

COMMERCE

American Express, Airbnb collaborate to simplify bookings

November 3, 2015



Airbnb treehouse listing in Costa Rica

By STAFF REPORTS

Credit provider American Express has partnered with home-sharing service Airbnb to offer card members an on-platform loyalty program.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

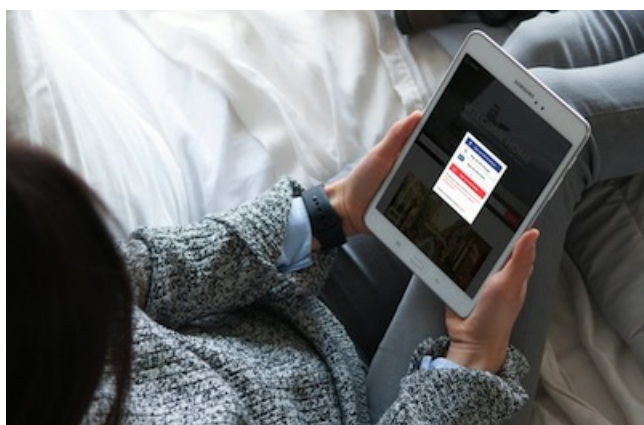
The first-of-its-kind booking experience uses American Express technology to allow card members to seamlessly use Airbnb for accommodations while traveling. The partnership comes as Amex Travel celebrates its 100th anniversary, giving the brand ample opportunity that it is on pace with the travel industry and current consumer behavior.

Booking with ease

To simplify the booking process, American Express' tens of millions of card members can now create an account of the Airbnb Web site using their existing user ID and password. This will allow card members to quickly sign up and keep a card on file, making future bookings seamless.

Verification will also be simplified by choosing "Verify with Amex," similar to Airbnb's practices on LinkedIn and Facebook. An "American Express Card Member" badge will appear on Airbnb profiles to provide hosts and guests additional information about each other to build trust within the home-sharing community.

Also, American Express card members can use Membership Rewards points on the Airbnb Web site. Points can be allocated toward part or all of their booking with Airbnb.



American Express card member using Airbnb

Checkout has also been made simpler on Airbnb by integrating Amex Express Checkout, an autofill technology launched by American Express in July that only requires a few clicks for billing completion.

In a statement, Leslie Berland, executive vice president, global advertising, marketing and digital partnerships at American Express said, "Our card members love one-of-a-kind and memorable travel experiences, and with this partnership, we're creating a frictionless and valuable way for them to take advantage of everything AirBnB has to offer. Through our technology, we're bringing to life our unique assets on Airbnb, delivering world-class service, experience and benefits card members expect from their American Express membership."

Airbnb has partnered with other brands to increase the convenience of its offerings.

For instance, U.S. electric automaker Tesla expanded its relationship with hospitality brands to include a new partnership with Airbnb.

Tesla has previously partnered with luxury hotel chains such as Peninsula, Four Seasons and Mandarin Oriental to offer guests access to its vehicles. By working with Airbnb, Tesla will enable its consumers to charge their cars more frequently, making the automaker a more practical choice for those concerned about traveling ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.