

airbnb **2022** Winter Release

Media Guide



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2022 Winter Release

Introducing Airbnb Setup, the all-new easy way to Airbnb your home. Combined with even more AirCover for Hosts, now is the perfect time to put your place on Airbnb.

Introducing Airbnb Setup

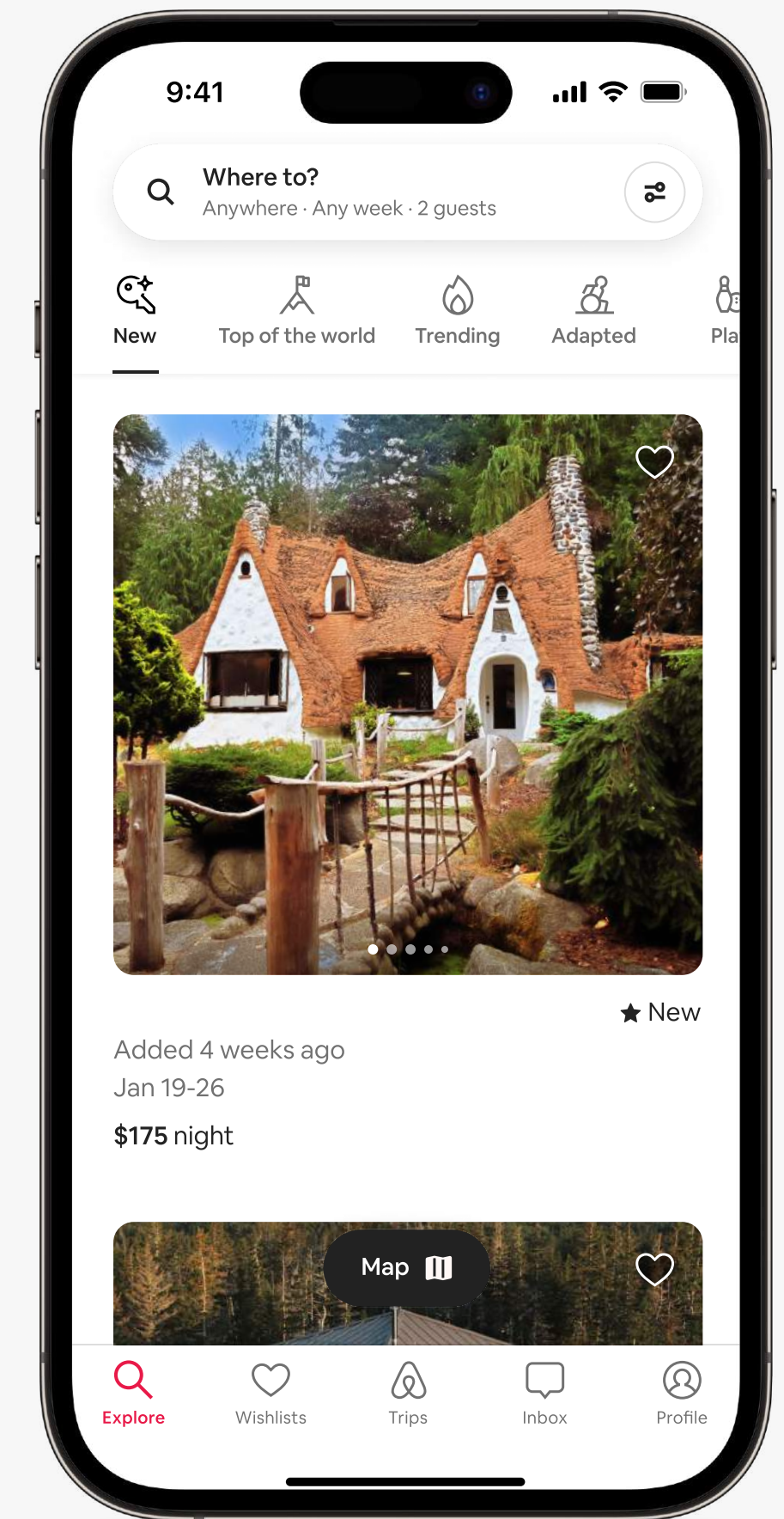
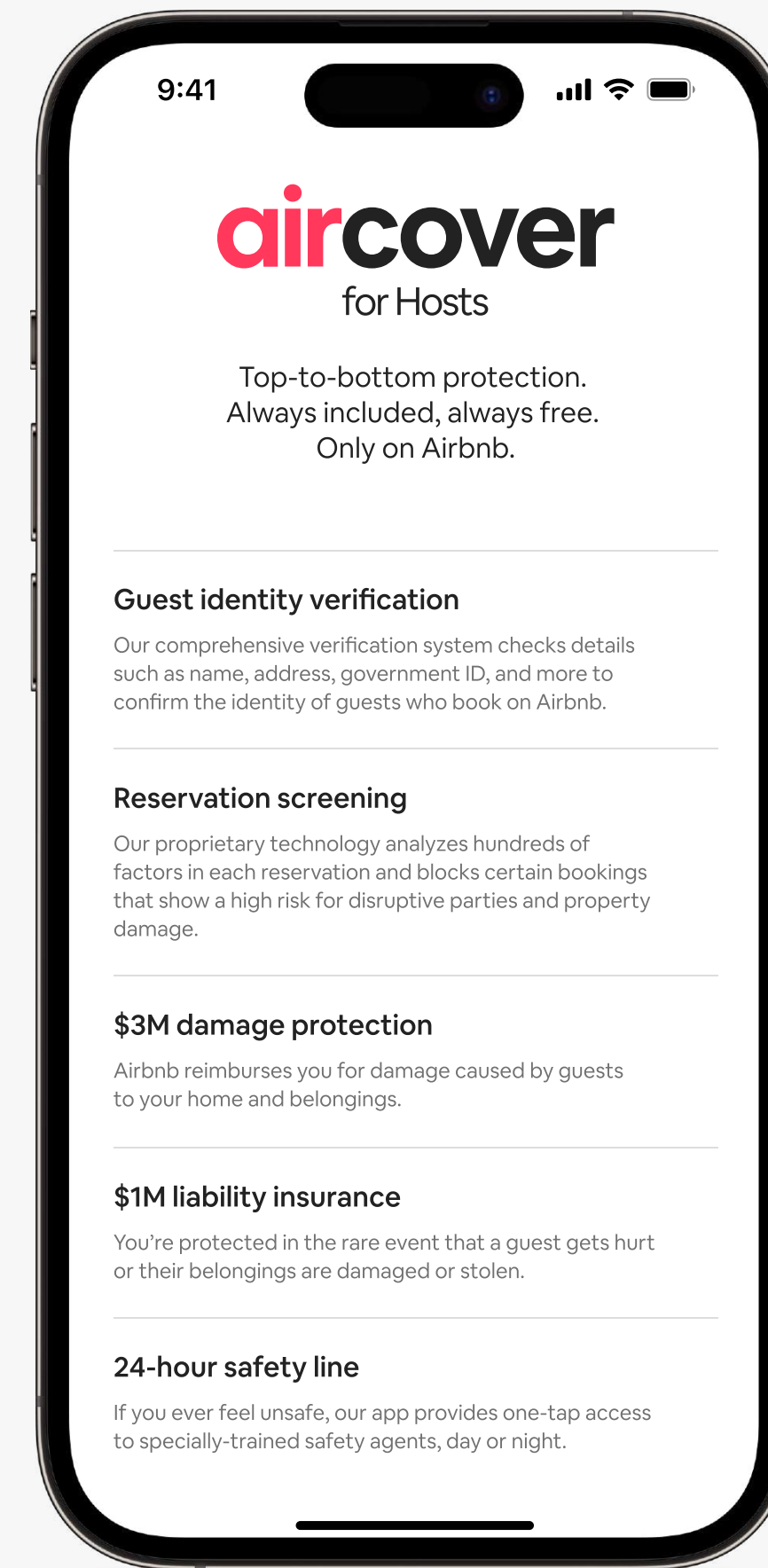
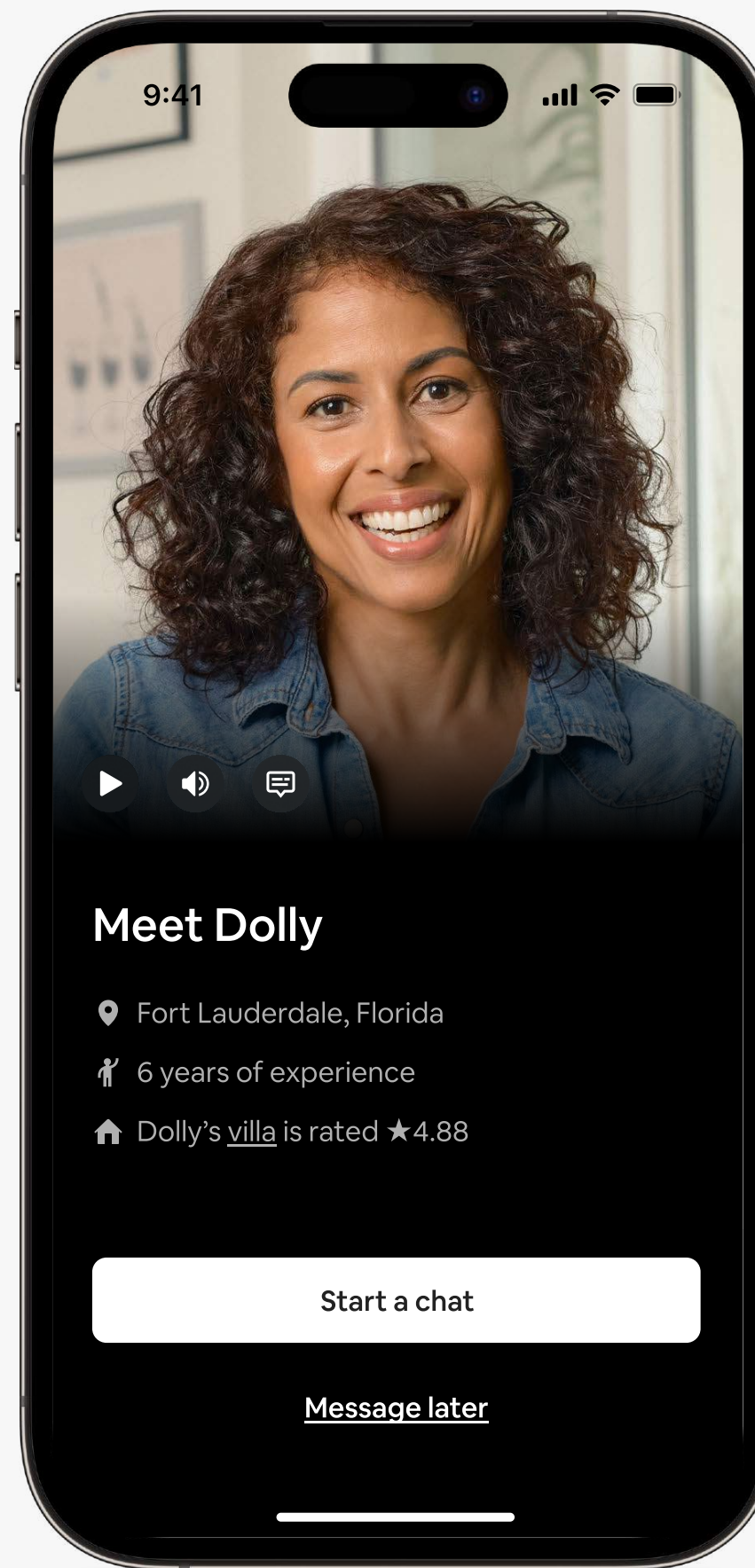
The all-new, super easy way to Airbnb your home, with free one-to-one guidance from a Superhost.

Even more AirCover for Hosts

Now featuring even more top-to-bottom protection, with guest identity verification, reservation screening, and \$3M damage protection, including coverage for cars, boats, art and valuables.

