

Media Guide

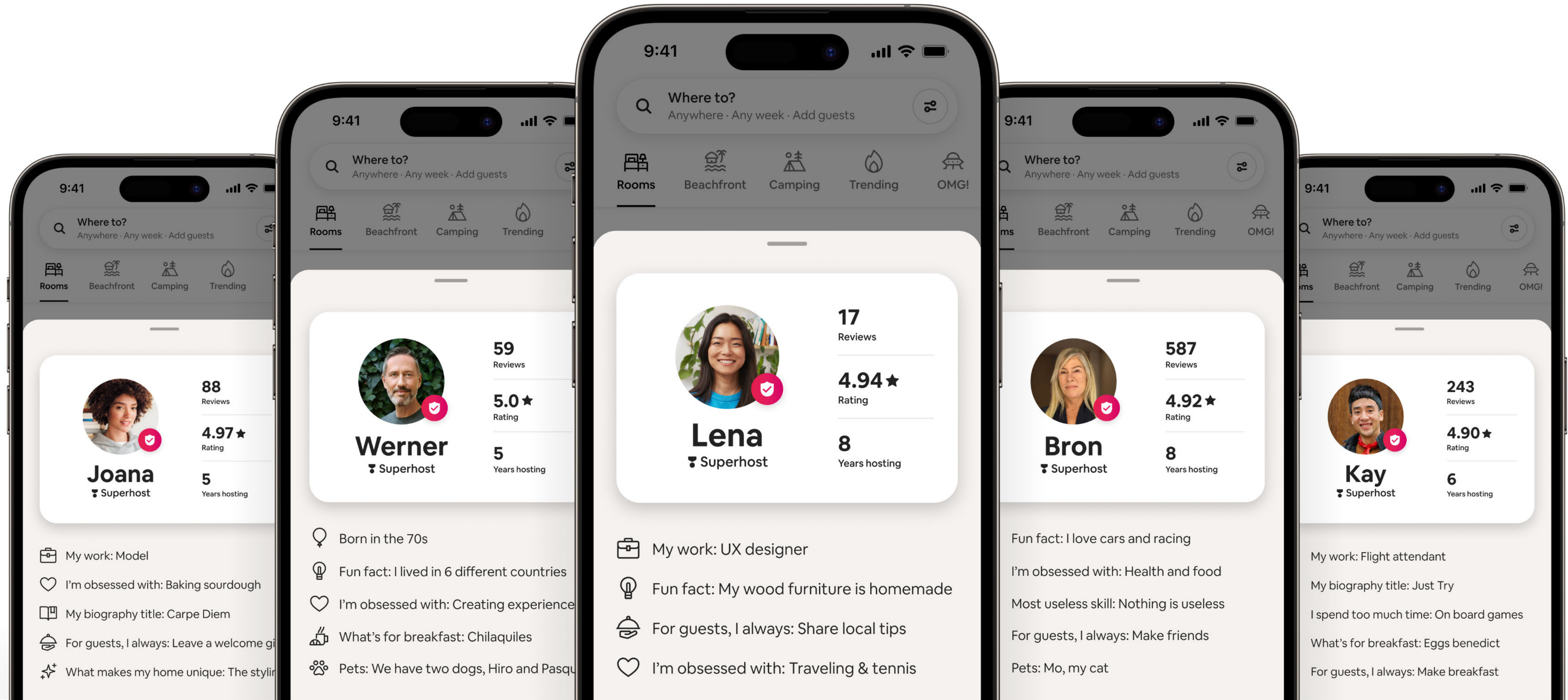
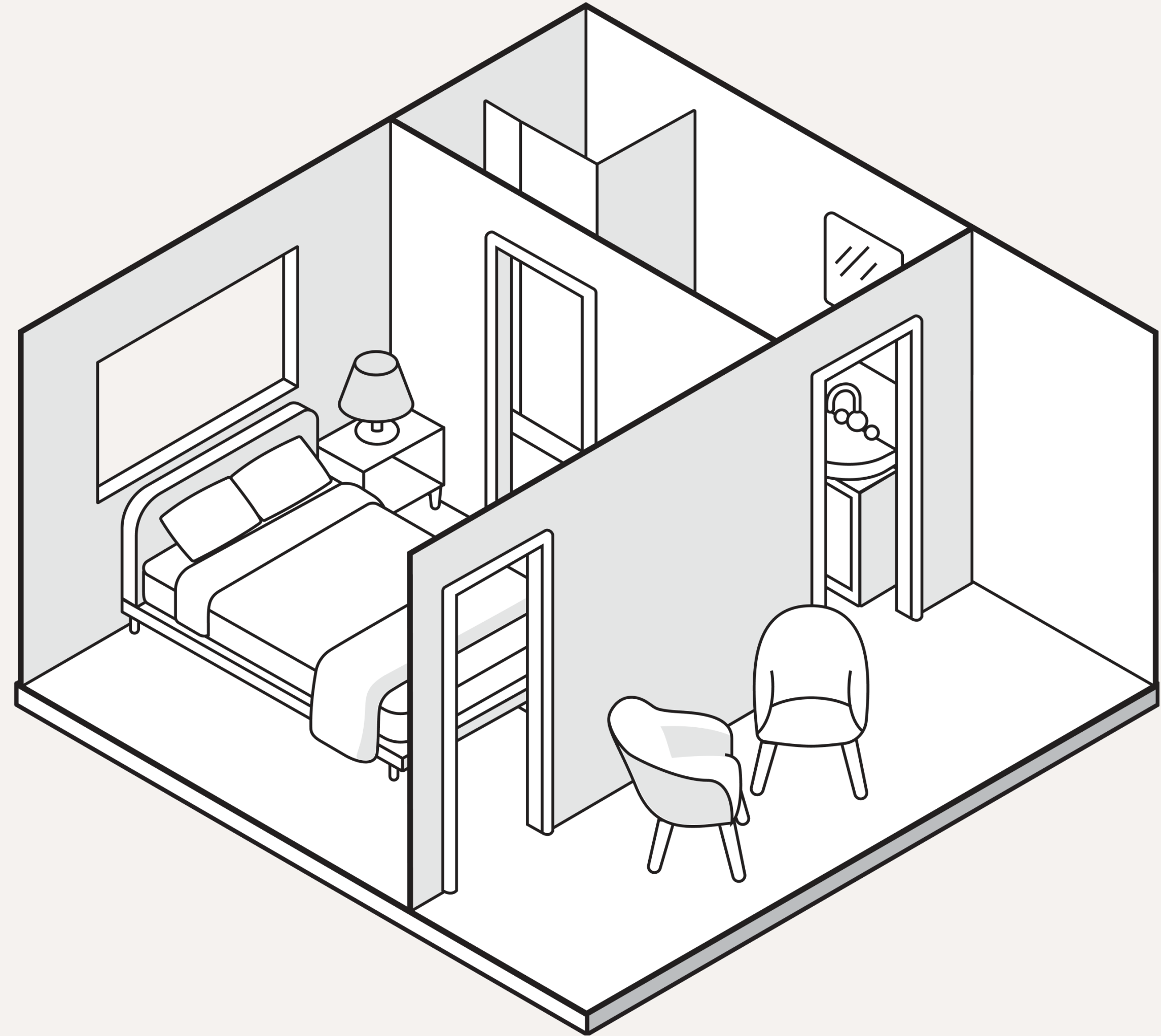


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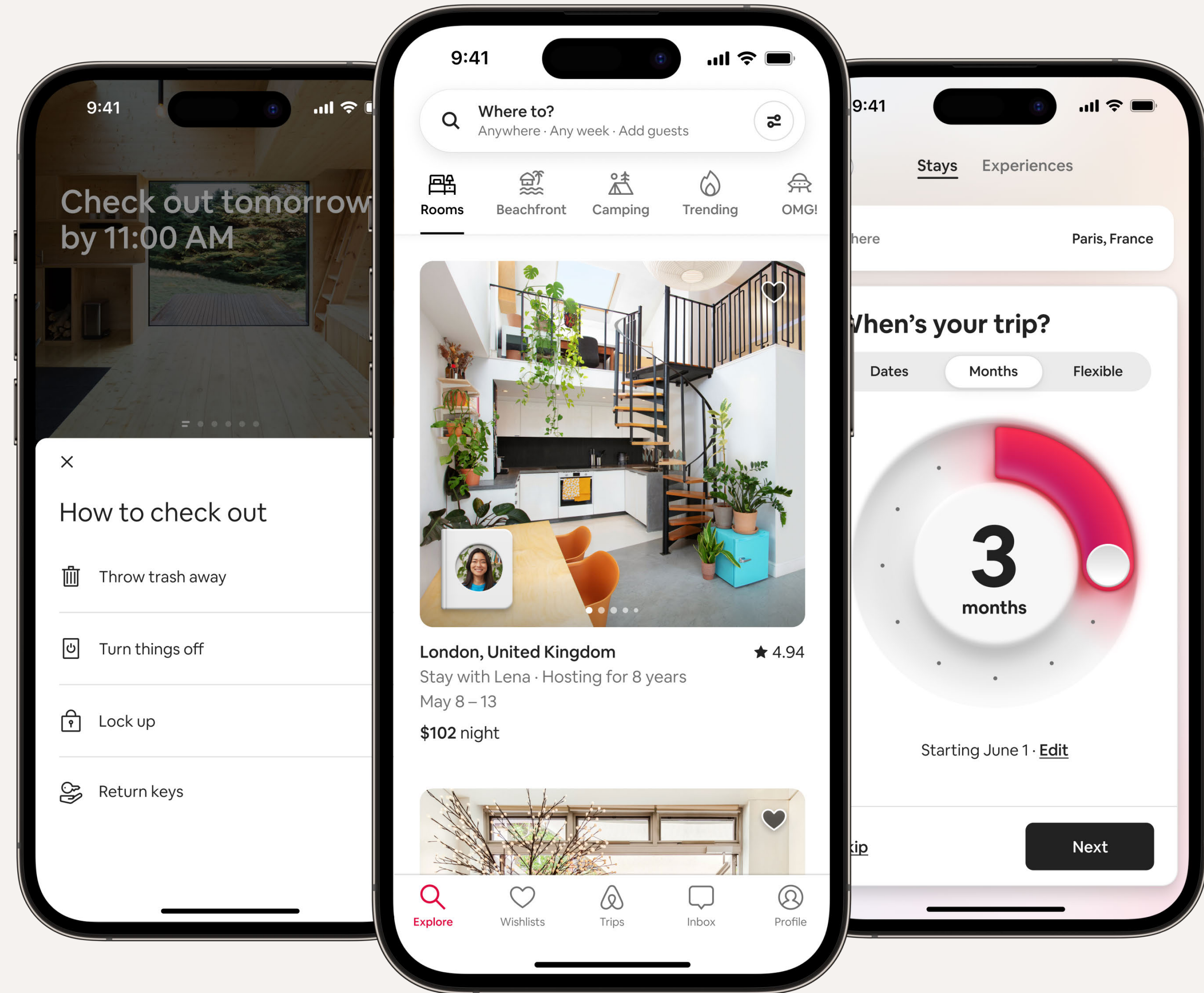
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2023 Summer Release

Introducing Airbnb Rooms, an all-new take on the original Airbnb. Every Airbnb Room features a Host Passport so guests can get to know their Host before booking. We've also created a Rooms category with over 1 million listings, in addition to redesigning filters and adding new privacy features.

We're also launching more than 50 new features and upgrades that address top feedback from our guests and Hosts across the end-to-end Airbnb experience, including total price display, transparent checkout instructions, and more.



Airbnb Rooms

Airbnb began as a way to stay in a room in someone else's home. This original idea of sharing a home offers two unique benefits. First, it's more affordable for guests. More than 80% of private rooms are under \$100/night, with an average rate of \$67/night. Second, staying with a Host is a great way to meet someone new and experience the city like a local.

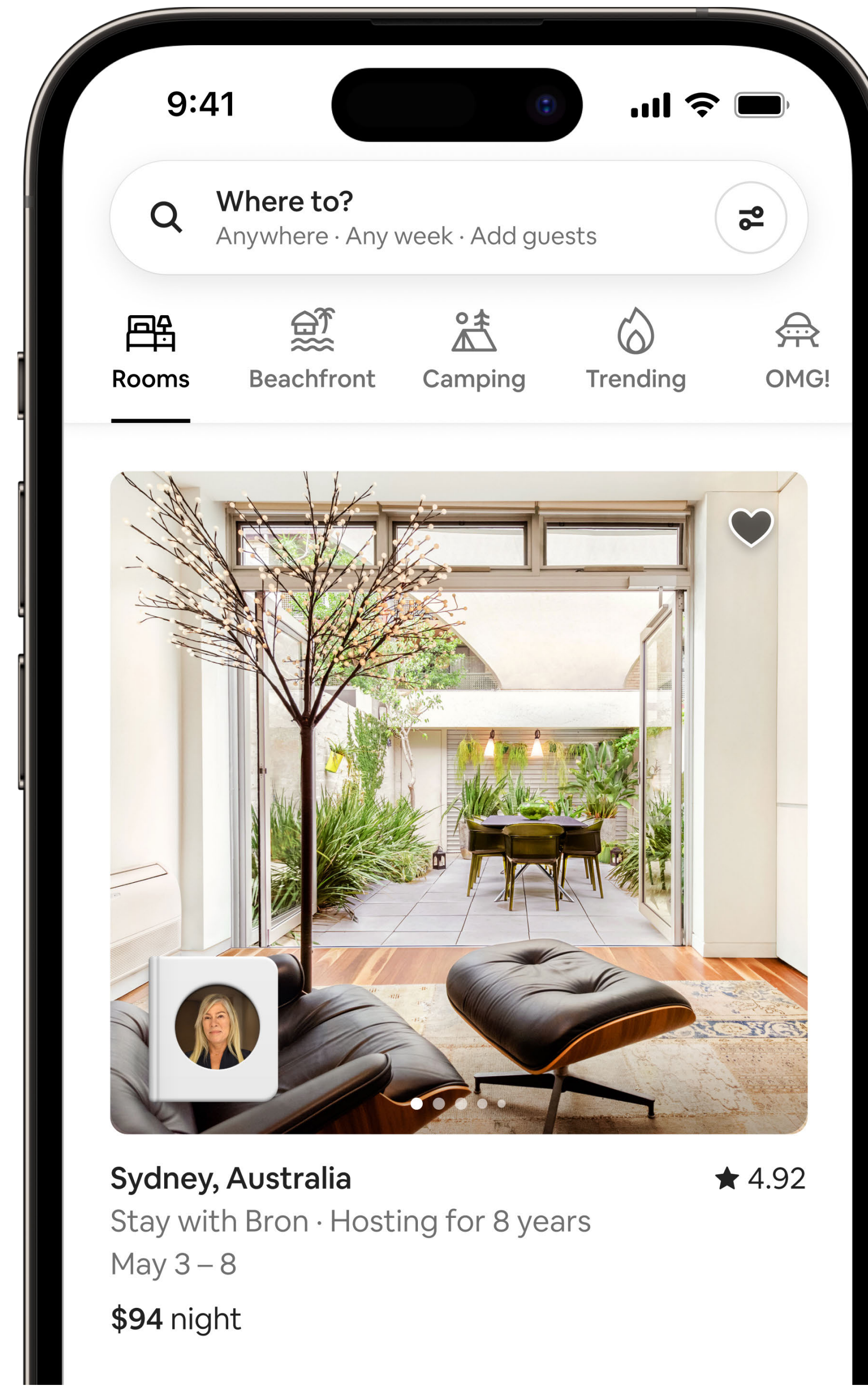
Airbnb Rooms introduces

Host Passport: Helps you get to know more about your Host before booking your stay

Rooms category: Featuring a curated set of over 1 million private bedrooms

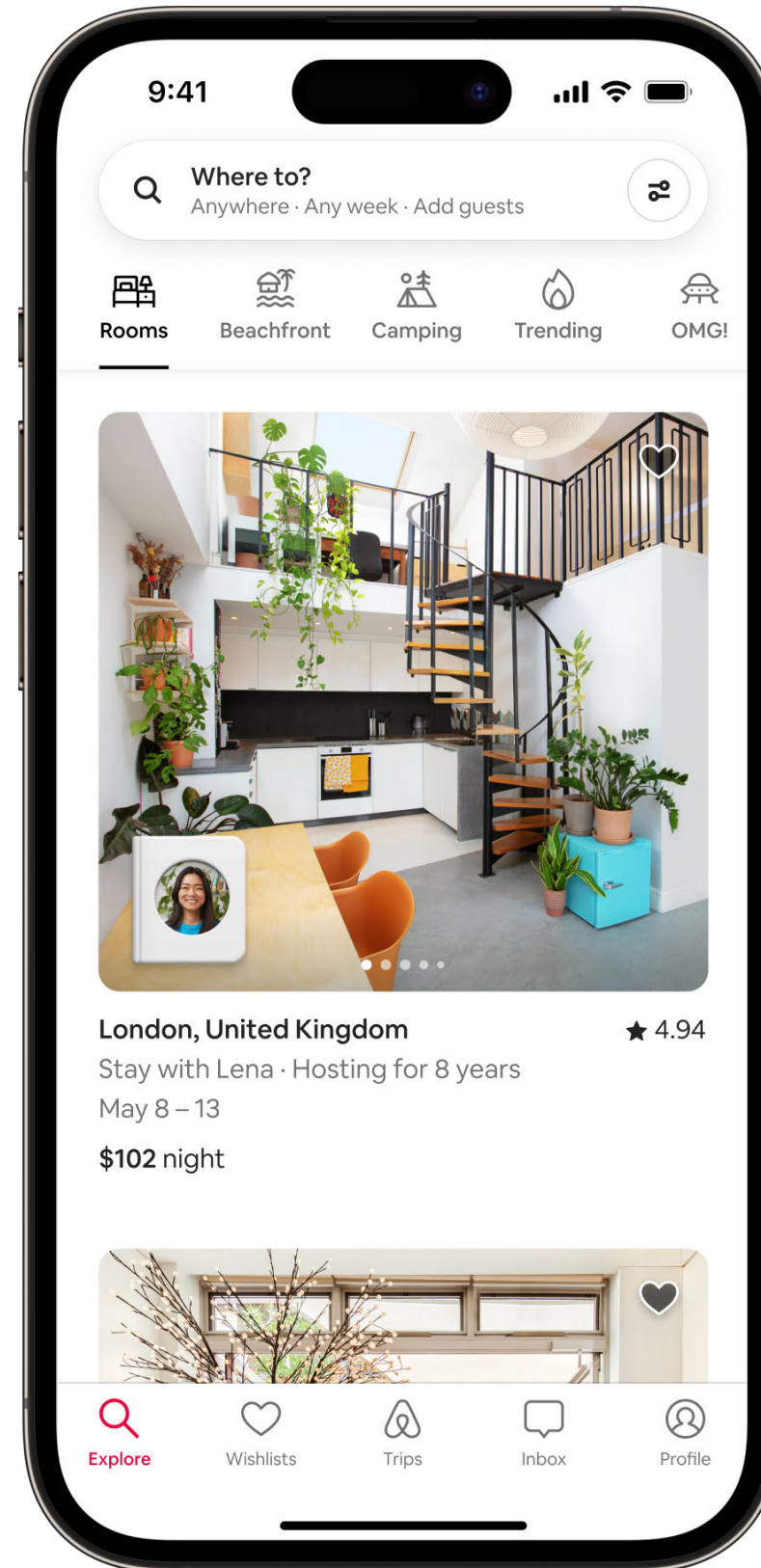
Redesigned filters: Makes it easy to switch between Airbnb Rooms, entire homes, or all types of places

New privacy features: All Rooms listings include information about door locks, bathroom types and who else might be in the home

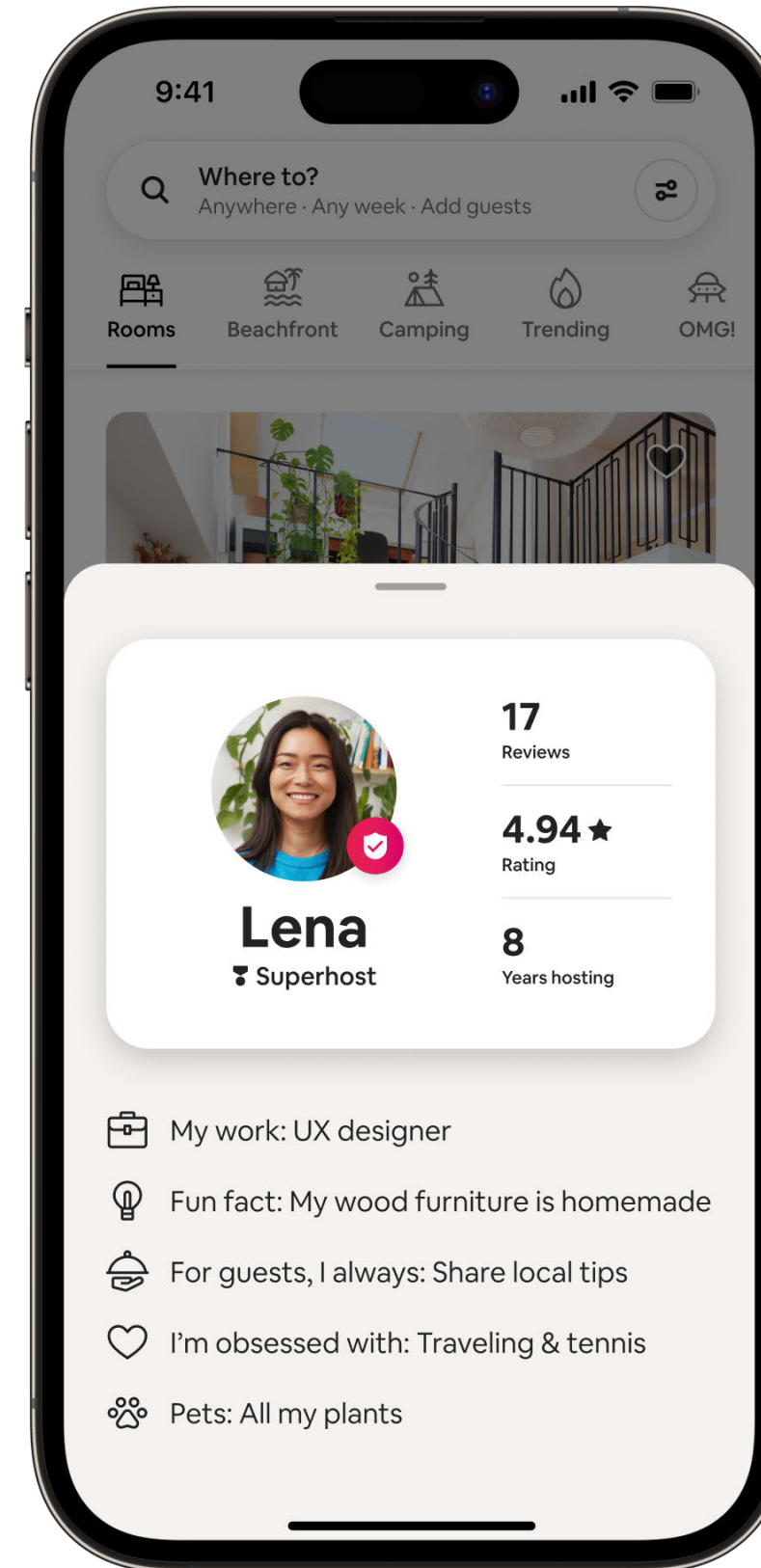


Host Passport

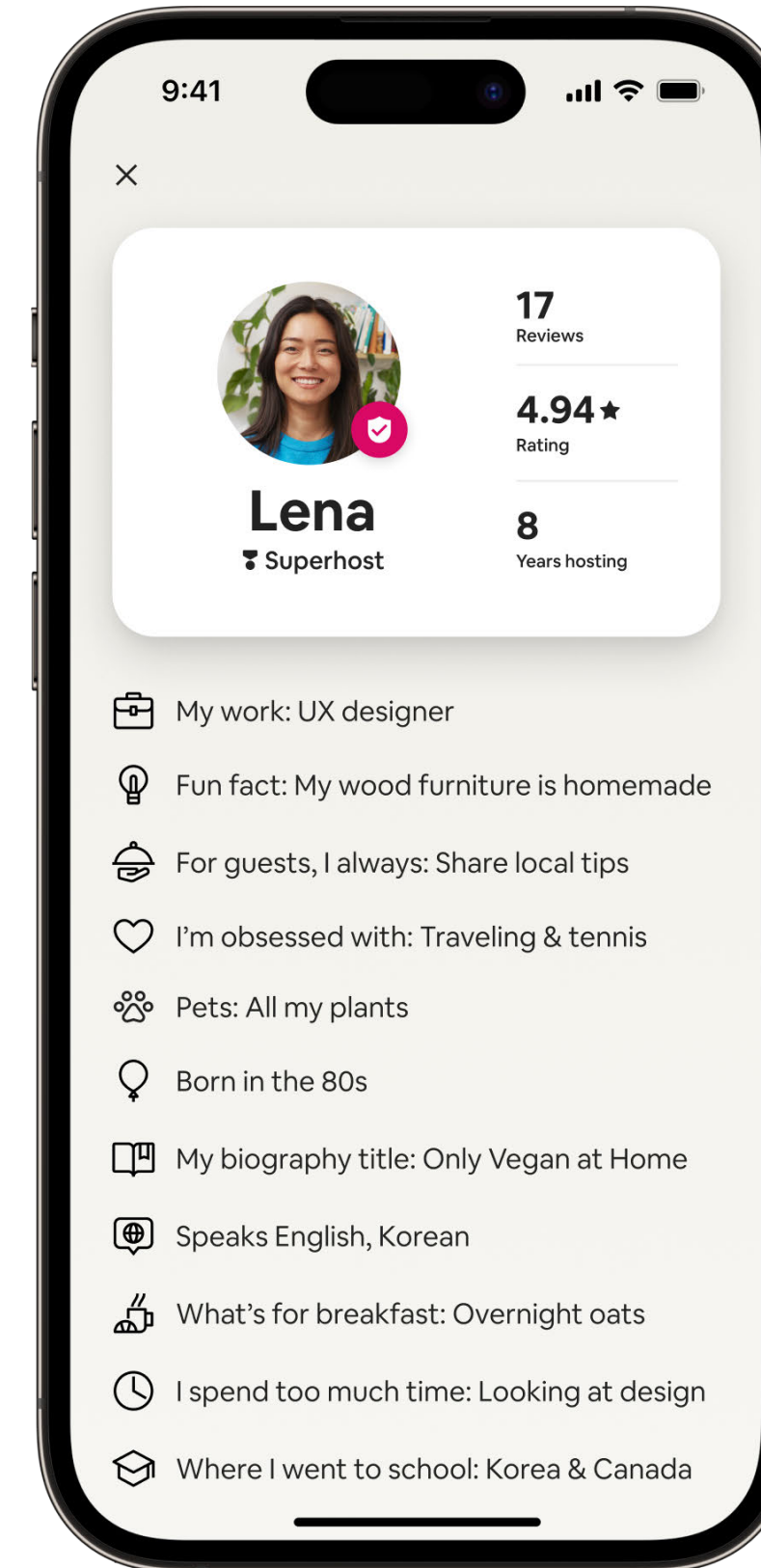
We want every guest to be comfortable staying with a Host. Exclusive to Airbnb Rooms, the Host Passport helps you get to know your Host before booking your stay. Simply tap the Host Passport to view a larger photo and details Hosts have shared about themselves, including where they went to school, what they do for work, fun facts, and much more.



