Introducing Airbnb Experiences

Founded in 2008, Airbnb’s mission is to create a world where people can feel a greater sense of belonging by connecting with local cultures through unique travel experiences.

Airbnb’s community marketplace provides access to diverse accommodations in more than 65,000 cities and 191 countries. Originally launched as a way for people to earn supplemental income by renting out extra space in their homes to guests, Airbnb has expanded its offering to include local experiences. Airbnb Experiences offer a way to connect with local communities and interests, giving millions of travelers each year the opportunity to participate in a variety of tours, workshops, classes and other activities.

Airbnb Experiences provide another way for hosts to ensure that traveler spending spreads to neighborhoods and small businesses beyond traditional tourist zones. They are also a powerful driver of entrepreneurship, creating a low-barrier pathway for locals with a shareable passion or skill to incubate new business ideas, earn extra income, and market to Airbnb’s vast community—all without the substantial capital it normally takes to start a business.
Hosted by passionate locals, like nature guides, pastry chefs, and salsa dancers, experiences help small businesses and individuals turn their passions and skills into a source of income for themselves and the community. From history tours to pottery classes, local entrepreneurship receives a boost, while travelers benefit by discovering their destinations directly through the people who live there.

Social Impact Experiences provide opportunities for local non-profits to raise money and connect people with their cause. These fun and engaging activities enable both travelers and locals to immerse themselves in the non-profit mission, generating widespread awareness along the way. 100% of proceeds benefit the non-profit organization, and their participation in our platform is free.

Social Impact Experiences

About the non-profit

San Francisco Center for New Horizons

Miami

About the non-profit

Miami: The Seattle Aquarium

Seattle: Food & Cultural Tour

San Francisco: St. Anthony Foundation

St. Anthony Foundation

New York: Cathedral Concert

New York: Cathedral Concert

Airbnb Experiences

Experiences expand tourism and enable entrepreneurs to share their skills.
Airbnb Experiences build on our positive impact on people and cities

Airbnb home hosts have welcomed over 260 million guests into neighborhoods around the world, enabling travelers to experience a different and authentic side of a city through its people.

97%
of the profits of home listings go into the pockets of hosts

$7,200
Amount a typical US Airbnb host earns annually sharing their primary home

50%
of home hosts use Airbnb as supplementary income to make ends meet

Airbnb can also be a powerful economic partner for cities.

306
Jurisdictions where Airbnb is remitting hotel and tourist taxes, globally³

$459 million
Hotel and tourist taxes remitted in the US alone

³ As of November 2017

Get in touch

Find out more about Airbnb Experiences at www.airbnb.com/experiences and contact UtahTrips@airbnb.com to learn more about experiences in your city or to recommend local businesses, community organizations, or ideas for experiences.