



## Airbnb Doubles Down on Experiences, Expanding to 1000 Destinations and Adding New Categories in 2018

*With 2500% growth in Experience bookings in 2017, Airbnb is creating new categories and will expand to 1000 destinations this year.*

- Driven by 5000 Experiences across 60 destinations, bookings have grown 2500% in the past year
- Airbnb will expand Experiences to 1000 destinations by the end of 2018, including places such as Easter Island, Tasmania and Iceland
- Airbnb is announcing new Experience categories such as Airbnb Concerts, Social Dining, and Adventures, and is expanding its Social Impact Experiences
- Some of the most-booked Experience hosts have earned more than \$200,000 through their offerings

In ten years, we've seen Airbnb hosts drive magical travel at unprecedented scale. And since [launching Trips in November 2016](#), we've shown that this doesn't just apply to Homes. Our vision of end-to-end travel, encompassing where you stay, what you do and who you meet, has helped almost a million travelers better get to know destinations through Experiences, travel activities crafted and led by expert locals.

This formula is working. Driven by thousands of new Experiences across 60 cities, Experience bookings grew 2500% during 2017, and we've seen Experiences grow 25X faster than Homes did in the first year. In addition, we're finding that guests who book Experiences overwhelmingly love them: 91% of Experience bookings receive five star reviews.

In 2018, we're doubling down on Experiences, both in terms of expansion and the quality and uniqueness of our offerings. By the end of this year, Experiences will expand to more than 1000 destinations, including unique places like Easter Island, Iceland and the Arabian Peninsula.

In tandem, we're ensuring that Experience guests always find authentic, well-curated activities that travelers can't find elsewhere, and more importantly, those that align with their interests and passions. Over 50,000 hosts have applied to host Experiences, but high quality is important and we select them based around the uniqueness of the offering, and the special expertise and passions of the host. In doing so, we are also helping hosts make extra income doing what they love. Some of our most-booked hosts are making more than \$200,000 per year offering Experiences.

Experiences are also building knowledge about what every destination has to offer, from local cuisine and arts to music and outdoor adventures. With that in mind, we're reinventing some of our most popular and growing Experiences categories:

- Airbnb Concerts, intimate live shows in unexpected venues that most travelers don't know about
- Social Impact Experiences, transformative activities connecting travelers to local nonprofits, with no fees taken by Airbnb
- Social Dining, specialty dining Experiences planned by hosts that help travelers make friends from all over the world
- Adventures, multi-day excursions off the beaten path that travelers plan a whole trip around: such as living with Bedouins camping in the Sahara - we're even looking into trips to the North Pole