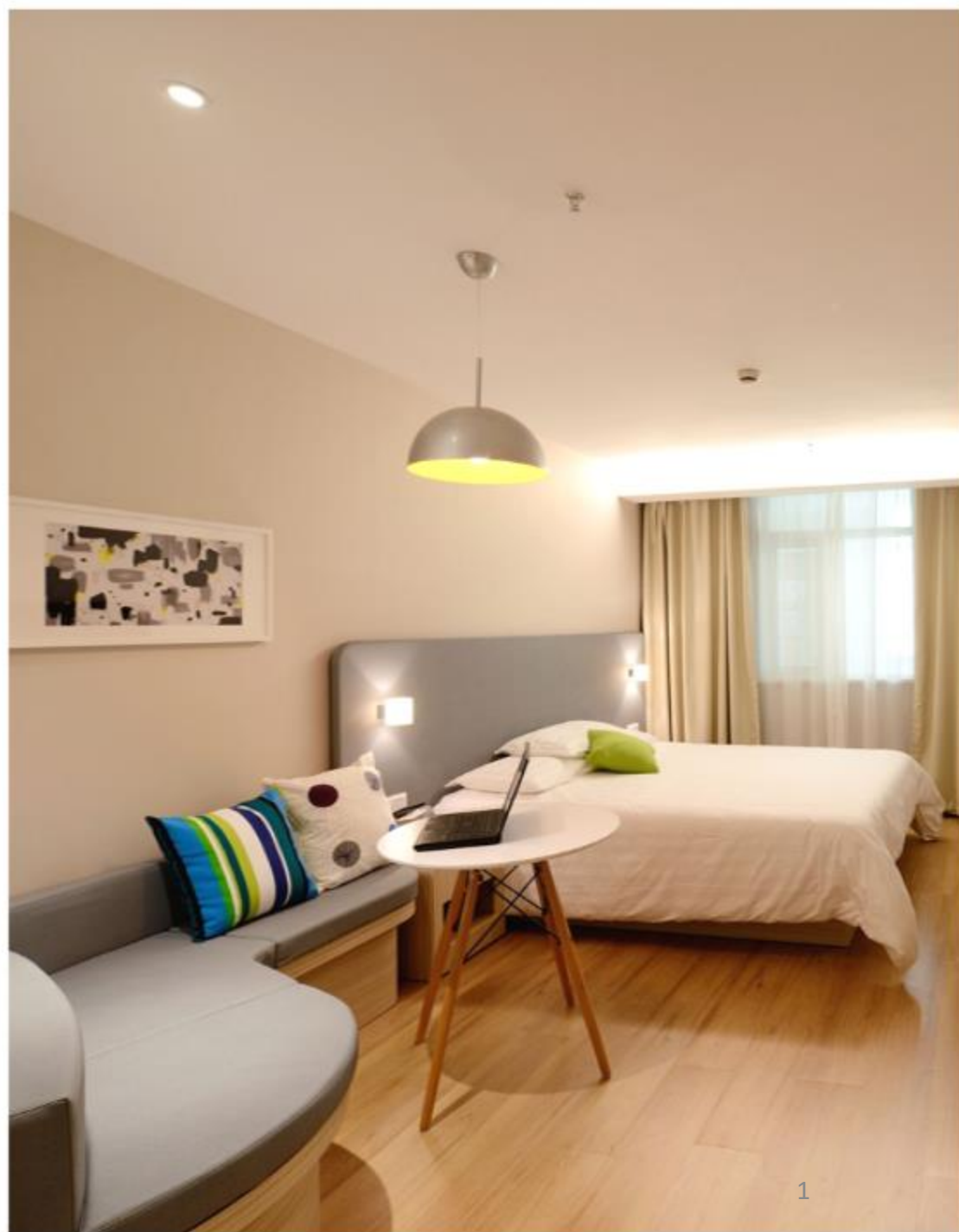




# Brand Audit Exploratory

Group 10

VRINDA | RAKSHAA | ROHAN | RIYA | ISHIKA





# Company Background



Founded in 2008 in San Francisco, California.

"Airbnb = Air Bed and Breakfast".

Transition from an air mattress rental to a global travel community platform.

## Growth and Technology

Innovative use of technology to connect hosts and travelers.

## Community-Centric Business Model

Focus on trust and safety within the Airbnb community.  
Transparent review system for hosts and guests to ensure accountability.



# Research Methodology

Online Survey → 9 Quantitative Questions + 10 Qualitative Questions

Sample Size : 109

- Covers All the typologies.
- Gives Complete Brand Perception
- The Questionnaire Includes Ratings, Multiple Choice and scale to capture participants perspectives and opinions.



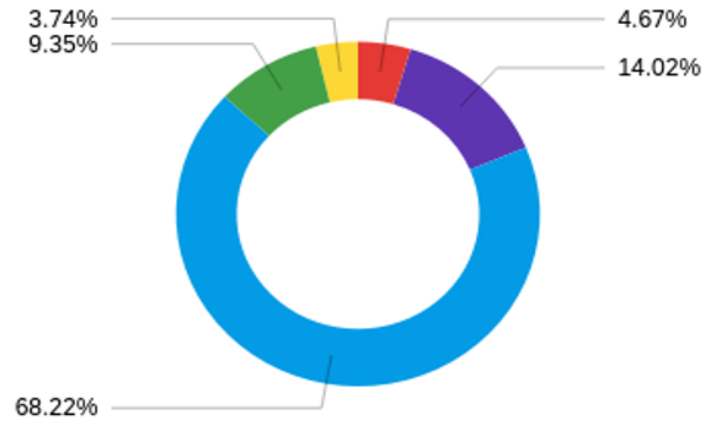
# Research Methodology

## LIMITATIONS

- Limited geographical coverage.
- Limitation in distribution of surveys.
- Limited data analysis capabilities.



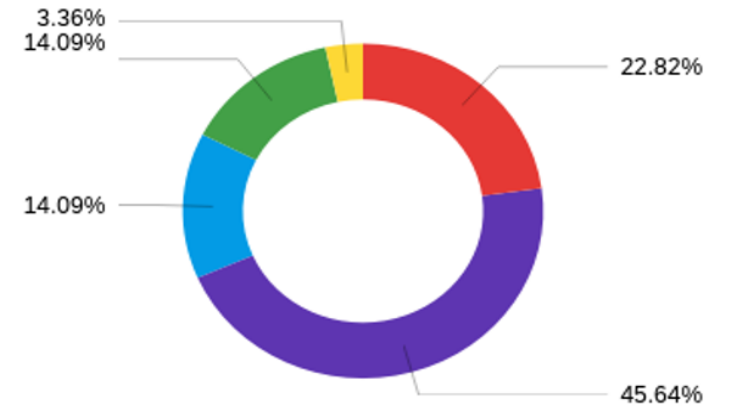
# Airbnb Research Results



Work Leisure Vacation Study Others

## Relationship bond with Airbnb

People use Airbnb majorly as an accommodation for?



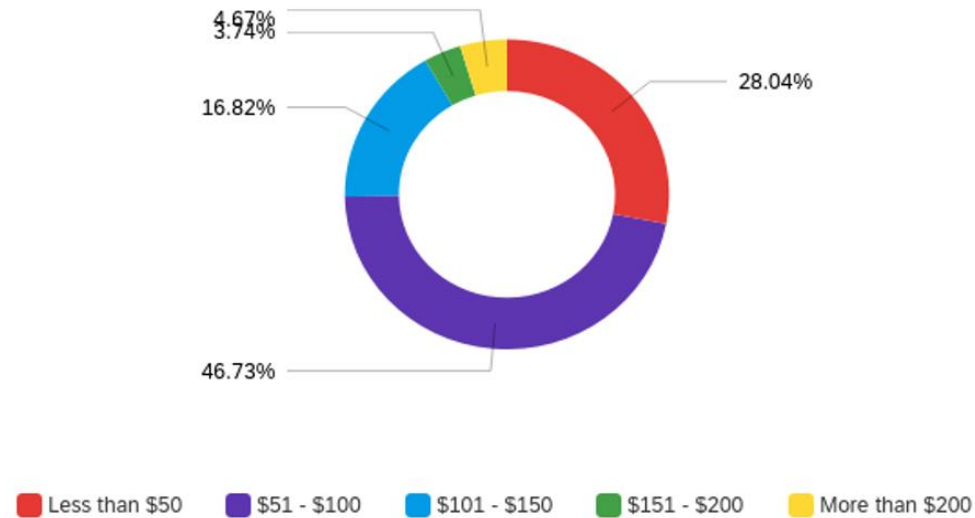
Excited Comfortable Anxious Safe Unsafe

## Emotional bond with Airbnb

What does living in an Airbnb feel like?

