



PRESENTS



EA MASTERS 2018



Robin
Clifford
@Airbnb

Host Of Head Operations
for Northern Europe, Airbnb

PRINCIPAL PARTNER



The importance of millennials on shaping
the future of travel - and estate agency

#EAMasters

The Millennial Traveler:

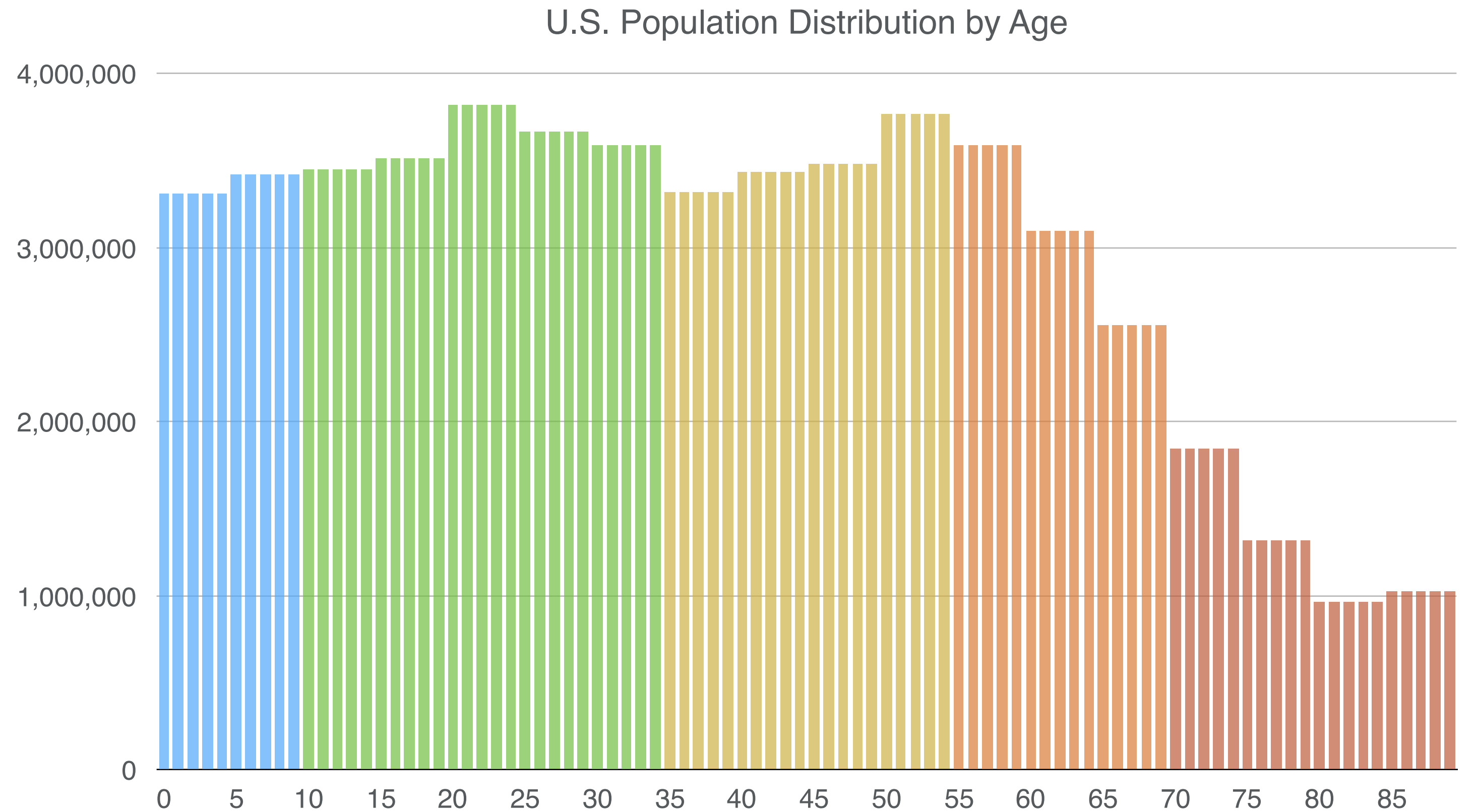
A search for experience

ROBIN CLIFFORD / EA MASTERS 2018 / LONDON



What is a Millennial?

- **Numerous and growing**
- **Uniquely diverse**
- **They're growing**



Millennials Care About Experiences:

“It’s not just homes: Millennials have been reluctant to buy items such as cars, music and luxury goods. Instead, they’re turning to a new set of services that provide access to products without the burdens of ownership, giving rise to what's being called a ‘sharing economy.’”

Goldman Sachs Research

Millennials Care About Perception:

“Today, a product or service is powerful because of how it connects people to something—or someone—else. It has impact because we can do something worthwhile with it, tell others about it, or have it say something about us.”

Fast Company

How do Millennials Travel?

They travel more.

They care about their overall personal brand ...

...and their travel brand



Millennials: The Future of Travel

- **300 million** international trips by 2020
- **In China**, millennials account for **40%** of all outbound travel



Outbound Chinese Millennials

- 200 million Chinese aged 15-24
- China is Airbnb's fastest growing market for outbound travelers.
- Localized product



A Shift in Luxury Travel

Features that define a luxury/exceptional experience by age group

Amenity/service	35+	Under 35
Breakfast included	53%	37%
Luxurious room décor / design	40%	55%
Quality restaurant	39%	31%
Luxurious bathroom décor / design	33%	59%
Complimentary water	32%	18%
Pool	30%	33%
Free parking	27%	2%
Espresso machine in room	22%	18%
Choice of pillows	21%	10%
Spa	19%	41%
Fruit or piece of chocolate in the room	18%	20%
Complimentary driver service	14%	24%
Healthy food options	14%	18%
Languages spoken by staff	13%	6%
24 hour food service	11%	12%
Laundry service	11%	4%
Accessible parking	10%	2%
iPad in the room to control settings	4%	22%