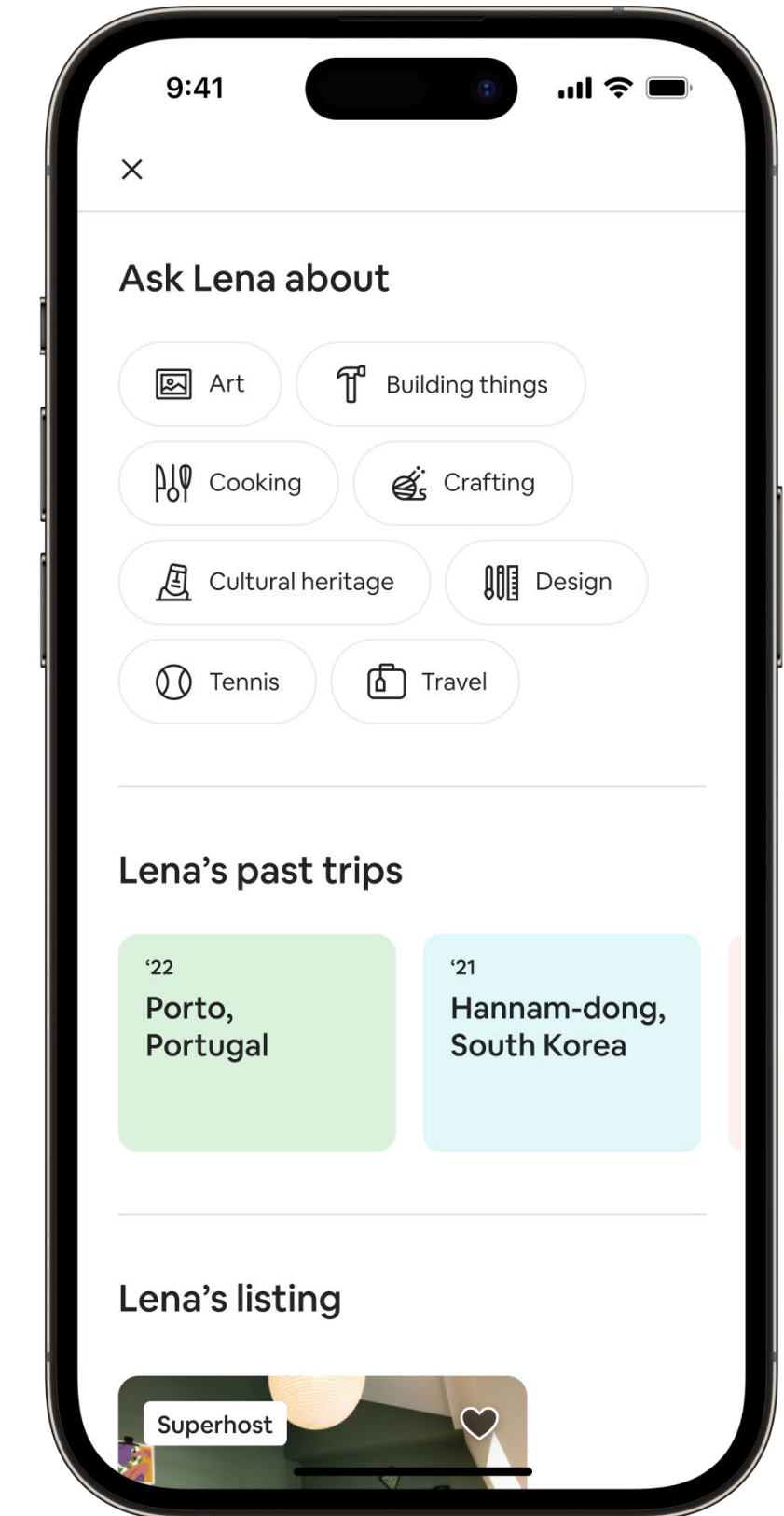
Tap the Host Passport to view a larger photo and details Hosts have shared



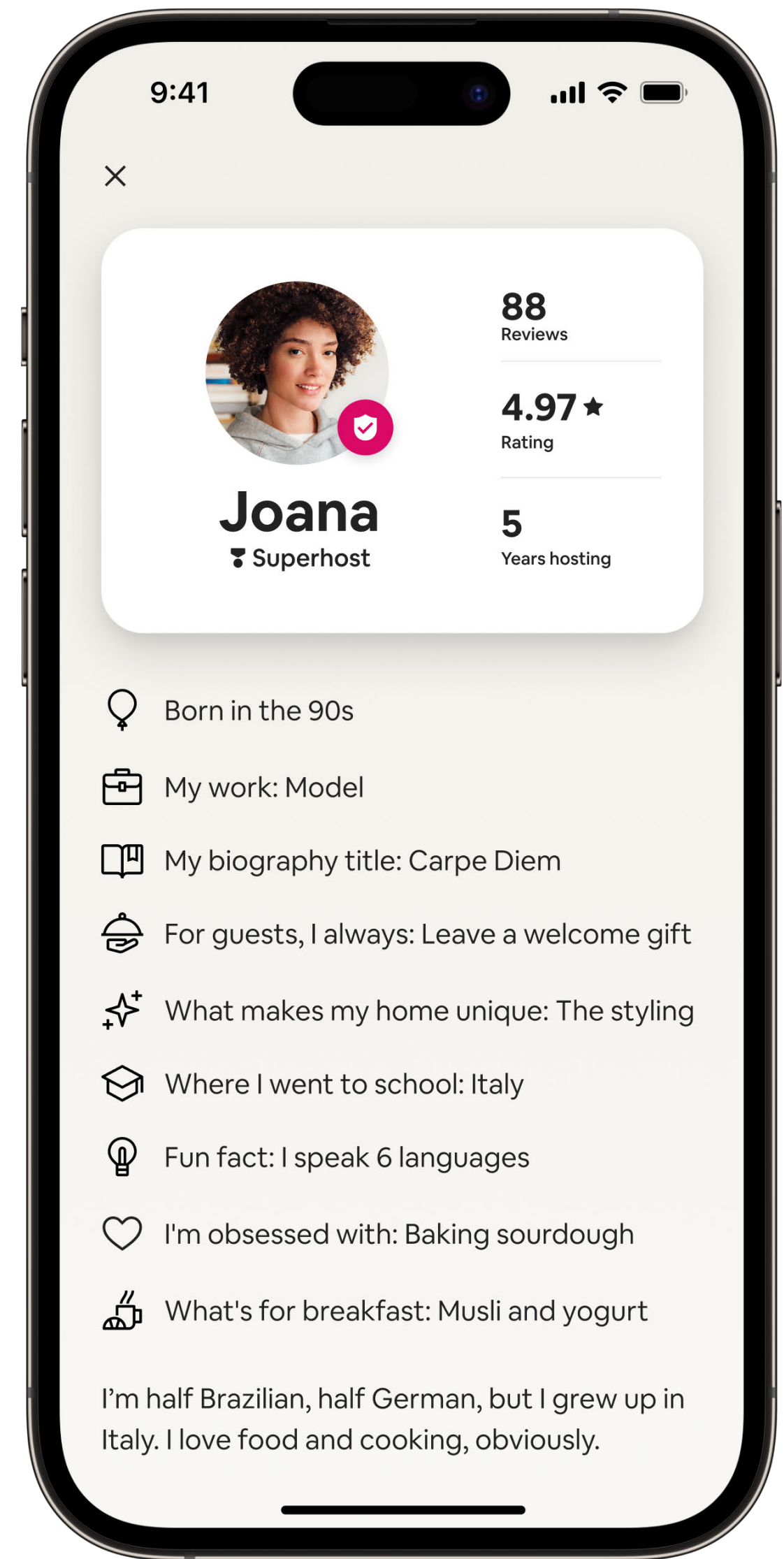
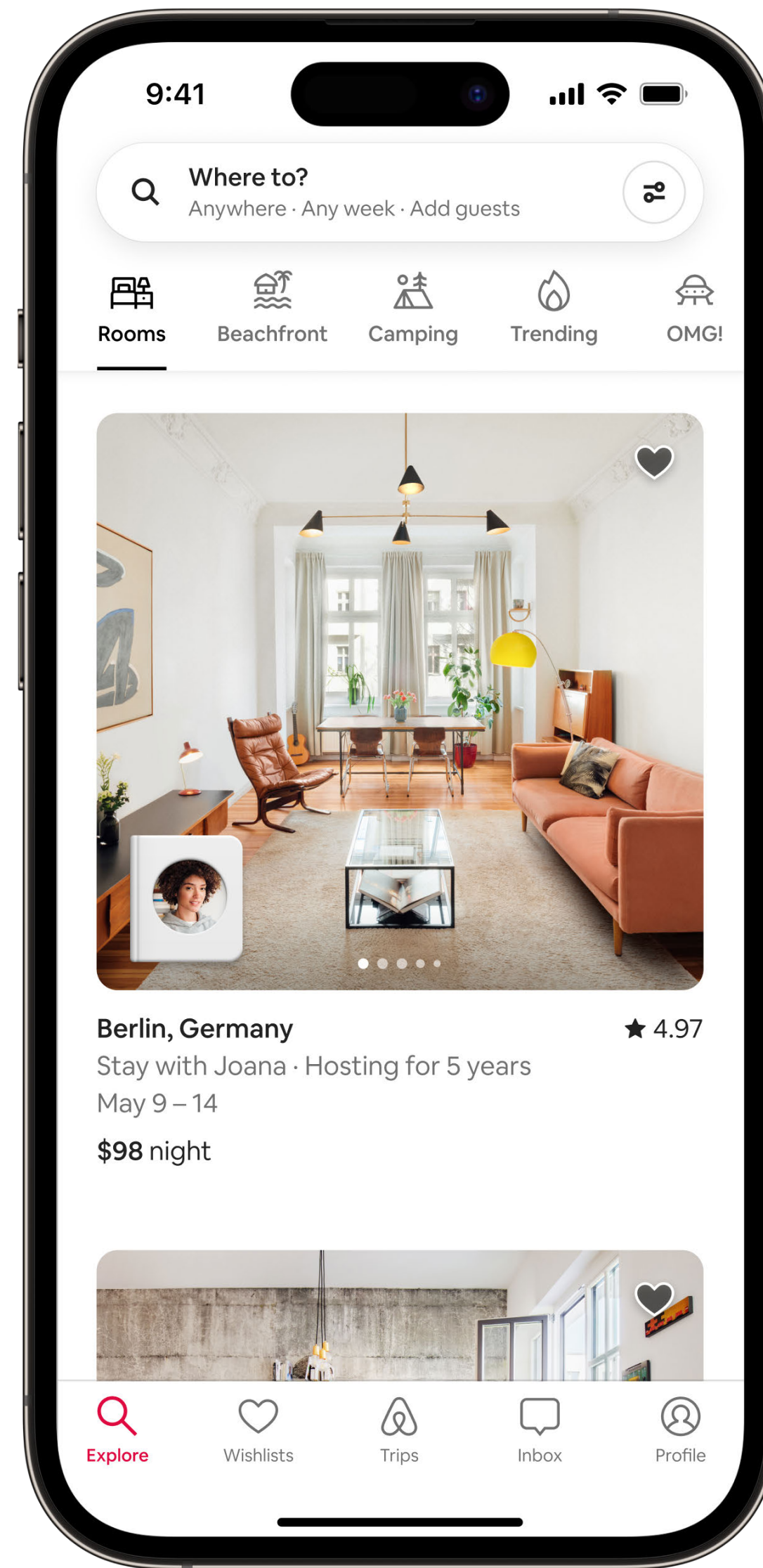
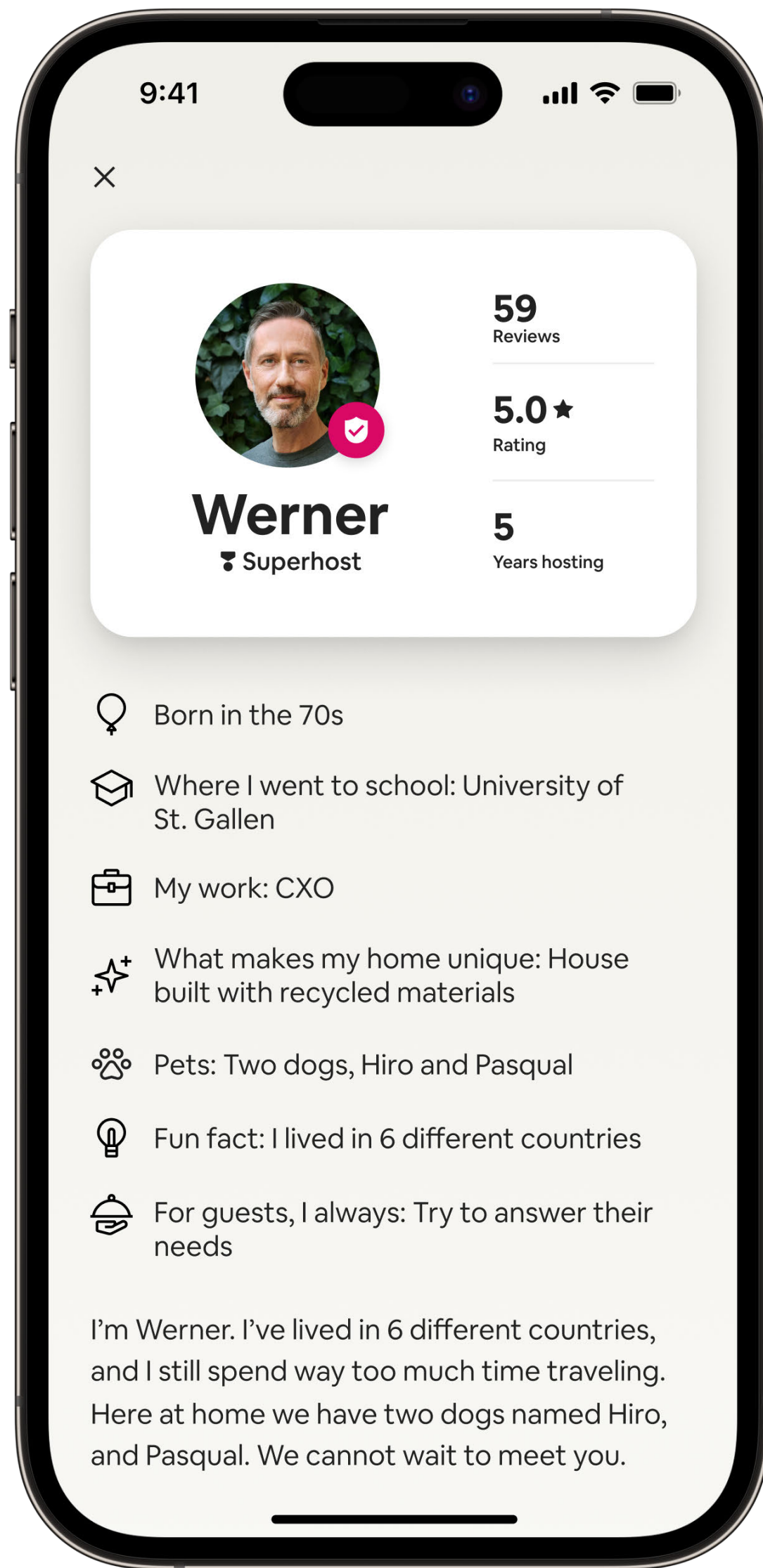
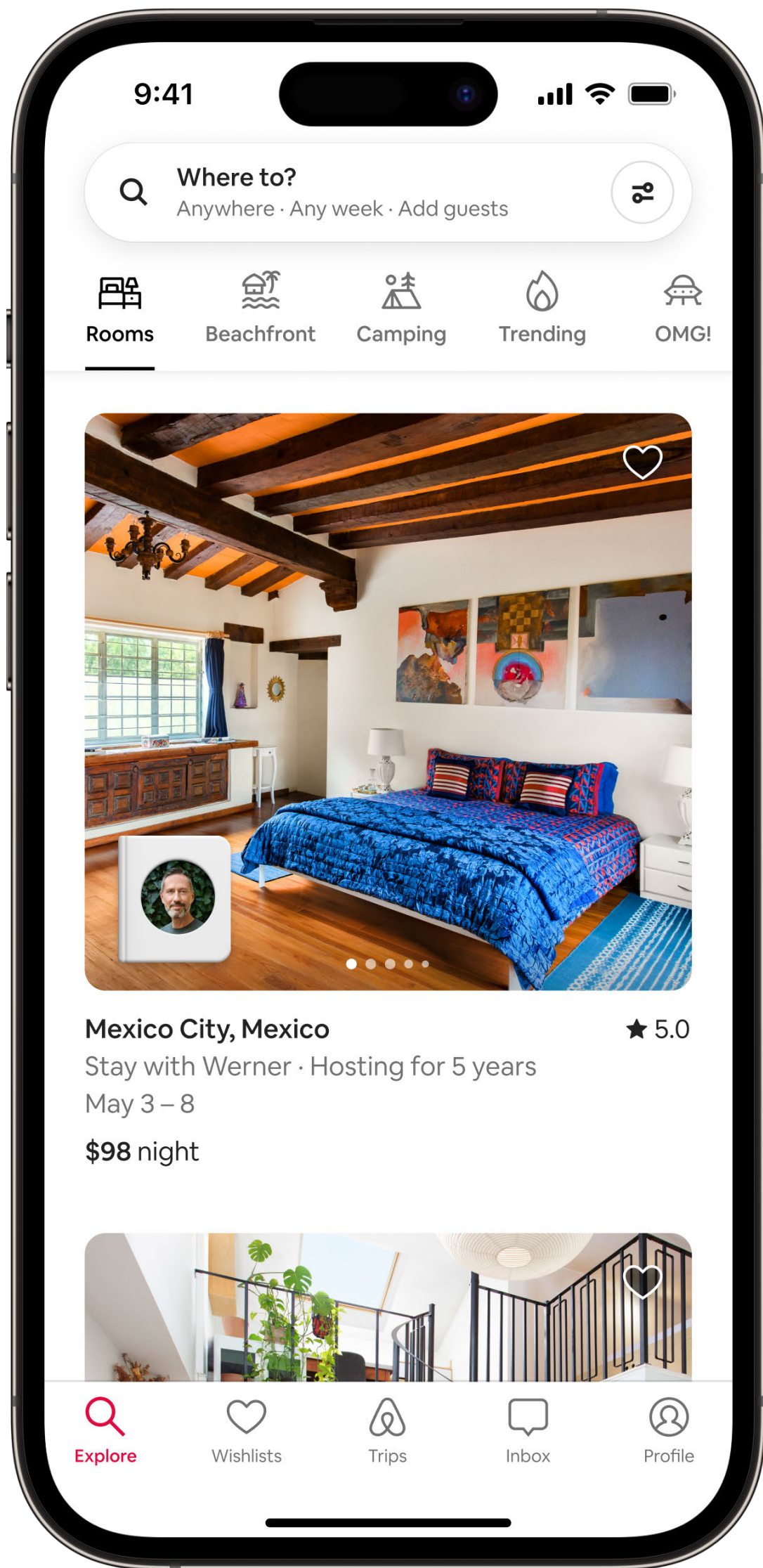
See some basic information about each Host, including a few fun facts



Swipe up to view more fun facts about the Host

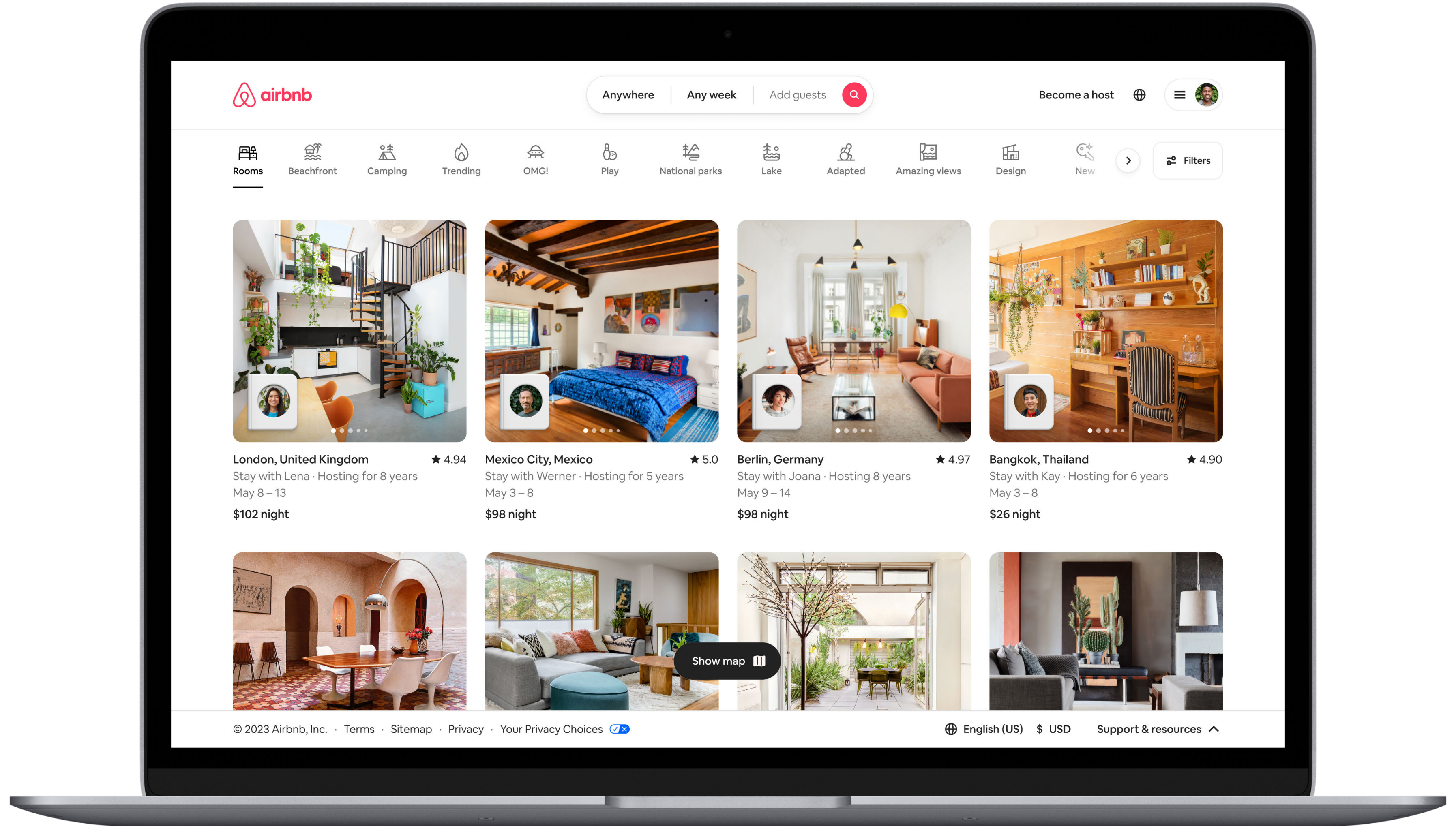


Scroll further to see their interests and places they've traveled to recently



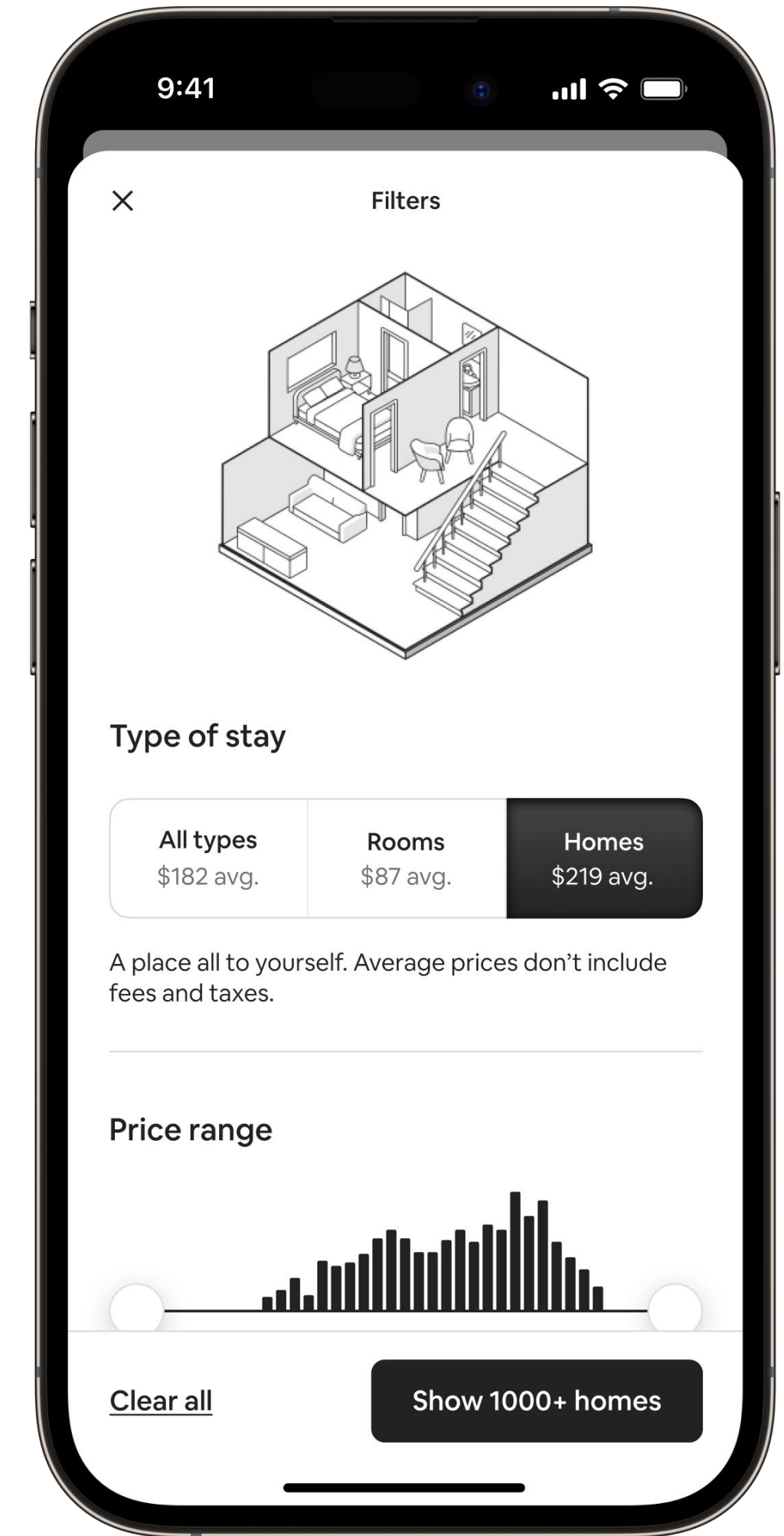
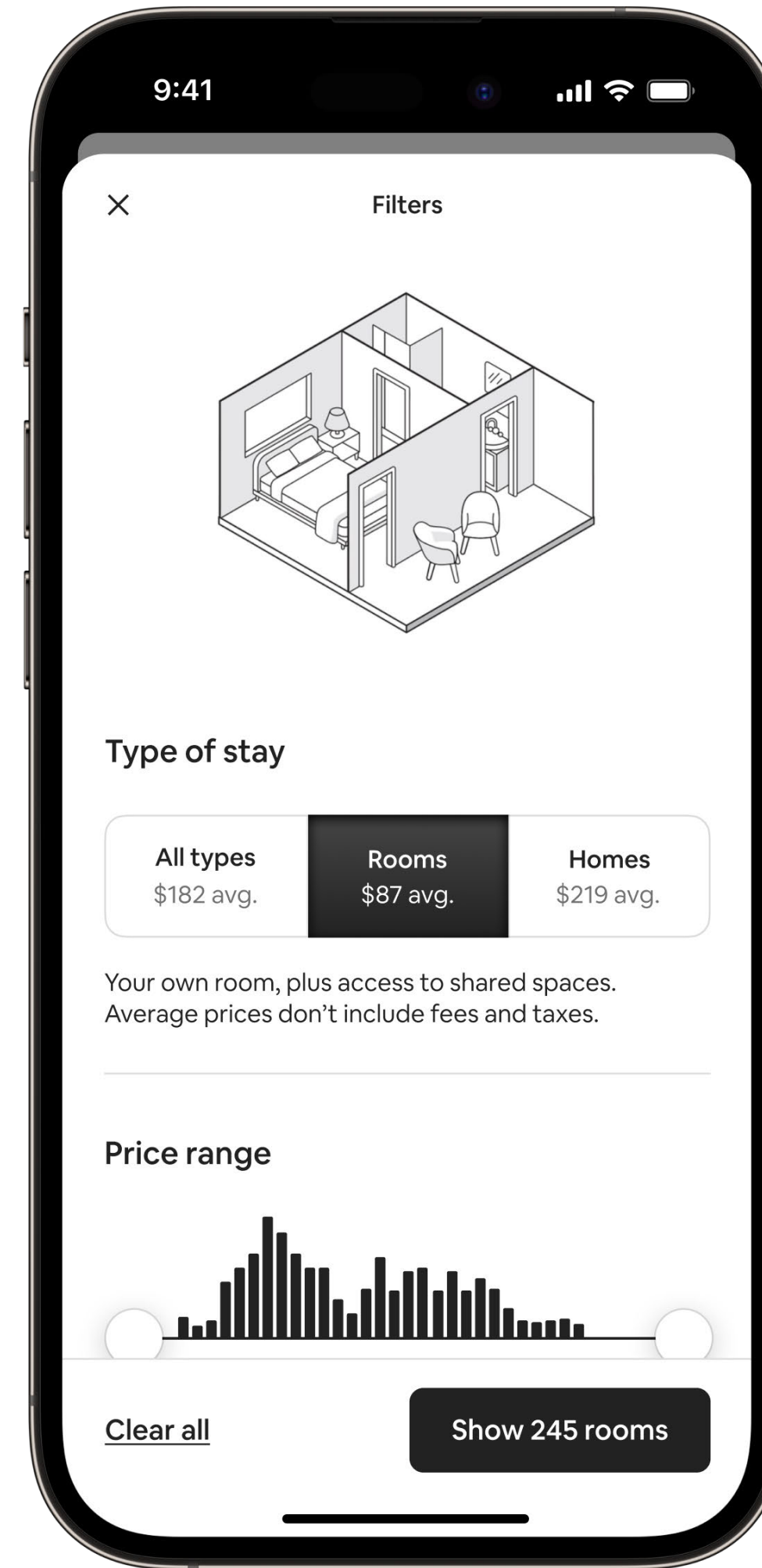
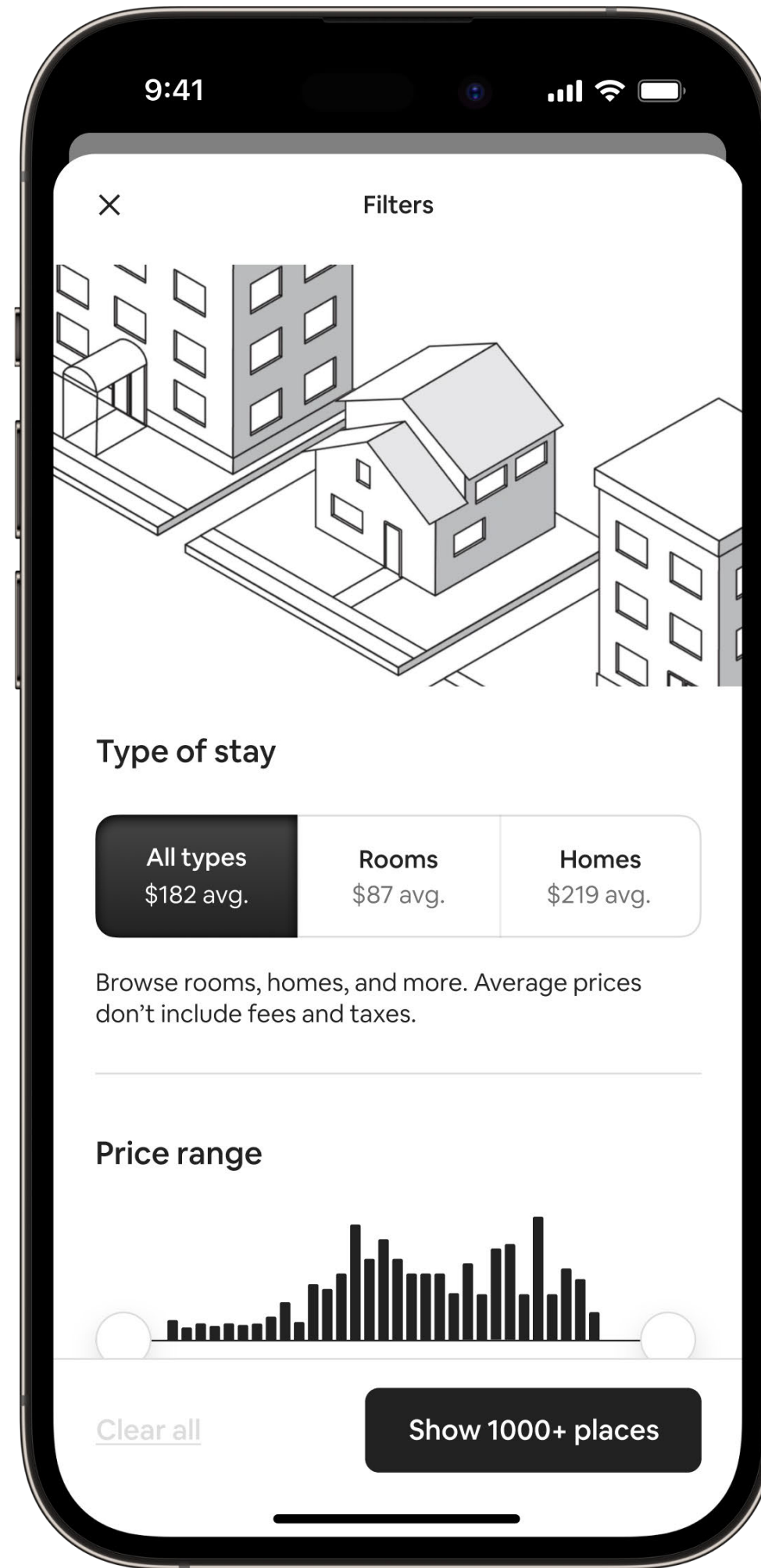
Airbnb Rooms category

Airbnb Rooms are easy to discover, with a new, dedicated category featuring a curated set of 1 million private bedrooms. Each listing includes access to shared spaces, such as the kitchen, living room, or backyard.



