

LANGUAGE LEVEL: A2 PRE-INTERMEDIATE

AIRBNB

THE END OF HOTELS?

Airbnb es un portal que ofrece todo tipo de alojamientos. Es fácil de usar, pero cuidado: no es oro todo lo que reluce. No tendrá las mismas garantías legales que en un hotel.

Are you [redacted] to travel abroad? If you are, then now you can find convenient solutions in most [redacted] around the world. In this way you don't have to spend [redacted] on hotels. And if you have an apartment or a spare room¹ in your house, then you can advertise² it and rent³ it to international [redacted]. All this is thanks to *Airbnb.com*.

WHAT IS IT?

Airbnb is a [redacted] that helps people find and offer convenient accommodation. It is very simple to use and it provides⁴ [redacted] in most

countries. The company's headquarters⁵ are in San Francisco.

IN THE BEGINNING

Brian Chesky and Joe Gebbia created the initial concept for AirBed & Breakfast in [redacted]. The original site offered short-term⁶ accommodation for people on business trips who had difficulty finding a place to stay during busy periods⁷ of the year, such as congresses and conferences. At the time Chesky and Gebbia were roommates⁸. They didn't always have enough⁹ money to pay for their loft and so they decided to transform their living room¹⁰ into a bed and breakfast for three guests¹¹. They also offered



Neighborhood Guides

Not sure where to stay? We've created



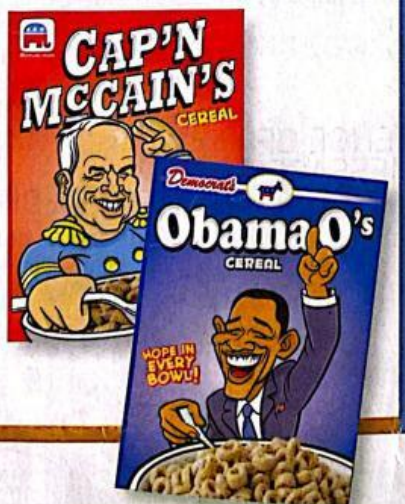
these guests home-made breakfast. In February [redacted] Nathan Blecharczyk, a Harvard graduate¹² and architect, joined them as the third co-founder of AirBed & Breakfast. The site, *airbedandbreakfast.com*, was officially launched on August 11th, 2008.

HOW DOES IT WORK?

You create a profile by giving your email [redacted] and a [redacted], or by linking airbnb to your Facebook account. Once you have a profile¹³, you can start looking for a room or advertising your own. People offering accommodation

An interesting fact...

Airbnb didn't make money at first and Brian Chesky and Joe Gebbia were desperate. And so they decided to create special edition breakfast cereals. It was 2008, the year of the financial crisis and the US Presidential election. For this reason Chesky and Gebbia created Obama O's and Cap'n McCain's. These cereals made money. More importantly, they also attracted media attention and investors for Airbnb.



to stay.

cities and 192 countries.

Jessica, Gustaf, Amy, Vlad, and Topher are already hosts on Airbnb



Gustaf A



Christopher L



Amy C



Jessica L



Vlad L

Check in

Check out

1 Guest

Q SEARCH

Neighborhood guides for cities all around the world.



are called [redacted], while people looking for accommodation are called [redacted].

Airbnb is also a social network: the more people you host¹⁴, the better your reputation becomes. The more positive comments you get, the more people will decide to stay at your place. If you are a guest, it is very important to leave your comments about each place you visit.

BUT...

Using Airbnb will not always be so easy. This is because hotel companies hate it¹⁵! 10 million people have used Airbnb so far¹⁶. Hosts

decide the prices and Airbnb takes a percentage. Hotel companies and 'real' bed and breakfasts see this as very negative for their business. There's also the problem of taxes, which Airbnb hosts don't declare. Then there's the question of sanitary and security regulations: Airbnb guests don't have the same guarantees as hotel and bed and breakfast guests. The future will probably be difficult for Airbnb.

airbnb

Travel like a human.

EXERCISES

Listening Questions

1. Choose the right answer to the questions below.

- 1) What is Airbnb?
 - a) A social network for business travellers.
 - b) An online service to find accommodation.
 - c) A website to find and reserve hotels.
- 2) How did Airbnb initially start?
 - a) The founders needed money to pay for their loft.
 - b) The founders wanted to help business travellers.
 - c) They dreamed of starting a bed and breakfast.
- 3) What is the biggest deciding factor when choosing a place?
 - a) Its availability.
 - b) Its location.
 - c) Comments left by previous guests.
- 4) What are the prospects for Airbnb?
 - a) With 10 million users, the future looks bright.
 - b) It faces many problems, like safety and taxes.
 - c) It faces competition from the hotel industry.

2. Decide which word doesn't belong in the group.

- a) spare room, loft, apartment
- b) hotel, bed & breakfast, apartment
- c) congress, holiday, conference
- d) guest, host, visitor
- e) meal, breakfast, lunch
- f) comment, review, approval

MORE EXERCISES ON CD

GLOSSARY

- 1 SPARE ROOM: dormitorio libre, habitación de invitados
- 2 TO ADVERTISE: anunciar
- 3 TO RENT: alquilar
- 4 TO PROVIDE: proporcionar
- 5 HEADQUARTERS: sede, oficina central
- 6 SHORT-TERM: corto período, corta duración
- 7 BUSY PERIOD: época de alta ocupación
- 8 ROOMMATE: compañero de piso
- 9 ENOUGH: suficiente
- 10 LIVING ROOM: salón
- 11 GUEST: huésped
- 12 GRADUATE: licenciado
- 13 PROFILE: perfil
- 14 TO HOST: alojar
- 15 TO HATE: odiar
- 16 SO FAR: hasta la fecha

SPEAK UP 5