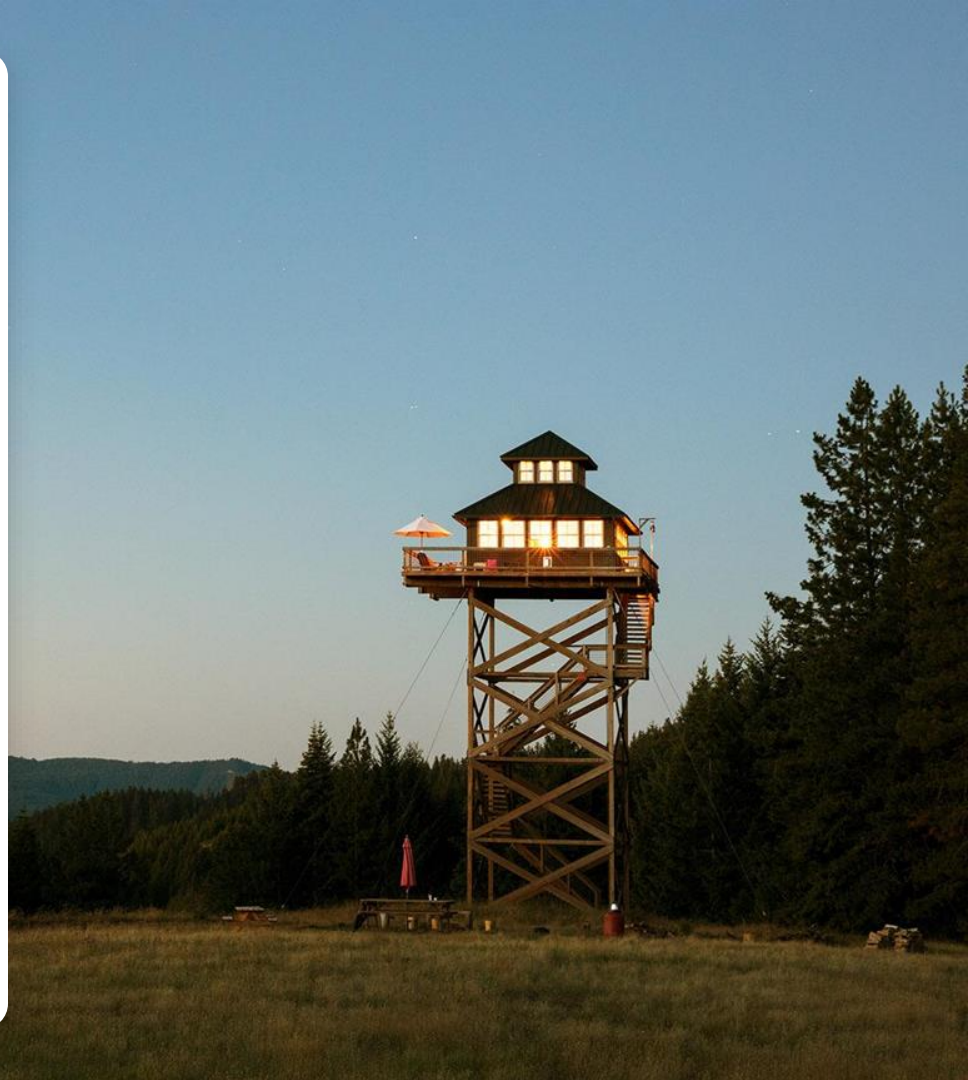




# Driving inclusion through tourism

**Carlos Olivos, Head of Corporate & Public Policy Comms LATAM Airbnb**

**October, 2023**



- **90% have traveled in the last year**
    - **34% domestic**
    - **25% international**
    - **39% mixed**
- 





# Reasons for selecting a destination:

---

- 32% - Affordability
- 34% - Cultural Offer
- 33%- Safety
- 29% - Natural Offer



**36%**

Inclusion: feel accepted as part of the  
LGBTQ+ community



**78%**

Spend more than 1K USD in traveling  
during a year



# Accommodation Preferences

**52%**

Hotels

**43%**

STRs / Airbnb

**96%**

Hotels / Airbnbs



**Almos 80% said they have  
stayed on an Airbnb**



# Reasons for selecting STR / Airbnb:

- 42% - Local Experience + Outside of tourist area
- 40% - Amenities
- 30% - Affordability





