



Sydney Opera House welcomes Airbnb

- *World's most famous house attracts new visitors to Sydney through partnership* –
- *Airbnb to support year-round contemporary music and environmental programs* –

Sydney – Saturday, 24 October 2015. The Sydney Opera House and Airbnb today announced a two-year partnership that will welcome the world to Australia's most famous House and help to boost Sydney as a tourist destination.

The partnership, announced on the same day as Airbnb welcomed its two millionth guest to Australia, will give thousands of [Airbnb Superhosts](#) from around the world a free tour of the Opera House paid for by Airbnb, opening up the country's number one tourist destination to a growing community of domestic and international travellers.

Airbnb will also support the Opera House's year-round contemporary music and environmental programs. The World Heritage-listed building was recently awarded a coveted *4 Star Green Star – Performance* rating for sustainability leadership. The Opera House's current summer music season includes Chet Faker, Tame Impala, Florence + the Machine, Four Tet and Kurt Vile.

Sydney Opera House CEO Louise Herron AM said: "The Opera House is Australia's premier tourist destination and one of the world's most recognised buildings. But there is so much more to explore beneath its famous sails, from the greatest contemporary and classical performances to inspirational speakers, life-changing programs for children and families and incredible Australian cuisine.

"We're thrilled to partner with Airbnb, so that more people can experience the very best this country has to offer, and to support our flourishing contemporary music and environmental programs. As a company, Airbnb connects people around the world. Together, we can help open up the Opera House to new global communities, while highlighting Sydney as a destination to visitors at home and abroad."

As the world's busiest performing arts centre, the Opera House attracts more than 8.2 million visitors each year. Airbnb has already welcomed 60 million guests around the world, while a quarter of all Airbnb stays in Australia are booked in Sydney.

Airbnb Australia Country Manager Sam McDonagh said: "More than two million guests have been hosted by Airbnb in Australia. This partnership highlights the Opera House as the go-to destination to visit and experience.

"As a first stage of the partnership, thousands of Airbnb Superhosts from around the world will be given the chance to explore the Opera House. As some of the most trusted and influential members of our community, their experiences have the power to attract new visitors to Sydney and beyond."

Airbnb Superhosts can redeem the Sydney Opera House tour offer by showing their Superhosts badge at the Opera House Welcome Centre – either on their smartphone or a printed copy of their Airbnb profile. Superhosts can also pre-book tours by contacting Tours Reservations on +61 2 9250 7250 or emailing tourismbookings@sydneyoperahouse.com. As part of the experience Airbnb Superhosts will also receive a complimentary Opera House digital photo to be redeemed at the end of the experience.

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Sydney Opera House

The Opera House is a masterpiece that belongs to all Australians. It is the country's number one tourist destination and its busiest performing arts centre, welcoming more than 8.2 million visitors a year on site and hosting 1,900 performances attended by 1.4 million people. Deloitte has estimated the total social asset value of the Sydney Opera House to Australia at \$4.6 billion. On its 40th Anniversary in 2013, the Opera House embarked upon a Decade of Renewal to prepare it for future generations of artists, audiences and visitors.

Sydney Opera House Tours

The Sydney Opera House offers a range of tours in seven languages – including English, Japanese, Korean, Mandarin, Spanish, French and German. As well as the one-hour guided tour of the Opera House, other offerings include exclusive backstage tours and interactive junior tours that run throughout school holidays. Over the past two years there has been 20 per cent increase in overall tour attendance, with more than 350,000 visitors taking a tour through the Opera House annually.

About Airbnb

Founded in August of 2008, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodation around the world – online or from a mobile phone. Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, in more than 34,000 cities and 191 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetise their extra space and showcase it to an audience of millions.