

Successful Hosting on the Airbnb Platform

A woman with blonde hair, wearing a grey long-sleeved shirt and dark pants, is making a bed in a bright, modern bedroom. The room features a large bed with white linens and two fluffy white pillows. A woman is standing at the head of the bed, adjusting the pillows. The room has a vaulted ceiling with a large skylight and several windows with white frames and curtains. A small desk with a red chair is visible on the left, and a small table with a colorful cloth is on the right. The overall atmosphere is clean, bright, and inviting.

Jori Goodman, Strategic Partnerships at Airbnb
Raphael Weill, Strategic Partnerships at Airbnb

AIRBNB FOR HOTELS

Agenda

- Airbnb's History
- Our Guest Community
- Airbnb for Hotels
- HotelTonight
- Our Journey, Together





Past

HOW HAS AIRBNB'S VISION EVOLVED





SAN FRANCISCO

AirBed&Breakfast

idsa connecting '07

Two designers create a new way to connect at this year's IDSA conference.

[AB&B STORY](#)

[FAQ](#)

[VACANCIES](#)

[LIST YOUR AIRBED](#)

[CONFERENCE GUIDE](#)

[FIRST TIME TO SF?](#)

[PRESS](#)

[ADVERTISE](#)

NEWS

AB&B will be blogging live from the conference floor!



IDSA attendees,
welcome to San Francisco.

[35 Hotels in Siena \(IT\)](#)

Book your hotel in Siena online. Good availability and great rates!



[Inns Bed And Breakfast](#)

Low rates on Bed and Breakfasts! Compare B&Bs and Save.

Ads by Google

FEATURED SPONSORS

critbuns®

SUPPORTING IDSA
CONFERENCE
ATTENDEES WHERE
OTHERS CAN'T.

[Place your company here](#)

FEATURED EVENT

A launch party
of **sustainable**
proportions.

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“San Francisco, CA, USA”

Check in 4/26/2008

Nights

1

















Enter city, zip code, or event

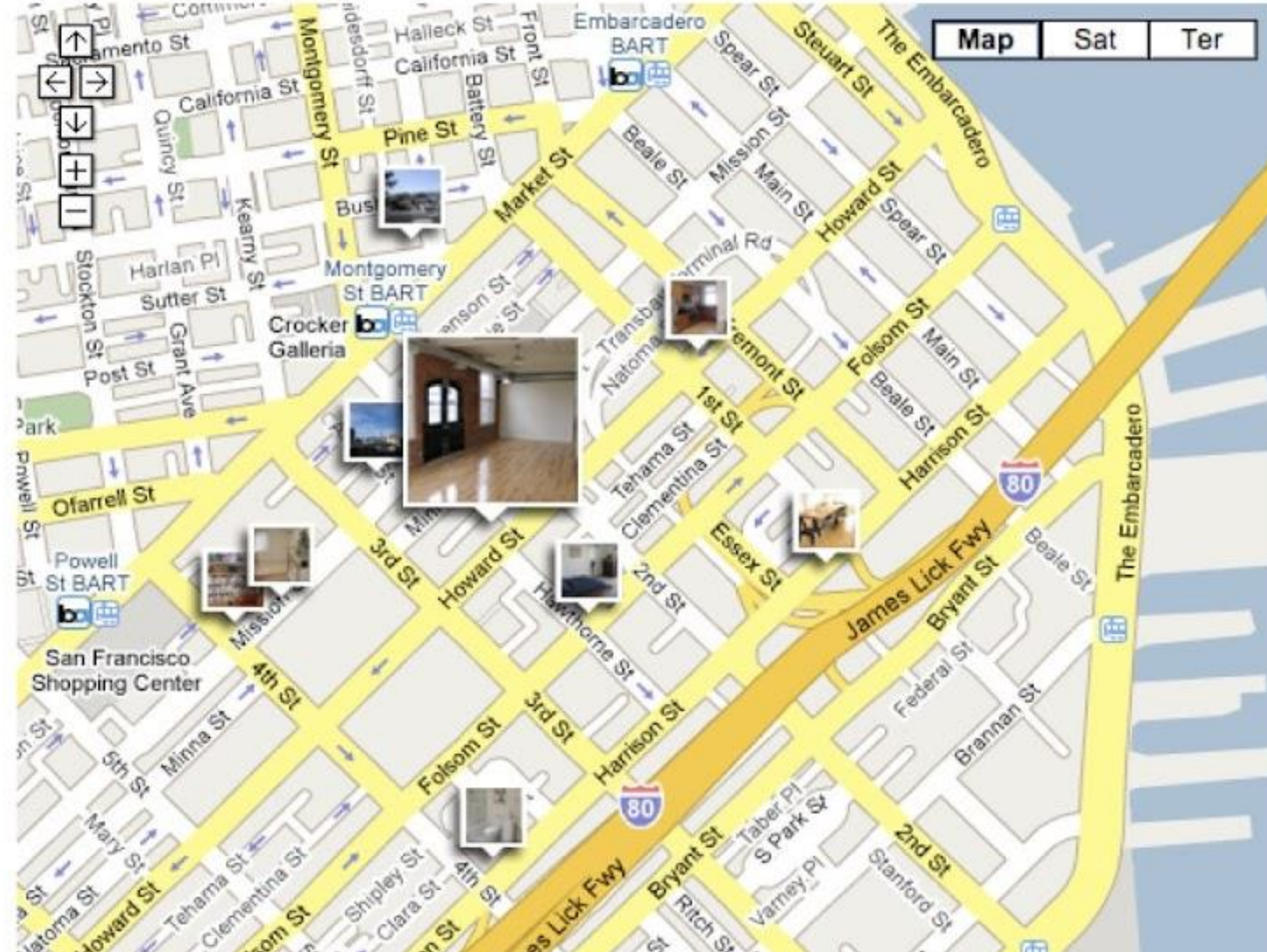
Search »

Sort By:

Price (high – low)

