

Airbnb unveils new collection for adventure travellers

Airbnb has unveiled its new collection, Airbnb Adventures - an expansion of its Airbnb Experiences.



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Airbnb Adventures is a new collection of bucket list worthy multi-day experiences hosted by local experts that take intimate groups to off-the-beaten-path locations, immersing them in unique cultures and communities. Adventurers can enjoy a six-day Galapagos Slow Food Safari, experience the wonders of Oman or camp on a cliff in Colorado.

Airbnb was advised on safety and best practices for its Adventure by the Adventure Travel Trade Association (ATTA). There are over 200 adventures to choose from that are either entirely exclusive to Airbnb, or provided by small, local operators that are not typically found on any other major booking platform.

"Like Airbnb Experiences, people can escape their day-to-day and put their screens and devices away but now instead of just a few hours, they have the option to be fully immersed off-the-beaten-path, to push themselves out of their comfort zones and have experiences that will stay with them for the rest of their lives," said Joe Zadeh, VP Experiences, Airbnb.

According to the ATTA, the international adventure travel market in 2017 could be valued at over \$683bn, up 21% from 2012. With more travelers seeking adventure than ever before, Airbnb is looking to democratise the industry, offering more attainable experiences that are designed to unlock the power of nature, are led by locals and cater to a breadth of interests and abilities.

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