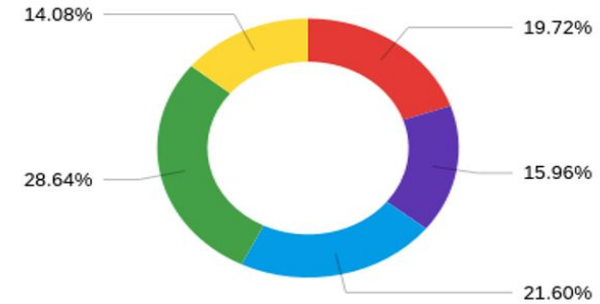


# Airbnb Research Results



## Benefited bond with Airbnb

How much do you prefer to spend on Airbnb?

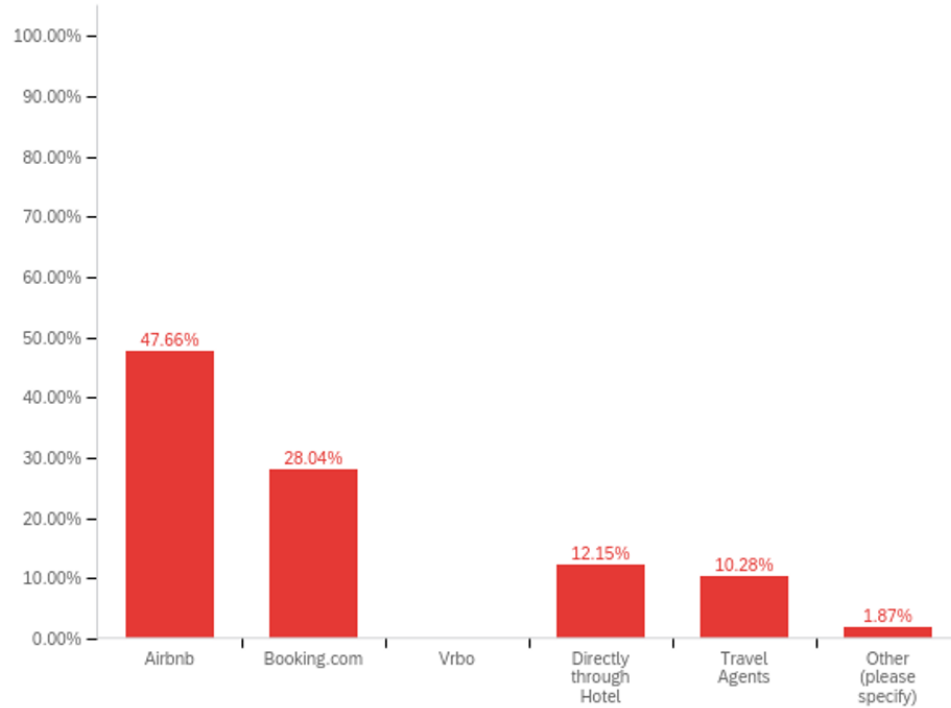


## Iconic Meaning with Airbnb

What factors do you think are contributing to Airbnb's iconic status?

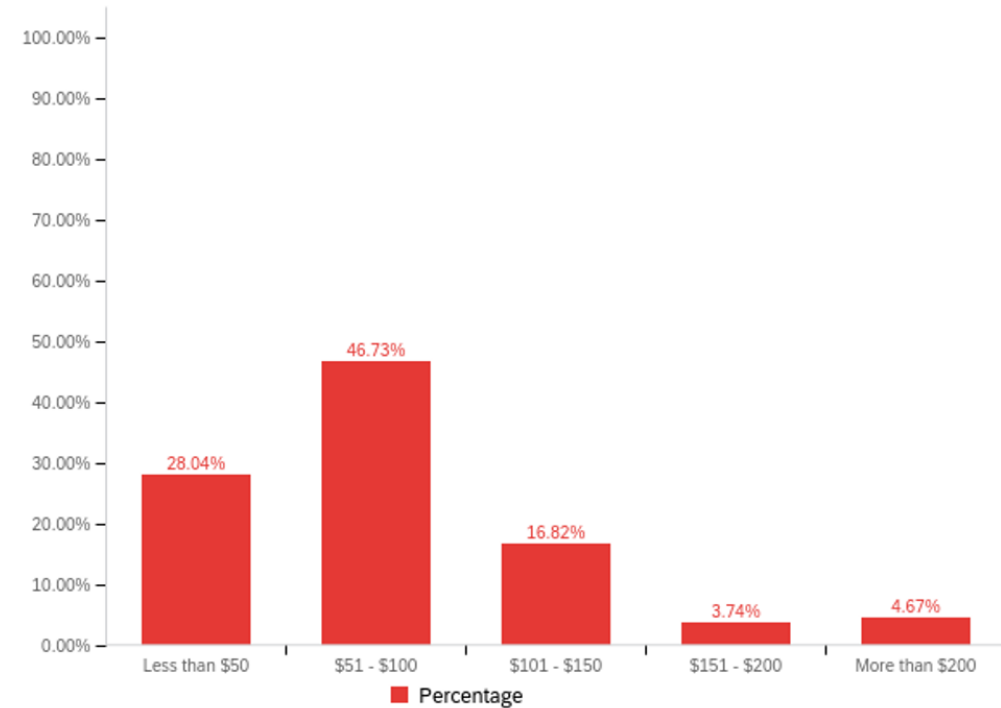


# Airbnb Research Results



## Airbnb's Brand Awareness

Considering your experiences with booking accommodations, which brand stands out the most in terms of awareness during your decision-making process?



## Attributes and Benefits Of Airbnb

Wow much do you typically spend per night on an Airbnb accommodation?



# Brand Association

## Attributes and Benefits

Authentic and local travel experiences

Diverse accommodation options

## Personality

Innovative and community-centric

Adaptive and responsive

## Organization and Entities

Airbnb's robust financial performance

Competitive positioning against VRBO and other vacation rental platforms

## Opinions and Attitudes

Positive public perception

Potential concerns around impact on local housing markets

## Emotions

Sense of belonging and connection

Trust and safety

## Relationship Bonds

Strong host-guest relationships facilitated by the platform

Potential for repeat business and customer loyalty

## Iconic Meaning

Airbnb as a pioneer in the sharing economy and disrupting traditional hospitality