New Airbnb Categories

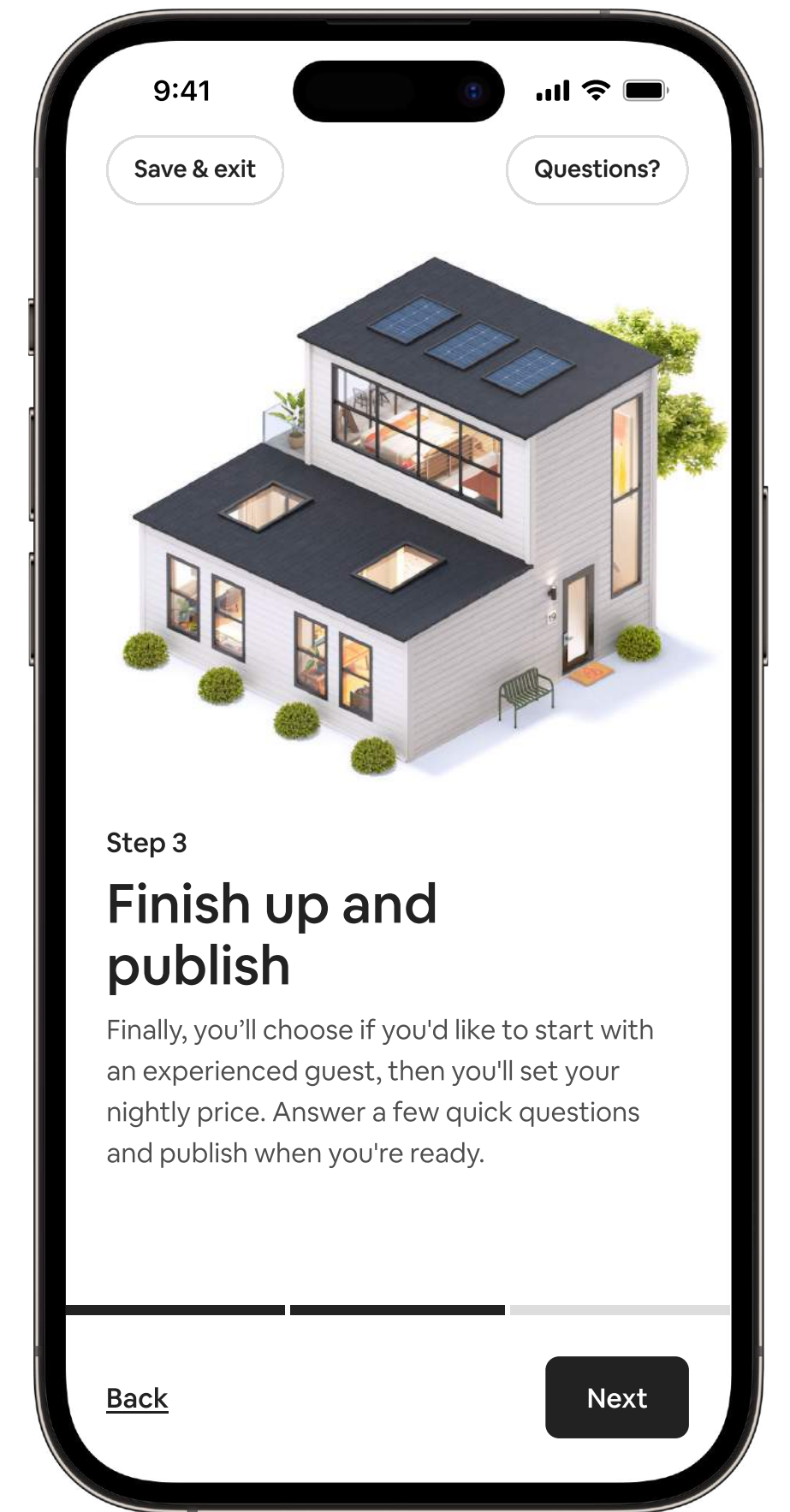
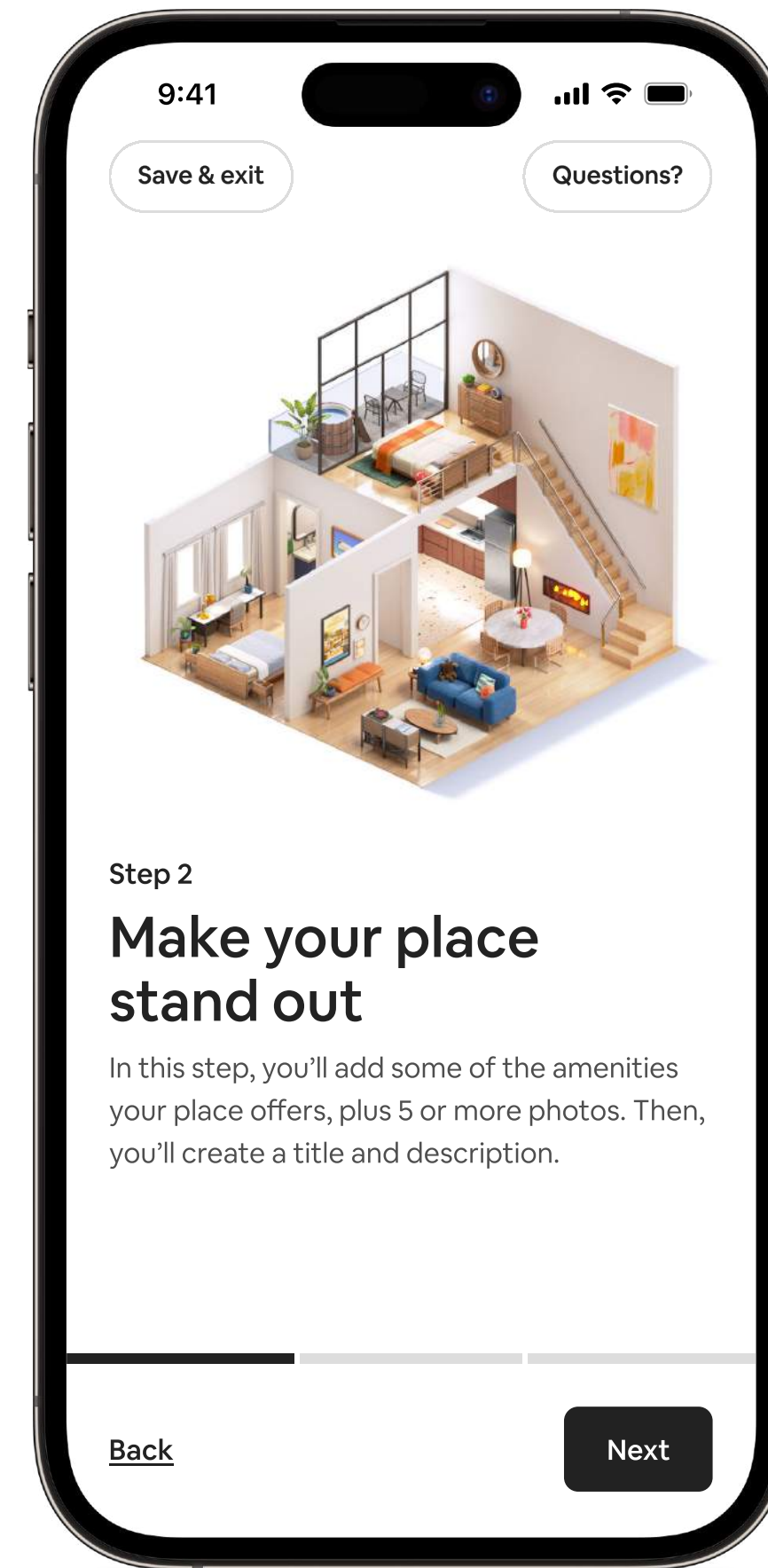
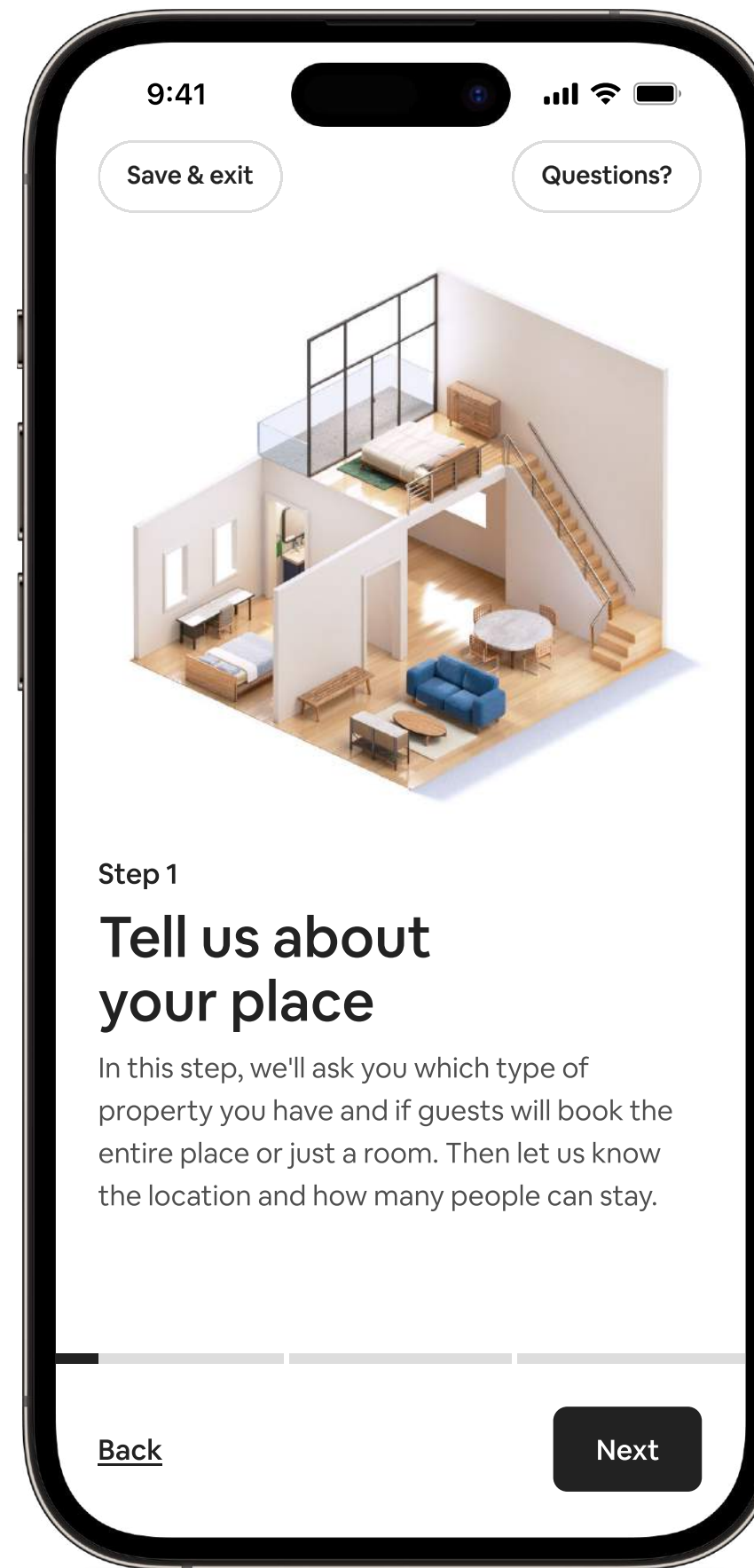
We're adding six new categories of homes, as well as improving the way Airbnb Categories are displayed.



