

DEMYSTIFYING AIRBNB FOR **CORPORATE TRAVEL MANAGERS**



Letter from David Holyoke,

Global Head of Business Travel, Airbnb



Hello and welcome,

As Global Head of Business Travel at Airbnb, I'm delighted you downloaded this report prepared in partnership with our friends at Skift.

Before we begin, I want you to be comfortable with a new term that's emerged in the last few years: The sharing economy. It's a system where a resource is shared between private individuals, sometimes for a fee.

For example, millions of people across the world rent out rooms or their whole houses to travelers on Airbnb.com—spaces that would have otherwise gone unused. One person sharing their extra space with another person. Like a hotel, but with more personality.

It's happening with ride sharing (Uber, Lyft), lending (Lending Club), office space (WeWork) and even Wi-Fi (Fon). If someone has something of value, they can rent it out, in effect, for a little compensation.

Not a terribly new idea, really. **So what does this mean for the business traveler, today?**

The fact is, many of your employees are likely already using Airbnb.

Some of them are using us for work. Eleven percent of travel across Airbnb is for business trips already. On average, employees from 18,000 companies are signing up and actively traveling every month.

This report was created so you could learn why your employees are talking about Airbnb and other sharing economy companies. It also covers how companies like ours reduce costs (page 13) and deliver greater satisfaction (page 14), while providing the visibility you need for duty of care (page 31).

When you're ready to learn more about managing travel through Airbnb for Work, visit:

www.Airbnb.com/enterprise

Change is constant, but it doesn't need to be difficult. We hope to partner with you soon.

Best,
David

Executive Summary

Among the most profound shifts in hospitality and tourism over the last decade, the rise of the home-sharing economy is changing how people travel. Led by companies like Airbnb, home-sharing frees travelers to discover new cities, meet new people, customize their journey, and grow as individuals and professionals like never before.

Since Airbnb launched in 2008, it has welcomed more than 160 million guest arrivals, and today the company has an inventory exceeding three million properties in 65,000 cities in 191 countries.

The demand for local, authentic, immersive travel experiences is one of the primary factors driving the exponential growth of the home-sharing economy. That's why alternative accommodations generally show higher levels of guest satisfaction than traditional accommodations.

Likewise, Airbnb provides more opportunities to personalize the entire guest experience on many different levels, which is especially important for long-term stays. Home-sharing also typically costs less than traditional accommodations, including during periods of high compression for things like conferences and special events.

As more travelers become familiar with the Airbnb experience, more of them want the same experience when they go on business trips. Morgan Stanley reports that 18 percent of business travelers booked on Airbnb in 2016, up from 12 percent in 2015.

That demand is making more companies consider the overall value of integrating Airbnb into their travel management programs, because it has a direct impact on employee satisfaction and annual travel spend.

However, companies have been slow to develop new travel policies that embrace the value proposition that Airbnb delivers. Many corporate travel managers are unfamiliar with Airbnb's business-friendly product inventory, as well as the many management tools and service capabilities designed specifically for them.

For example, the "Airbnb for Work" dashboard, Airbnb's "Business Travel Ready" listings, and the company's policies and procedures relating to duty of care and compliance were all created to fulfill the requirements demanded by corporate travel managers today.

This report will explain:

1. The confluence of factors driving the rise of the home-sharing economy
2. How Airbnb works, and the benefits for corporate travelers, travel managers, and their companies
3. Recent research showing heightened levels of traveler satisfaction with alternative accommodation options
4. Airbnb partnerships and integrations with large travel management companies
5. The many ways that Airbnb has evolved significantly in recent years to partner more effectively with corporate travel managers, including the Airbnb for Work dashboard and Airbnb's Business Travel Ready listings
6. How Airbnb provides an easy user experience for both travel managers and business travelers, along with in-depth employee tracking and expense reporting
7. Airbnb's commitment to duty-of-care and compliance regulations

Table of Contents

| | |
|---|-----------|
| Letter from David Holyoke, Global Head of Business Travel, Airbnb | 2 |
| Executive Summary | 3 |
| Report Sections: | |
| 1. The Home-Sharing Economy is Reshaping Travel and Hospitality | 5 |
| 2. But What Exactly Is Home-Sharing, Anyway? | 7 |
| 3. Disruption is The Norm Today in Business, and Business Travel | 10 |
| 4. Business Traveler Demand For Airbnb is Impacting the Corporate Travel Landscape | 12 |
| 5. Satisfaction Rates For Home Sharing are Soaring | 14 |
| 6. Corporate Travel Not Keeping Pace with Airbnb Demand | 16 |
| 7. Today's Millennial Workforce Is Leaning Into Home Sharing | 18 |
| 8. The Airbnb for Work Dashboard | 21 |
| 9. Airbnb Welcomes Business Travelers With 'Business Travel Ready' Listings | 26 |
| 10. Ensuring Trust, Safety and Duty of Care | 28 |
| 11. Corporate Travel Management Companies Integrate Airbnb for Work | 29 |
| Key Takeaways | |
| Further Reading | |

ABOUT SKIFT

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MASTHEAD

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1. The **Home-Sharing Economy** is Reshaping Travel and Hospitality

The sharing economy is changing how more and more people buy, sell, and rent products and services in travel, and many other industries.

It's also shaking up the corporate side of the hospitality sector. There's a growing number of business travelers who use alternative accommodation options like Airbnb for leisure purposes, and now they're asking their employers for the same opportunity during their work trips.

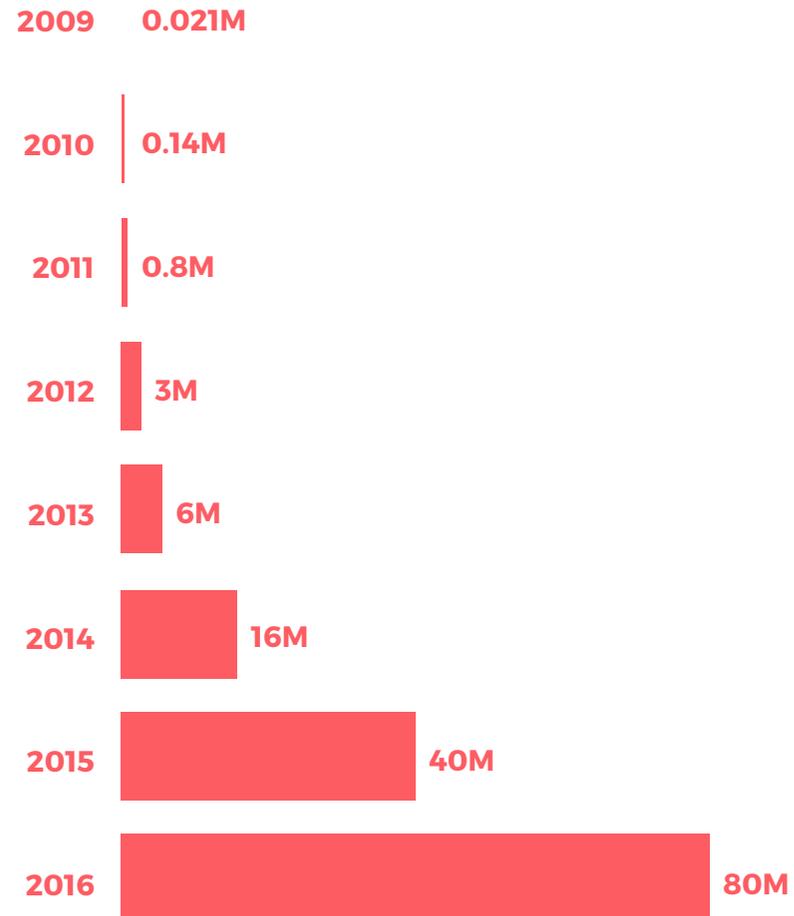
But first, a little background. Just what is the sharing economy?

Also called the "peer-to-peer" economy, the sharing economy is defined as an online marketplace that provides a "platform" for everyday people to purchase goods and services directly from each other – any time day or night "on-demand" – facilitated by a web and/or app-based company that supports protected e-commerce transactions.

As such, individuals participating in the sharing economy become their own self-employed contractors, who pay a fee to an online company to handle the marketing, sales, money exchange, business tracking, and conflict resolution processes.

Uber and Lyft are examples of the ride-sharing economy, which is a subset of the sharing economy, where people use their personal cars to shuttle people from place to place. Passengers simply request drivers via their Uber and Lyft apps, which are integrated with Google Maps so drivers and riders can locate each other within a few yards.

Annual Growth in Airbnb Guest Arrivals



Likewise, Airbnb is part of the home-sharing economy. Homeowners around the world rent their properties to outside guests by placing their “listings” on the Airbnb website and app, again layered on top of Google Maps.

Those listings range from small apartments to full-size homes, and they span all budget levels across the globe, from basic to ultra-luxury. Airbnb’s variety of product inventory is just one of the ways that help business travelers find exactly what they’re looking for.

Here’s the big picture. There’s been an exponential surge of interest for Airbnb property listings worldwide, among all types of travelers.

Airbnb recorded more than 40 million guest arrivals in 2015. That was more than the total combined number of bookings for the six previous years, going back to when the home-sharing company first launched in San Francisco in 2008.

In 2016, that figure again doubled, jumping to 80 million guest arrivals worldwide.

