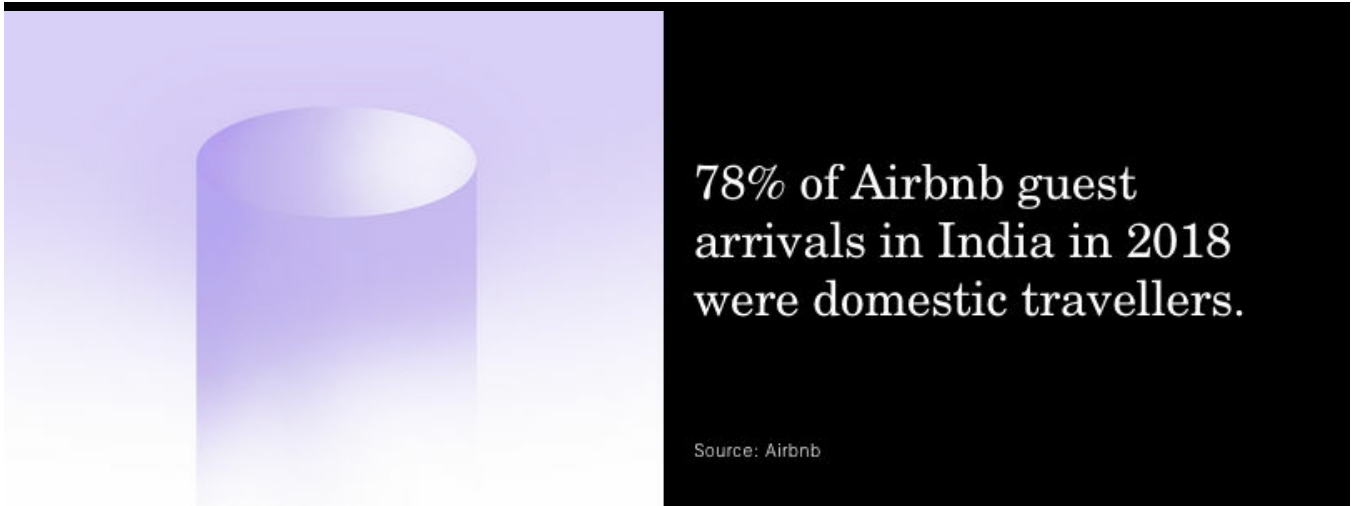


STAT: EMERGING MARKETS ARE DRIVING DOMESTIC TOURISM

By Livvy Houghton and Alex Hawkins

04 : 03 : 2019 Travel : Domestic : Emerging Markets



Emerging markets are driving Airbnb's growth, according to a [new report](#) by the home-sharing company. Currently, more than 30% of listings on the site are located in the Asia-Pacific region, Africa and Latin America. The report also cites UNWTO's prediction that Ecuador, Vietnam, Colombia, Peru and Nepal saw the fastest growth in arrivals in 2018.

Buoying this growth is a significant rise in domestic tourists. In China, 91% of Airbnb guest arrivals were domestic travellers in 2018, while in India this number sat at 78% and 61% in Mexico. While mainstream representations of travellers tend to rely on stereotypes of white, privileged Westerners, these voices will no longer be representative of world travellers as demographics shift. For more, read our microtrend [Empowered Travel](#).