**+13,000 towns & cities got their 1st  
reservation on Airbnb**

**- 2,100 in the US**

**- 1,200 in the rest of Latin America**



# Amatenango del Valle, Chiapas ,MX



52%

Airbnb allow me to go to places I never considered travelling before





regardless of ethnicity

**Airbnb Community  
Commitment  
+2.5 Million removed from  
Airbnb platform**





# Education

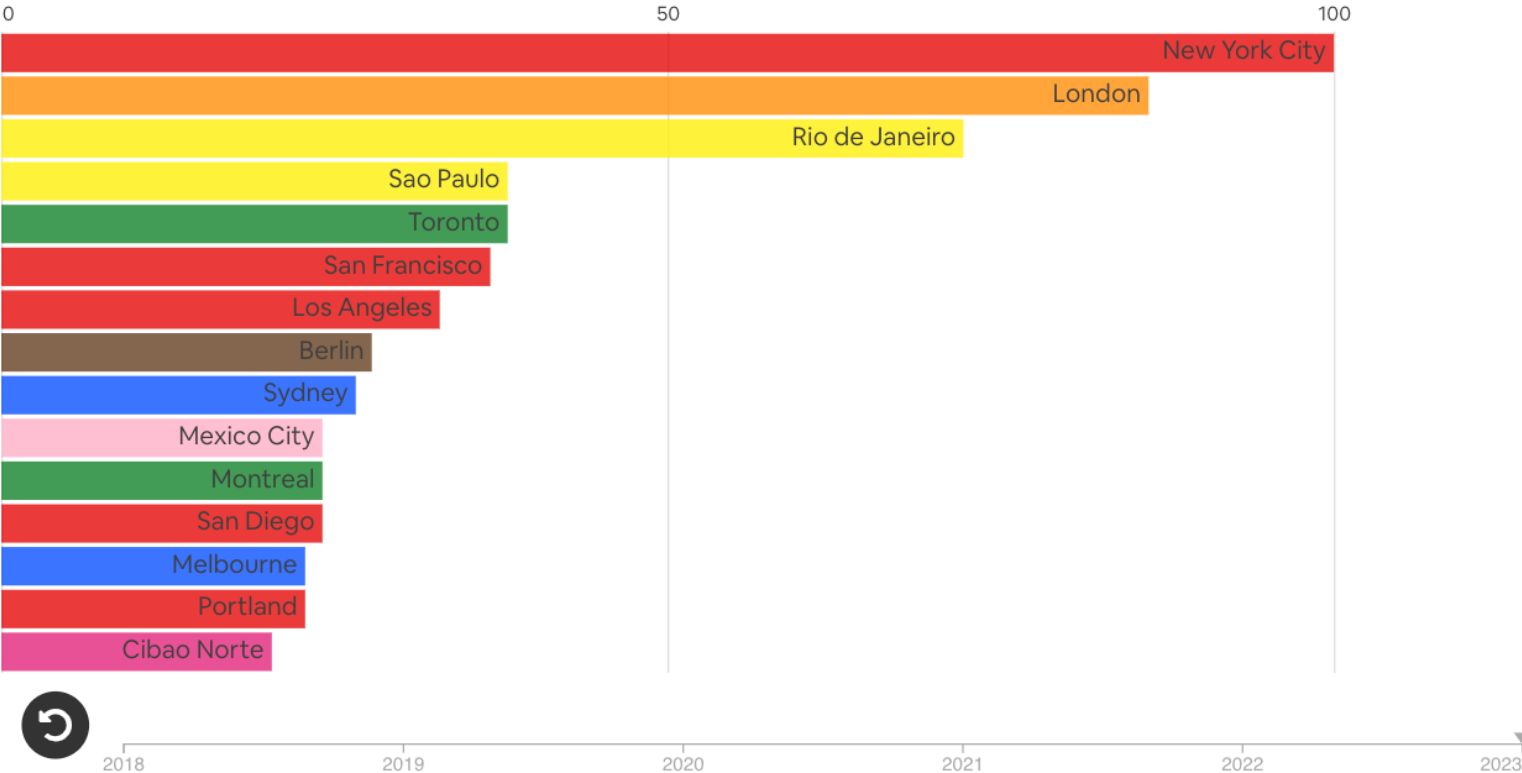
- Mexico, Argentina, Costa Rica, Puerto Rico and Brazil

#weaccept





# Top cities with Hosts using LGBTQ+ inclusive language



Values indexed to max at 100  
Host profiles as of January 1, 2018 using variations of "LGBT," "gay", "safe space," "inclusive."





- **51% Airbnb's reduce the risk of being discriminated against**

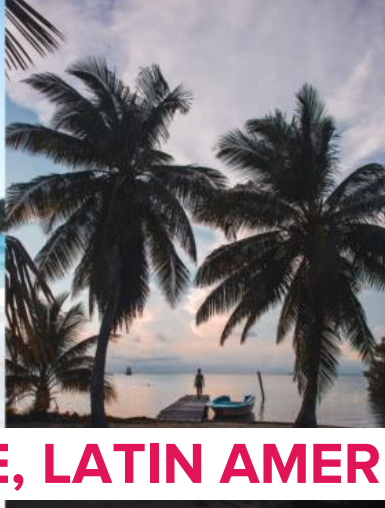


# 2024 trends

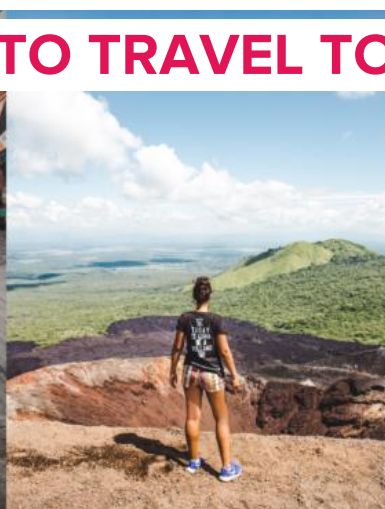


- 62% planning to travel more than 2 times next year
- 14% still don't have plans





**AFTER EUROPE, LATIN AMERICA IS THE 2ND REGION THE LGBTQ+ COMMUNITY WOULD LIKE TO TRAVEL TO**





## **MEXICO**

**43% very and extremely welcome to the LGBTQ+ community**



## **BRAZIL**

**49% very and extremely welcome to the LGBTQ+ community**



## **ARGENTINA**

**46% very and extremely welcome to the LGBTQ+ community**



## Cities in LATAM:

- Rio de Janeiro, BR
- Puerto Vallarta, MX
- San Juan, PR
- Bogotá, COL
- Mexico City, MX
- Medellín, COL



# PUERTO RICO

55% very and extremely  
welcome to the LGBTQ+  
community

Puerto Rico is the country with  
the highest percentage of  
Superhosts worldwide.

San Juan, Ponce, Carolina,  
Cabo Rojo y Mayagüez  
municipalities that welcome



OS TUS ANTOJOS EN  
UN SOLO LUGAR