Symbolic of authentic and personalized travel experiences

## Collective Identity

Alignment with the values of sustainability, community, and cultural exchange

Resonance with the desire for unique and memorable travel experiences





# Airbnb's Core Brand Associations

## Attributes/ Benefits

- Local authentic experience
- Cost-effective

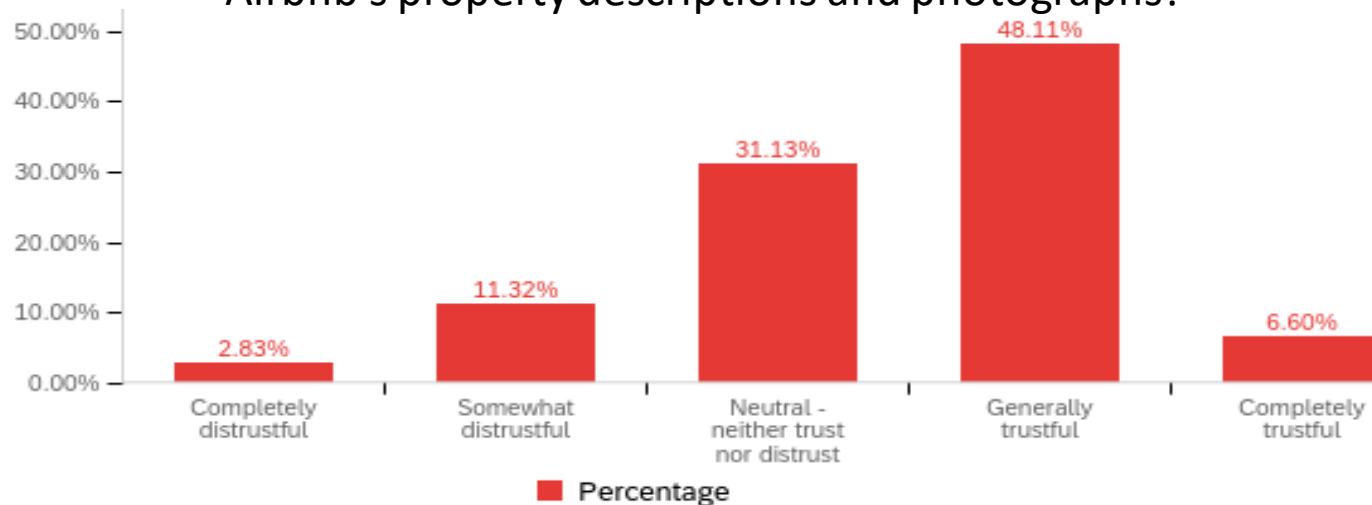
## Brand Personality

- Authentic
- Community-focused
- Innovative

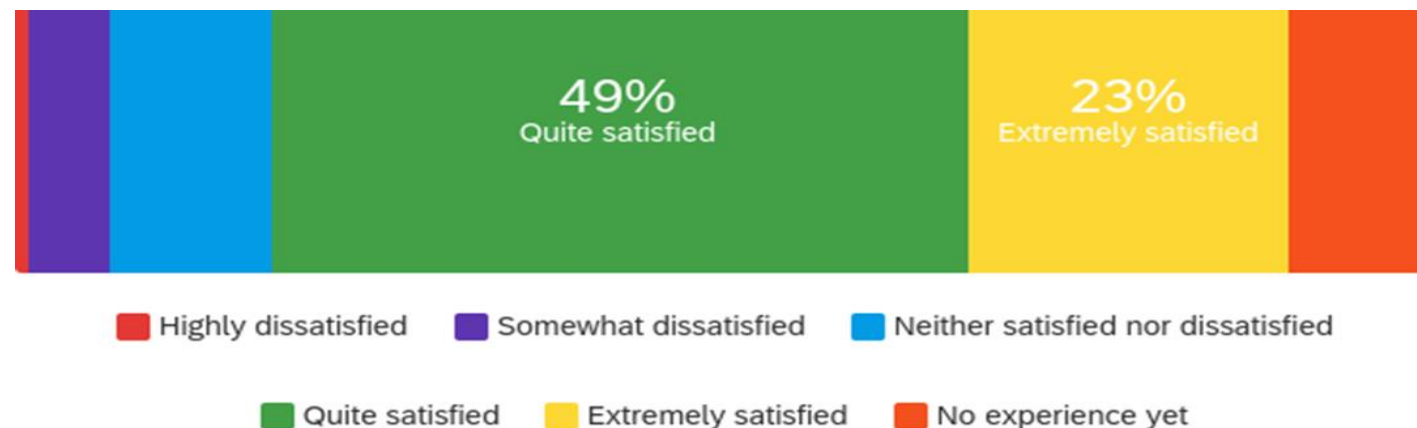
## Opinions/ Attitudes

- Clean
- Good condition

How confident are you in the truthfulness and dependability of Airbnb's property descriptions and photographs?



How satisfied have you been with the cleanliness and overall condition of the Airbnb properties you have stayed at?