To date, Airbnb’s inventory includes more than three million listings in 65,000 cities in 191 countries. That global network of local hosts is the foundation for Airbnb’s tagline: “Belong Anywhere.”

To put that in perspective, there are over one million people staying at an Airbnb listing on any given night of the year. That equates to a distributed, movable mid-size city, roughly the size of San Francisco or Milan, populated by global citizens who want to explore the world by overnighting in someone else’s home.

Looking ahead, that growth is expected to continue. A 2016 study by the New York-based Cowen and Company financial services firm estimates that yearly Airbnb arrivals could potentially grow to half a billion annual arrivals in five years, and one billion by 2025.

3 million

Airbnb listings
worldwide

65,000

cities list
homes with
Airbnb

191+

countries
have Airbnb
listings

160 million

Airbnb guest
arrivals all-time

2. But What Exactly Is **Home-Sharing**, Anyway?

Travelers have been renting and sharing various alternative accommodations on every continent for decades. As such, the sharing economy isn't really all that new.

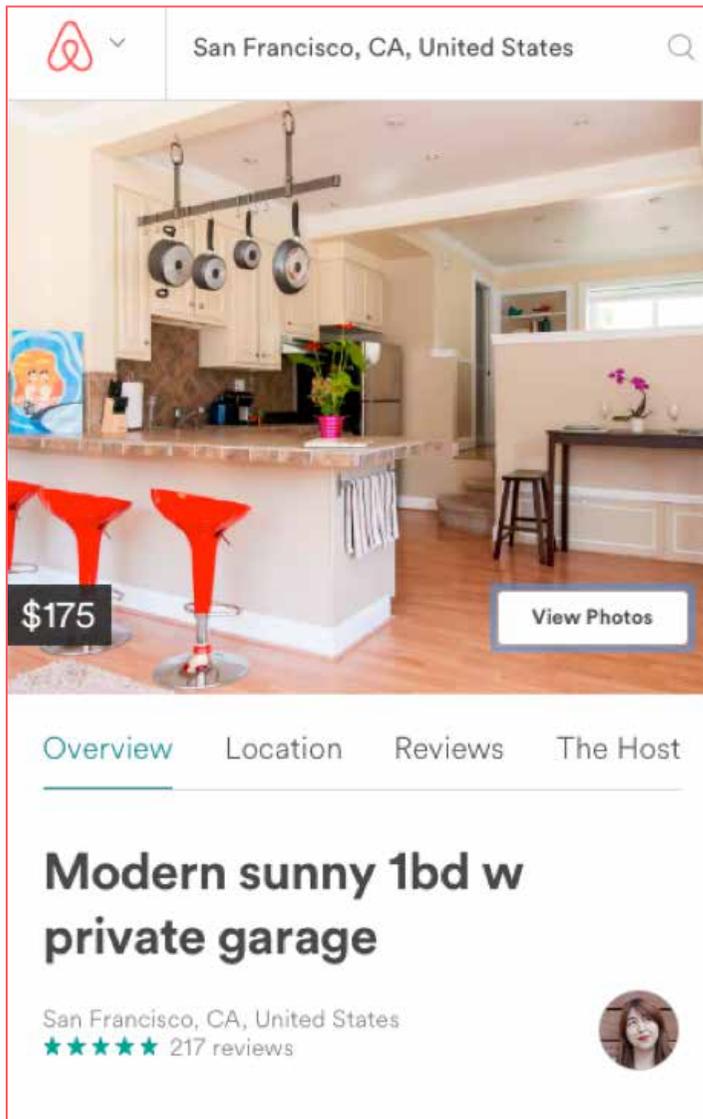
The Bed & Breakfast model, for example, has long been popular for travelers who want a more authentic, local, and immersive destination experience, along with more locations to choose from throughout a city. Likewise, long-term apartment rentals for both leisure and business travelers have been in existence for many years. And, going back to the 1970s, the timeshare industry exposed the world to the idea of sharing privately-owned homes with other travelers.

The next evolution of the sharing economy was the birth of the digital platform economy in the 1990s beginning with companies like eBay and Craigslist. They evolved as online communities with the ability to connect people who wanted to buy and sell anything of value from each other.

A dozen years later, companies like Airbnb expanded on that model to develop an online and mobile marketplace for home-sharing. Today, people can rent their homes and apartments to leisure and business travelers, supported by a host of integrated and transparent services to help streamline the process throughout the travel journey.

How Home Sharing Works





Here's how the process works at Airbnb:

Homeowners can list their property on Airbnb's website with an in-depth description of the property, along with multiple photos, pricing and location details, and a description of themselves.

When an interested traveler finds that listing via Airbnb's search engine, he or she checks the previous comments and ratings of both the homeowner, or "host," and the listing itself, which have been supplied by previous guests.

Those user-generated reviews of the host and property are displayed on each individual listing's webpage, so there's a completely transparent and independent review process, whereby only guests who actually stayed at a property are able to review the property.

That helps avoid some of the questions about the veracity of reviews that are common on many other travel industry platforms, where anyone is allowed to post comments about a product or service.

Just How Much “Sharing” Are We Talking About?

Airbnb hosts have two options when it comes to renting out their personal property. They can provide a private room in their home, where the host is residing on-property at the same time. Or they can rent out their entire apartment or house for the duration of the guest stay, when the guest(s) will be the only party occupying the property.

Typically, and not surprisingly, business travelers tend to prefer the latter. For them, Airbnb developed a specific designation for “Business Travel Ready” listings that meet a certain criteria requiring added amenities and services, which are described in detail later in this report on page 26.

When Airbnb guests reserve the specific nights they want to rent in an Airbnb listing, via the company’s online booking engine, Airbnb handles the exchange of payment through its website.

The Airbnb guest and Airbnb host also have the opportunity to message each other before and during the guest stay, which is one of the most innovative parts of the home-sharing experience. That online conversation creates a strong sense of community and an highly effective support network for travelers. Hosts generally like to provide local knowledge to help their guests customize how they travel and what they experience around the neighborhood. That is another fundamental element underpinning Airbnb’s mission to help travelers “Belong Anywhere.”

Once the specified travel period is over and the guest has left the Airbnb listing, both the host and the guest rank each other on the Airbnb site, and they can both provide any comments they wish to publicly and privately. That provides a continuous feedback loop that builds and maintains the overall quality of the home-sharing experience. Airbnb hosts are highly motivated to maintain excellent product and service rankings to ensure they continue to attract business, just like any other accommodation provider anywhere in the world.

3. **Disruption is The Norm Today** in Business, and Business Travel

The media often pits Airbnb against the legacy hospitality industry, which has aggressively rallied against incursions into its market share. That has created a narrative around some kind of “war” between the home-sharing and traditional lodging industries.

David Holyoke, Global Head of Business Travel at Airbnb, emphasizes that corporate travel managers should look at the growing home-sharing economy as an in-demand sub-sector of the traditional accommodations industry.

Airbnb, he says, supplements a company’s managed travel operations, providing another tool in a travel manager’s tool chest.

“How we engage the corporate community, contrary to what people might think, or what they might have read, isn’t about us versus hotels,” Holyoke explains. “We think we can be a complementary product offering, or solution, within their managed program. Where corporate travel managers have negotiated rates, compliance, and use cases where their traditional lodging is already working – that’s great. But we also know that there are specific use cases where traditional lodging

accommodations may not be meeting their needs. So we work with managers, and say, ‘Let’s identify those use cases where we could add value in that regard.’”

Some of the primary use cases for Airbnb in the corporate travel industry include extended-stay work trips, corporate relocations, corporate executive retreats, travel incentive reward trips, and special events.

Sabine Buselmeier, a travel manager for the Ganter commercial construction company in Waldkirch, Germany, has used Airbnb for employee travel for the last four years. The majority of bookings are for long-term stays in major world capitals ranging from New York to London to Moscow.

“For me as a travel manager, it’s so easy because I can always find apartments close to our projects fast,” says Buselmeier. “The apartments tend to be less expensive, and they have kitchens, which is important for long stays. The most important thing is I always read the reviews from past business travelers, because I rely on them to make decisions.”

Looking beyond Airbnb's inherent value for long-term stays, there's been a surge of demand in the last two years among business travelers for alternative accommodations in their everyday short-term work trips, due to a wide range of factors.

Some of the most significant reasons, with definitive business outcomes for companies, are:

1. The nightly rate of an Airbnb listing, with many of the comforts of home, is typically less than a comparable room in a traditional accommodation in most urban markets worldwide. According to a 2017 study by Rocketrip, employees booking Airbnb listings pay as much as 41 percent less than traditional accommodations in the same location.
2. Airbnb inventory presents a rate "release valve" during times of high visitor compression, as is often the case with conferences and special events, when traditional accommodations often raise pricing significantly based on demand.
3. Business travelers are often more productive in a quiet home environment where they can control the atmosphere, work alone without distractions, and avoid the congestion, noise, and general busy-ness typical in hotel lobbies, coffee shops, etc.
4. Airbnb provides a vastly higher room inventory than traditional accommodations. That volume offers business travelers a broader selection of locations to choose from in a given destination, along with the added convenience of being closer to the people they need to meet.
5. Yes, Airbnb's range of inventory is well positioned for extended-stay purposes when employees are away from their homes, families, and friends, or when they're relocating to a city. However, the value of a comfy home environment in a local neighborhood is also valuable for many solo business travelers in the short term.
6. The wealth of larger and more luxurious Airbnb listings with multiple rooms, full kitchens, and large common areas provides many creative options for designing amazing corporate retreats.
7. The opportunity to better customize accommodation options leads to happier employees, and therefore more productive employees. Being on the road provides many challenges for business travelers, and one of the biggest is a sterile, corporate accommodation that looks and feels the same in any city. By alleviating some of those stressors, companies can improve employee retention. It's estimated that replacing employees can cost between 20-200 percent of an employee's annual salary.