10 of 34 listings

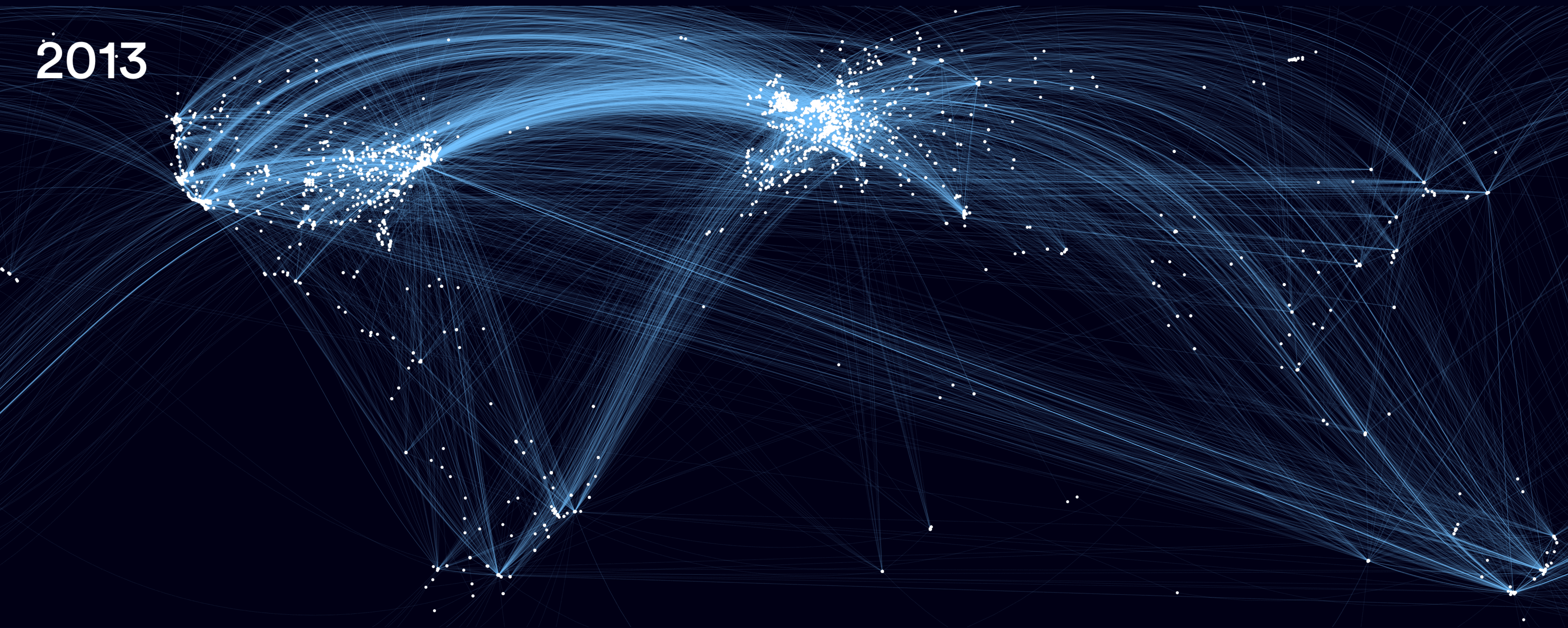
- | | | | |
|---|---|--------------|-------|
|  |  | “Clean” | \$100 |
|  |  | “Awesome” | \$122 |
|  |  | “Curry” | \$90 |
|  |  | “Runner” | \$122 |
|  |  | “Apple” | \$122 |
|  |  | “Pizza” | \$100 |
|  |  | “Greyhounds” | \$122 |
|  |  | “Post it” | \$90 |



