



REPORT | NOVEMBER, 2016

# Airbnb and The Rise of Millennial Travel

# Airbnb and Millennial Travelers

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Airbnb's mission is to democratize travel by allowing anyone to belong anywhere. We make this happen through our people-to-people platform – we are of the people, by the people, and for the people – that connects hosts and guests in 191 countries around the world.

Airbnb's growth has been propelled by several factors, including popularity among millennial travelers (millennials are defined as between 18 and 35 years of age). Millennials are the largest generation in history, and by 2025, millennials and younger generations will account for 75% of all consumers and travelers.

The following report outlines the findings of a study of millennials conducted in September and October 2016 by GfK, in conjunction with Airbnb. From September 27 to October 12, 2016, a total of approximately 1,000 interviews each were conducted online among Millennials (ages 18-35) in the US, the UK, and China.

Key findings of this report, compiled using data from the survey as well as Airbnb booking data:

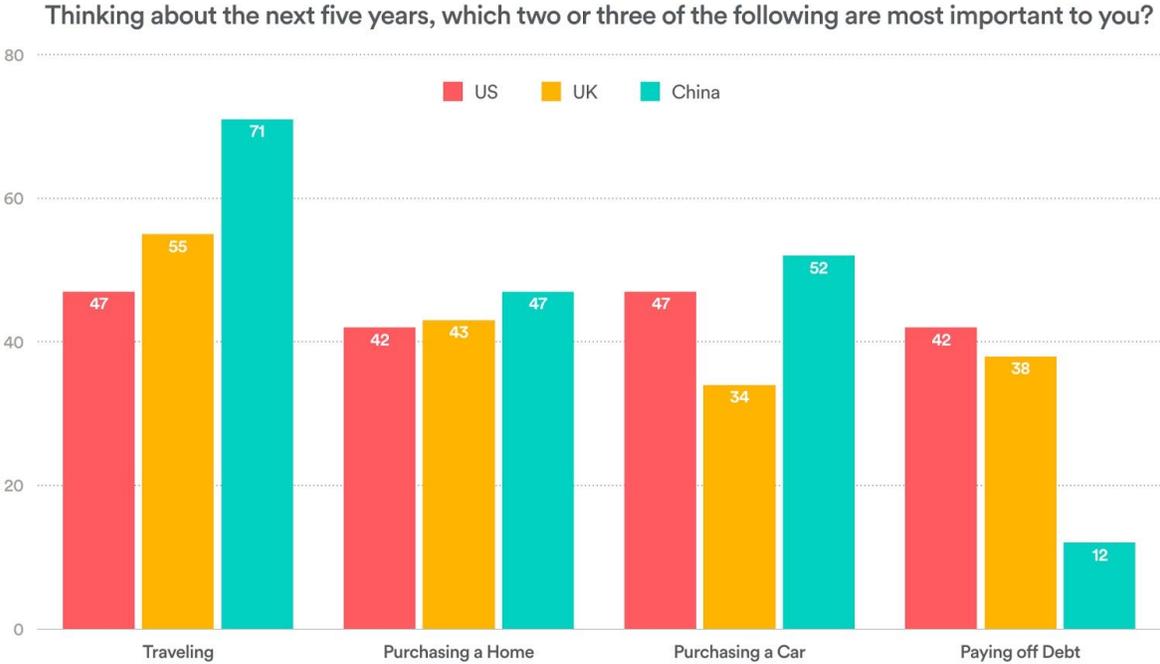
1. **Travel is deeply important to millennials, especially in China.** Most millennials would prioritize travel over buying a home or paying off debt.
2. **Millennials say they're looking for something new when they travel – more adventurous, local and personal.** Over 80% of millennials seek unique travel experiences and say that the best way to learn about a place is to live like the locals do.
3. **Millennials are passionate users of Airbnb and a substantial, growing part of Airbnb's community.** Roughly 60% of all guests who have ever booked on Airbnb are millennials, and the number of millennials who have booked on Airbnb has grown more than 120% in the past year.