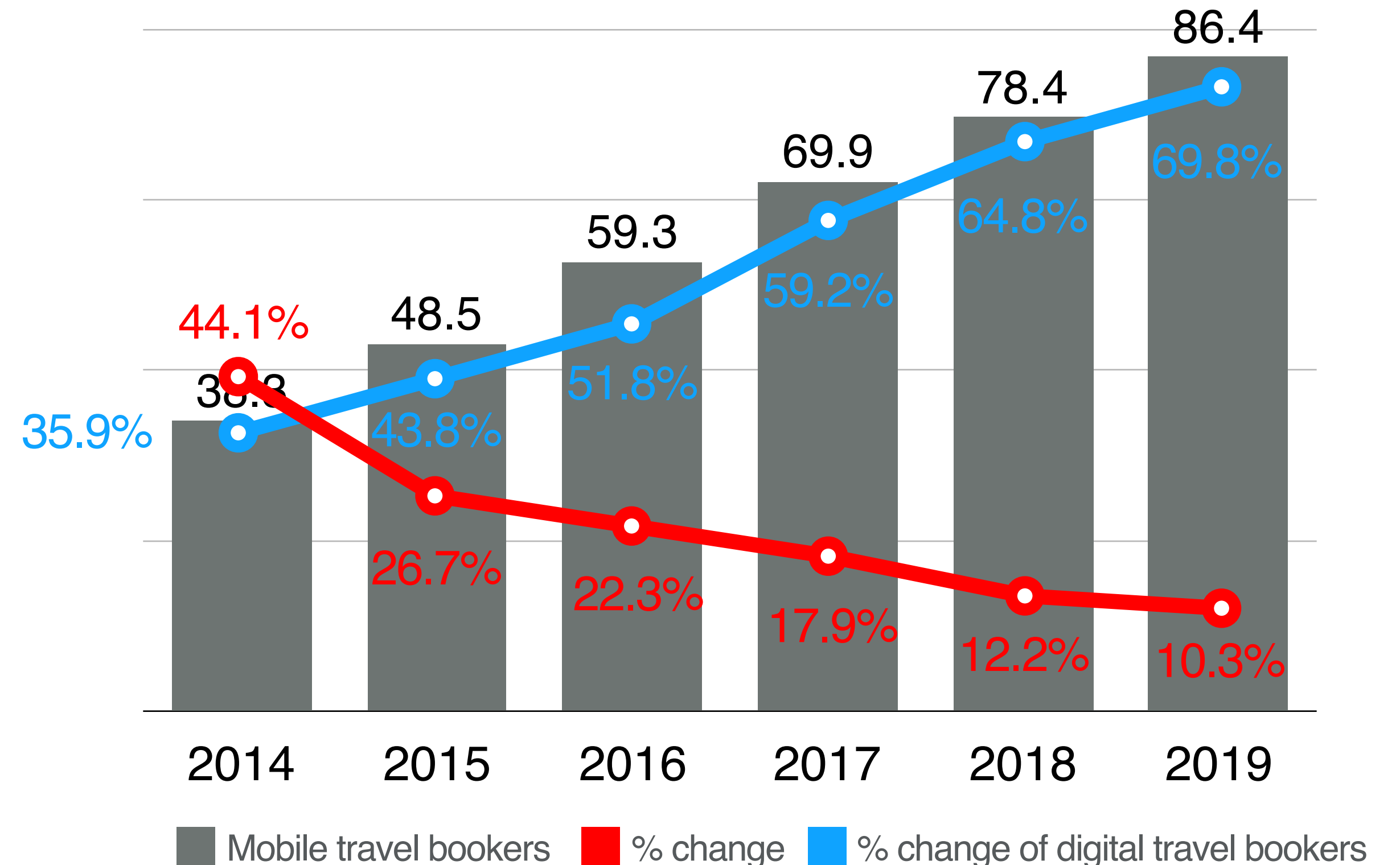
Digital Natives + Mobile First

“ In 2016, 51.8% of travelers who book trips via digital means will do so using a mobile device, according to eMarketer’s latest estimates of digital and travel research and booking. That will be up from 43.8% this year.”

-eMarketer

US Mobile Travel Bookers 2014-2019

millions, % change and % of digital travel bookers



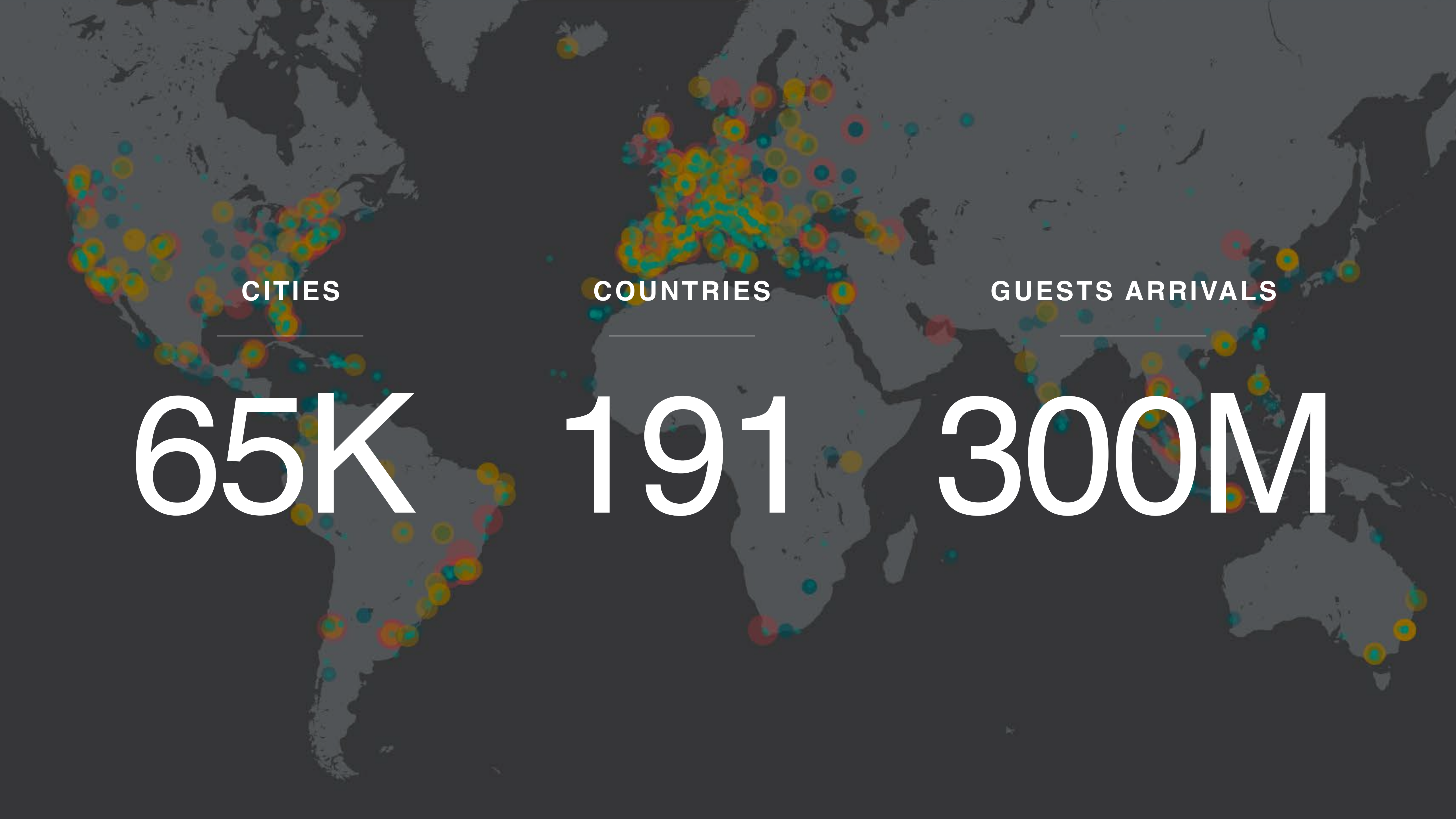
Note: Ages 18+ mobile device users who have booked travel via mobile device at least once during the calendar year.

Source: eMarket, Nov 2015

A world map with a dark grey background, overlaid with numerous semi-transparent, overlapping circles in shades of yellow, orange, and red. These circles represent the locations of homes listed on Airbnb, with a high concentration in Europe and North America.