2011



2013



2018



2 Million

PEOPLE STAYING ON
AIRBNB PER NIGHT





The Airbnb Guest

A GLOBAL NETWORK AT YOUR
FINGERTIPS

OUR GUESTS

Our Guest Community is Special



International Demand



Committed



Engaged

OUR GUESTS

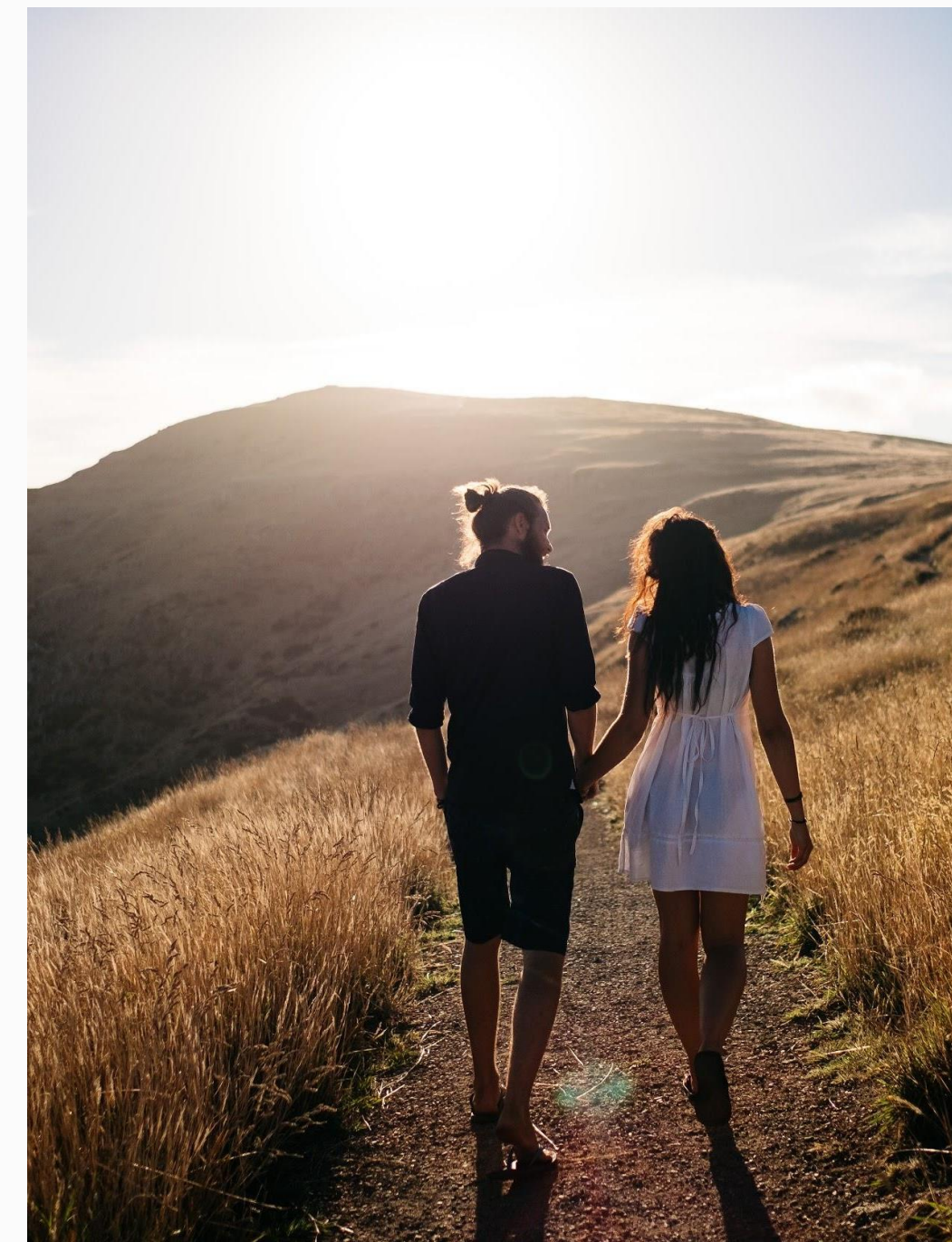