Airbnb Setup

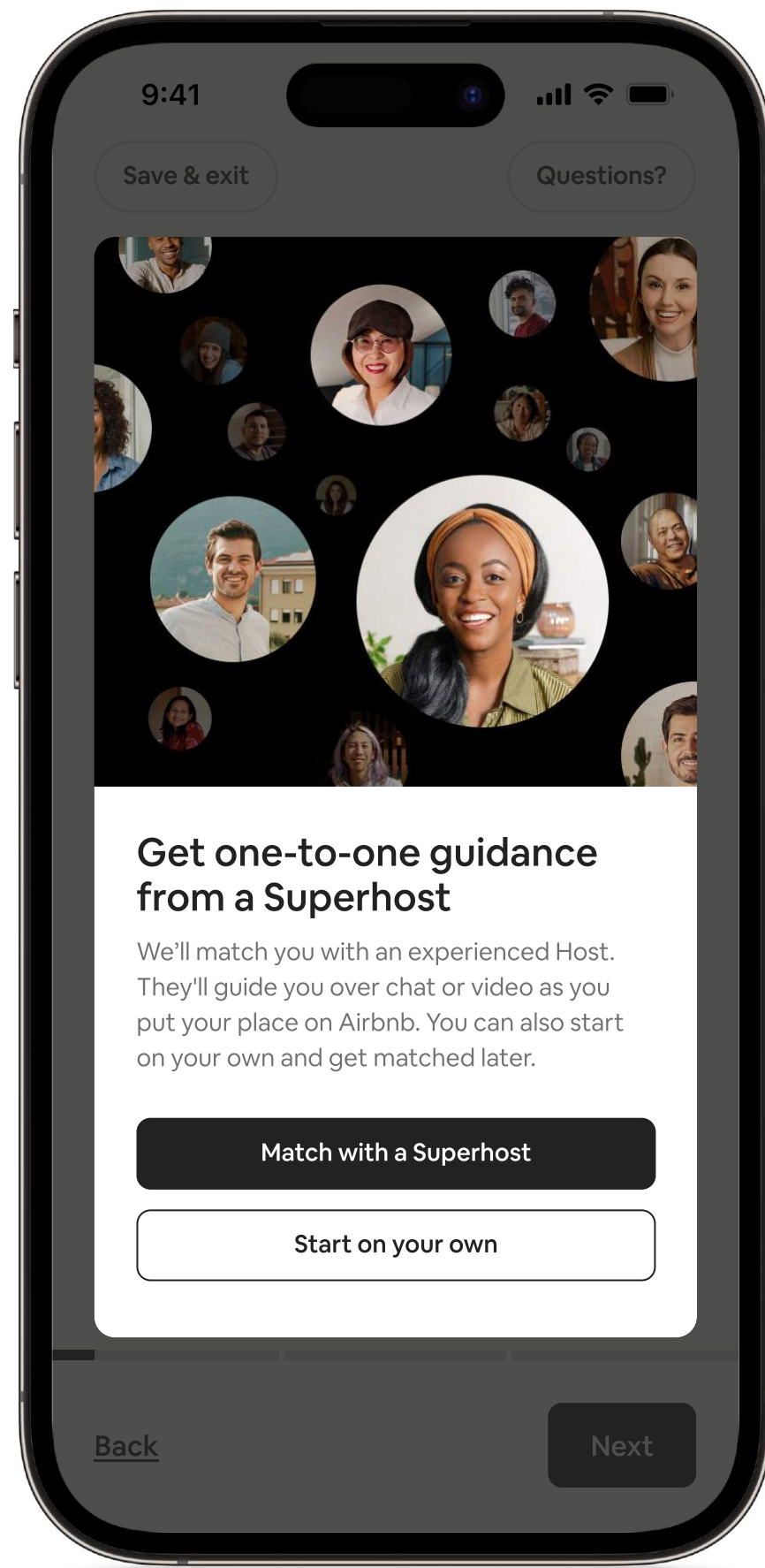
The all-new, super easy way to Airbnb your home, with free one-to-one guidance from a Superhost.

Over the past year, more than 30 million people have visited Airbnb to learn about hosting. Today, we're making it easier for millions of people to get started. Introducing Airbnb Setup, the all-new, super easy way to Airbnb your home with free one-to-one guidance from a Superhost.



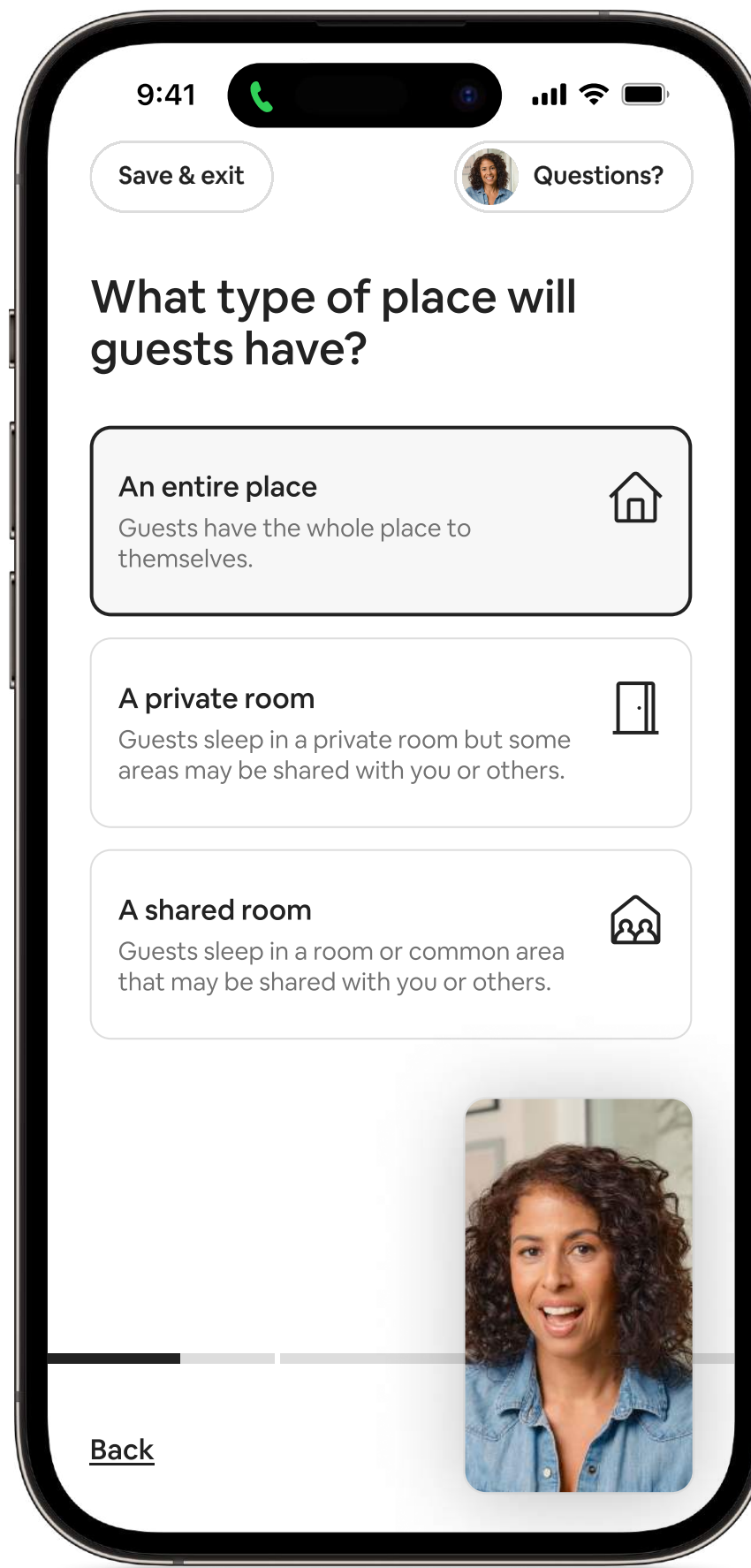
Get matched with a Superhost

When you begin Airbnb Setup, we'll match you with a Superhost who can help guide you through the process, from your first question through your first guest.



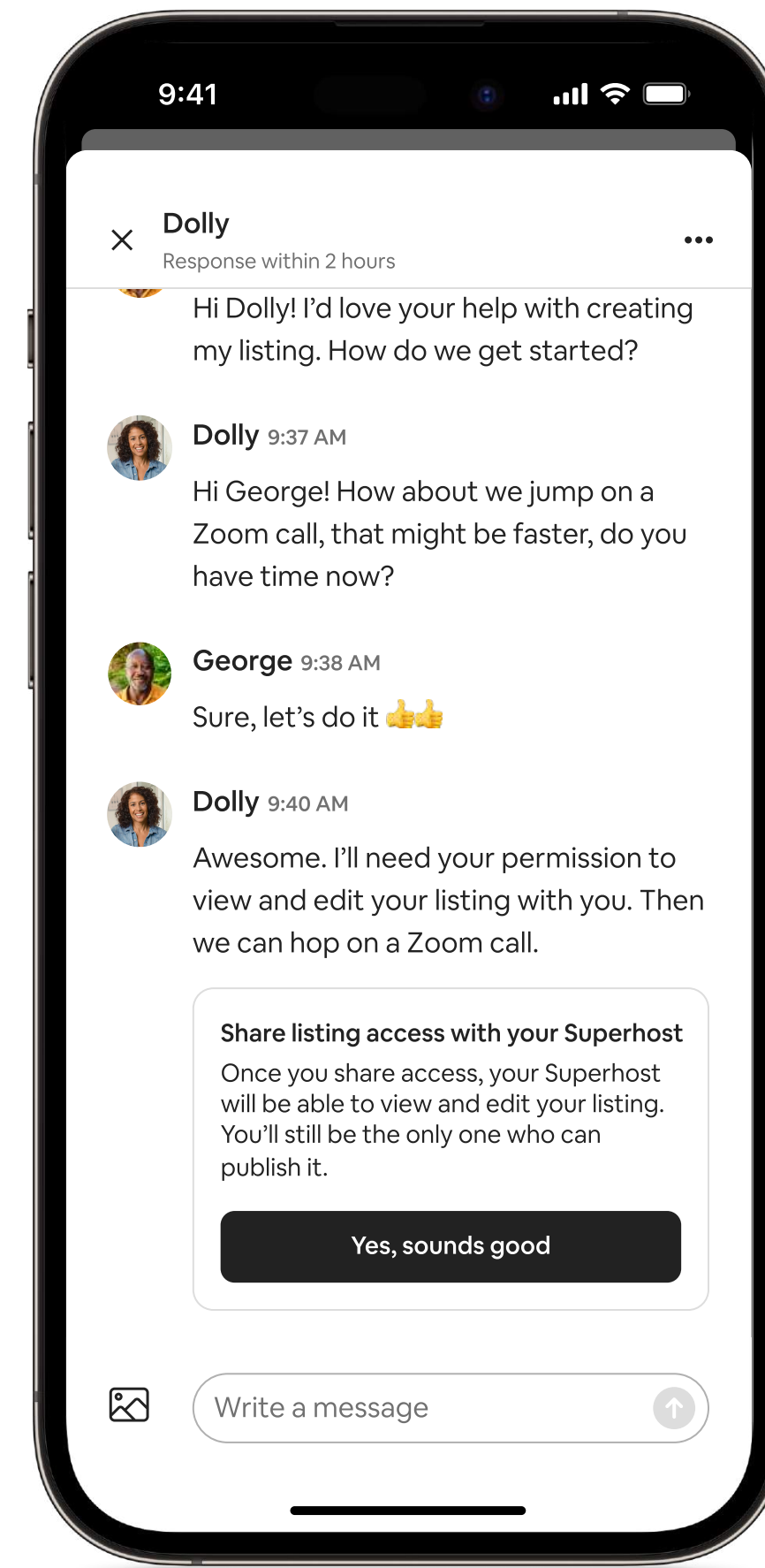
Real-time assistance over video, audio, or messaging

Using the Airbnb app, you can message your Superhost or chat with them on an audio or video call.