TOTAL HOMES ON AIRBNB

+5 Million



CITIES

COUNTRIES

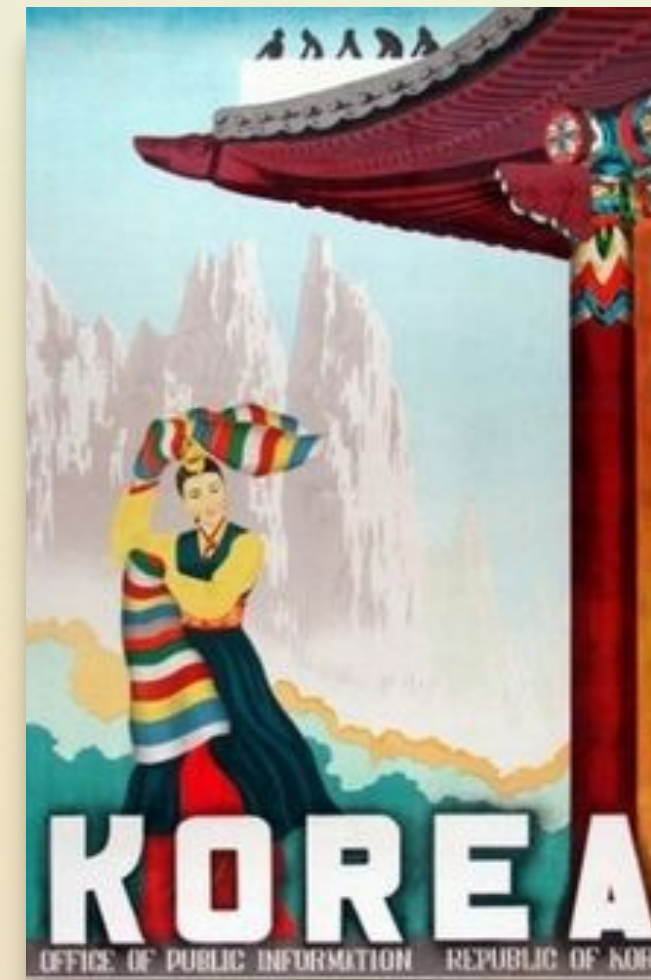
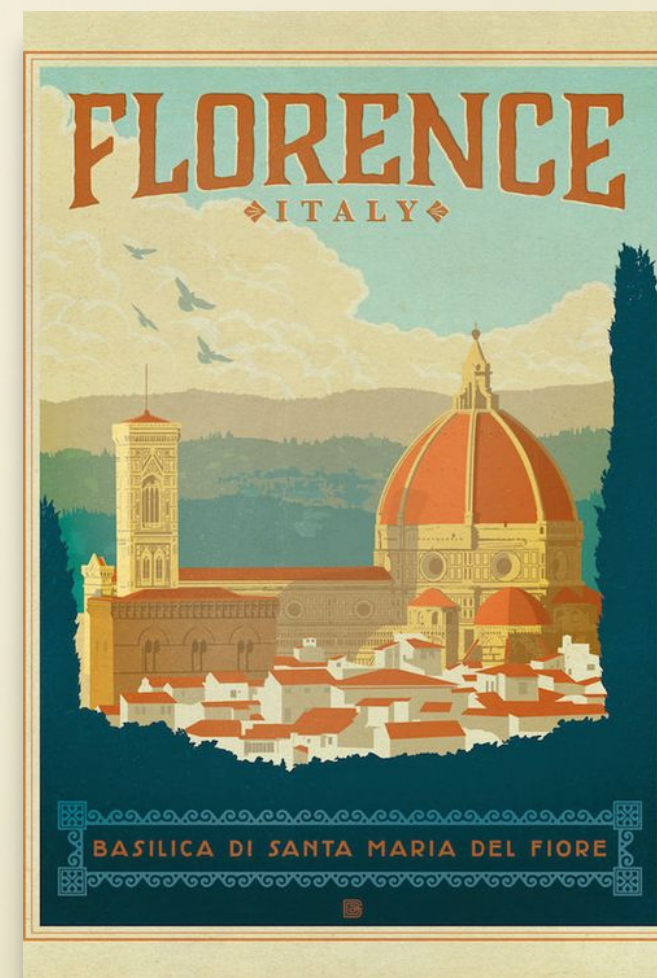
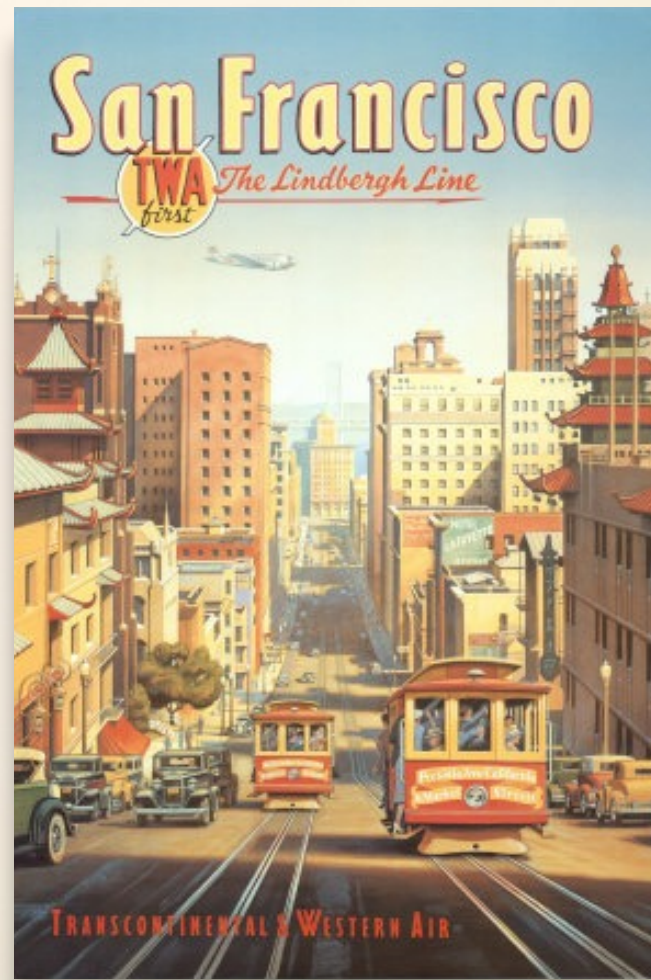
