

Media Guide

The Airbnb 2022 Summer Release

The image displays a grid of 12 Airbnb listings, each featuring a high-quality photograph of a unique property. A central smartphone mockup shows the Airbnb app interface, including a search bar with 'Where to?' and 'Anywhere · Any week · 2 guests', a category filter for 'Design', and a bottom navigation bar with 'Explore', 'Wishlists', 'Trips', 'Inbox', and 'Profile'. The listings are arranged in two rows of six. Each listing includes a title, location, distance, rating (stars), and price per night.

Location	Rating	Price per Night
Deinze, Belgium	4.96 ★	\$240
Twentynine Palms, California	4.86 ★	\$1,051
Manitoba, Canada	4.88 ★	\$220
Valendijk, Bonaire	5.0 ★	\$21
Livingston, Montana	4.97 ★	\$259
Bolton, New York	4.67 ★	\$8,295
Joshua Tree, California	4.95 ★	\$211
Beatty, Nevada	4.82 ★	\$500
Provincia de Cartagena, Bolívar	5.0 ★	\$1,207
Tremosine sul Garda, Italy	5.0 ★	\$162

Introducing a new Airbnb for a new world of travel

The biggest change to Airbnb in a decade

The way people travel has changed forever. Because of remote work, people are spreading out to thousands of towns and cities, and Airbnb guests have already planned stays in over 72,000 cities and towns this summer.¹ Guests are also staying longer than ever before. Long-term stays of 28 days or longer have more than doubled when compared to the same period in 2019, and represent one in every five nights booked. In addition, in the first quarter of the year, nearly half of bookings on Airbnb were for one week or more—higher than any other quarter in our history.

For this new world of travel, we're introducing the biggest change to Airbnb in a decade. This includes a new way to search with Airbnb Categories, and the innovative Split Stays feature that makes it easy for guests to discover more homes for longer stays. We're also launching AirCover for guests to give you the confidence to book your stay knowing Airbnb's got your back.

Airbnb Categories

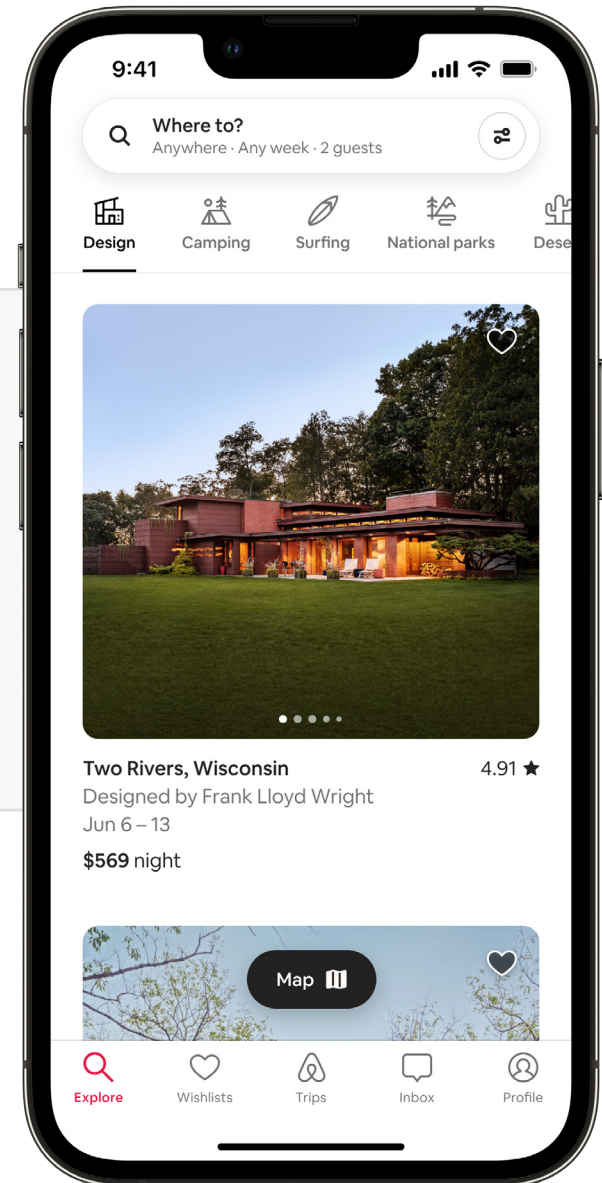
A new way to search that makes it easy to discover millions of homes you never knew existed.