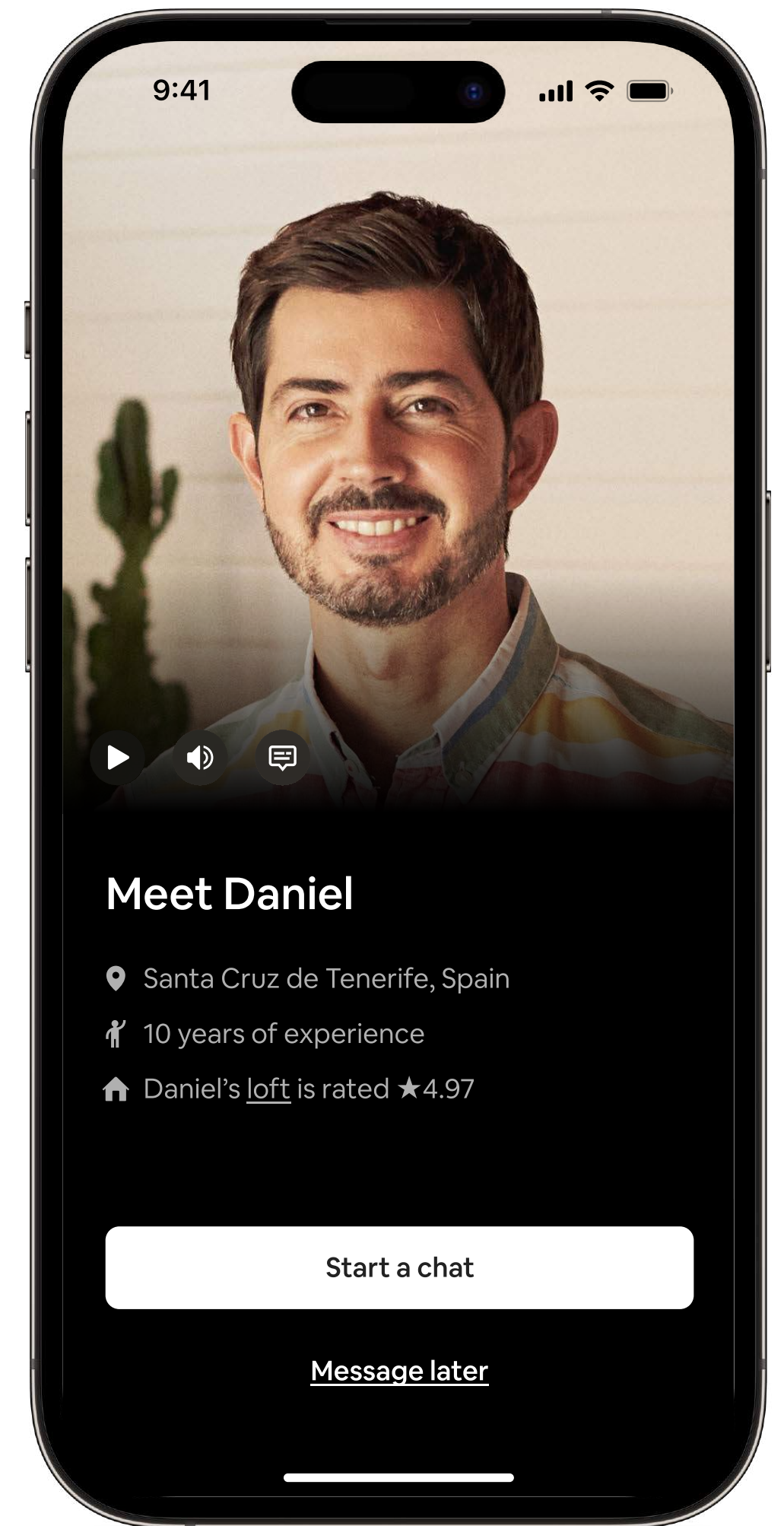
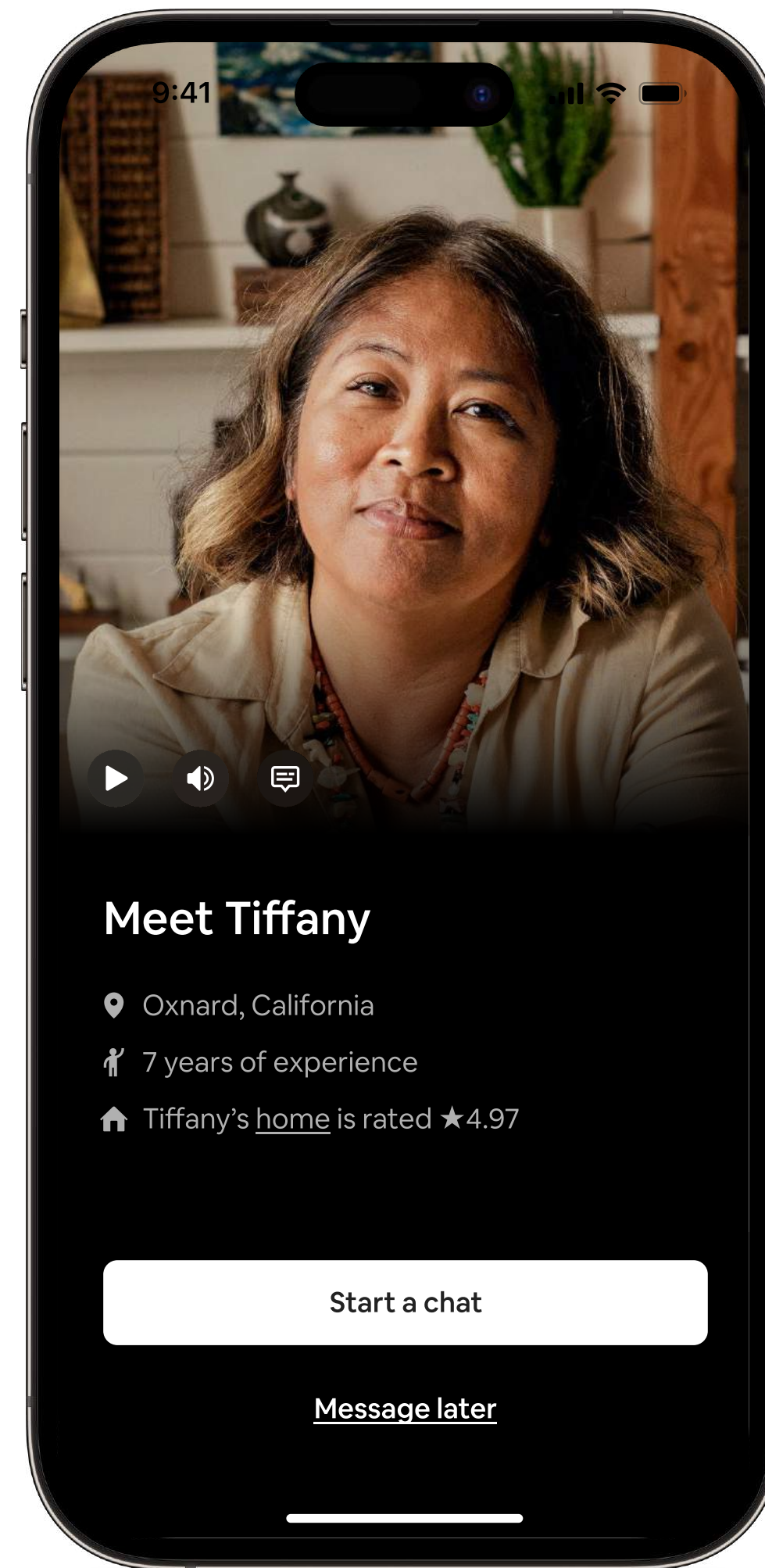
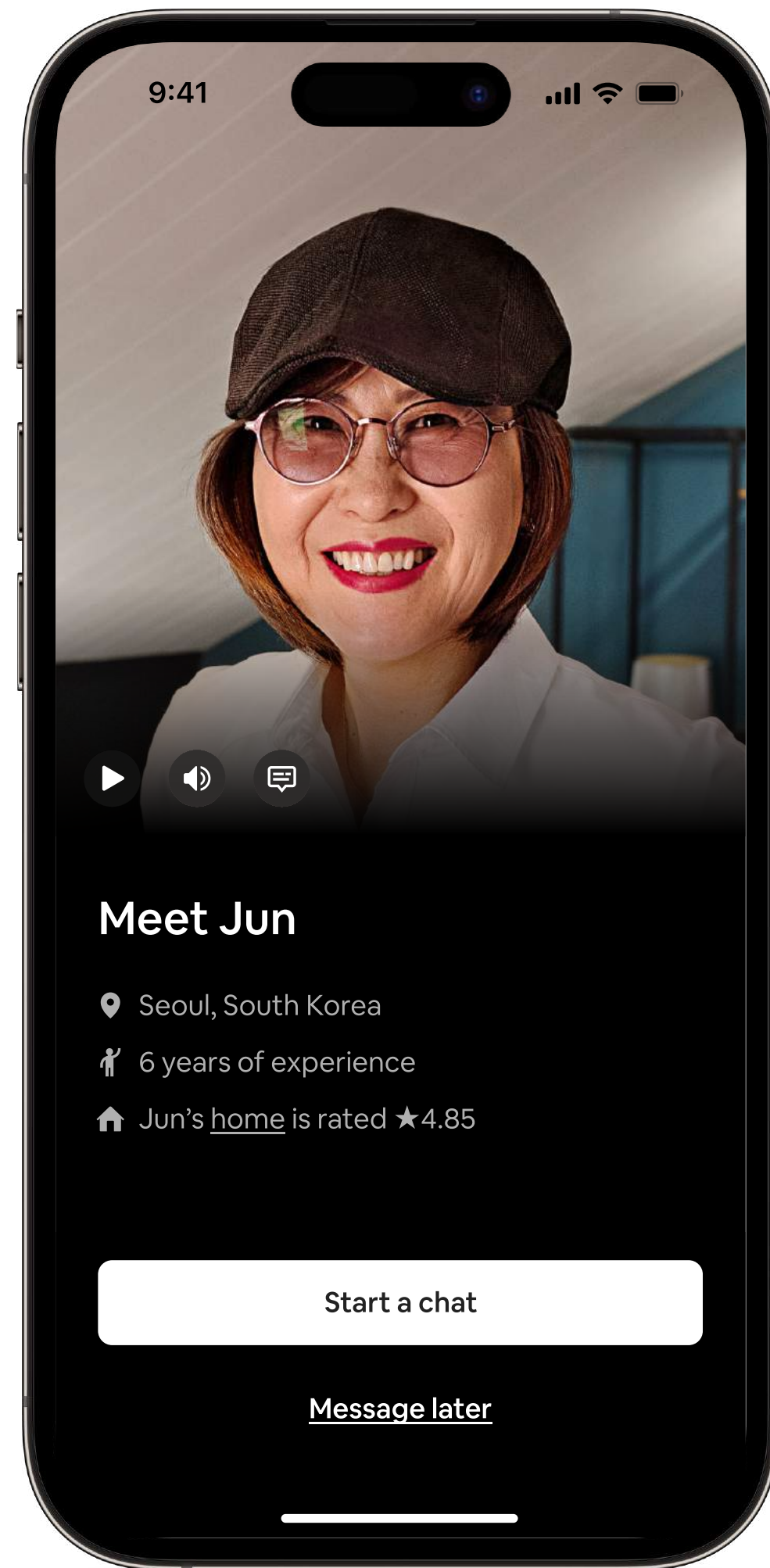
Your Superhost can help list your space

Your Superhost can help throughout the listing process with tips on photos, titles, and even how to prepare your home for your first guest.



