

GROUP-1

MARKETING MANAGEMENT



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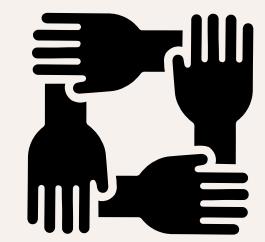
Repositioning

ABOUT AIRBNB



- Airbnb was born in 2007 when two hosts welcomed three guests to their San Francisco home, and has since grown to over 5 million hosts who have welcomed over 1.5 billion guest arrivals in almost every country across the globe.
- Every day, hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way.
- Hosts on Airbnb are everyday people who share their worlds to provide guests with the feeling of connection and being at home.
- Airbnb believes that hosts, guests, and the communities where they operate are all stakeholders and Airbnb has a responsibility to serve them and that by serving them alongside our employees and investors, Airbnb will build an enduringly successful company.
- Airbnb's mission is to Create a world where anyone can belong anywhere.

VALUES



Community

We're united with our community to create a world where anyone can belong anywhere.



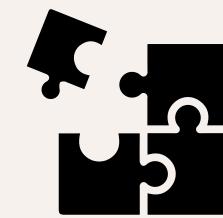
Be a Host

We're caring, open, and encouraging to everyone we work with.



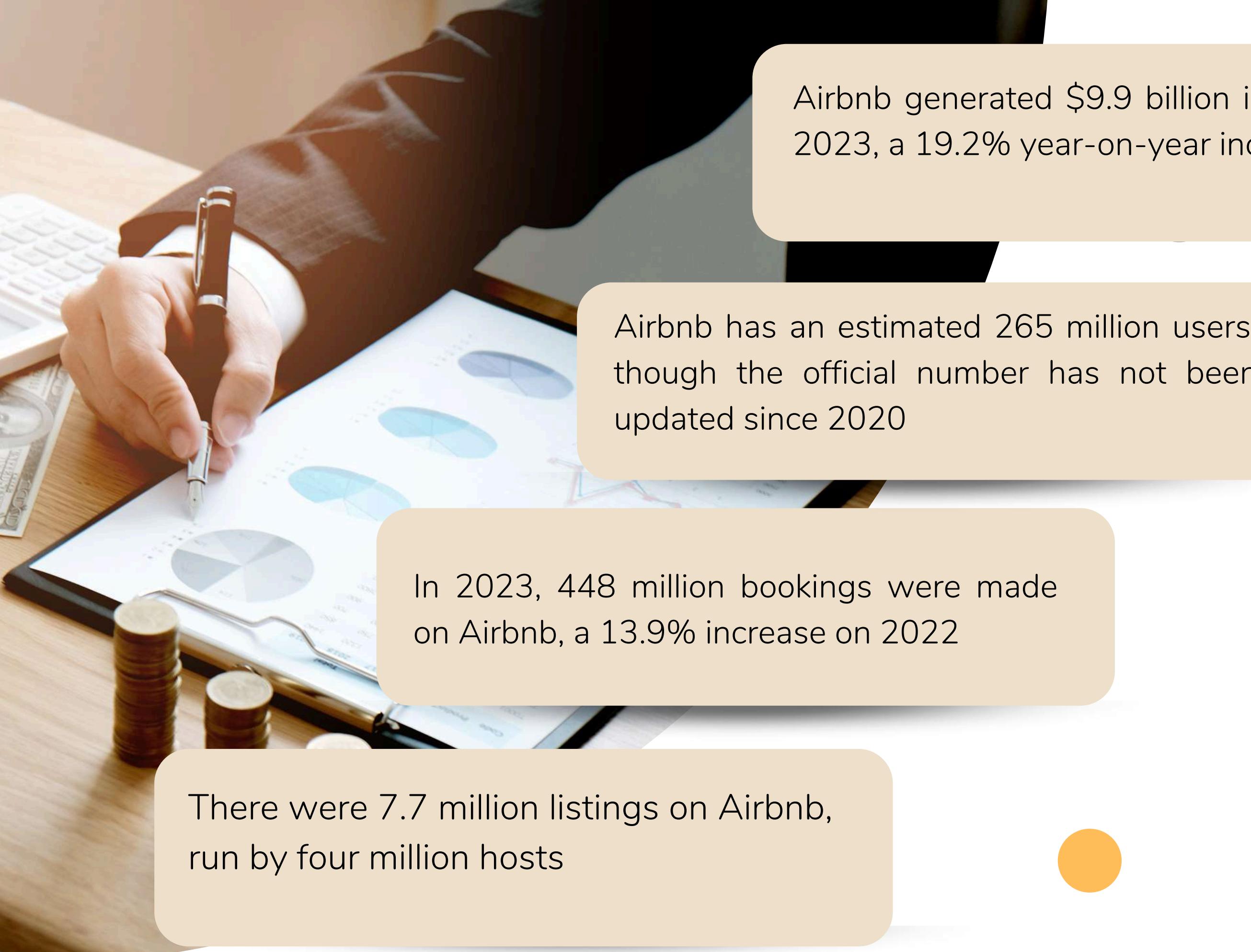
Embrace the Adventure

We're driven by curiosity, optimism, and the belief that every person can grow.



Be a Cereal Entrepreneur

We're determined and creative in transforming our bold ambitions into reality.



Airbnb generated \$9.9 billion in revenue in 2023, a 19.2% year-on-year increase

Airbnb has an estimated 265 million users, though the official number has not been updated since 2020

