

## MEDIA RELEASE

CTW Asia-Pacific 2016/ 03



### Corporate Travel World (CTW) Asia-Pacific Announces Airbnb as a Platinum Sponsor at 2016 Conference

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**Singapore, 14 September 2016** – Corporate Travel World (CTW) Asia-Pacific announced today Airbnb’s debut at the 2016 Corporate Travel World (CTW) Asia Pacific, held from 27-29 September 2016 in Bangkok, Thailand. The community-driven hospitality company will provide insights on the region’s corporate travel trends and Airbnb for Business, the company’s business-focused offering.

Airbnb for Business tripled its growth in 2016; to date, more than 50,000 companies use Airbnb for Business to make a booking. This momentum is fuelled by a new experience-led economy

where there is heightened demand to customise travel opportunities on both the leisure and business travel front.

“Business travel is becoming less about being a road warrior and more about mixing business with leisure. Asia-Pacific currently accounts for the largest spend in business travel, and a big driver of this growth is the shift in mindset towards the notion of ‘business trips,’” states Julian Persaud, Regional Director of Airbnb, Asia Pacific.

“Around 60% of business trips at Airbnb in the last year included a Saturday or Sunday night because business travellers are looking for opportunities to mix work travel with the chance want to explore a city and create unique experiences even while on the road for work.”

Airbnb’s participation at CTW Asia-Pacific comes amid an exciting time where accommodation developments are trending towards a better corporate travel experience. As a panellist on “Game-Changing Accommodation Trends”, Airbnb will weigh in on the concept of the sharing economy in this corporate travel sphere and a product deep-dive on how a platform can meet the needs of corporate travellers. Airbnb will also address questions that participants may have.

As a Platinum Sponsor of the CTW Asia-Pacific 2016, Airbnb will also host a luncheon and present case studies of corporate clients to shed light on how companies can tailor their offerings to suit their business needs.

Airbnb is among the list of high profile brands staging a prominent presence at this year’s CTW Asia-Pacific. As the only corporate travel event of its kind within the region, CTW Asia-Pacific offers an unparalleled platform to grow networks and business prospects through a host of networking, education, and sourcing opportunities with like-minded industry professionals. The show’s curated panel of 30 international and regional speakers will lend their expertise, experience and voice to a plethora of hot topics that address current issues and create in-depth discussions among delegates.

In addition to attracting the largest congregation of Asia-Pacific corporate travel management buyers through a comprehensive hosted buyers programme and education offerings, CTW Asia-Pacific also features exclusive sponsorship platforms such as captive networking coffee breaks and hosted luncheons.

CTW Asia-Pacific's high buyer-to-seller ratio coupled with its engagement solutions, go beyond a single facet to enable sponsors like Airbnb achieve its brand building and market activation goals. Interested sponsors can contact [sales.ctwapac@ttgasia.com](mailto:sales.ctwapac@ttgasia.com) for more details on customised sponsorship packages.

### **About Airbnb**

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world – online or from a mobile phone. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 34,000 cities and 190 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions. [www.airbnb.com](http://www.airbnb.com)

Airbnb for Business makes it easy to travel for work without sacrificing the comforts of home. By choosing to stay with Airbnb, it allows travelers to feel like they get a chance to live in a city, even if it's just for one night. [www.airbnb.com/business](http://www.airbnb.com/business)

### **About CTW Asia-Pacific 2016**

27 to 29 September | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

### **The Leading Corporate Travel Management Conference for the Asia-Pacific**

Launched in 1998, CTW Asia-Pacific is dedicated to cultivating Travel and Entertainment (T&E) best practices among Asia-Pacific's corporate travel professionals. Influencers, planners and decision makers of corporate travel functions in their organisation attend the annual conference and exhibition to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions. For more information, log on to [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

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