

Brand Inventory Report

Airbnb



Team 10

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Recap

Financial Performance

- Robust revenue & profitability
- Strong post-IPO resilience

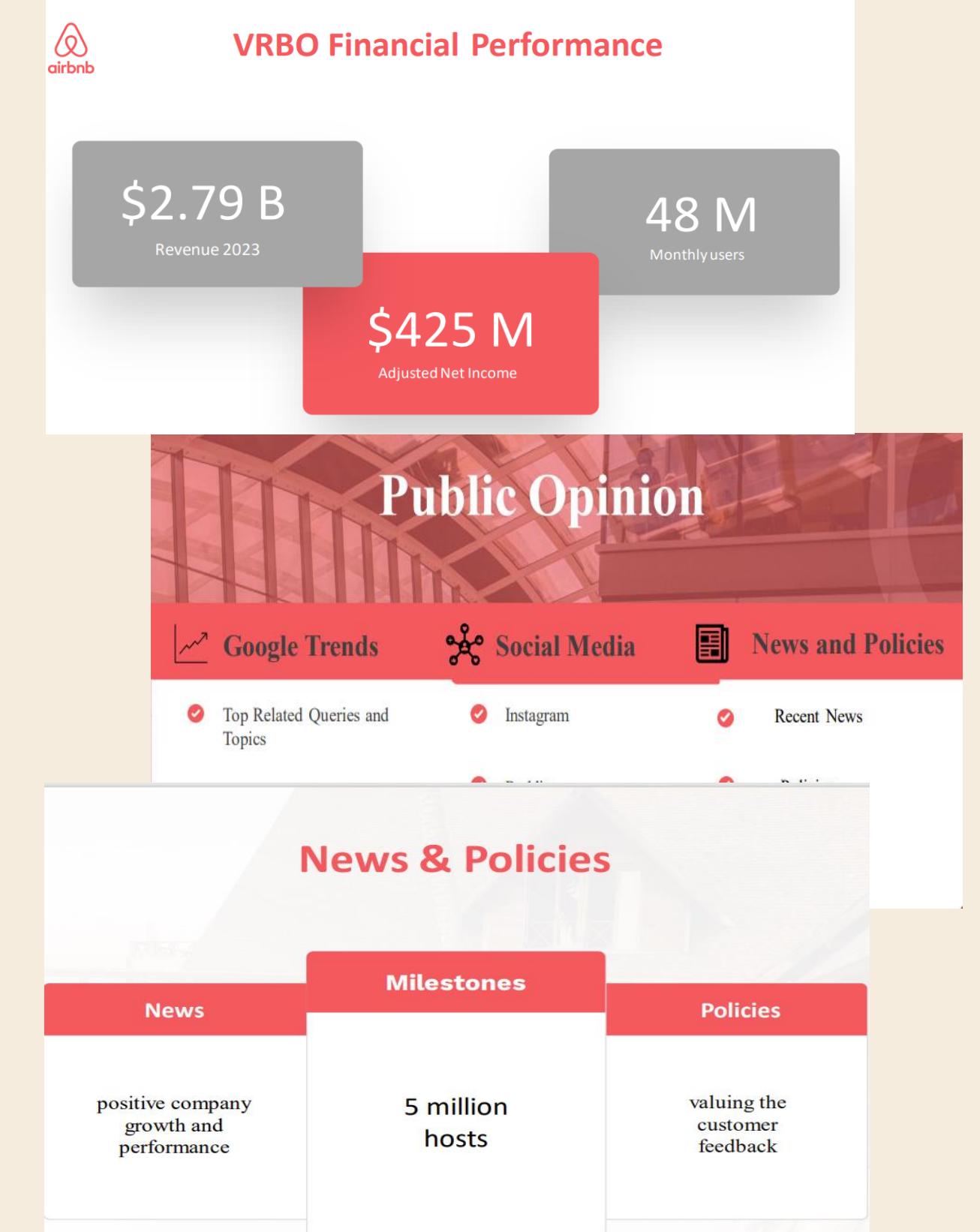
Consumer Perceptions

- Authentic local experiences resonated
- Room for service consistency improvement

Public Opinion

- Appreciation for economic empowerment
- Concerns over local housing market impact

Robust financials, strong brand positioning,
mixed public discourse



Building Inventory



- Airbnb's Mission and Vision Analysis.
- Comparative Analysis of Airbnb and its Top Competitors

Airbnb's Vision and Mission

To create a world where anyone can belong

Economic Impact

Airbnb guests spent upwards of \$35 billion at local cafes and restaurants in 2018

Authenticity

Airbnb offers a wide range of unique and often quirky accommodations that reflect the local culture and character of the places where they are located.