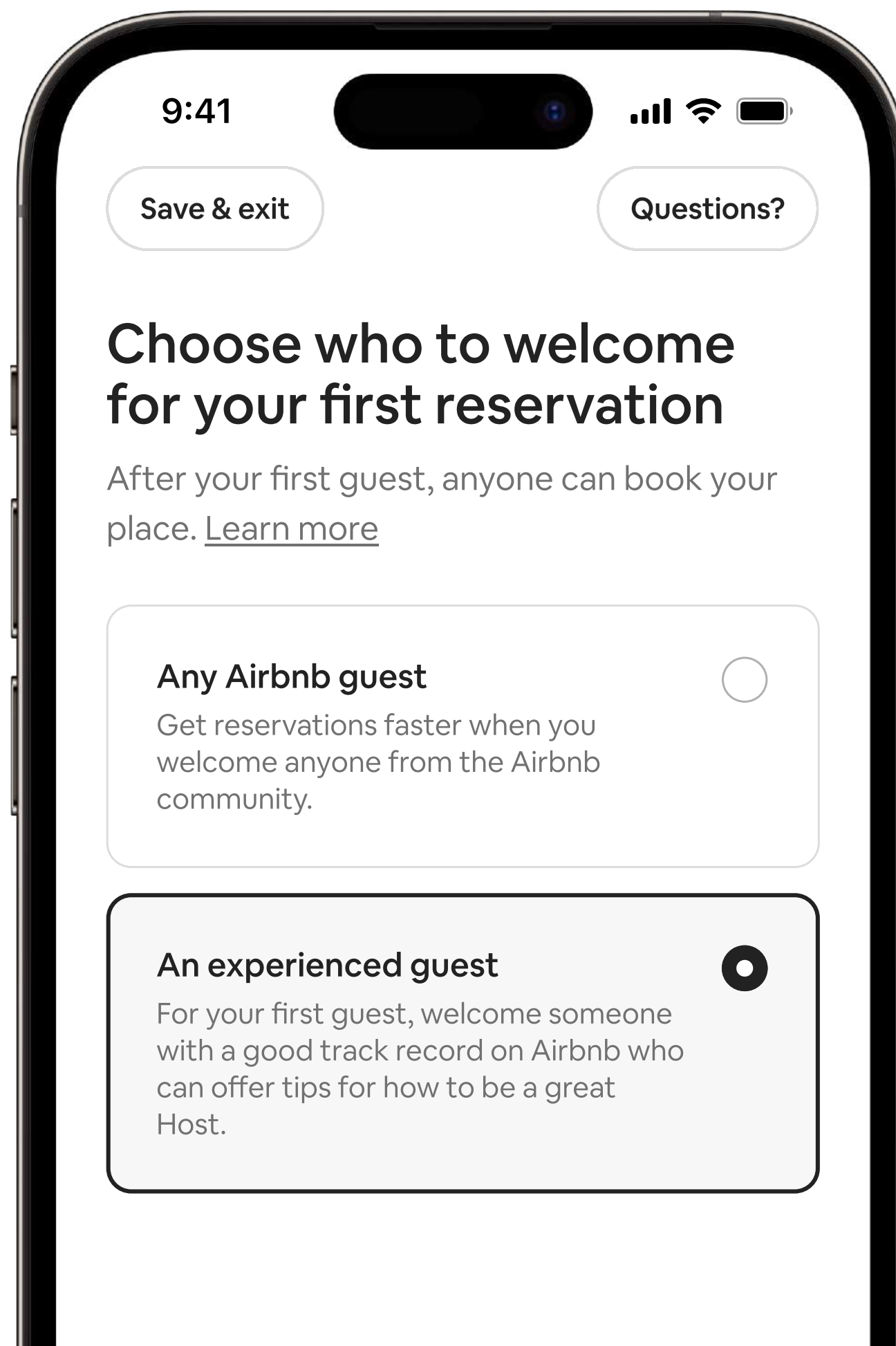
One-to-one guidance from a Superhost

Airbnb Setup will launch with over 1,500 Superhosts, who speak more than 40 languages in over 80 countries around the world. The program will continue to grow to thousands of Superhosts who are specially-trained to help new Hosts get started from their first questions through their first guest. They're experienced Hosts who regularly welcome guests into their own homes, and are dedicated to helping new Hosts get started.



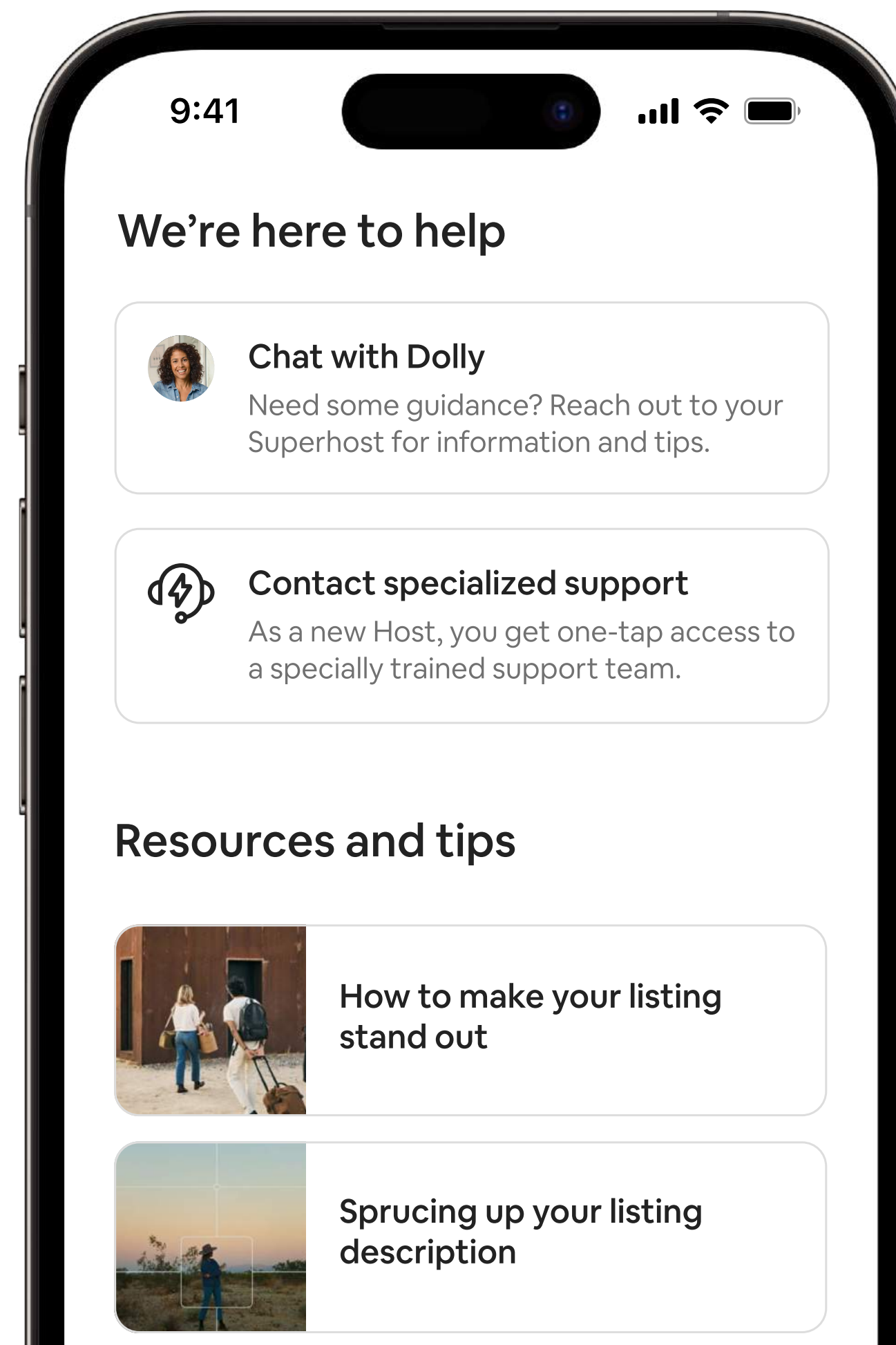
An experienced guest for your first booking

For your first booking, you can choose to welcome an experienced guest who has at least three stays and a good track record on Airbnb. Your experienced guest will know you're new, so they can provide helpful suggestions about how to become an even better Host.



Specialized support from Airbnb

As a new Host, you get one-tap access to a specially trained team of Community Support agents. They can help with everything from account issues to getting paid and are available via phone, messaging, or email in over 42 languages.



Even more AirCover for Hosts

Now featuring even more top-to-bottom protection, with guest identity verification, reservation screening, and \$3M damage protection, including coverage for cars, boats, art and valuables.

Last November, we introduced AirCover to provide unmatched, top-to-bottom protection for every Host on Airbnb and today, we're making major upgrades to AirCover for Hosts.



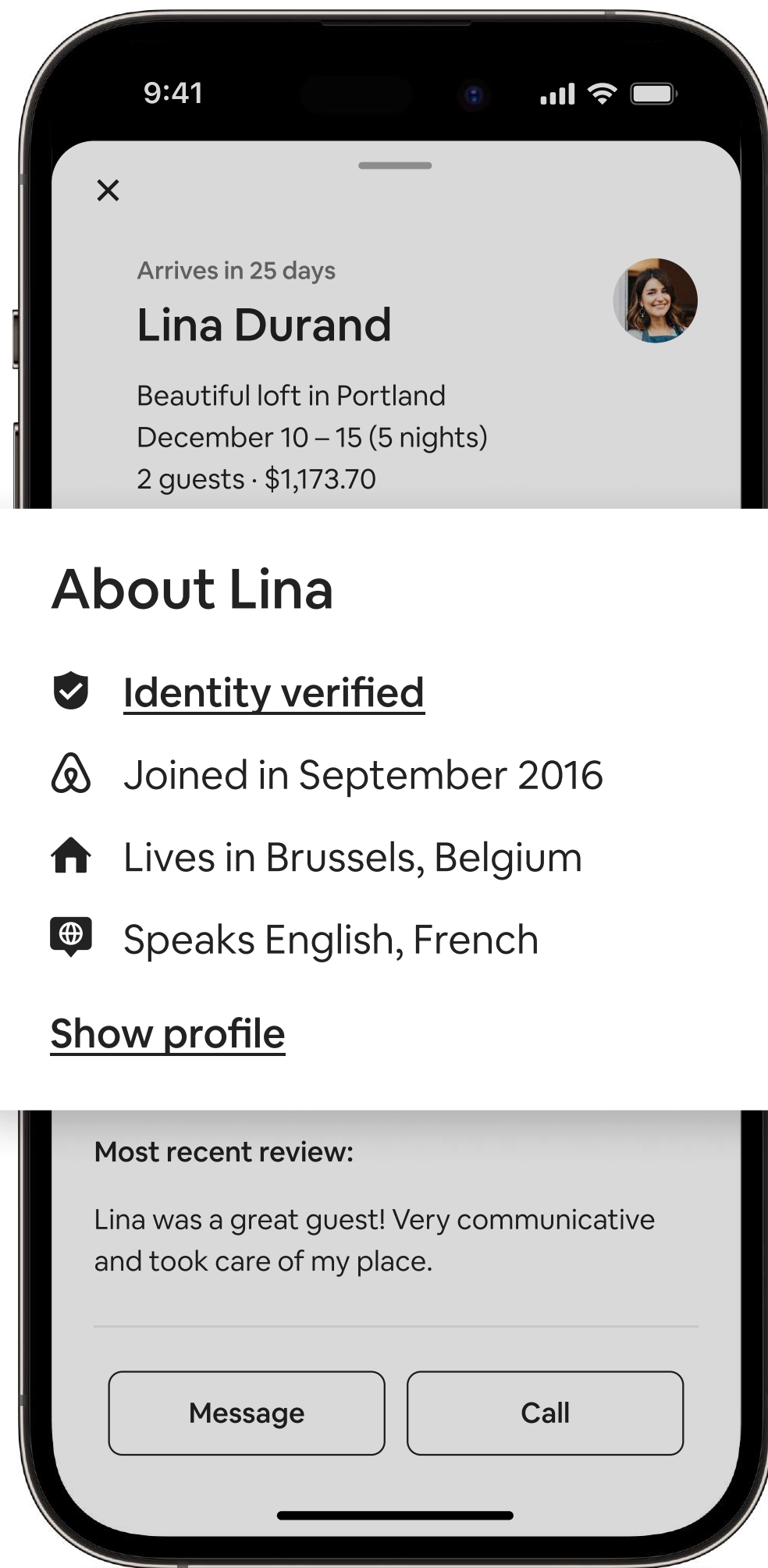
	Airbnb	Competitors
Guest identity verification	✓	✓
Reservation screening ¹	✓	✗
\$3M damage protection ²	✓	✗
Art & valuables	✓	✗
Auto & boat	✓	✗
Pet damage	✓	✗
Income loss	✓	✗
Deep cleaning	✓	✗
\$1M liability insurance	✓	✓
24-hour safety line ³	✓	✗

Comparison is based on public information and free offerings by top competitors as of 10/22. Limits are in USD. Terms and exclusions apply to Host Damage Protection and Host Liability Insurance, both of which are not offered to Hosts with listings in Japan. Find more details at airbnb.com/aircover-hosts-info

¹ Our technology blocks certain bookings showing a high risk of disruptive parties

