



## ***imagin and Airbnb join forces to offer “Airbnb Experiences”***

- ***The agreement is launched with the inclusion of a selection of “Airbnb Experiences” among imagin’s digital services***
- ***imagin will offer a selection of “Airbnb Experiences” designed by local hosts and focused on the local community at a special price for imaginers***

**Barcelona, November 18, 2020.**

imagin, CaixaBank’s platform for digital services and lifestyle for millennials, and Airbnb will jointly offer experiences to the digital community of imagin users. Through this agreement, imagin and Airbnb join forces to promote these new innovative digital services.

The collaboration begins with the integration of “Airbnb Experiences” into imagin, as part of the app’s digital services offering, available from November. imagin’s users will be able to enjoy a selection of Airbnb Experiences run by local hosts, with activities focused on the local community at competitive prices. Given the mobility restrictions in place in Spain, the offer is focused on online experiences temporarily. Airbnb Experiences are activities designed and organised by local experts that offer guests the opportunity to immerse themselves in the passions and interests of the hosts, online and in real life.

Benjamí Puigdevall, CEO of imagin, explains that “we are greatly satisfied to add Airbnb as a partner of imagin’s digital services. It is a true step forward in our strategy of alliances with leading digital companies to offer new services to imaginers. It is a long-term agreement and thanks to this we are looking forward to including new possibilities and developments”.

“Despite the mobility restrictions, Spaniards still want to make plans and we are continuously looking for new, safe formulas that are complementary or alternative to travel, such as online experiences. With this agreement, we are making available an offer specially thought up by locals to imagin’s users”, said Mónica Casañas, general manager of Airbnb Marketing Services S.L.

The hosts of the selected experiences have agreed to follow Airbnb’s safety and cleanliness guidelines, which are based on guidelines from the World Health Organization and the US Center for Disease Control and Prevention. To have access, you only need to be an imagin user. Through the app you can access a list of available experiences and book the one you prefer. For being an imaginer, you enjoy a 10% discount.

## **2.6 million *imagers***

imagin is a digital platform that offers digital, financial and non-financial services to millennials to help them in their daily lives and in their future projects.

Powered by CaixaBank, imagin currently has 2.6 million users, a figure that is constantly growing thanks to the wide range of content and services - in large part free to access -, the ease of registration and the creation of various loyalty levels which, unlike traditional banks, do not necessarily imply registration as a financial customer.

The imagin digital content is organised around five main thematic areas: music (imaginMusic), video games (imaginGames), trends (imaginCafé), technology (imaginShop) and sustainability (imaginPlanet). In addition, imagin offers special experiences and benefits in areas such as travel or urban mobility.

Finally, the imagin application offers financial products for savings and financing needs of a young audience, right after entering adulthood, and who are beginning to have their first income and their own lifestyle projects.

imagin has several main characteristics that have allowed it to remain a banking leader for millennials: mobile-only operation (the services are provided exclusively through the app, with no offices and no website, fulfilling only informational needs), no commissions for the user and with its own, simple and clear language, especially suitable for direct communication with millennials.

## **About Airbnb**

Airbnb is one of the world's largest marketplaces for unique, authentic places to stay and things to do, offering over 7 million accommodations and tens of thousands of handcrafted activities, all powered by local hosts. An economic empowerment engine, Airbnb has helped millions of hospitality entrepreneurs monetise their spaces and their passions while keeping the financial benefits of tourism in their own communities. With more than three quarters of a billion guest arrivals to date, and accessible in 62 languages across 220+ countries and regions, Airbnb promotes people-to-people connection, community and trust around the world.