# Airbnb's Extended Brand Associations

## Emotions

- Comfortable
- Excitement

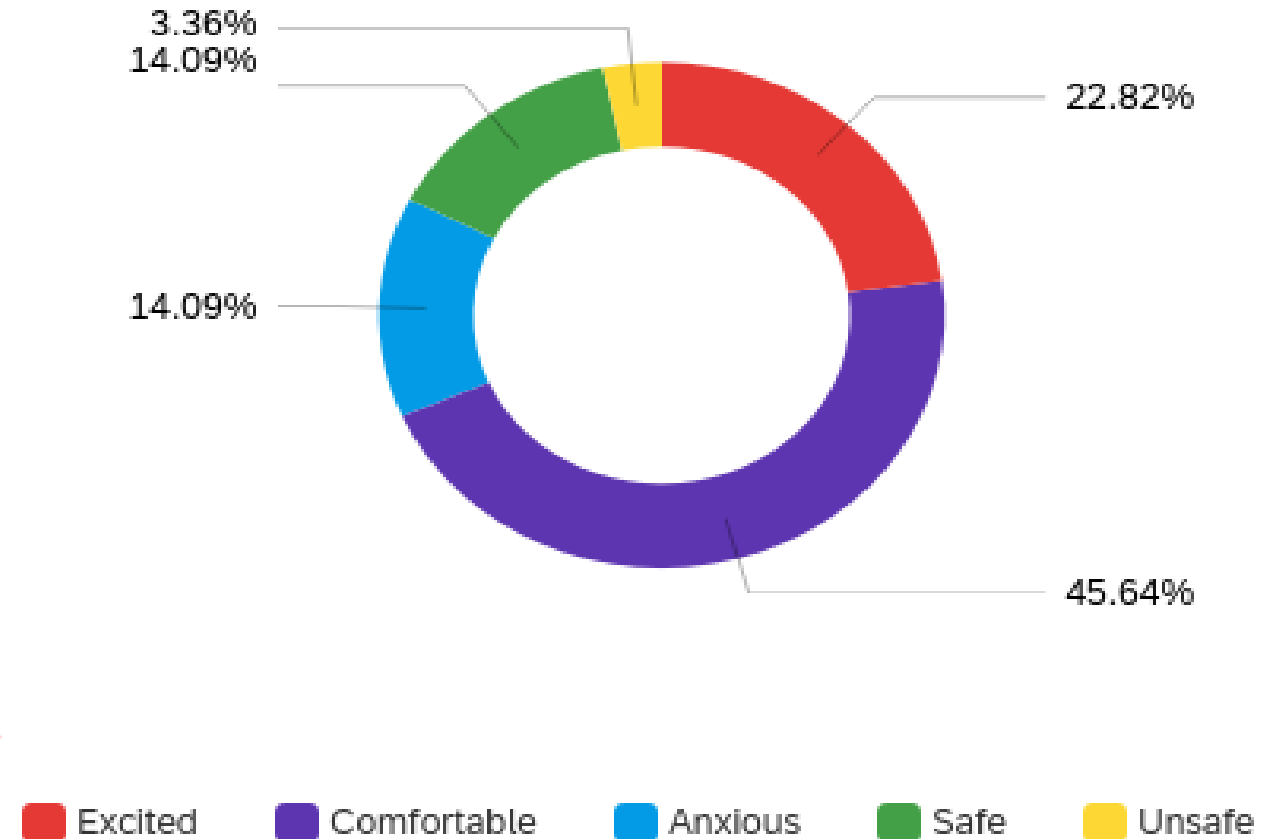
## Relationship Bonds

- Travel Companion

## Collective Identity

- Sustainable tourism
- Community values

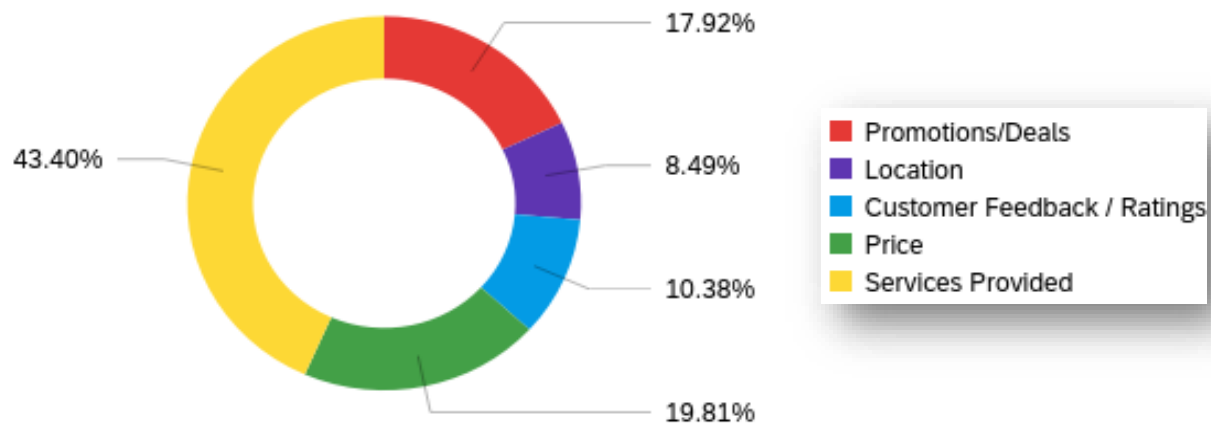
How does staying at an Airbnb make you feel?





# Brand Preference

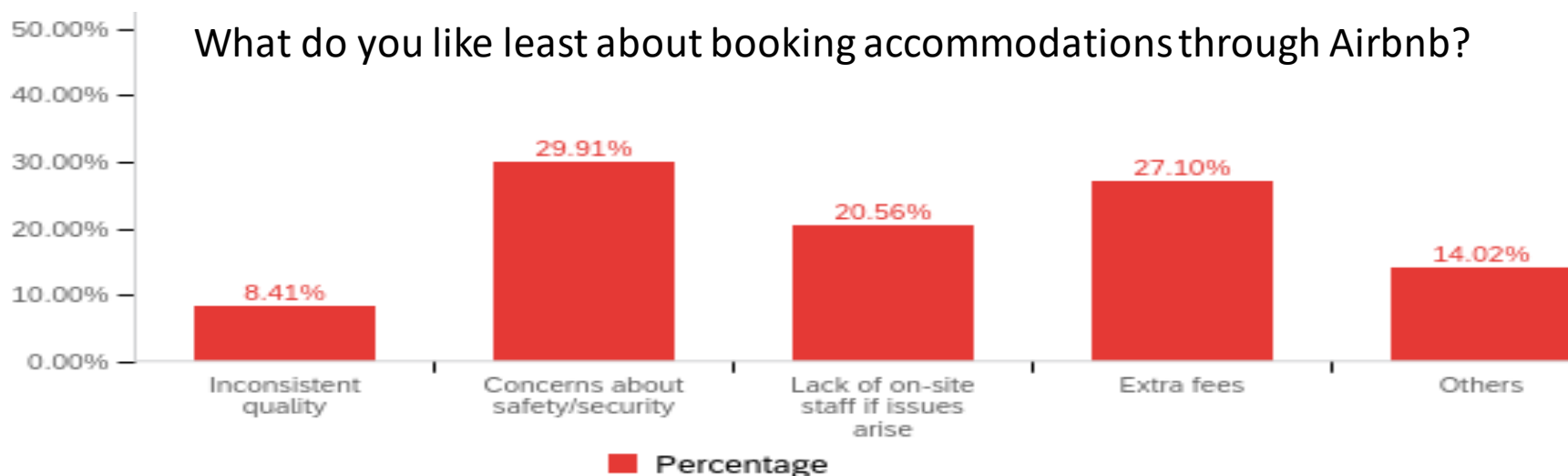
While booking your accommodation, what would you base your decision on?



What do you like least about booking accommodations through Airbnb?



What do you like least about booking accommodations through Airbnb?





# Competitive Positioning and Preference

## Community-Centric Model

- As of 2023, Airbnb has over 7 million listings spanning 100,000 cities and towns across 220 countries
- Airbnb's hosts collectively earned over \$180 billion since the platform's inception, with the average U.S. host earning \$14,000 in 2022

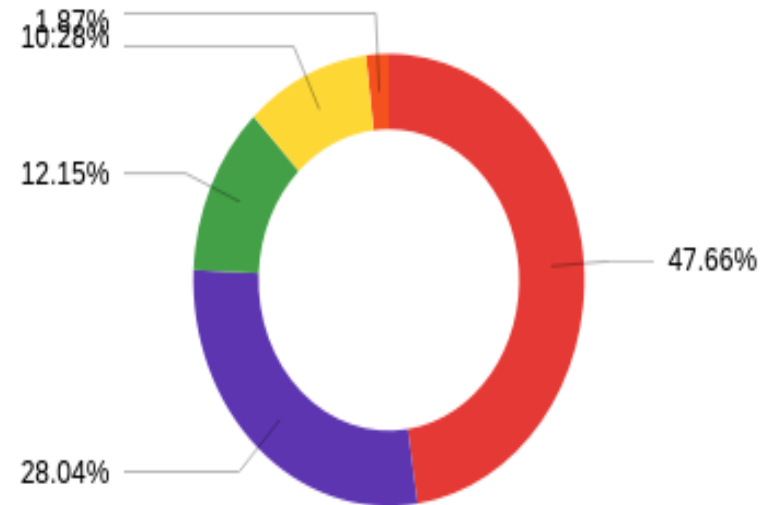
## Authentic Local Experiences:

- 55% of survey respondents highlighted Airbnb as truthful and dependable
- Online reviews frequently laud the personal touch and local insights provided by Airbnb hosts

## Innovative Offerings:

- Airbnb launched "Experiences" in 2016, allowing locals to host unique activities & tours for guests
- The platform offers over 6.6 million unique Stay types like castles, treehouses, tiny homes etc.

Considering your experiences with booking accommodations, which brand stands out the most in terms of awareness during your decision-making process?