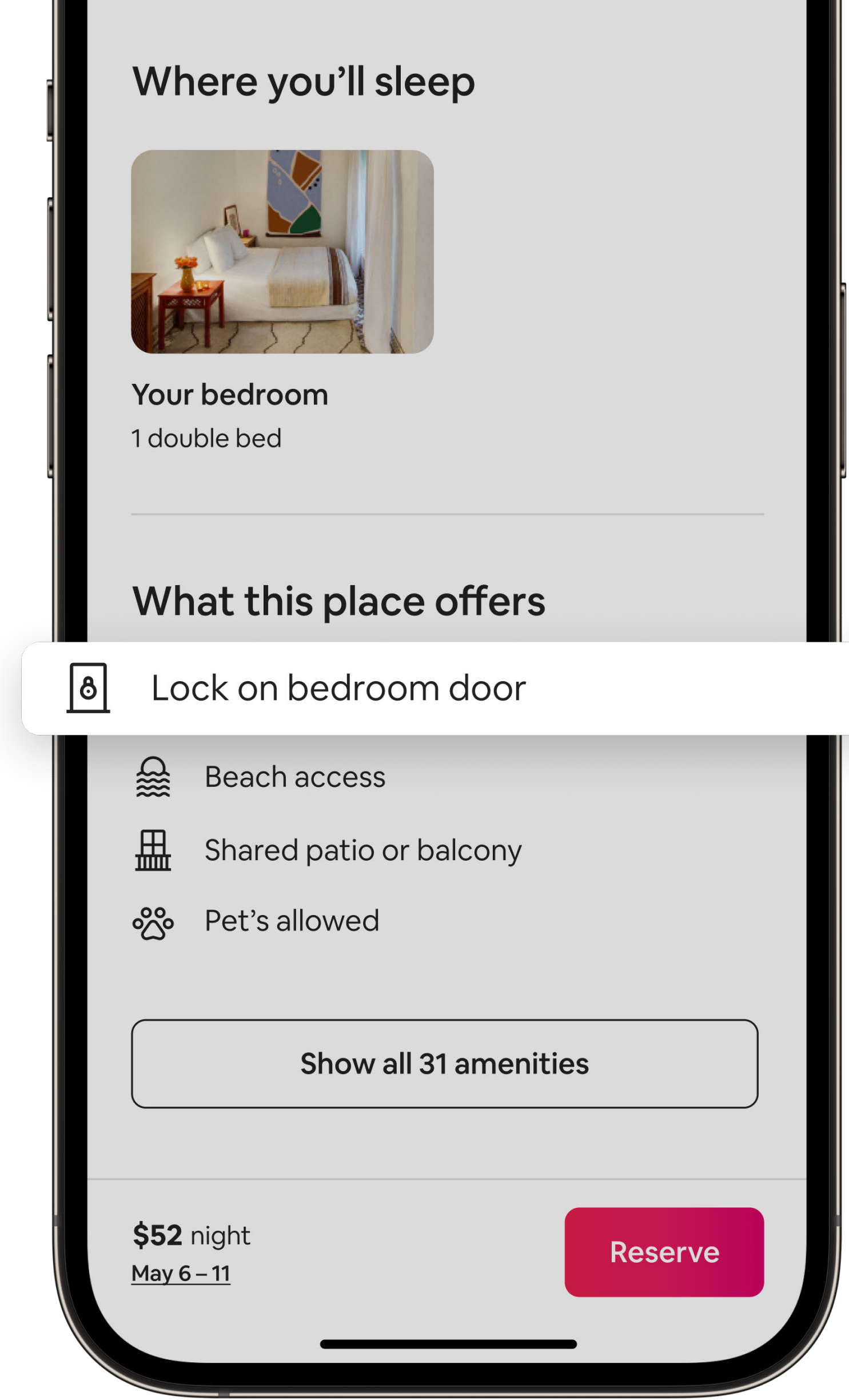
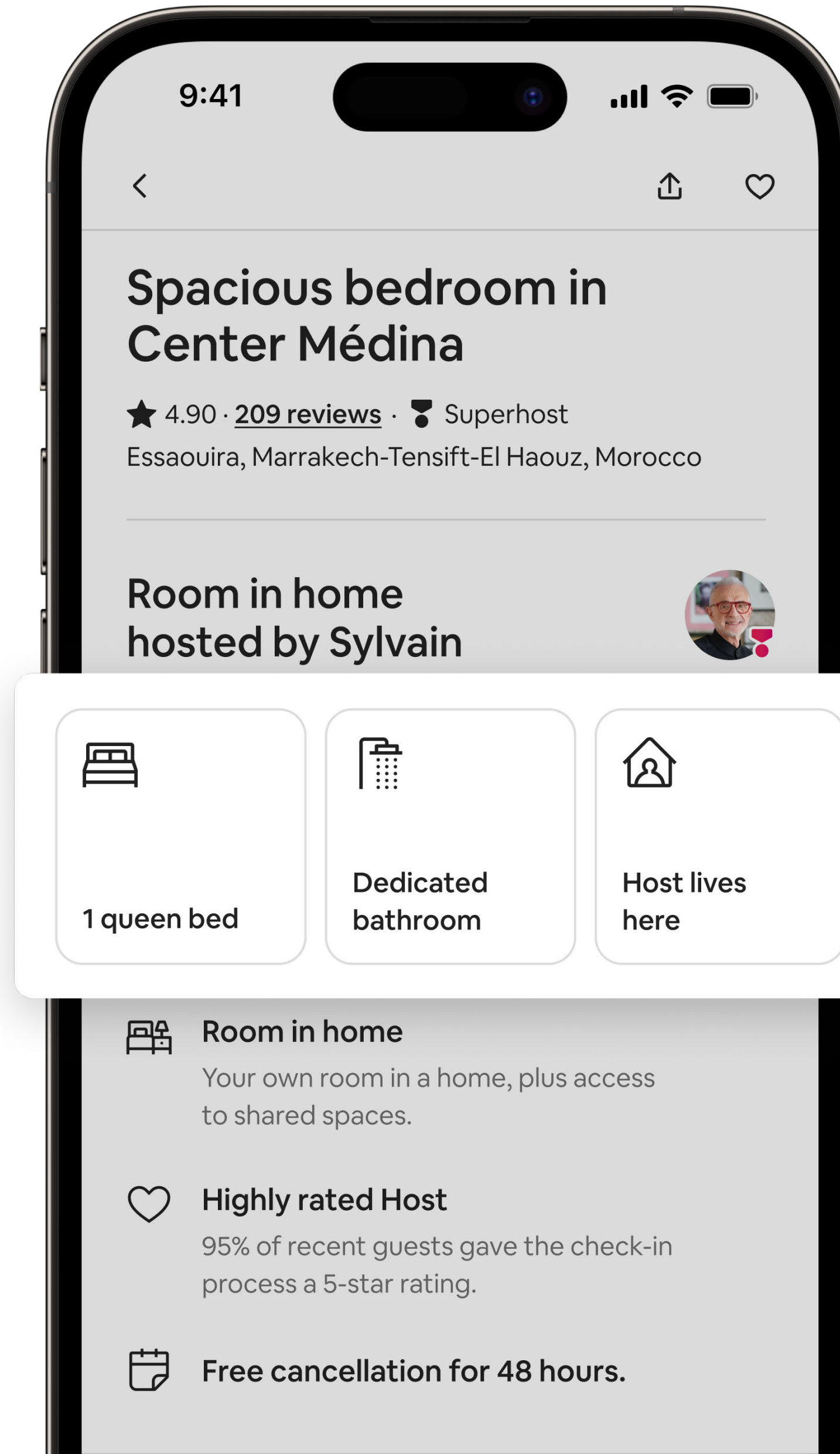
Redesigned filters

We've redesigned the "type of place" filter to make it easy to switch between Airbnb Rooms, entire homes, or all types of places. It's simple to view the average price for each type of place, and the new price filter automatically updates based on your choice.



New privacy features

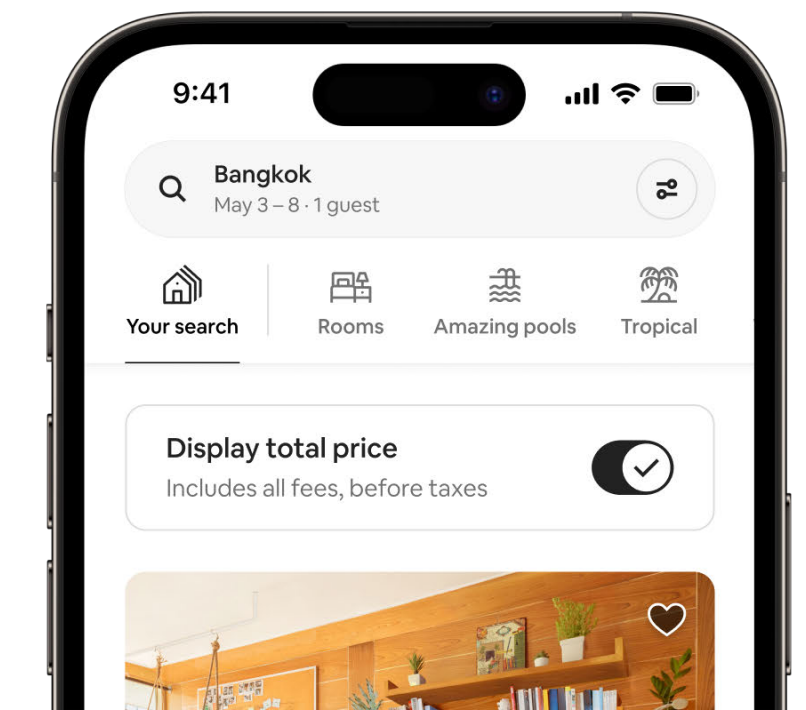
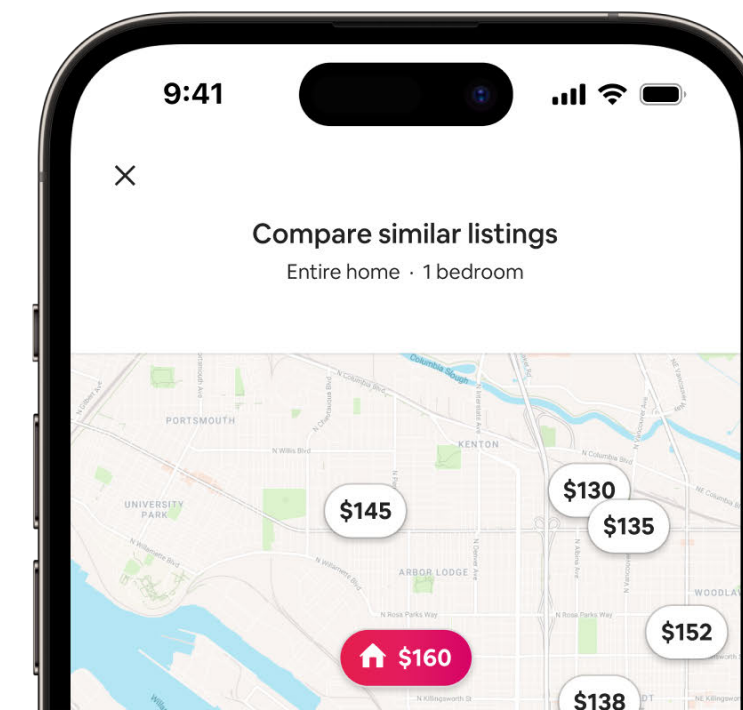
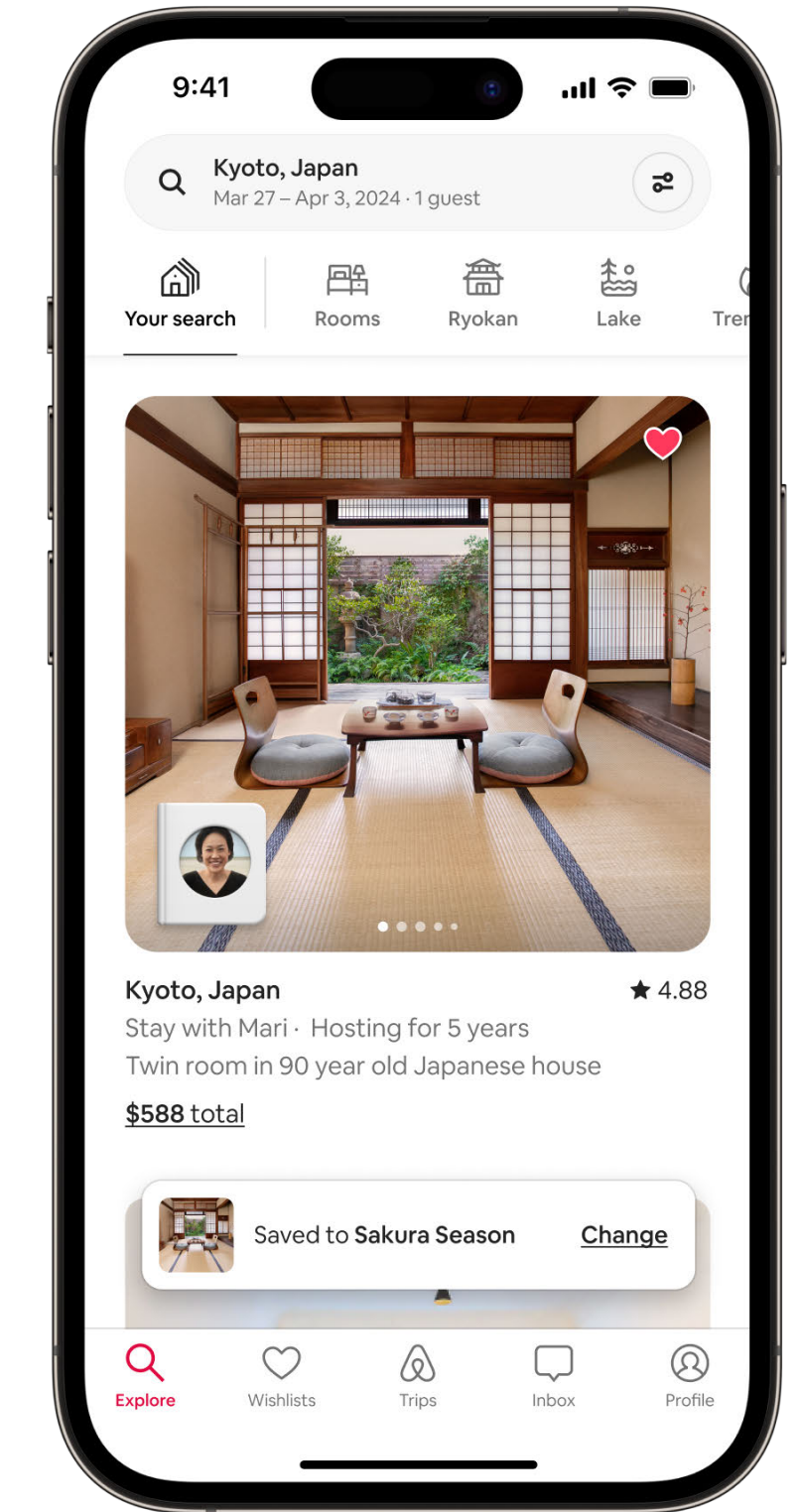
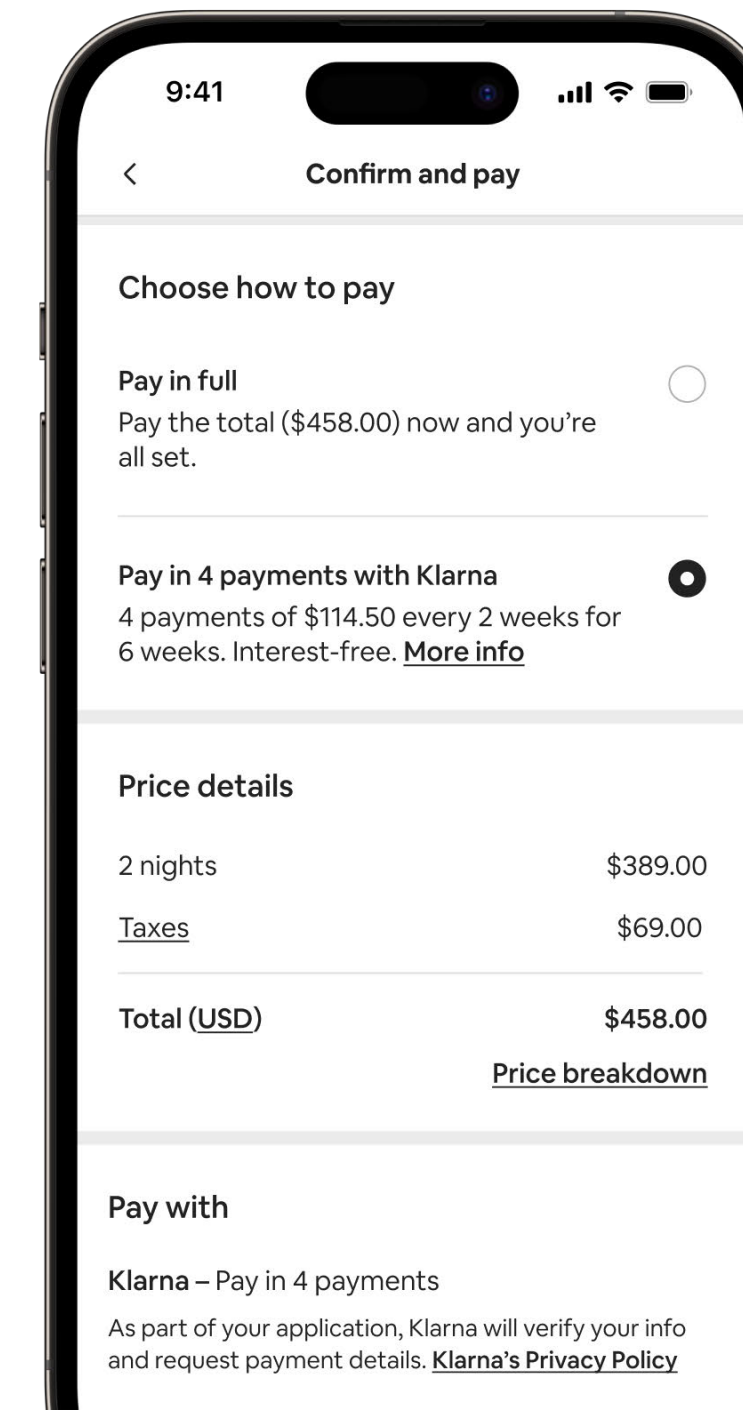
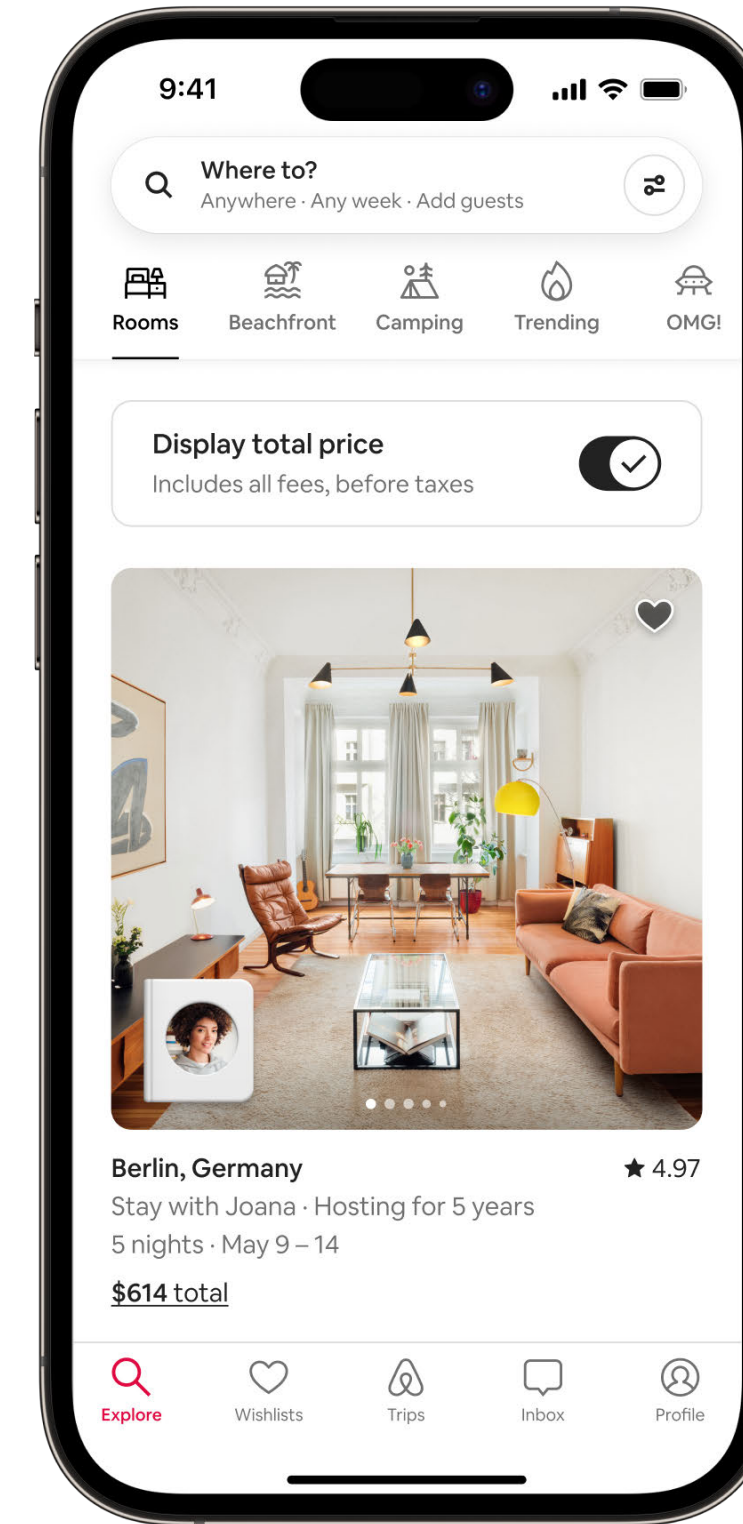
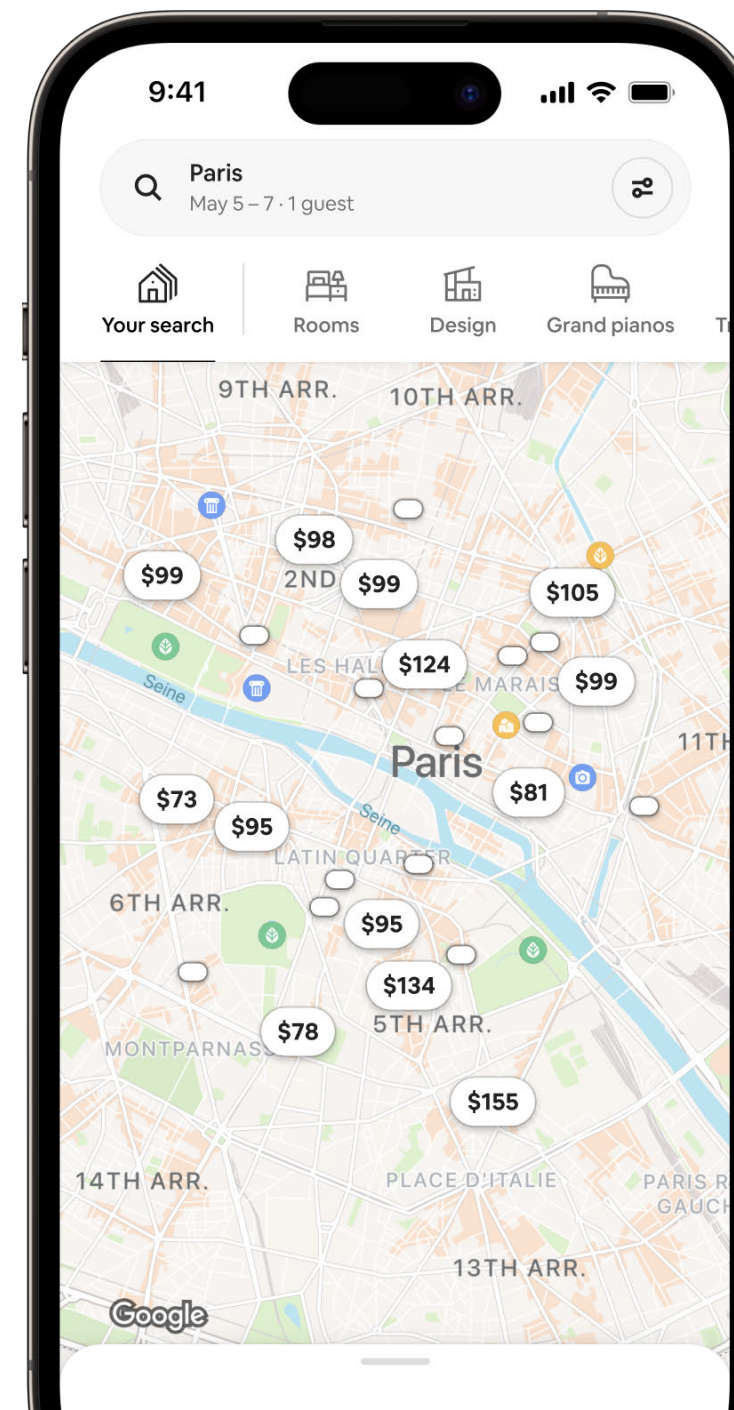
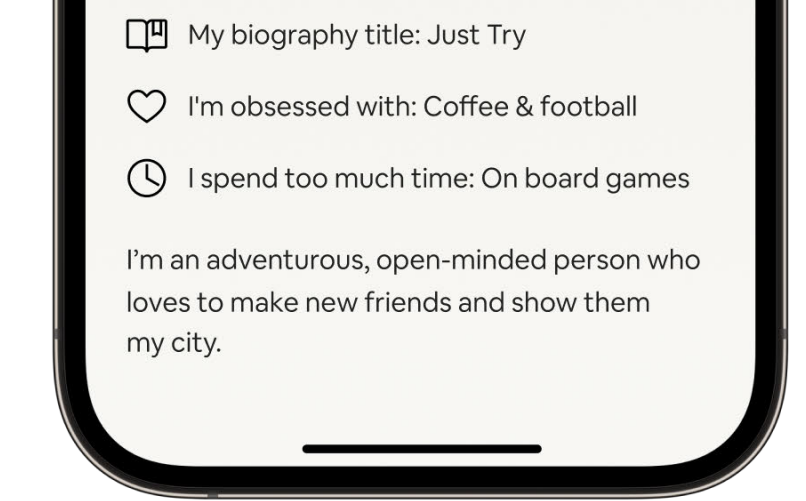
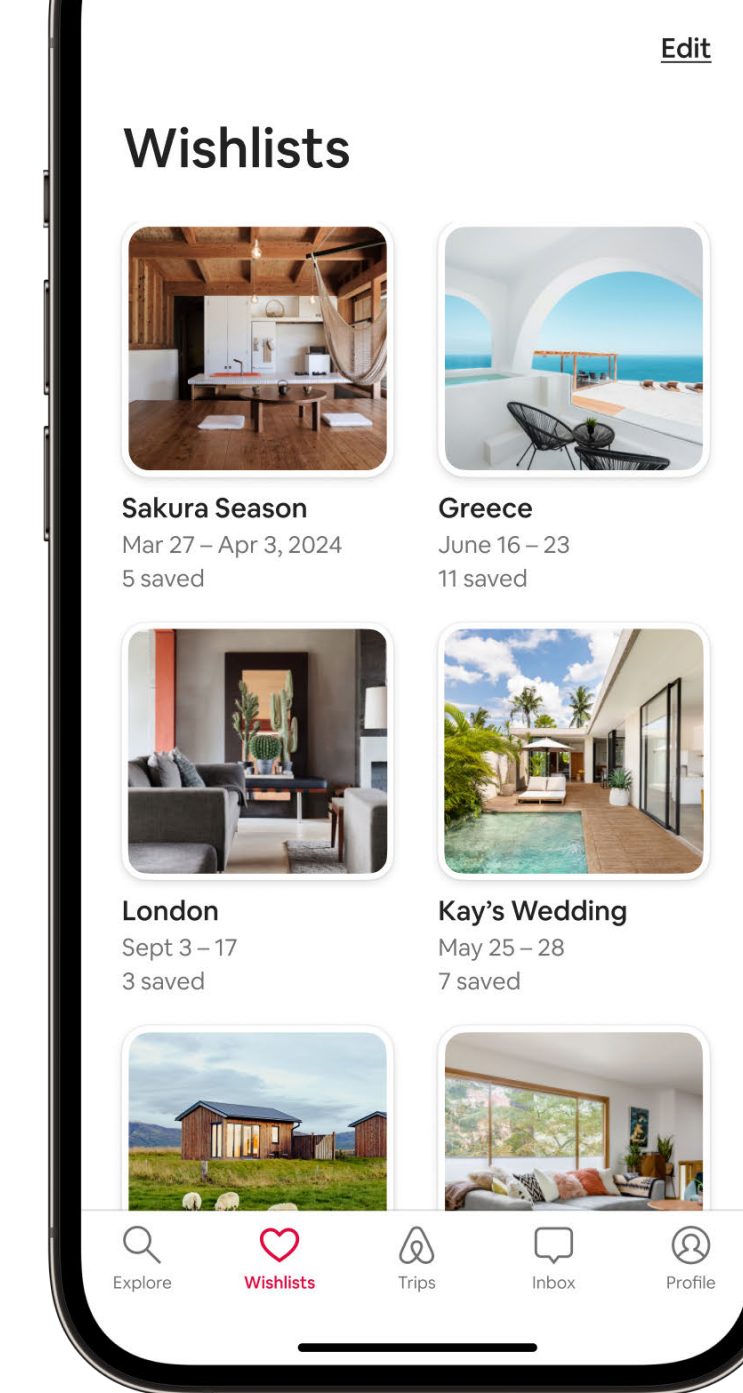
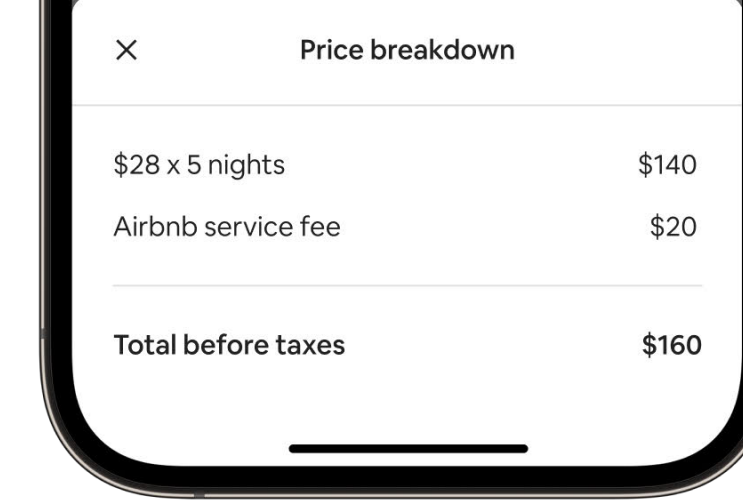
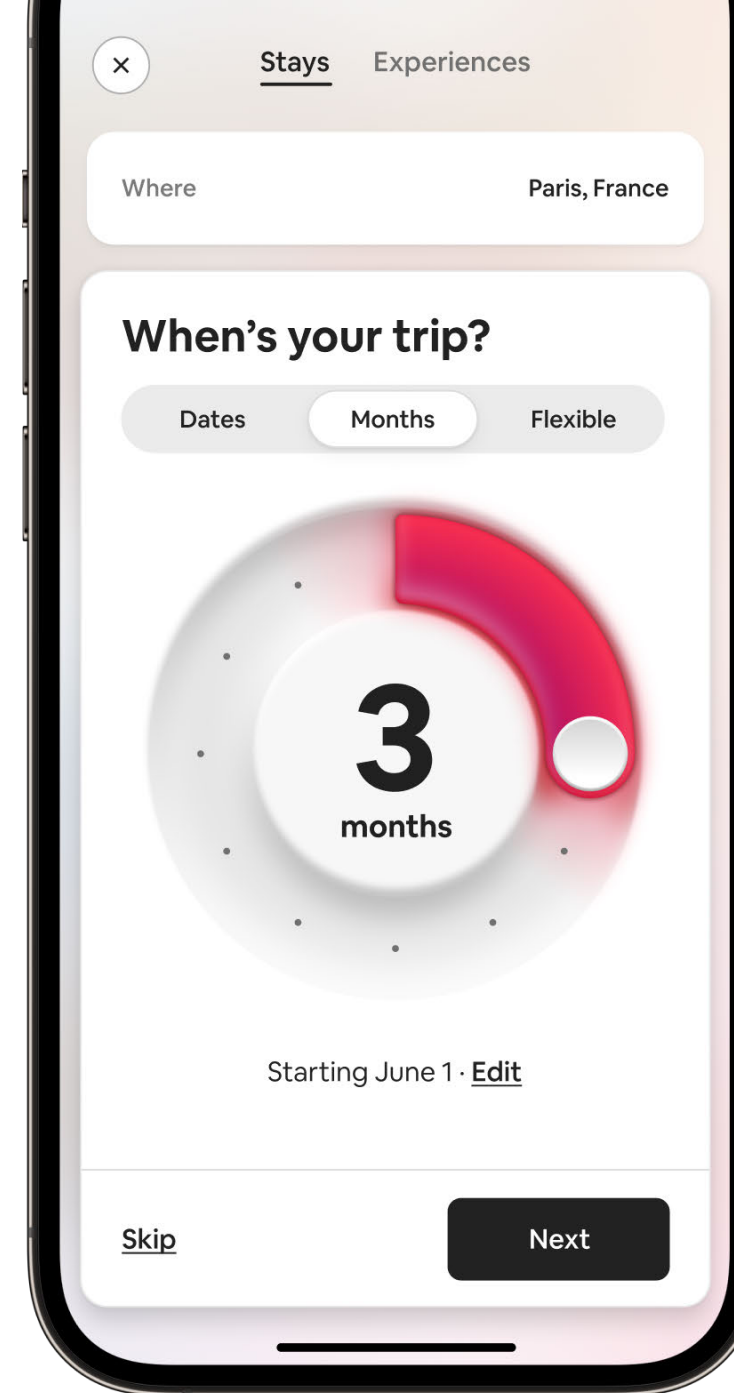
We know that when you're sharing a home, privacy is important. All Airbnb Rooms will clearly indicate if the bedroom door has a lock. The listing page also shows whether the bathrooms are shared or private, and whether people other than the Host will be in the home during your stay.