Split Stays

An innovative feature that provides more options for longer stays by splitting your trip between two homes.

AirCover for guests

The most comprehensive protection in travel, included for free with every stay.



¹ Cities and towns expected to have guest check-in between June 1 to August 31, 2022, as of April 29, 2022.

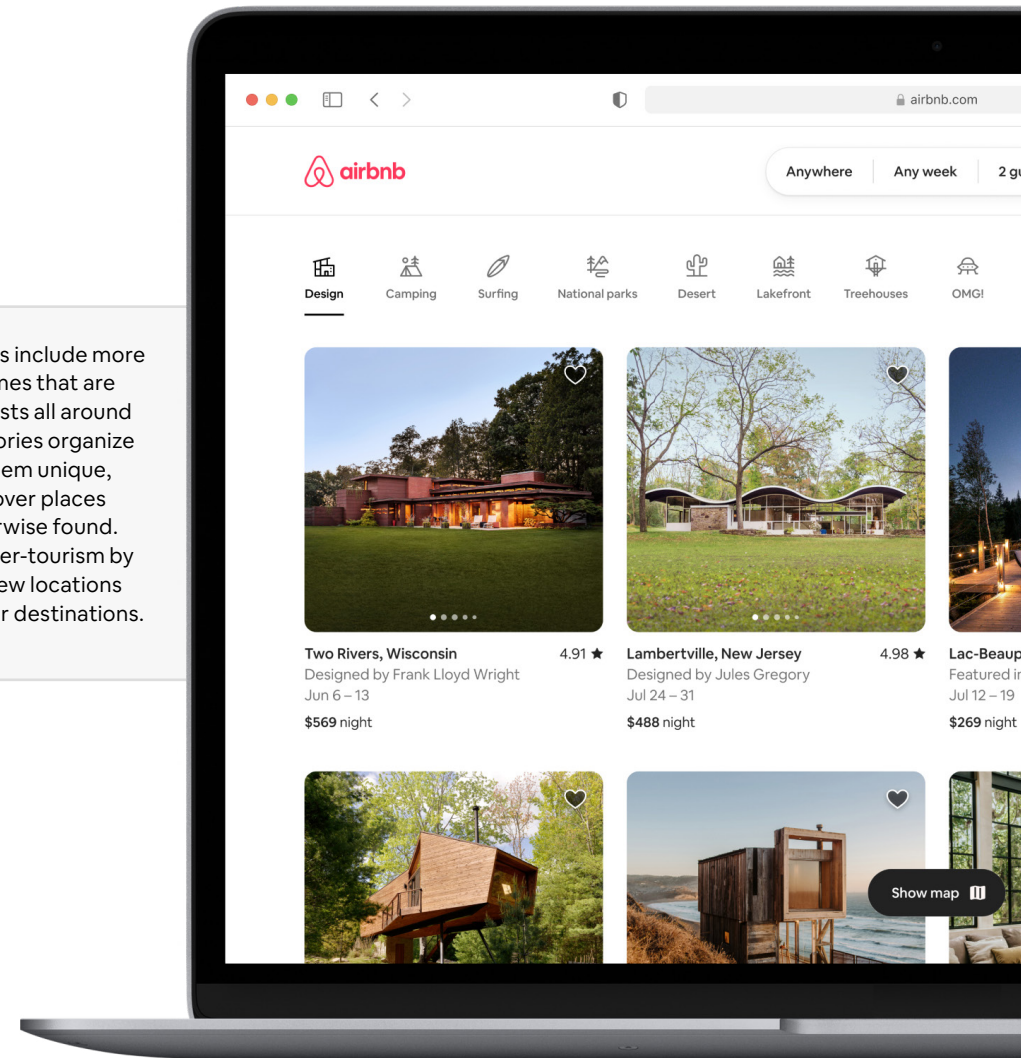
Airbnb Categories

A new way to search that makes it easy to discover millions of homes you never knew existed

For the past 25 years, searching for travel online has been limited to typing a destination into a search box and selecting your dates. There are Airbnbs in 100,000 towns and cities, but most of us can only think of a few dozen places to type into a search box. The result is that we miss most of the great homes and Hosts who provide them.