² We pay for guest damage to your home and belongings

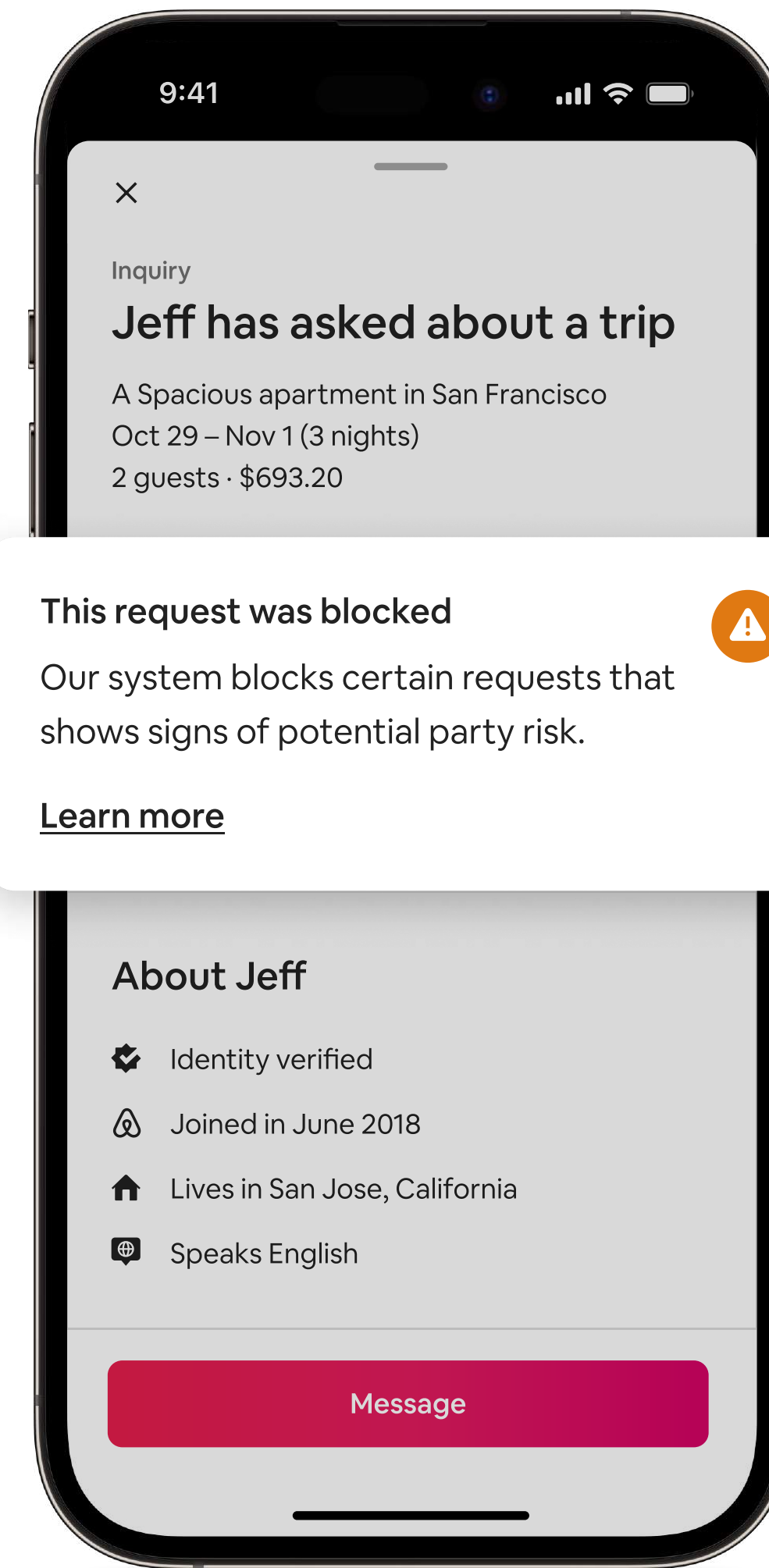
³ One-tap access to specially-trained safety agents



Guest identity verification

Our community’s trust is rooted in knowing that a Host or guest is who they say they are. We are expanding identity verification to all booking guests traveling to the top 35 countries and regions on Airbnb*—representing 90% of all reservations. We will expand guest identity verification worldwide in Spring 2023.

*Americas: Brazil, Canada, Chile, Colombia, Costa Rica, Dominican Republic, Mexico, US including Puerto Rico
 Europe: Austria, Belgium, Croatia, Denmark, France, Germany, Great Britain, Greece, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland, Turkey
 Asia: Australia, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines
 Africa: South Africa



Reservation screening technology

We are launching our proprietary reservation screening technology, which helps reduce the chance of disruptive parties and property damage. This technology uses an advanced custom-built machine learning model—trained on data from millions of Airbnb trips—to evaluate hundreds of factors for each reservation. Reservation screening technology, which has been available in Australia, is now launching in the US and Canada. It will expand to reservations worldwide in Spring 2023.

\$3 million damage protection

We are tripling damage protection from \$1 million up to \$3 million—protecting both your home and its contents.

Auto and boat protection

We now provide damage protection for cars, boats, and other watercraft that you park or store at your property.

Art and valuables protection

A wider range of fine art, jewelry, and collectibles will now be repaired or replaced at appraised value.

Easier to file a claim

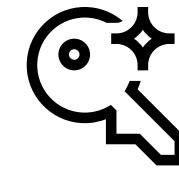
You can now file a claim for damage protection in a few simple steps and easily track its progress from submission through reimbursement.



New Airbnb Categories

We're adding six new categories of homes, as well as improving the way Airbnb Categories are displayed.

In May, we introduced a new way to search designed around Airbnb Categories. Today, we are introducing six new categories.



New

Great finds added to Airbnb within the past 10 weeks.



Top of the world

Homes around 10,000 feet above sea level, often with stunning views.



Trending

Highly-rated homes getting lots of attention on Airbnb.



Adapted

Verified step-free paths into the home, bathroom, and bedroom.



Play

Places with game rooms, water slides, and more.



Hanoks

Traditional Korean homes made from natural materials.

New

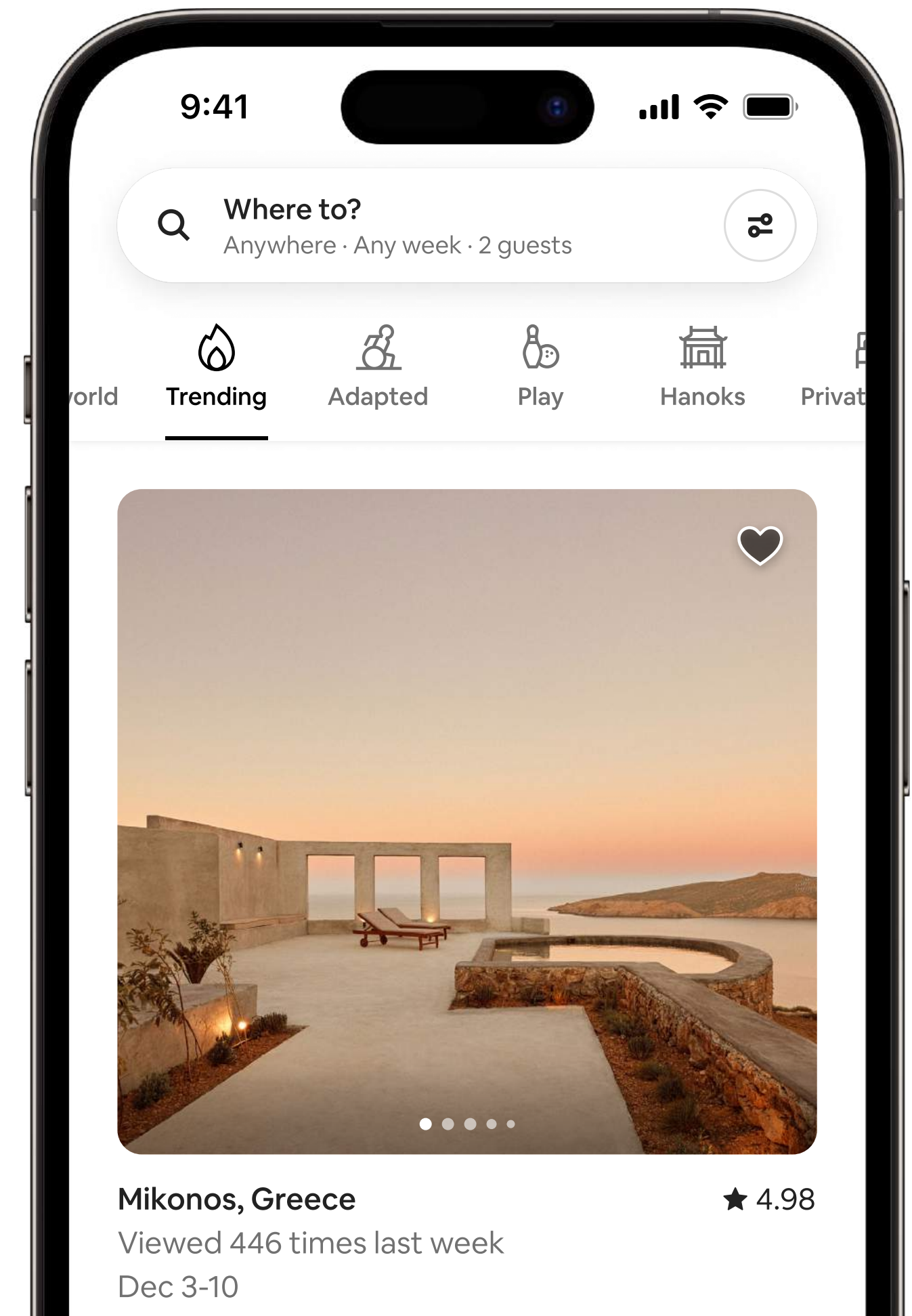
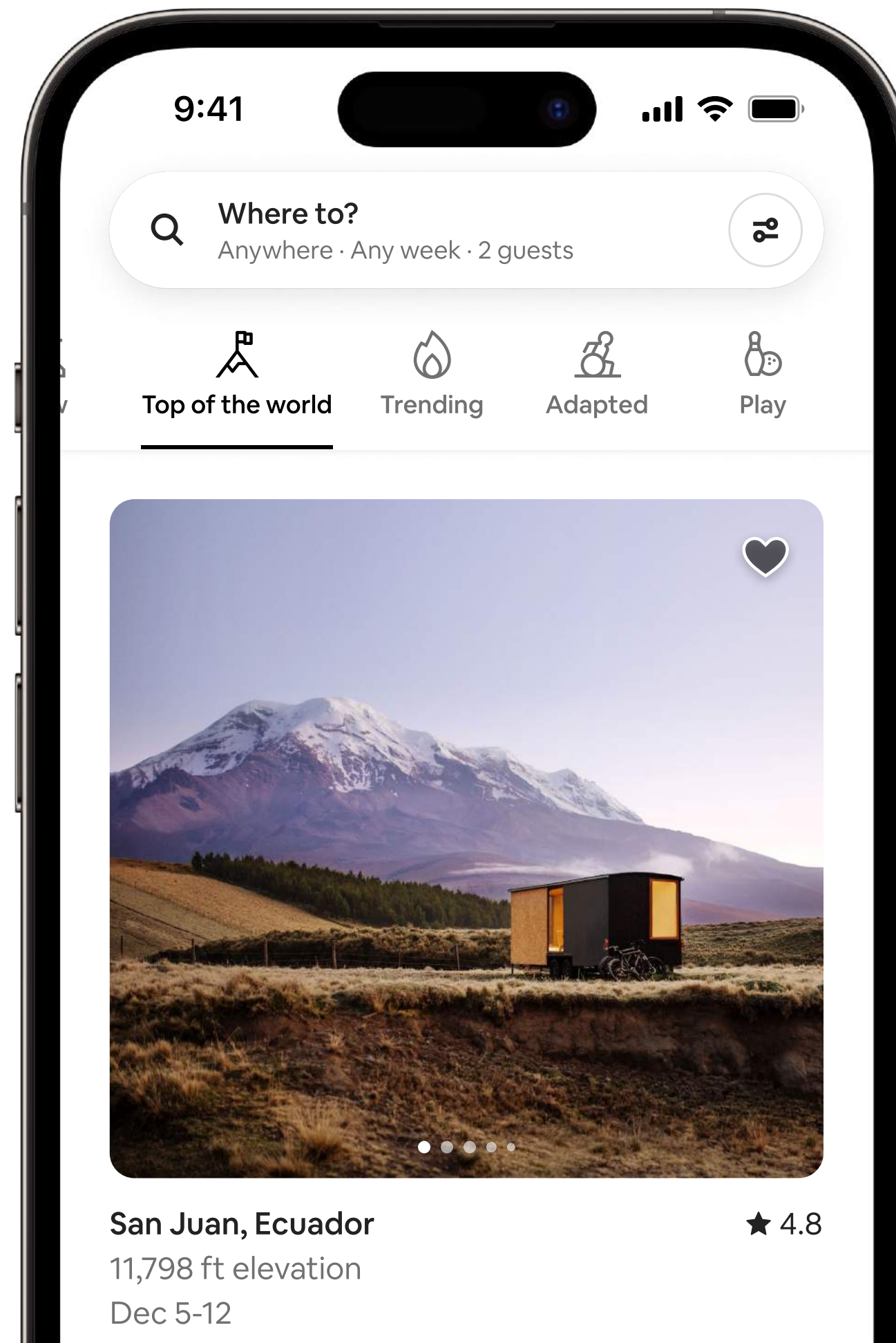
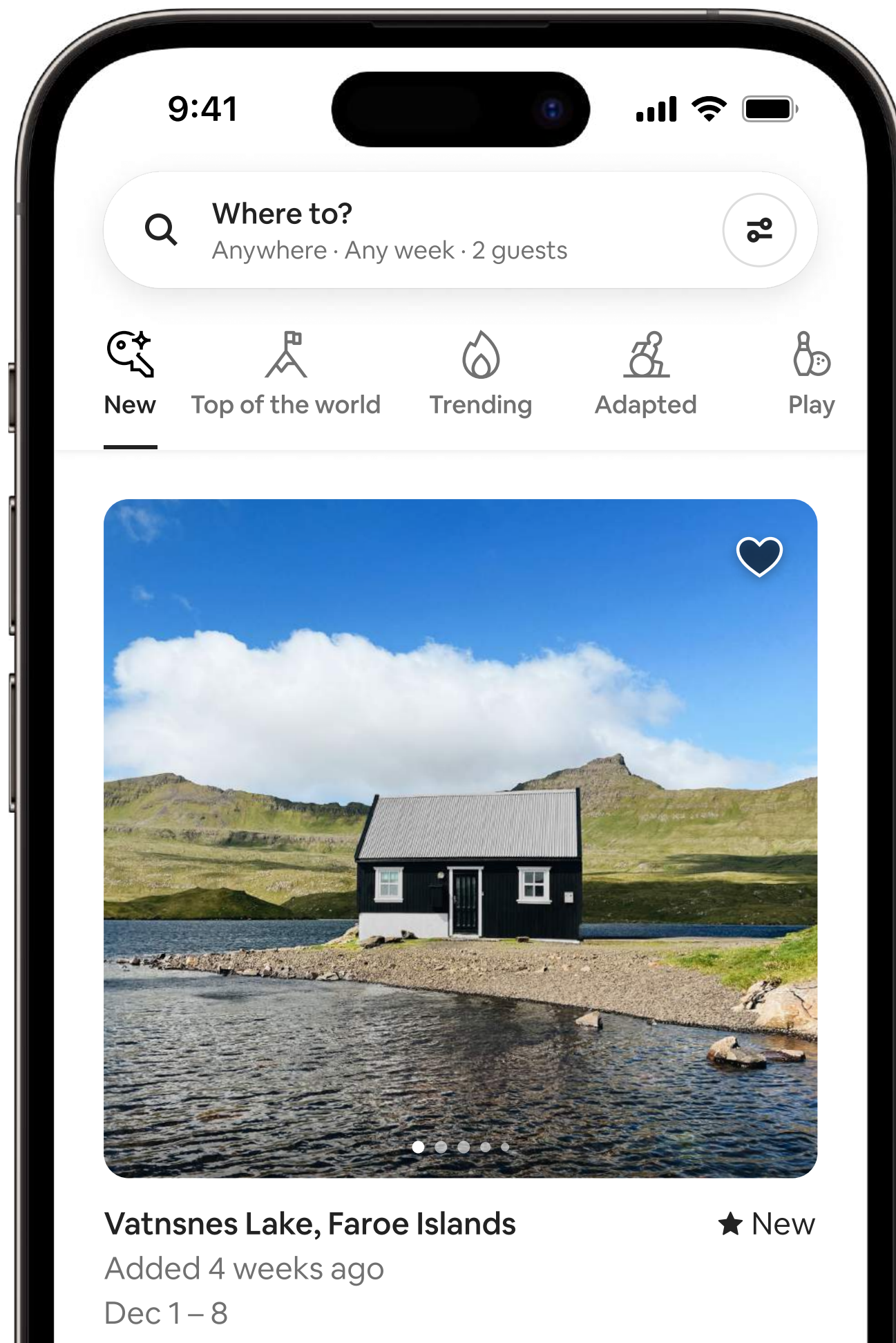
A dynamic category that changes every day and includes homes added to Airbnb within the past ten weeks.