50+ new features and upgrades based on your feedback

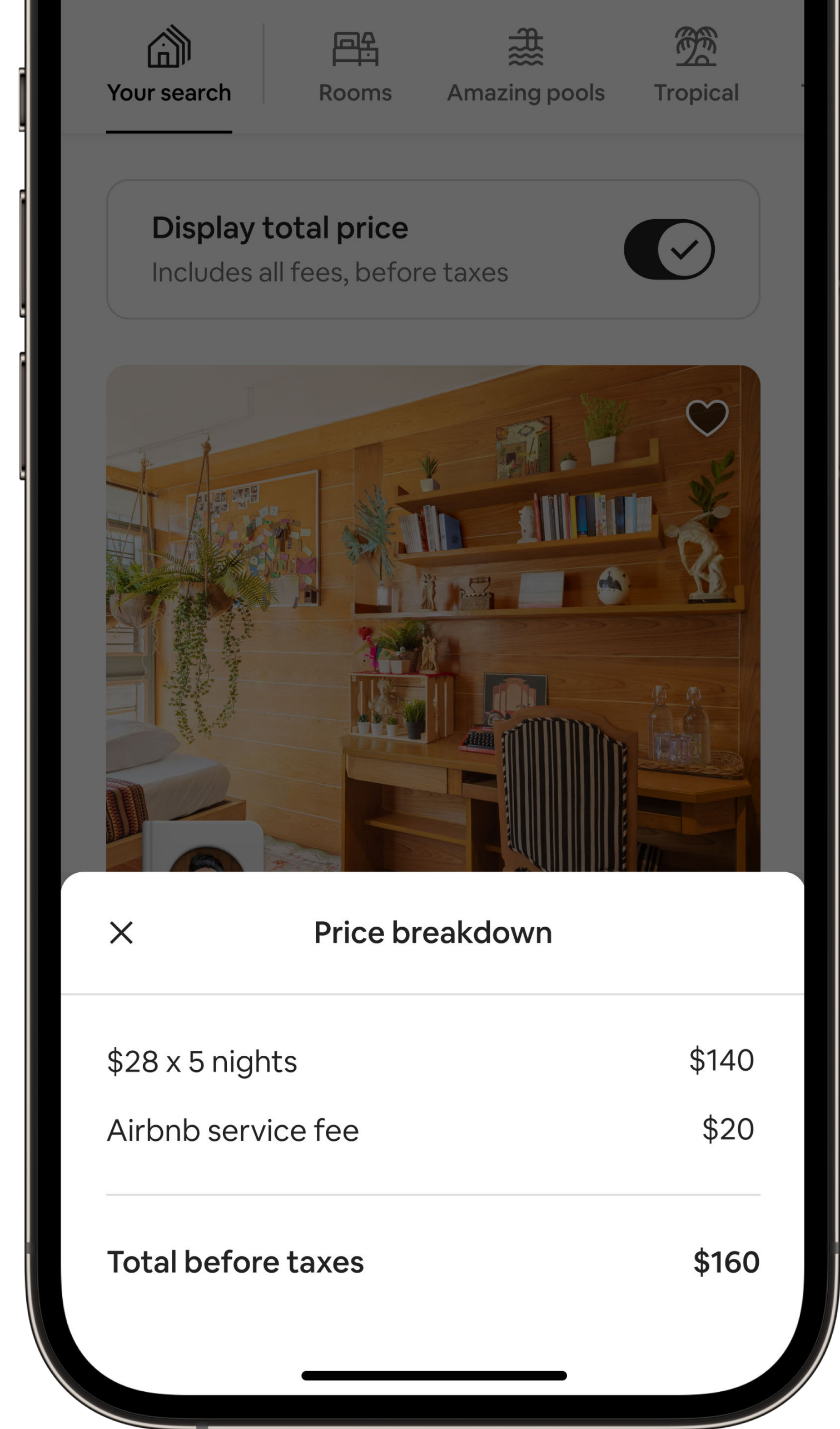
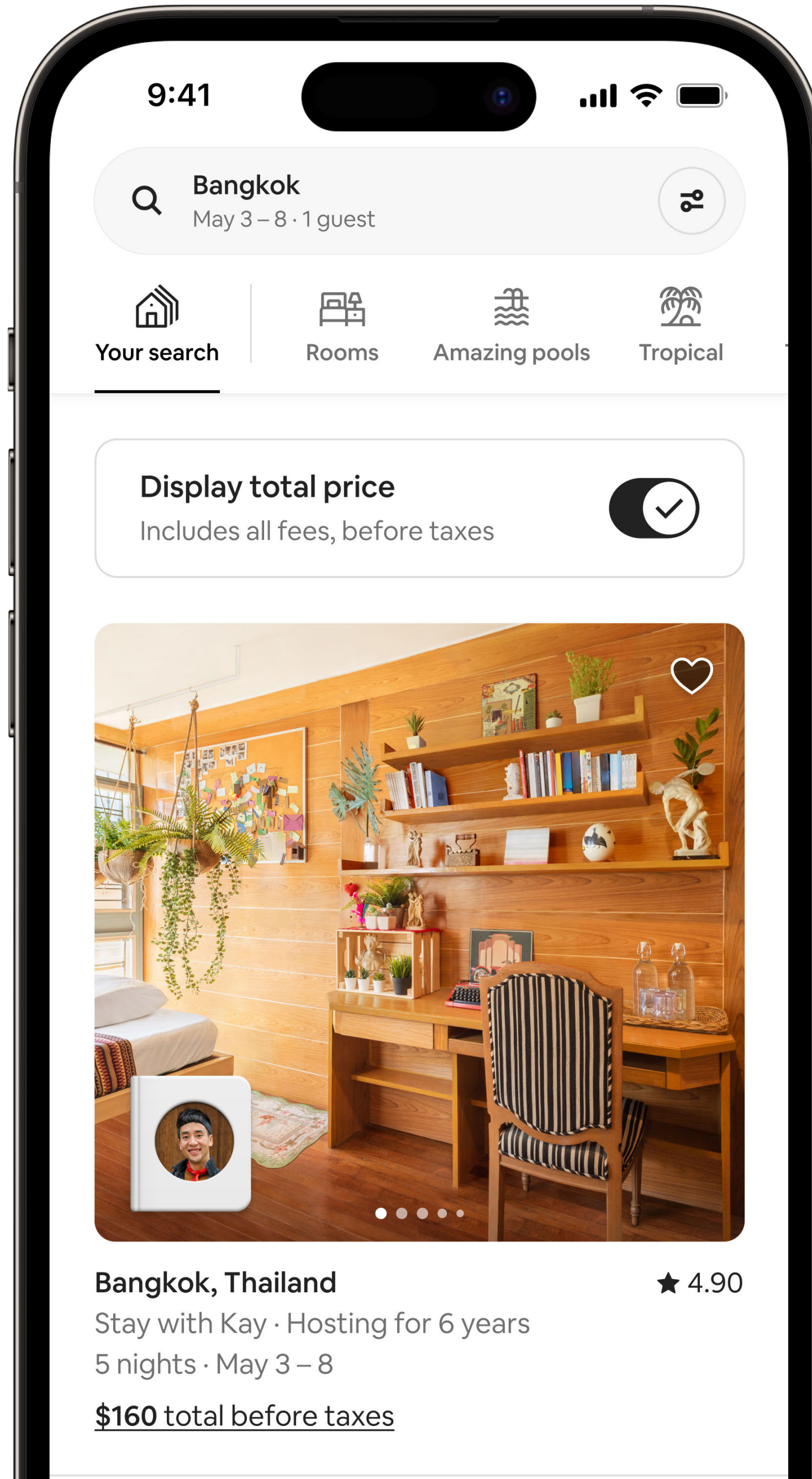
In preparation for an anticipated record-setting travel season, we're improving nearly every aspect of the Airbnb experience—and we're doing it based on feedback from our community.

To improve our service, we took a design-driven approach. We started by storyboarding the guest and Host journey—from sign up to checking out, and every step in between. We created a blueprint of the experience—every screen, every policy, and every interaction with customer support mapped out. Then, we analyzed millions of customer service tickets and mapped them across the journey. We also reviewed thousands of social media posts and spoke with hundreds of thousands of guests and Hosts about how to improve Airbnb.



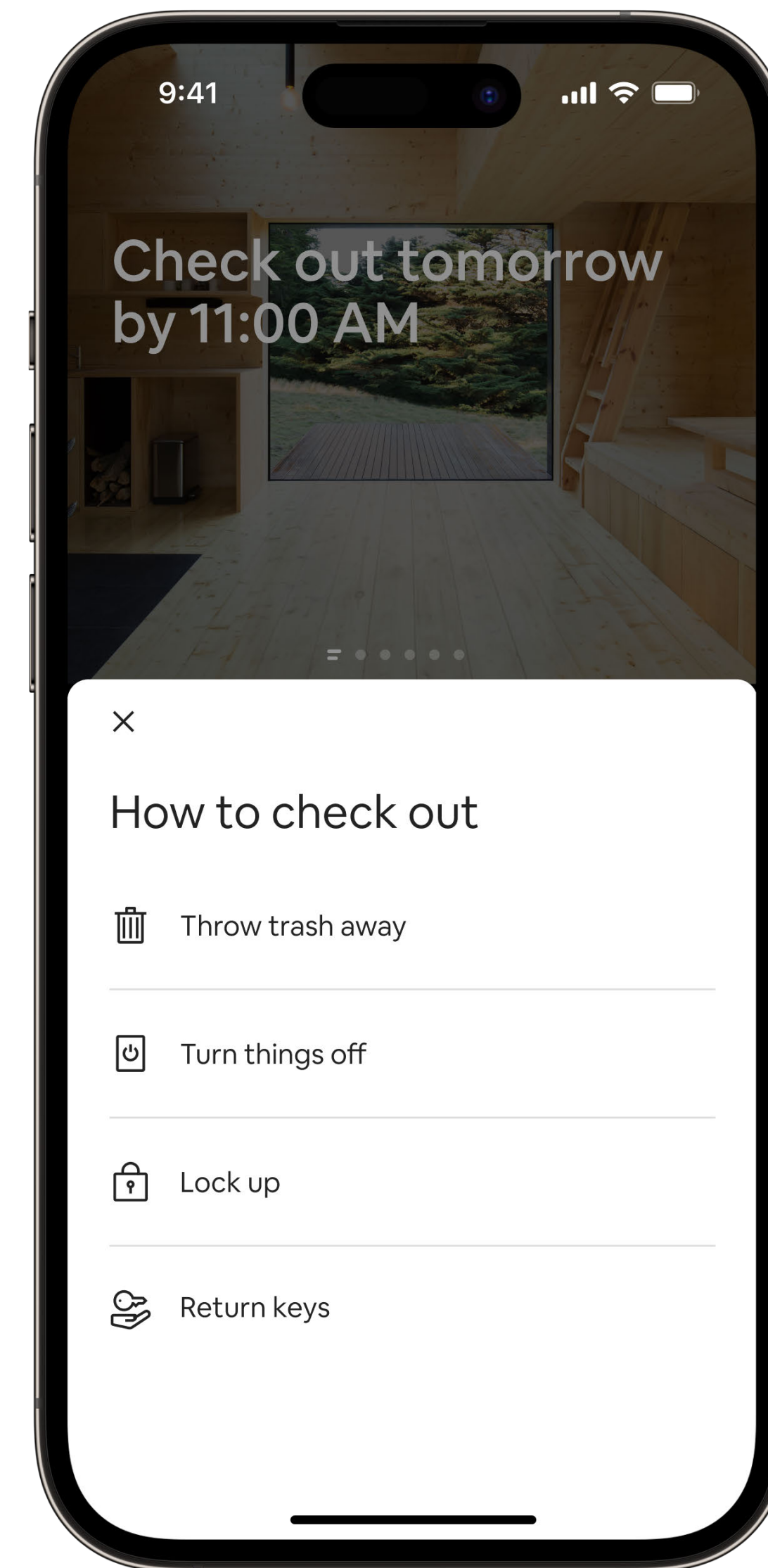
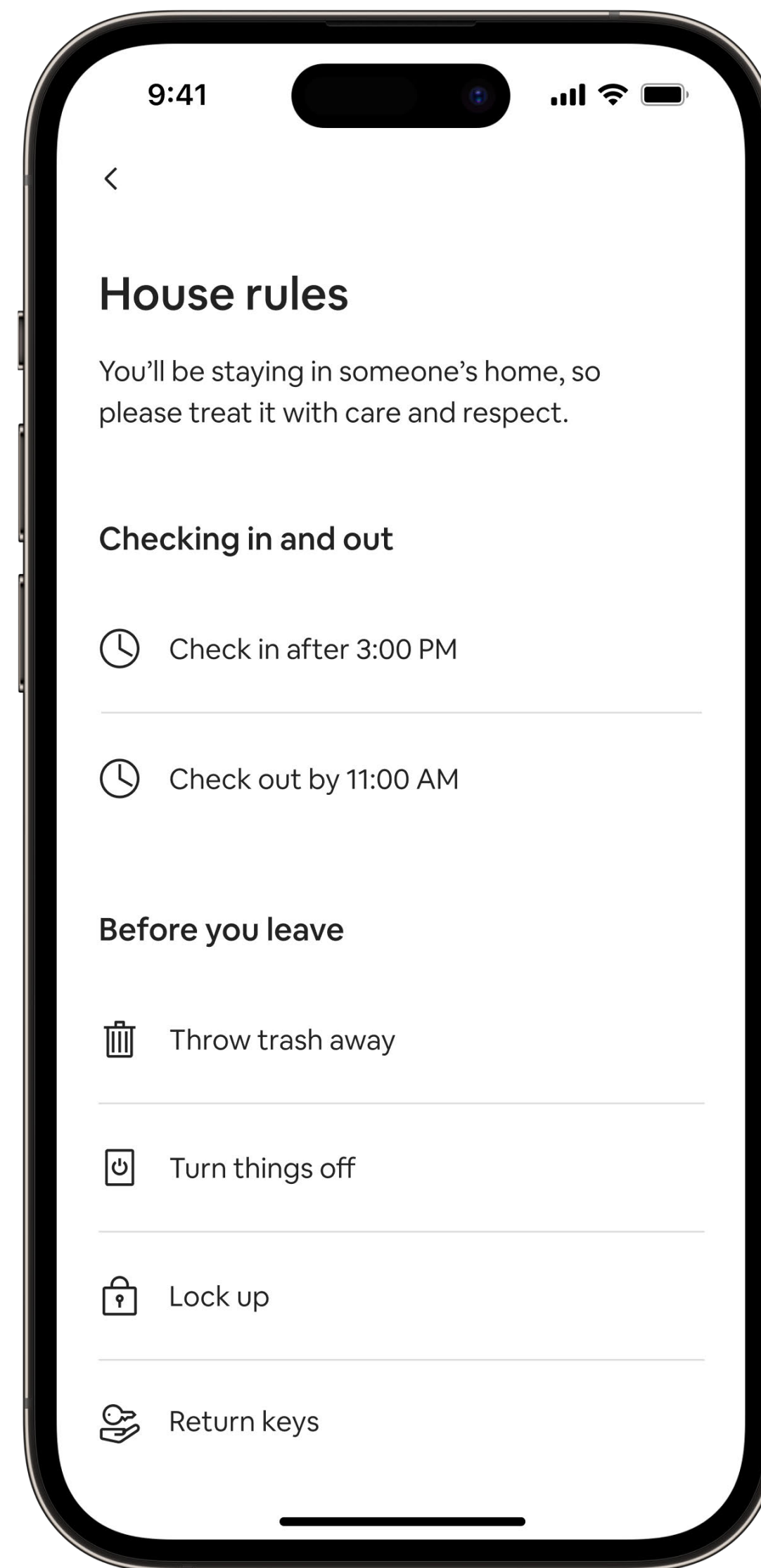
Total price display

Guests can view the total price with fees, before taxes, across the entire app including in search results, price filter, maps, and listing pages. They can also tap on the total price to reveal the price breakdown.



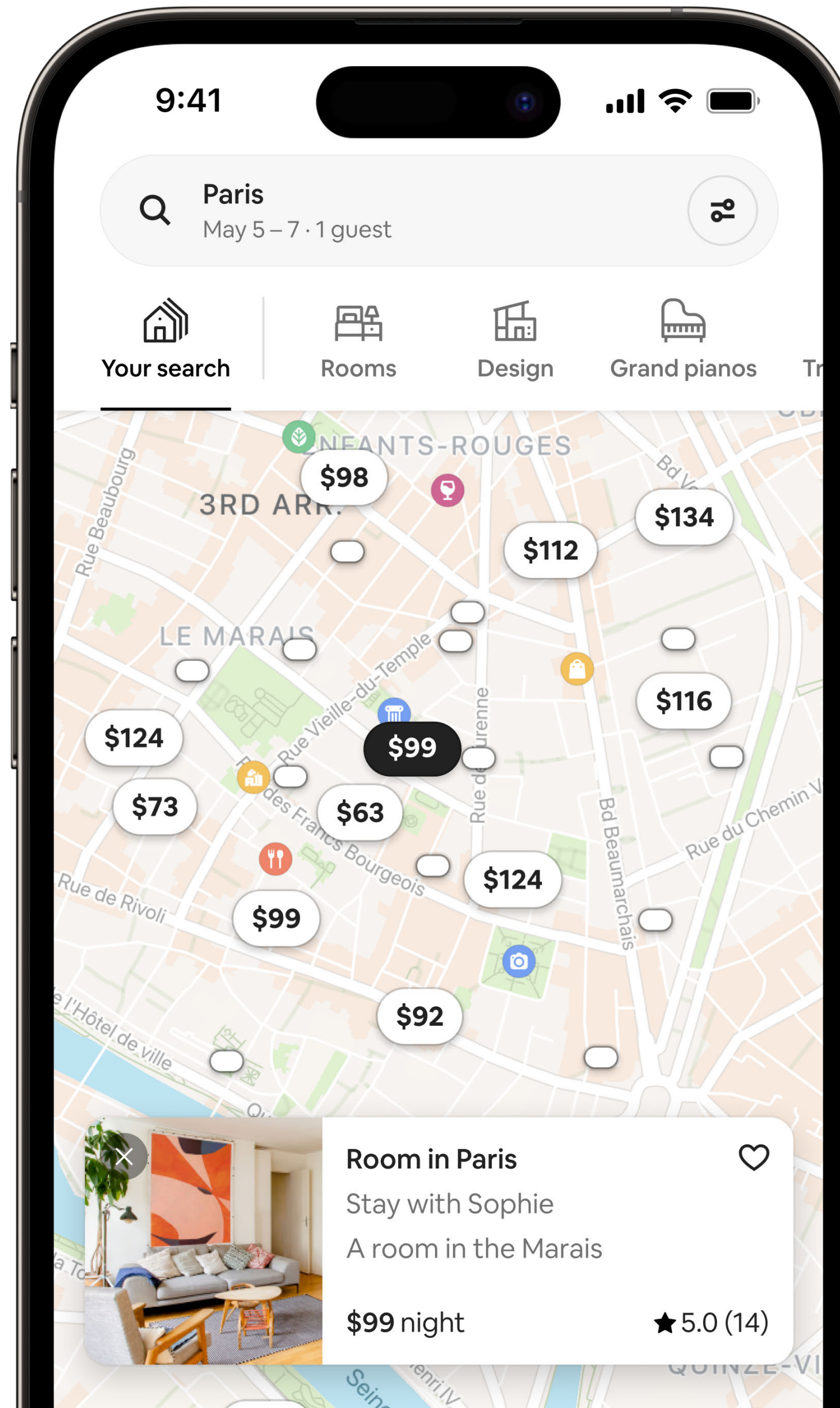
Transparent checkout instructions

Guests can now view checkout details on the listing page before booking. They'll also receive a reminder before they leave the home. An updated review process will also allow guests to give feedback on checkout tasks.



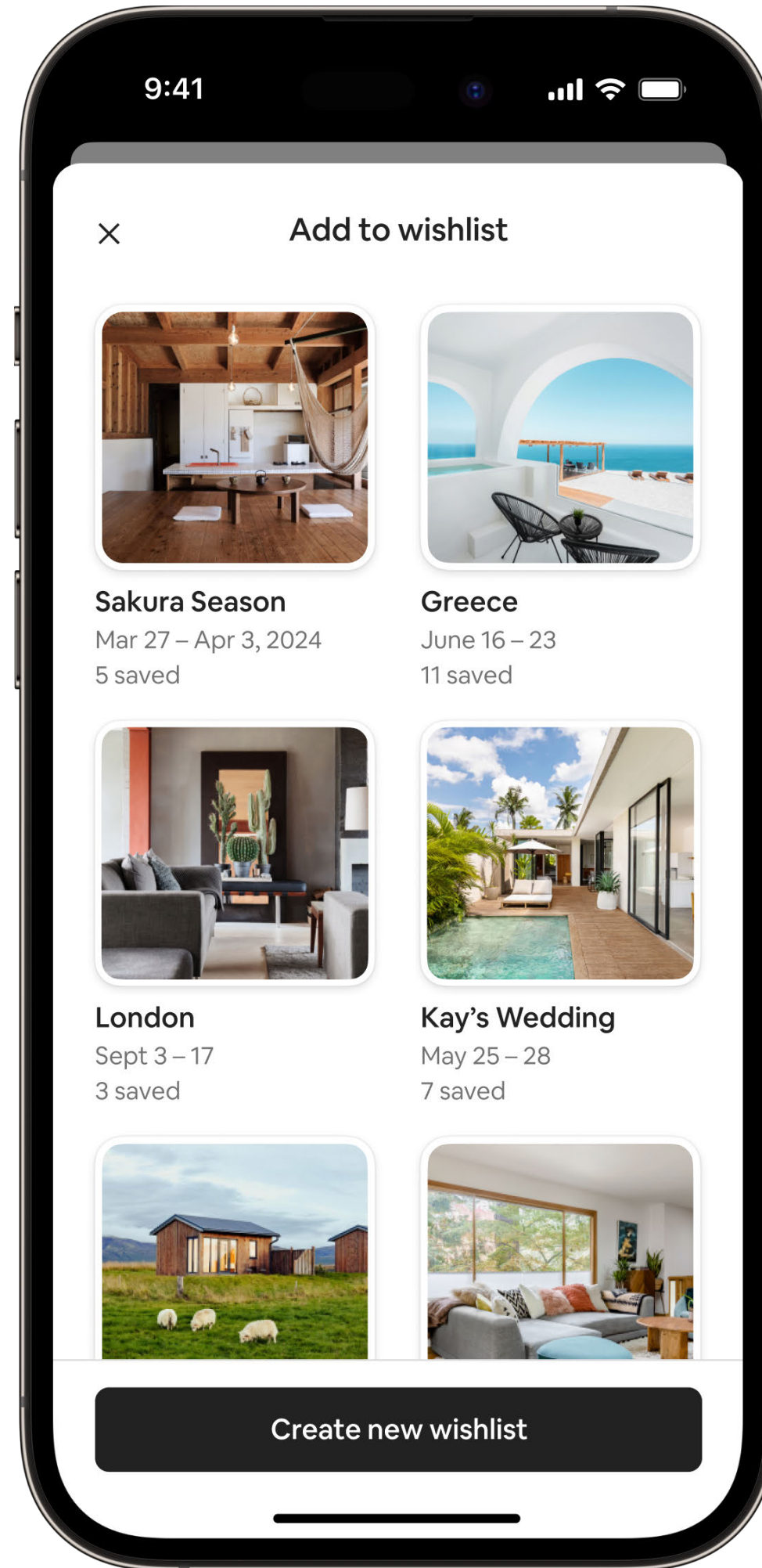
Improved maps

Used by more than 80 percent of guests, we've updated maps with faster performance, persistent pins when zooming and panning, and mini-pins to show you more available Airbnbs in the places you search.

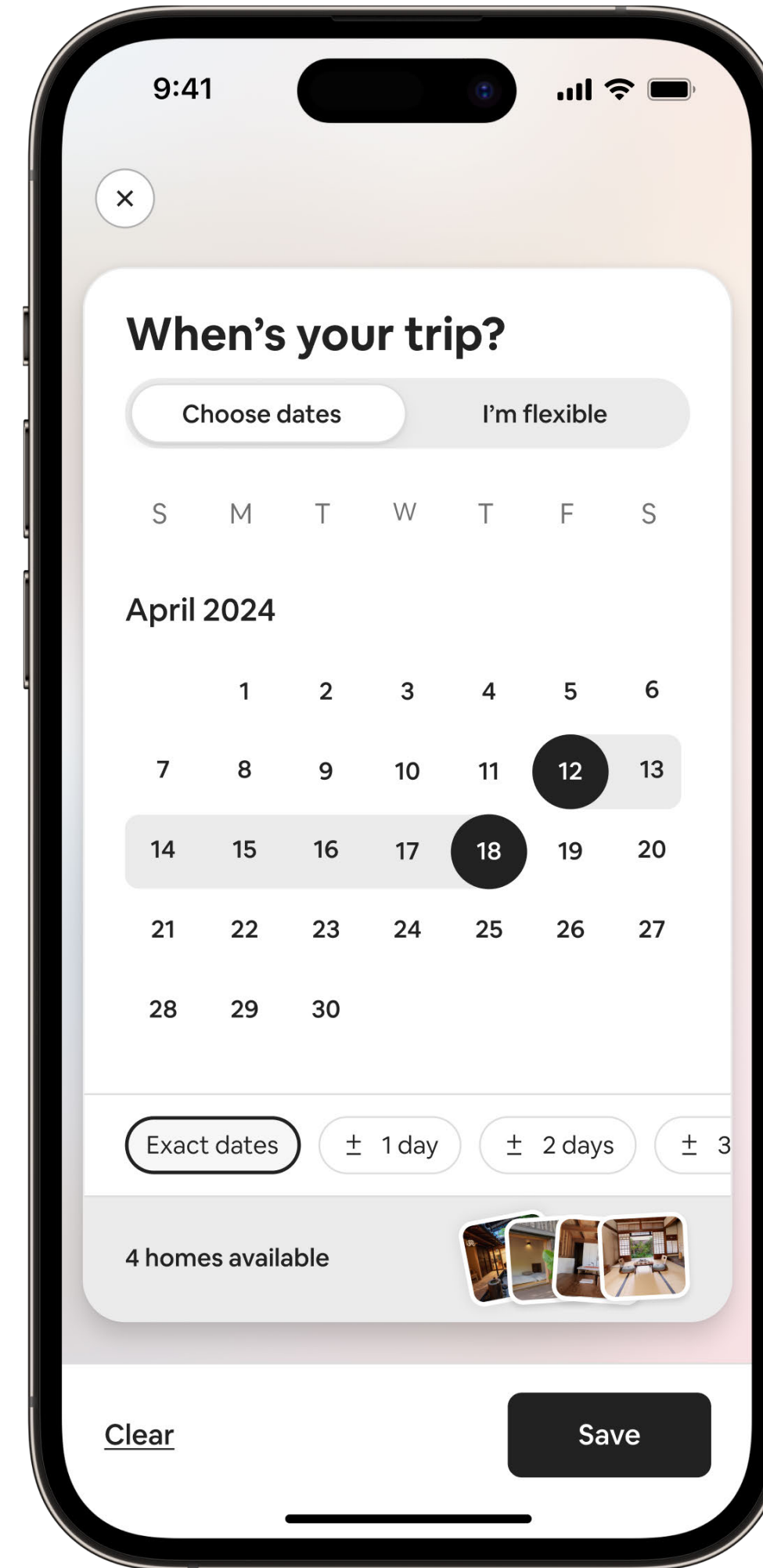


Redesigned wishlists

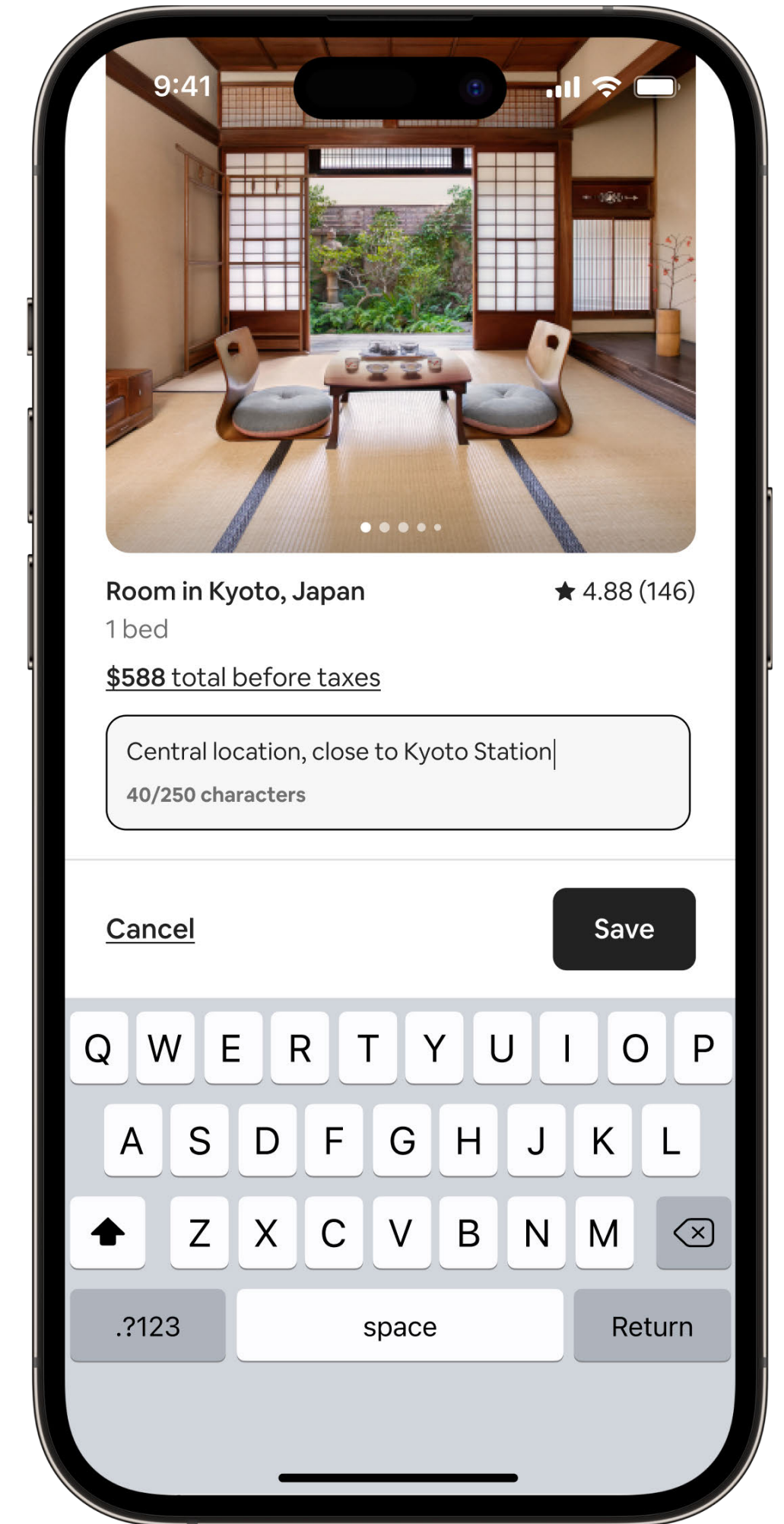
Wishlists now include a redesigned interface, one-tap saving, and an improved calendar that shows availability of wishlisted homes. Guests can also add personal notes to any wishlisted listing—making it easier to remember why they loved it.