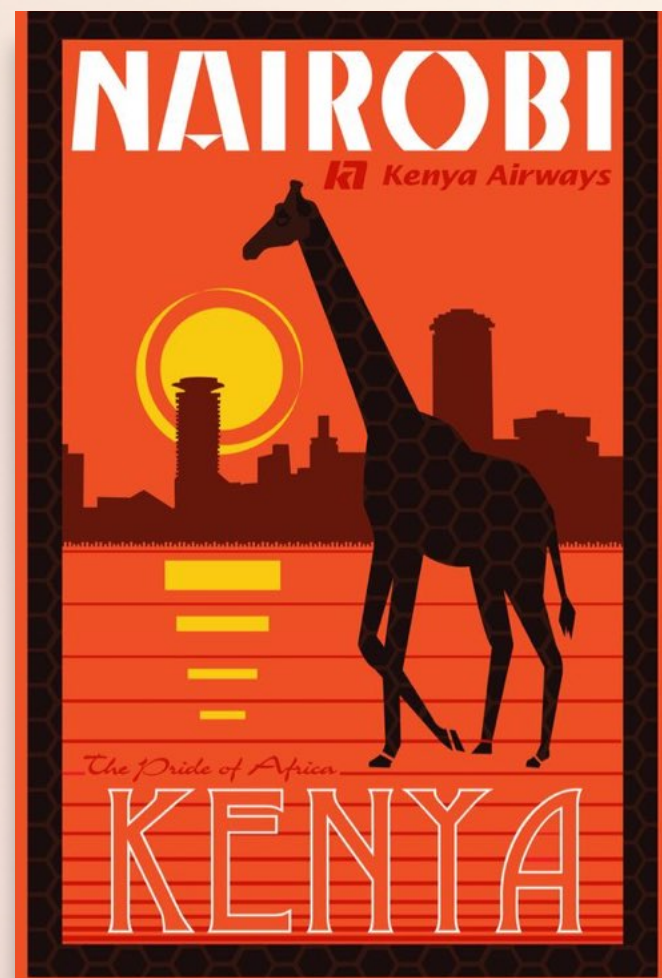
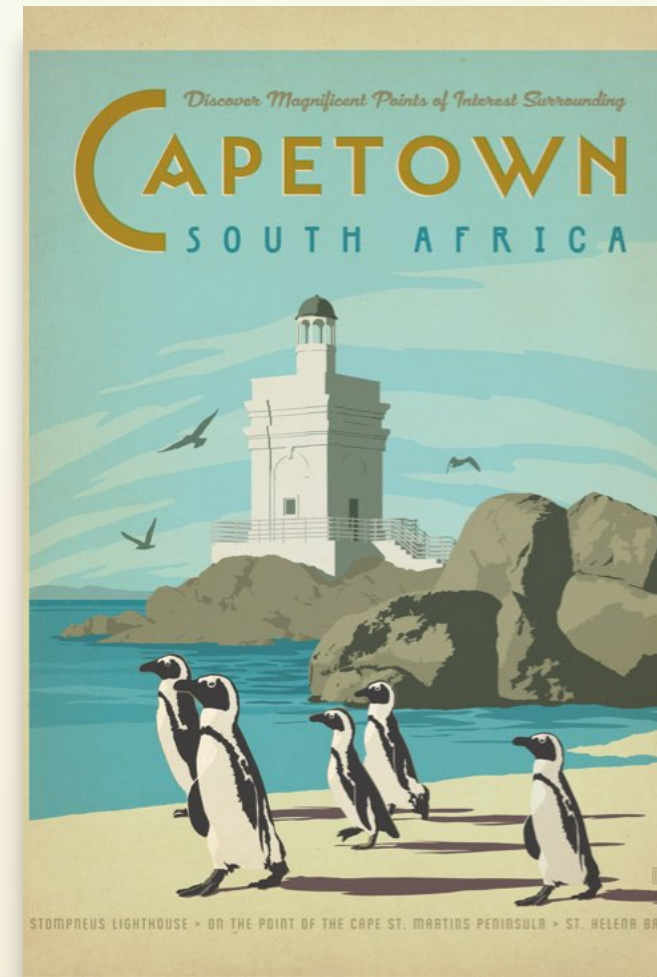
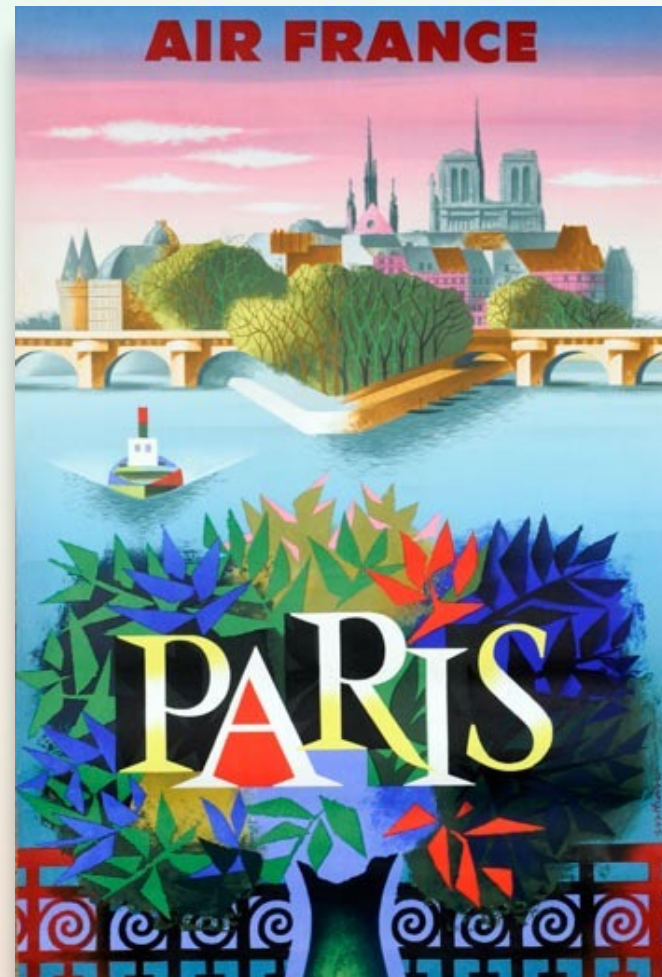
GUESTS ARRIVALS

