

MEDIA/PUBLISHING

## Airbnb links with Hearst for print travel title

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*Cuba is one of the destinations covered in Airbnb's debut magazine issue; photo by Lisette Poole*

By STAFF REPORTS

Short-term home rental service Airbnb is encouraging consumers to be travelers rather than tourists in a new print magazine developed alongside publisher Hearst.

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Airbnbmag, which will hit newsstands later this month, culls the expertise of the hospitality brand's local hosts and other insiders to provide inspiration on destinations around the globe. After disrupting the way in which consumers travel, Airbnb's magazine debut is also aimed at upending the idea of travel content for a modern audience.

Destination inspiration

Airbnbmag contains four main sections. "The Local" compiles tips on dining, entertainment and accommodations at international locales, while "Stay" features Airbnb rentals and ideas for making a home away from home feel more comfortable.

Providing inspiration, "Roam" explores different destinations where readers may want to travel next, and "Belong" recalls adventures.

For those looking for the next big thing, "Not Yet Trending" highlights the spots that are gaining in popularity but have not yet broken into the mainstream for destinations.

In its first issue, Airbnbmag features locales such as Austin, TX; Australia, Bali, Cuba, London and Savannah, GA.



*Cover of Airbnbmag's first issue*

Stories in the issue include "How to Cook Everything" author Mark Bittman's take on what to pack for an Airbnb kitchen and a look at space travel with astronaut Mark Kelly and Space X's Elon Musk. Burning Man board member Chip Conley lays out the best festivals to attend during summer, while Issa Rae, the star of HBO's "Insecure," shares her travel inspiration.

"Airbnb is changing the way we travel, the way we connect, and the way we see the world," said Joanna Coles, Hearst Magazines chief content officer, in a brand statement. "People want to be adventurers, explorers and locals, not tourists. Airbnb is at the leading edge of travel and Airbnbmag is the future of travel media."

Surrounding the content is 45 pages of advertising, with promotions for destinations, airlines, credit cards, technology and beauty.

On newsstands from May 23, Airbnbmag will retail at Barnes & Noble, supermarkets, mass retail stores and travel locations including airports and train stations across Canada and the United States.

"Travelers around the world are constantly looking for new inspiration and insight - whether to uncover hidden gems and discover unique destinations or plan for their next trip," said Brian Chesky, CEO and head of community at Airbnb. "Our community will provide the perfect lens for readers of Airbnbmag to discover the world, learn about new neighborhoods and hear great stories."

In 2015, Airbnb disrupted the hospitality industry to the tune of \$1 billion, according to an iModerate report.

The report found that Airbnb clients skew young and budget-conscious, with a taste for adventure and a craving for local culture, compared to hotel clients who see the hotel itself as a destination. Boutique labels are an effective way to acquire Airbnb users, but consumers often choose based on what they want from the trip ([see story](#)).