That's why we're introducing a new way to search designed around Airbnb Categories. When you open Airbnb, you are presented with 56 categories that organize homes based on their unique style, location, or proximity to a travel activity. When you search for a destination, in addition to standard search results we also display listings in categories that might be interesting to the user. As you view different categories, the map intelligently zooms to show you where the homes are located.

The 56 Airbnb Categories include more than 4 million unique homes that are made possible by our Hosts all around the world. Airbnb Categories organize homes by what makes them unique, which helps people discover places they wouldn't have otherwise found. This can help alleviate over-tourism by redistributing travel to new locations beyond the same popular destinations.



How Airbnb Categories are created

We evaluate millions of homes on Airbnb, then classify them into 56 different categories designed to inspire travel. Categories are collections of listings based on styles of the homes, unique locations, or proximity to nearby activities.

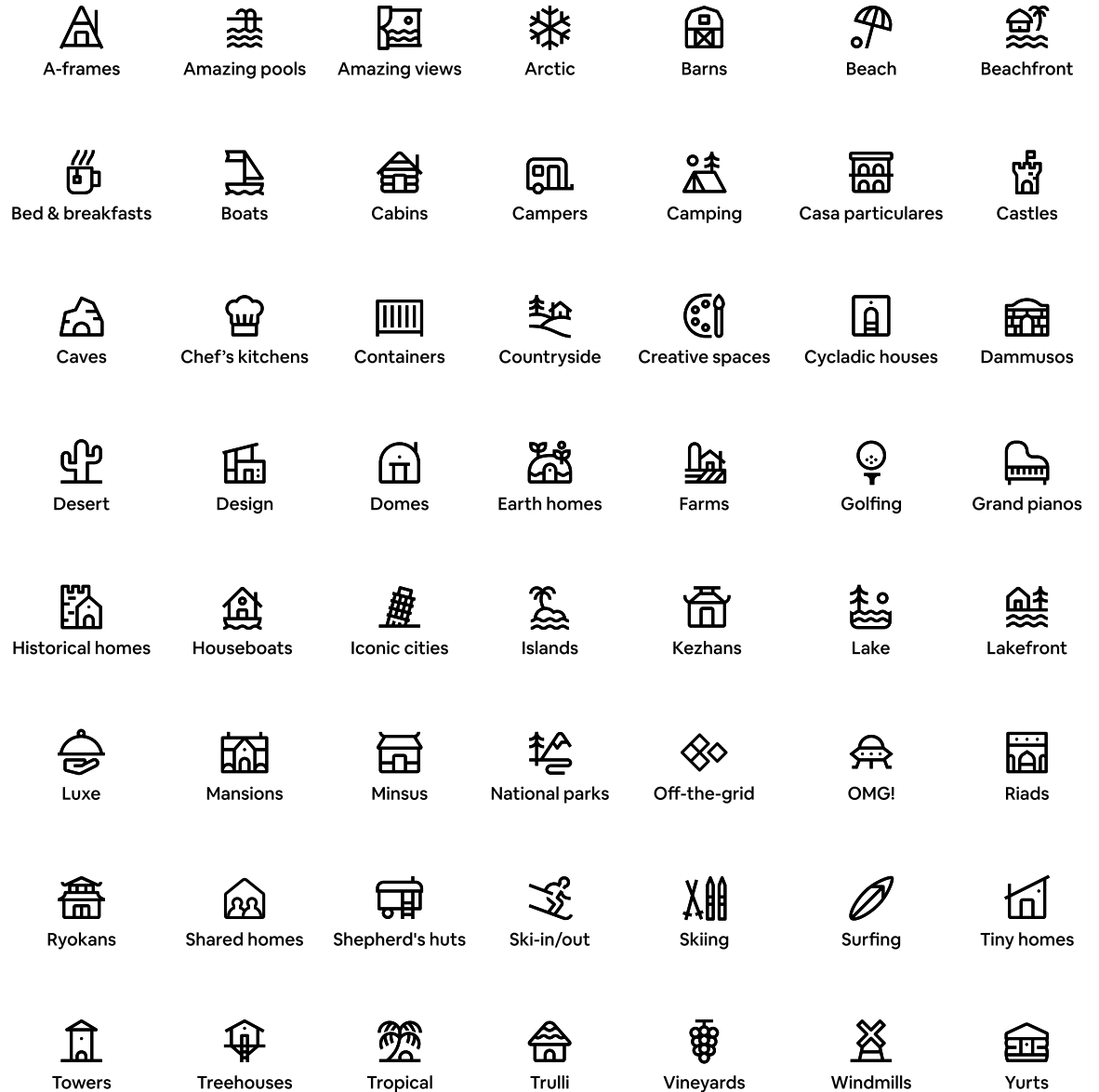
Some homes may appear in multiple categories. For example, a home near the ocean might appear in the Beachfront and Surfing categories, and possibly Amazing views or even Chef's kitchens. This will help increase the chance that a guest will find these unique places to stay.

