

DEBUNKING THE MYTH:

AIRBNB IS FOR PARTIERS AND BACKPACKERS



OF BOOKINGS ON AIRBNB ARE FROM MILLENNIALS

OF THE ADULT POPULATION MILLENNIALS ACCOUNT FOR



MYTH #1 - MONEY 💰

MYTH

MILLENNIALS ARE BUDGET-CONSCIOUS

Millennials value authentic experiences while they travel, making decisions based on this rather than the financial impact.

NEARLY 25%

of US adults making a household income of more than \$500k are millennials

65%

of millennials stated that regular travel is an important part of their lives

55%

of US millennials are taking more trips than they did a year ago, and they prioritize travel

MYTH #2 - BUSINESS TRAVEL ✈️

MYTH

MILLENNIALS DON'T TRAVEL FOR WORK

By 2020, millennials will comprise half of the global workforce and will account for almost 50% of all business travel spending.

50%

of all business travel spending will be from millennials by 2020

5 PER YEAR

the number of work trips taken annually and usually extend work trips into vacations

\$296 BILLION

spent on business travel by the end of 2017

MYTH #3 - FAMILIES 🏠

MYTH

MILLENNIALS HAVEN'T STARTED FAMILIES YET

In 2015, there were 22 million millennial parents, with 9,000 babies born to them each day.

60 MILLION

is the expected number of millennial parents within the next decade

42%

of the generation's females are moms

700,000

trips were taken by American families on Airbnb in 2015

Airbnb is dedicating far more resources to attract families, professionals, and wealthier travelers. They have built a loyal following with tech-savvy users who appreciate the streamlined interface, transparent platform, and emotionally engaging process. They are the fastest growing OTA on the market with more than 3,000,000 listings worldwide, 2/3 of their listings are entire homes, and they are not slowing down anytime soon.



Sources:
Airbnb Citizen Family Travel Report
Airbnb Citizen Millennial Report
Forbes.com
Pew Research Center
Bloomberg Technology Article I
Bloomberg Technology Article II
Amex Global Business Travel
MDG Advertising
TIME