



INTERNATIONAL  
OLYMPIC  
COMMITTEE

## Story Script and Shot log

THE INTERNATIONAL OLYMPIC COMMITTEE (IOC) OFFERS THE FOLLOWING VIDEO NEWS RELEASE TO ALL NEWS AGENCIES, BROADCASTERS AND ALL ONLINE PLATFORMS FREE OF CHARGE

**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.

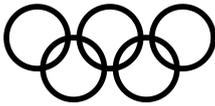
The agreement includes accommodation provisions that will reduce costs for Olympic Games organisers and stakeholders, minimise the need for construction of new accommodation infrastructure for the Olympic Games period, and generate direct revenue for local hosts and communities.

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.



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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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