4. Business Traveler Demand For Airbnb is Impacting **the Corporate Travel Landscape**

Presently, about 11 percent of Airbnb guests are business travelers booking short- and long-term stays. Comparatively, about 30 percent of guests staying in traditional urban accommodations are traveling for business purposes, on average.

In the last few years, Airbnb's rise of popularity among leisure travelers has been spilling over into business travel. A growing percentage of corporate employees, who have used Airbnb for leisure purposes, want to recreate the home-sharing experience for their work-related trips.

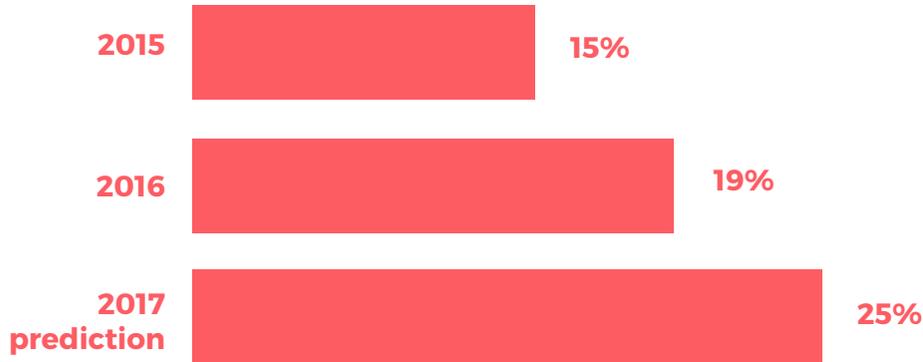
In November 2016, Concur reported that "Airbnb's Business is Booming – In Business." The corporate travel management company collected Airbnb booking data on its platform from Q2 2015 to Q2 2016, representing \$77 million in total spend and over 320,000 Airbnb expenses (average of \$242 per expense).

The data showed that Airbnb usage is growing at a global scale among businesses of all sizes. The number of organizations using Airbnb increased by 32 percent, and overall spend increased by 42 percent year-over-year from Q2 2015 to Q2 2016. Furthermore, the growing volume of Airbnb usage among small and midsize businesses (up to 1,000 employees) increased spending on Airbnb 38 percent in Q2 2016 compared to Q2 2015.

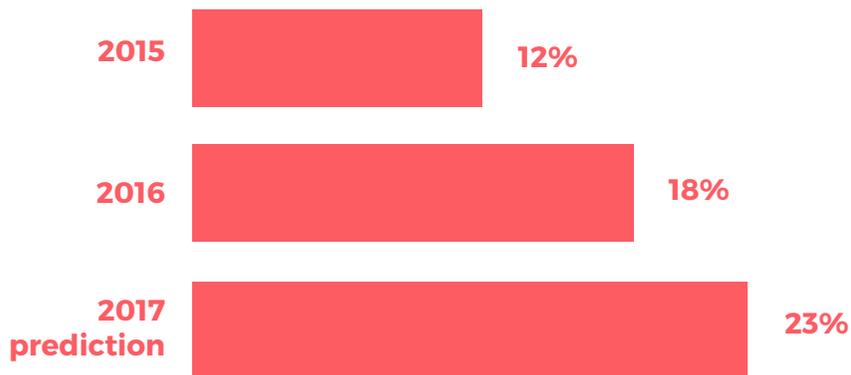
According to Concur:

"Airbnb has drawn the majority of its business revenue from travelers in the technology and academia sectors. In Q2 2016, eight of the top 20 spenders on Airbnb are technology companies, whose employees might flock faster to sharing-economy services than others, and six of the top 20 Airbnb spenders are universities, which may require employees to find more cost-efficient accommodations than some hotel chains offer. As a comparison, business usage of major hotel chains grew year-over-year during the eight quarter window, but, not surprisingly, at a substantially lower rate than Airbnb."

Leisure travelers who used Airbnb in the previous 12 months



Business travelers who used Airbnb in the previous 12 months



In November 2016, Morgan Stanley also published new research highlighting the rise of Airbnb in the leisure and business markets.

Looking at data collected in 2015 and 2016, Morgan Stanley noted a significant increase in the number of travelers who booked on Airbnb. In 2015, about 15 percent of leisure travelers surveyed had used Airbnb in the previous 12 months, while in 2016, that number rose to 19 percent. Morgan Stanley predicts that number to rise to 25 percent in 2017.

Among business travelers, 12 percent of them had used Airbnb in 2015, but that jumped to 18 percent in 2016. For 2017, Morgan Stanley predicts that number will jump to 23 percent.

Consumer awareness of Airbnb is also high, according to the data, ranging from 62 percent in Germany and France to 76 percent in America. Morgan Stanley estimates only about 25 percent of travelers who are familiar with Airbnb have used the service at least once, so there is significant growth opportunity for Airbnb as its awareness continues to rise. Of those surveyed who have used Airbnb, 93 percent reported they were satisfied with the service in 2016, up from 90 percent in 2015.

According to the research, the #1 reason respondents are using Airbnb relates to price (53%), followed by location (35%), authentic experience (33%), and “easy to use site/app” (28%). Regarding cost, the research states that Airbnb is priced anywhere from 8 to 17 percent less expensive in Europe than a regional hotel’s average daily rate. In the U.S., Airbnb is 6 to 17 percent less than traditional accommodations.

5. Satisfaction Rates For Home Sharing are Soaring

A 2016 study by the Cowen and Company financial services firm shows that 93 percent of leisure travelers and 90 percent of business travelers who have booked on Airbnb find the Airbnb experience more satisfactory, or equally satisfactory, than traditional accommodations.

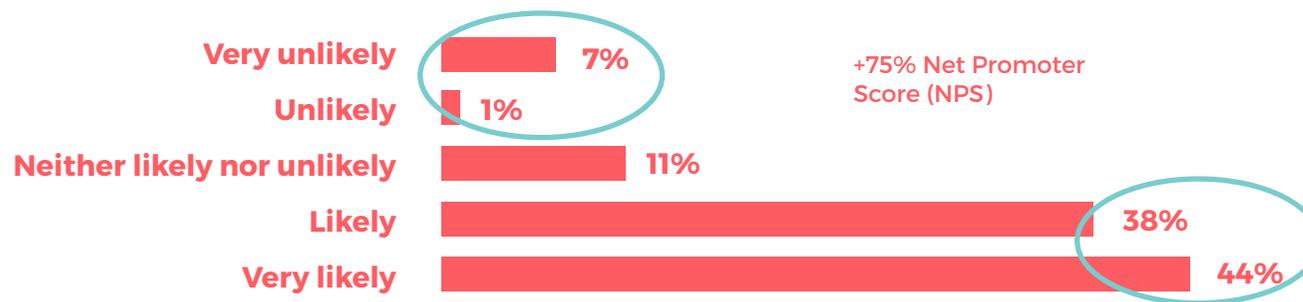
The research also suggests further growth among new users who haven't booked Airbnb yet. The report reads: "Among the 26 percent of survey respondents who knew and understood what Airbnb was, but had not yet stayed in an Airbnb, 82 percent said they would be willing

to try Airbnb in the future. In fact, 66 percent of those 82 percent said they planned to try Airbnb in the next year."

In addition, a total of 82 percent of respondents said they are likely or very likely to recommend Airbnb to a friend, family member, or business colleague. The willingness to recommend a brand to someone else forms the basis for the Net Promoter Score (NPS), which is a consumer industry standard to benchmark customer sentiment around a company.

Airbnb users are passionately in favor of the service (n=228 Airbnb users)

How likely are you to recommend Airbnb to a friend, family member, or colleague?



Source: Cowen and Company US Travel Survey, February 2016



**Tenth trip to San Francisco for work,
first time feeling at home.**

There's a new way to travel for work.
airbnb.com/work



Airbnb has an NPS score of 75. For comparison purposes, according to Retently, Apple has an NPS of 72, which is 40 percent above the 32 percent average for the computer hardware industry. Amazon has an NPS of 69, and Netflix has an NPS of 68. The two highest NPS scores in 2016, based on Index NPS rankings, were Tesla (96) and Porsche (84).

According to Cowen and Company analyst Kevin Kopelman, speaking in Barron's:

"Airbnb had an extremely high net promoter score (NPS) of +75% and compared favorably versus the average hotel. Airbnb customers in our survey were passionately in favor of the service, with an NPS of +75% (82% would recommend, vs. 7% who would not), including 44% saying they were "very likely" to recommend Airbnb. Airbnb users were also 9X as likely to be more satisfied by their average Airbnb stay versus their average hotel stay for leisure travel (63% vs. 7%, with 30% neutral). Lastly, customers who used Airbnb for Work were 5X as likely to be more satisfied with Airbnb for Work than their average hotel stay (51% vs. 10%, with 39% neutral)."

