

Airbnb Announces Strategic Partnership

Airbnb

****FOR IMMEDIATE RELEASE**** **Airbnb Expands "Experiences" Offering to Include Immersive Language Learning in Kyoto, Japan** **KYOTO, JAPAN – October 26, 2023** – Airbnb today announced the expansion of its "Experiences" platform to include immersive language learning opportunities in Kyoto, Japan. This new initiative directly responds to rising consumer demand for authentic cultural immersion and personalized travel experiences, moving beyond traditional sightseeing tours. The Kyoto-based language "Experiences" will connect travelers with local Japanese teachers and cultural practitioners offering interactive workshops and tours focused on practical language skills. Participants will learn basic conversational Japanese while exploring the city's iconic temples, participating in tea ceremonies, or visiting local markets. Airbnb will rigorously vet Experience hosts to ensure high-quality, culturally respectful, and engaging learning environments. This expansion builds on the success of existing Airbnb Experiences, tapping into a growing market for experiential travel and language acquisition. "At Airbnb, we are constantly looking for new ways to connect people through shared experiences," said Catherine Powell, Global Head of Hosting at Airbnb. "Our new language Experiences in Kyoto offer a unique opportunity for travelers to not just visit a new place, but to truly engage with the local culture and community by learning the language. We believe this will foster deeper connections and create more meaningful travel memories." Airbnb is an online marketplace that connects people who want to rent out their homes with people who are looking for accommodations in specific locations. Airbnb offers an array of lodging, from private rooms to villas, boats, castles, treehouses, and everything in between. The company's mission is to create a world where anyone can belong anywhere and provide healthy travel that is local, authentic, diverse, inclusive, and sustainable. **Contact:** support@airbnb.com