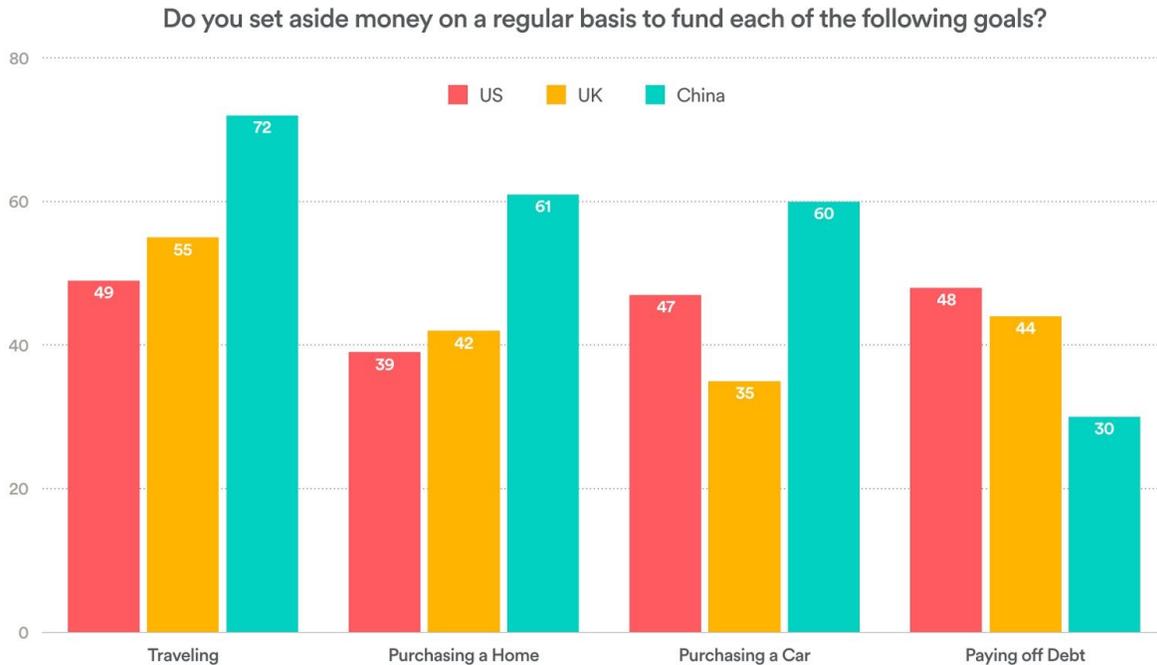
# 1. Travel is deeply important to millennials, especially in China.

## Most millennials would prioritize travel over buying a home or paying off debt

The survey findings show that millennials care deeply about travel and consider it an important part of their lives. In fact, the survey showed millennials prioritize travel over buying a home or paying off debt, and prioritize it as much or more than buying a car.

Millennials surveyed in the U.S., U.K., and China say that when they think about the next five years, traveling is more important to them (or as important to them) than purchasing a home, paying off debt, or purchasing a car. More millennials also said they set aside money to fund travel than paying off debt, purchasing a car, or purchasing a home.





In addition to prioritizing travel, millennials feel that travel is core to their identity. Over 70% of millennials surveyed in each country said “travel is an important part of who I am as a person,” and over 65% of millennials said that “regular travel is an important part of my life.”

This is all especially true among millennials in China. 93% of millennials surveyed in China said that “travel is an important part of who I am as a person.” And in China, more millennials say that if they received the equivalent of roughly \$10,000 today they would put it towards travel instead of purchasing a car, purchasing a home, saving, or paying off debt.

**FIGURE 1. Imagine you received 100,000 RMB today. Which one of these would you most want to put that money towards?**

	% of Chinese millennials surveyed
Traveling	<b>44%</b>
Purchasing a home	13%
Paying off debt	6%
Purchasing car	16%
Savings	20%

More than half of millennials in the UK (55 percent) and US (56 percent) and 83 percent in China say that they are spending more on travel than they did a year ago.

Across all countries, over 70% of millennials who do not currently feel that they have enough time to travel said that if they suddenly had more time to spend on themselves, they would travel more. Figures are even higher when it comes to money; nearly 90% of those who do not have enough money to travel as much as they'd like to say that if they suddenly had more money to spend, they would travel more.

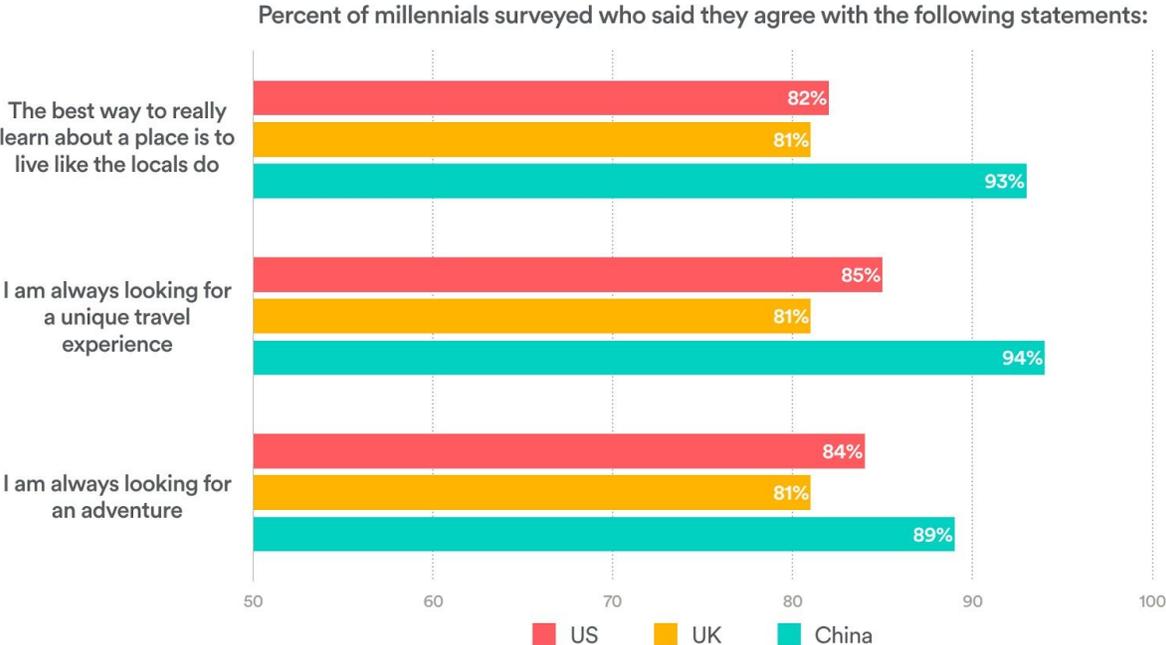
## 2. Millennials are looking for something new when they travel – more adventurous, local and personal, and less scripted.

