

# 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.

### BLEISURE

allows professionals to combine work trips with leisure vacations

### 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:  
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Airbnb Citizen Millennial Report  
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Pew Research Center  
Bloomberg Technology Article I  
Bloomberg Technology Article II  
Amex Global Business Travel  
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