Guests travel for different reasons



Work



Family



Honeymoon



Social

OUR GUESTS



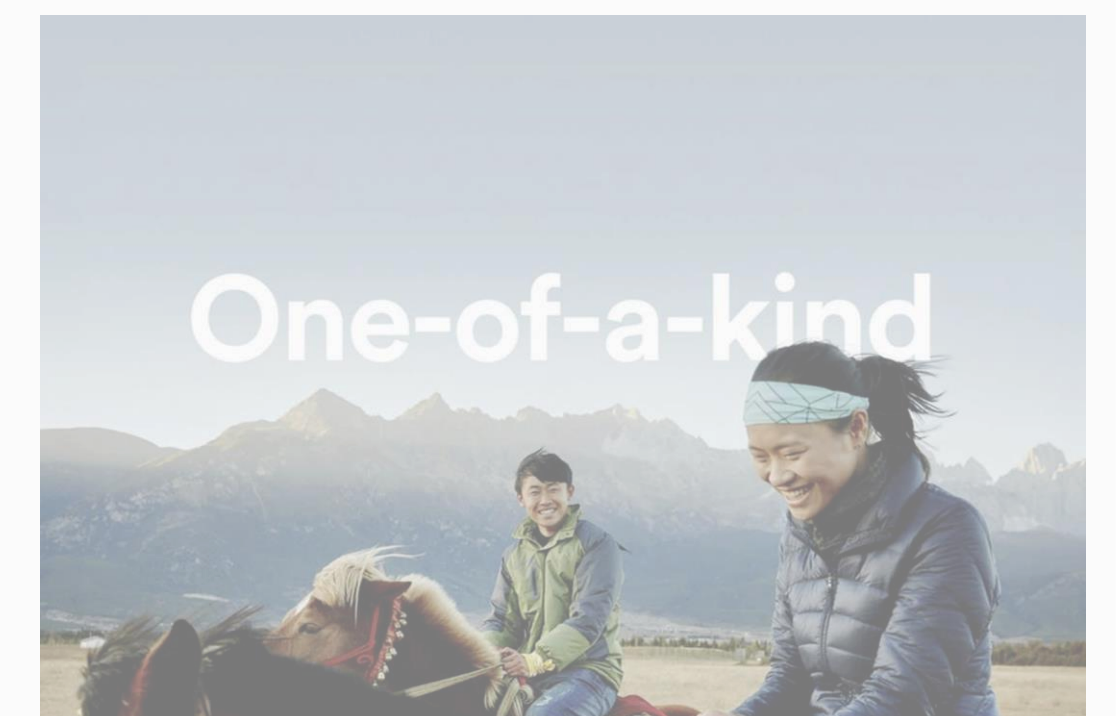
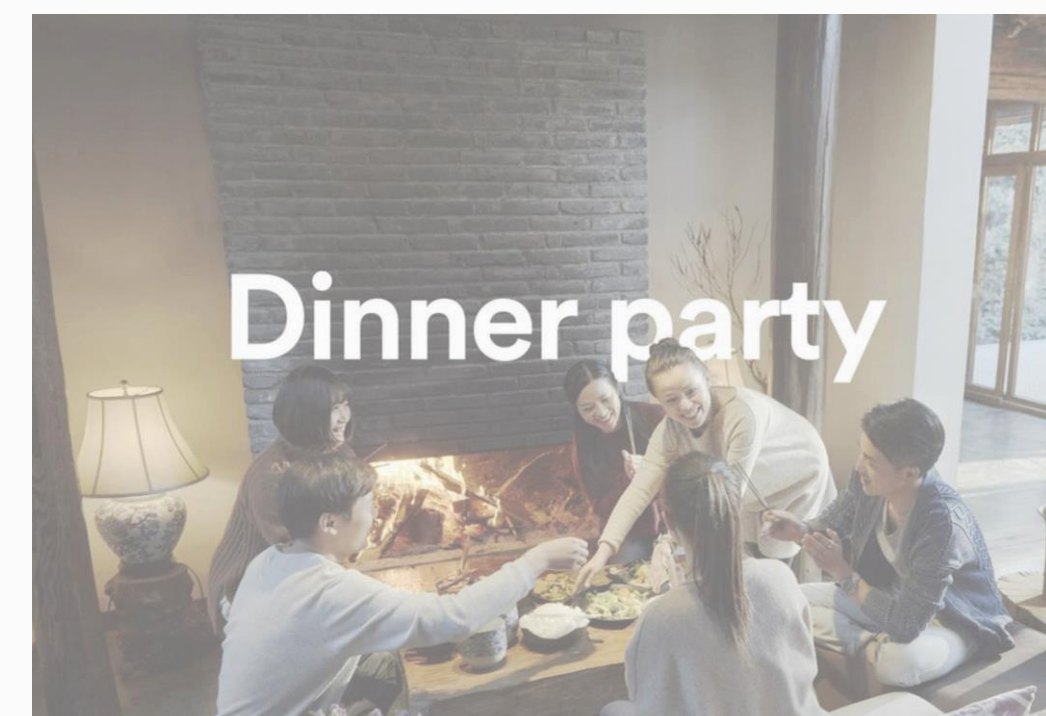
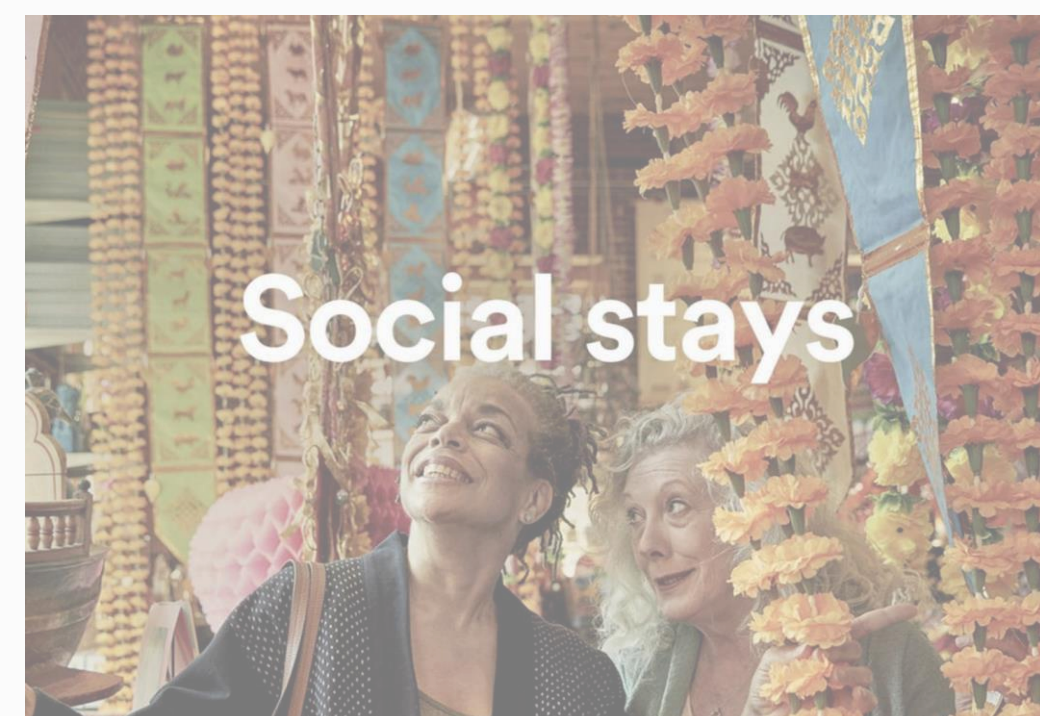
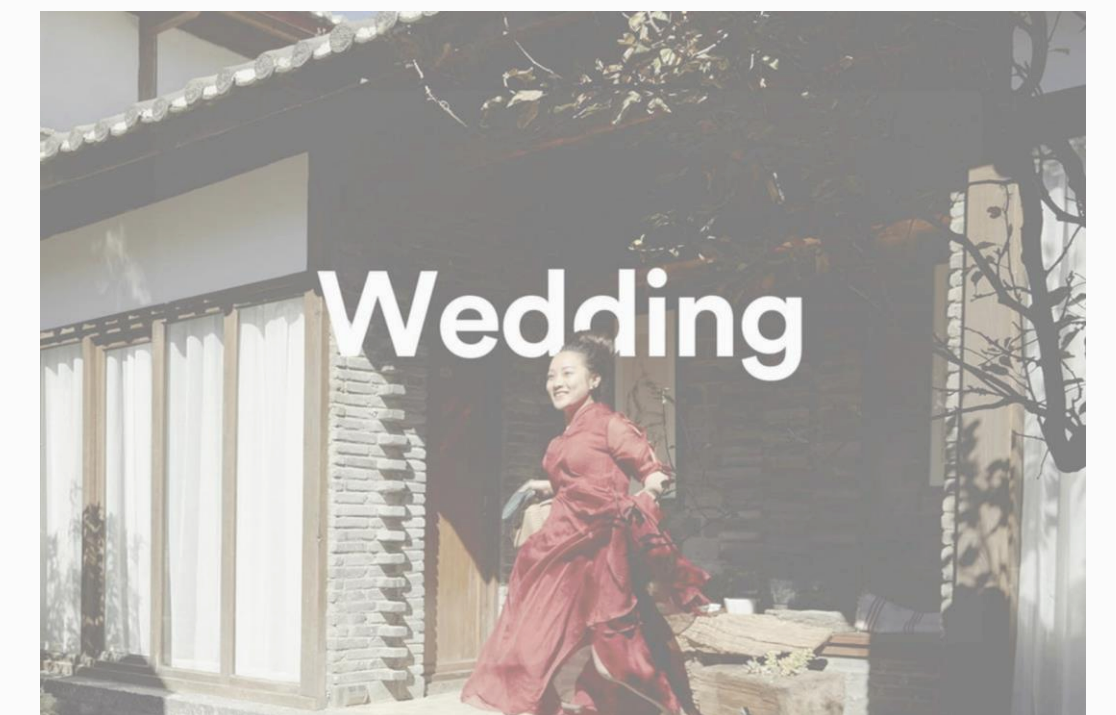
Work

