

AIRBNB

AN EXPERIENCE

A series of steps to increase the amount of Experiences booked in the L.A. area

**THROUGH PETUNIA
MARKETING**



Description of Business



Stays

**Hosts Offer Their
Homes for People to
Stay in**



Experiences

**Hosts Create
Events for People
to go to**



Adventures

**Hosts Create Trips
for People to Take**

Description of Experiences



**Events
Hosted by the
Community**



**Utilized by
Travel Market**



**Launched in
November of
2016**

**Local Business Owners,
Entrepreneurs, and
Non-Profits**

**Extension of
Airbnb's Focus**

**Have Failed to Gain
Much Traction**

Examples of Experiences



COOKING CLASS

The Art of Middle Eastern Cooking
Class LA

From \$115/person · 3 hours

★ 5.0 (40)



ANIMAL CARE

Pigs & Blankets

From \$60/person · 1 hour

★ 4.95 (40)



BAR CRAWL

**Live Out a Wild Nite in West
Hollywood**

From \$36/person · 3 hours

4.92★ (73)

Swot Analysis

Strengths

Firm Grip on Lodging Market

**Ease of Access From Service
to Service**

Weaknesses

**Experiences Have Failed to
Gain Traction**

**Experiences Rely on Lodging
Customers**

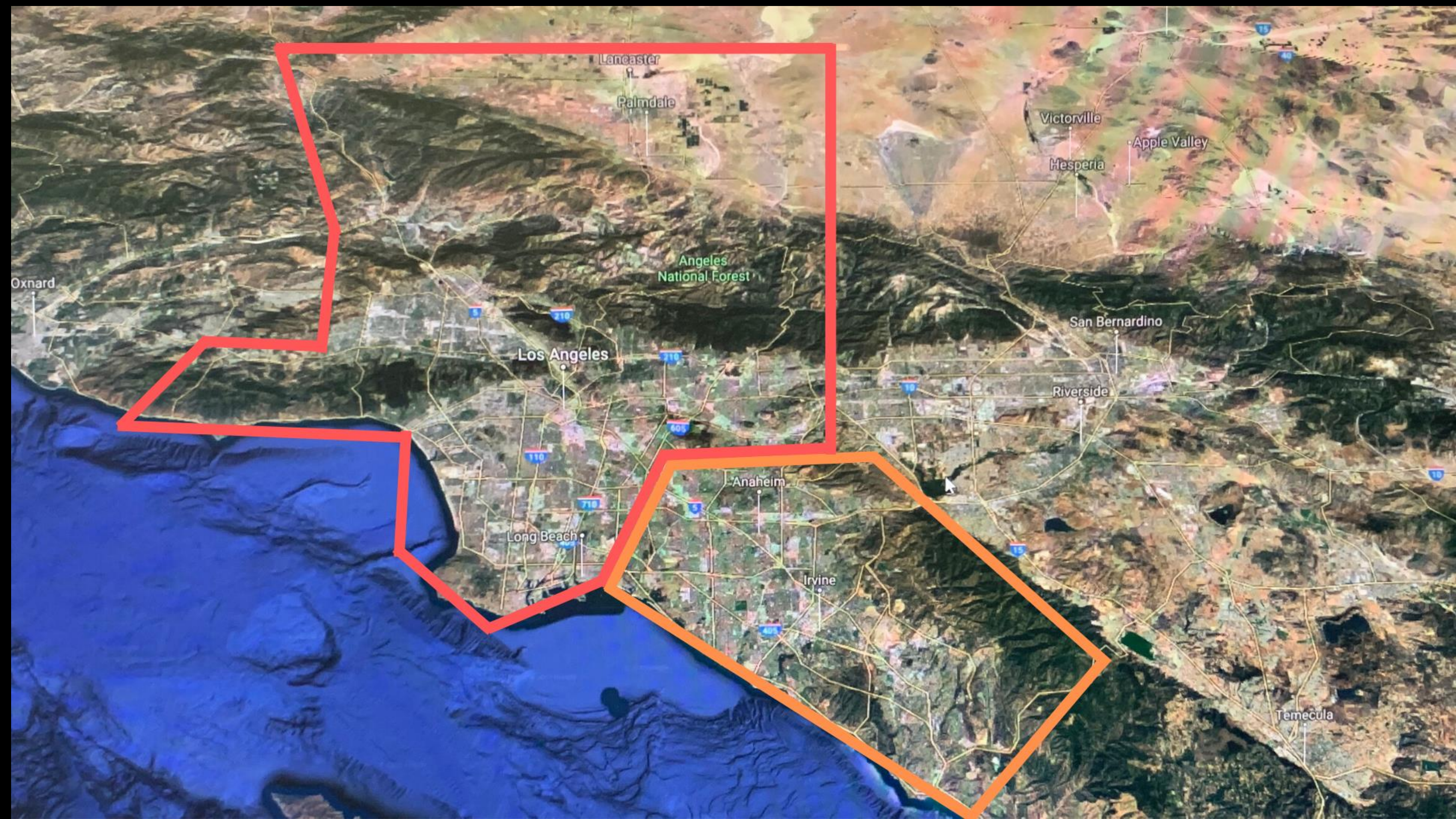
Opportunities

**Capitalize on the Lodging
Market Through
Incentivising Experiences**

Threats

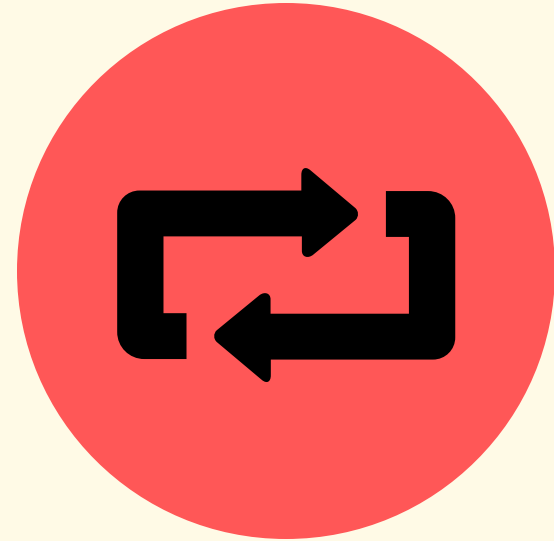
**Already Established
Entertainment Sources**

Selected Location





**Increase Experiences
Booked from 20-30 year
old travelers by 25%**



**Increase Experience
Retention rate from
20-30 year olds by 25%**



**Increase Experiences
Booked from 30-40 year
old residents by 10%**

**Goals for the
Company**



Target Market



**MIDDLE CLASS
20-30 YEAR
OLD TRAVELERS**



**MIDDLE CLASS
30-40 YEAR OLD
RESIDENTS**

The Odyssey Excursion System

5

BOAT RIDE
Wine Cruise through
Newport Harbor

4

PADDLEBOARDING
Canoe / SUP Tour of
Venice Canals

COFFEE TASTING
Drink Coffee & Hang
Out With 30+ Cats

3

YOGA CLASS
Yoga on Venice Beach

BOAT RIDE
Ultimate Whale and

2

OUTDOOR SPORTS
Jet Ski with dolphins

GUIDED HIKE
Hike. Meditate.
Caffeinate.

1

BOAT RIDE
Daytime
Cruises, Sunset/Evening

SURF LESSON
The Charm of Surfing

Odyssey
Excursion

MEMENTOS:

4

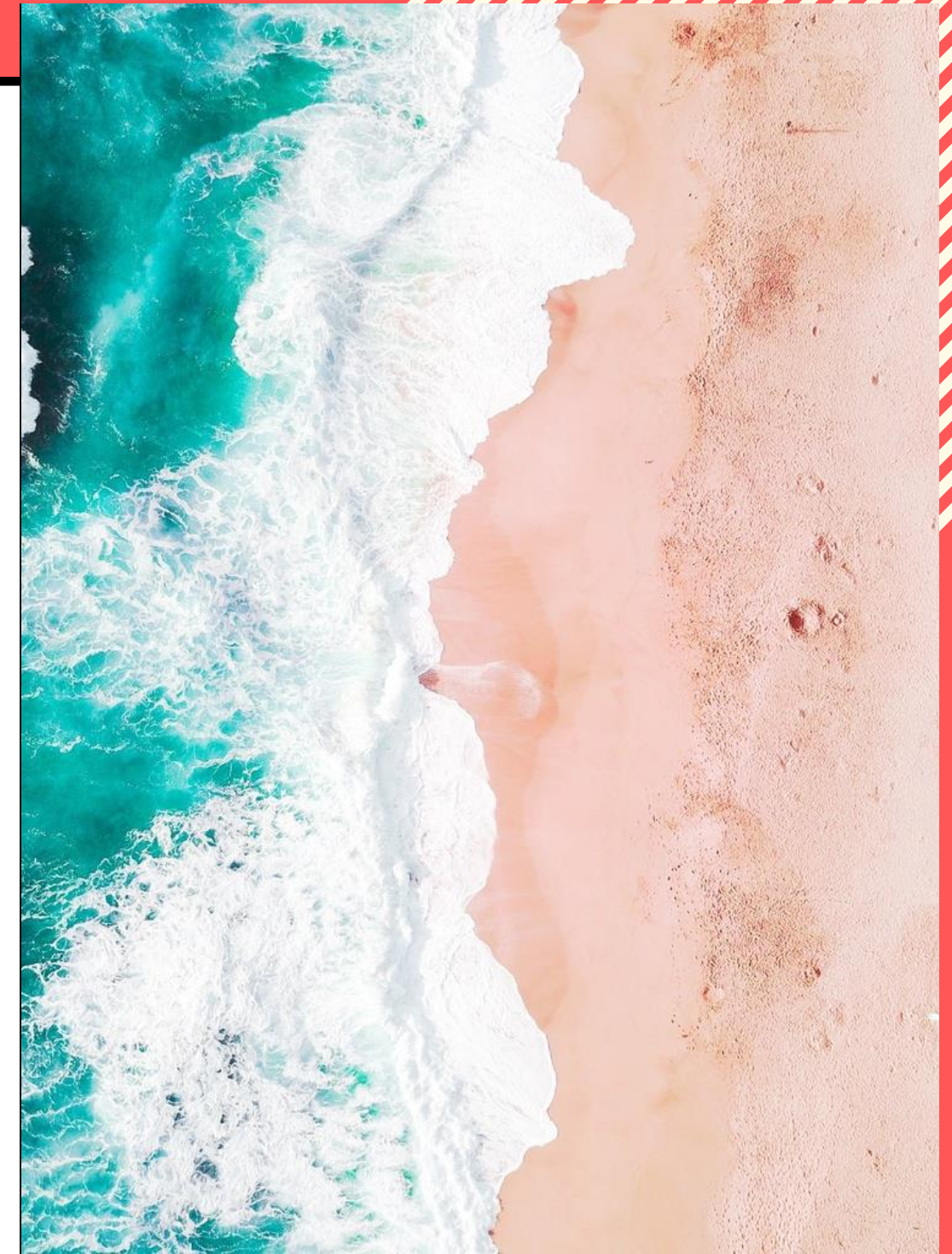
Campaign Activities

Odyssey Excursion System

Biography Discounts

Advanced Experiences