Wanderlust Factor

Airbnb's expansive network of over four million hosts serves as a testament to the platform's multifaceted offerings, highlighting its role

Comparative Analysis of Airbnb and its Top Competitors

Vrbo

Booking.com

Hotels

POPs

- Diverse global vacation rental listings
- Similar pricing models with fees

PODs

- Airbnb: Unique property types, "Experiences" offering
- Vrbo: Focus on entire homes, advanced AI search tools

POPs

- Major global travel platforms
- Comprehensive property listings

PODs

- Booking.com: Tilted towards hotels
- Airbnb: Unique properties, peer-to-peer hosting model

POPs

- Provide travel accommodations
- Per night pricing models

PODs

- Airbnb: Unique homes, local living experiences
- Hotels: Amenities, corporate/group travel strength

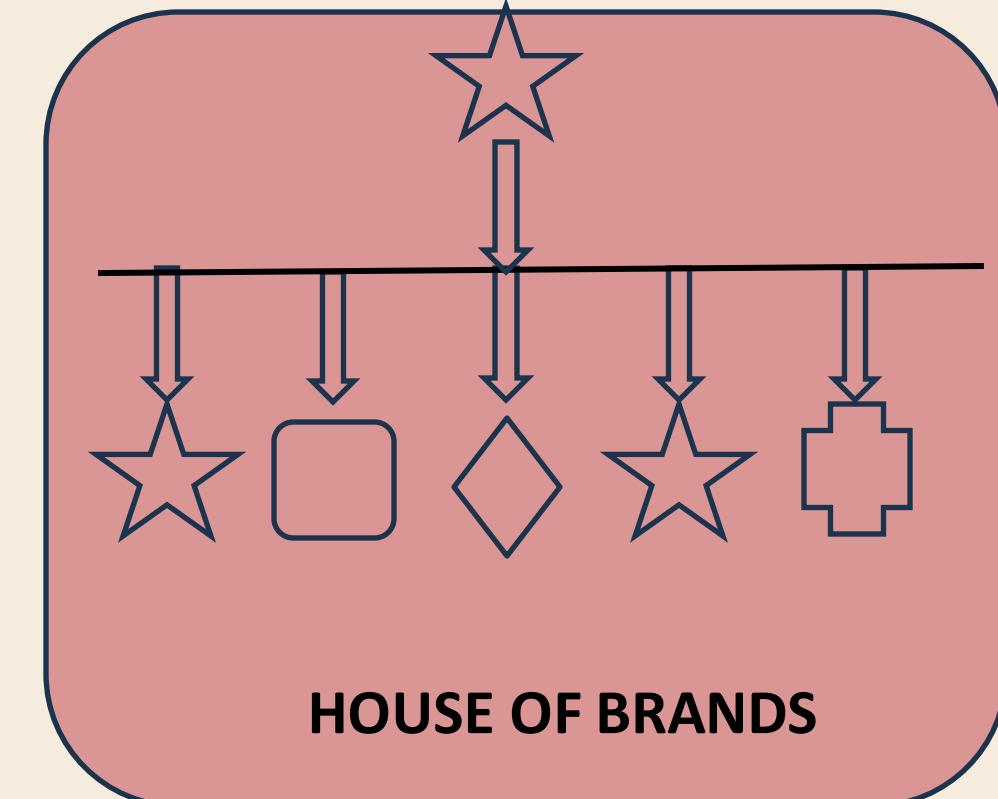
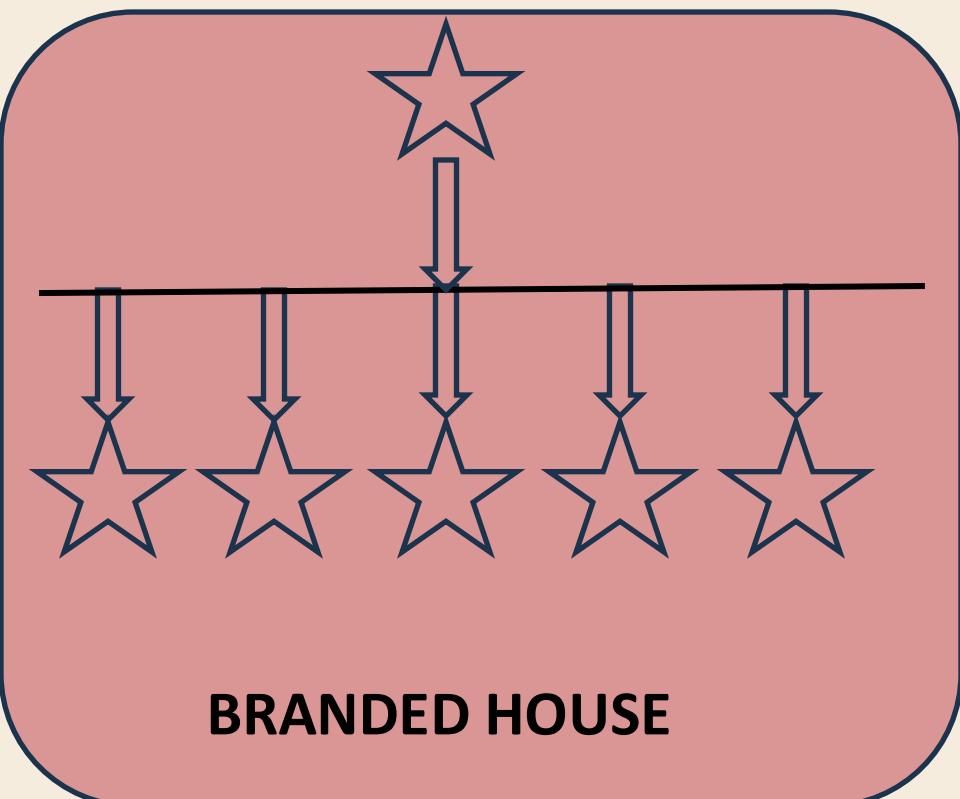