# AIRBNB Financial Performance

\$2.2 B

Revenue 2023

30.31%

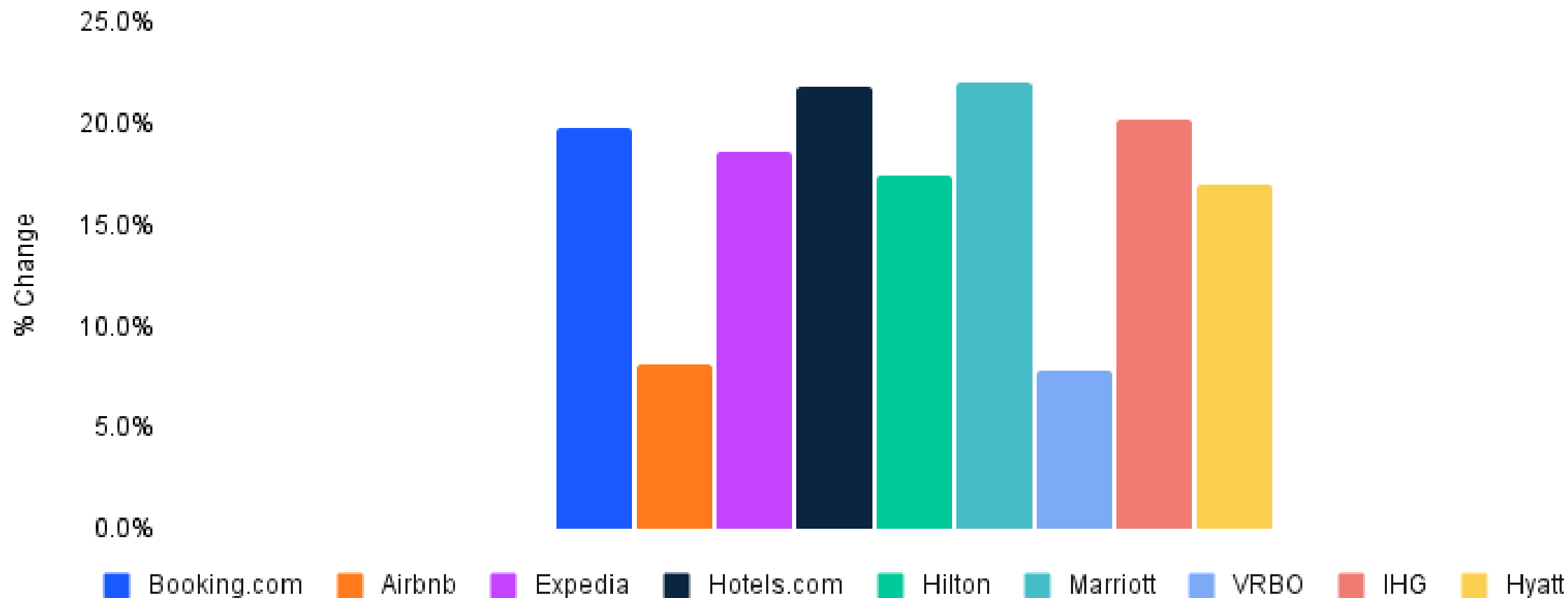
Market share

\$489 M

Adjusted Net Income

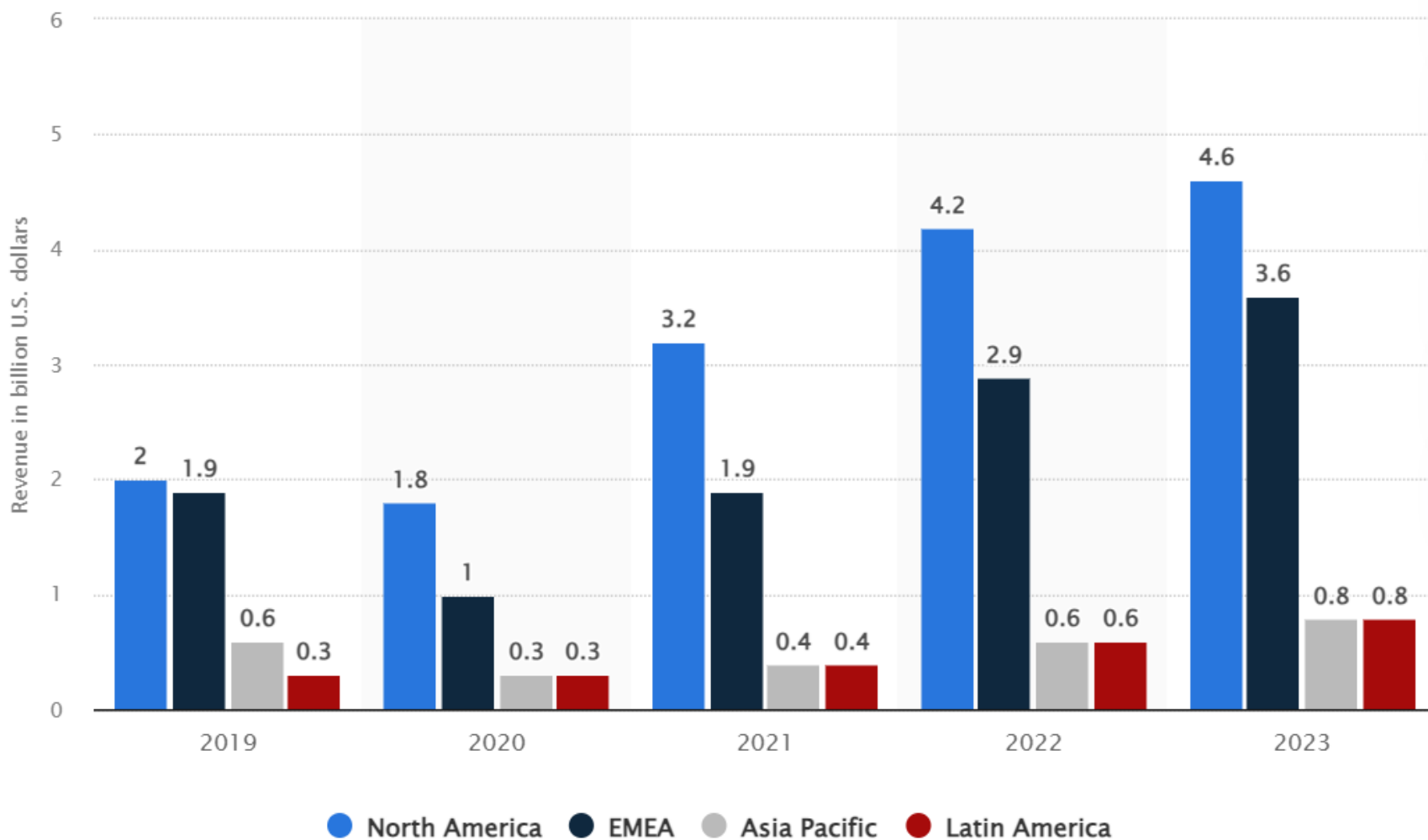


# Visits, March 2023: Airbnb



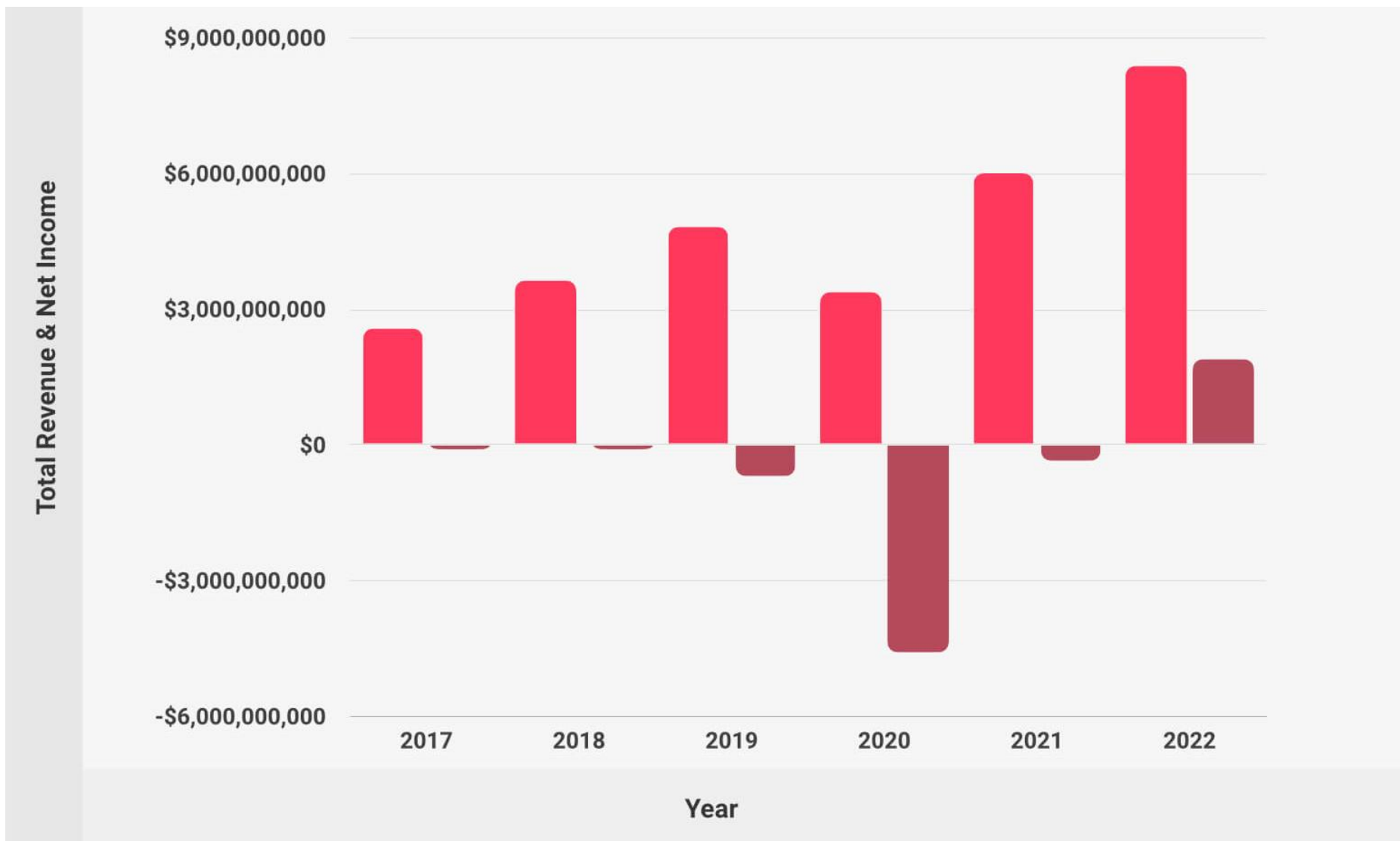


# Revenue based on region





# Revenue Overview







Competition



Booking.com



Expedia



Coliving  
.com



Trip.