In 2023, 448 million bookings were made on Airbnb, a 13.9% increase on 2022

There were 7.7 million listings on Airbnb, run by four million hosts

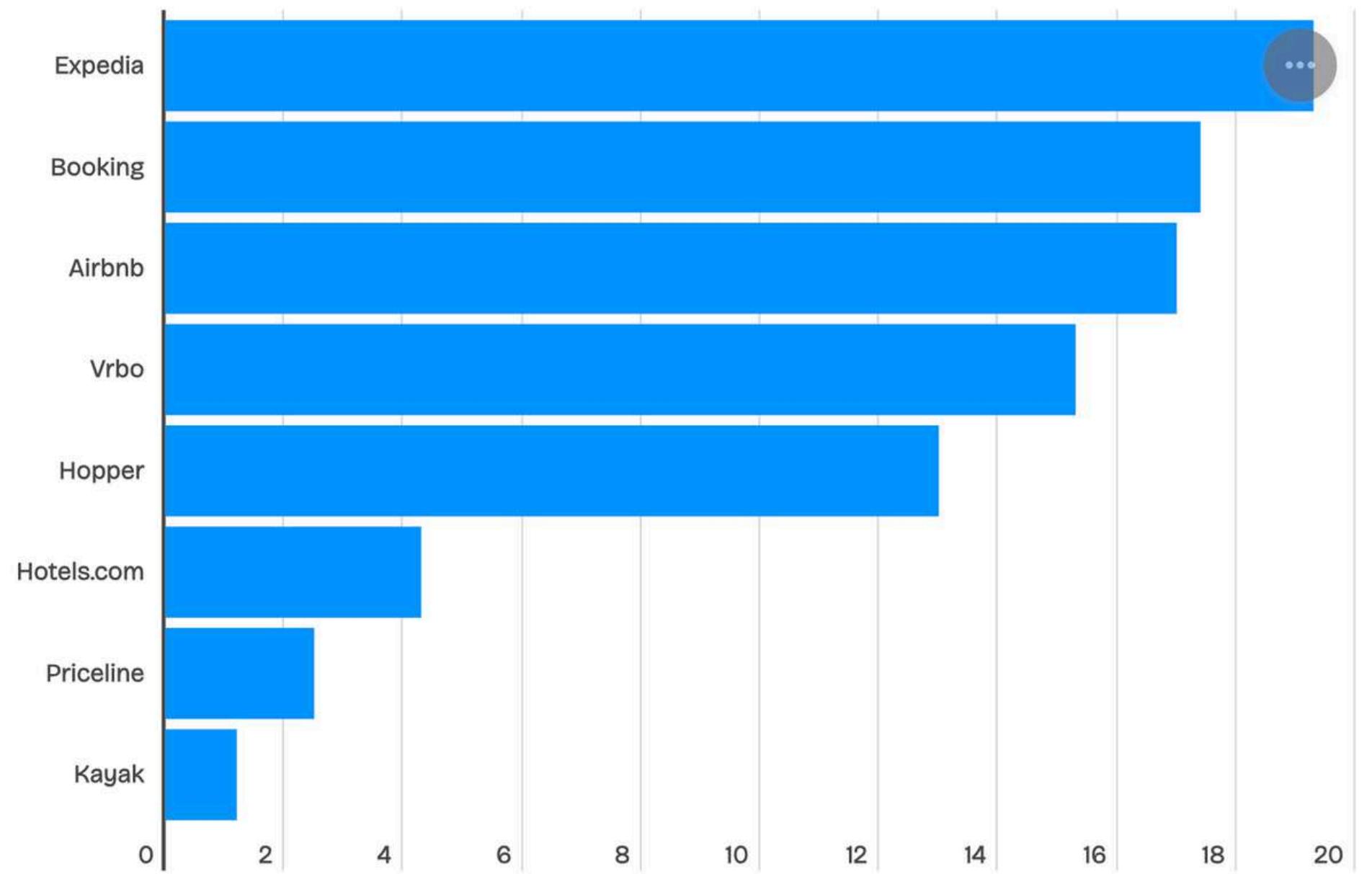


Revenue



Airbnb saw its revenues increase by 19.2% in 2023, another strong year of growth and double pre-pandemic levels.

Airbnb vs Competitors: US Market Share



In India, Airbnb's presence was the **highest in Goa**, where Airbnb guests spending amounted to almost USD\$190 million (INR 14.8 billion), this was followed by Bangalore and Delhi, Mumbai and Manali. It details the significant contribution made by Airbnb guests to domestic tourism across the nation.



Marketing Goals



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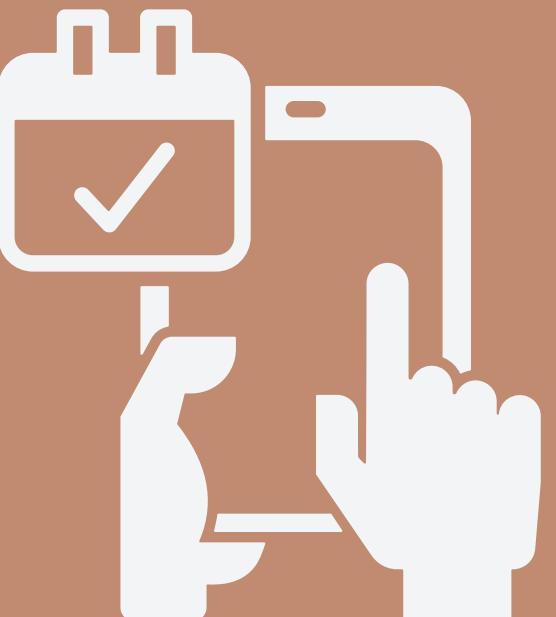
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PRODUCT



For Potential Guests

Unique Listings: Airbnb provides a vast selection of accommodation options beyond traditional hotels. These include Apartments, Houses, Villas, Unique properties like treehouses, boats, or even castle, Homestays with local residents



Enhanced Hospitality Services: (may vary by host)
Airport transfers, Grocery deliveries, In-house chef experiences

Experiences:
Curated Activities & Events:
Airbnb partners with local businesses and guides to offer unique experiences for guests, such as: Cooking classes, City tours, Adventure activities, Cultural events, Workshops and learning experiences

Community Features:
Neighborhood Guides & Recommendations: Curated guides within the platform showcasing local attractions and hidden gems.



Benefits for guest

- Unique and Diverse Stays: Find a place that suits your style and budget, from cozy apartments to luxurious villas or unique properties.
- Immerse Yourself Locally: Live like a resident in a neighborhood, connect with your host, and experience the local culture.
- Curated Experiences: Go beyond sightseeing with unique activities and events offered by local experts.
- Potential Cost Savings: Airbnb listings can sometimes be cheaper than hotels, especially for longer stays or group trips.

