



Airbnb Enters Into Partnership with ANA and Peach
Creating innovative travel solutions to open up Japan

TOKYO – 6 November – Airbnb Japan (head office: CA, San Francisco; Airbnb), All Nippon Airways Co., Ltd. (head office: Minato-ku, Tokyo; ANA) and Peach Aviation Ltd. (head office: Tajiri-cho, Sennan-gun, Osaka; Peach) have partnered for the first time ever to introduce new experiences and places to travel throughout Japan. In this inaugural partnership between Airbnb and Japanese airline companies, the goal of this partnership is to promote new ways to experience travel by encouraging tourism to non-traditional tourist destinations and getting the chance to experience a destination through the eyes of a local.

A recent Airbnb survey found that 70 percent of respondents find new inspiration for their everyday life from their travel experiences, and this partnership reflects a shared vision by each of the three companies to provide new and unique travel experiences. Each company brings its own perspective to the partnership with Airbnb encouraging people to travel like a local, ANA providing diverse destination options and Peach providing a casual approach to travel with options like the concept of a “flying train.” The companies will leverage existing marketing capabilities to boost interest in alternative and authentic domestic travel experiences. One of the objectives of this partnership will be to focus on revitalizing Japan’s regional economy as more travellers explore and experience the diversity of Japan.



Initiatives by Airbnb & ANA

- Launch [special website](#) for “ANA/Airbnb Let’s travel like a local campaign” on November 6
- Offer ANA miles to first-time bookers on Airbnb (maximum 200 miles) and Airbnb coupon (3,000 yen) to new users *Only for users in Japan
- Allow users to book Airbnb accommodation via a dedicated website page on the ANA portal featuring five themes including Stay at a “Machiya” old house; Resort life in Japan; Spend a weekend at a cottage; Learn more about Japan!; and Experience agriculture

Initiatives by Airbnb & Peach

- Open special site on November 6 (www.flypeach.com/campaign/airbnb/)
- Offer new ways to travel based on the travel habits and experiences of influencers, enabling travel booking including Airbnb Experience and accommodation recommended by key influencers
- Offer Airbnb coupon (3,000 yen) to users who book for the first time *Only for users in Japan

<About Airbnb>

Founded in 2008, Airbnb's mission is to create a world where people can belong when they travel by being connected to local cultures and having unique travel experiences. Its community marketplace provides access to millions of unique accommodations from apartments and villas to castles and treehouses in more than 65,000 cities and 191 countries.

With Experiences, Airbnb offers unprecedented access to local communities and interests, while Places lets people discover the hidden gems of a city as recommended by the people that live there. Airbnb is people powered and the easiest way to earn a little extra income from extra space in a home or from sharing passions, interests and cities.

<About ANA>

Founded in 1952, ANA is the largest airline in Japan having 258 aircrafts flying to 43 international destinations and 50 domestic cities. ANA has been a core member of Star Alliance since 1999, and has joint passenger business with United Airlines on trans-Pacific routes, as well as joint business with Lufthansa, Austrian Airlines, and Swiss International Airlines on Japan-Europe routes. For five consecutive years since 2013, ANA has been the only airline in Japan awarded five stars in the UK-based SKYTRAX World Airline Star Rating. ANA is the launch customer and biggest operator of the new Boeing 787 Dreamliner.

<About Peach>

Peach began operation in March 2012 based from Kansai Airport. The airline continued to expand beyond Kansai Airport with bases at Naha Airport in July 2014, followed by Sendai Airport in September 2017. Currently Peach operates 19 aircrafts with 14 domestic routes and 14 international routes, flying up to 100 flights per day and providing transportation to over 13,000 customers. Peach also has plans to set up a travel hub from Shin-Chitose Airport in 2018. www.flypeach.com