65K

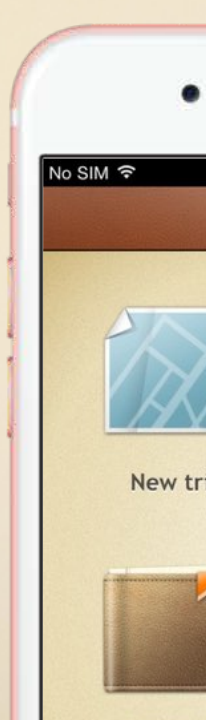
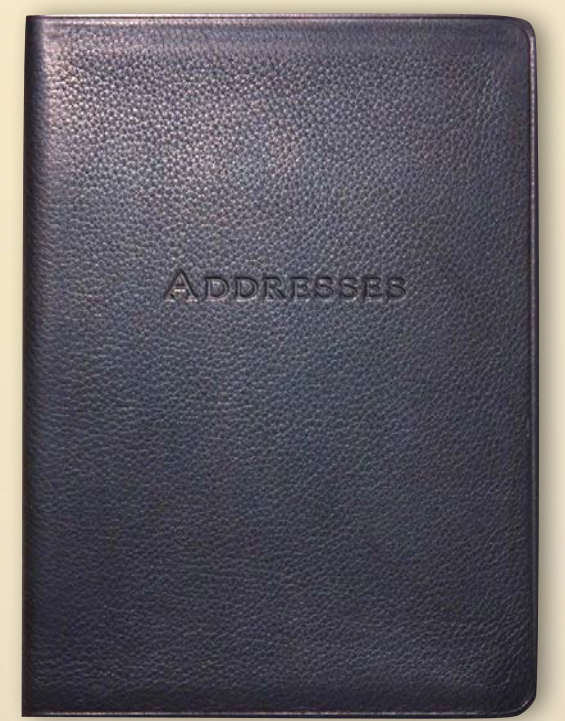
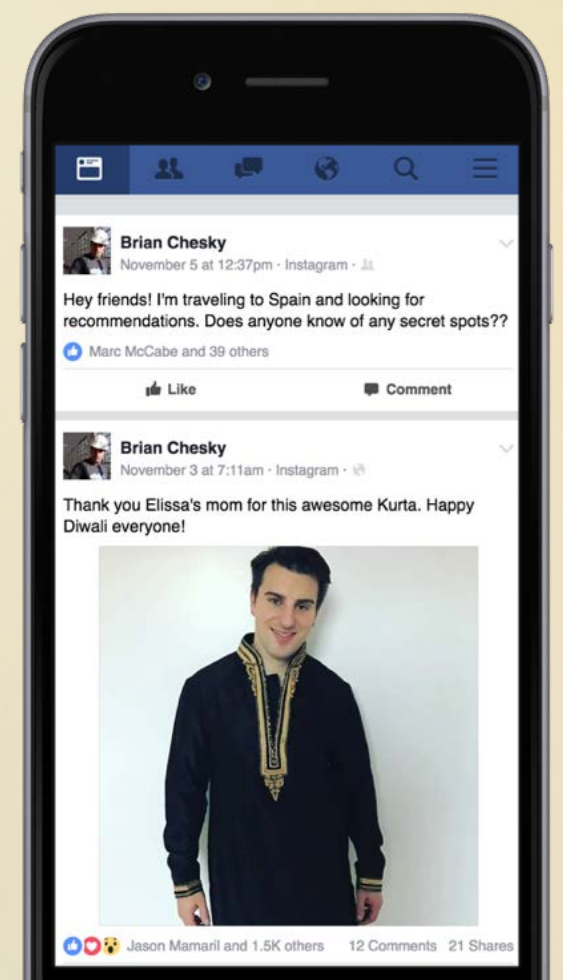
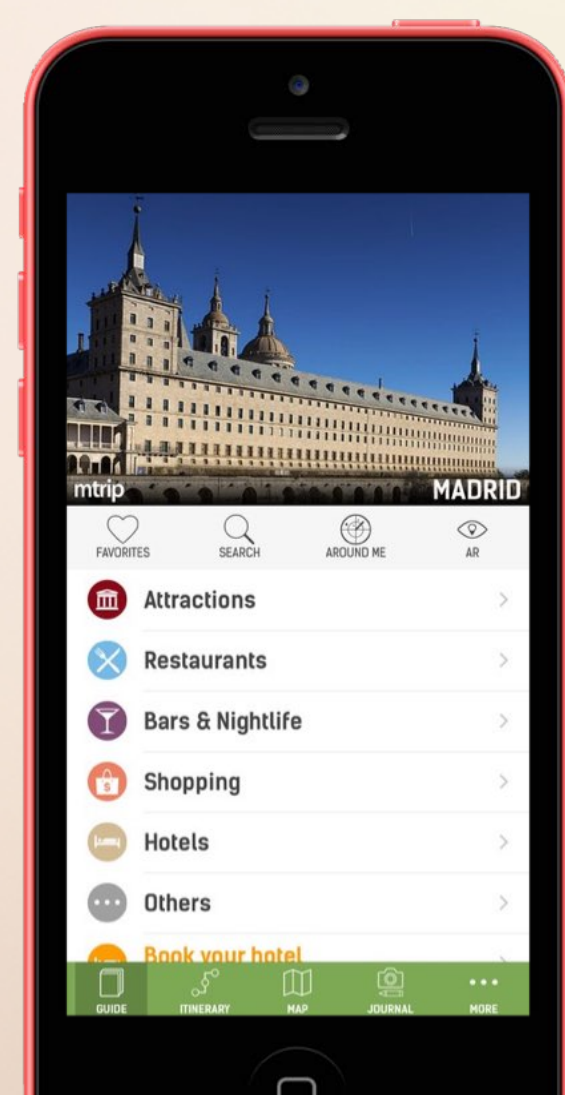
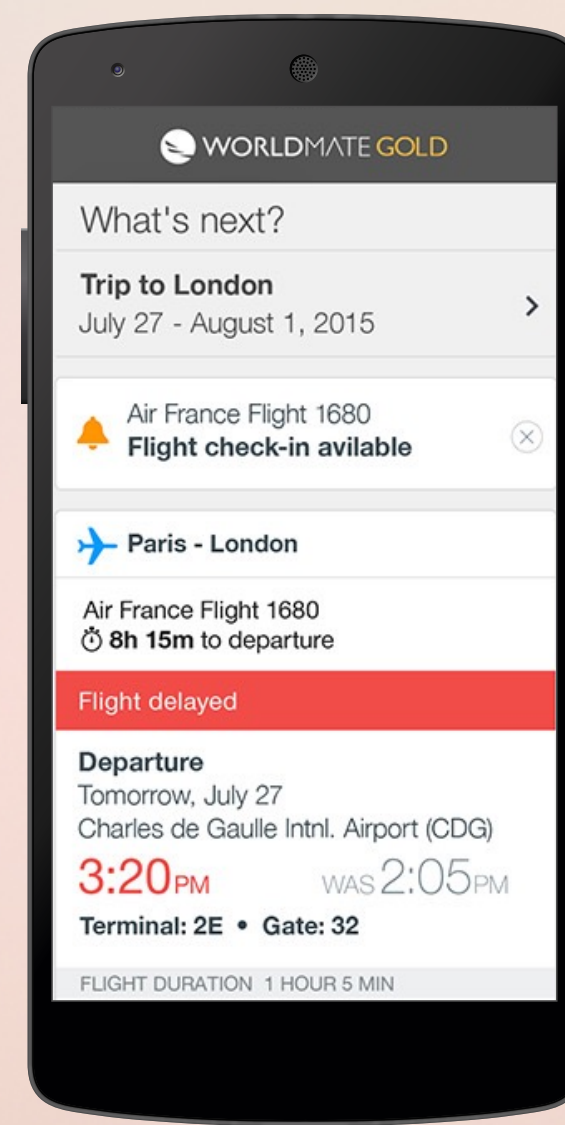
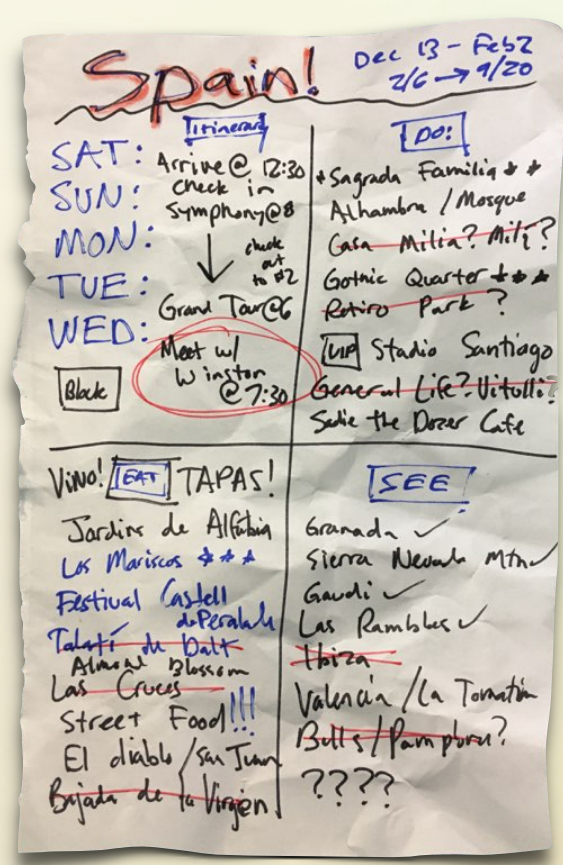