AirCover for Guests

If there's a serious issue with your Airbnb that your Host can't resolve, we'll help you find a similar place, depending on availability at comparable pricing. If a similar place isn't available or you'd prefer not to rebook, we'll give you a full or partial refund. AirCover for guests provides support if your Host cancels within 30 days of check-in, you're unable to check in or the listing is significantly different than advertised and your Host can't fix it or you feel unsafe in your Airbnb.

- Background checks for some hosts.
- Host verification processes.
- Optional insurance products for property damage, trip cancellations, or unexpected events.



'Be The Host!'

Do you dream of turning your spare room into extra income, or maybe a charming cabin into an unforgettable travel experience?

Airbnb can make that dream a reality!

01

List Your Space: Easily create a listing to showcase your property and attract potential guests.

02

Flexible Pricing and Availability: Set your own rates and control when your space is available.

03

Communication Tools: Communicate directly with guests through the platform for inquiries and bookings.

04

Guest Screening Tools: Make informed decisions about who you host by utilizing guest reviews, setting booking requirements (minimum/maximum stays), and clearly outlining house rules regarding noise levels, occupancy, and expectations.

Benefits for host

- **Earn Extra Income:** Monetize your space by renting it out to travelers.
- **Flexible Sharing:** Choose when and how much you want to share your space.
- **Connect with People:** Meet travelers from around the world and share your local knowledge.
- **Be Your Own Boss:** Set your own rates, manage your bookings, and be in control of your hosting experience.



Host Guarantee

Provides basic protection against property damage caused by guests (conditions apply).

Optional Host Protection Insurance

Purchase additional coverage for your property and belongings

Be the superhost

Anyone can become a Superhost, and you don't need to apply. You earn Superhost status by receiving positive reviews, being responsive and avoiding cancellations. Superhosts have more visibility and earning potential, and get access to exclusive rewards.

Product and Service Upgrades

Integrated Travel Services:

Partner with transportation providers to offer booking options for flights, trains, and car rentals directly through Airbnb. Incorporate a “Nearby Destinations” feature that suggests nearby attractions and accommodations

Partner with Local Businesses:

Collaborate with local travel agencies, tour operators, and activity providers to offer curated experiences and packages for guests. This can create a more comprehensive travel experience for visitors.

Curated List of Services:

Partner with local housekeeping companies, private chefs, and concierge services to offer a curated list of vetted professionals that guests can book directly through the platform. This would provide high-end travelers with access to reliable staff familiar with the local area.

Flexible Payment Options:

Cash Payment Option: Introduce a cash payment option or other alternative payment methods for users who may not have credit cards. This can include partnerships with local payment solutions or digital wallets.
Installment Payments: Offer installment payment plans to make it easier for users to afford their travel expenses

Verified Photo Description:

Require hosts to upload verified photos and videos and accurate descriptions of their properties. Use third party to verify that photos match the actual property.

Local Market Integration:

Develop a marketplace within the Airbnb platform where users can buy unique local products directly from artisans and vendors. This can be integrated with experiences to enhance cultural immersion.

PRICE



PRICE

01

Airbnb's pricing strategy is **highly competitive**, often providing more **affordable accommodation** options compared to traditional hotels.