Lodging Discounts





Customer Looks at the L.A. Page

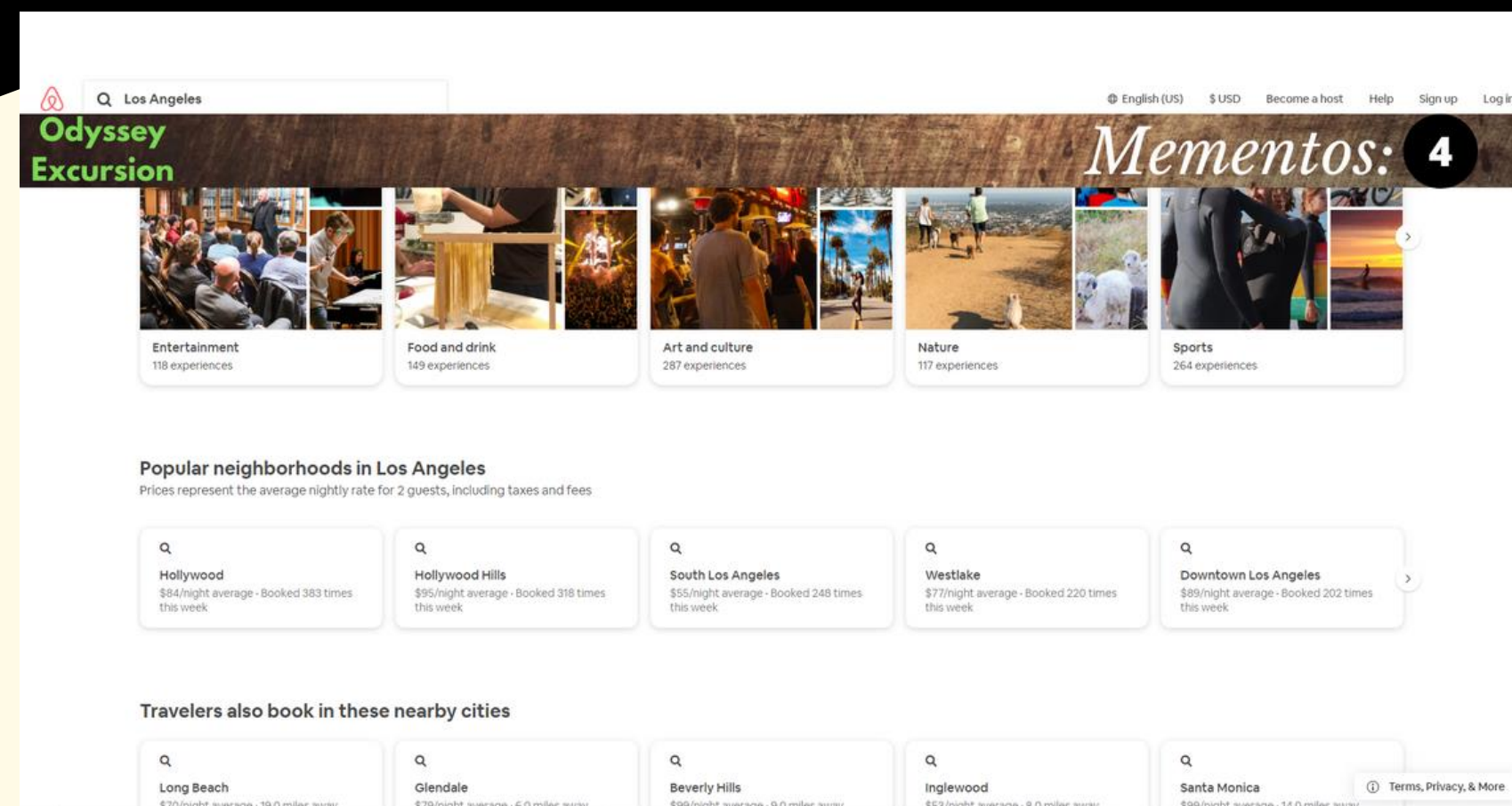
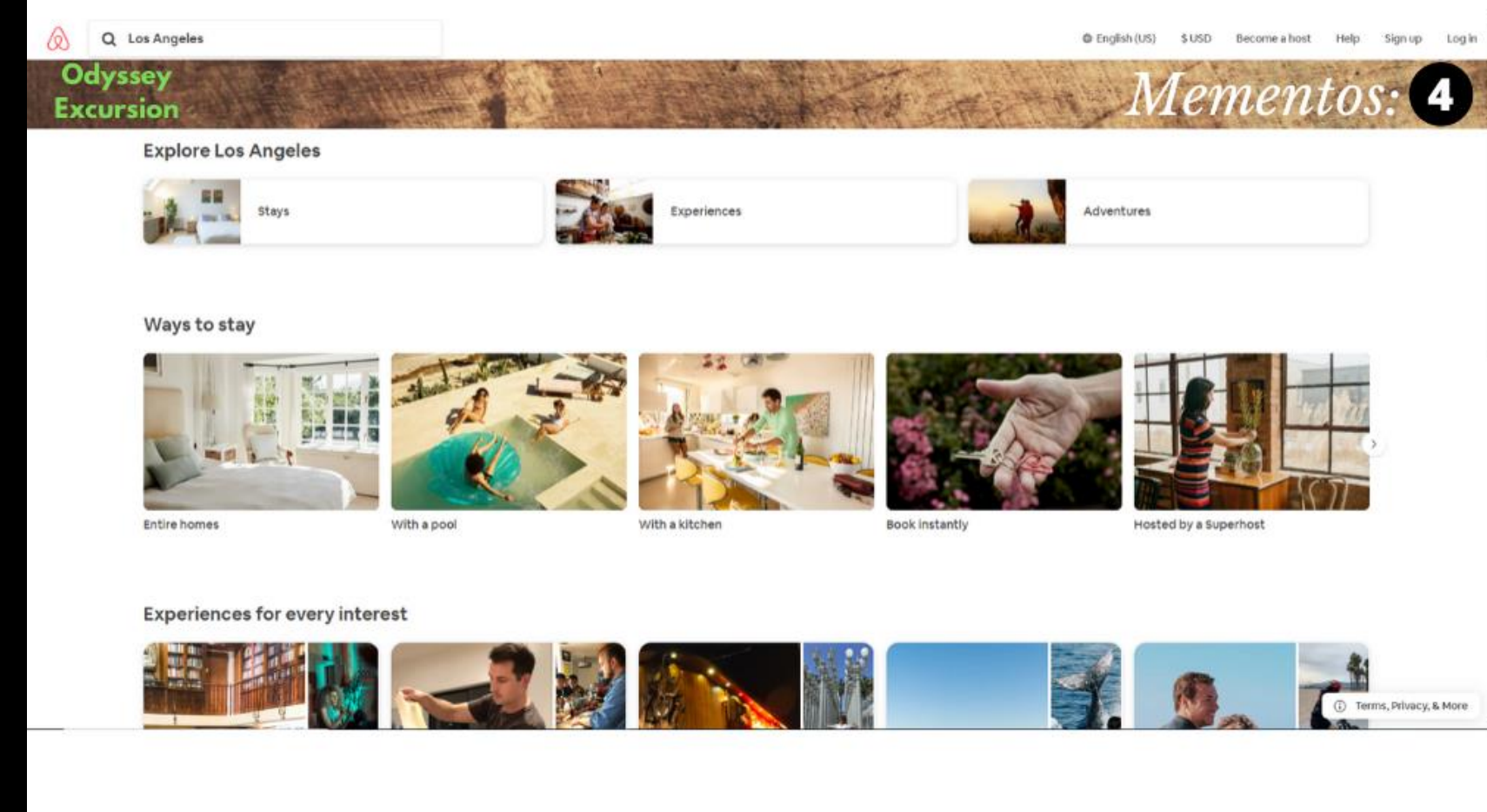
