What are Airbnb Experiences?

Dancing. Hiking. Cooking. Painting. Sailing... Experiences are one-of-a-kind activities designed and hosted by locals.

Unlike a typical tour or workshop, experiences go beyond the activities themselves. They offer a deep-dive into the local host’s world through their passion, offering a unique journey into a scene that guests couldn’t find on their own.

To use a theater metaphor: Experiences are more like a play, less like improv.

<table>
<thead>
<tr>
<th>Play</th>
<th>Improv</th>
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<tbody>
<tr>
<td>• Planned production at a given place &amp; time</td>
<td>• Unplanned, spontaneous</td>
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<td>• Specific story line</td>
<td>• Audience helps steer the story</td>
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<td>• <em>Example:</em> “We’ll go to Roxie’s because it’s my favorite, and all the writers go there!” ✓</td>
<td>• <em>Example:</em> “We’ll eat Thai or Italian, whatever the guest wants!” ✗</td>
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Some of the most successful experiences offer a unique take on an iconic activity or location in the host’s city.

*For example...*

- in Paris, visiting the Louvre with an art historian who’s also a comedian
- in Cape Town, mountain biking with views of Table Mountain alongside a pro bike racer
- in Barcelona, making paella based on an old family recipe in a private garden

Guests book experiences for a specific date and time based on the host’s offering
What makes Experiences different?

Experiences tell the story of the host’s unique perspective and passion. To help ensure all experiences meet the community’s expectations, they must demonstrate the qualities below.

**Access.** Hosts share their insider knowledge with guests and give them behind-the-scenes access to people, places, or activities that guests couldn’t find on their own.

**What is your experience’s unique access?**

**Perspective.** The experience has personal meaning to the host, it conveys a unique point of view. Experiences tell the host’s story so guests become fully immersed in their world.

**Why could no one else host your experience but you?**

**Participation.** Hosts provide opportunities for guests to meaningfully engage in the activities of the experience, not just passively observing them.

**How are guests participating in your world?**

**Credibility.** Hosts are passionate about the theme of the experience and can demonstrate a deep knowledge or a skilled mastery of the activity.

**How does your passion and knowledge of your subject come through to guests?**

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Check out the full list of Airbnb’s quality standards in our Help Center [article].