How Airbnb Categories are displayed

When launching the app or visiting Airbnb.com you will see categories displayed across the top, and a simple swipe lets you browse through all categories. When you have no specific destination in mind, the first thing you'll see is a selection of categories based on seasons, your location, and your previous searches.

When you search for a destination, the first category shown will be "All homes." Meaning every home that matches the criteria of your search (e.g., homes in Rome suitable for two guests and a pet). To the right, you will see additional categories relevant to that destination.

There are 56 categories in the new Airbnb app:



The Design Category

The Design Category includes a collection of 27,000 homes chosen for their iconic architecture and interiors. The category includes homes from renowned architects such as Frank Lloyd Wright and Le Corbusier. It also features properties that have been featured in design publications such as Architectural Digest and Wallpaper Magazine

and homes that have won prestigious architectural awards. When available, this information is displayed at the top of the listing details page. To help the homes in this category shine, we professionally photographed 1,000 properties to capture their stunning beauty.



Frank Lloyd Wright
Hosted by Marika



Le Corbusier
Hosted by Elodie



Taalman Architecture
Hosted by Linda



Robert Nichol & Sons
Hosted by Dayget



Steven Holl
Hosted by Sarah



William Turnbull
Hosted by Miju



Cameron Anderson Architects
Hosted by Rick and Steph



Ricardo Bofill
Hosted by Hans

Curation

Every home in each category is selected through a formal curation process that can include both machine learning technology and a human review.

- Each category has a definition and set of criteria. For example, the A-frame category features homes with triangular roofs from peak to foundation. Lakefront homes must border the edge of a lake. And the Design Category showcases outstanding homes of a specific style and period of time, including some designed by renowned architects.
- To initially determine whether a home belongs in a category, we use machine learning to analyze data provided by Hosts and guests. The machine learning process may identify keywords and phrases in listing titles, descriptions, photo captions, and structured data from Hosts, as well as keywords mentioned in guest reviews.
- We repeat this process on an ongoing basis to ensure that the categories are kept up to date with any new homes that have been added or updated.
- To showcase listings, we select and tag photos based on their connection to the category theme and their ability to inspire.

- When selecting a representative photo for a home, the goal is that it should be immediately and visually obvious which category it belongs to (e.g., Beachfront, Castle).
- Then, each category goes through a final review to ensure consistency and photo quality.



Style Category – Design Navidad, Chile



Style Category – Historical Homes Le Boulay, France



Location Category – Countryside Livingston, Montana



Activity Category – Camping Tetonian, Idaho

Full list of Airbnb Categories

56 total

Style			Location			Activity		
Split Stays	Airbnb Category	Number of homes	Split Stays	Airbnb Category	Number of homes	Split Stays	Airbnb Category	Number of homes
	A-frames	4,500		Arctic	6,500	✓	Camping	32,000
	Amazing pools	1,500,000	✓	Beach	900,000	✓	Golfing	150,000
✓	Amazing views	27,000	✓	Beachfront	450,000	✓	Skiing	400,000
	Barns	14,000		Casas particulares	7,500		Ski-in/out	40,000
	Bed & breakfasts	20,000	✓	Countryside	200,000	✓	Surfing	240,000
	Boats	9,500		Cycladic homes	11,000			
	Cabins	240,000		Dammusos	280			
	Campers	12,500		Desert	2,100			
	Castles	2,600		Iconic cities	490,000			
	Caves	750		Islands	1,200			
	Chef's kitchens	7,500		Kezhans	19,000			
	Containers	2,200	✓	Lake	160,000			
	Creative spaces	900	✓	Lakefront	90,000			
	Design	27,000		Minsus	1,000			
	Domes	3,000	✓	National parks	750,000			
	Earth homes	4,000		Riads	900			
✓	Farms	150,000		Ryokans	1,200			
	Grand pianos	2,800		Shepherd's huts	1,100			
	Historical homes	4,000	✓	Tropical	500,000			
	Houseboats	2,000		Trulli	1,900			
	Luxe	3,800	✓	Vineyards	120,000			
	Mansions	1,500						
	OMG!	700						
	Off-the-grid	2,300						
	Shared homes	650,000						
	Tiny homes	60,000						
	Towers	200						
	Treehouses	2,500						
	Windmills	190						
	Yurts	3,800						