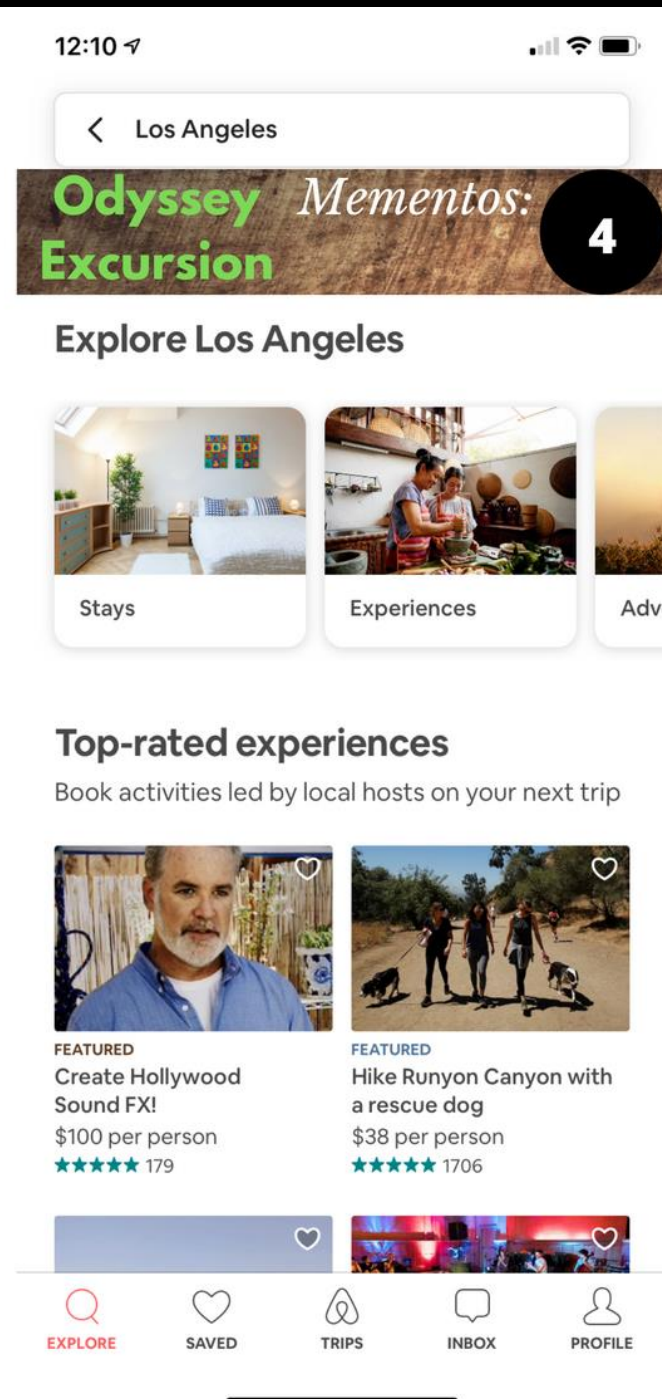
**Customer Confirms They are Going
to be in L.A. During Campaign**

