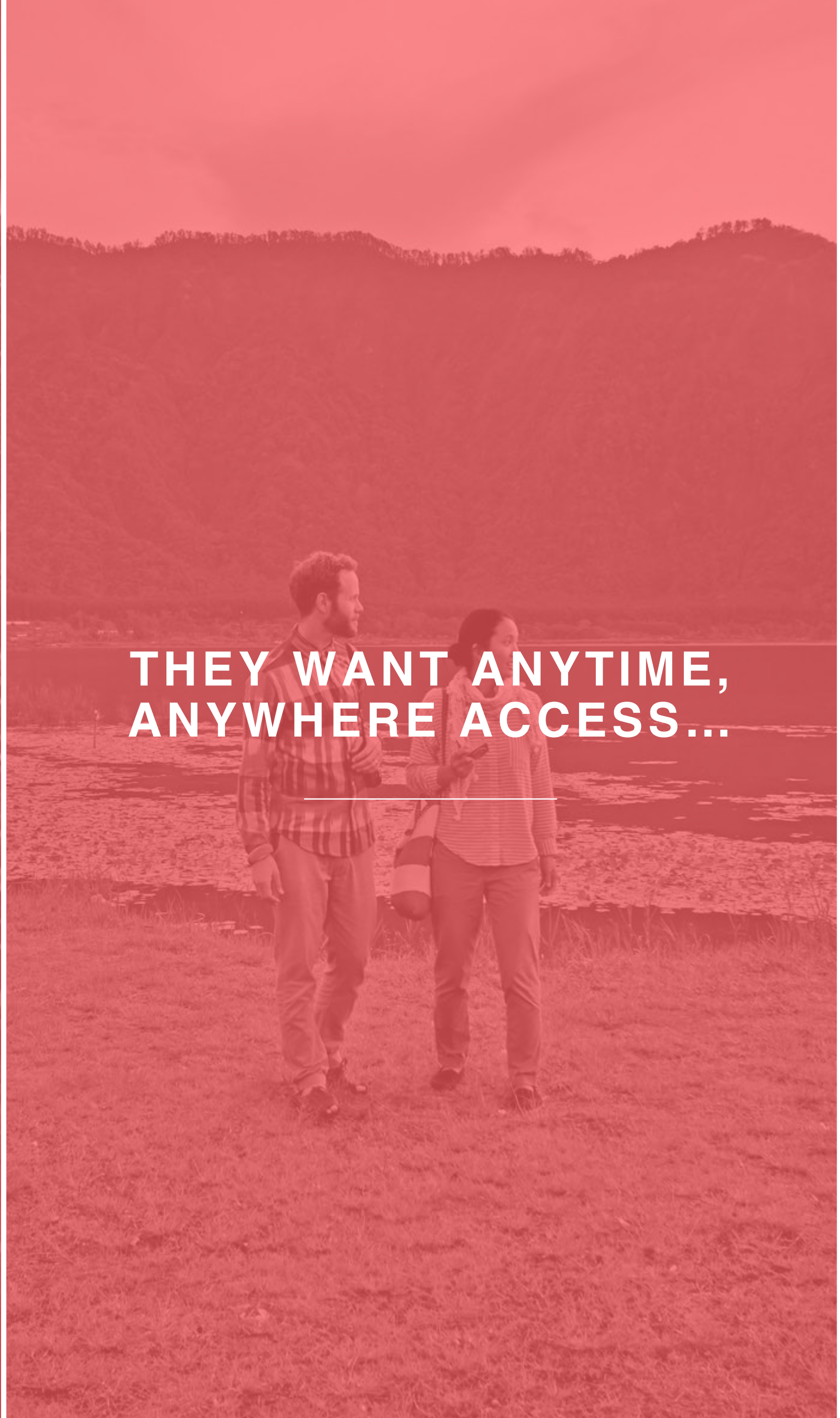


HOSTS & GUESTS
VALUE BUILDING UNIQUE
RELATIONSHIPS...

