

Airbnb enters luxury travel market

25th February, 2018



The online accommodation booking company Airbnb is going upmarket. It is moving into the luxury travel market. CEO Brian Chesky has announced an improvement in the company's business model. It wants richer people to use it. The company will

offer new types of places to stay such as vacation homes and boutique hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped make over 260 million reservations since it launched nine years ago. Mr Chesky hopes to increase this to more than one billion people staying in its rentals by 2028. Chesky said: "Airbnb is still an alternative. It's still not for everyone. Today we will show you our road map: Airbnb for everyone."

Airbnb does not own any real estate, or properties. It acts as a broker between property owners who want to make extra cash by renting out their rooms or homes, and travelers looking for a cheaper, more homely alternative to hotels. The company makes money from the booking fees it charges. Its vision is to branch out into luxury accommodation, restaurant reservations, and adventure travel experiences. A new option will allow people to book "unique spaces". This includes things like yurts - the large, circular tents that are home to many people in Mongolia. Airbnb's new "Beyond" option will offer travelers "full-on luxury stays" that include "some of the world's nicest homes".

Sources: cnet.com / vogue.com.au / wikipedia.org

Writing

Travelling isn't so good. There's no place like home. Do you agree?

Chat

Talk about these words from the article.

online / accommodation / upmarket / business model / vacation / boutique hotels / real estate / cash / booking fees / luxury / travel / unique / Mongolia / option

True / False

- The website Airbnb has decided to go downmarket. T / F
- The CEO announced the company's business model would be better. T / F
- Airbnb operates in over 190 countries around the world. T / F
- The CEO of Airbnb showed people a road map of Mongolia. T / F
- Airbnb is one of the world's biggest owners of hotel properties. T / F
- The company makes most of its money from booking fees. T / F
- People now have the option to book a night in a tent in Mongolia. T / F
- Airbnb's CEO said his website is beyond most people. T / F

Synonym Match

(The words in **bold** are from the news article.)

- | | |
|-----------------------|----------------|
| 1. booking | a. special |
| 2. announced | b. started |
| 3. vacation | c. payments |
| 4. launched | d. stated |
| 5. alternative | e. have |
| 6. own | f. plan |
| 7. fees | g. reservation |
| 8. vision | h. choice |
| 9. unique | i. different |
| 10. option | j. holiday |

Discussion – Student A

- What do you think about what you read?
- Where have you traveled to?
- What kind of traveler are you?
- What's the worst place you've ever stayed in?
- What is your idea of luxury travel?
- What is your idea of adventure travel?
- Would you like to stay in a yurt in Mongolia?
- What questions would you like to ask Airbnb's CEO?

Breaking News English - The Mini Lesson

Phrase Match

- The online accommodation
- business
- The company will offer new types
- since it launched
- Today we will show you our road
- Airbnb does not own any real
- property owners who want to make
- makes money from the booking
- Its vision is to branch
- full-
- of places to stay
- out
- map
- fees it charges
- model
- extra cash
- booking company
- nine years ago
- on luxury
- estate, or properties

Discussion – Student B

- Why do people like to travel?
- What do you know about Airbnb?
- What kinds of accommodation do you like?
- What do you know about boutique hotels?
- What's the best place you've ever stayed in?
- Which is better - a hotel or hostels?
- How do you usually book hotels?
- Are expensive hotels always good?

Spelling

- Airbnb is going paemrktu
- adnnunceo an improvement
- vacation homes and utibqueo hotels
- 260 million orisneetavs
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- Its vnsoij is to branch out
- ueedvatnr travel
- unqieu spaces
- large, rlacuirc tents

Answers – Synonym Match

1. g	2. d	3. j	4. b	5. i
6. e	7. c	8. f	9. a	10. h

Role Play

Role A – Comfortable Bed

You think a comfortable bed is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): safety, room service or a cheap price.

Role B – Safety

You think safety is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): a comfortable bed, room service or a cheap price.

Role C – Room Service

You think room service is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): safety, a comfortable bed or a cheap price.

Role D – Cheap Price

You think a cheap price is the most important thing for a hotel stay. Tell the others three reasons why. Tell them what is wrong with their things. Also, tell the others which is the least important of these (and why): safety, room service or a comfortable bed.

Speaking – Hotels

Rank these with your partner. Put the most important things about a hotel at the top. Change partners often and share your rankings.

- swimming pool
- nice smell
- clean
- cheap price
- comfortable bed
- quiet
- safety
- room service

Answers – True False

a F	b T	c T	d F	e F	f T	g T	h F
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Answers to Phrase Match and Spelling are in the text.