- 15% of trips on Airbnb
- +400,000 companies on Airbnb for Work
- Average Length of Stay: **6.8 days**
- **50%** of trips include Saturday

TRIP TYPES

Collections

Curated groups of accommodation, experiences, and restaurants tailored to a guest's trip type and what they value for that trip.



WHY HOTELS?

Guests on Airbnb want what you've got

- Unique offerings
- Local experiences
- Quality hosting



Airbnb for Everyone

HOTELS, EXPERIENCES, CONCERTS
AND MORE





East Coast Boutique Room 2

HOSTED BY EAST COAST BOUTIQUE HOTEL, • SINGAPORE

\$180 PER NIGHT

AIRBNB FOR EVERYONE

Independent Hotels on Airbnb

2017-2018

+152%

Room count

GLOBAL RANK

4.7/5

Guest rating

AIRBNB FOR EVERYONE

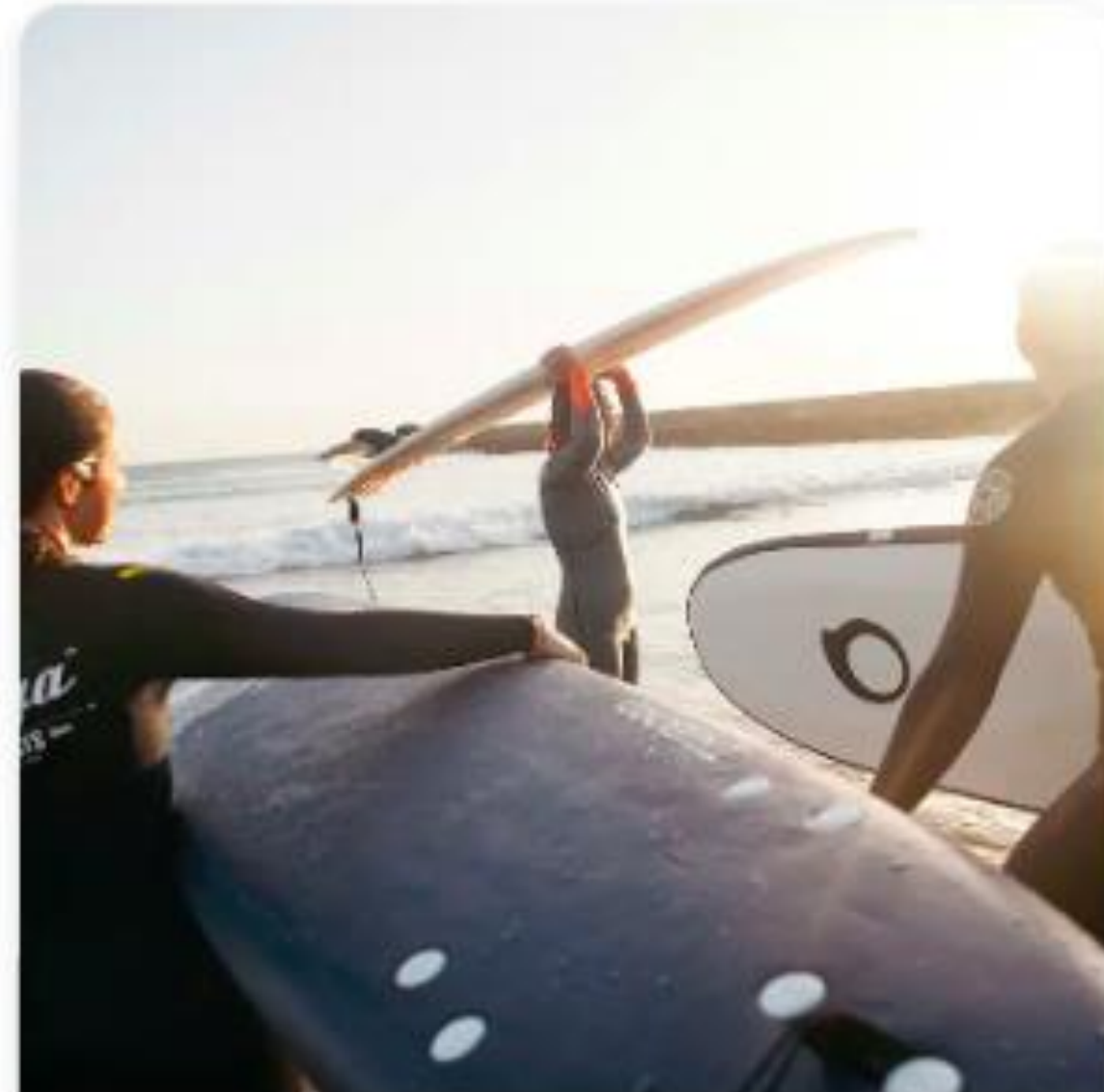
Experiences

One-of-a-kind activities hosted by locals.



Cooking classes

Sample local flavours and take home new skills with hands-on cooking classes by local experts



Surfing

Catch a wave with experiences hand-picked by the World Surf League and hosted by a pro



Concerts

Feel the rhythm with intimate shows in unique spaces and listen to live music like never before



Social impact

Try something new while supporting a cause—100% of what you pay goes to a nonprofit

THE FUTURE OF AIRBNB AND HOTELS

Hosting events and meetings in hotel spaces



THE FUTURE OF AIRBNB & TRADITIONAL HOSPITALITY



Booking engine
for amenities,
F&B, services



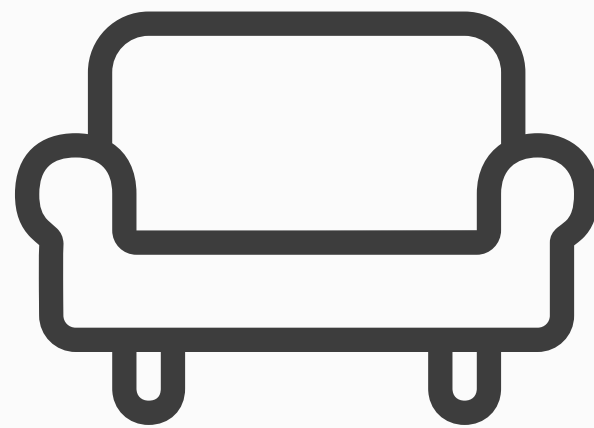


Matching Guests and Hosts

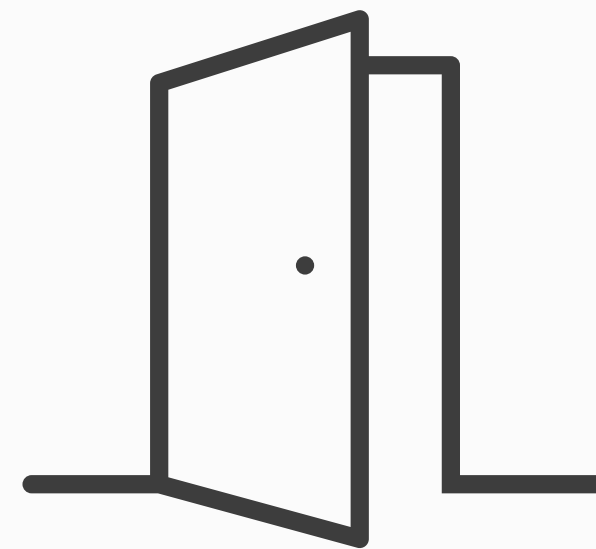
HOW WE ARE HELPING GUESTS
FIND YOU

HOW GUESTS FIND YOU

Evolving our categories



Shared Room



Private Room



Entire Home

New Filters and Categorization

- “Room In Boutique Hotel”
- Align with guest expectations.
- Control over your content.

What kind of place are you listing?

First, let's narrow things down

Boutique hotels and more



Now choose a property type

✓ Select property type

Boutique hotel

Aparthotel

Heritage hotel (India)

Hostel

Hotel

Nature lodge


Resort


Serviced apartment

HOW GUESTS FIND YOU

Business profile page

- All your listings in one place
- Customizable
- Let your brand shine





Adelphi Hotel
Melbourne, Australia

Adelphi Hotel is a boutique hotel that engages your senses. Swinging couches, signature desserts, cocktails, candles and Liquorice All-Sort stools are merely the entree. Discover 34 sumptuous rooms, world-class amenities, an intimate & striking lobby space and a magnificent 12 seater private dining/ Boardroom space. Guests can be wowed by all on offer at famous Om Nom Kitchen. A step away from bustling city streets, enjoy the sensation of escape. Lose yourself in luxury, in texture. Absorb the soft sounds, the whispers, laughter and music.

3
Reviews


★★★★★
Avg. rating

When

Anytime


Guests

1 guest ▾




5 listings

[Go to map](#)