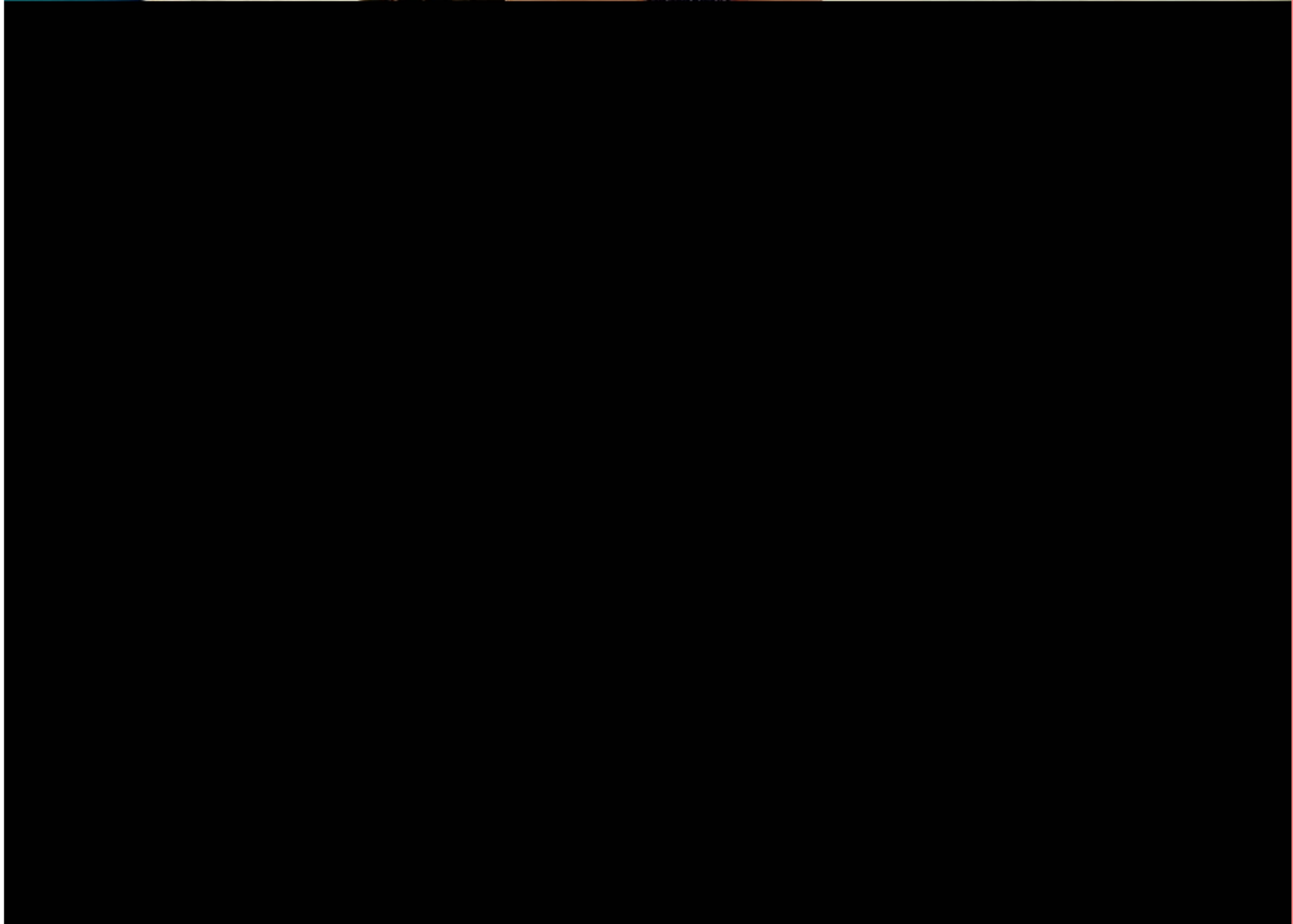




**HOSTS & GUESTS
VALUE BUILDING UNIQUE
RELATIONSHIPS...**

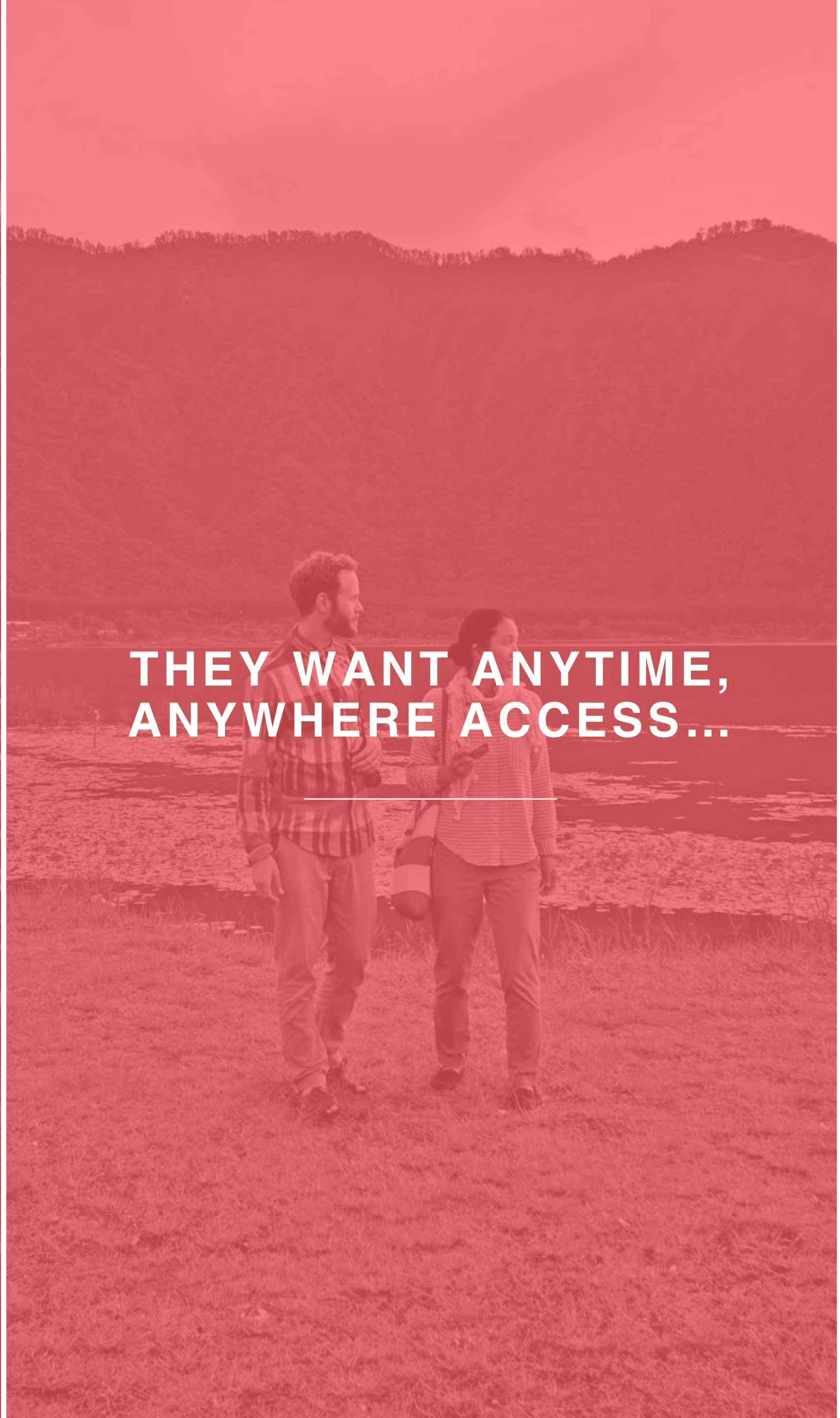


**THEY WANT ANYTIME,
ANYWHERE ACCESS...**





**HOSTS & GUESTS
VALUE BUILDING UNIQUE
RELATIONSHIPS...**



**THEY WANT ANYTIME,
ANYWHERE ACCESS...**



**THEY DESIRE A
TRUSTED PLATFORM
THEY CAN COUNT ON.**



People



Places



Love