**Customer Books an
Odyssey Excursion**

**Customer Books
2+ Odyssey
Excursions**

**Odyssey
Excursion
Funnel**

Odyssey Excursion Pull down Bars





**Customer Agrees to Answer the
Questions**

**A Biography Discounts is
Distributed to the Customer**

**Customer Books the
Biography Discount**

**Customer Books
2+ Biography
Discounts**

**Biography
Discount
Funnel**



**Airbnb Displays the Advanced
Experience to the Customer**

**Customer Clicks on the Advanced
Experience**

**Customer Books the
Advanced Experience**

**Customer Books
2+ Advanced
Experiences**

**Advanced
Experience
Funnel**



**Lodging Discount is Distributed to
the Customer**

**Customer Books an Experience
Using the Discount**

**Customer Books
2+ Experiences**

**Lodging
Discount
Funnel**

Phase 1

The Development of New Technology And Systems

9/1/2020

Advanced Experience Development

9/1/2020

Biography Discount Development

10/1/2020

Odyssey Excursion Development

1/1/2021

Lodging Discount Development

2/1/2021

Testing

2/20/2021

Publicity

Phase 2

**The Enactment
of the
Technology and
Systems Into a
Testing
Environment**

5/17/2020

Unlock All Activities

5/17/2020

Advertising

6/30/2021

Finale

Advertisements

Airbnb Presents

Odyssey Excursion

Discounted Experiences

- **L.A. Premiere**
- **Fast**
- **Fun**
- **Friendly**

MEMENTOS: 4

Download our app in the app store, or go to our website www.Airbnb.com



Odyssey Excursion


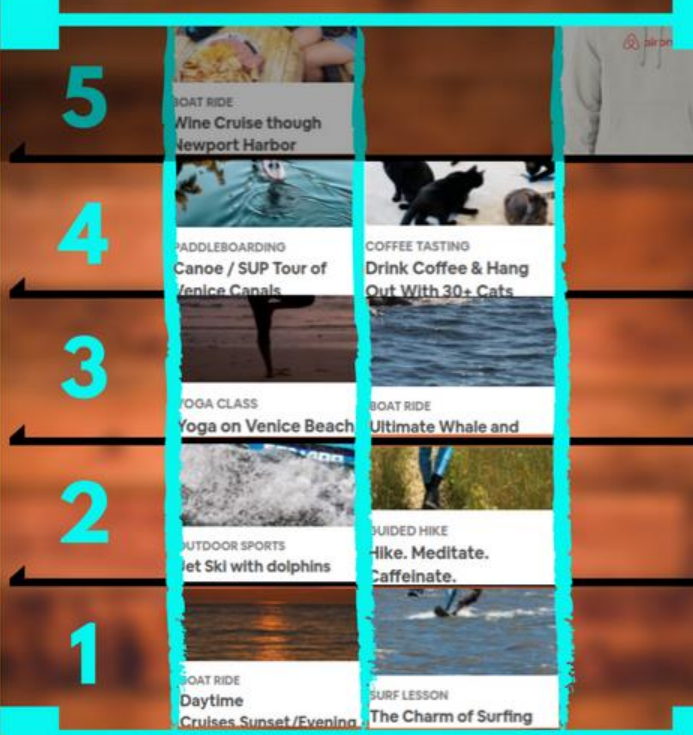
Presented by Airbnb

Your Travel, Today!

- *L.A. Premiere*
- *Fast*
- *Fun*
- *Friendly*

MEMENTOS: 4

Download our app in the app store, or go to our website: www.Airbnb.com



Advertising Map- L.A. County

Stationary Advertising Map Key

Large Billboards:



Small Billboards:



Digital Billboards:



Bus Stop Shelters:

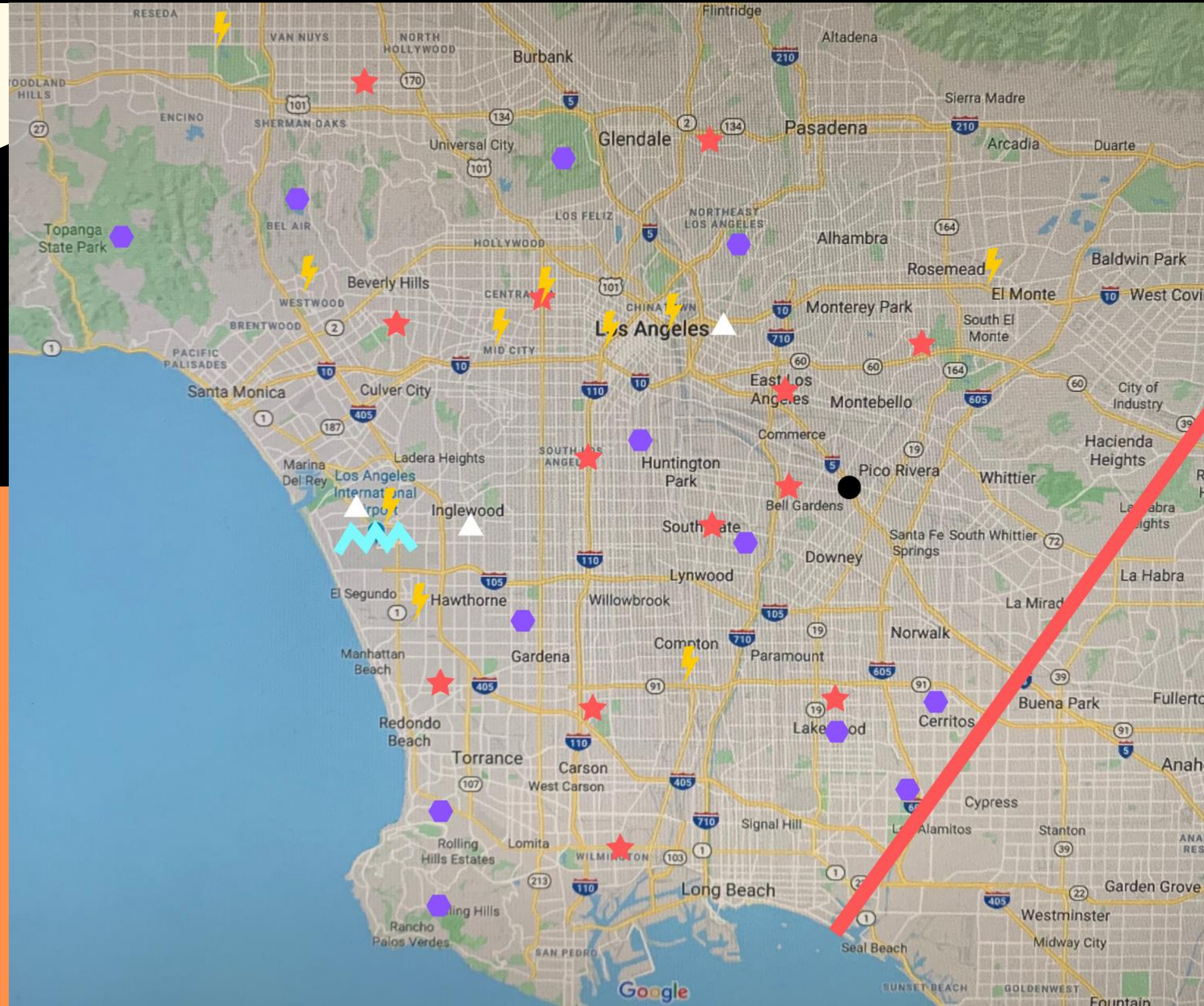


LAX

Banners/Spectaculars:



Parks where Airbnb
benches will be:



Advertising Map- Orange County

Stationary Advertising Map Key

Large Billboards:



Small Billboards:



Digital Billboards:



Bus Stop Shelters:

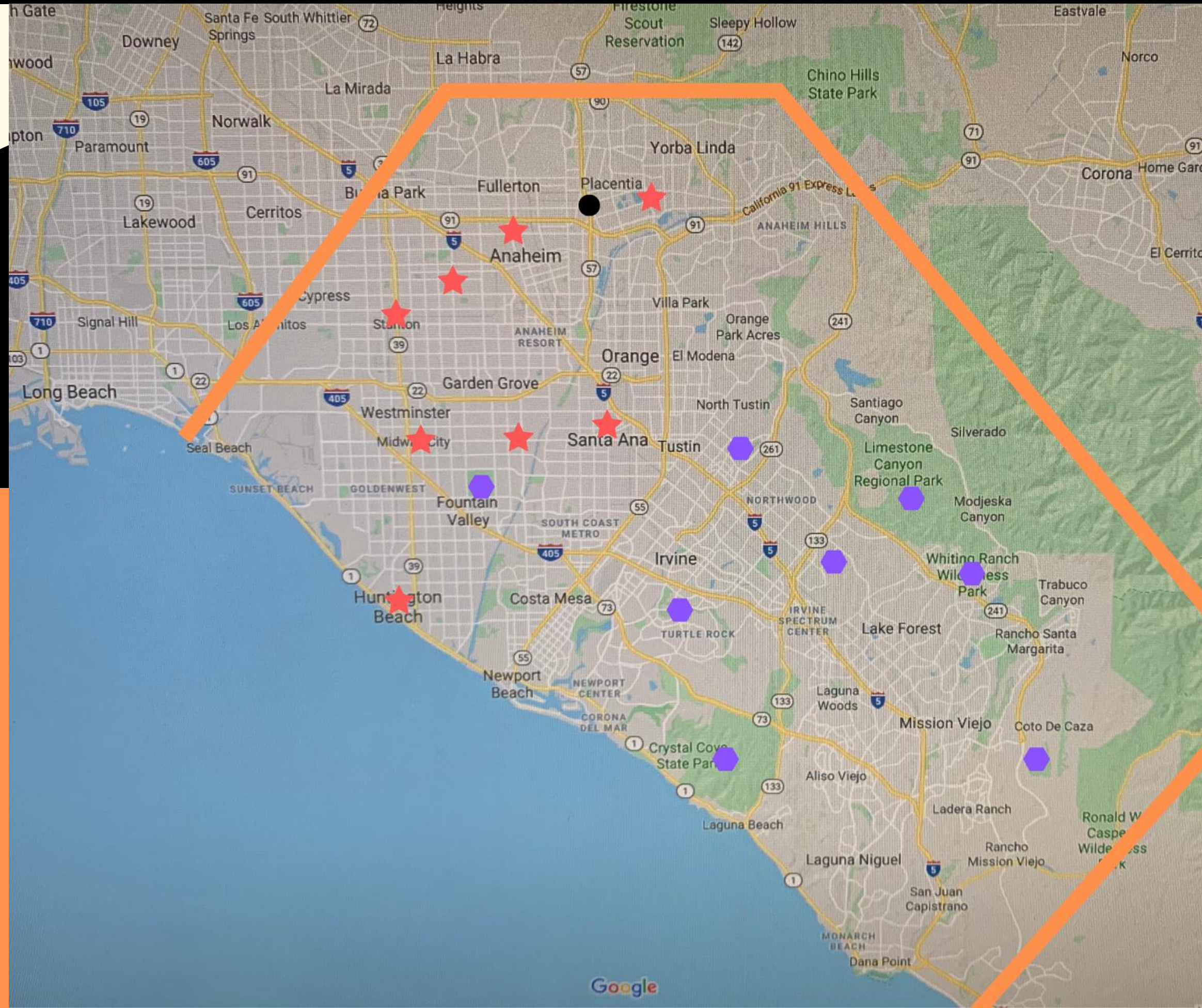


LAX

Banners/Spectaculars:



Parks where Airbnb
benches will be:



Budget

Impressions

53,200,000

**Technology
Improvements**

\$975,570

Campaign

\$443,070

Budget Total

\$1,418,640

**Expected
Revenue**

\$1,700,000

ROI

20%



Key Metrics

THE FUNNEL FOR EACH SYSTEM

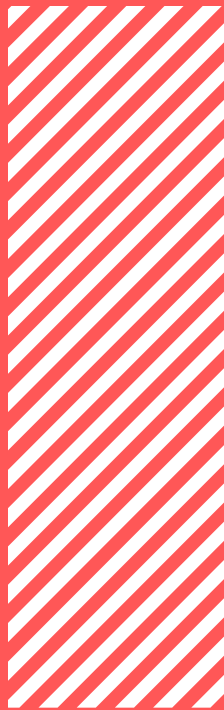

Quantitative Data
About Customer's
Value Perception

THE QUALITY OF THE FUNNEL

Qualitative Data
About Customer's
Value Perception

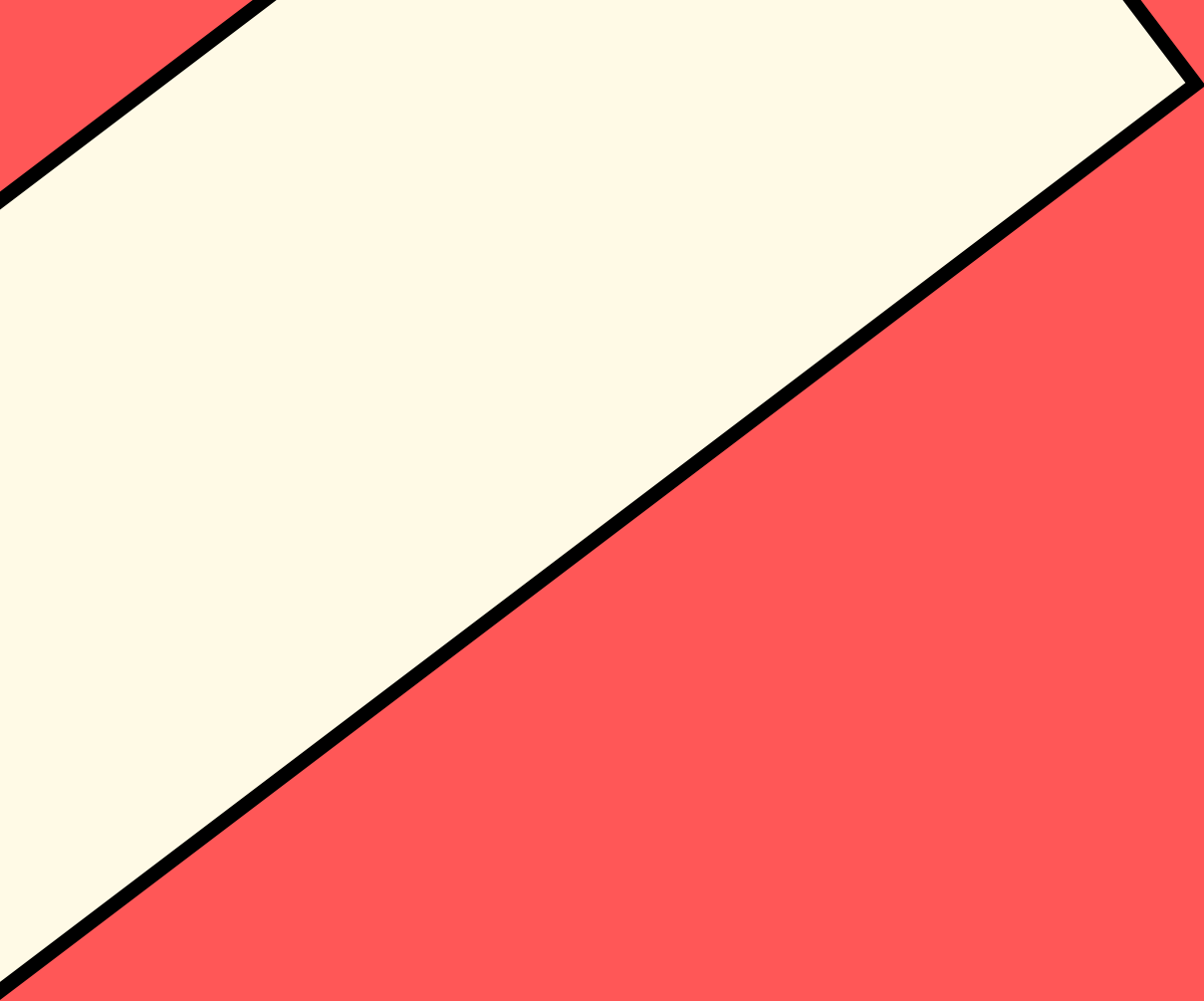
EFFECTIVENESS OF ADVERTISING

How well the Selected
Channels Worked With
the Systems



Thank You!

QUESTIONS?



Thank you!
QUESTIONS?