\$199 ⚡ City Break at an Iconic Design Hotel in the Heart of Melbourne's CBD

1 review

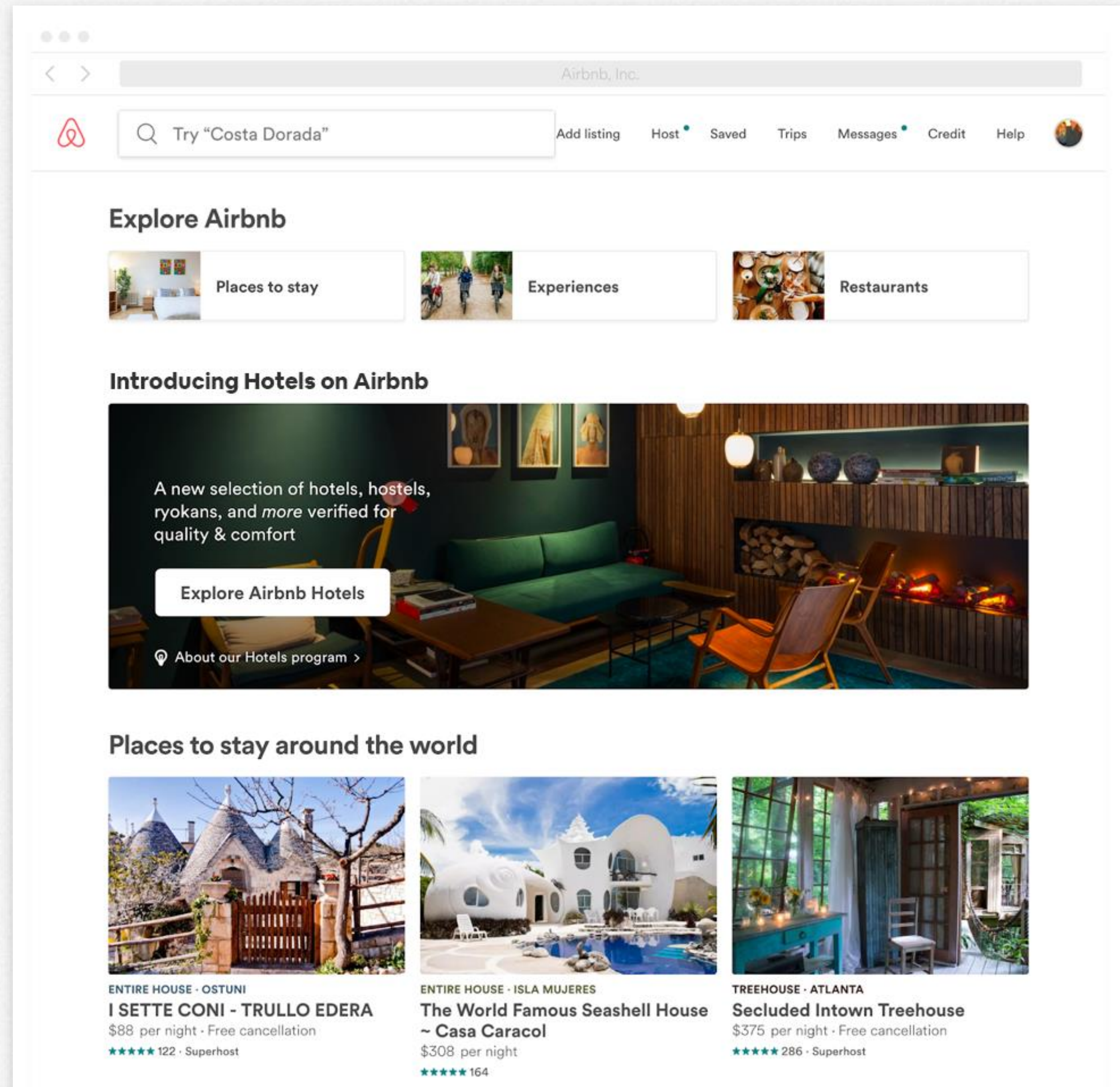


\$153 ⚡ City Break at an Iconic Design Hotel in the Heart of Melbourne's CBD

HOW GUESTS FIND YOU

Storefront Cleanup

Further differentiating hotel, B&B and other hotel-like property type categories separate from homes, apartments, and other property types.



HOW GUESTS FIND YOU

What can we help you find, Stephanie?



Stays

Homes & more



Experiences

Hosted activities



Adventures

Multi-day trips

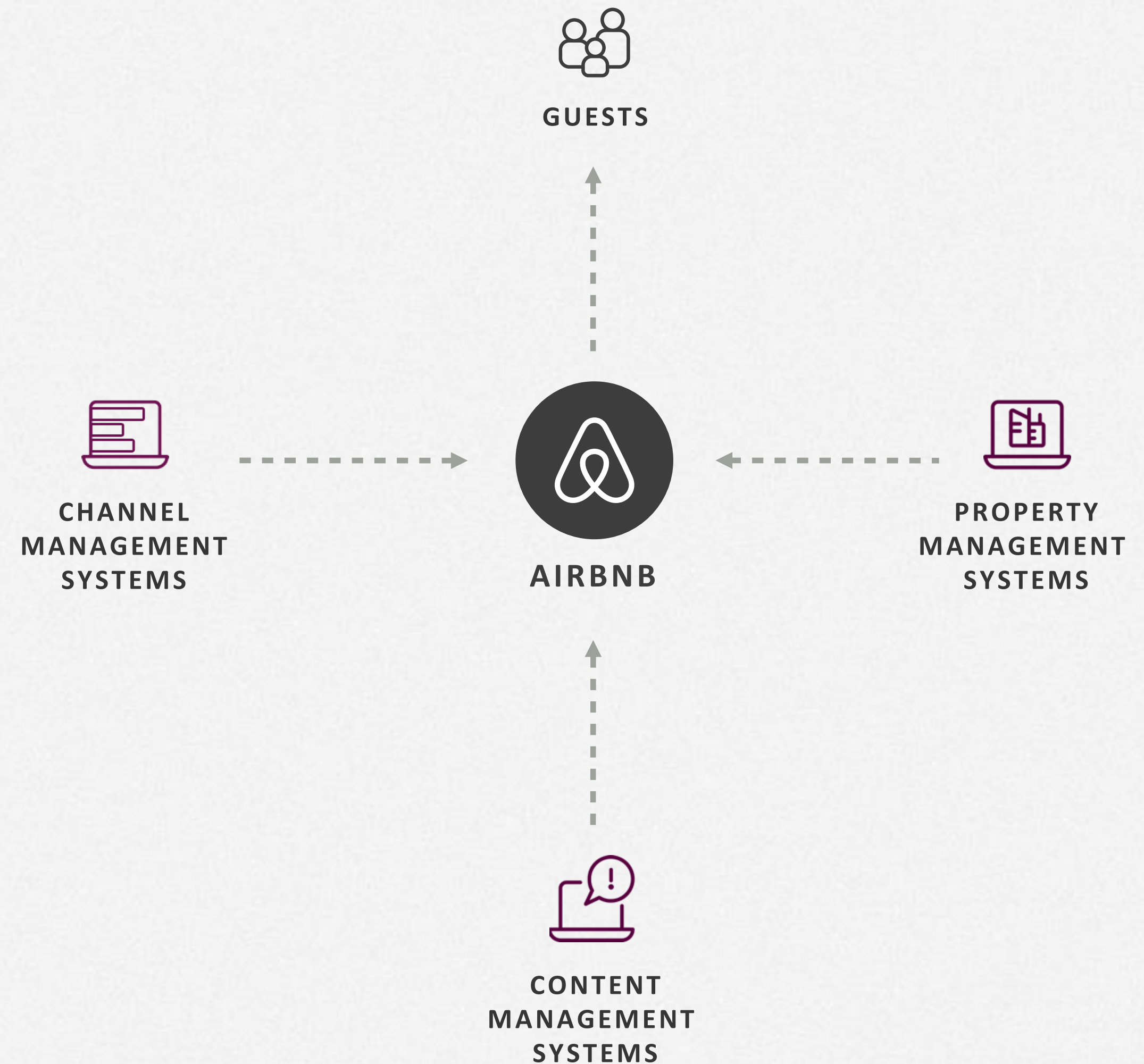
Getting Started with Airbnb



4

Platform Partnerships

Additional hotel technology stack partners and refined feature sets to seamlessly list and maintain listings on Airbnb.