Leveraging Inventory

- Brand Architecture Breakdown
- Communication, marketing and leveraging actions

Brand Architecture Breakdown



aircover
aircover
for Hosts

airbnb
EXPERIENCE

airbnb
*lux*e

airbnb
plus

airbnb
for work

PARTNERSHIPS AND COLLABORATIONS

Airbnb has formed impactful collaborations across diverse sectors:

- **Delta Airlines:** Facilitates seamless travel experiences.
- **Olympics:** Provides unique lodging during the Games.
- **Visit Florida:** Promotes tourism and local experiences.
- **Flipboard:** Enhances content discovery for travelers.
- **Stripe:** Streamlines secure payment processes.
- **Casper:** Elevates guest experience with bedding solutions.
- **Century 21:** Expands real estate offerings for vacation rentals.
- **Tech Against Terrorism:** Ensures platform safety through technology.

Some of these partnerships are travel specific and an extension to travel requirements.

Whereas, other solely depend on what cause Airbnb is looking to support!



Worldwide Olympic Partner



Communication & Marketing Actions



1. The "AirBnB It" Campaign - AirBnB It!

- Benefits of hosting
- Increased awareness
- Security through AirCover
- Convenience through AirSetup

2. Improving Community Support

- Hosts X Hosts Collaboration
- Made possible by Hosts
- SmartLock doors

Leveraging Actions

1. Private Rooms-Introducing AirBnB Rooms!

- Solo/budget travelers
- Transparency
- Filtered Search Results

2. AirBnB Plus Relaunched - AirBnB Plust Host Tips!

- Better Quality
- More Control
- Security

3. Collaborations

- AirBnB X UNESCO
- AirBnB X Delta SkyMiles
- AirBnB X VisitFlorida
- AirBnB X Visa

Protecting Inventory

Safety and Security

Airbnb has banned "party houses,"