6. Corporate Travel Not Keeping Pace with Airbnb Demand

There's a clear disconnect between what more and more business travelers want and what corporate travel managers are providing. Demand for using the sharing economy for business purposes is clearly a major trend in corporate travel, but companies are not keeping pace.

In January 2017, the Global Business Travel Association (GBTA), in partnership with American Express, published the "GBTA Business Traveler Sentiment Index, Global Report," showing that more corporate executives have been using sharing economy services more often in the last year. However, while companies are adjusting their policies to allow usage of ride-sharing services, they seem to be more reticent when it comes to home-sharing.

The GBTA survey indicated that approximately 50 percent of corporate travel policies now allow ride-sharing services such as Uber or Lyft. That's a hefty increase from GBTA's mid-2016 report, which reported 44 percent of company policies approved ride-sharing. Over that time period, business travel ridership increased 21 percent. Nearly 20 percent of those who responded said they expected to use ride-sharing more in the next three months, while 71 percent anticipated using it with the same frequency.

Home-sharing options like Airbnb gained ground over the six months between the two surveys, as well. Thirty percent of policies allowed home-sharing in January 2017, compared to 28 percent in June 2016. However, while corporate adoption of home-sharing rose only two percent, the GBTA research states that the use of alternative accommodations among business travelers jumped 20 percent.

Jeanne Liu, VP of research for GBTA, attributes the rise of interest in sharing economy services for work-related purposes to the growing familiarity of them among travelers in general.

"I think what we're seeing is what we're calling the 'consumerization of business travelers,'" she says. "It's what you do in your regular consumer life. If you use ride-sharing and home-sharing, or if there are certain apps you like to use, it's going to go into how you plan and how you pick your options in business travel as well."

Although, Susan Chapman Hughes, senior VP of American Express Global Commercial Payments, cautions that travel managers need to better explain how sharing services fit into their company rules and regulations, because there seems to be some confusion.

“The sharing economy trends that have come to define personal travel are now significantly influencing business travel as well,” she explains. “However, nearly one in five travelers are still unsure whether their employer’s policies allow for sharing-economy services, making it especially important for companies to communicate clear details about the services and amenities that their policy covers.”

Supporting that, the online travel management company, Certify, published “SpendSmart Report on Business Travel Spending Trends for 2016” in January 2017. Certify’s 2016 data shows that Airbnb ended the year with a total of .27 percent of expenses and receipts in the

hotel category overall. While still under one percent of the total, Airbnb’s growth is significant in this context based on comparable business travel bookings among traditional accommodations.

In terms of their percentage of total business travel expense reporting overall, the top 15 lodging brands range from Hampton Inn at #1 (8.82%) to Residence Inn in 15th place (1.18%). **Assuming a similar or slightly improved growth rate among business travelers booking Airbnb, Certify expects the home-sharing platform could approach the top 15 most expensed accommodation options within the next few years.**



“Business travel got a lot more personal in 2016,” says Robert Neveu, CEO of Certify. “The growing preference for sharing economy services like Uber, and to a lesser degree, Airbnb, really underscores the trend toward consumerization of traditional corporate travel. Advances in personal technologies and travel-based smartphone apps have made it easier for business travelers to choose the experiences and vendors they prefer. And the companies they work for are following suit with expanded travel policy guidelines to accommodate new services and payment methods.”

There’s a new way to travel for work.

airbnb.com/work

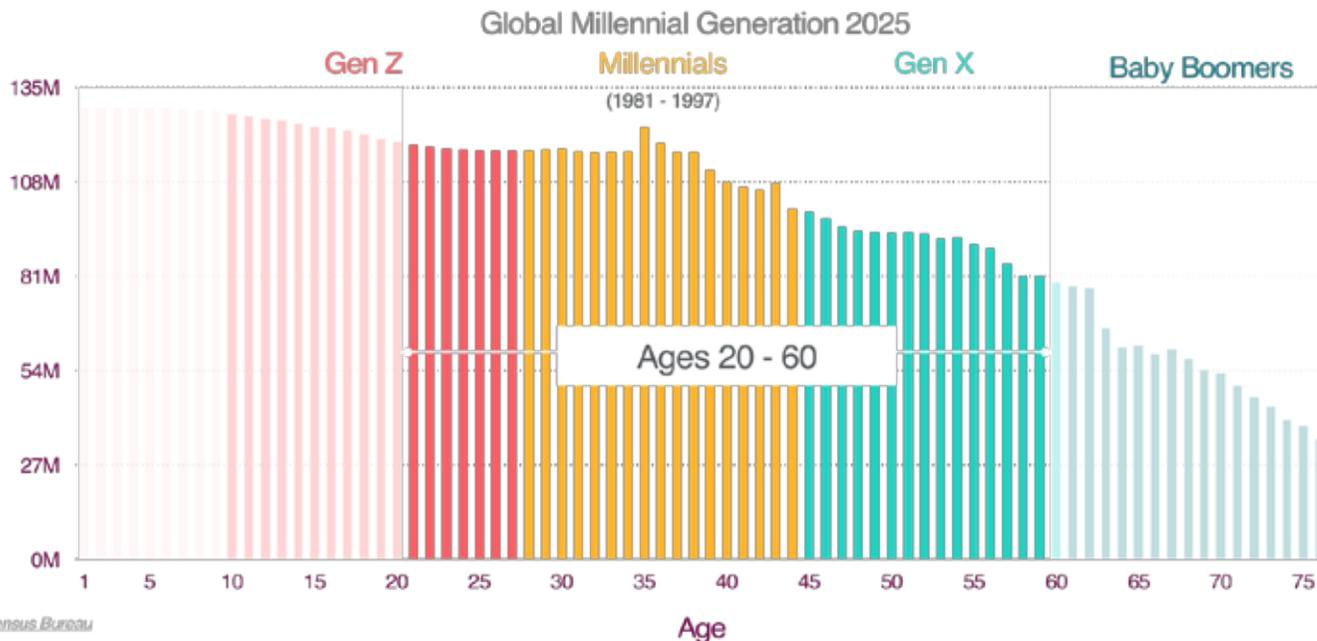


7. Today's Millennial Workforce Is Leaning Into Home-Sharing

The rise of interest among business travelers for Airbnb accommodations is especially prevalent among millennial-age business travelers, who now make up the majority of professionals in the workplace. According to the Pew Research Center, millennials surpassed Gen Xers as the largest generation in the U.S. labor force in 2015.

Here's what the comparable sizes of the generations in the U.S. will look like in 2025, according to the U.S. Census Bureau:

Business travelers are changing Boomers retiring; Gen X and Millennials moving into position



Source: Census Bureau

Percentage of internet users in North America who use select professional sharing economy services, segmented by age:

% of respondents in each group

| | 18-34 | 35+ |
|--|-------|-----|
| Preowned goods (e.g., eBay) | 50% | 36% |
| Car service (e.g., Uber) | 32% | 12% |
| Custom products (e.g., Etsy) | 32% | 11% |
| Space to stay (e.g., Airbnb) | 30% | 11% |
| Personal services (e.g., house repair) | 22% | 10% |
| Professional services (e.g., taxes) | 20% | 7% |
| Crowdfunding (e.g., Kickstarter) | 17% | 7% |
| Money lending (e.g., Kiva) | 17% | 4% |
| Borrow cars/bikes (e.g., car2go) | 14% | 4% |

Source: Maru/Matchbox, "The Battle for Trust and the Sharing Economy," April 20, 2017

According to Airbnb, roughly 60 percent of all guests who have ever booked on Airbnb are millennials, and the number of millennials who have booked on Airbnb grew more than 120 percent in 2016, year-over-year.

Another study by David Binder Research, commissioned by Airbnb, polled 1,500 Americans across all adult age groups. The survey data showed that 67 percent of Americans on average have a favorable view of the sharing economy, but that jumps to 74 percent specifically among millennials.

Lastly, eMarketer published new data in May 2017 from Maru/Matchbox showing a distinct difference between young and older generations in terms of how much they use Airbnb and other sharing economy platforms.

For example, 30 percent of millennial-age travelers have used Airbnb, compared to only 11 percent of adults over 35 years-old.

Part of what's driving higher adoption of home-sharing among millennial business travelers is their interest in balancing work and personal life.

Ernst & Young's "2015 Global Generations Research" states: "Millennials are more likely to have made, or be willing to make, sacrifices to manage work and family/personal responsibilities. U.S. millennials are the most likely generation to say they would change jobs (77%) or careers (76%), give up an opportunity for a promotion (65%), or 'move my family to another location' (66%)."

As such, according to the data, millennials tend to be more conscious about the impact of business travel on their personal lives, more so than compared to their predecessors.

Therefore, if millennials are already comfortable with Airbnb in their personal lives, and prefer the home-sharing experience over traditional accommodations, they are more likely than previous generations to want to incorporate that preference into their work trips.

In 2016, MMGY Global surveyed 1,007 business travelers for its “Portrait of Business Travelers” report. The report stated that, on average, business travelers took 6.8 trips in 2015, with an anticipated increase to 7.4 trips in 2016. Segmented by age, millennials took 7.4 business trips in 2015, compared to 6.4 for Gen Xers and 6.3 for baby boomers.

Younger travelers, the report added, are more likely to use alternative accommodations such as Airbnb than their older counterparts, with 67 percent of millennial respondents in the MMGY survey reporting that they’re interested in staying in a shared home.