PLUM  
GUIDE



# VRBO Financial Performance

\$2.79 B

Revenue 2023

48 M

Monthly users

\$425 M

Adjusted Net Income

# AIRBNB VS VRBO

<b>Number of Listings</b>	5.6 million worldwide	Over 2 million globally (focus on whole properties)
<b>Platform Features</b>	Visually appealing, intuitive search	Better filter and sort options
<b>Geographic Mix</b>	Widely spread across regions	Diverse locations (whole-property rentals)
<b>Ownership Type</b>	Mix of entire homes, private rooms	Primarily entire homes, condos, or apartments
<b>Market Share by Region</b>	Dominates global market	Significant share in certain regions
<b>Length of Stay</b>	Short-term and long-term stays	Preferred for extended stays
<b>Booking Windows</b>	Flexible booking closer to travel date	Longer booking windows



# Market Size



**2+ Billion**

**Trips Booked (Worldwide)**

Total Available Market



**532+ Million**

**Budget & Online Trips**

Serviceable Available Market



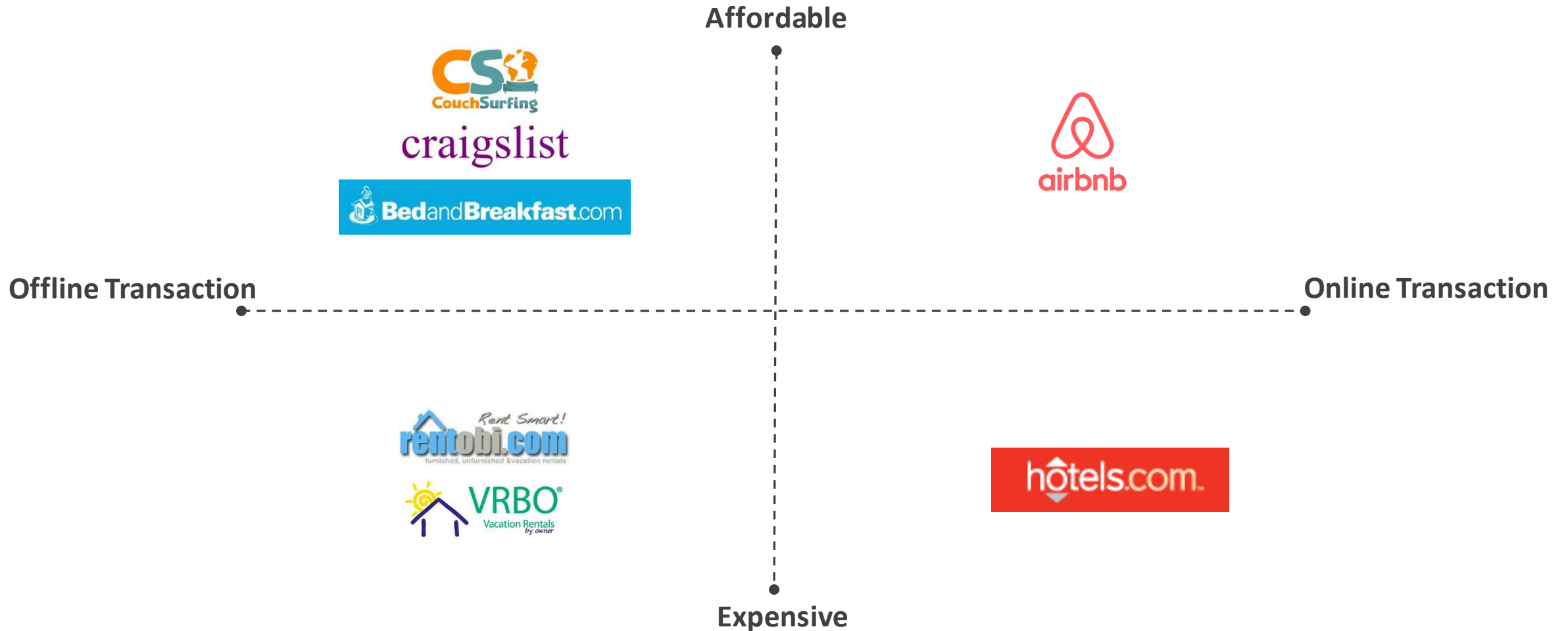
**10.6 Million**

**Trips with AB&B**

Market Share



# Competition





# Public Opinion



## Google Trends



Top Related Queries and Topics



Search Trend Analysis  
Between AirBnb, Vrbo, and  
Booking.com



## Social Media



Instagram



Reddit



Company Website



## News and Policies

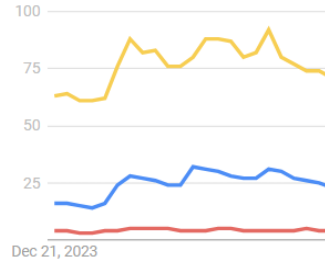


Recent News

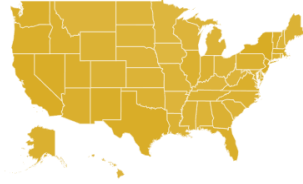


Policies





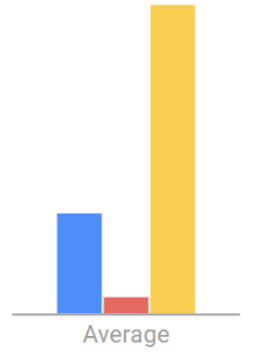
# Google Trends



Vrbo  
Search term

Booking.com  
Search term

AirBnb  
Search term



## Top Related Queries and Topics



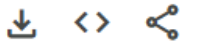
Vrbo's inclusion as a related query demonstrates how rival organizations can be associated with brand names, showcasing the competitive landscape within the vacation rental market



Organizations and entities that are rivals also get associated!