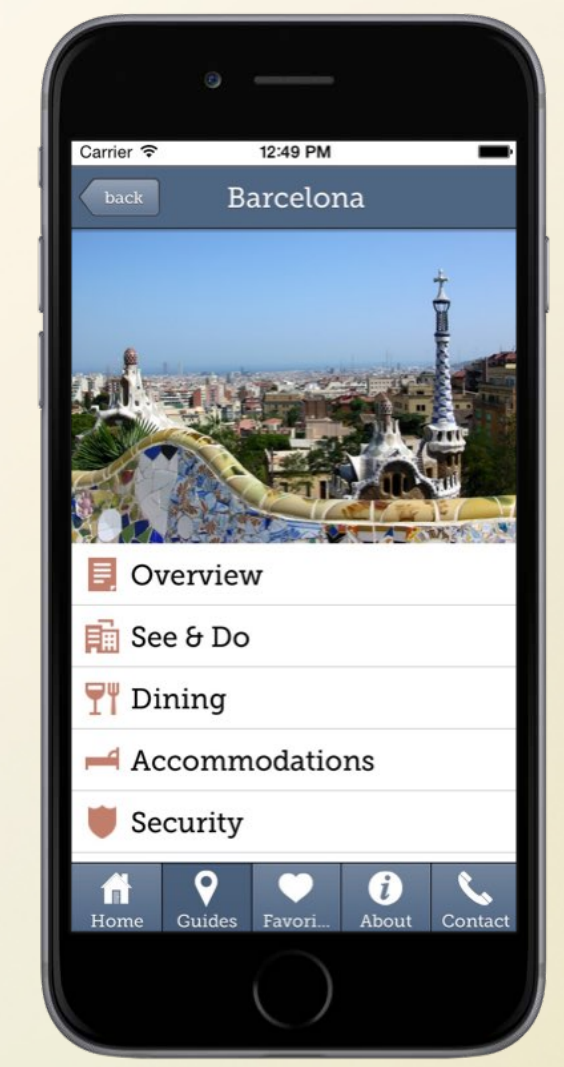
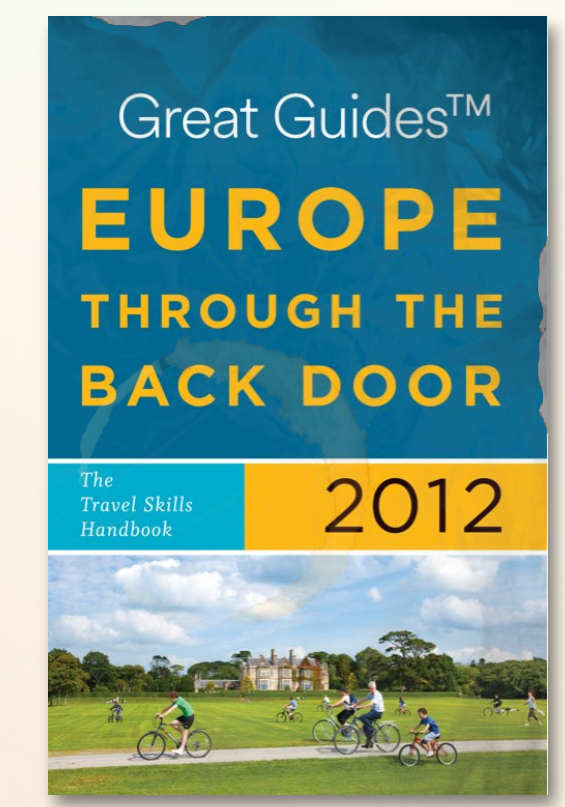
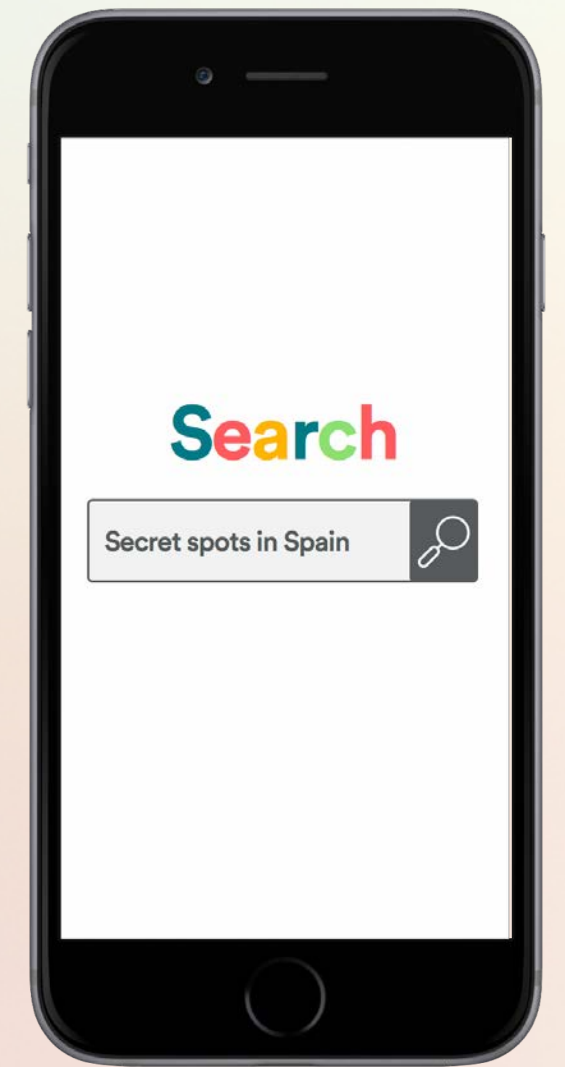
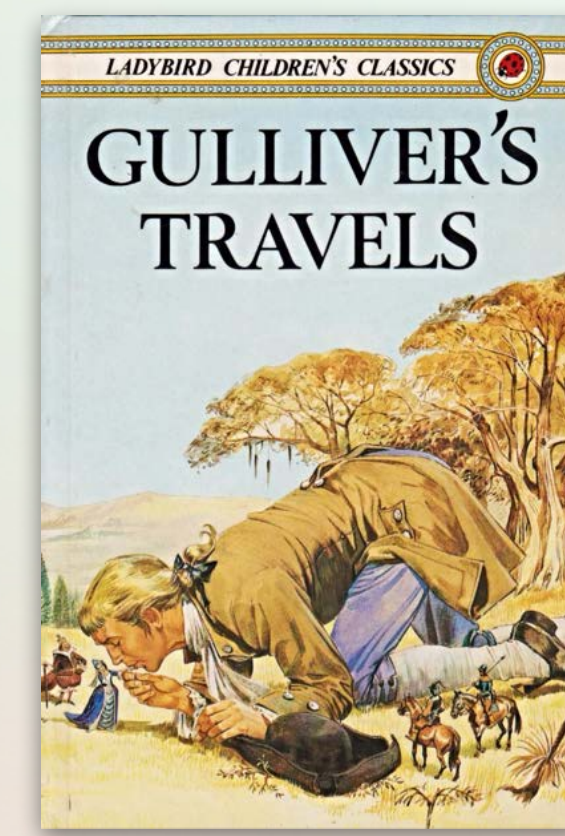
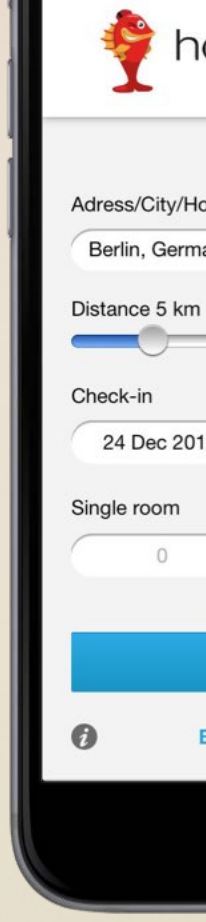
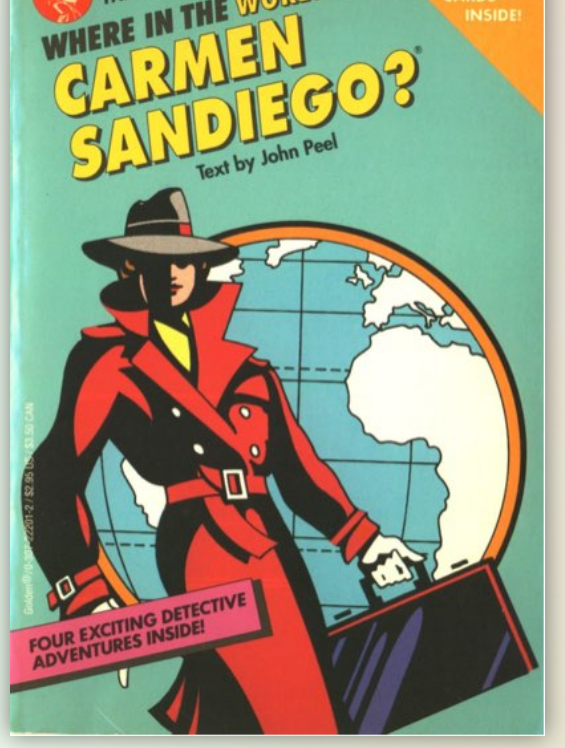