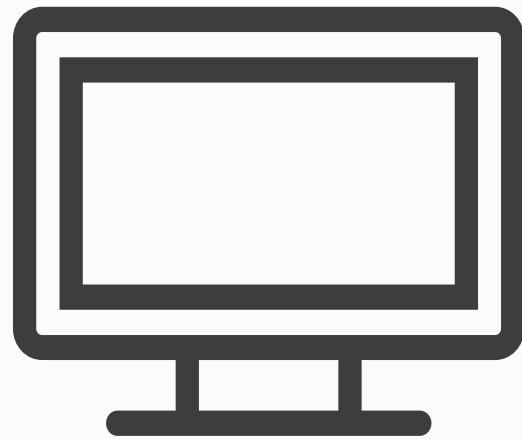
HOW TO GET STARTED ON AIRBNB

Integration Partners

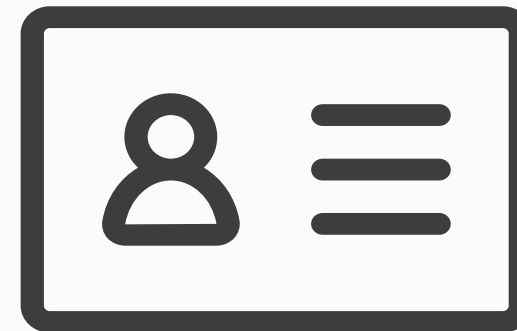


HOW TO GET STARTED ON AIRBNB

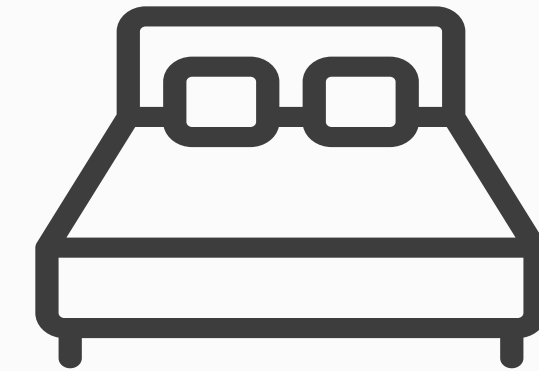
Creating an Account



Go to airbnb.com



Sign up as a Host



Start building your
listings.

Airbnb Service Fees

The Airbnb service fee covers:



24/7 customer support



\$1M host guarantee



Credit card processing costs

Benefits

- **Lower Risk:** No credit card fees, invalid credit cards or chargebacks.
- **Increased Conversion:** Up to 14% lift vs. guest-fee model.
- **Control Over Rates:** Maintain competitive pricing.

Investing in Hotels with HotelTonight



HOTELS ON AIRBNB

Investing in Hotels

- Better features, faster.
- Dedicated support for hotel hosts.
- More customer demand for hotels on Airbnb



Traveling with smartphones

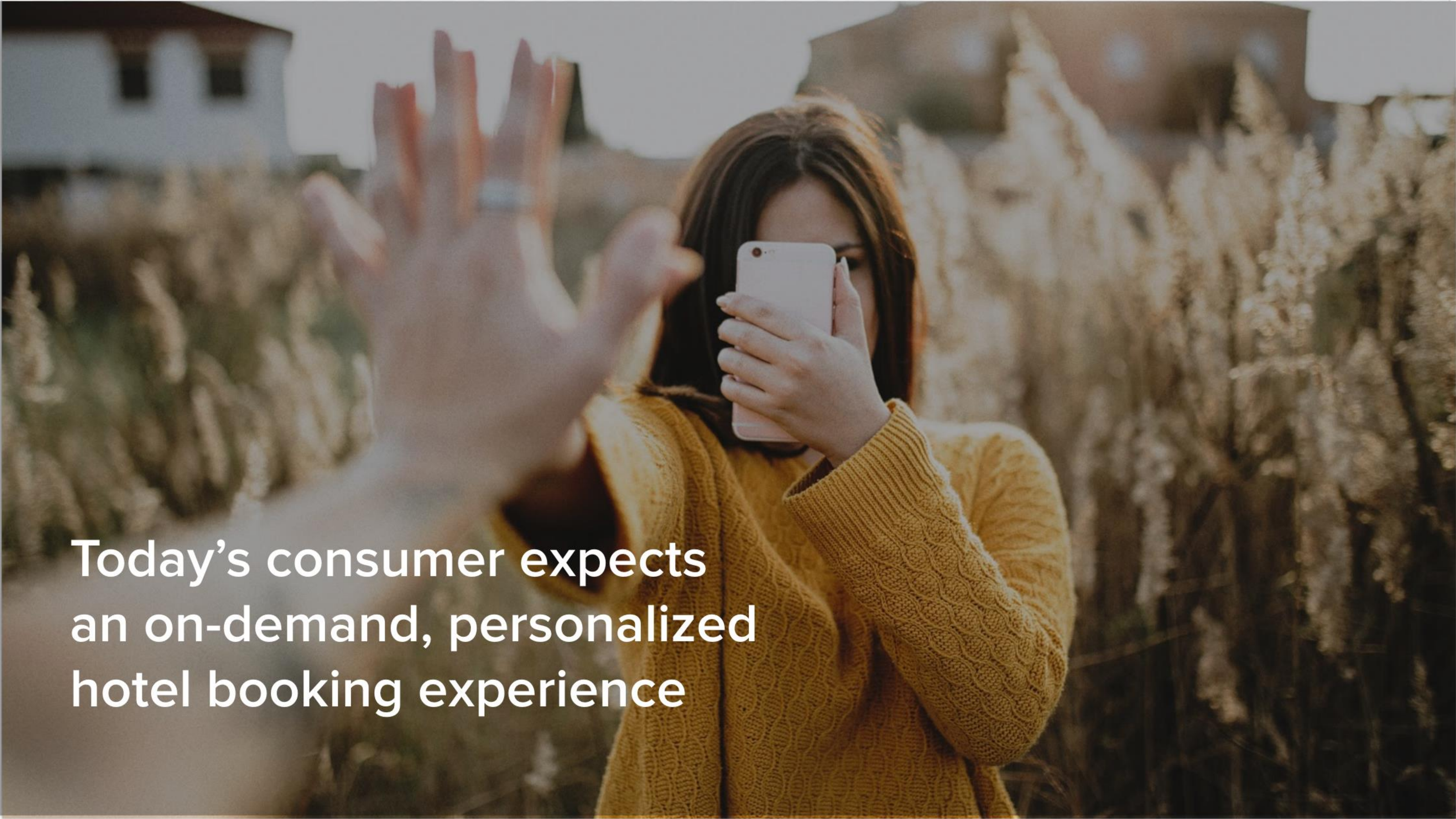
41%

of travelers used
smartphones while
traveling in 2015

70%

of travelers used
smartphones while
traveling in 2019

Source: [Google Consumer Insights](#)



Today's consumer expects
an on-demand, personalized
hotel booking experience

And this new
generation of
hotel bookers
know what
they want.