Split Stays

An innovative feature that provides more options for longer stays by splitting your trip between two homes

In 2022, more people than ever are taking longer trips. For example, in the last three months, nearly half of nights booked on Airbnb were for trips of a week or longer—higher than any quarter in our history. As more guests search for longer stays, we want to provide even more options for these trips. That's why we created Split Stays, an innovative new feature that splits your trip between two different homes. With Split Stays, you will typically see around 40% more listings when searching for longer stays.

When searching for a trip of a week or more, Split Stays automatically appear at the end of your results if there are less than 300 homes that meet your search criteria. Just scroll down the All homes category to see a range of options to split your trip between two homes that are relatively close to each other. Each Split Stay intelligently pairs two properties that match the location, property type, and amenities from your search.

You can also find Split Stays when browsing 14 categories including Camping, Countryside, National parks, Skiing, Surfing, Tropical, and more. These pairings let you enjoy similar properties or similar activities in two different locations. For example, when you're browsing the Surfing Category, Split Stays might suggest a pair of homes in Santa Barbara and La Jolla. When browsing the National parks Category, Split Stays might suggest a pair of homes near Zion National Park and Grand Canyon.



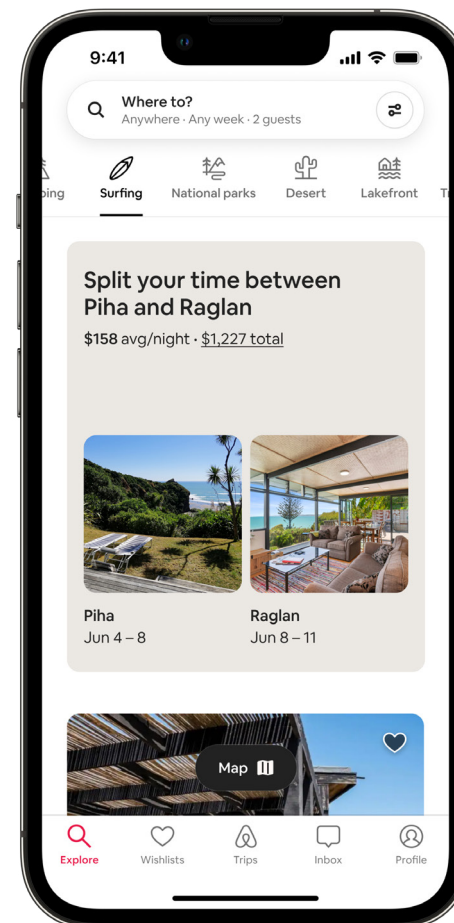
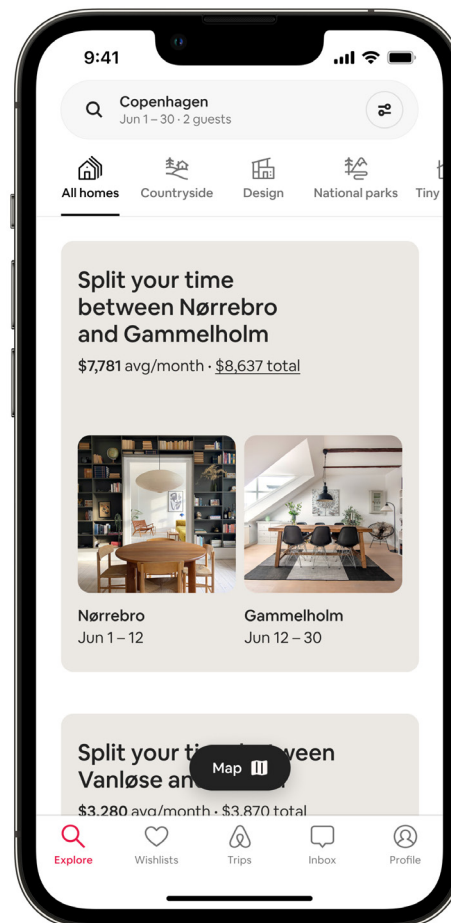
Two stays in the same destination