Shan Wang, a millennial-age journalist based in Cambridge, Mass., has booked many Airbnb listings for work-related reasons, such as industry conferences. She has rented both private rooms and full apartments, and she is comfortable with both.

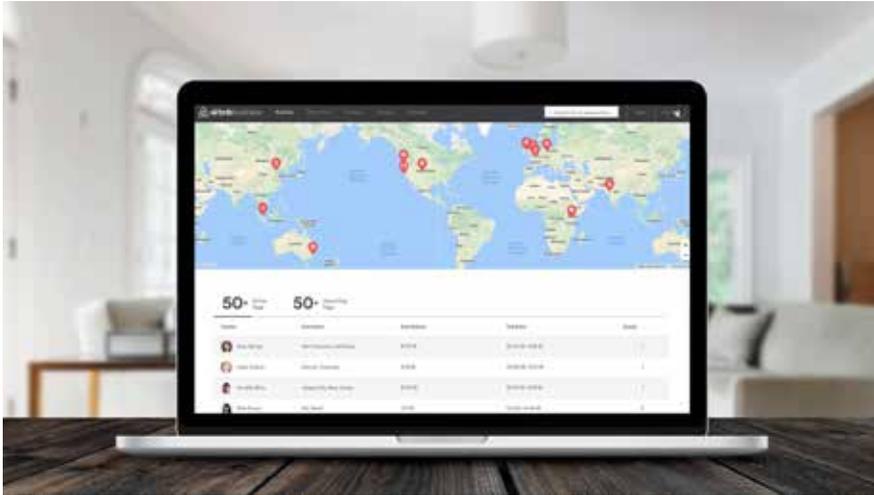
Wang explains that she now only books Airbnb for business travel, because she prefers the ability to select specific neighborhoods in destinations so she can feel at home, like a local.

“I want to pick a location I want to be in while I’m traveling to a city, even if it’s a bit farther away from the business location,” she says. “If I’m going to be in a hotel all day for a conference, I don’t want to live in it.”

Because of that, Wang appreciates how Airbnb hosts often provide information that explains the “rhythm of the neighborhood” to help her make a final determination.

“I’m actually grateful I don’t have to stay at hotels anymore,” Wang says. “My parents are starting to use Airbnb now too.”

8. The **Airbnb for Work** Dashboard



Airbnb for Work is a dedicated business travel management program specifically designed for corporate travel managers. The dashboard and analytics tools provide a centralized digital ecosystem that parallels the same intuitive interface and streamlined user experience of Airbnb's consumer site.

The Airbnb for Work dashboard is easy to set up, simply by entering a corporate email account to begin tracking employees' movement and spending, as long as employees are using a designated corporate email when they book their travel. Today, Airbnb's corporate travel client base includes more than 250,000 companies active in every sector.

When business travelers book an Airbnb listing, they're offered the choice to provide either their personal or work email in the "About Your Trip" tab on the Airbnb site. If they use their work email, and their company has signed up for Airbnb for Work, then the trip is automatically routed into the company's travel management system.

Sabine Buselmeier, Travel Manager with the Ganter Group, says the Airbnb for Work platform has evolved in a number of significant ways during the last two years.

One, instead of the travel manager acting as a liaison between the Airbnb host and traveler as was once the case, the individual traveler now engages directly with the host, and provides reviews as well, which adds another level of transparency and property evaluation to the process. Two, Buselmeier sometimes needs to make amendments to bookings when projects exceed their anticipated duration, which she says is easy to do in the dashboard. And three, she likes the ease of expense reporting, and the ability to provide different types of spend metrics. That is also appealing to Ganter's financial department.

"The overall process is much more professional now, compared to before when we started using Airbnb about four years ago," says Buselmeier. "There was a time when I had to go through a third-party agency, and they would send a 10-page contract to rent a private apartment. Now everything is easy, and I can get things done much more quickly."

The Airbnb for Work dashboard provides a series of tabbed sections for travel managers to track and analyze different elements of the entire corporate travel journey. **They include:**

> Activity

Travelers, destinations, dates

> Reporting

Total price, ADR, payee

> People

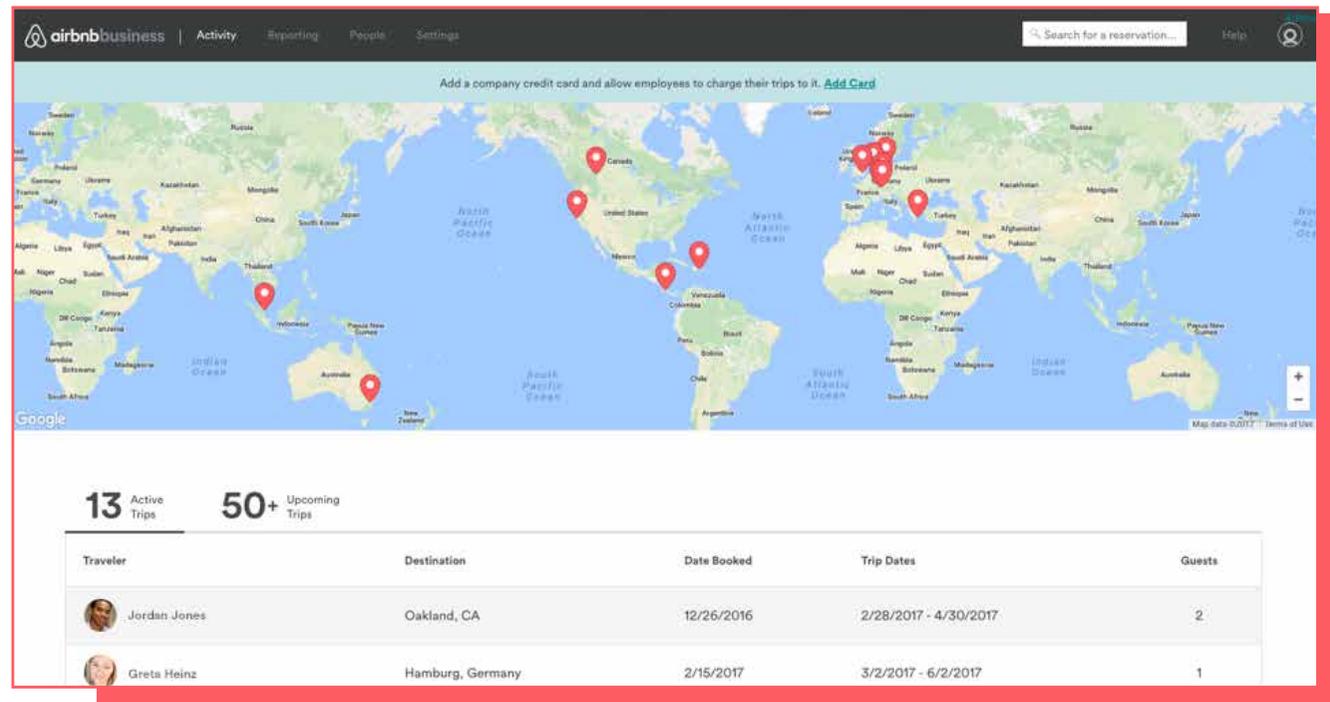
Travelers, bookers, managers, groups

> Settings

Account info, payments, access, travel partners

Activity Tab: Shows every active and upcoming trip, displayed by employee, which managers can click through to see the full booking details for each. The trips are also geotagged on a Google Map at the top of the screen.

This gives travel managers quick and easy visibility into where all employees are located in real time if the company needs to contact anyone in an emergency.



Reporting Tab: Displays each individual trip and total guests night booked, total spend, and average daily rate, which can be viewed and exported by customizable time frames.

This is valuable because many companies have incentive programs that motivate both managers and employees to minimize travel costs.

The screenshot shows the 'Reporting' tab in the Airbnb Business interface. At the top, there are navigation links for Activity, Reporting, Invoices, People, and Settings. A search bar is present with the text 'Search for a reservation...'. A dropdown menu is open, showing options: Month-to-Date, Last Month, Year-to-Date (selected), Year of 2016, and Custom Date Range. An 'Export CSV' button is also visible.