Efficiency



Personalized
options

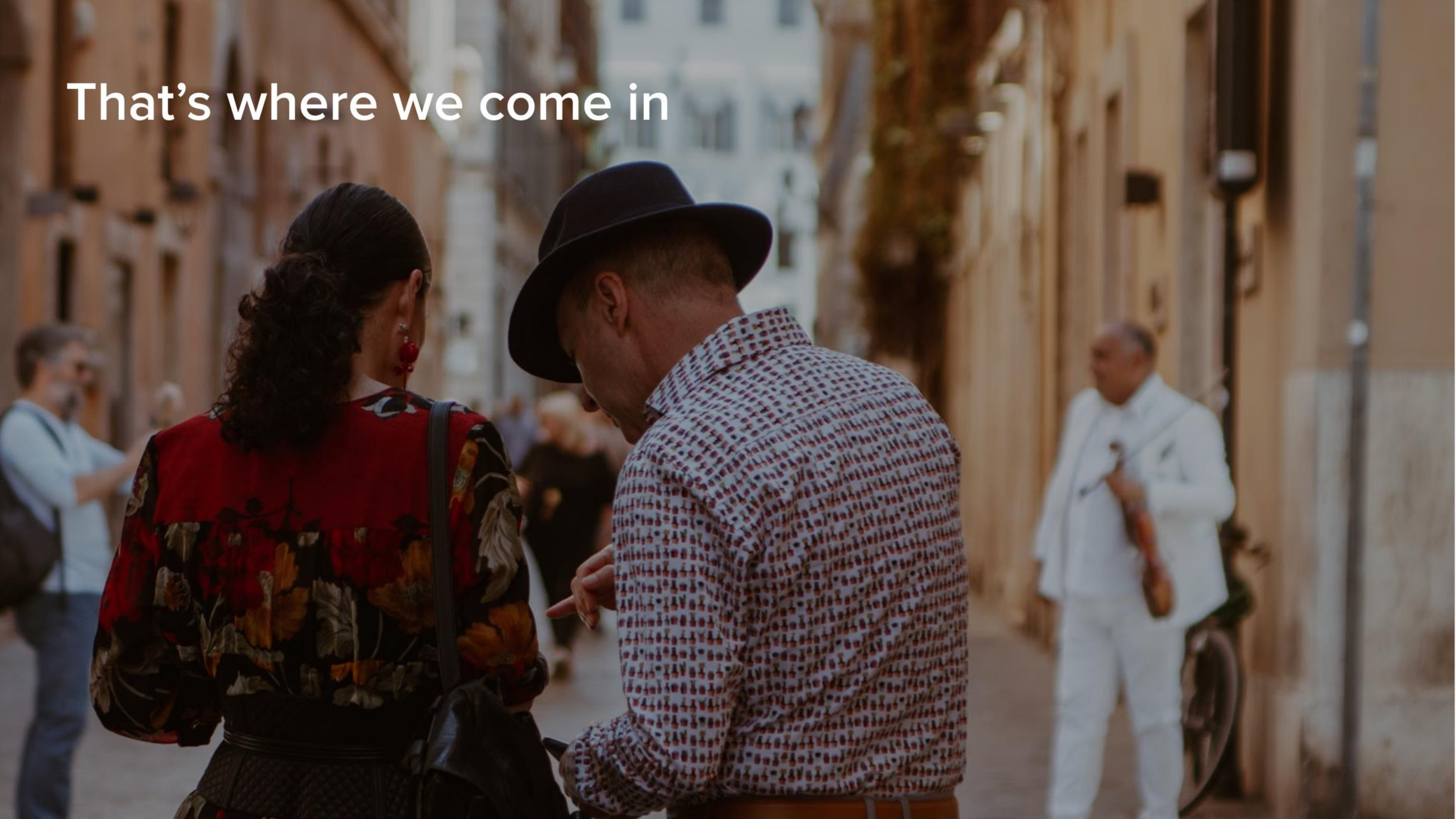


Location-
specific



Convenience

That's where we come in



What we offer our partners

HotelTonight is here to complement your direct booking strategy



No loading,
allotment,
or discounting
requirements



Non-cancellable /
Non-refundable
ROH rooms




Guaranteed
payment method
provided at time
of booking



Loading available
within a 100 day
booking window



Experts in the last
minute space



Boost your visibility

1

Curated display of no more than 15 hotels

2

Search by city or location

3

No more being buried in search results

Where We're Going, Together

March '19

Airbnb acquires
HotelTonight

June '19

New Airbnb hotels team
kicks off Summer-only
promotion to onboard select
hotels in key global markets

Transfer Airbnb guests who
don't book to HotelTonight
via website link-off

Sept '19

Hotels from Summer-only
promo are live and selling
on Airbnb.

New markets are now
being added

Gathering hotel feedback
to optimize the platform

2020 & Beyond

Be the only
distribution platform
hotels choose to
work with, and the
preferred platform
for guests to book
through

What to expect in the upcoming year

- **HotelTonight** continuing to focus on last-minute sales
- **Airbnb** specializing in diversifying distribution with longer LOS, longer lead time, and increased ADRs
- Continued **white glove service** by Hotel team for both platforms
- More **customer demand** for hotels on Airbnb
- **Seamless** hotel booking experience for users on Airbnb
- More **markets** and more **hotels** added to the platform





For hotels, by hotels



Thank you

Jori Goodman, Strategic Partnerships Manager

jori.goodman@airbnb.com

Raphael Weill, Senior Strategic Partnerships Manager

raphael.weill@airbnb.com



Panel: Successful Hosting on the Airbnb & HT Platforms

Tyan Marcin— Branson Family Retreats

Heide Lanford — The Iris Inn

Jori Goodman -Strategic Partnerships, HT &
Airbnb

Raphael Weill- Strategic Partnerships, HT &
Airbnb

E Scot Fuller - The Chadwick Bed & Breakfast