Get a better view of the places you've saved with a redesigned interface



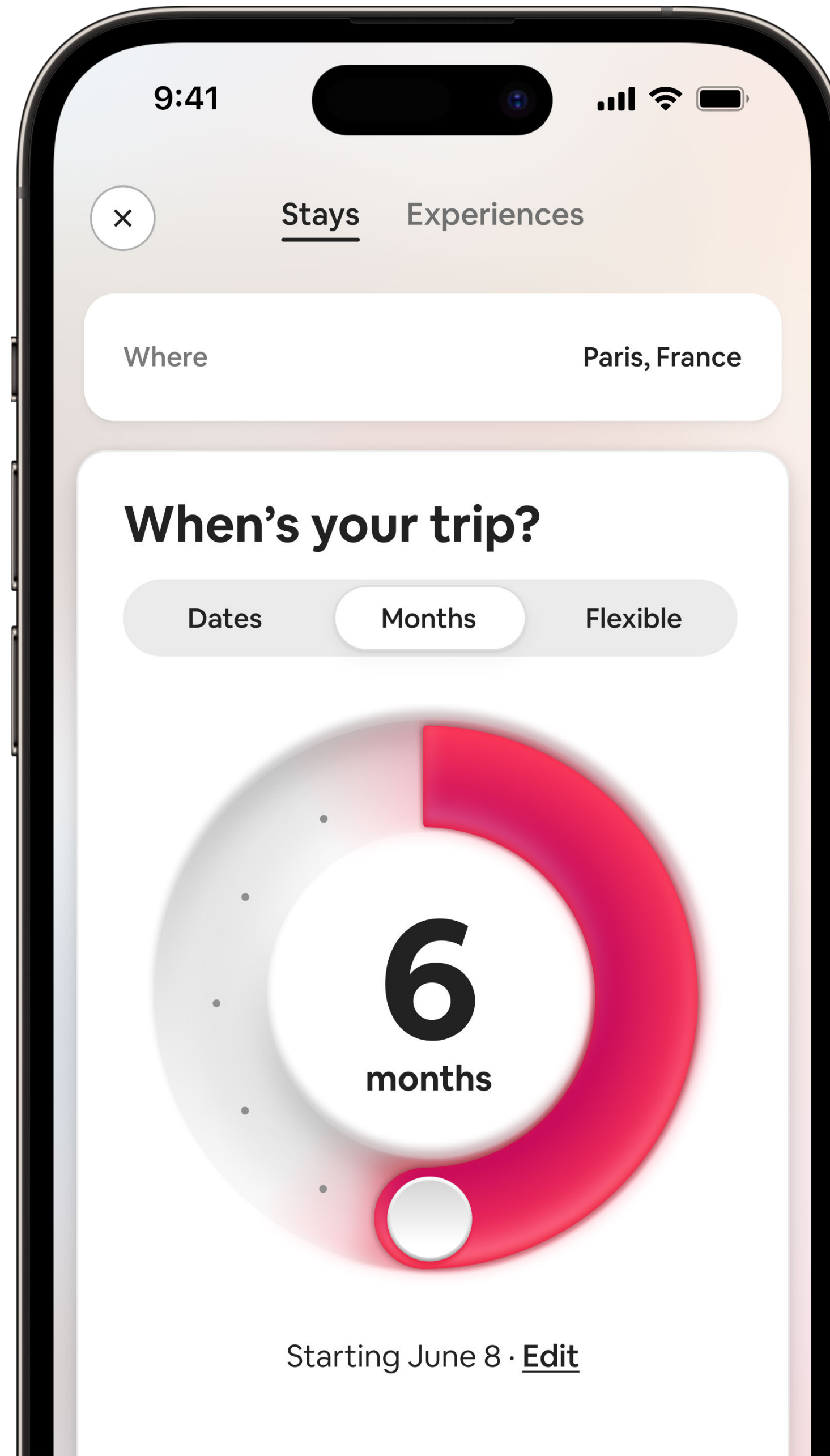
An updated calendar makes it easy to view the availability of wishlisted homes



You can now add personal notes to the homes in your wishlists

Simpler and more affordable monthly stays

For stays over three months, we're significantly reducing the guest service fee after the third month. Guests in the US can also save for stays over one month when paying with their linked bank account. And when searching, the new Months tab features an all-new interface that makes it easy to dial in a range from 1–12 months.

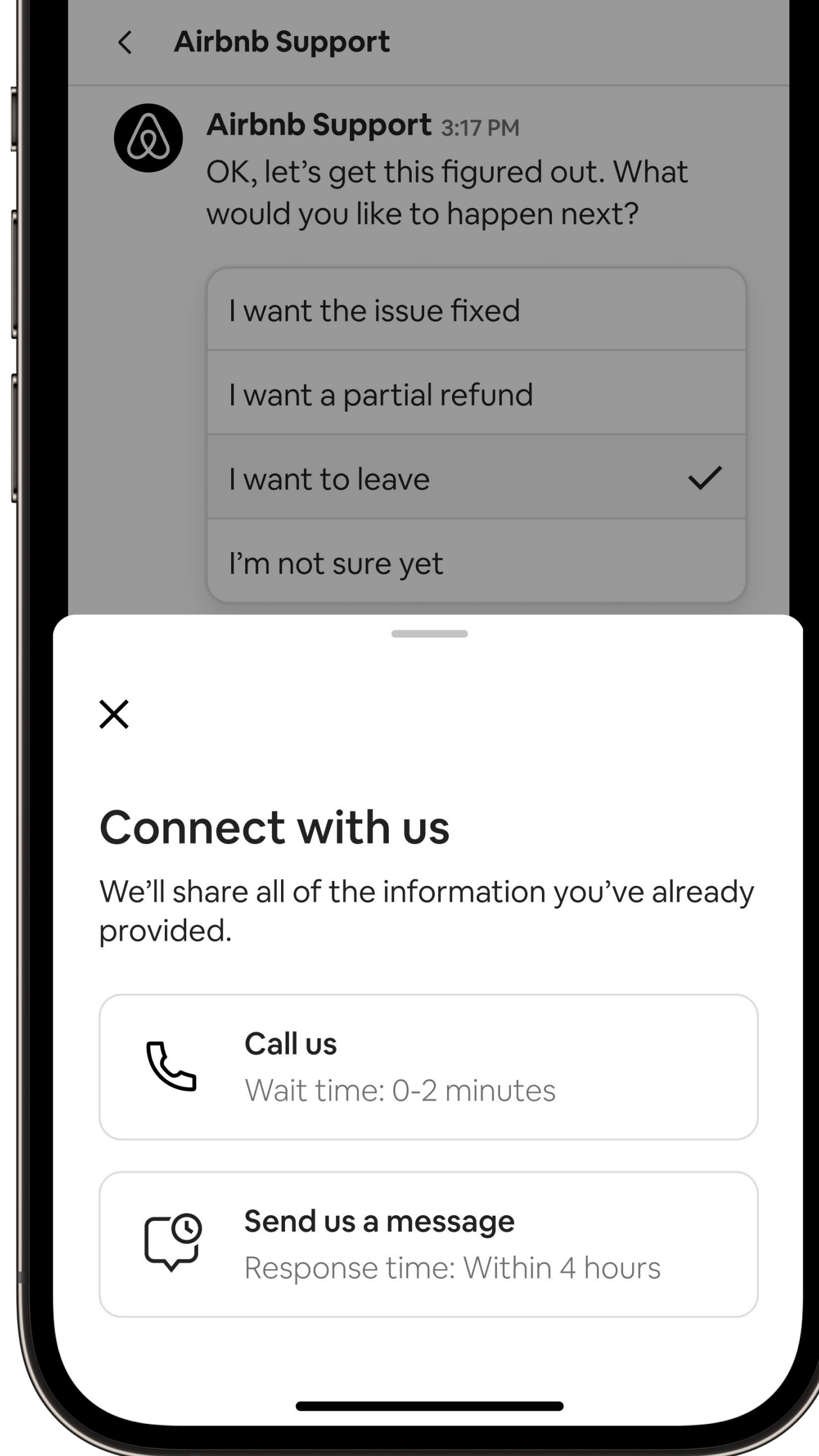


Priority customer service on a trip

We created a dedicated 24/7 support team for priority access when you're on a trip, with a goal of answering 90% of calls in English in two minutes or less.

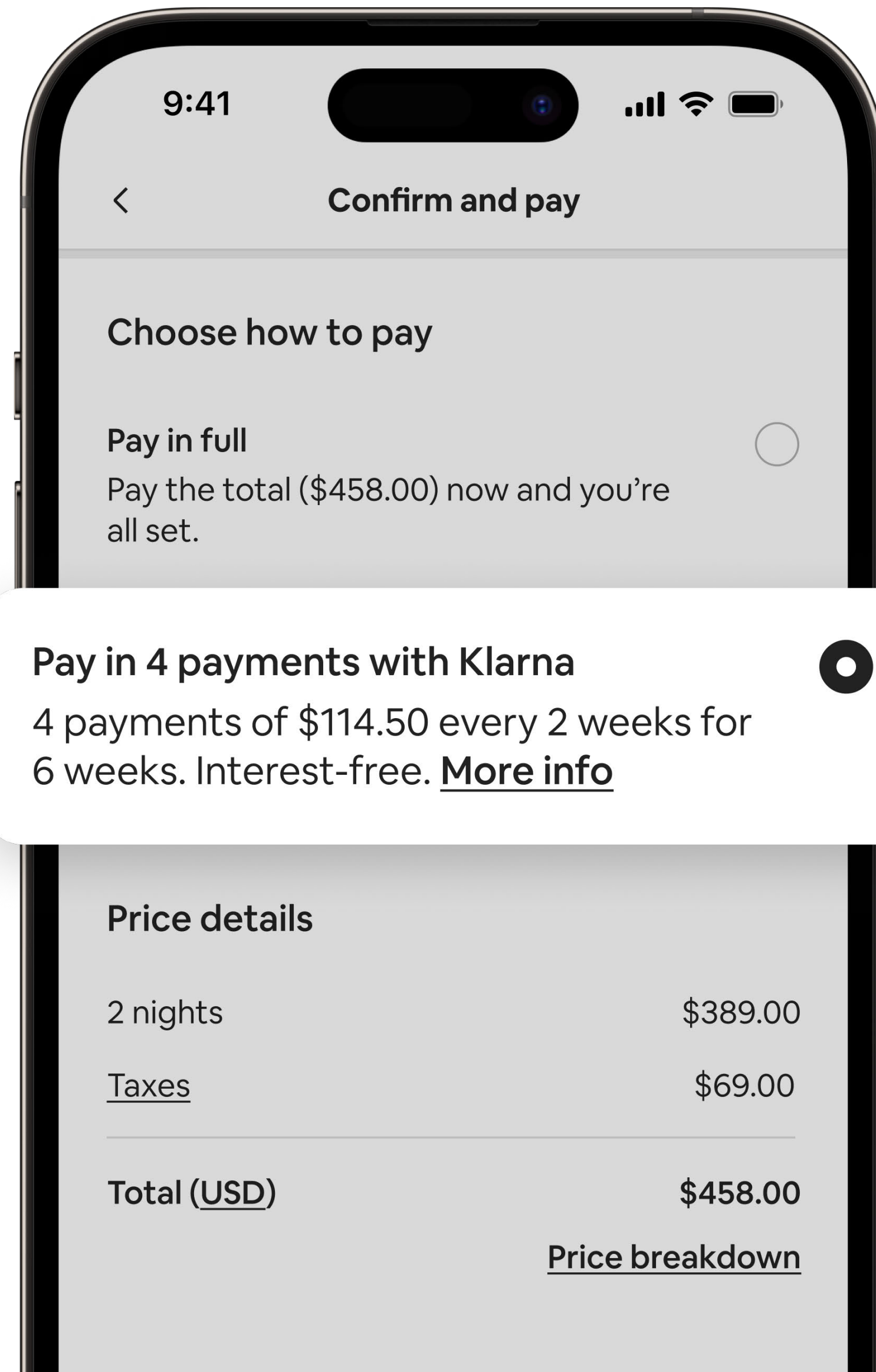
Instant rebooking credit

If a Host cancels within 30 days of arrival, most guests will receive an instant credit that can be used to rebook another stay immediately.



Pay over time

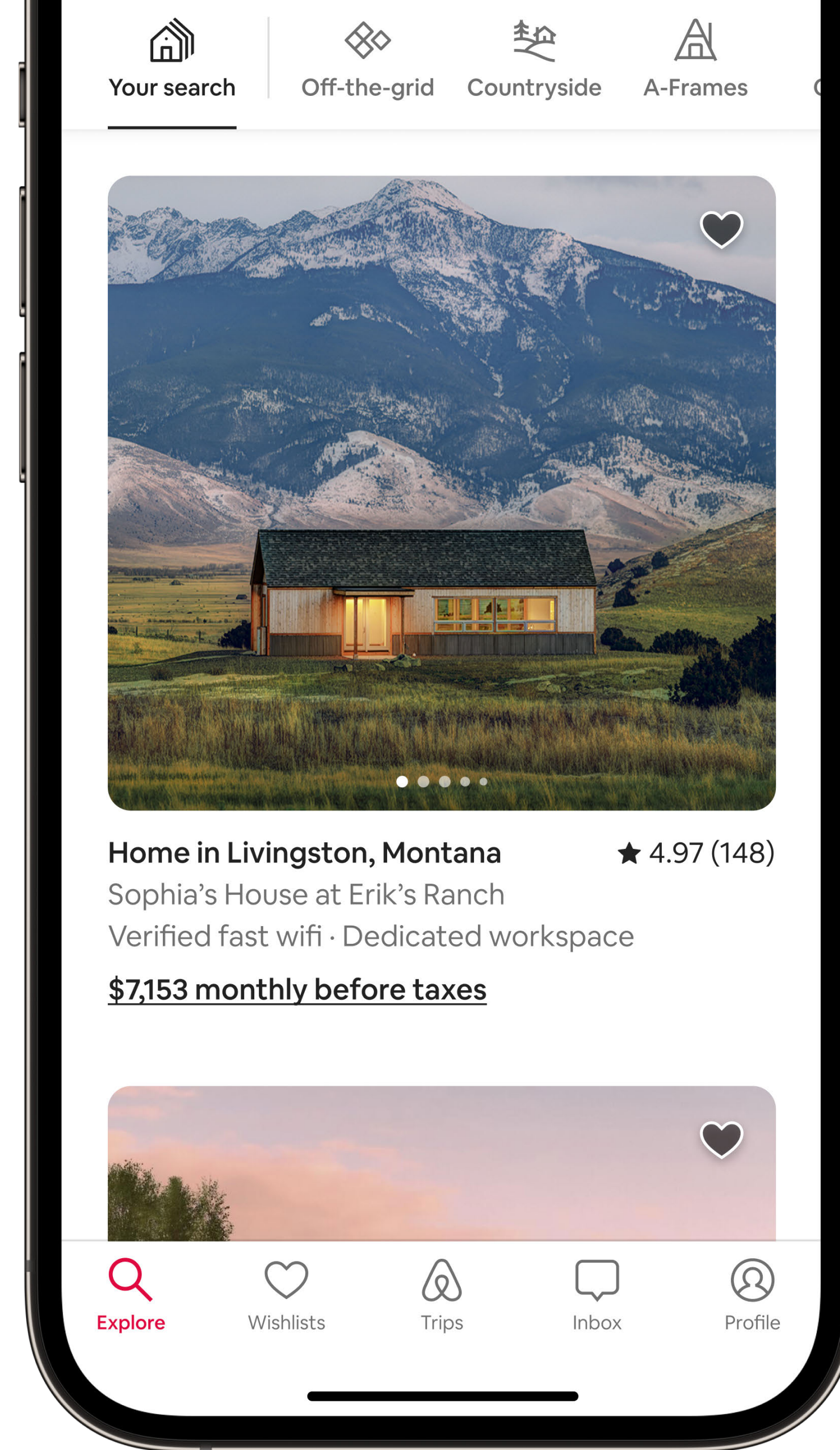
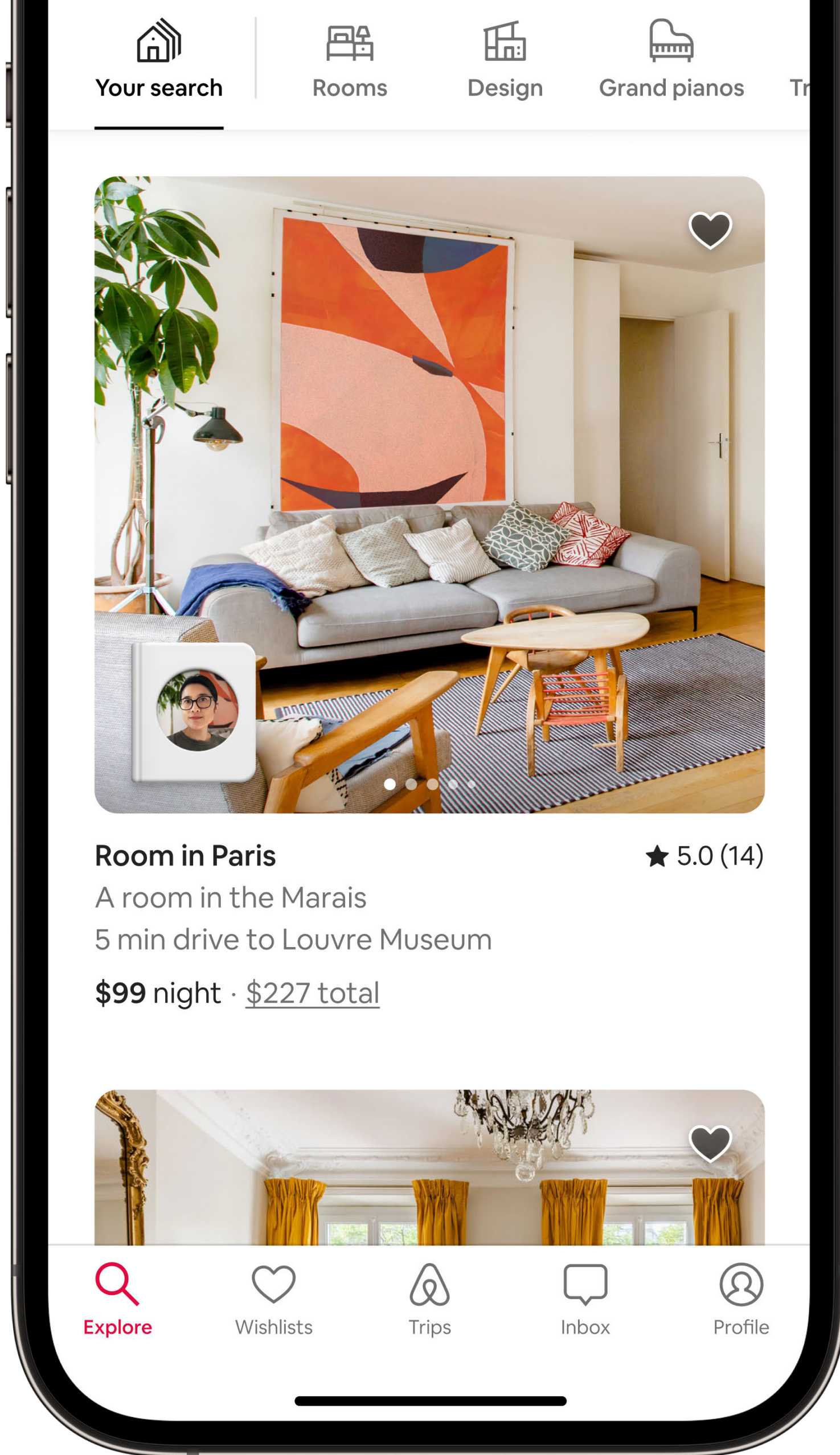
Through a new partnership with Klarna, guests in the US and Canada can apply to pay for stays in four interest-free installments over six weeks. For bookings over \$500, guests can apply to pay monthly (US only). More countries will be added throughout the year.¹



¹ For more details on available payment plans visit: www.airbnb.com/help/article/2143/

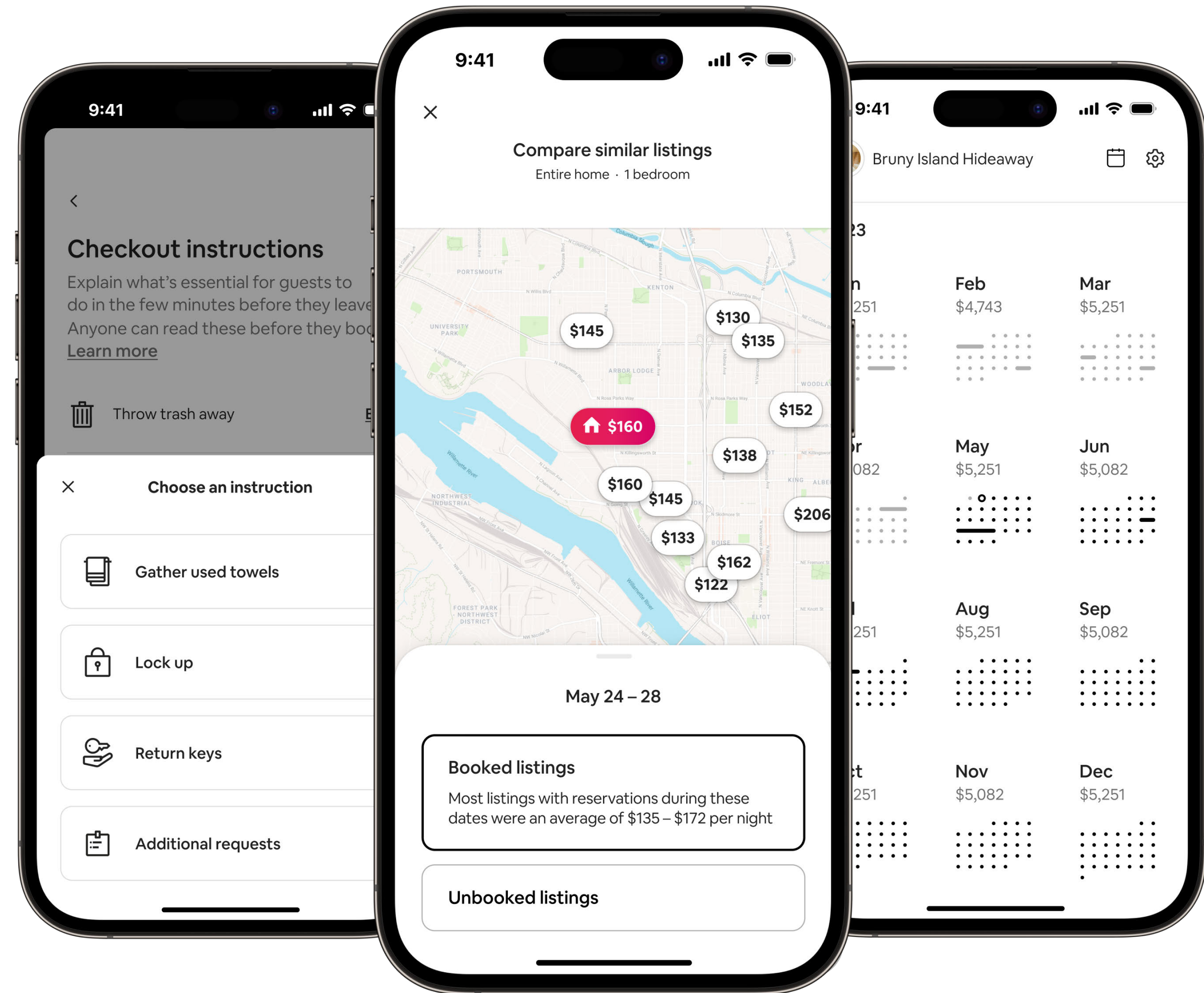
Search highlights

Where relevant, listings will include useful highlights such as the walk time or drive time to the landmark or address you searched for. If you're traveling with children, the listing may include information about infant-friendly amenities like cribs and high chairs, or child-friendly amenities like board games. And for monthly stays, the listing may highlight relevant amenities like a dedicated workspace.



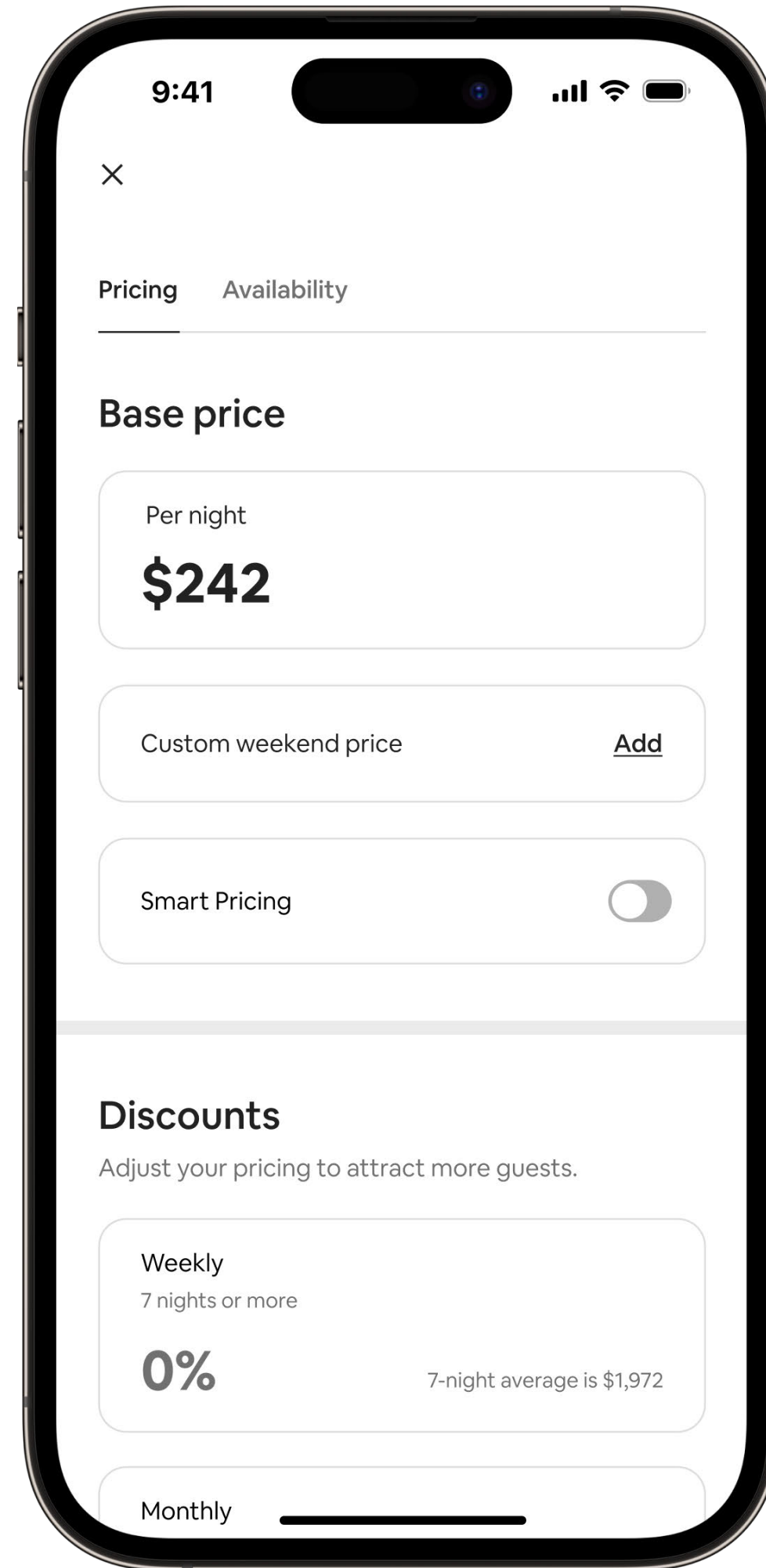
Upgrades for Hosts

As part of the 50+ new features and upgrades, we're launching 25 improvements for Hosts, including new pricing tools to help Hosts set competitive prices, easily add weekly and monthly discounts, and compare their listing to similar ones in their area. We're also including a yearly view in calendar, the ability to easily enter checkout instructions, read receipts and new quick replies in messaging, and more.

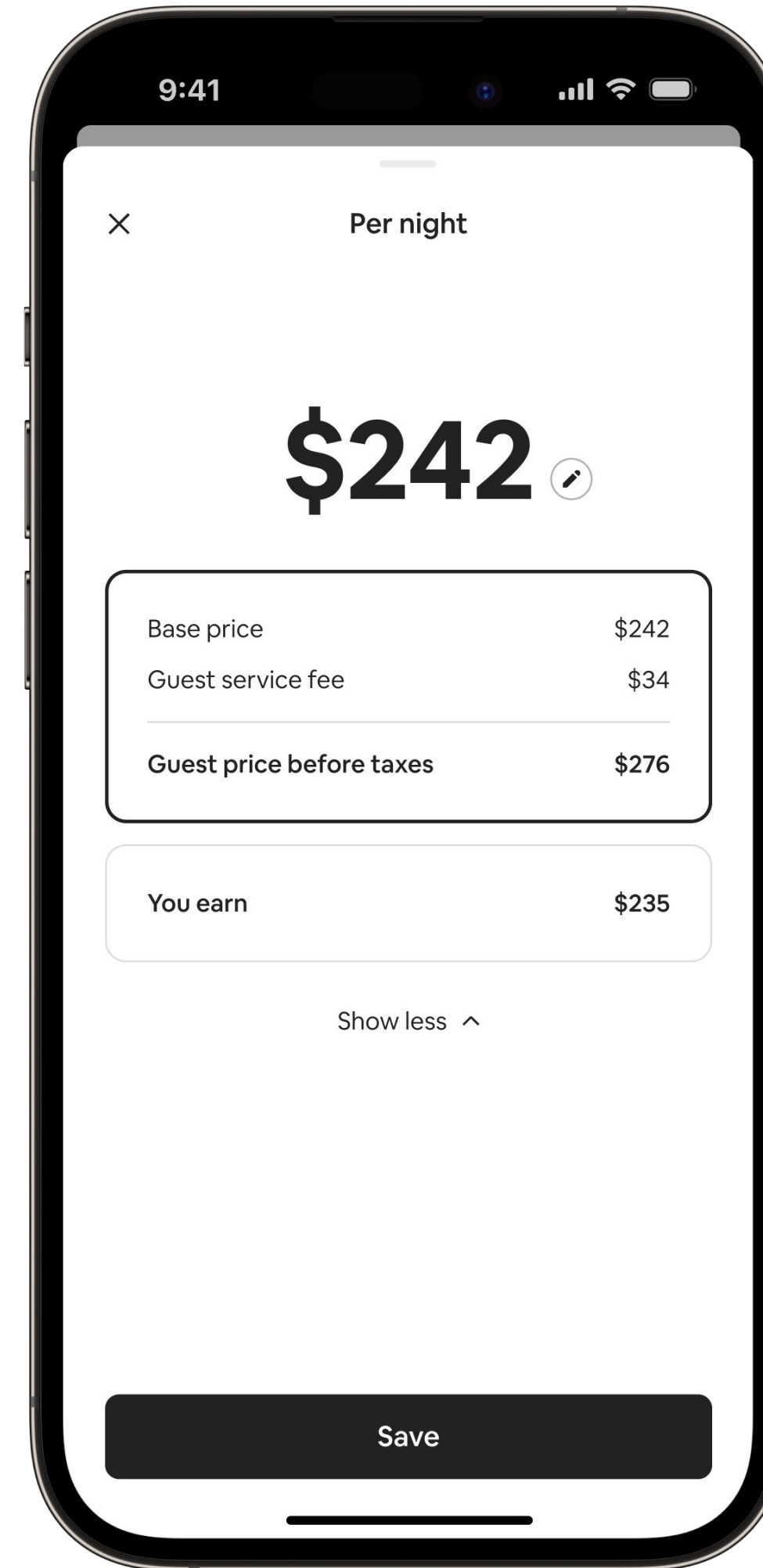


New pricing tools

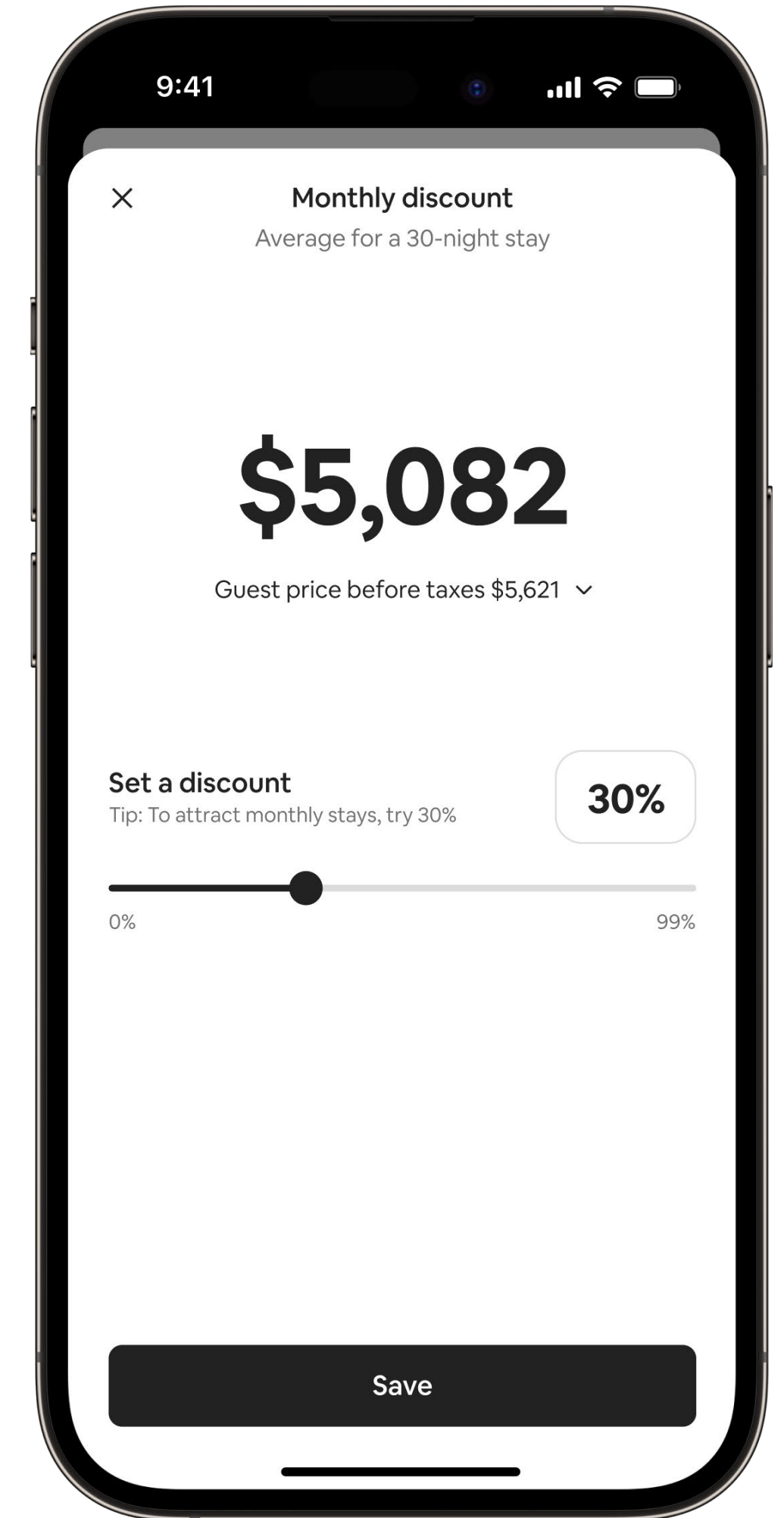
New pricing tools allow Hosts to see the nightly price, inclusive of all fees throughout the app—from Airbnb Setup to Calendar. Additionally, with new pricing settings, they can easily see updated price breakdowns detailing what guests will pay and what they'll earn, and easily set discounts for weekly and monthly stays.



