

打造旅游命运共同体 促进旅游可持续发展

Forge a Community of Shared Future and
Promote Sustainable Development for Tourism

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爱彼迎的联合创始人 Airbnb Co-founders

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首席执行官兼首席社区官
CEO, Head of Community

关于我们 About Airbnb

共享经济的先驱
全球最大的在线旅游分享平台
Sharing Economy Pioneer
The largest online travel-sharing platform

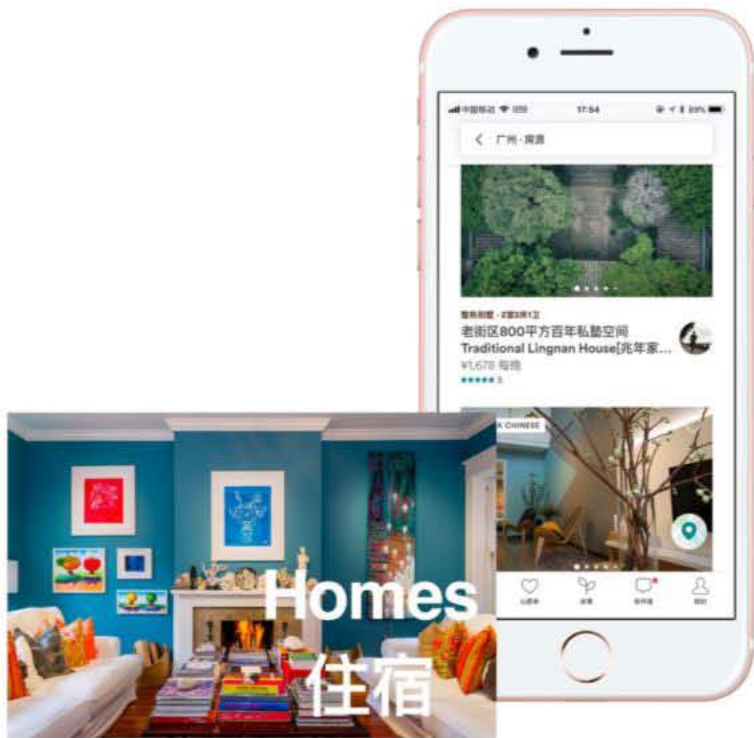
闲置资源的利用
Idle resources utilization



+ 深度旅游体验
In-depth travel experience



住宿和体验 Homes & Experiences



爱彼迎在全球的发展

Airbnb' s global presence

5M

全球累计房源
Airbnb listings worldwide

300M+

服务游客人次
Airbnb guest arrivals
all-time

191

覆盖国家和地区
countries and regions

81,000

覆盖城市
cities list homes with
Airbnb

2011



2012



2013



2014



2015



2016





深耕中国市场
Committed to the
Chinese market



爱彼迎

中国，迅速增长的市场

China, the fast-growing market

125%+

房源量年增长
listing number YoY growth

10M+

接待中国房客人次
Chinese guest arrivals
all-time

100%


中国游客年增长率
Chinese guests number
YoY growth

2020

中国有望成为爱彼迎最大的客源国
China is expected to be
the largest source of
guests for Airbnb

A photograph of three people riding bicycles along a paved path next to a body of water. In the background, a city skyline with several tall buildings is visible under a blue sky with light clouds. The scene is framed by large trees on the left and right sides. The text is overlaid in the center of the image.

文化使者 城市的代言人
Cultural ambassador
City's spokesperson



旅游，城市新经济的推动力

Tourism, strong driving force for the
development of urban new economy



共享住宿 使旅游全域化成为可能

Home sharing empowers the
development of holistic tourism

74%

非传统酒店区域
Airbnb listing is located in
outside of traditional hotel
districts

89%

的房客表示爱彼迎房源的位置更有优势
guests said that they chose Airbnb because it
was more conveniently located throughout
the city than hotels



莫干山田青居——山水之中,尘世之外,配有停车场、泳池、蹦床、...

Entire villa

Hosted by 夕媚



16 guests



8 bedrooms



8 beds



9 baths



共享住宿为中国的年轻人提供了一个可以返乡利用旅游资源进行创业的机会。

Home sharing provides Chinese millennials who return to their hometown the opportunity to start a business in tourism.





共享住宿 为城市创造更高经济价值
Home sharing creates higher economic value for cities

6.2B

2017年爱彼迎在中国衍生的经济价值
economic value generated by Airbnb activities in 2017

2.1x

停留时间
longer time than typical visitors

1.8x

花费比例
spend than typical visitors

42%

社区消费
spend in local community

A warm, intimate scene in a kitchen. Two women are embracing. The woman on the left has curly hair and is wearing a reddish-brown patterned dress. The woman on the right has long blonde hair and is wearing a dark blue dress with a small floral pattern. They are standing in a kitchen with wooden shelves, a window with a view of greenery, and a bicycle parked in the background. The lighting is soft and warm, creating a cozy atmosphere.

未来，打造“旅游命运共同体”

In the future, forging a community of shared future for tourism

爱彼迎 “健康旅游” 倡议

Airbnb Global Initiative of Healthy Tourism



改善民生
Supporting
Communities/Economic
Empowerment



全域旅游
Empower Destinations



可持续发展
Support Sustainability

爱彼迎旅游咨询委员会

Airbnb's Tourism Advisory Board



David Scowsill

世界旅游观光理事会前总裁兼首席执行官、EON Reality Inc.首席执行官

Chief Executive of EON Reality Inc. and former President and CEO of the World Travel & Tourism Council



Taleb Rifai

联合国世界旅游组织前秘书长

Former Secretary General of the United Nations World Tourism Organization



Rosette Rugamba

卢旺达旅游局前局长、Songa Africa和Amakoro Lodge执行董事

Managing Director of Songa Africa and Amakoro Lodge and former Director General of Rwanda Tourism



**Professor the Hon
Bob Carr**

澳大利亚前外交部长、新南威尔士州前州长

Former Foreign Affairs Minister for Australia and former Premier of New South Wales

A man in a red and black plaid shirt is sitting on a wooden bench in a room with white brick walls. To his right is a tall wooden bookshelf filled with books. In the background, a doorway leads to another room where a woman in a striped shirt and red pants is standing, and a child is visible. The scene is lit with warm, indoor lighting.

Airbnb爱彼迎 愿与大家一起
is willing to collaborate with you to

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