When searching for stays in a specific destination, Split Stays pairs two listings that are in relatively close proximity to each other and the location that was searched for. Some pairs will focus on location proximity (e.g., “two stays in Koloa 1 mile apart”). Some pairs focus on location diversity across different neighborhoods or neighboring cities (e.g., “split your time between Lihue and Princeville”).

Split Stays appear at the end of your search results, in the All Homes category.

Two stays in the same category

Split Stays also appear in 14 categories. These inspire you to split your trip between two destinations in a single category. The two homes will be generally within a day's drive of each other. Additionally, no individual home will show up in more than one Split Stay.

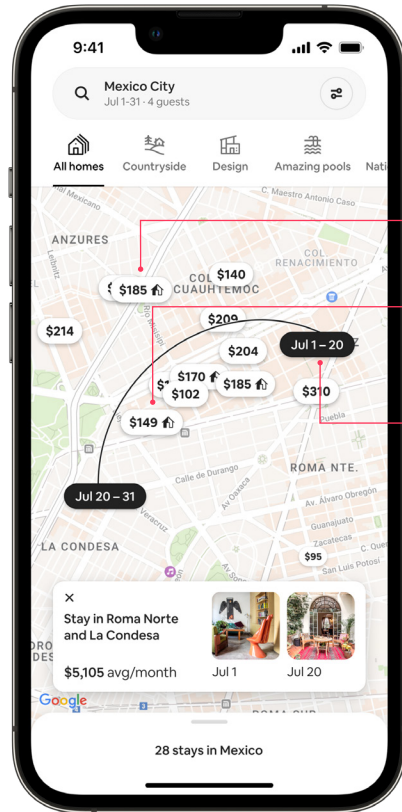


Searching for Mexico City

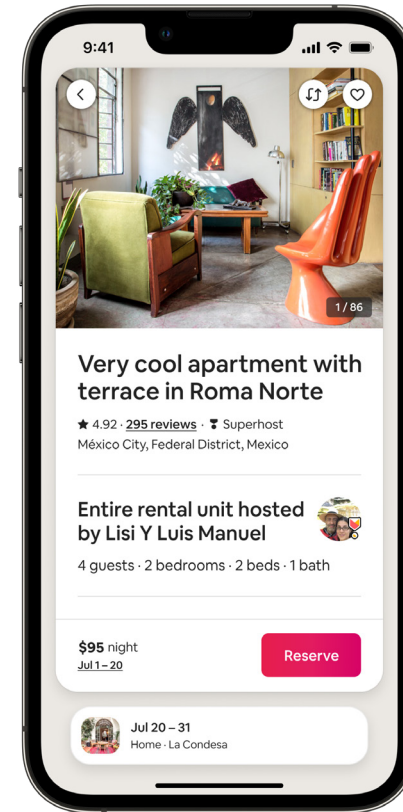
1 month, July 1-31
4 guests



Searching in a particular area of Mexico City for a month in the busy summer season returns only 7 homes. Split Stays adds an additional 21 options to stay in different neighborhoods of the city.



When viewing Split Stays on a map, an animated line visually connects the two homes to show you the distance between them and the sequence of the stays. Once you select a Split Stay, you're guided through an easy-to-use interface to book each stay—one home at a time.