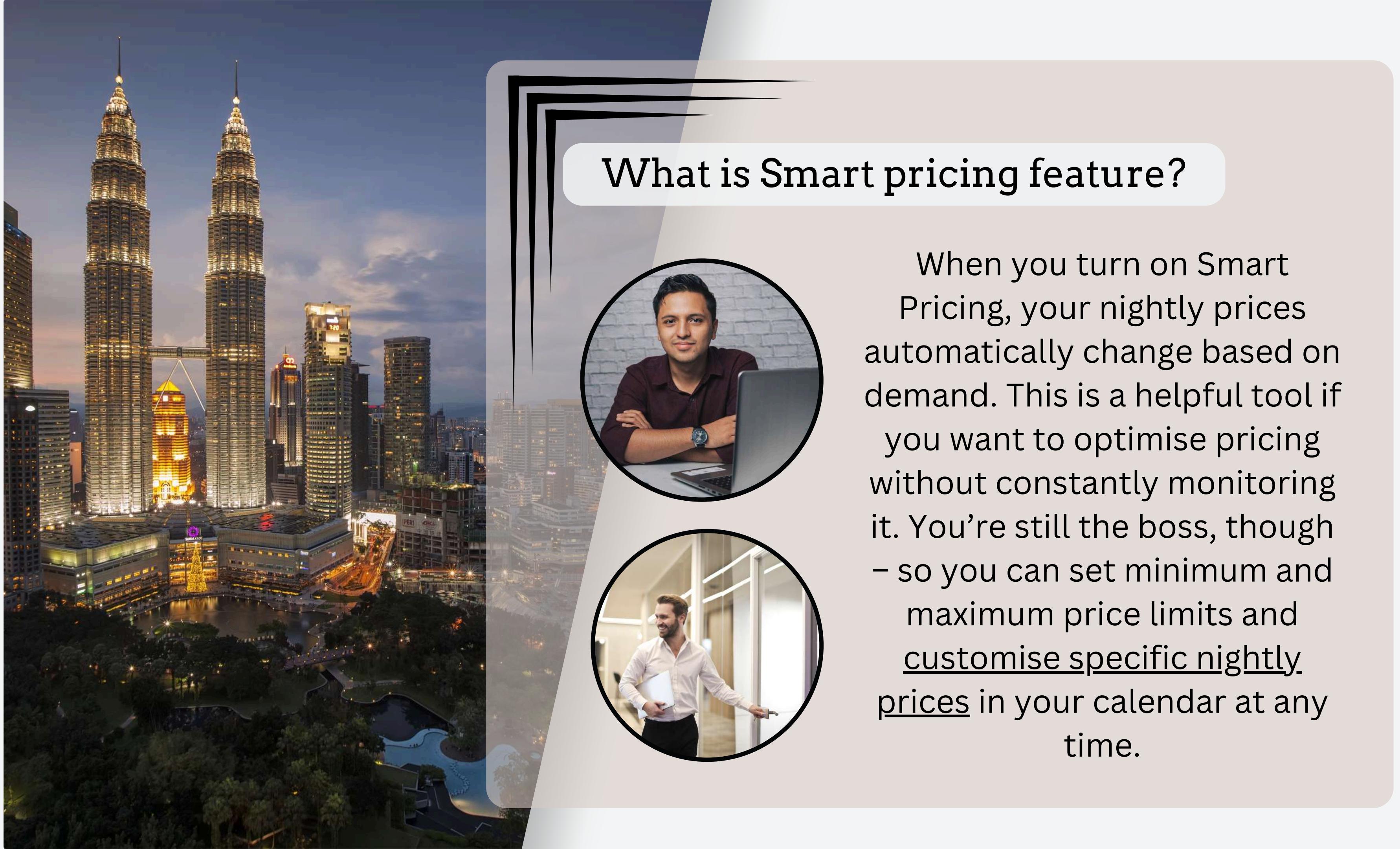
02

Hosts set their own prices, which creates a wide range of options for guests to choose from, allowing them to find accommodations that fit within their budget. Airbnb also offers a Smart Pricing feature, which suggests optimal pricing for hosts based on factors such as location, demand, and seasonality.

03

Airbnb today offers bookable experiences such as **local tours, unique activities by certain hosts, workshops**. They charge around 20% commission fees on bookings for these unique experiences.





What is Smart pricing feature?



When you turn on Smart Pricing, your nightly prices automatically change based on demand. This is a helpful tool if you want to optimise pricing without constantly monitoring it. You're still the boss, though – so you can set minimum and maximum price limits and customise specific nightly prices in your calendar at any time.