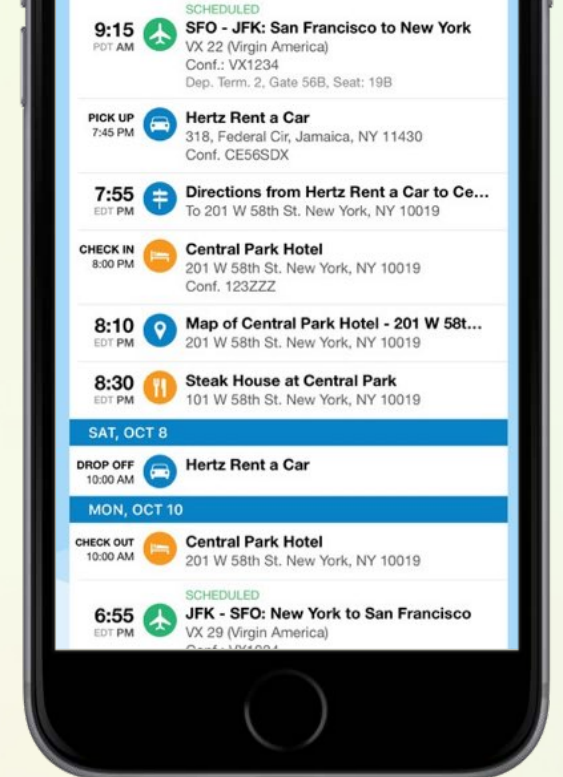
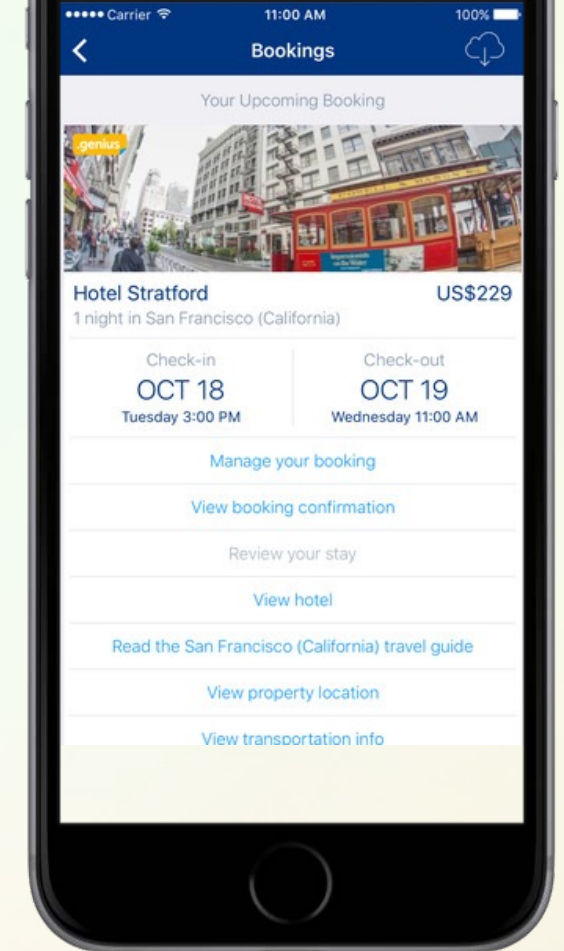
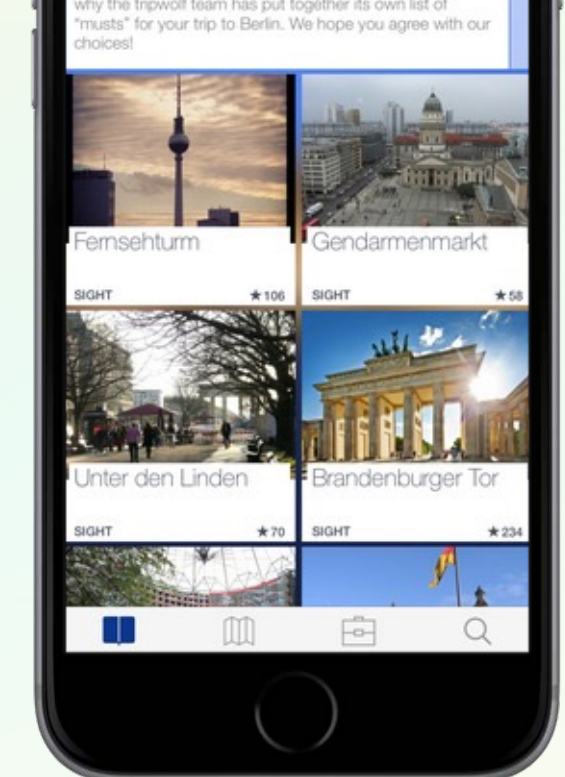
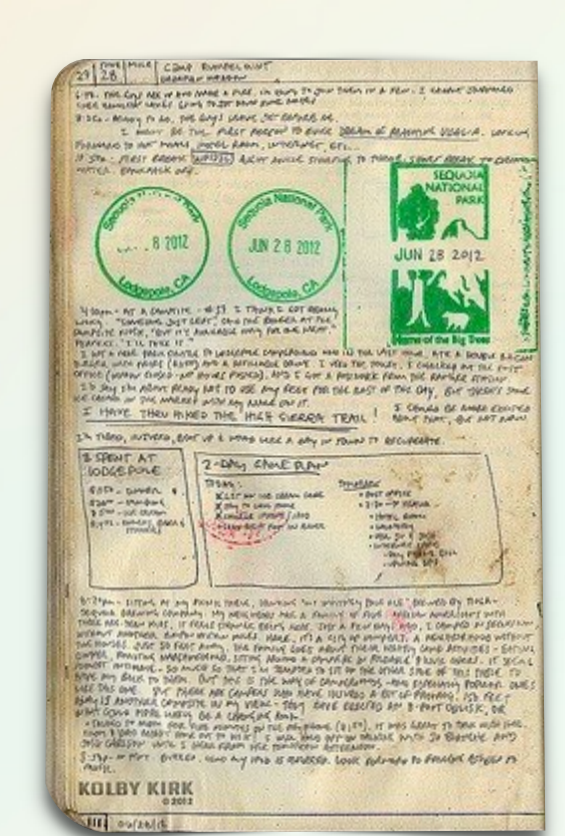
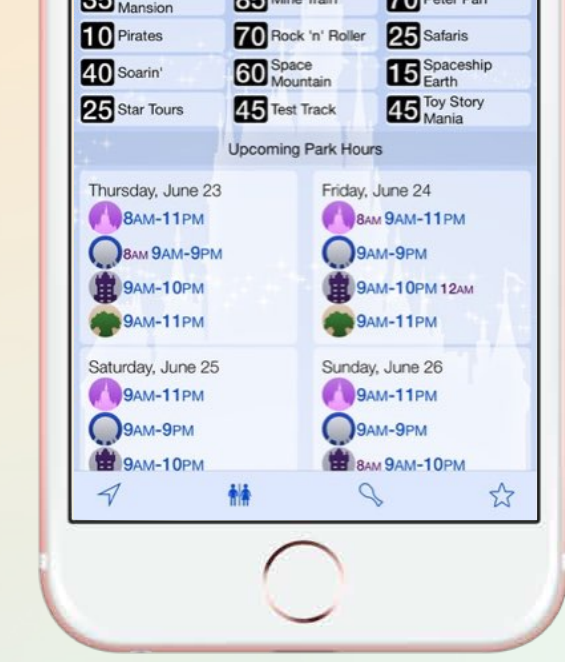
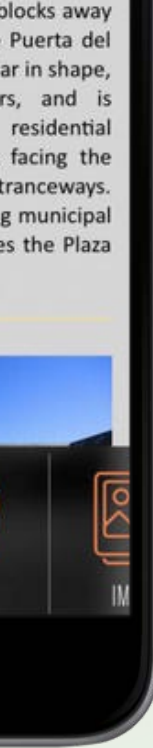
191

