



# Airbnb and Chinese Travelers



## China is connecting with the world



**700,000+**

Chinese students study overseas each year and many explore new horizons from Silicon Valley to London, bringing those experiences back home to share with family and friends.

## Airbnb helps connect Chinese travelers to people, places and communities around the world



Along the way, these travelers become cultural ambassadors for China, sharing with their hosts all that China and the Chinese people have to offer.

We are grateful to have the opportunity to promote these kinds of people-to-people exchanges—21st Century Cultural Diplomacy—in countries around the world.



## Airbnb is growing fast among Chinese travelers

It is proving to be especially popular among younger Chinese people.

**2,000,000+**

guest arrivals from China at Airbnb listings worldwide since the company was founded in 2008.

## Travel by guests from China has grown 500% in the past year.

AIRBNB GUEST ARRIVALS FROM CHINA, BY YEAR:



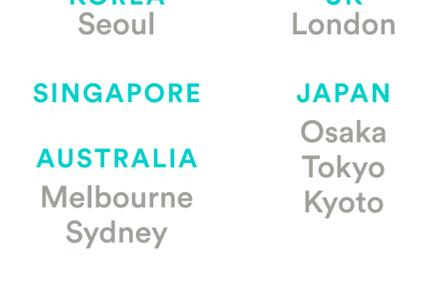
**100,000**

guest arrivals from China at Airbnb listings the week of Chinese New Year in 2016.

**30**

the average age of Airbnb guests from China.

Chinese guests are traveling from cities, with most coming from Shanghai, Beijing and Guangzhou.



## The most popular destinations for Chinese travelers are:

**U.S.** Los Angeles, San Francisco, New York

**THAILAND** Bangkok, Chiang Mai, Phuket

**FRANCE** Paris

**ITALY** Rome

**KOREA** Seoul

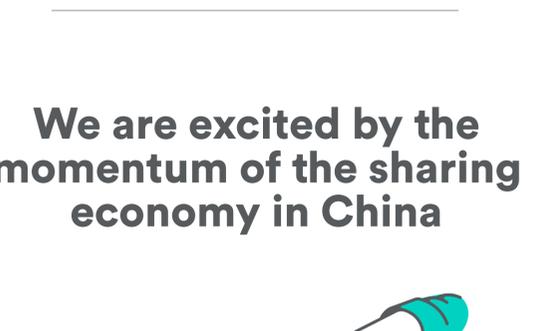
**UK** London

**SINGAPORE**

**JAPAN** Osaka, Tokyo, Kyoto

**AUSTRALIA** Melbourne, Sydney

## Chinese people are embracing the sharing economy at home and around the world



As of April 2016, more than 500 million people in China have used at least one sharing economy service and sharing economy companies are expected to represent 10 percent of China's Gross Domestic Product by 2020.<sup>1</sup>

## We are excited by the momentum of the sharing economy in China



We are excited by China's work to embrace entrepreneurship and innovation. Our mission is to create a world where anyone can belong anywhere and we are committed to serving Chinese travelers and welcoming them into our community.

<sup>1</sup>Source: State Information Center of China