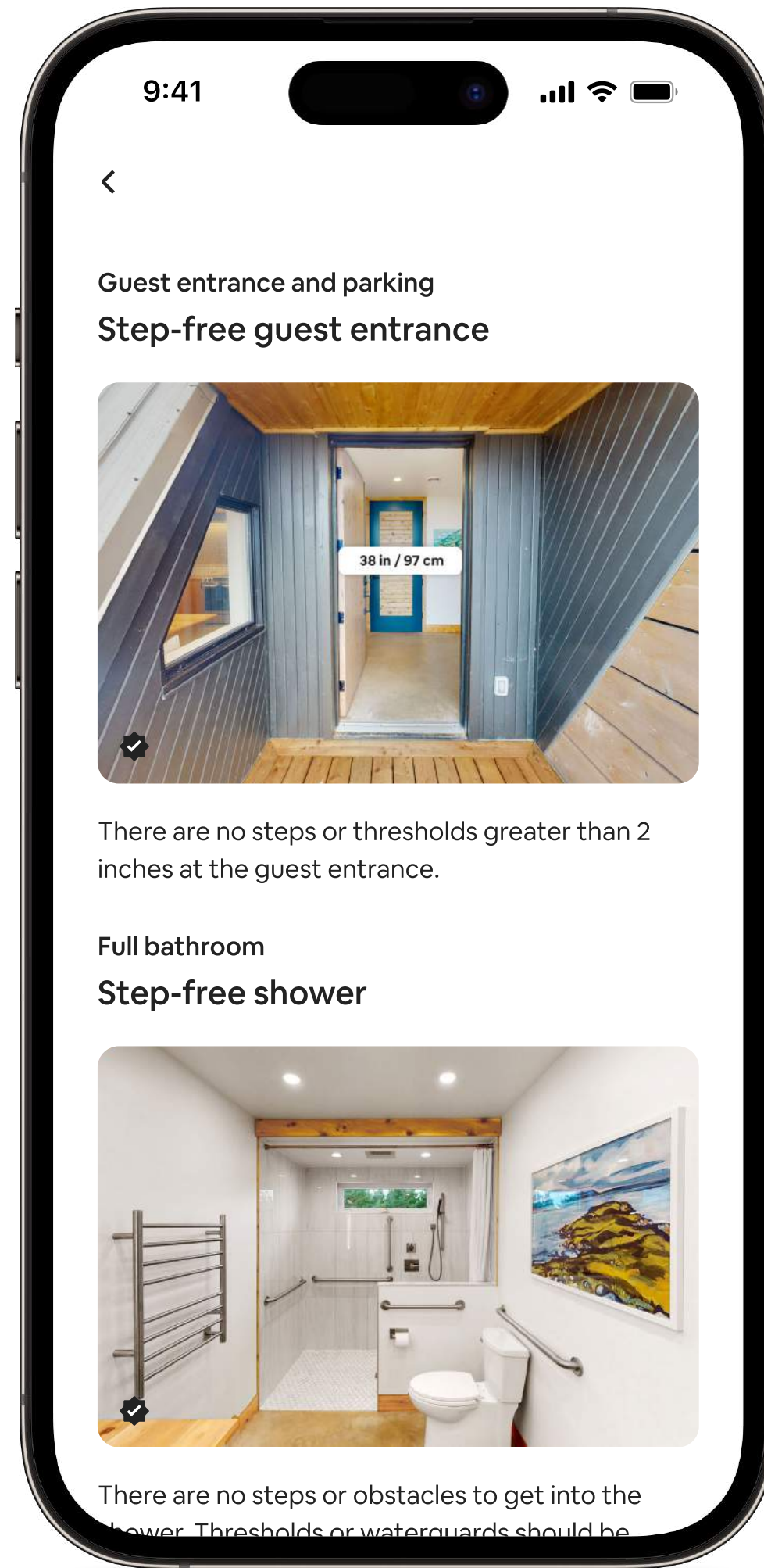
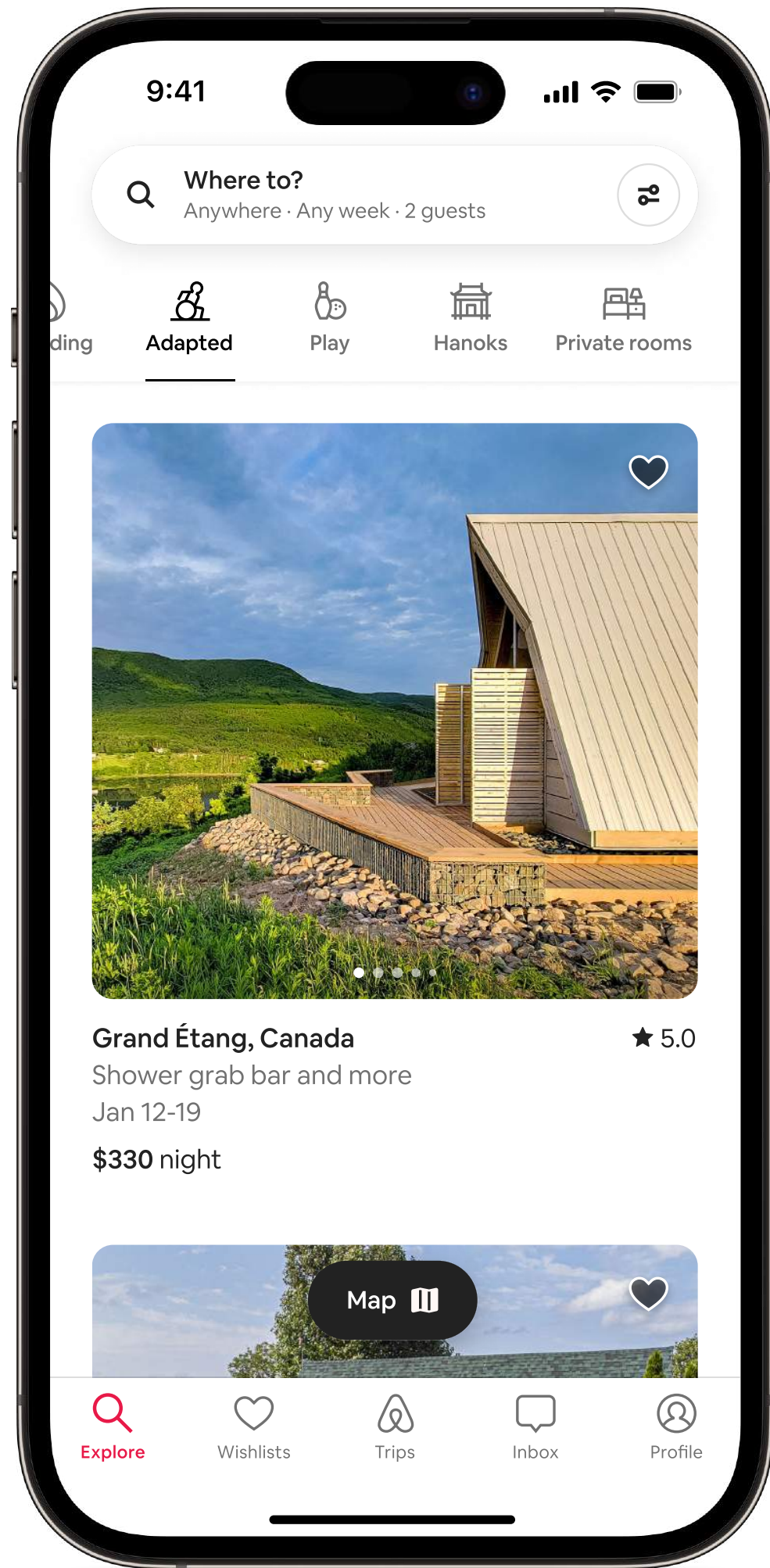
Top of the world

Homes located around 10,000 feet (3000 meters) above sea level, often with stunning views.