Related queries

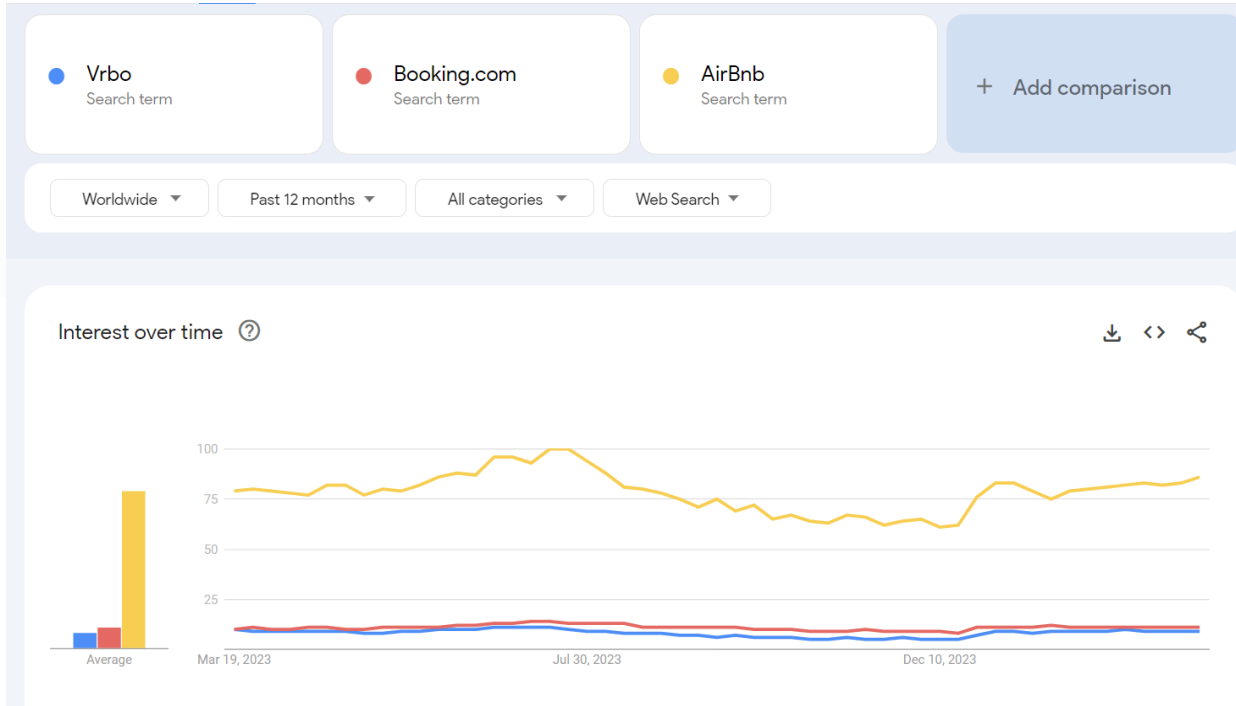
Top



1	hotels	100	<div><div></div></div>	
2	hotel	68	<div><div></div></div>	
3	vrbo	62	<div><div></div></div>	
4	airbnb florida	44	<div><div></div></div>	
5	air	37	<div><div></div></div>	

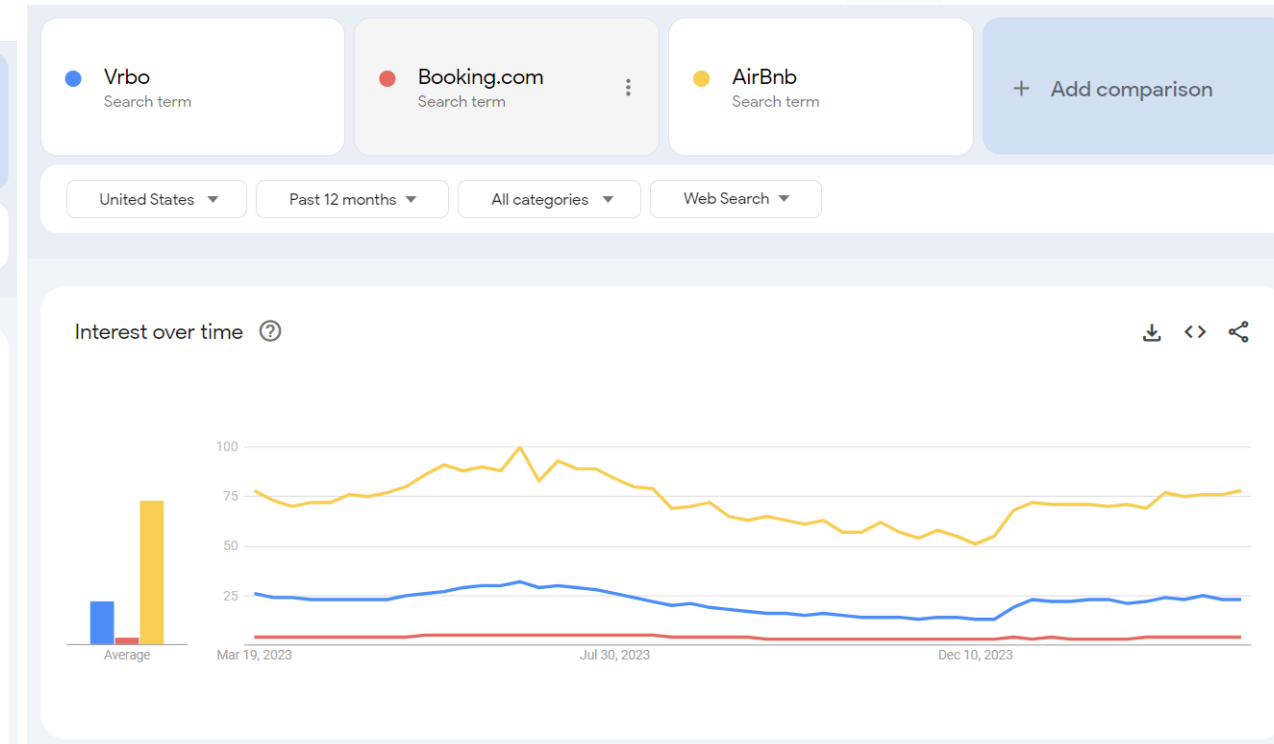


# Trend Search Analysis



World Wide

Search terms "AirBnb," "Vrbo," and "Booking.com" were used for comparison.



United States

Airbnb's search volume significantly exceeds that of VRBO and Booking.com - Favourable





# Social Media

Instagram

--- Comments : complaints

Reddit

--- Threads : Discussions

Company Website




--- Reviews: Ratings






# Instagram - Comparison



airbnb  [Follow](#) [Message](#)  

3,592 posts   5.6M followers   1,734 following

Airbnb




 [airbnb](#)

Where to next?  
[airbnb.com](#) + 2

Followed by [vaibhav.vk7](#), [akshaiyah](#), [\\_priyanshuarora\\_](#) + 1 more


- Airbnb's Instagram has 5.6 million followers, while Vrbo has 1.2 million.



vrbo  [Follow](#) [Message](#)  

1,568 posts   1.2M followers   906 following

Vrbo


 [vrbo](#)

Vacation homes for you and whoever you call family. Tag @vrbo for a chance to be featured.  
[like2buy.curalate.com/vrbo](#)

- Recent posts receive only around 100 likes on average.

# Instagram - Engagement


- Comments primarily consist of customer complaints about issues like cleanliness and refunds. #Unfavorable
- Airbnb's social media team actively responds to both positive and negative feedback.



**natalie\_goodin** Is your server down?


5w 11 likes Reply

— View replies (8)




**natalie\_goodin** @airbnb tried all, and the server is still down!

5w Reply




**airbnb** @kkendallbrown Hi there, we came across this. If you need our assistance, please DM us your email address, and a summary of the issue. Thank you.

5w Reply



**airbnb** @natalie\_goodin Please share your email address, and a screenshot of the issue in a DM if possible, Thank you.


5w Reply



**mylifeof\_love** We stayed here last year and it was stunning!xx 🌟💕🔥


4w 1 like Reply

— Hide replies



**airbnb** @mylifeof\_love What a dream 💖


4w 2 likes Reply



**customerexperiencechile** On our way! 🚀


4w Reply

— Hide replies



**airbnb** @customerexperiencechile Don't forget to pack your sunglasses 🌟💕


4w 1 like Reply



**laurasvazquez** Airbnb close my account, could someone help me?


1w 2 likes Reply

— Hide replies



**airbnb** Hi Laura, we'd like to take a closer look. Could you send us the email address associated with the Airbnb account via DM? We'll follow up from there.


1w Reply



**restlessgroup** Hey, we have been stranded for 72 hours because our airbnb was not like photos and infested. Please help. You're doing nothing. It's wild.

1w 11 likes Reply ...