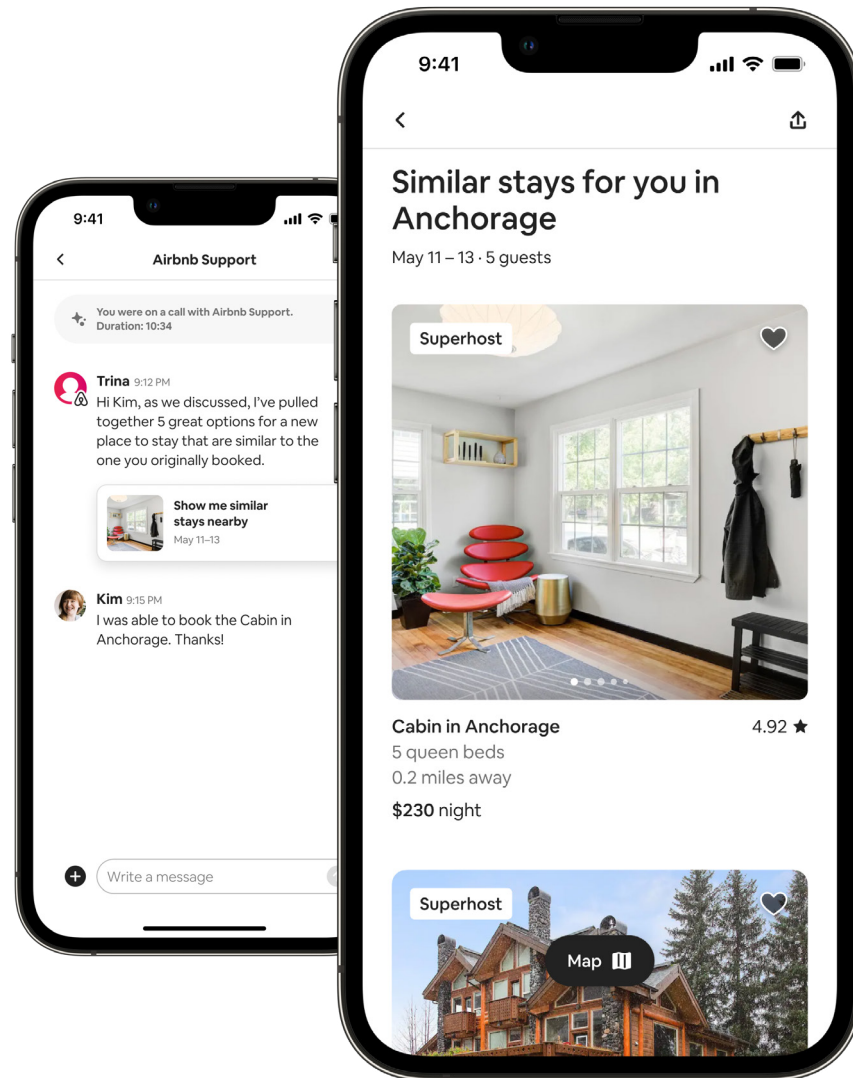


Selecting a Split Stay will take you through booking each stay in turn. The dates of the stays will be automatically calculated to make it flow from one booking to the next in just a few taps.

AirCover for guests

The most comprehensive protection in travel, included for free with every stay

As more guests discover more homes on Airbnb, we want them to know that if something goes wrong, Airbnb has their back. That's why we created AirCover, the most comprehensive free protection in travel. AirCover is always included and always free, and it represents the biggest upgrade to Airbnb customer service in a decade.



AirCover protections:

Booking Protection Guarantee

In the unlikely event a Host needs to cancel your booking within 30 days of check-in, we'll find you a similar or better home, or we'll refund you. In addition, we'll provide a full credit that you can instantly apply to your rebooking.² The app will display a collection of alternative homes on a map so you can see their proximity to the original booking.

For both short-term and long-term stays we will help you find a similar or better home for the full duration of the original booking. An automatic booking refund also applies to Airbnb Experiences where the Experience has been canceled by the Host.

Check-In Guarantee

If you can't check into your home and the Host cannot resolve the issue, we'll find you a similar or better home for the length of your original stay, or we'll refund you. Inability to check-in may involve such things as the wrong lockbox code, wrong passcode for a smart lock, or blocked access to the entrance. If you are unable to check-in and feel unsafe our support agents are trained to take into account such factors as time of day or night and Host availability.

Get-What-You-Booked Guarantee

If at any time during your stay you find your listing isn't as advertised—for example, the refrigerator stops working and your Host can't easily fix it, or there are fewer bedrooms than listed—you'll have three days to report it and we'll find you a similar or better home, or we'll refund you. Material differences may include the type of listing, physical location of the property, notable amenities that were specifically advertised in the listing, overall cleanliness, and pests and vermin. This guarantee requires guests to report the issue, with adequate proof (pictures, etc.), within 72 hours of discovery.

