



To: Interested Parties
From: Airbnb
Re: Airbnb Update
Date: November 16, 2018

Airbnb has an unrivaled global community of hosts and guests -- Airbnb can connect travelers to more than 5 million places to stay and thousands of incredible experiences around the world.

Airbnb is succeeding because:

- Our platform is powered by hosts and guests who are loyal to Airbnb because we treat them like members of a community, not commodities.
- We have a powerful brand. While other travel companies spend billions on marketing every year, we don't depend on acquiring customers by buying them. Instead, we have built a loyal and growing community.
- We are powered by our global community, where guests who are seeking unique listings and experiences around the world are able to find that unique inventory on our platform — and that demand generates greater opportunities for even more hosts.
- Our community offers unique, high-quality accommodations and experiences that have created a new way to travel that did not exist before and cannot be found anywhere else.

As Americans prepare to travel for the Thanksgiving holiday, we want to provide two brief updates regarding the Airbnb community in the US and around the world.

Thanksgiving Travel Boom

This year, we expect that nearly 1 million guests will stay in Airbnb listings across the US on Thanksgiving Weekend, a record for Thanksgiving travel on Airbnb. In the US alone, Home hosts will earn an estimated \$270M between November 18 and November 25 and the money stays in the local community, rather than being sent to corporate headquarters around the world.

An increasing number of these guests will be family travelers. We project that family bookings will increase 78% over last year's Thanksgiving Weekend. Families are choosing Airbnb because Airbnb listings typically offer more space for less money and the kind of amenities like kitchens and common spaces that families need when they are on the road,

[Click here to see a list of some of our most popular Thanksgiving travel destinations.](#)

Q3 2018: Airbnb's Strongest Quarter Ever

The third quarter of 2018 was the strongest quarter in Airbnb history, and the first quarter in which Airbnb recognized substantially more than \$1 billion in revenue. To date, there have been more than 400 million guest arrivals in Airbnb listings around the world.

Investing in our community, our strong brand and our global presence are powering significant growth. For example, the number of guest arrivals in the third quarter increased by 91% in Beijing, 79% in Mexico City, 70% in Birmingham, England and 67% in Johannesburg.

Additionally, Airbnb's growth has occurred across a wide range of cities, towns, and regions and not just a small number of metropolitan areas: in 2018, there have been over 350 city regions with at least 100,000 guest arrivals. In 2013, there were nine city regions with at least 100,000 guest arrivals.

Airbnb's mission is to create a world where anyone can belong anywhere and we will continue to offer updates regarding our work in the weeks and months to come.