Policy Enforcement

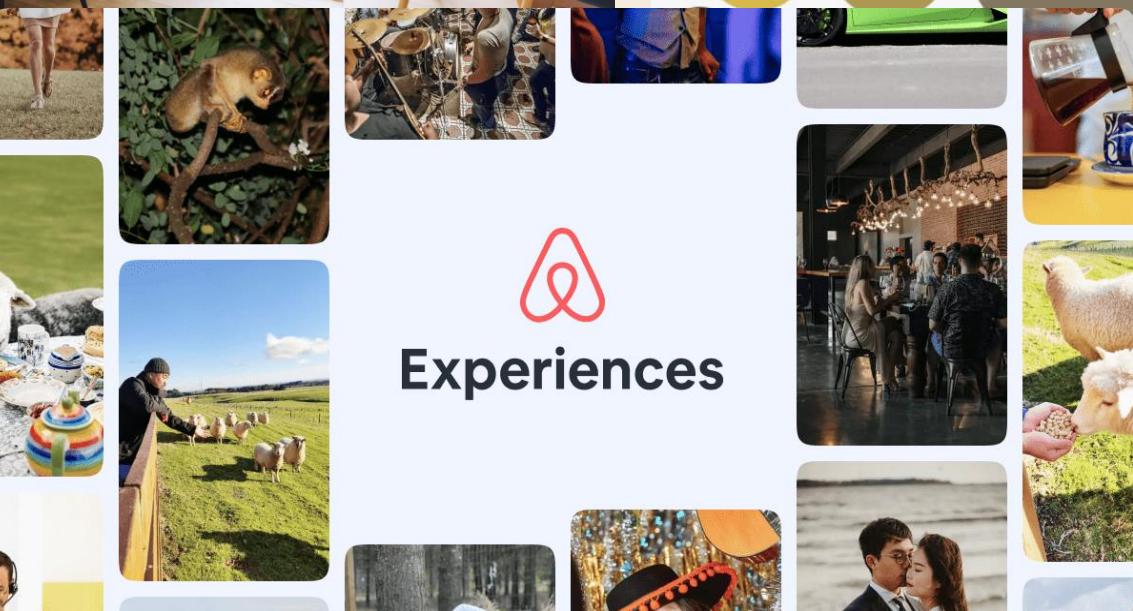
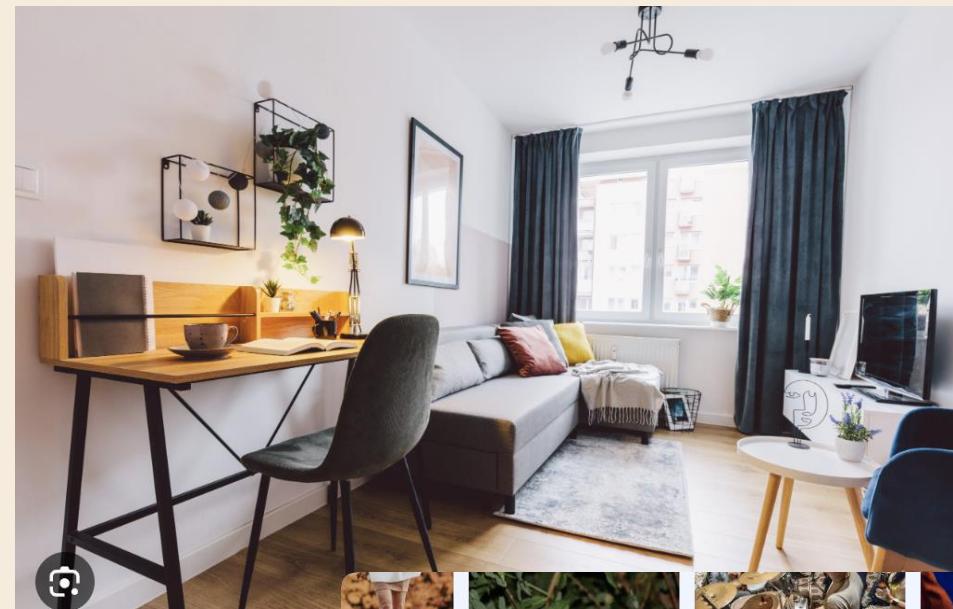
Against users associated with hate groups or dangerous organizations