Also, should you encounter a significant problem with the home during the stay we will help you find a similar or better home or refund you. Problems that could make the home uninhabitable may include such things as a roof leaking during a storm, or the heating or air conditioning failing.

24-hour Safety Line

If you ever feel unsafe, you'll get priority access to specially-trained safety agents, day or night. These specialists will respond within an average of 30 seconds. Our safety agents receive 6 months of specialized training.

Airbnb's safety specialists can provide phone support in 16 languages and can offer text support in 47 languages. In addition, the app will continue to provide the ability to directly contact local emergency services. Should you wish to leave the booking, we will help you find a similar or better home or offer to refund your stay.

The logo for AirCover, featuring the word "air" in a lowercase, rounded, pink font, followed by "cover" in a lowercase, bold, black font.

² Rebooking credits available this fall

How AirCover is designed

When creating AirCover we considered every part of the support experience. This led us to design new policies, build new features in the Airbnb app and website, and make significant improvements to our team of dedicated support agents—all in the effort of providing unmatched protection to any of our guests who need our help.

Policies

We revised our policies to be more generous to guests, more comprehensive, and more flexible

- We tripled the reporting window from 24 to 72 hours giving our guests time to report when something goes wrong and Hosts sufficient time to resolve the issue.
- In the event of a cancellation 30 days prior to check-in, we now provide a credit that can be immediately applied to rebooking or refunded to the original payment method.²

Product

We updated the Airbnb app to make it easy to ask for help and talk to a live agent

- We added an all-new welcome message to proactively reach out to guests shortly after arrival (typically 3 hours after the scheduled check-in time) to check if

everything is okay. This provides guests with an easy way to tell us if anything is wrong.

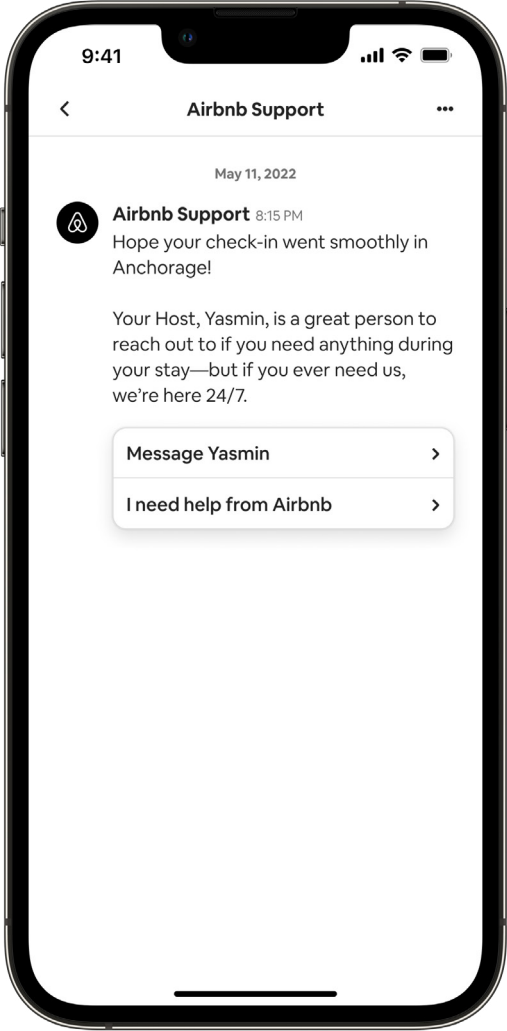
- We updated the app and website with new buttons and redesigned menus that make it even easier to get in touch with our support team.
- If a Host cancels within 30 days of arrival, we'll immediately send a message to the guest directing them to an in-app list of options for rebooking. Should they need additional help, we make it simple to contact our dedicated, specially trained, community support team.

Support

We've significantly expanded our support organization dedicated to AirCover

- We created a dedicated team of agents for last-minute rebooking assistance.
- We expanded our 24-hour safety line to cover 16 languages.
- Our support for localized emergency service information has now doubled to cover 70 countries
- We've made it even easier for guests to access emergency services while on a trip with a tap in messages.

To learn more about what's protected by AirCover, visit the [Airbnb Help Center](#).



² Rebooking credits available this fall

Airbnb's redesigned app and website with 56 categories of unique homes, the innovative Split Stays feature, and AirCover for guests will begin rolling out worldwide on May 11.