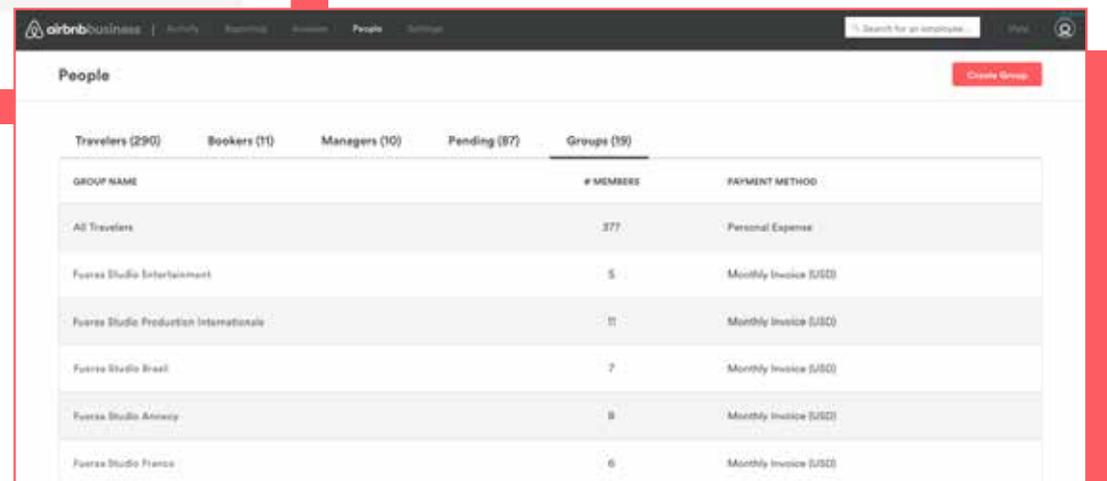
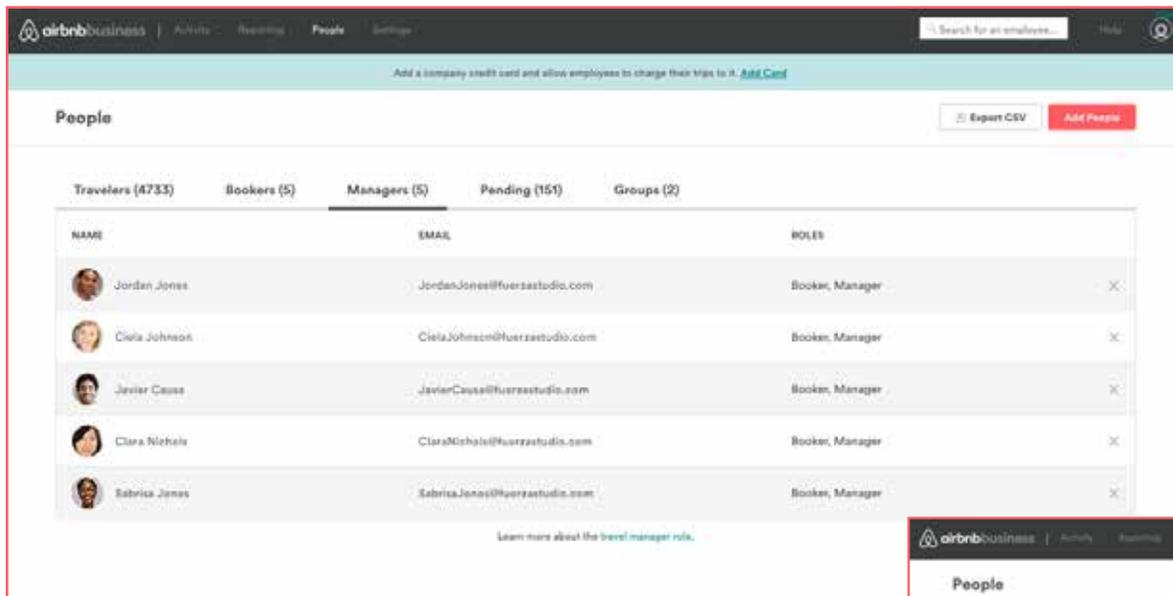
Summary metrics are displayed in three boxes:

- 989** Guest Nights Booked
- \$61,117** Total Spent
- \$61** Average Daily Rate

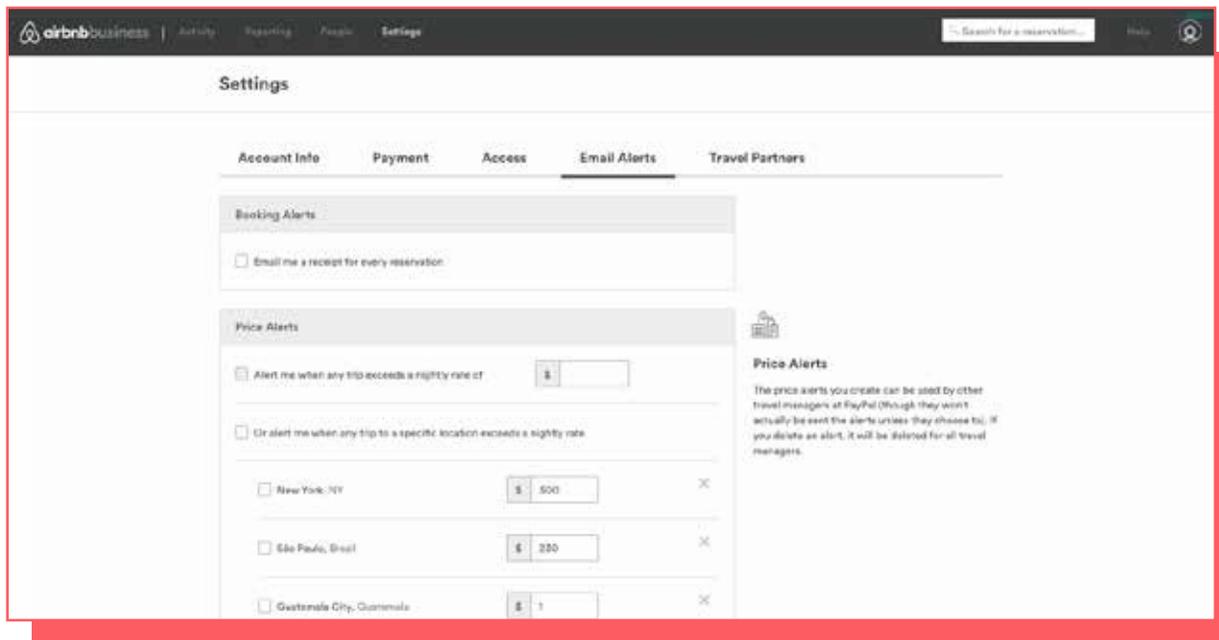
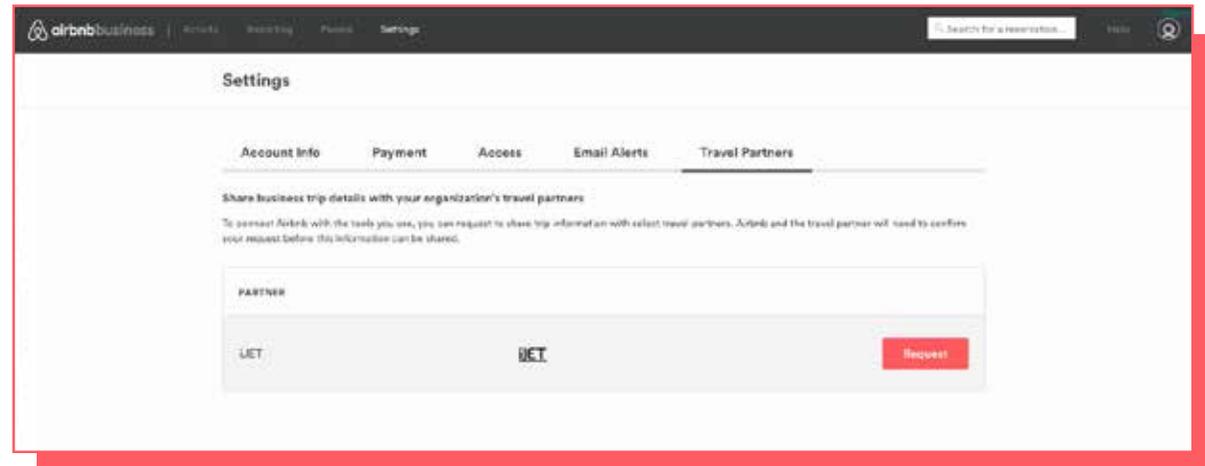
Below the metrics is a table with the following columns: DATE, TRAVELER, DESTINATION, TRIP DATES, NIGHTS, GUESTS, TOTAL PRICE, ADR, and PAYEE.

| DATE | TRAVELER | DESTINATION | TRIP DATES | NIGHTS | GUESTS | TOTAL PRICE | ADR | PAYEE |
|-----------|--------------------|--------------------|-----------------------|--------|--------|-------------|-------|---------------|
| 4/12/2017 | Jordan Jones | Montreuil, France | 4/18/2017 - 4/21/2017 | 3 | 1 | \$122 | \$41 | Employee |
| 4/10/2017 | Greta Heinz | Stuttgart, Germany | 5/1/2017 - 5/5/2017 | 4 | 3 | \$588 | \$49 | Fuerza Studio |
| 4/5/2017 | Jonas Irving | Cambridge, MA | 4/9/2017 - 4/11/2017 | 2 | 1 | \$248 | \$124 | Employee |
| 3/26/2017 | Bernard Maupassant | Meyzieu, France | 3/27/2017 - 3/31/2017 | 4 | 1 | \$223 | \$56 | Employee |

People Tab: Organizes employee profiles by Travelers, Bookers, Managers, and Groups. The system allows managers to give permission to designated team leaders to supervise trips for other employees.



Settings Tab: Area for payment operations and customizations. There's a comment section in the Payment tab for employees to add any details for travel managers.



9. Airbnb Welcomes Business Travelers With ‘Business Travel Ready’ Listings

Leisure travelers typically first come to the Airbnb website for inspiration and discovery. They spend time researching neighborhoods, browsing listings, and toggling between photo after photo to find a match that aligns with their personality and travel preferences.

Business travelers, on the other hand, come to Airbnb already knowing what area they want or need to stay in, and they typically have less lead time to book. They especially need accommodations that have essential amenities and services, such as WiFi, laptop-friendly workspaces, and self check-in. Overall, they want their booking experience to be quick, convenient, professional, and reliable.

To answer the growing demand among business travelers for home-sharing experiences during work-related trips, Airbnb launched its **“Business Travel Ready”** platform in November 2015. The designation identifies Airbnb listings that offer the necessary amenities and services that people traveling for work require.