Verification Processes

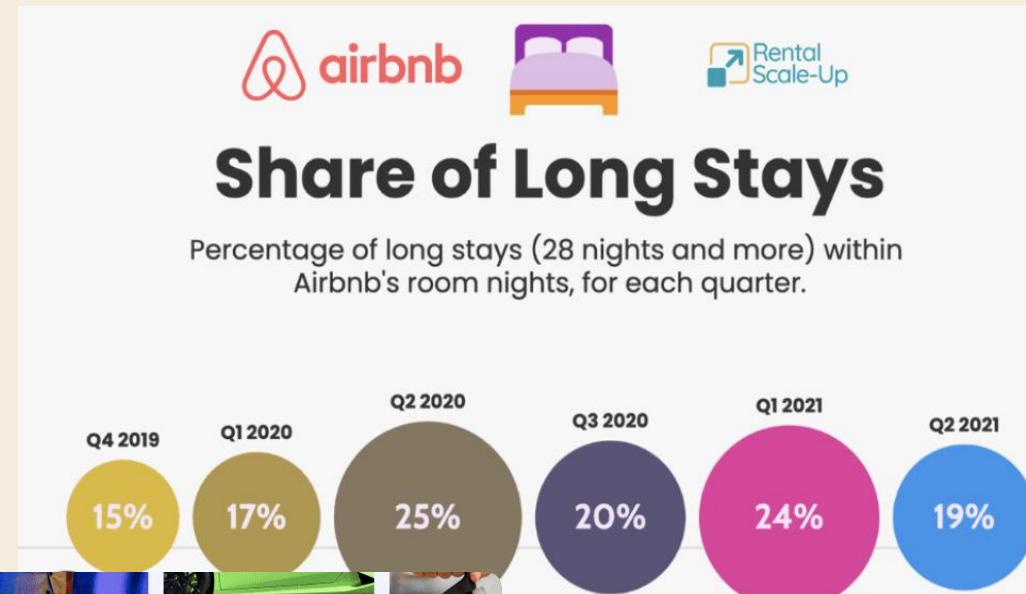
Verify the identity of hosts and guests to minimize risks.

Brand Protection

Monitors unauthorized use of its platform & addresses trademark infringements.



Experiences



Brand Assessment & Recommendations



Brand Image Identification

Personality:

Authentic

Benefits:

Cheap and readily available.

Emotions:

Cool, Super Experience

Iconic:

Unique Stayovers.

Collective Identity:

Community, Belonging,

Brand Identity Identification

Personality:

Adventurous

Benefits:

Affordability, Local Experience

Emotions:

Exciting, Safe, Trust

Iconic:

Home away home

Collective Identity:

Community, Diversity,

Identification of Gaps between Brand Image vs. Identity & Recommendations

Housing Market Impact



1 Implement initiatives that demonstrate a commitment to sustainable tourism and housing availability in key markets

Service Consistency

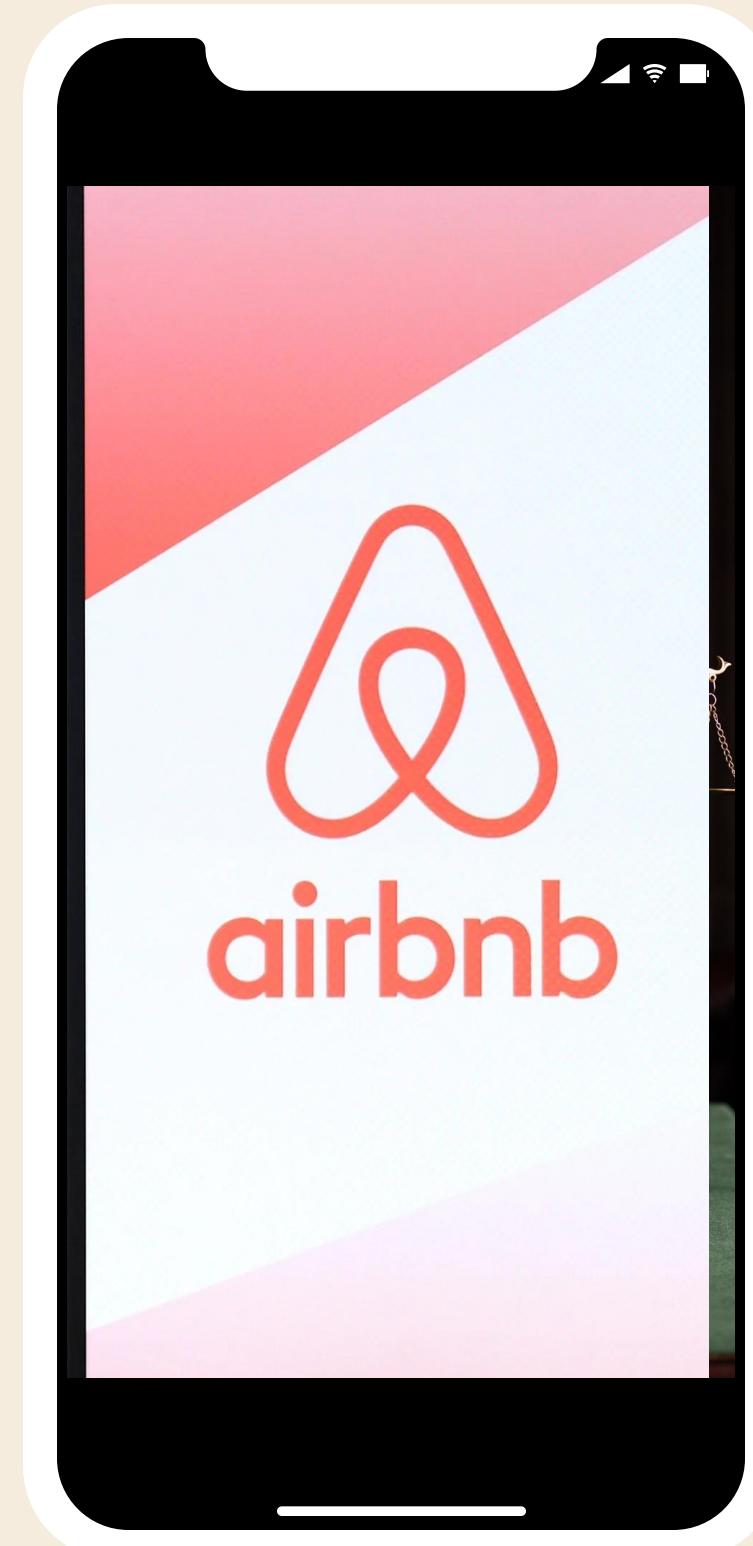


2 Enhance quality control measures, host onboarding, and clearer service standards

Safety/Trust Perceptions



3 Strengthen verification processes, and insurance policies and rapidly respond to safety/cleanliness issues



Leveraging
Assessment:
Current effectiveness
of the Actions

Enhancing awareness

- Increased user base
- Higher booking rates
- Improved trust and recognition among audience
- Increased brand recognition through marketing campaigns
- Expanded reach through strategic partnerships

Simplifying onboarding process

- Streamlined account creation for hosts
- Seamless booking experience for guests
- Reduced friction in onboarding
- Enhanced platform usability
- Increased host and guest acquisition

Supporting hosts with tools

- Enhanced host experience
- Streamlined property management
- Improved guest communication
- Impactful insights and analytics
- Higher Quality listings
- Efficient Operations

Promoting Private rooms

- Expands accommodation offerings
- Attracts a wider range of travelers
- Increases bookings and revenue
- Caters to diverse travel preferences
- Leverages existing host properties

Airbnb It

Listing Creation

- Hosts list properties (entire homes, rooms, unique spaces)
- Provide details: location, amenities, pricing, availability

Guest Booking

- Travelers search and book based on preferences
- Seamless booking through Airbnb platform

Stay Experience

- Guests enjoy their stay at the property
- Hosts interact, provide local insights

Payments and reviews

- Airbnb handles payments, fees, and security deposits
- Host and guest reviews build property reputation

Benefits:

- For Hosts: Extra income, flexible availability, meeting new people
- For Guests: Unique experiences, local insights, cost savings
- For Airbnb: Platform growth, global reach, community building



Recommendations

1. Collaborate with travel agents and tour guides to increase visibility through joint marketing campaigns.
2. Explore opportunities to start or partner with travel guides and touring systems, leveraging Airbnb's brand image and global presence.
3. Consider brand extensions like offering long-term rentals or partnering with companies for short or long-term stays for employees.
4. Introduce loyalty/benefit programs by collaborating with airlines, touring guides, and travel agents to enhance guest and host experiences.
5. Maintain strong relationships with hosts and regularly assess guest satisfaction to uphold Airbnb's standards and brand identity



Recommendations

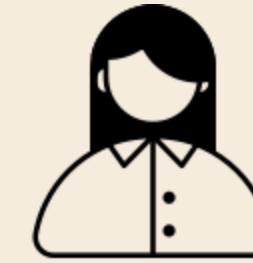
4. AirBnB LUXE

- Music services
- Bath, body and personal care
- Food delivery

5. AirBnB Transportations

- Individual + Group
- Pickups and Dropoffs
- Choice of vehicle

Protecting Assessment



**Community
Guidelines and Trust
Programs**



**Enhance Safety and
Security Measures**



**Develop Stronger
Community Guideline**

Thank you!