— Hide replies



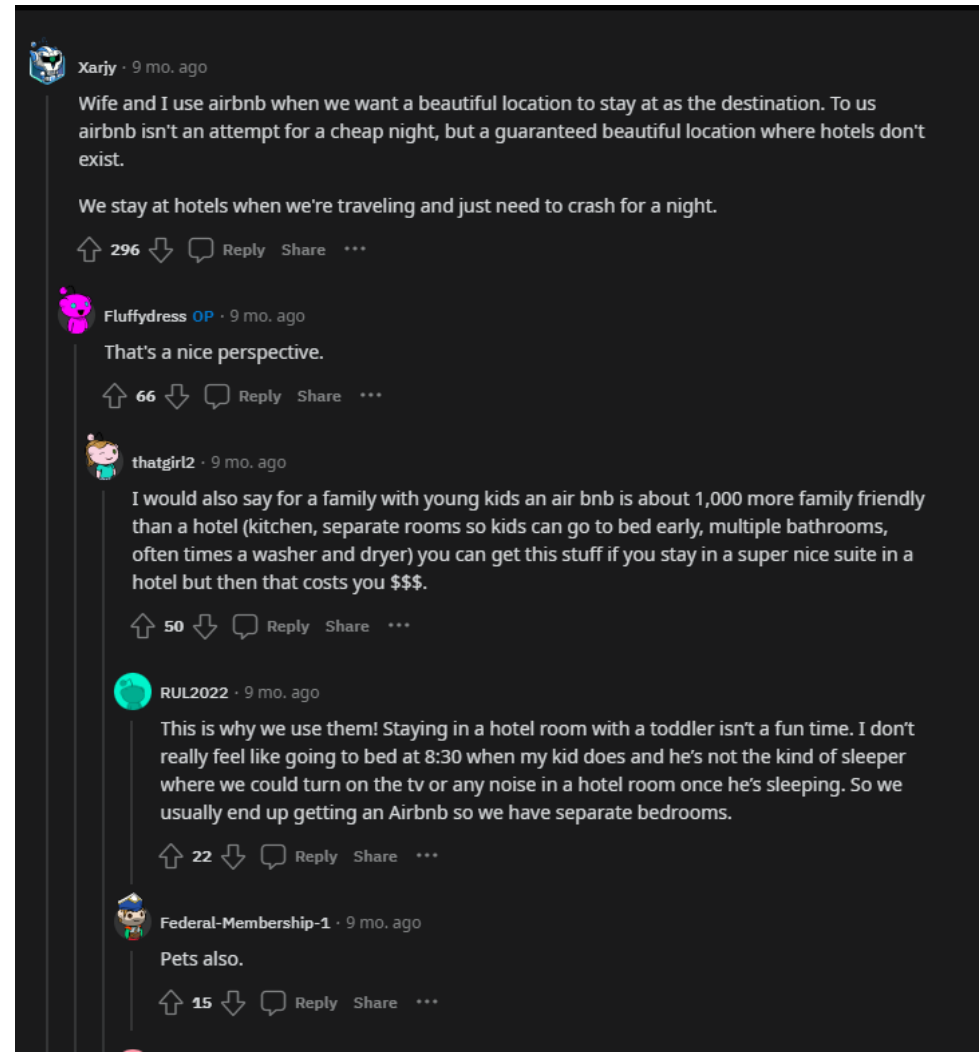
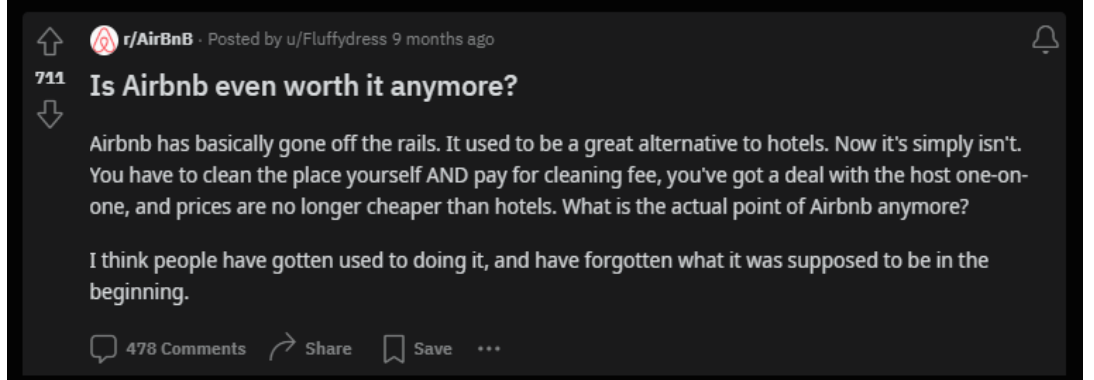
**airbnb** @restlessgroup Hi there, we saw your message and would like to help. Please feel free to DM us with your email address and more details, and we can follow up from there.

1w 2 likes Reply



# Reddit Threads

- Initial criticism countered by user support for Airbnb.
- Advantages for travelers with children or pets noted.
- Public Perception:  
#Favorable Airbnb associated with unique local experiences, scenic locations, pricing benefits, space, and variety.
- [https://www.youtube.com/watch?v=1STa1vWPCmo&ab\\_channel=Airbnb](https://www.youtube.com/watch?v=1STa1vWPCmo&ab_channel=Airbnb)





# Company Website



**Juan Jose**  
Barcelona, Spain

★★★★★ · 2 weeks ago · Stayed one night

The place was perfect. A pristine apartment for design lovers. Spacious kitchen and living room, beautiful views of the street, comfy beds and linens. Happy with the stay overall!



**Moises**  
New York, New York

★★★★★ · 3 weeks ago · Stayed a few nights

The location is amazing, walkable to so much... restaurants, bars, boutiques, galleries, etc. The apartment itself is spacious, although only one bedroom has a door, upstairs bedroom is a...

[Show more](#)



**Hans**  
Tulsa, Oklahoma

★★★★★ · 2 weeks ago · Stayed a few nights

Eduardo's place was great! His spot is walking distance to incredible restaurants, coffee shops, and neighborhoods. It was a little warm at night during this time of year, but there...

[Show more](#)



**Theo + Heather**  
Gibsons, Canada

★★★★★ · 3 weeks ago · Stayed with kids

We absolutely loved our stay at Eduardo's - the apartment is stunning and the location can't be beat. Looking forward to booking again on our next trip to CDMX!

- Website displays predominantly positive ratings and reviews, contrasting with Instagram's complaint-heavy comments.
- Ratings mostly fall within the 4-5 star range, and reviews are generally favorable.



# News & Policies

News	Milestones	Policies
positive company growth and performance	5 million hosts	valuing the customer feedback



# News



## Why Airbnb, Inc. (ABNB) Outpaced the Stock Market Today

- Positive performance fosters trust and confidence among both the public and investors, reaffirming Airbnb's leadership in the vacation rental market.

31

# Policies

NEWS & ADVICE

## What to Know About Airbnb's New Camera Ban Before Booking Your Next Stay

*The new policy goes into effect globally April 30.*

BY RACHEL CHANG  
March 15, 2024

- 
- Company policies, despite receiving mixed reviews, spark discussions and demonstrate Airbnb's commitment to customer feedback and action.



# Milestones

**We now have over 5 million Hosts on Airbnb.** Since Airbnb began, we've welcomed a community of Hosts like you who bring their unique style to hospitality.

Here are a few facts about these amazing Hosts:

- Countries with the most Hosts include the **U.S., France, Brazil, Italy, the U.K., and Spain.** Nearly 85% of Hosts are located outside of the U.S.
- Over half of Hosts identify as women and more than one in three are over the age of 50.
- Hosts have collectively earned \$250 billion since Airbnb was founded.
- Hosts get creative with their listings, sharing igloos, treehouses, houseboats, yurts, and campers. Over 2,500 Hosts have listed castles as of December 2023, and there are more than 160,000 listings in the Vineyards category as of September 2023.
- Hosts have had more than 1.5 billion guest check-ins collectively, welcoming guests from over 200 countries and regions.

Discussions prompt feelings of assurance among people and make them more open to change, reflecting Airbnb's responsiveness to user input.

Recent news highlights positive company growth and performance, with increasing share prices and reaching milestones like 5 million hosts.





# Conclusion

## **Sources of Equity**

- Global recognition and brand identity.
- Affordability
- Convenience
- Collective Identity.

## **Area of Improvement for Airbnb**

- Introduce much more secure accommodations.
- Incentivize hosts who provide homes with green and clean energy sources.



**THANK YOU**

**Q&A?** 😊

**VRINDA | RAKSHAA | ROHAN | RIYA | ISHIKA**