For hosts to earn the Business Travel Ready badge on their Airbnb property's webpage, they must offer: An entire home/apartment listing with WiFi, a laptop work area, 24-hour self check-in, CO2/smoke detectors, and amenities like soap, shampoo, hairdryer, iron/ironing board, and hangers. They also must have a majority of 5-star guest reviews, and a history of not canceling bookings.

Once an employee links their company email to their Airbnb account, they can then begin to filter their search results in either the website or app interface to only show Business Travel Ready listings.

“Business Travel Ready” Airbnb listings have a majority of 5-star reviews, and they provide:

-  Wireless Internet
-  Laptop-friendly workspace
-  Self check-in
-  Smoke detector
-  Carbon monoxide detector
-  Iron and ironing board
-  Hair dryer
-  Hangers
-  Shampoo
-  Essentials (toilet paper, clean towels, and fresh linens)

“We think Business Travel Ready raises the quality of all listings across the board, because those services and amenities are things that many travelers are looking for,” says Jonathan Liebttag, Regional Lead for Business Travel, EMEA, at Airbnb. “However, when we differentiate between business and leisure, we do a better job matching hosts with guests traveling on business.”

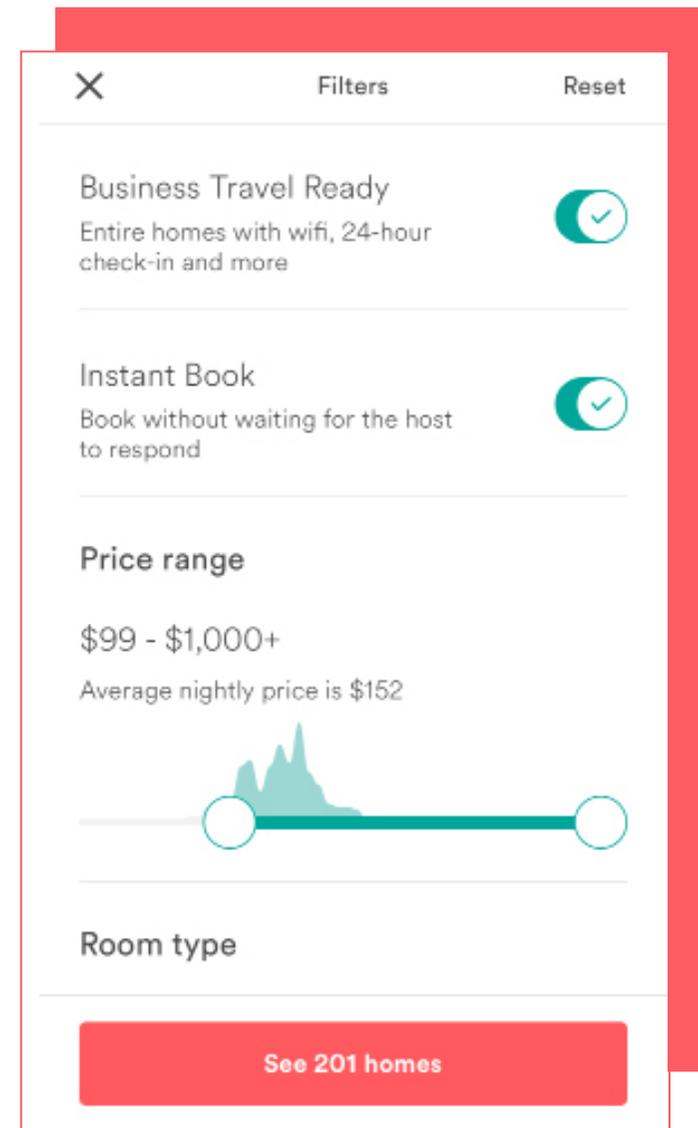
Sabine Buselmeier, Travel Manager with the Ganter Group, adds that the Business Travel Ready listings help her narrow her search, making the process quicker and more targeted.

“I like them because I can filter now which apartments are more for business travelers,” she says.

Presently, there are more than 166,000 Airbnb homes and apartments that have satisfied the Business Travel Ready criteria.

Having their listing designated as a business-friendly environment also helps hosts drive higher mid-week bookings and higher average rates throughout the year. Therefore, Liebttag suggests, there is significant motivation for the host to maintain and continually upgrade the standards and amenities desired by business travelers.

“If we want to continue to attract more corporate travel managers, we need to make sure we identify those things their employees need, so we can communicate out to the broader business community that Airbnb listings have them,” Liebttag says. “The guarantees provided by Business Travel Ready are really tablestakes for business travelers at a foundational level.”



10. Ensuring Trust, Safety and **Duty of Care**

Duty of care is one of the primary questions that corporate travel managers have when they're considering integrating Airbnb into their travel management operations.

According to Erin Sink, Trust & Safety Operations Manager at Airbnb, "Trust and security of our global community is very much the most important thing that we focus on everyday."

She explains that Airbnb has invested heavily in technology and human resources to provide duty of care oversight for both business and leisure travelers. The company has a global team of more than 250 people – amounting to one-fifth of Airbnb's workforce, spanning engineering, products, and operations – who seek out potential risks before they happen, and support users and hosts when any challenges arise.

"For corporate travel managers, their fundamental role is to look out for the safety and security of their employees, both in terms of duty of care and knowing where their people are so they can provide risk assessment to help mitigate any challenges when they travel," says Sink.

"So most of their questions when they talk to us revolve around how does Airbnb help them fulfill duty of care obligations, and how do we think about the safety and security of their employee when they stay in an Airbnb."

Sink explains that Airbnb approaches those responsibilities in two different ways.

The first is the Airbnb for Work dashboard, which clearly displays where every employee is traveling, and will be traveling in the future, along with their individual contact information and the specific Airbnb listing information.

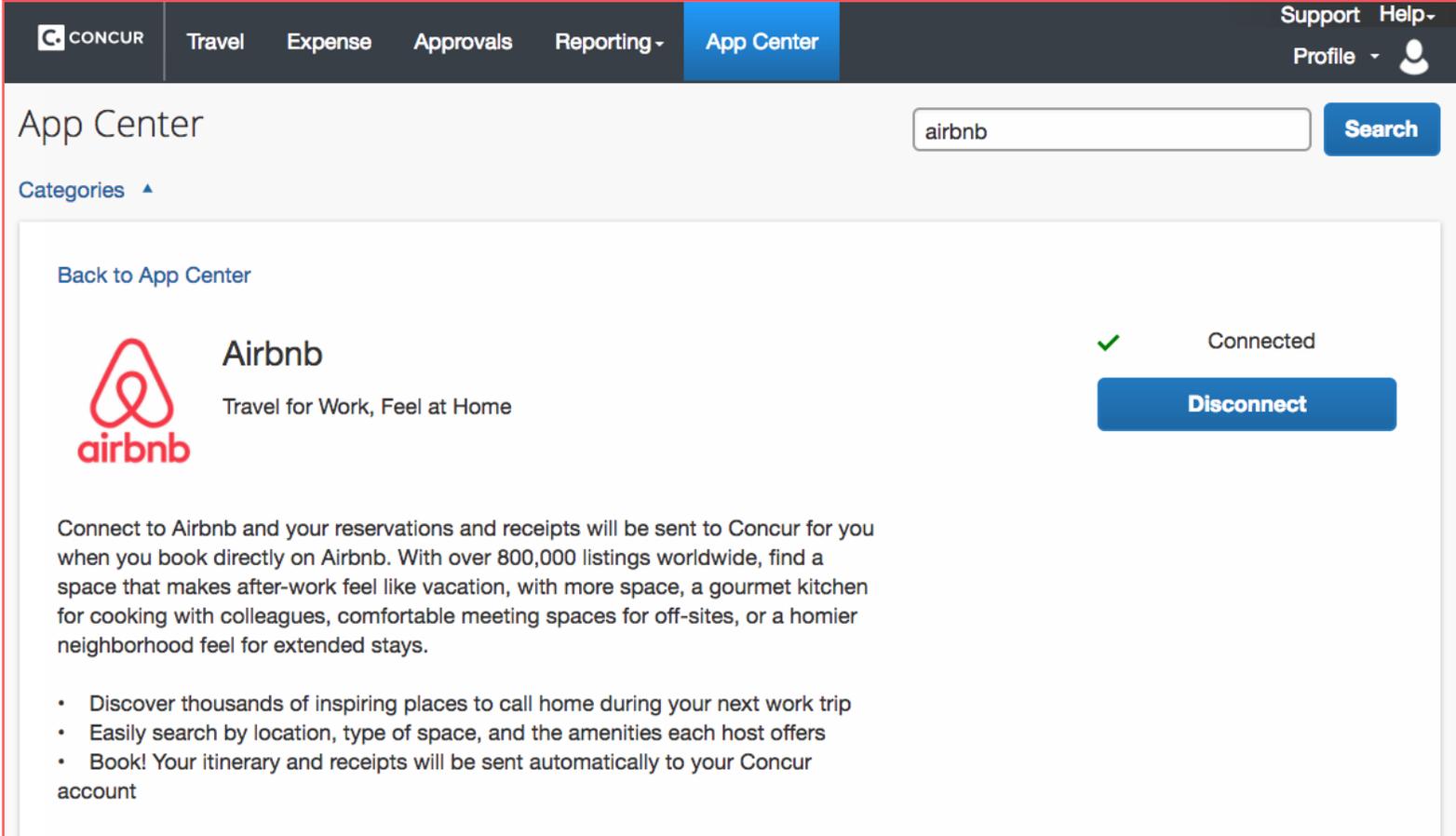
"The second way is that we've integrated with top duty of care providers like iJET and ISOS, so that travel managers can ingest Airbnb data and view it right alongside the rest of their partner companies' data," says Sink. "So they can see one traveler staying in a Marriott and one traveler staying in an Airbnb all in one place."