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*Over 80% of millennials say the best way to learn about a place is to live like the locals do*

Millennials overwhelmingly say that they are seeking out new, adventurous, and local experiences when they travel.

Over 80% of millennials surveyed in each country say they are always looking for a unique travel experience and adventure when they travel, and say that the best way to learn about a place is to live like the locals do.



In fact, the survey data shows that across the US, UK and China, millennials are seeking out new types of travel experiences, ones that are more local, active, and personal.



### **A majority of the millennials surveyed said:**

They prefer to stay in accommodations that are in **cool, local neighborhoods**, rather than wanting to stay close to top tourist attractions. (US: 55%; UK: 53%; China: 56%)

They prefer an **active** vacation, full of exploration. (US: 51%; UK: 54%; China: 54%)

They overwhelmingly prefer to try food at **local restaurants** when they travel, rather than places they are familiar with from home. (US: 75%; UK: 71%; China: 65%)

They don't mind traveling by themselves, because it's **easier to meet locals** that way. (US: 58%; UK: 52%; China: 82%)

They say **meeting lots of people** when they travel is more important than bringing back souvenirs. (US: 54%; UK: 61%; China: 67%)

Nearly 60% of millennials polled in the US and UK say they are looking more for an **adventure** when they travel, as opposed to decompressing (US: 58%; UK: 59%)

A majority of millennials polled in the US and UK say that discovering **hidden local places** is more important to them than visiting major tourist attractions. (US: 53%; UK: 57%)

A majority of millennials polled in China (54%) say that experiencing **local hot spots** is more important to them than learning about the history of their destinations.

75% or more of millennials surveyed in each country say they prefer to **create their own itinerary**, rather than leaving it up to a packaged tour.

### 3. Millennials are passionate users of Airbnb and a substantial, growing part of Airbnb’s community.

*Roughly 60% of all guests who have ever booked on Airbnb are millennials, and the number of millennials who have booked on Airbnb has grown more than 120% in the past year*

Airbnb has long been popular among millennial travelers because it provides the unique, local travel experiences that millennials crave. In fact, 60% of all guests who have ever booked on Airbnb are millennials, with a YOY growth rate of 128%. Trips booked by millennials have accounted for over 77 million guest arrivals at Airbnb listings all time, including over 44 million in just the past year.

Airbnb is particularly popular among millennial travelers in China, where 83% of all guests who have ever booked on Airbnb are millennials – the highest percentage of any country globally. The number of millennial Airbnb travelers in China has more than quadrupled YOY. Trips booked by Chinese millennials have accounted for nearly 4 million guest arrivals at Airbnb listings, including nearly 3 million just in the past year.

Moreover, more than half of millennials polled in each country are familiar with the concept of home sharing, and even more (at least 60%) in each country say they are likely to consider staying in a home (as opposed to a hostel or hotel) on future trips, or have already stayed in one.

FIGURE 2. How likely are you to consider staying in a home (as opposed to a hotel or hostel, etc.) on future trips?

	US	UK	China
Very or somewhat likely	67%	57%	76%
Not too likely or not at all likely	31%	40%	15%
I have already used one	2%	3%	9%



Why are millennials so positive about home sharing services like Airbnb? Because services like Airbnb provide many of the travel experiences they seek.

The vast majority of millennials say that it is important their accommodations are available in a variety of locations and areas, and offer opportunities to experience the local culture. The vast majority also say it's important to them that their accommodations make them feel like a part of the local community, and offer opportunities to meet people from the area.

**FIGURE 3.** Percentage of millennials who say the following is an important driver in their choice of accommodation when they travel:

	US	UK	China
Good selection of locations / variety of areas	90%	87%	94%
Offers opportunities to experience local culture	85%	86%	92%
Provides opportunities to meet people from the area	73%	71%	86%
Makes me feel part of the local community	78%	69%	86%