Airbnb Hosting Fees vs. Airbnb Guest Fees



HOST FEES

Two types of host fee structures:

1. Split Fee:

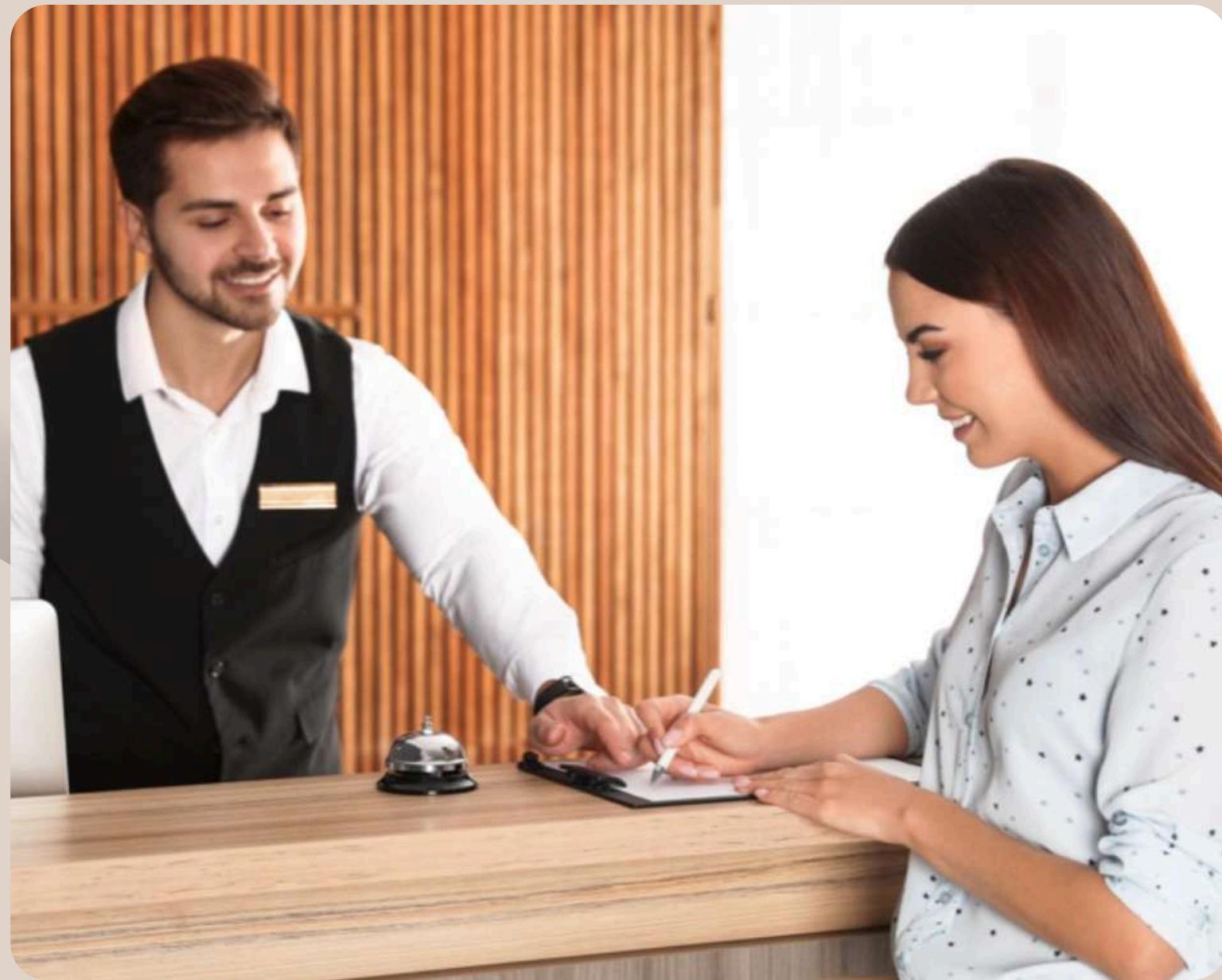
- The host pays a fee of around 3% of the booking subtotal (the nightly rate plus any cleaning fee, but excluding Airbnb fees and taxes).
- The guest pays a service fee that typically ranges between 14-20% of the booking subtotal.