11. Corporate Travel Management Companies

Integrate Airbnb for Work

Airbnb first began collaborating with third-party travel management companies back in 2014 when the home-sharing platform partnered with Concur to develop APIs integrating the Airbnb for Work platform with Concur's TripLink product. Previous to that, corporate travelers were already using Airbnb for business trips. However, the Concur partnership was really the first to offer Airbnb users a structured system for automatic expense reporting.



The screenshot shows the Concur App Center interface. The top navigation bar includes 'CONCUR', 'Travel', 'Expense', 'Approvals', 'Reporting', and 'App Center' (which is highlighted in blue). On the right side of the navigation bar, there are links for 'Support', 'Help', and 'Profile' with a user icon. Below the navigation bar, the 'App Center' title is displayed on the left, and a search bar on the right contains the text 'airbnb' with a 'Search' button. Underneath the search bar, there is a 'Categories' dropdown menu. The main content area features a 'Back to App Center' link at the top left. The central focus is the Airbnb integration card, which includes the Airbnb logo, the text 'Airbnb' and 'Travel for Work, Feel at Home', a green checkmark indicating a 'Connected' status, and a blue 'Disconnect' button. Below this card, there is a descriptive paragraph about connecting to Airbnb and sending reservations and receipts to Concur. At the bottom of the card, there is a bulleted list of benefits.

CONCUR Travel Expense Approvals Reporting App Center Support Help- Profile -

App Center

airbnb Search

Categories ^

Back to App Center

 **Airbnb**
Travel for Work, Feel at Home

✓ Connected

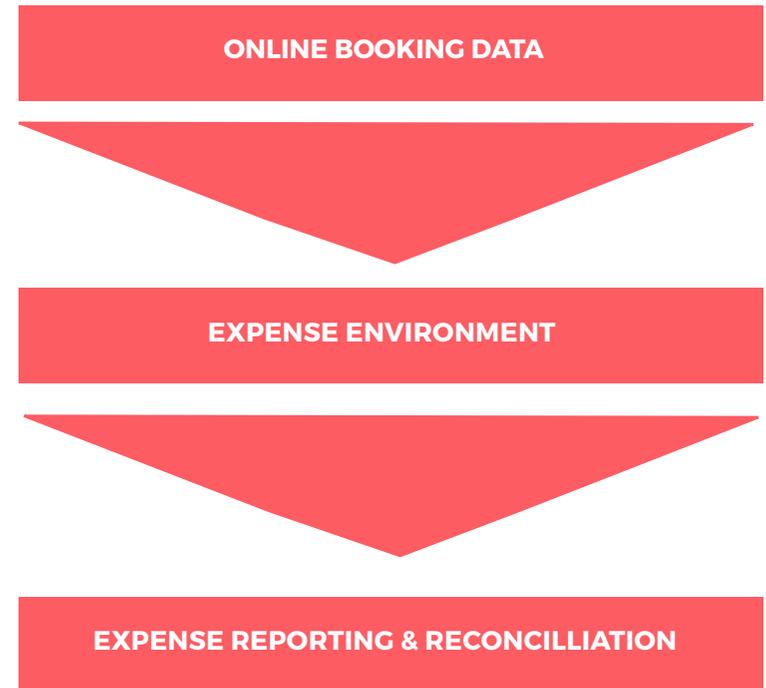
Disconnect

Connect to Airbnb and your reservations and receipts will be sent to Concur for you when you book directly on Airbnb. With over 800,000 listings worldwide, find a space that makes after-work feel like vacation, with more space, a gourmet kitchen for cooking with colleagues, comfortable meeting spaces for off-sites, or a homier neighborhood feel for extended stays.

- Discover thousands of inspiring places to call home during your next work trip
- Easily search by location, type of space, and the amenities each host offers
- Book! Your itinerary and receipts will be sent automatically to your Concur account

“When you book with Airbnb, and you have a TripLink account and you’re a Concur expense customer, that flows right into the TripLink expense environment,” says David Holyoke, Global Head of Business Travel at Airbnb. “That makes it easy from a reconciliation and an expense reporting standpoint. That was the first step, and we continually work with Concur to look at other areas and opportunities to expand our working relationship together.”

In 2016, Airbnb rolled out further corporate travel management integrations with American Express Global Business Travel, BCD Travel, and Carlson Wagonlit Travel. Airbnb provides booking and itinerary information to the travel management companies, who in turn aggregate that data in their reporting environment.



While travel planners could simply review their Airbnb-specific reporting analytics in the Airbnb for Work dashboard, the integrations with American Express, BCD, and Carlson Wagonlit allow managers to plug the Airbnb data into their existing management ecosystems.

“So the integrations are more in the spirit of the overall travel managed relationship, in terms of how Airbnb fits in with other suppliers and other spend,” explains Holyoke. “It’s about giving the the corporate customer more flexibility to be able to do comparisons between Airbnb spend versus other types of supplier spend. They can see how that stacks up and where it’s working, and where obviously they would want to continue to grow that relationship.”

Wes Bergstrom, VP of Global Supplier Relations for American Express Global Business Travel, says that Airbnb listings bring another product category into a full scope of corporate accommodation options. The important evolution in recent years is that travel managers now have more options.

“We see this agreement as complementary to other content we’re sourcing for our travelers today,” says Bergstrom. “We’ve seen many of our business travelers using Airbnb, although there are many business travelers out there who are very loyal to hotels. But for those who want other options, that is what this agreement is about.”



8 Key Takeaways for Using Airbnb For Work

1. Airbnb has an inventory exceeding three million properties in 65,000 cities in 191 countries. Therefore, corporate travel managers can find a wealth of accommodation options wherever their employees need to be around the globe. Also, Airbnb listings are only ranked by people who have booked them, because reviews are only open to verified guests.
2. Business traveler demand for Airbnb is growing. Morgan Stanley reports that 18 percent of business travelers booked on Airbnb in 2016, up from 12 percent in 2015. And according to Concur, from Q2 2015 to Q2 2016, the number of companies using Airbnb for corporate travel increased by 32 percent, and overall spend increased by 42 percent year-over-year.
3. Thirty percent of millennial-age travelers have used Airbnb, compared to only 11 percent of adults over 35 years-old. As more millennials travel for work in the future, there will continue to be growing demand for Airbnb accommodations.
4. According to Morgan Stanley, the #1 reason travelers are using Airbnb relates to price (53%), followed by location (35%), authentic experiences (33%), and “easy to use site/app” (28%). The research states that Airbnb is priced from 8 to 17 percent less expensive in Europe than a regional hotel’s average daily rate. In the U.S., Airbnb is 6 to 17 percent less than traditional accommodations. Companies like Rocketrip and Ganter report even higher savings.
5. Airbnb’s inventory is well suited for extended-stay purposes when employees are away from their homes, families, and friends, or when they’re relocating to a city. However, the value of a comfy home environment in a local neighborhood is also valuable for many solo business travelers in the short term.
6. Airbnb for Work is a dedicated business travel management program specifically designed for corporate travel managers. The Airbnb for Work dashboard and analytics tools provide a centralized digital ecosystem to track and report traveler activity and spend. Airbnb data can also be integrated into other corporate travel platforms, including Concur, American Express Global Business Travel, BCD Travel, and Carlson Wagonlit Travel.
7. Airbnb launched its designated “Business Travel Ready” platform in November 2015 so travel managers and employees can specifically identify properties that offer the necessary amenities and services that people traveling for work require. Listings certified as Business Travel Ready must have high guest ratings, self-check-in, Wi-Fi, laptop work areas, and other necessities to meet compliance.
8. Airbnb has invested heavily in technology and human resources to provide duty of care oversight for both business and leisure travelers. The Airbnb for Work platform is also integrated with top duty of care providers, including iJET and ISOS.

Further Reading

1. [Certify Releases its Annual SpendSmart™ Report on Business Travel Spending Trends for 2016](#)
2. [One Wall Street Firm Expects Airbnb to Book a Billion Nights a Year Within a Decade](#)
3. [MMGY's Portrait Of Business Travelers Provides Key Insights Into The Preferences And Habits Of U.S. Business Travelers](#)
4. [GBTA Business Traveler Sentiment Index™ Global Report – January 2017](#)
5. [What to Expect for Corporate Travel in 2017 | e-book](#)
6. [American Express Global Business Travel and Airbnb for Work Announce New Agreement for Business Travelers](#)
7. [Airbnb Scores Another Win With Corporate Travel Management Integration](#)
8. [Millennials Are Now the Most Frequent Business Travelers](#)
9. [Millennials Are the Biggest Adopters of Sharing Services in Business Travel](#)
10. [Airbnb Business Travel Transactions Doubled Since 2014](#)
11. [Expedia, Priceline: Airbnb's \\$7.2B Bookings a Real Threat, But Overblown, Says Cowen](#)

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