

## Reading - Airbnb enters luxury travel market

### A. Read the text and answer the question:

- *How does the passage define the word "yurt"?*

The online accommodation booking company Airbnb is going upmarket. It is moving into the luxury travel market. CEO Brian Chesky has announced an improvement in the company's business model. It wants richer people to use it. The company will offer new types of places to stay such as vacation homes and boutique hotels. The company has over four million rooms on its site in 81,000 cities and 191 countries. It has helped make over 260 million reservations since it launched nine years ago. Mr Chesky hopes to increase this to more than one billion people staying in its rentals by 2028. **He** said: "Airbnb is still an alternative. It's still not for everyone. Today we will show you our road map: Airbnb for everyone."



Airbnb does not own any real estate, or properties. It acts as a broker between property owners who want to make extra cash by renting out their rooms or homes, and travellers looking for a cheaper, more homely alternative to hotels. The company makes money from the booking fees it charges. **Its** vision is to branch out into luxury accommodation, restaurant reservations, and adventure travel experiences. A new option will allow people to book "unique spaces". This includes things like yurts - the large, circular tents that are home to many people in Mongolia. Airbnb's new "Beyond" option will offer travellers "full-on luxury stays" that include "some of the world's nicest homes".

#### Sources

<https://www.cnet.com/news/airbnb-is-getting-all-fancy/>

<https://www.vogue.com.au/vogue-living/travel/the-airbnb-experience-is-about-to-get-even-better/news-story/e95b3ca4cd25024bc6921f62441c5b6c>

<https://en.wikipedia.org/wiki/Airbnb>

**B. Match the following words with their appropriate definitions.**

WORDS	DEFINITIONS
1. accommodation	a. Land and buildings.
2. upmarket	b. A person who buys and sells things for other people.
3. reservation	c. Maximum, top-quality.
4. alternative	d. The action of booking something so you can have or use it later (e.g. a hotel room, airplane ticket, etc.).
5. real estate	e. A room, group of rooms, or building in which someone may live or stay.
6. broker	f. Something you can use instead of another thing.
7. branch	g. More expensive and for richer people.
8. full-on	h. Move into different areas or business, activities or interests.

**C. Answer the following questions.**

1. What position in Airbnb does Mr Brian Chesky have?
2. In how many countries does Airbnb have rooms?
3. What does Airbnb make money from?

**D. Read the text and decide if the following statements are true or false and justify.**

1. The website Airbnb has decided to go downmarket.
2. The company makes most of its money from booking fees.

**E. What do the following pronouns refer to?**

1. He (§1) : \_\_\_\_\_
2. Its (§2) : \_\_\_\_\_

**F. Find in the text words or phrases that mean the same as:**

1. reservation (§1) : \_\_\_\_\_
2. choice (§2) : \_\_\_\_\_

**G. write a short paragraph answering the question:**

- when going on a vacation, what do you prefer: booking in a hotel, renting a studio, or staying at family's? and why?

**Airbnb enters luxury travel market**

**A**

3. the large, circular tents that are home to many people in Mongolia.

**B**

1. e
2. g
3. d
4. f
5. a
6. b
7. h
8. c

**C**

1. CEO
2. 191
3. the booking fees

**D**

1. False; "... is going upmarket"
2. True; "... makes money from the booking fees"

**E**

1. Mr Chesky
2. The company / Airbnb

**F**

1. booking
2. alternative