Hosts can now access all of their settings for pricing, fees and availability in one place



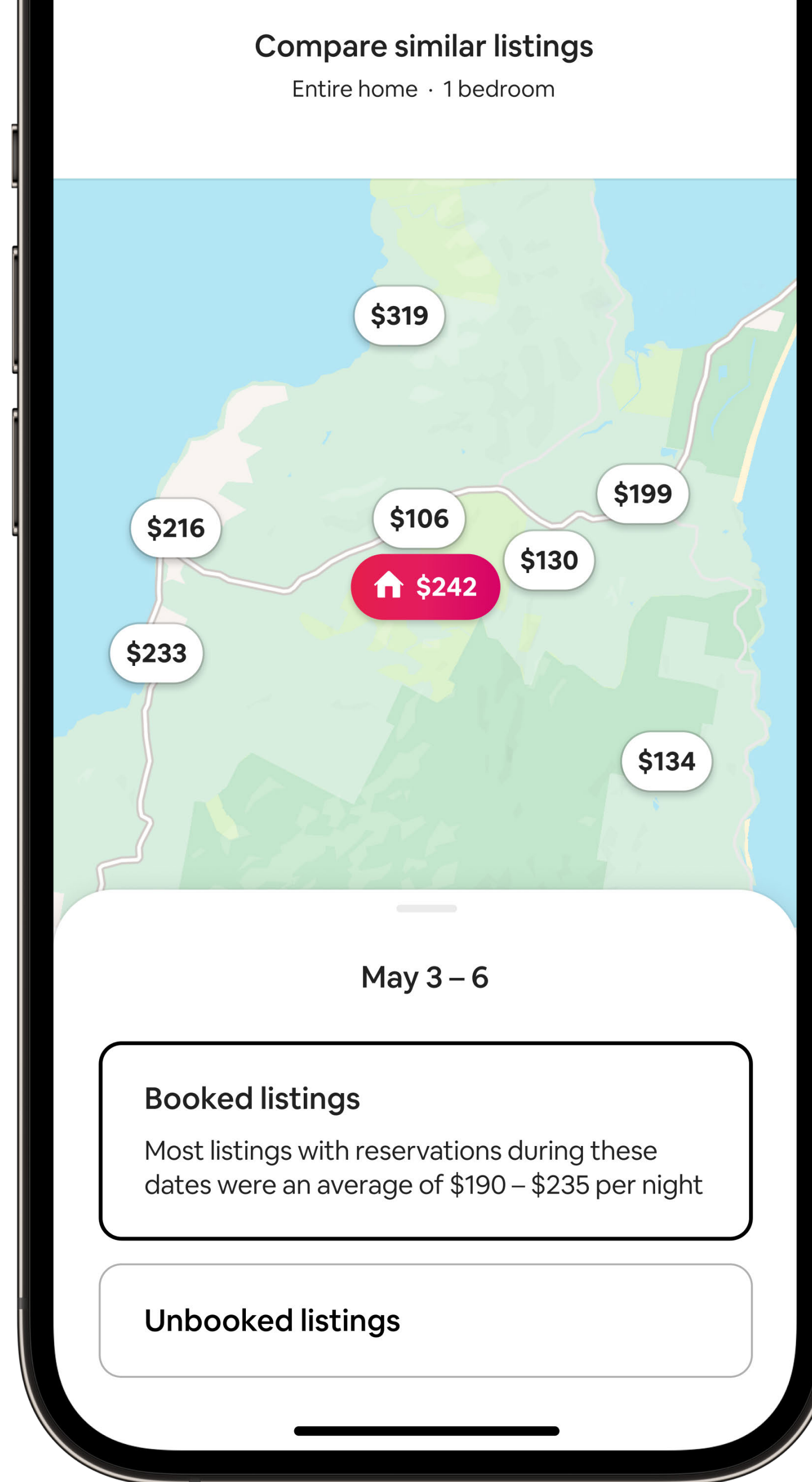
An updated price breakdown shows what guests pay and Hosts earn



Hosts can use a slider to set discounts, while also seeing the price guests will pay

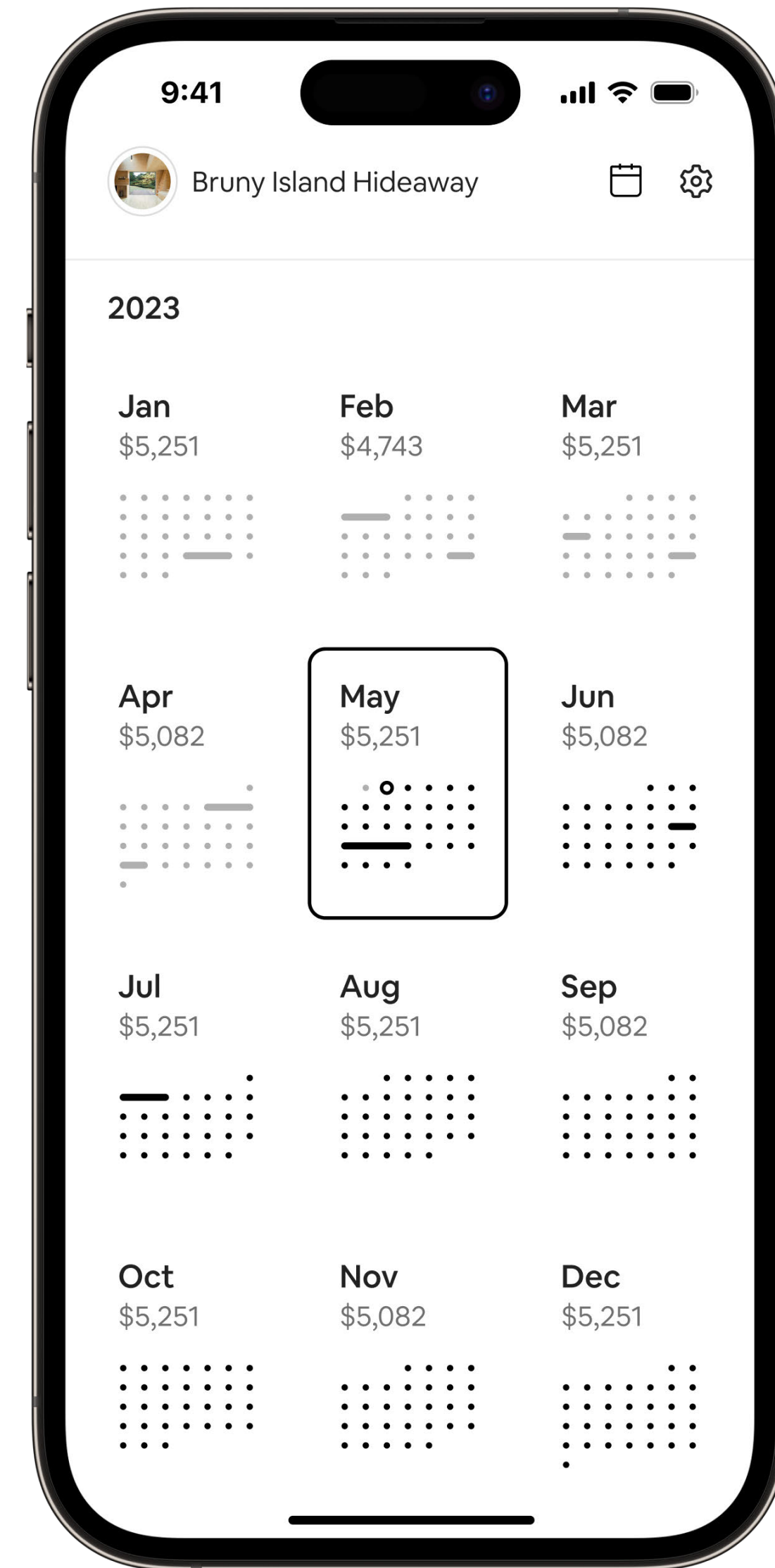
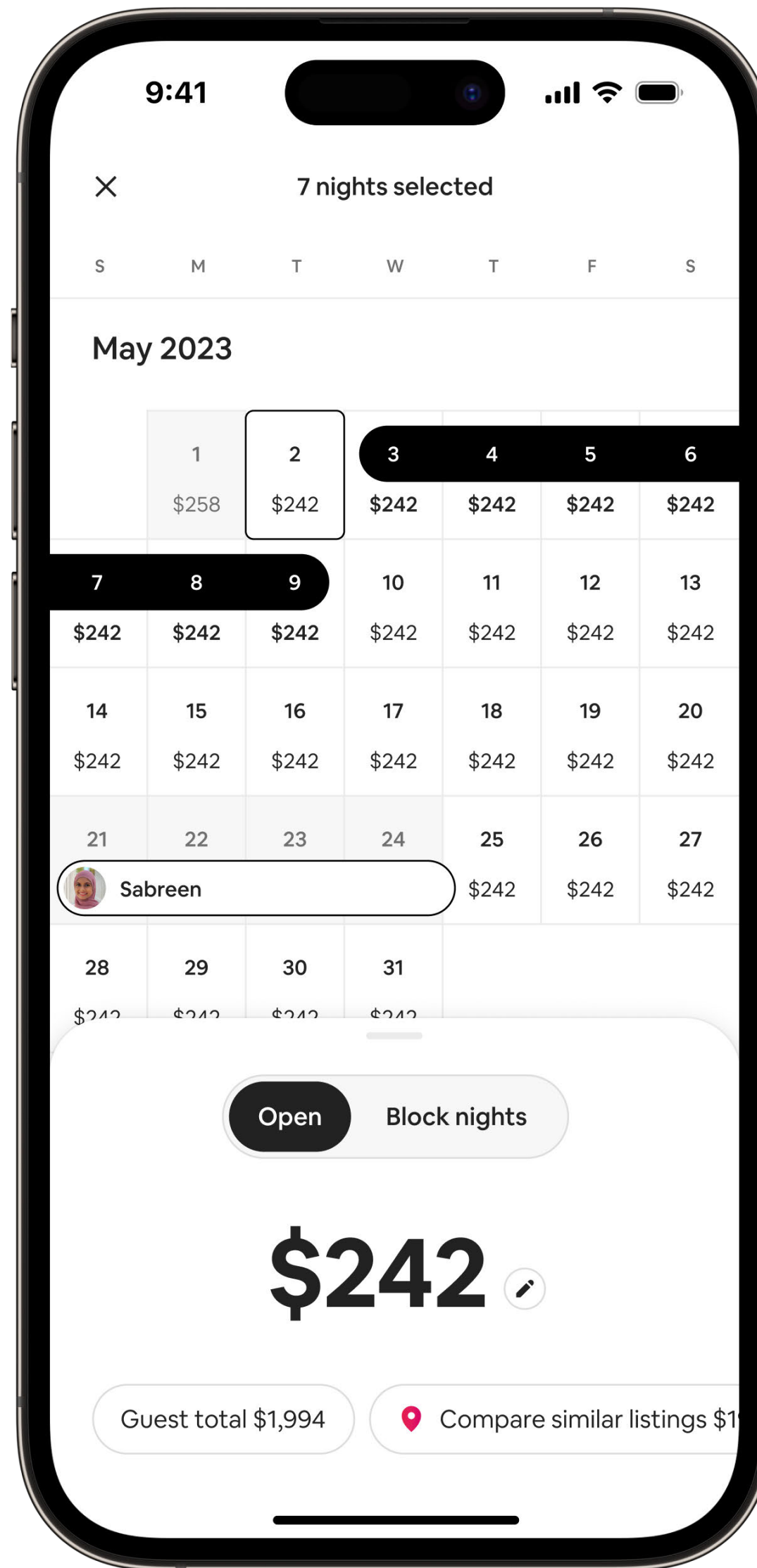
Compare similar listings

Hosts can view the average price of similar listings nearby to stay competitive. Using over 100 criteria to determine listings similar to the Host's, they can compare their price to those listings that are actively booked or are currently unbooked.



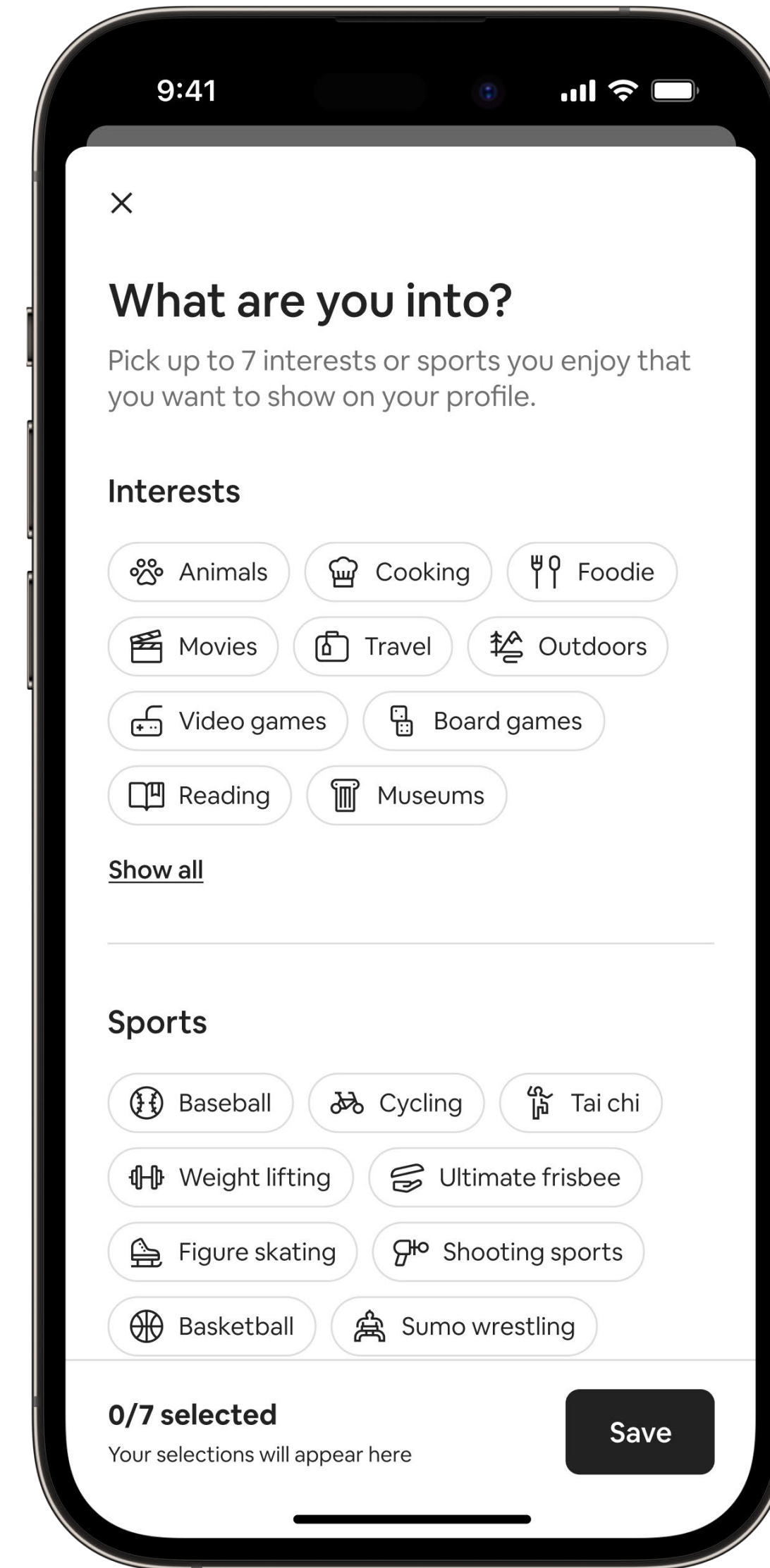
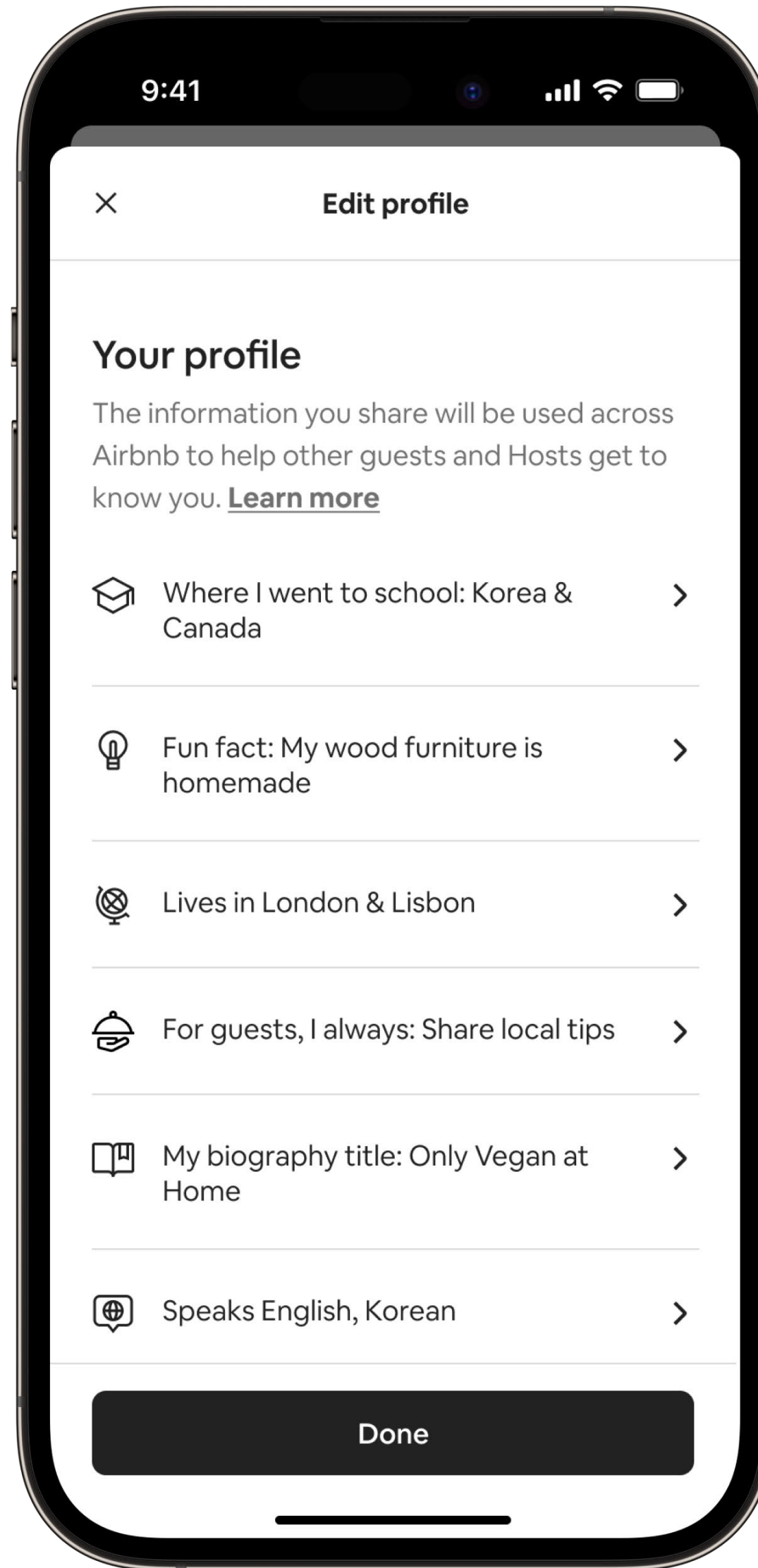
Calendar improvements

On iOS and Android, it's now possible to swipe across dates to quickly select a date range to view or edit, and starting next month, a new yearly view will provide a 12-month availability overview.



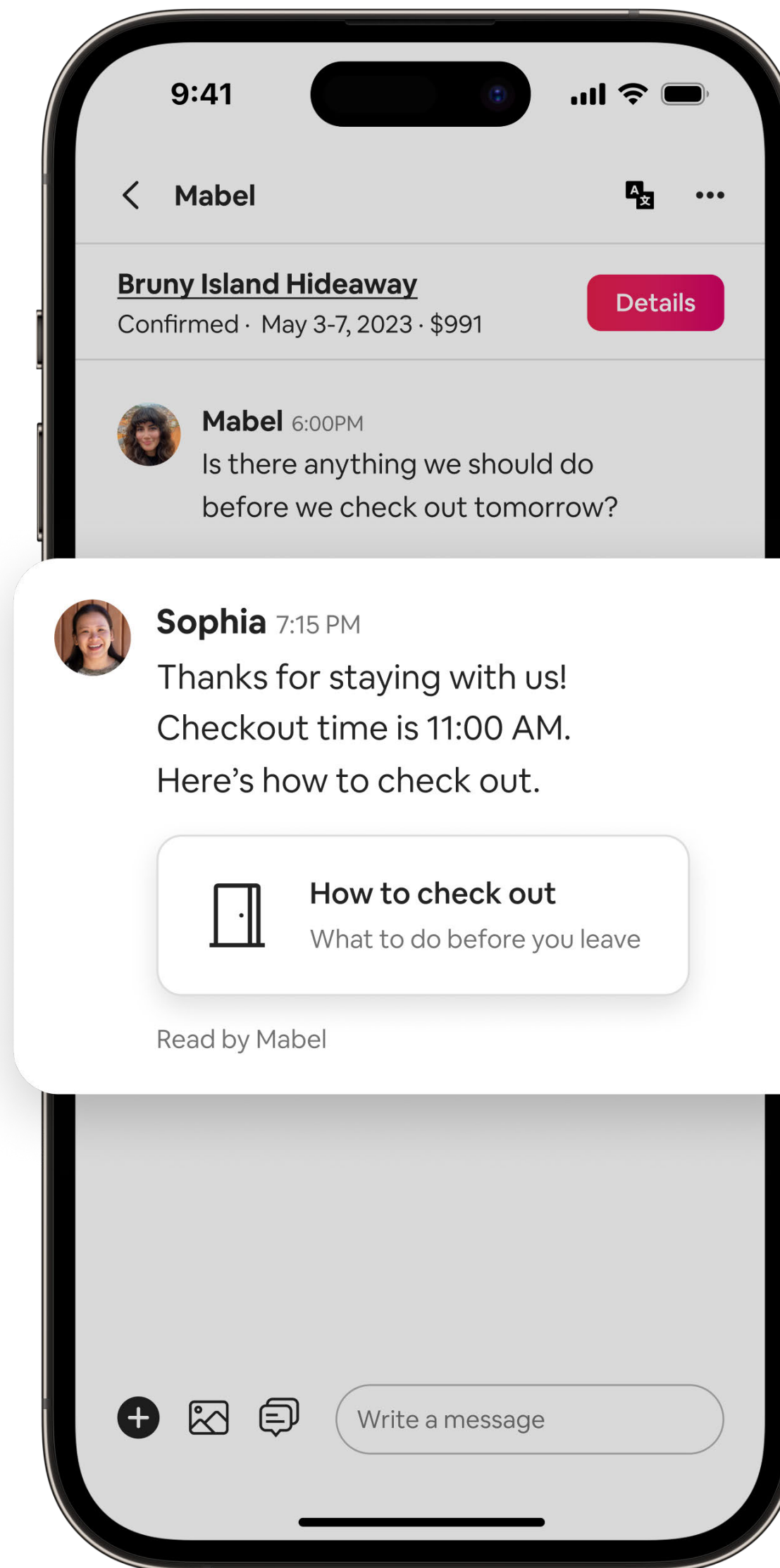
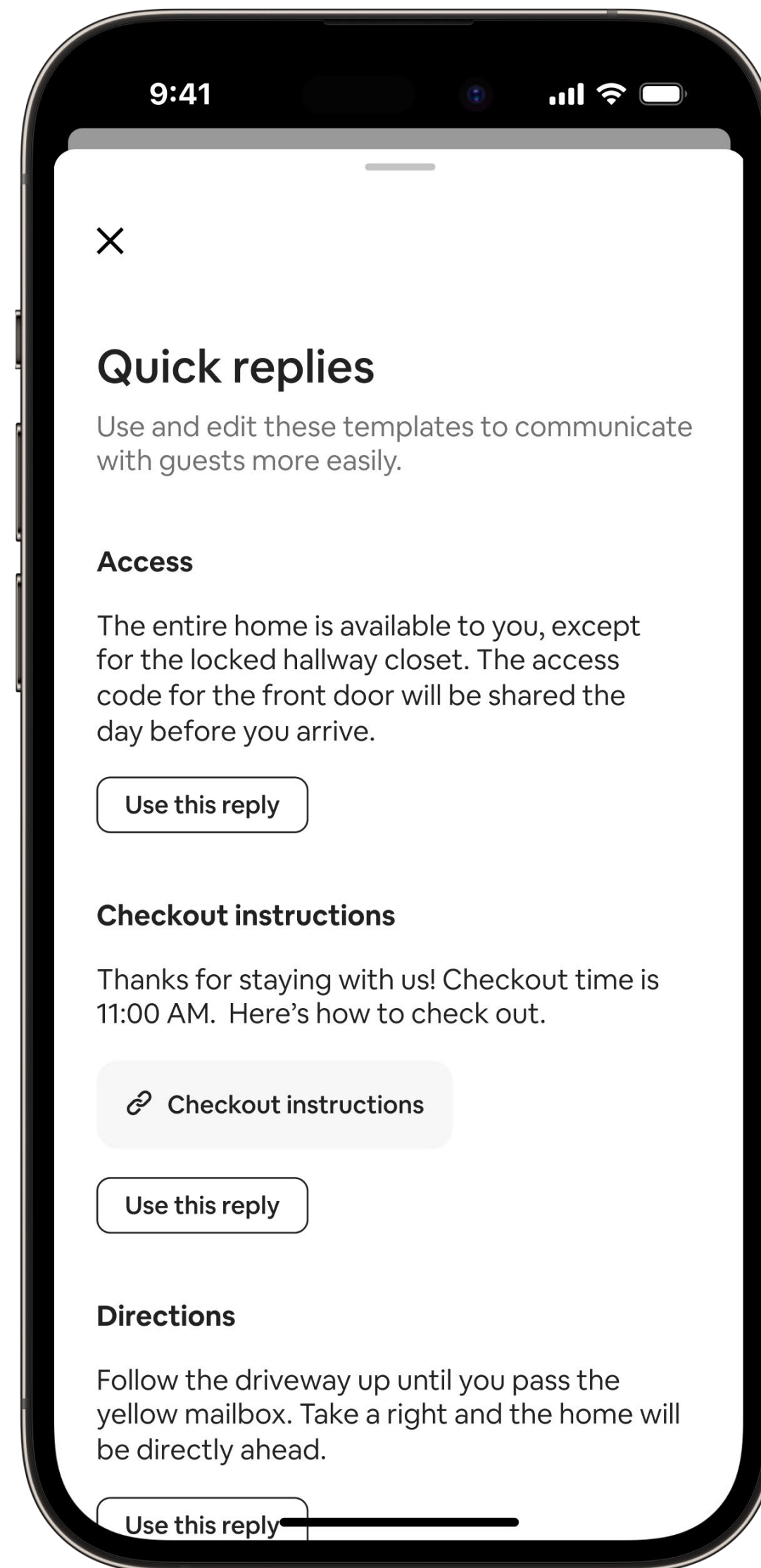
New profile settings

Hosts can add more details about themselves into their Host profile, including things like languages spoken, decade in which they were born, their favorite song in high school, and where they've traveled on Airbnb. Hosts can also select hobbies from a pre-set list to help find shared interests with guests.