2. Host-only Fee:

- In this model, the host pays the entire service fee, which ranges between 14-16% of the booking subtotal.
- The guest does not pay a service fee in this case.
- This fee structure is typically used by professional hosts and in certain regions.



GUEST FEES



1. Service Fee:

- This fee is typically charged to guests and ranges between 14-20% of the booking subtotal. The exact percentage can vary based on the length of the stay, the location, and other factors.

2. Cleaning Fee:

- This is set by the host and is meant to cover the cost of cleaning the property after the guest leaves.

3. Additional Fees:

- These can include extra guest fees, pet fees, or any other fees the host chooses to charge

4. Taxes:

- Depending on the location, there may be additional local taxes that guests need to pay.



AIRBNB VS HOTELS



AIRBNB

- Airbnb is better suited for longer stays.
- Families with more no. of travellers prefer renting a large space especially for Sleeping arrangements.
- Hosts set their own cancellation policies, which can range from flexible to strict.



HOTELS

- Hotels is more advantageous for shorter stays.
- Families with less no. of travellers prefer hotel rooms.
- They have standardized cancellation policies, which are often more lenient and allow for last-minute changes.

PLACE

Online Platform



Easily Accessible



Global Listings





01

Airbnb's online platform serves as the primary distribution channel for their product offering.

02

Airbnb's seamless online experience has been a key factor in their rapid growth and success, allowing users to easily find and book accommodations that suit their needs.

03

It can be accessed through all digital platforms and thus has a strong global reach.

04

There are currently over 5 million Airbnb hosts worldwide and 7.7+ million active listings on the platform. There are over 100,000 cities worldwide that have Airbnb listings in them.

SOME SUGGESTED UPGRADES

Expand into Underserved Markets

To tackle the lack of Rural and Suburban Penetration, active recruitment of hosts in rural, suburban, and emerging tourist destinations by launching targeted marketing campaigns to attract hosts in these areas and offer incentives

