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STORY HEADLINE: IOC AND AIRBNB ANNOUNCE MAJOR GLOBAL OLYMPIC PARTNERSHIP

LOCATION: London, United Kingdom
DATE: 18 November 2019
LANGUAGE: English
Broadcast quality footage available at the IOC Newsroom: http://iocnewsroom.com

STORY SCRIPT:

Airbnb has signed a nine year partnership agreement with the International Olympic Committee for the next five Olympic Games.

Airbnb will provide travel options that are economically empowering, socially inclusive and environmentally sustainable, in line with the objectives of the Olympic movement.

The agreement includes accommodation provisions that will reduce costs for Olympic Games organisers and stakeholders, minimise the need for construction of new accommodation infrastructure for the Olympic Games period, and generate direct revenue for local hosts and communities.

IOC President Thomas Bach said: “This innovative partnership underpins our strategy to ensure that the efficient staging of the Olympic Games is sustainable and leaves a legacy for the host community.”

Airbnb Co-Founder Joe Gebbia said: “Airbnb and the IOC have a strong track record in creating and accommodating the world’s greatest events. Our Olympic partnership will ensure that the Games are the most inclusive, accessible and sustainable yet.”

The IOC and Airbnb will also launch Airbnb ‘Olympian Experiences’ to provide direct earning opportunities for athletes. Promoting sport and physical activity, these experiences will include everything from the chance to train with an Olympian to exploring a city with an elite athlete.

In addition, the IOC will make at least 28 million US dollars worth of Airbnb accommodation available over the course of the partnership to athletes competing at the Olympic and Paralympic Games for competition and training-related travel.
Airbnb will also support the IOC in continuing to address the challenges faced by refugees
around the world. Airbnb has been supporting refugee initiatives since 2015 through its
“Open Homes” programme, which connects generous hosts with those in need of
temporary accommodation. To date, more than 35,000 people have been housed in times
of need. Over the course of the partnership, the IOC and Airbnb will establish further
programmes to provide long-term support to refugees.

Airbnb has previously supported the Olympic Games Rio 2016 and Olympic Winter Games
PyeongChang 2018.

As a global Partner, Airbnb will support the Olympic Games Tokyo 2020, the Olympic
Winter Games Beijing 2022, the Olympic Games Paris 2024, the Olympic Winter Games
Milano Cortina 2026 and the Olympic Games Los Angeles 2028.

SHOTLIST:
00:02 IOC President Thomas Bach and Airbnb co-founder Joe Gebbia sign new partnership contract
00:14 Close up of contract
00:17 IOC President Thomas Bach and Airbnb co-founder Joe Gebbia shake hands
00:24 Close up of handshake

00:29 SOUNDBITE: Thomas Bach, IOC President (English Language)
“We can announce that Airbnb will join the worldwide Olympic partner programme of the
IOC. This partnership will help us greatly to bring the Olympic Games into the digital age.
One of the goals of this agenda is to make the Olympic Games more feasible and more
sustainable. It is my great pleasure to welcome Joe and his brainchild Airbnb to this
wonderful worldwide Olympic movement. Thank you very much Joe and welcome.”

01:15 SOUNDBITE: Joe Gebbia, Air Bnb Co-Founder (English Language)
“For the first time in history we will activate the world’s largest host community with
hundreds of thousands of hosts all over the globe this year, their culture, with visitors
during the Games. Just last month Airbnb hosts in Japan earned more than 70 million
dollars during the Rugby World Cup and we have even bigger expectations for the Olympic
Games. I am excited today to announce that we will be launching next year exclusively on
Airbnb, Airbnb ‘Olympian Experiences’. ‘Olympian Experiences’ will help Olympians stay
engaged in their sport, whilst earning a living that they can be proud of.”

01:51 IOC President Thomas Bach with athletes photo opportunity.
01:54 Airbnb and the IOC Promotional video including various shots from Rio 2016
02:36 Close up of Airbnb flag (slo mo)
02:42 Shot of Airbnb offices
02:48 Close up of Airbnb app on smartphone
02:53 Close up of Olympic rings
02:59 Aerial shot IOC HQ, Lausanne

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6000, email: pressoffice@olympic.org, or visit our web site at www.olympic.org.