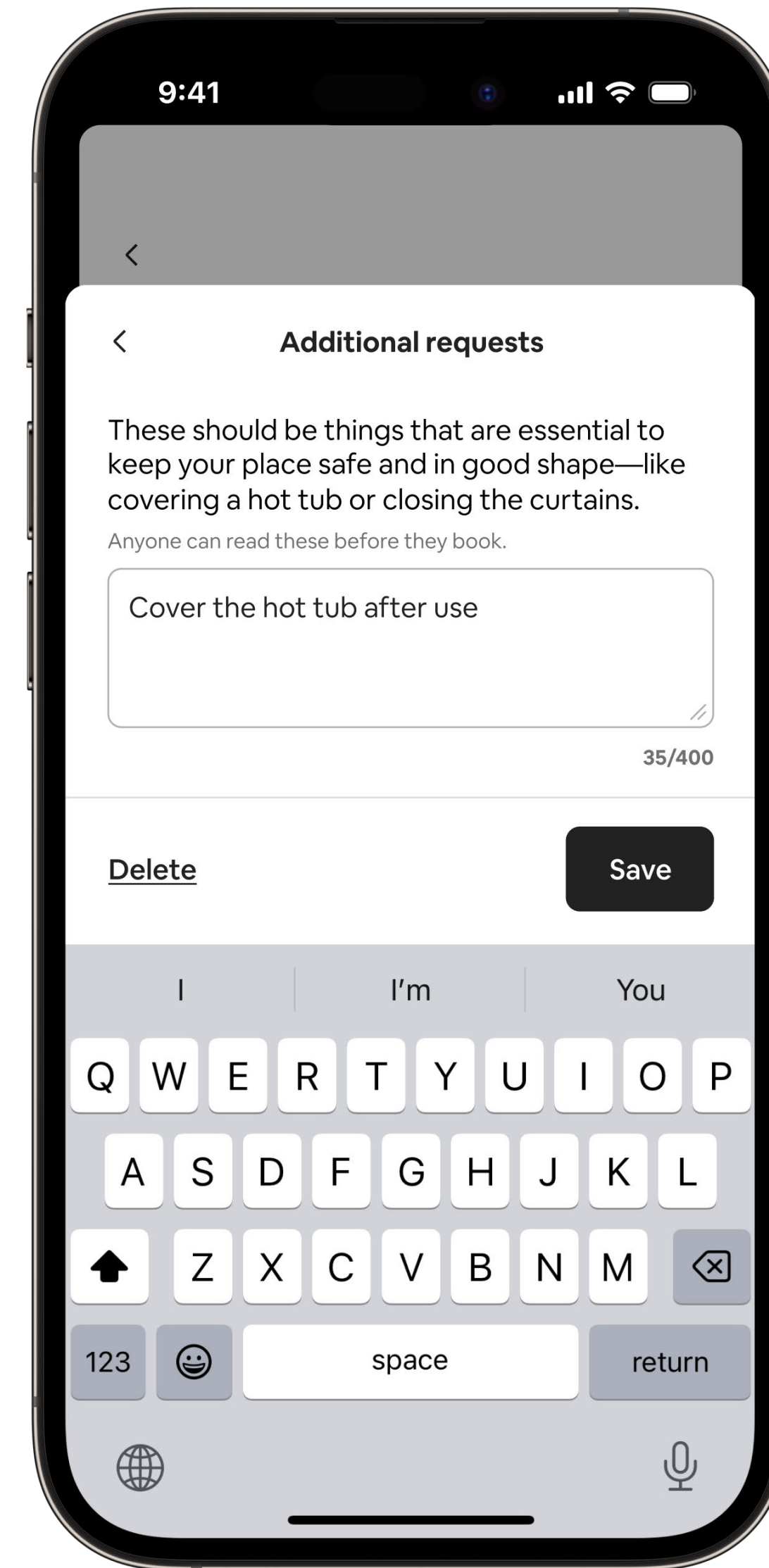
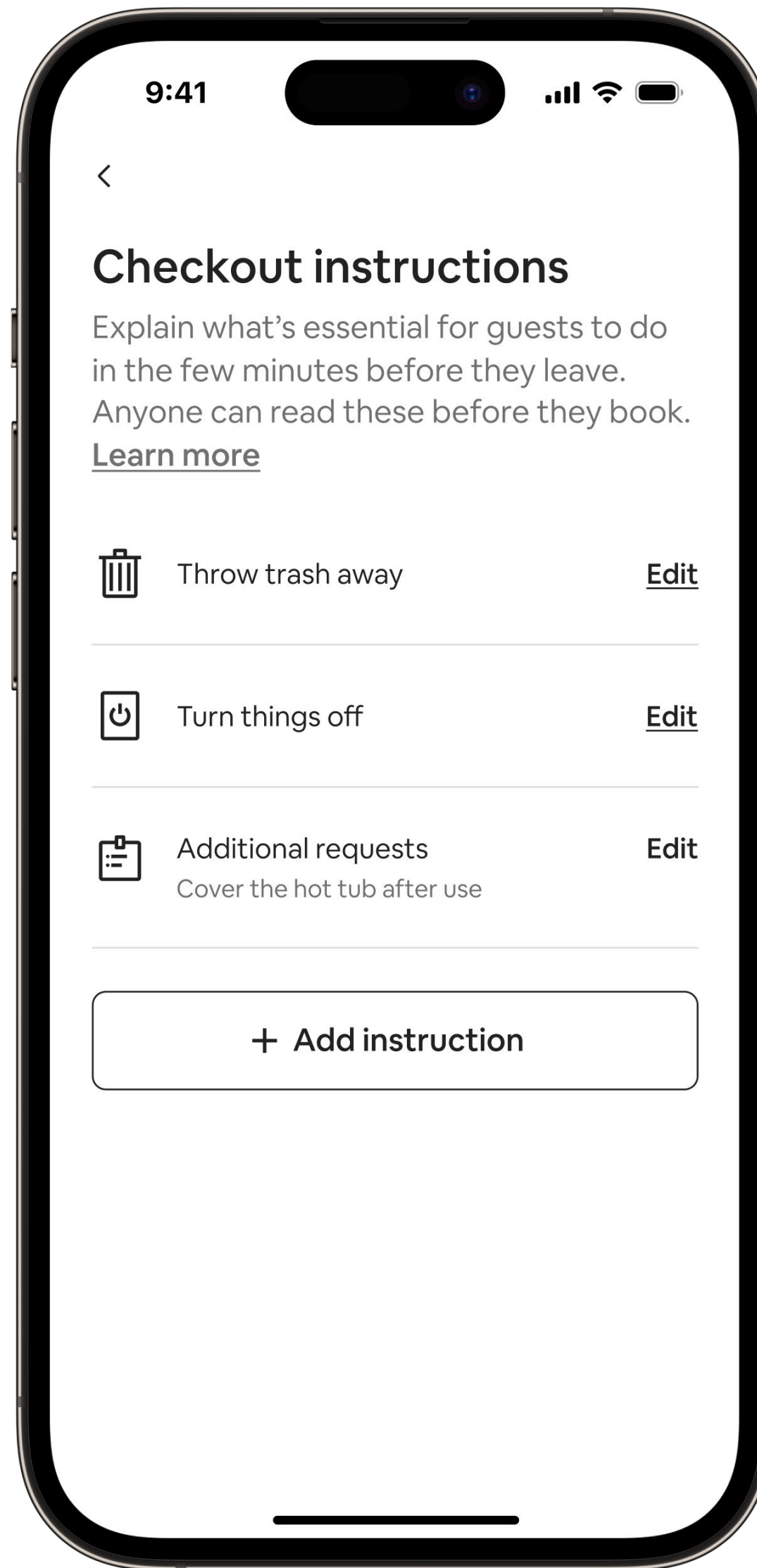
Inbox enhancements

The inbox will allow both guests and Hosts to see read receipts, and provide Hosts with quick replies such as a message linking to their checkout instructions.



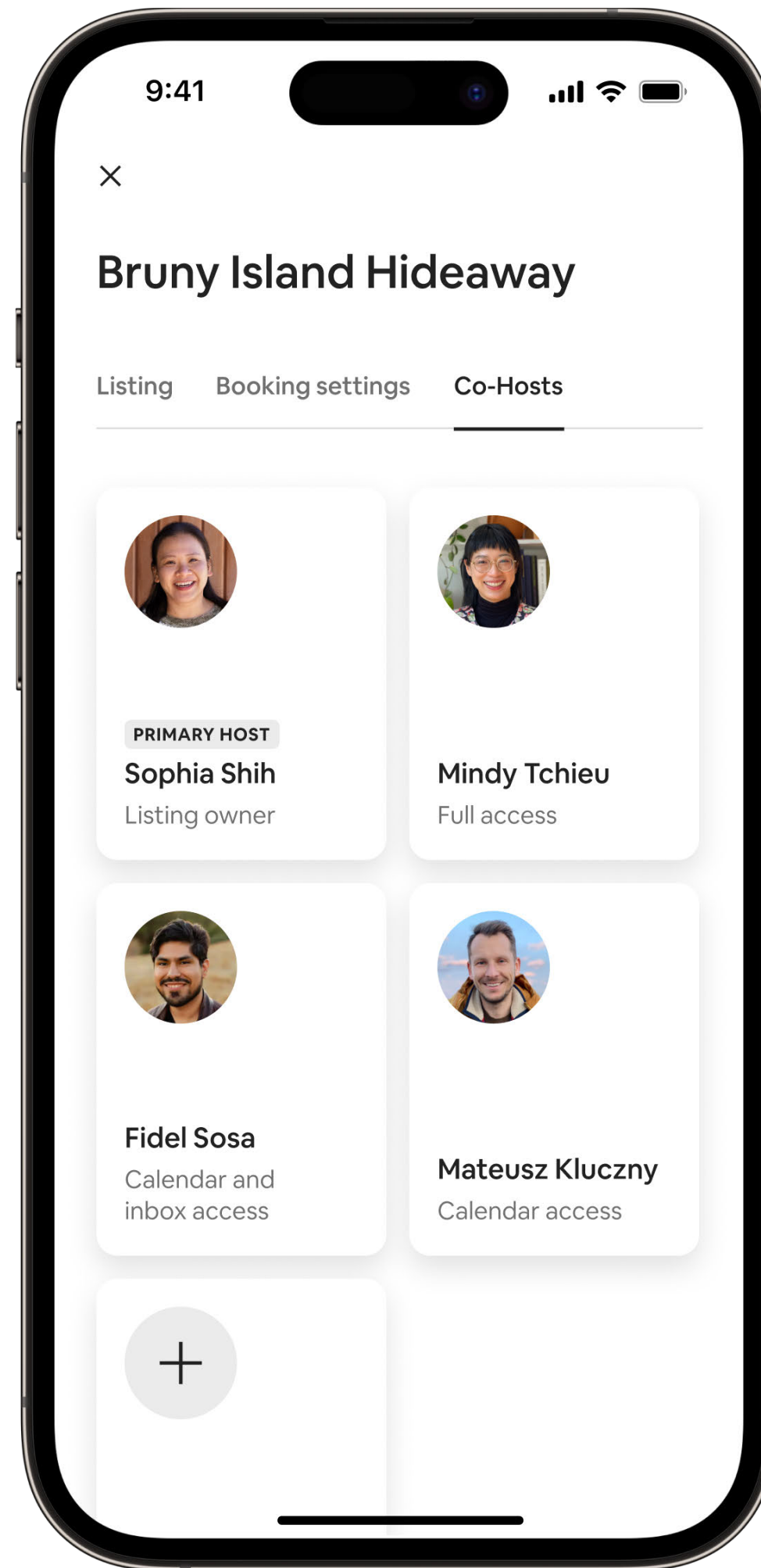
Checkout instructions setup

Hosts can quickly create a list of checkout instructions by selecting from a number of common tasks (e.g., throw trash away, turn things off), and add additional requests that are specific to their home (e.g. cover the outdoor hot tub after use). Guests can now see the checkout instructions before they book, and we'll remind them before they check out. Hosts also receive a notification informing them that the guests have left.

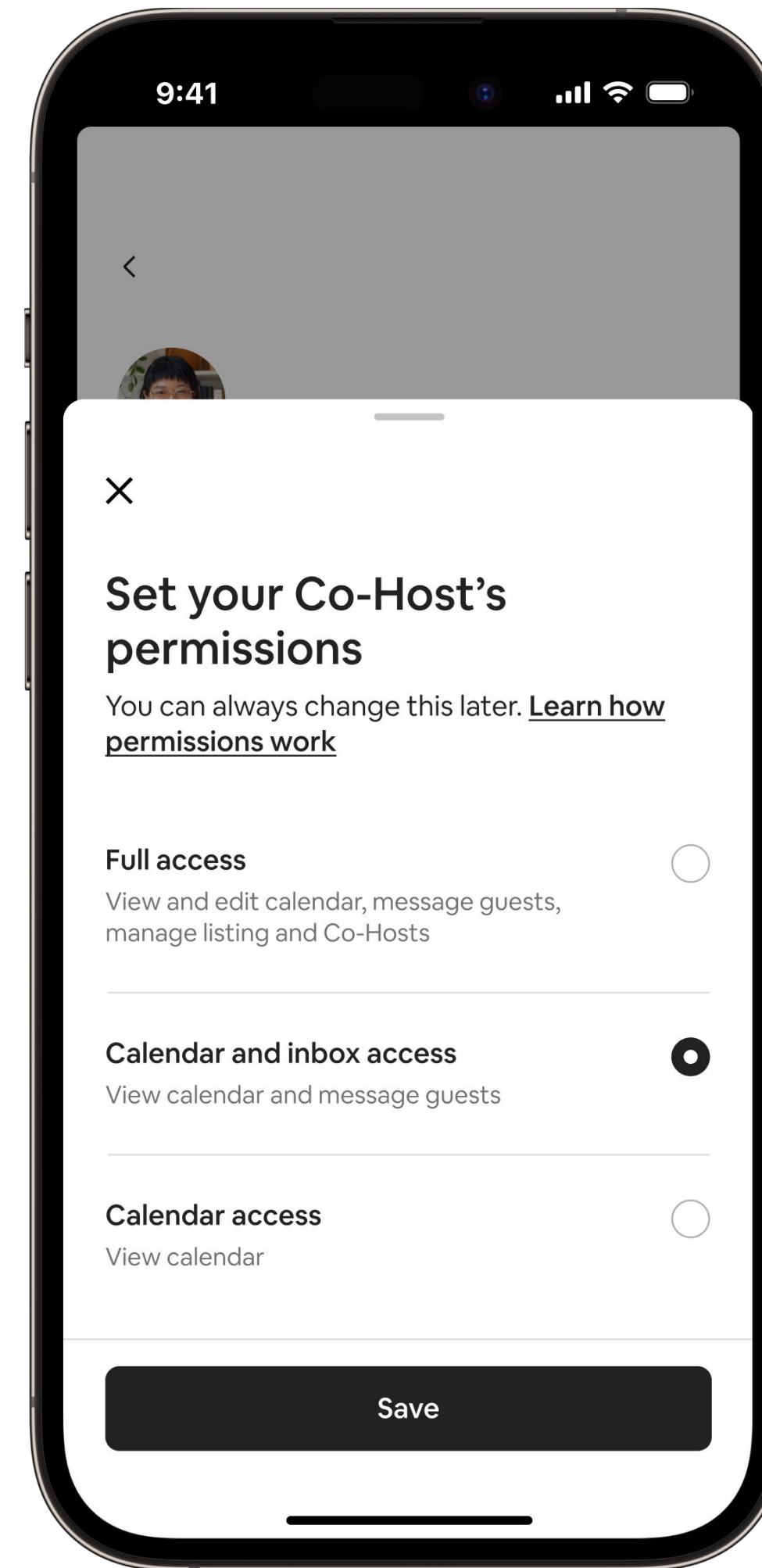


Co-Host tools

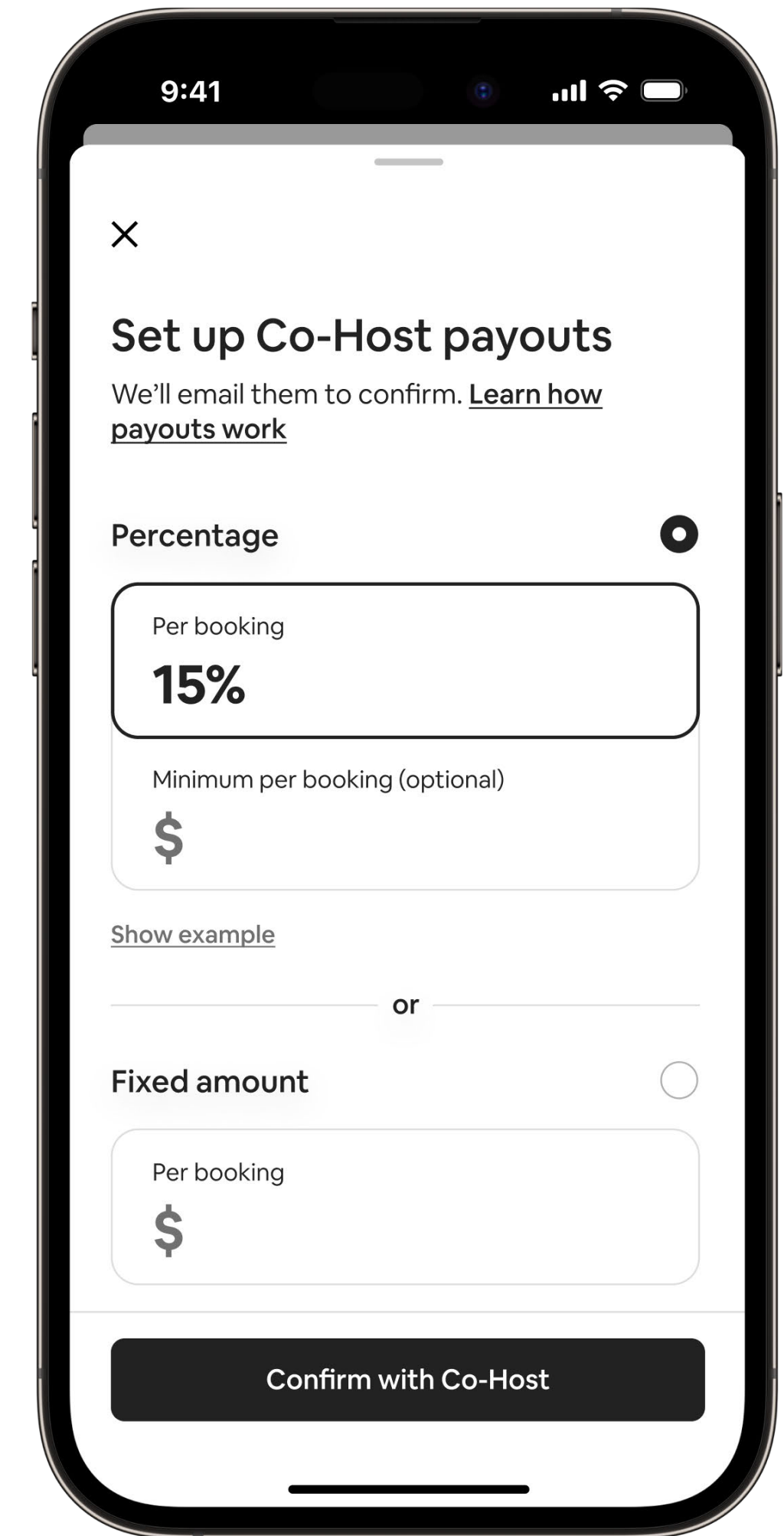
Many Hosts partner with Co-Hosts to help them prep their homes and care for their guests. A new tab makes it even easier to invite and manage Co-Hosts. New Co-Hosting tools let Hosts set permissions—from full access, to calendar and inbox access, or just calendar access. Additionally, Hosts can now share payouts on bookings with a Co-Host as either a percentage or fixed amount.



New Co-Hosts tab makes it easy to manage your Co-Hosts



Set permissions levels including full access, calendar and inbox access, or calendar only



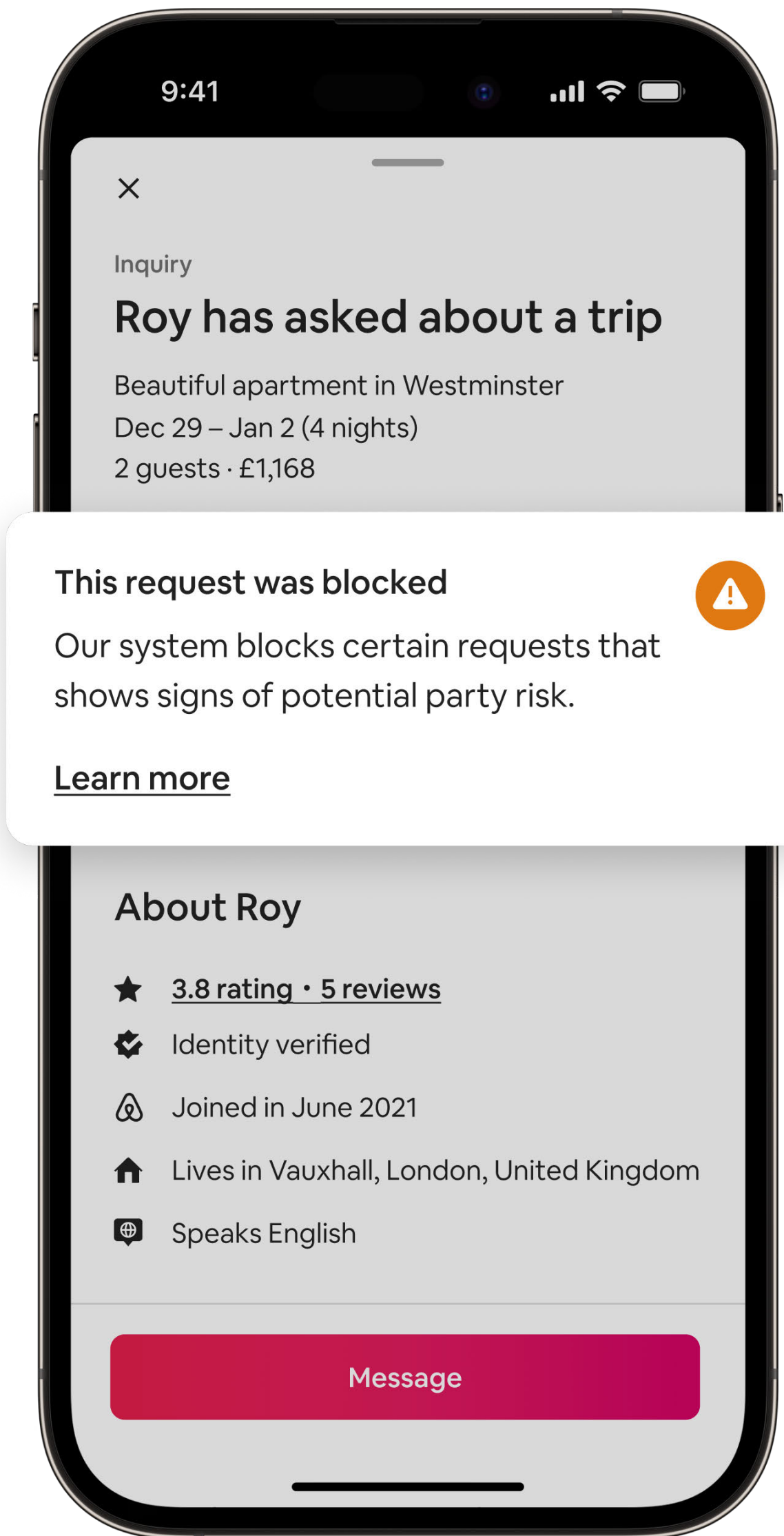
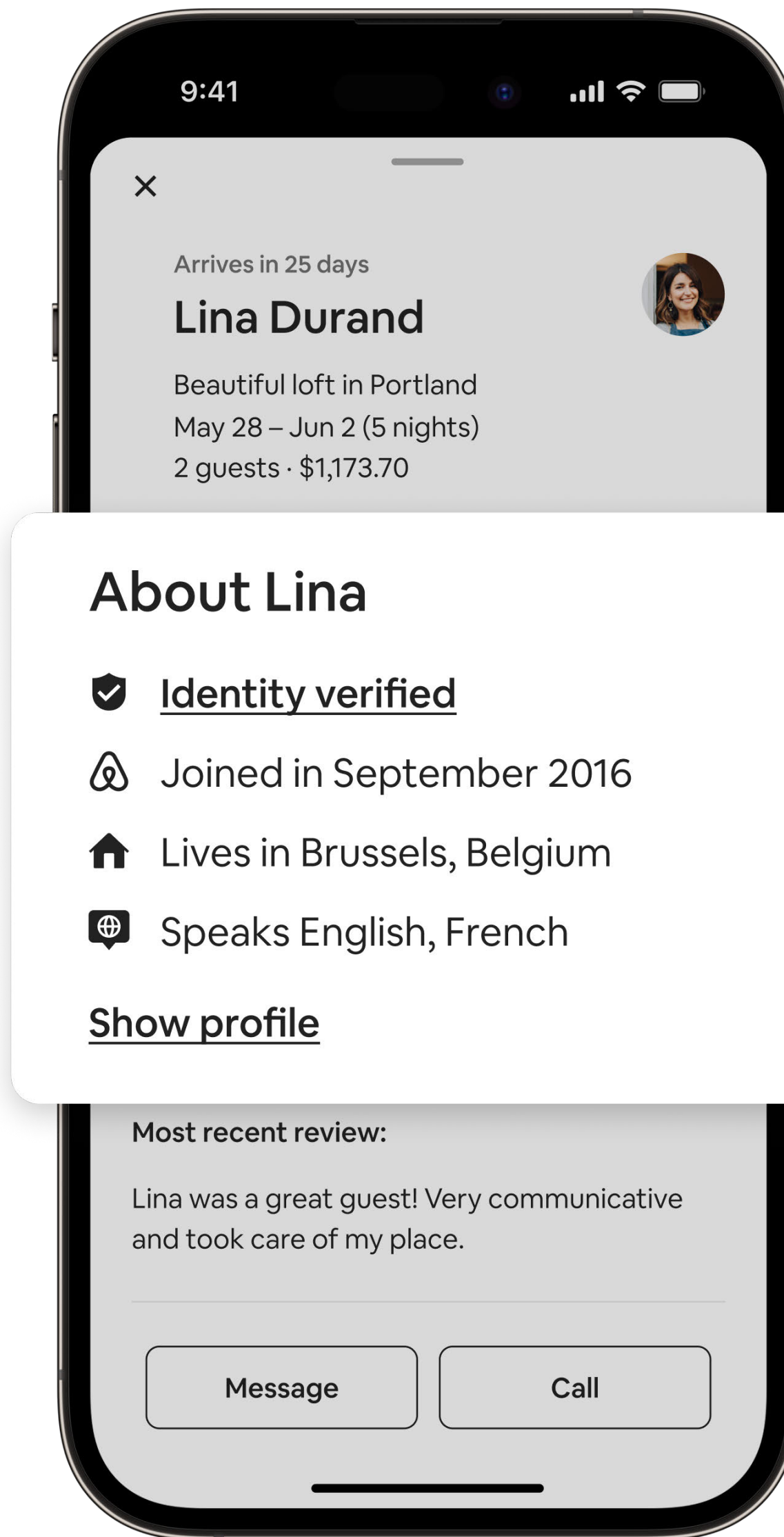
Share payouts with Co-Hosts and choose from a percentage or fixed fee per booking

Identity verification of guests

All booking guests worldwide will go through identity verification.

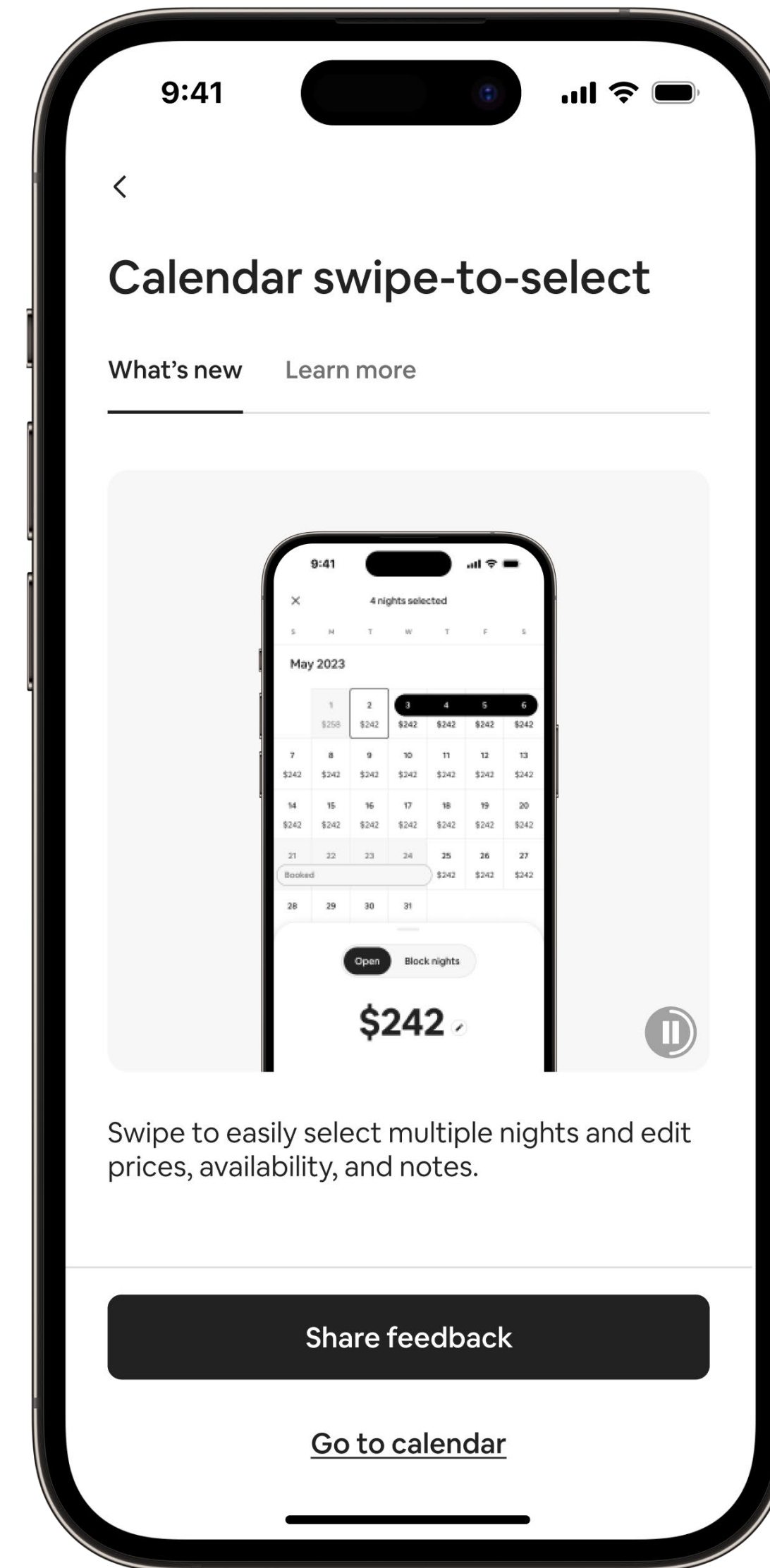
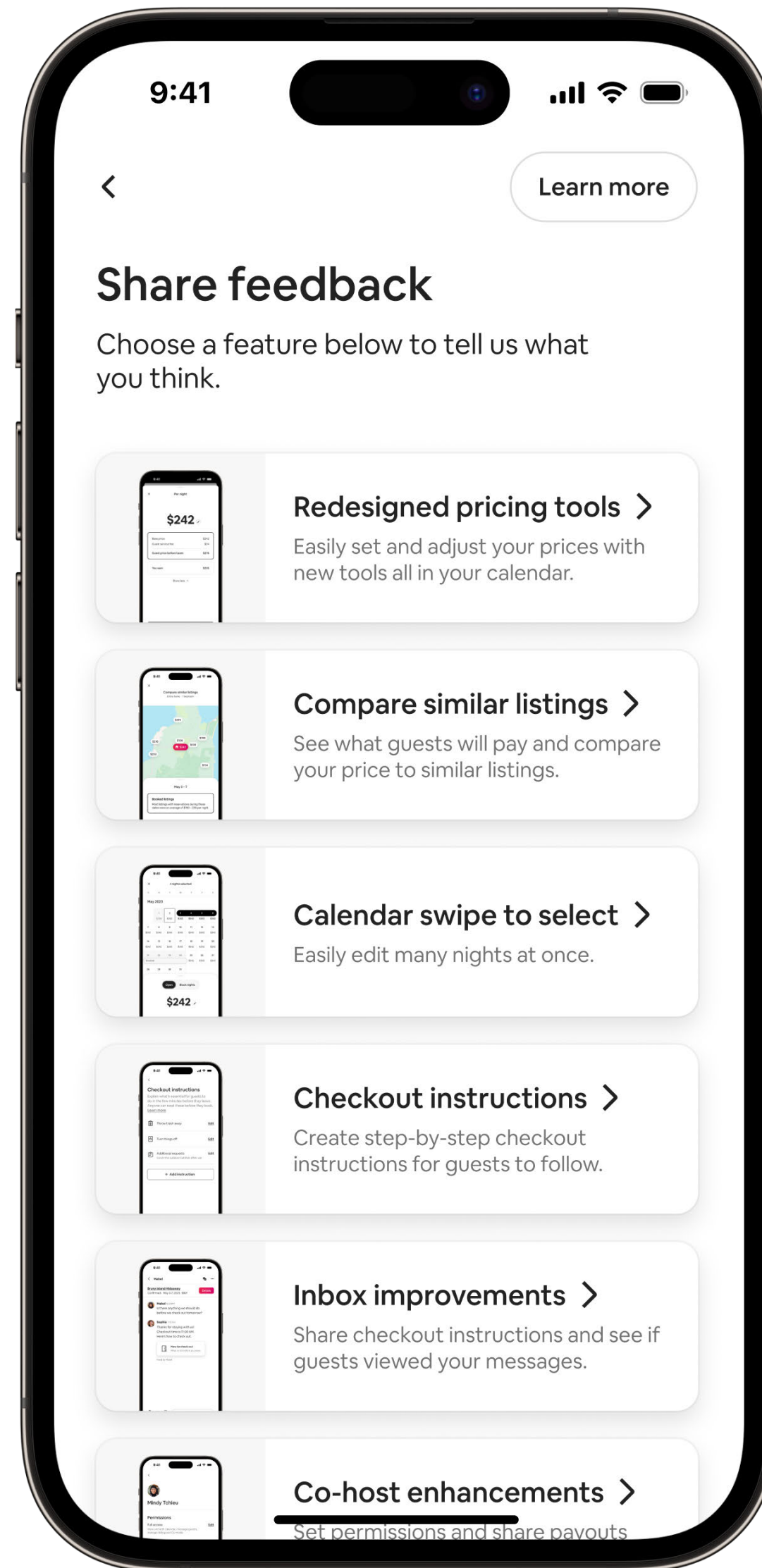
Worldwide reservation screening

Our proprietary reservation screening technology, which helps reduce the chance of disruptive parties and property damage, is now available worldwide.