Trending

A dynamic category that is constantly updated to showcase highly rated homes with increased views week over week.



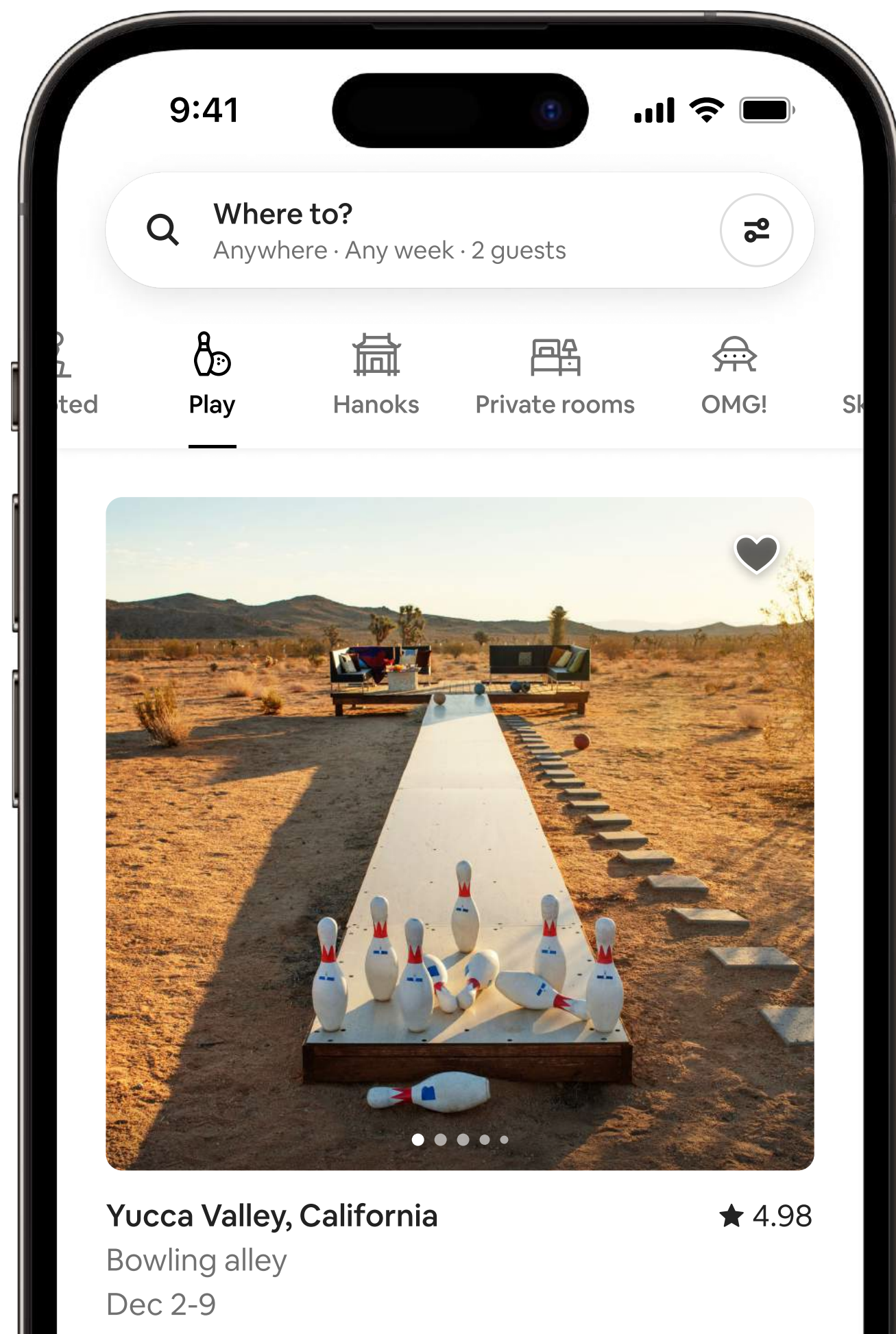


Adapted

Homes adapted for wheelchair access that have been verified to ensure they have step-free entrances into the home and to one or more bedrooms and bathrooms, in addition to at least one accessibility feature in the bedroom or bathroom. All homes in this category have been analyzed by Matterport's uniquely powerful Property Intelligence, which uses AI to analyze and verify that they meet these mobility criteria.

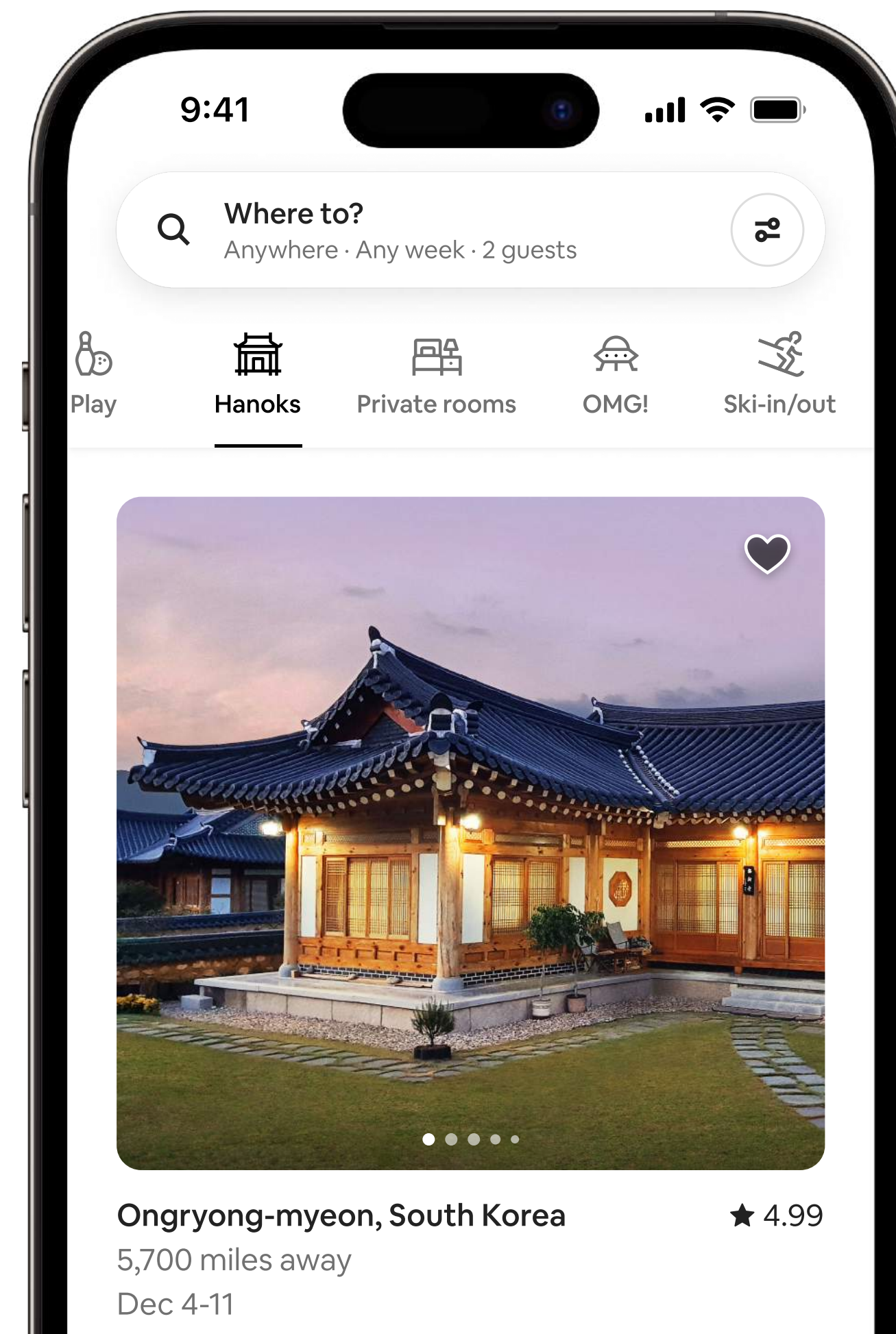
Play

Homes with activities and entertainment for guests who are young or young at heart, including features such as basketball courts, arcade rooms, waterslides and more.



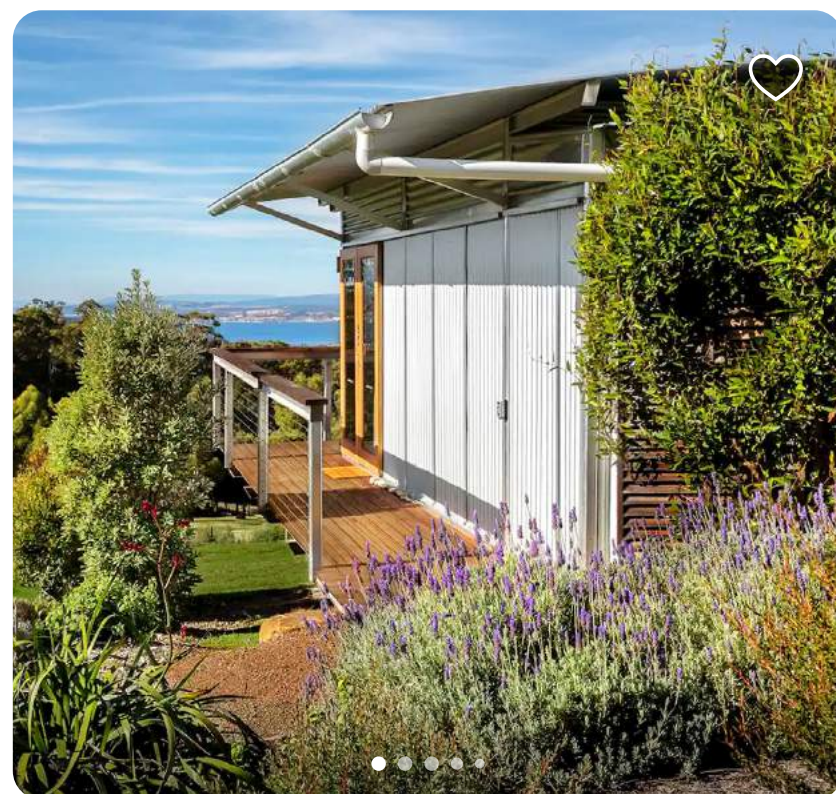
Hanoks

Traditional homes in South Korea built using natural elements including earth, wood, and rock to keep guests cool in summer and warm in winter.



Category enhancements

We're enhancing personalization to show categories based on your recent searches. For example, when you launch the app, you'll see the Vineyards category if you recently searched for homes in Napa. In addition, more details will be presented in search results when viewing categories. For example, homes with amazing views will list the type of view, and homes near national parks will show the distance to the park entrance.



Kingston, Australia ★ 5.0
 Shower grab bar and more
 Dec 6-13
 \$124 night



Riobamba, Ecuador ★ 4.80
 12,723 ft elevation
 Feb 17-24
 \$29 night

Category	Highlight	Examples
Adapted	Accessibility amenity	Pool hoist and more
Amazing views	Scenic view details	Ocean views, mountain views
Beach	Walking distance to beach	5 minute walk to Ocean Beach
Beachfront	Beach name	Stinson Beach
Camping	Scenic view details	Mountain views, lake views
Casas particulares	Host name	Hosted by Isabel
Castles	Year built	Built in 1632
Desert	Name of desert	Mojave Desert
Historical homes	Year built	Built in 1832
Islands	Acres of island	10 acres
Lake	Walking distance to lake	2 minute walk to Lake Tahoe
Lakefront	Lake name	Donner Lake
Minsus	Host name	Hosted by Li-hua
National parks	Distance to national park	5 miles to Yosemite
New	Date listed	Added 2 weeks ago
Play	Featuring the unique amenities	Waterslide, trampolines, arcade room
Ski-in/out	Ski resort	Northstar resort
Skiing	Ski resort	Near Kitzbühel
Top of the world	Elevation	11,360 ft elevation
Trending	Views last week	Viewed 1,460 times last week

Available worldwide

Airbnb Setup, upgrades to AirCover for Hosts, and new Airbnb Categories will begin rolling out worldwide on November 16, 2022.