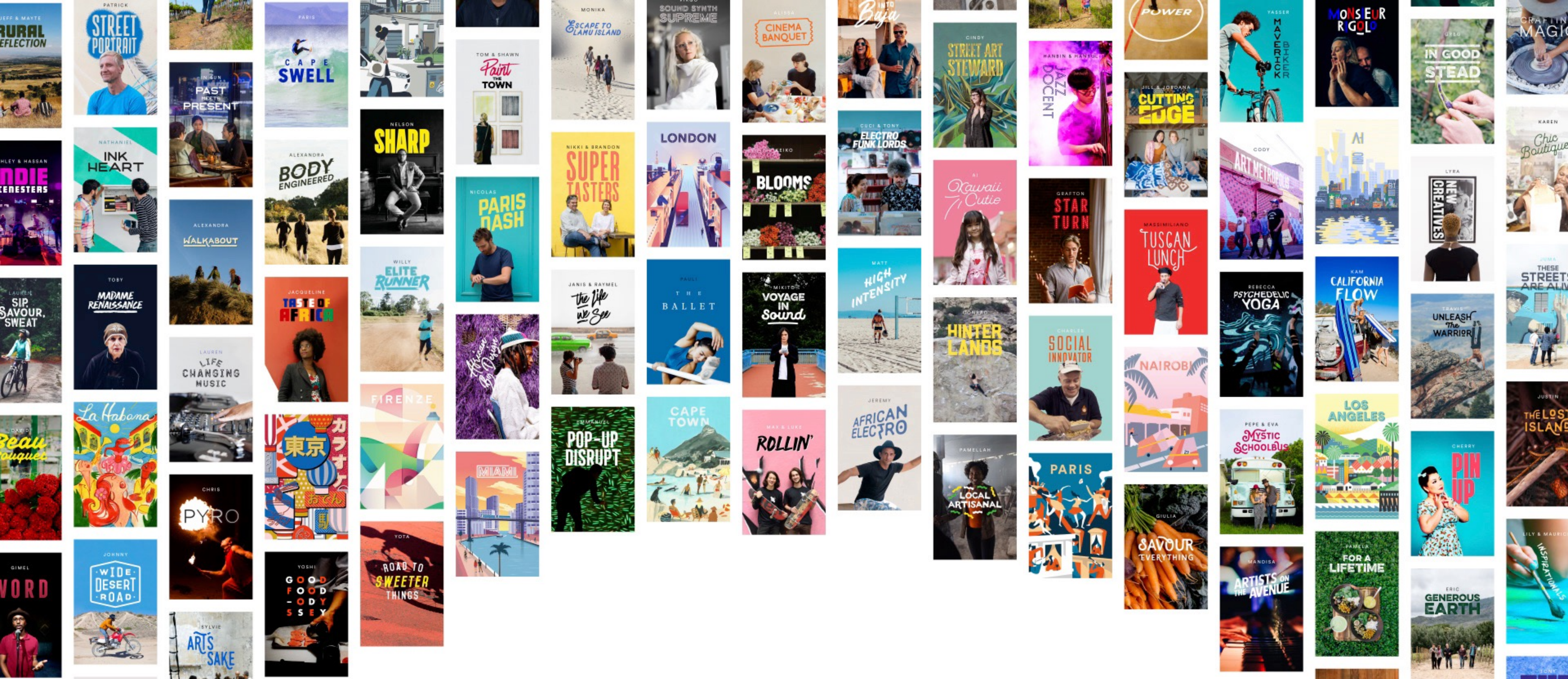
300M











Welcome to the world of trips.



HOMES



EXPERIENCES



PLACES

A close-up photograph of a person's hands holding several dark, irregular truffles. The person is wearing a green jacket and a brown hat. The background is dark and out of focus.

GIULIO

THE TRUFFLE
HUNTER



Jour 1 · 17:00 – 19:00
Learn Truffle Basics



Savor Tuscan specialities with the owner of Florence's gourmet food shop.

Inclus : Wine et Truffle aperitivo

Jour 2 · 10:00 – 12:00
Stroll the Truffle Trail



Head with me into the Tuscan countryside to hunt for truffles.

Jour 2 · 13:00 – 15:00
Gourmet Truffle Tasting



In my home, learn how to clean, preserve, and taste truffles.

Inclus : Wine and water will be offered et Truffle ta...

TETSURO

SAMURAI
SWORD
ARTIST





Jour 1 · 19:00 – 21:00
Meet Samurai Over Dinner



Learn about the culture and history of samurai warriors over dinner.

Jour 2 · 10:00 – 12:00
Prepare Your Mind



Visit shrines and temples before a samurai training session in a park.

Inclus : Rental Hakama

Jour 2 · 14:00 – 16:00
Samurai Swordplay Workshop



Train like a true samurai in a traditional Japanese dojo.

Partnerships with estate agencies

Partnerships with Estate agencies

The opportunity

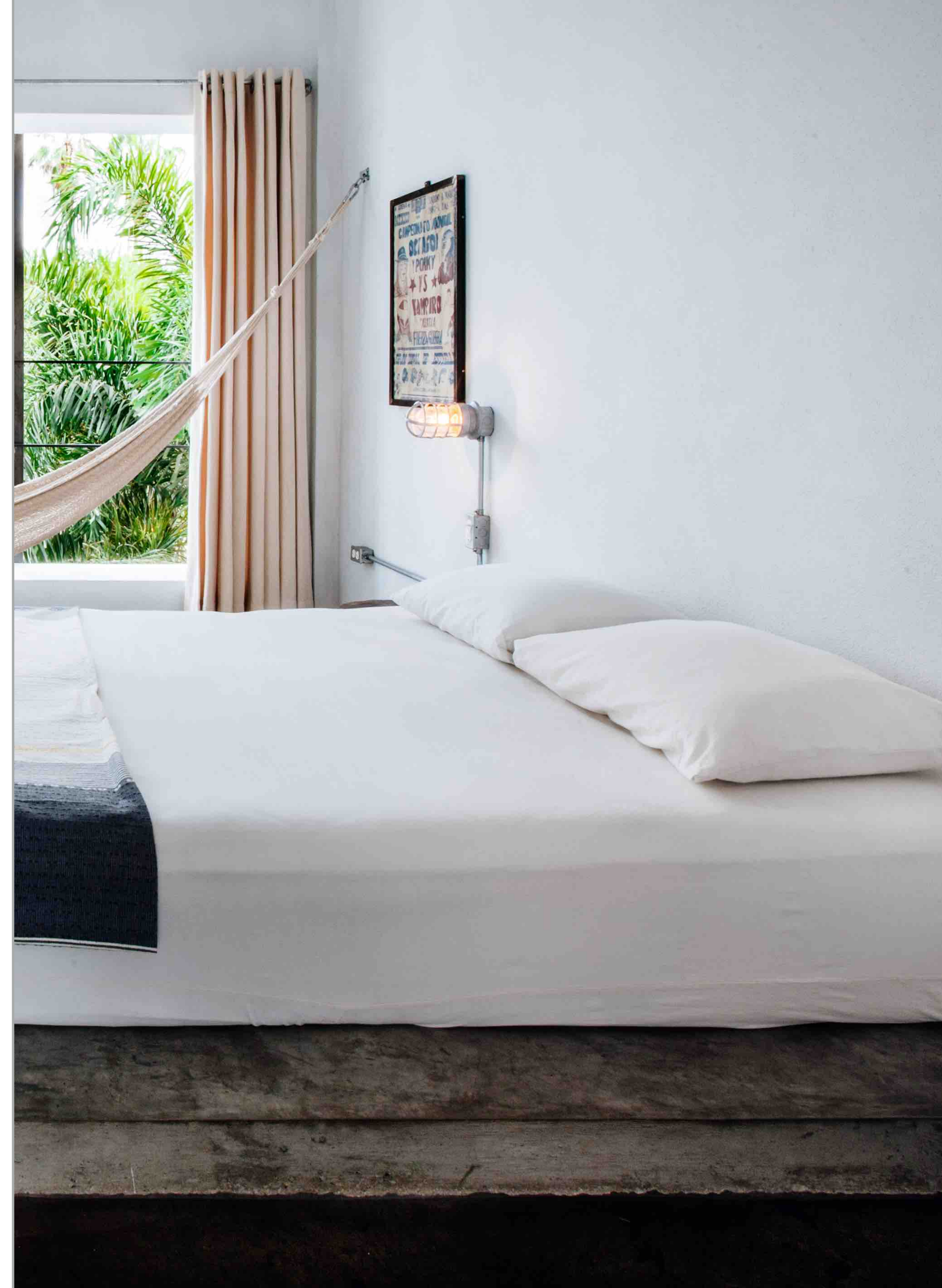
- Helping landlords and estate agencies **minimise void periods** between lettings & sales by listing on Airbnb
- Estate agents manage relationship with landlords to identify the opportunity
- AirAgents (an Airbnb professional co-host partner) take care of all the associated operations



Partnerships with Estate agencies

The benefits

- Fully **incremental revenue** for all parties involved
- **Better viewing experience** for prospective tenants/ buyers - property is furnished by AirAgents as a home rather than being empty and unfurnished
- Drives **customer loyalty** for estate agencies (landlords are in no rush switch to other agencies during void periods as they are still receiving income)



Partnerships with Estate agencies

Success to date

- Scaled from managing 10 properties with one estate agency to **several hundred homes** across 3 estate agencies
- Grown from London focus to **UK-wide** cities
- Exponential growth in **incremental revenue** for landlords



THANK YOU



PRESENTS



EA MASTERS 2018

PRINCIPAL PARTNER



#EAMasters