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MCO 494: Crisis Communication

Professor Dr. Fran Matera

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Module 6: Crisis Response Draft

To the members of the media, first, I would like to introduce myself. [Give introduction of name and title]

Today, I would like to inform the media why Airbnb is building the world's most trusted community. All of us at Airbnb, strengthen the neighborhoods which we serve. We diversify the variety of communities which our guests choose to stay. Our hosts open their homes to make guests feel like they belong to the community. Airbnb set the benchmark for sustainable travel.

While Airbnb empowers entrepreneurs, we first prioritize safety within our community. Prevention involves seeking to reduce known risks that could lead to a crisis. Our employees live our Core Values every day. We instill these principles to inspire behavior that lead to thinking about long-term actions and expanding horizons.

When an emergency occurs, Airbnb automatically emails hosts in the affected area(s) to ask if they are able to assist. Local resident hosts, who have extra space, will host those in need for free. All hosts have access to the 24/7 support, Trust & Safety tools, the Host Guarantee, and other services regularly available. Airbnb provides general response information to guests and hosts to assist during an emergency.

In some cases, Airbnb will collaborate with regional organizations in advance to help reach more people who may be able to help those in need. Training is provided to hosts to facilitate responses. In addition, we provide preparedness materials to hosts, and notify hosts and guests about considerable hazardous incidents.

At this time, we, at Airbnb, would like to ask for your patience as we gather the important details and information you may need to give an accurate report of the situation to the public. We appreciate your consideration in this thorough process. Thank you.