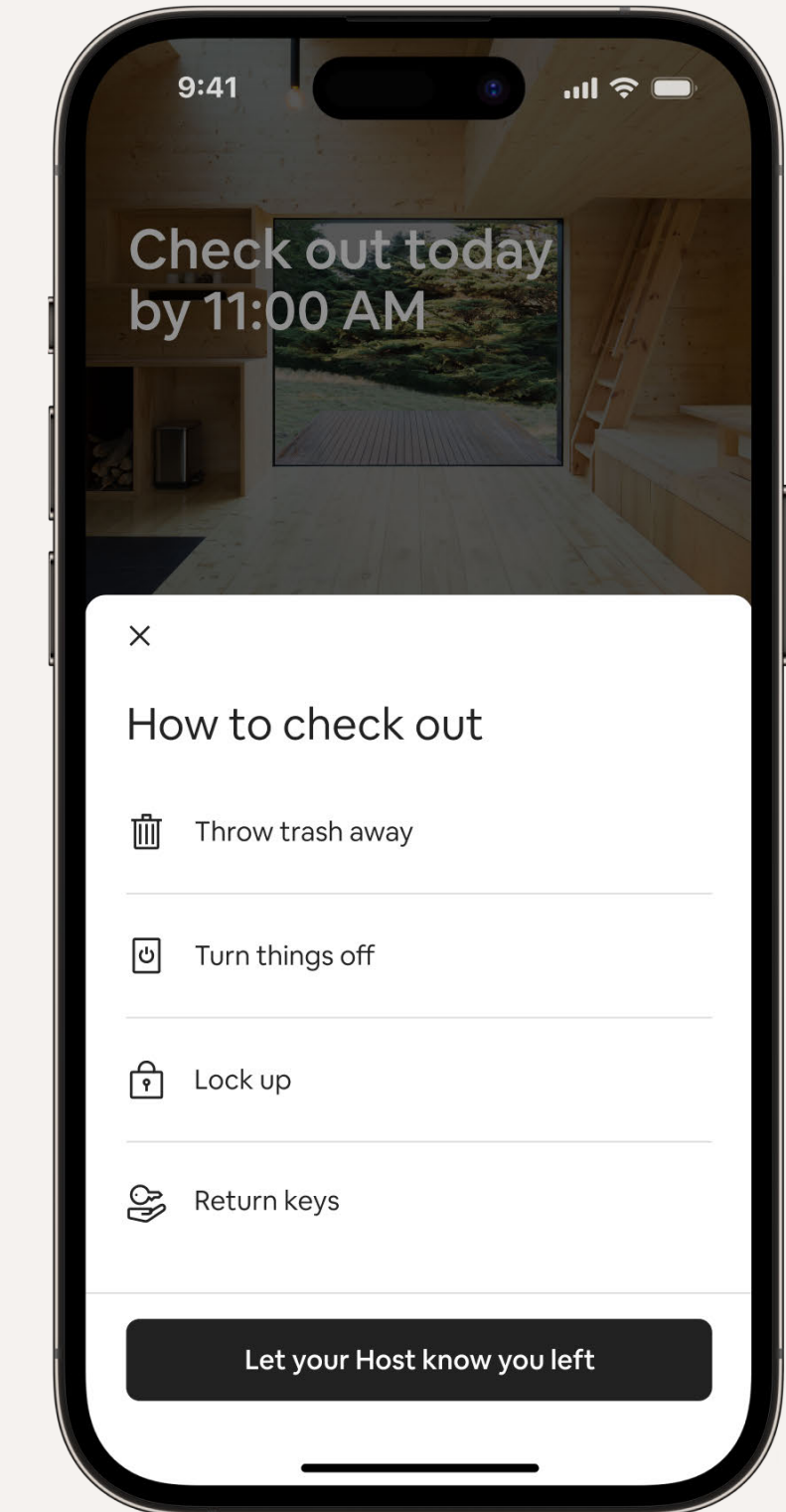
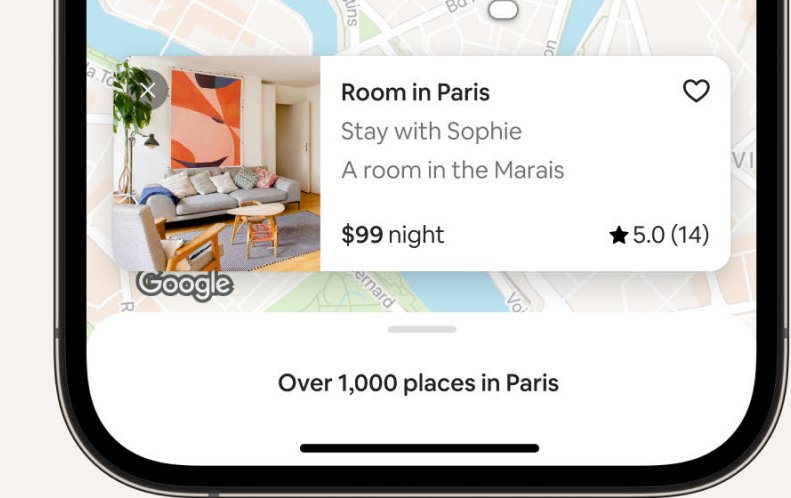
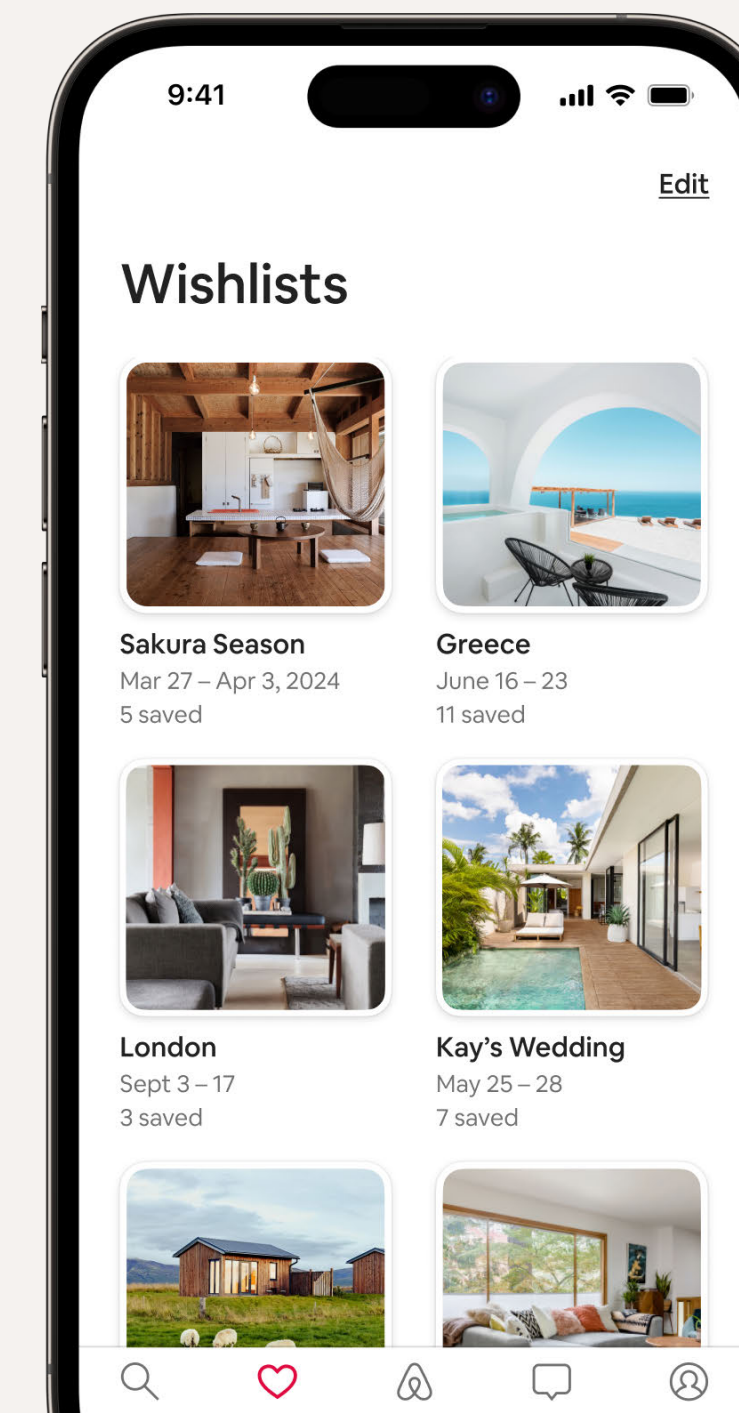
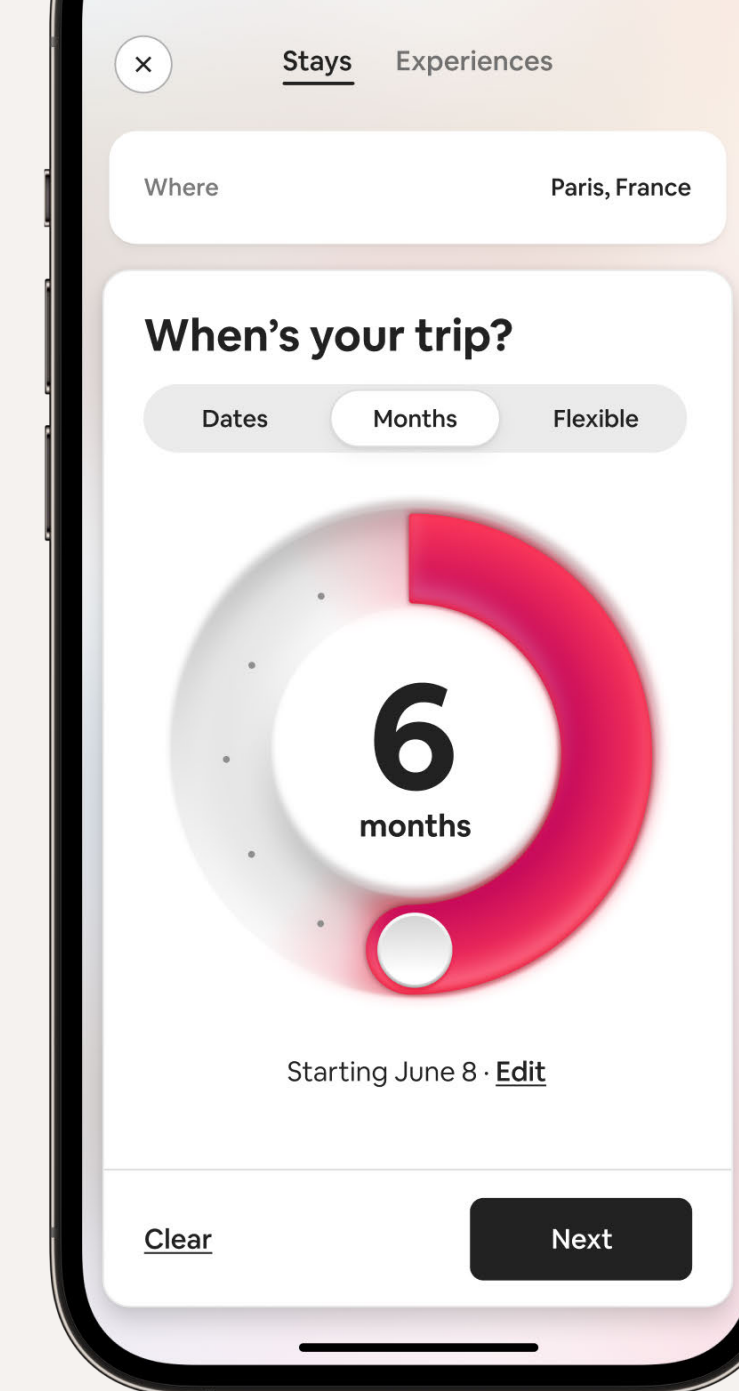
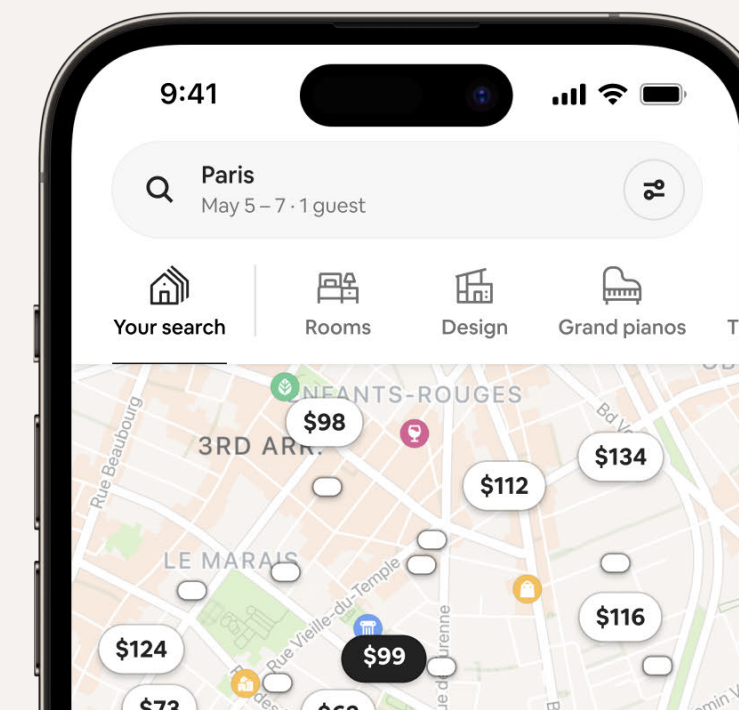
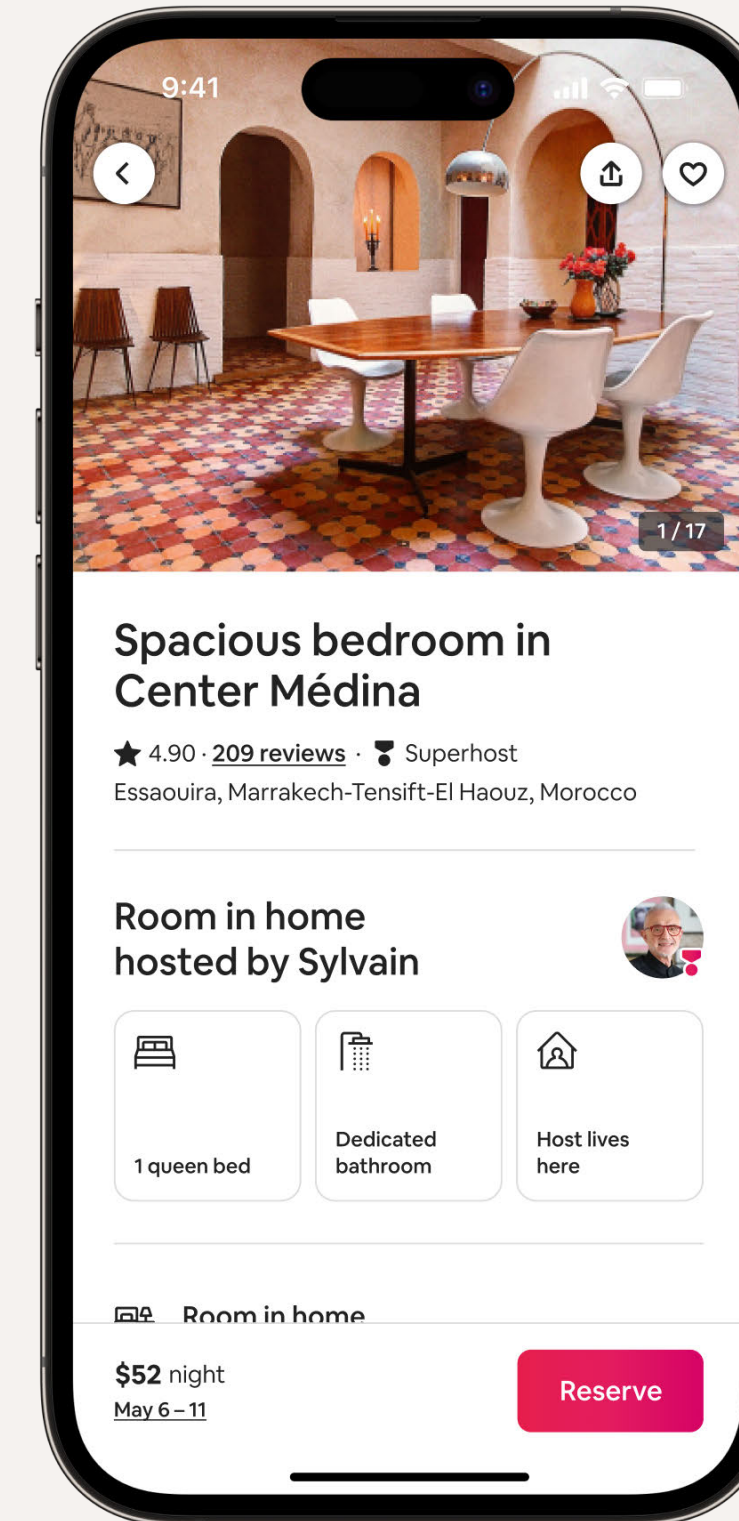
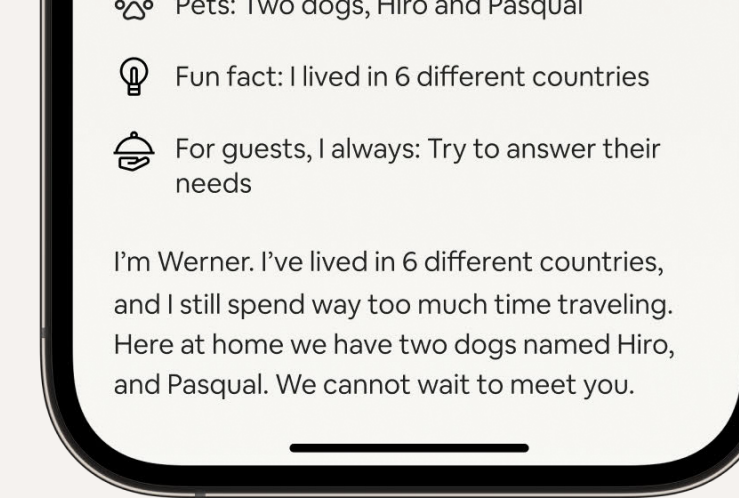
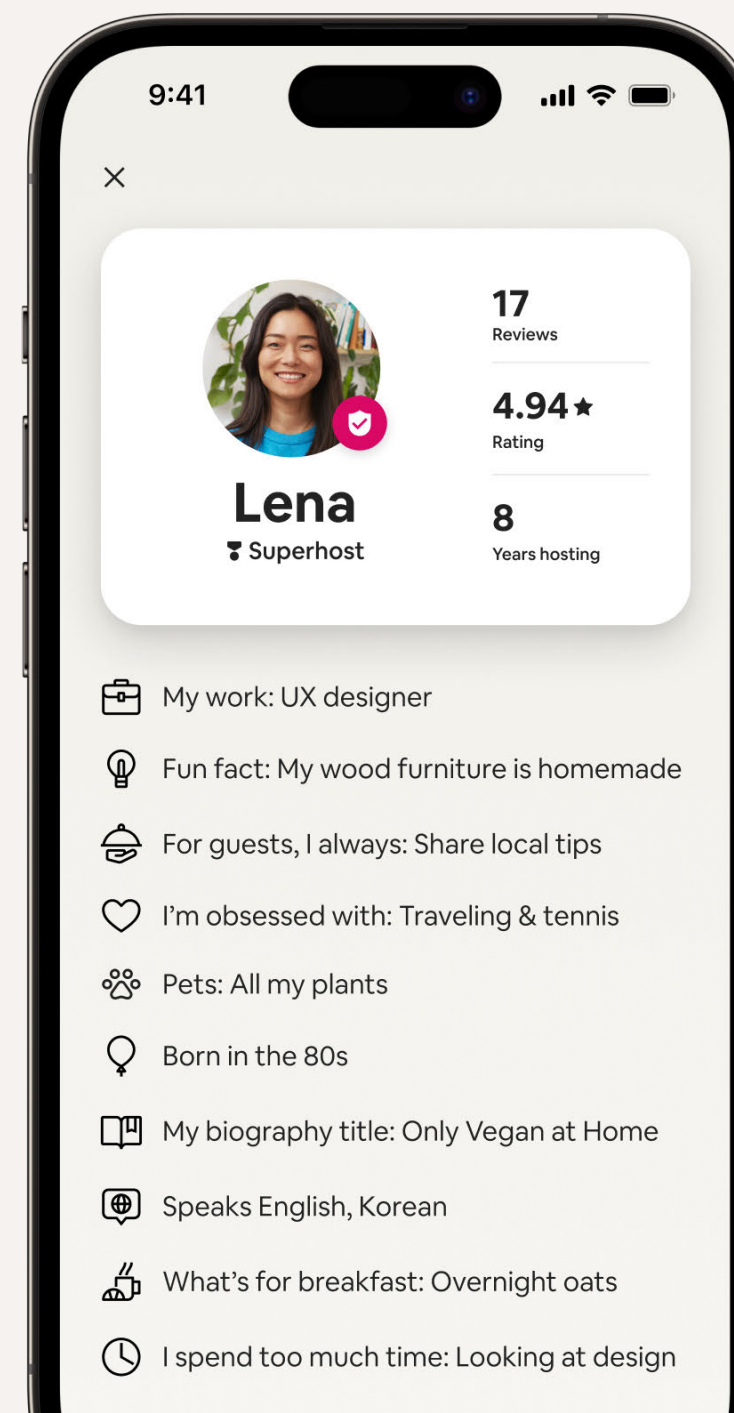
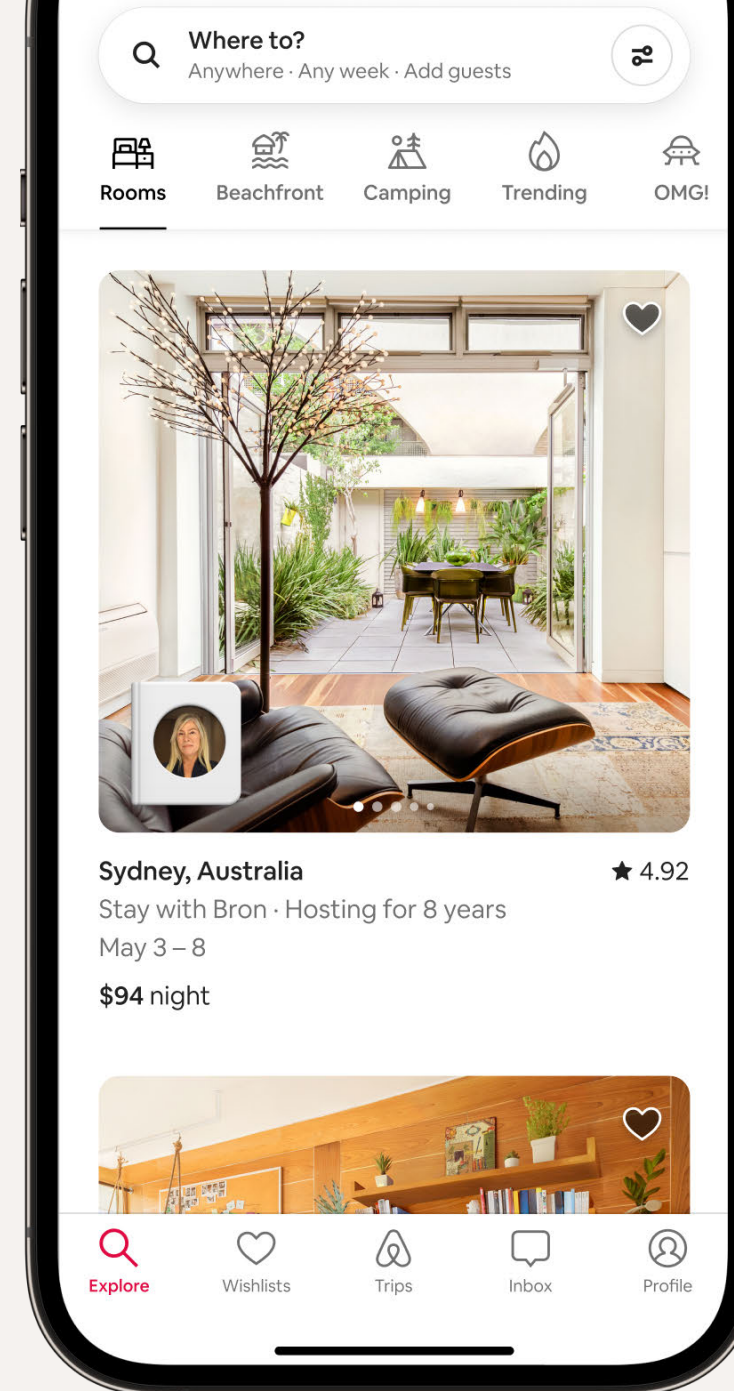
Early Access

Hosts can try new features by enrolling in Airbnb Early Access. They can share feedback to help fine tune the experience.



Worldwide rollout starting May 3

Airbnb Rooms and over 50+ new features and upgrades for guests and Hosts will begin rolling out in early May.



Improvements across the entire Airbnb experience, from signup to checking out

Guest features

Total price display

View the total price, including all fees before taxes across the entire app, including search results, price filter, maps and listing pages.

Faster maps

Faster refresh speed allows you to quickly see new listings while moving the map.

Lower fees for monthly stays

We've significantly reduced our guest service fees starting in the fourth month of a stay.

Priority customer support on a trip

Our dedicated 24/7 support team's goal is to answer 90% of calls in English within 2 mins.

Improved identity verification process

When required, we made it easy to add more information to verify your identity.

New mini-pins on maps

We've added mini-pins to our maps to make it easy to see more available Airbnbs in the places you search.

Persistent pins on maps

We improved map pins to stay in place when you zoom and pan around the map.

Pay by bank

Pay with a linked bank account to save on stays of 28 days or longer (US only).

Distance from points of interest

Searching for a landmark on Airbnb? Results will show the distance from each home.

Appeals for blocked bookings

You can now appeal a blocked booking if it is incorrectly identified as a party risk.

Redesigned wishlists

Get a better view of your wishlists, with a redesigned interface that uses larger images of the homes you've saved.

Smarter search autocomplete

Get better suggestions, more accurate place names, and fewer duplicates while searching.

Monthly payments display

For monthly stays, see what's due for current and future months at checkout.

Highlighting infant-friendly homes

If you're traveling with a baby, search results will highlight amenities like cribs.

Dynamic price filter

Price ranges automatically adjust when using the type of stay filter.

Improved monthly search

Finding long-term stays is simpler and more intuitive with a new dial interface that lets you search for a stay of 1 – 12 months.

Wishlist one-tap save

Save listings directly to your current wishlist from search results with just one tap.

Checkout reminders

Get a helpful reminder of what you need to do to check out, the day before you go.

Highlighting kid-friendly homes

If you're traveling with children, search results will highlight amenities like playrooms.

Airbnb Rooms bathrooms filter

When booking Airbnb Rooms, you can now search for private attached bathrooms.

Transparent checkout instructions

Hosts can share instructions on how to check out of their home on their listing page, so you know what to expect before you book.

Wishlist calendar

An updated calendar makes it easy to view the availability of wishlisted homes.

Checkout feedback in reviews

Now you can provide feedback about your checkout when reviewing a stay.

Highlighting homes for monthly stays

Planning a longer stay? Search results will highlight amenities like dedicated workspaces.

Pay over time

We partnered with Klarna so you can pay in 4 interest-free payments (US and Canada), or monthly for stays over \$500 (US only).

Wishlist notes

You can now add personal notes to the homes in your wishlists.

Instant rebooking credit

If a Host cancels at the last minute, most guests will get credit to rebook instantly.

Identity verification of Hosts

All Hosts getting booked on Airbnb will go through identity verification by spring.

Helpful new features to make hosting easier

Host features

Hosts see total price

Hosts can view their total nightly price across the app to always know what guests will pay.

Price breakdown

An updated price breakdown shows what guests pay and Hosts earn.

Automatic checkout info

Guests will be auto-sent checkout details a day before they leave.

Host interests

Hosts can now select hobbies from a pre-set list to help find shared interests with guests.

Worldwide reservation screening

The technology that helps reduce the risk of parties and damage is now globally available.

Swipe-to-select dates

Hosts can swipe to select a date range in the calendar—no need to tap individual days.

Compare similar listings

Hosts can view the average price of similar listings nearby to stay competitive.

One-tap checkout notifications

With just a tap, guests can now notify Hosts when they've checked out of their place.

More detailed guest profiles

Guests can now add more details to their profile, including interests and past trips.

Built-in checkout instructions

Hosts can create checkout instructions faster by picking from a pre-set list of items.

Pricing and availability settings

Refreshed calendar tools have been updated for a consistent experience across devices.

Quick Replies for checkout

Hosts can use updated inbox tools to easily share their checkout instructions.

Simpler Co-Host invitations

It's now easier than ever for Hosts to invite Co-Hosts to help manage their listings.

Inbox read receipts

Guests and Hosts both get read receipts so you know if a message has been seen.

Weekly and monthly discounts

Hosts can use a slider to set discounts, while also seeing the price guests will pay.

Review highlights for Rooms Hosts

Host profiles for Airbnb Rooms now highlight notable quotes about the Host.

New Co-Host permissions

Hosts can set new permissions: full access, calendar and inbox, or just calendar.

Co-Host tab

A new tab lets Hosts view all Co-Hosts and manage their permissions and payouts.

Yearly calendar view on mobile

Soon, Hosts can view their availability for the year, and each month's price—on one screen.

Fun facts in Host profile

Hosts can customize their profile with fun details, like their favorite song in high school.

New Co-Host payouts

Hosts can share payouts with a Co-Host as either a percentage or fixed amount.

Early Access

Hosts can now try out new features, then help us fine-tune them by sharing feedback.

Custom checkout details

Hosts can now make checkout smoother with clear instructions specific to their home.

Host travel history

Hosts can share trips taken on Airbnb to give guests a better sense of their travel tastes.

Identity verification of guests

All booking guests worldwide will go through identity verification.