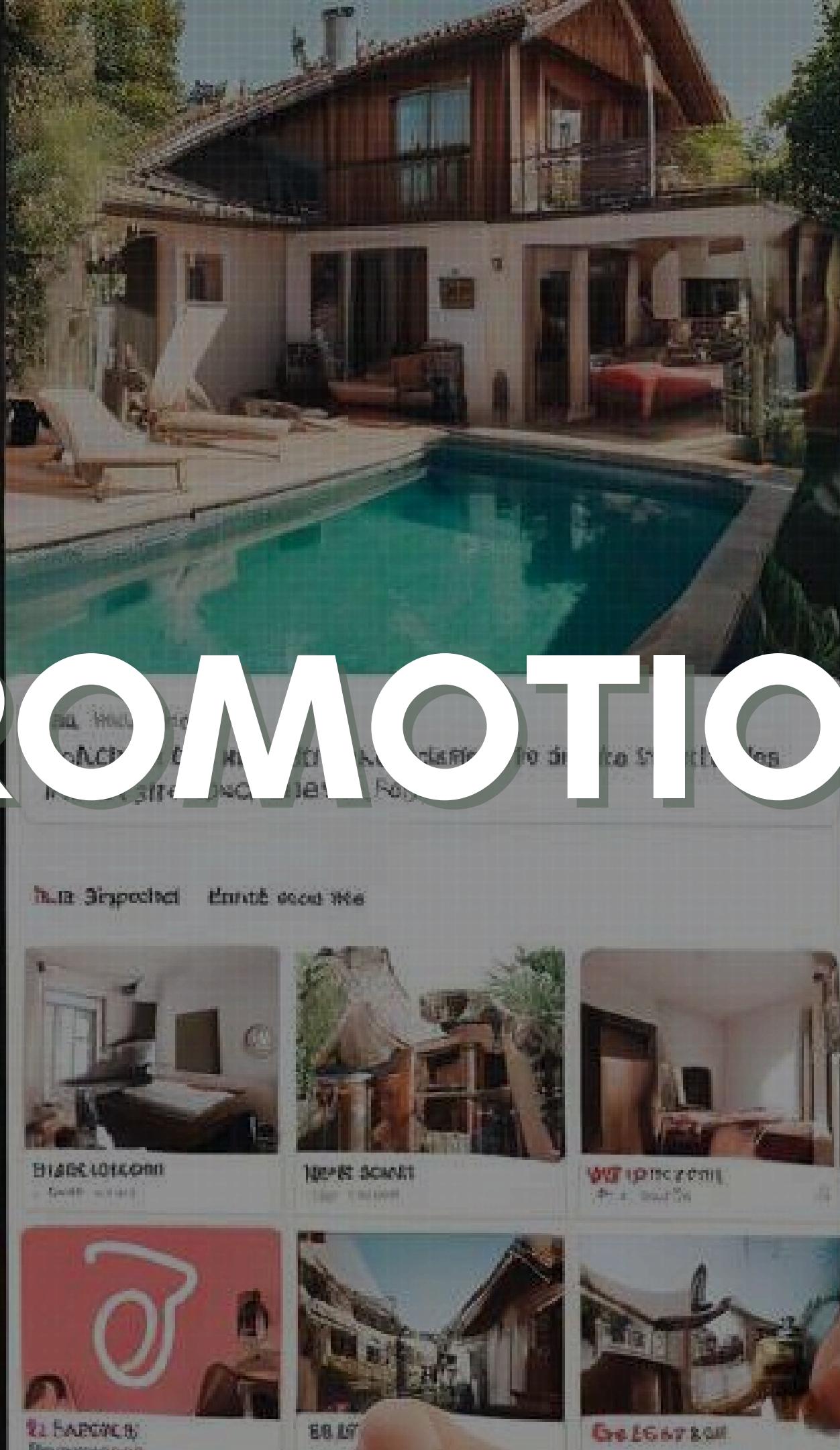
Enhance Quality Control

Offer workshops, webinars, and detailed guidelines on maintaining high standards of cleanliness, hospitality, and listing accuracy. Introduce a rating system specifically for cleanliness and reliability to ensure a more consistent and reliable experience for guests in improving overall satisfaction and trust

Partnerships with Local Businesses

Partner with local businesses and tourism boards to promote Airbnb listings in their areas and create joint marketing initiatives. Enhances the attractiveness of listings by providing guests with a richer, more immersive travel experience, and supports local economies.

PROMOTION



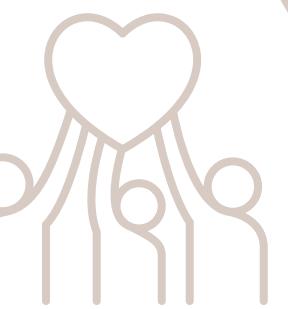
Unique and Local Experiences

Travelers can experience destinations like a local, staying in unique and authentic accommodations



Community Focus

Airbnb promotes cultural exchange and interaction by connecting hosts and guests, fostering a sense of community.



Accessibility and Variety

Caters to diverse traveler preferences by offering a wide range of properties, from budget-friendly rooms to luxurious homes, and even private islands.



STORYTELLING

Airbnb utilizes storytelling in its marketing campaigns, sharing real guest experiences to showcase the platform's unique offerings and the local adventures available. This approach fosters emotional connections with potential customers.



SOCIAL MEDIA

They leverage visually appealing content, user-generated stories, and influencer partnerships to capture the attention of a broad audience

CONTENT MARKETING

Airbnb maintains a blog and other content channels to provide travel inspiration, tips, and stories that align with the brand's values of exploration and community

DUAL BENIFITS

- Not only stay, AirBnB also provides different experiences like various adventure sports and tours of cities ,etc.
- The Airbnb business model relies on the value proposition that it offers to both hosts as well as guests.
- It provides a **win-win situation for both** and finds its unique way to a steady income



Tourism



COLABORATION WITH MINISTRY OF TOURISM

Airbnb has collaborated with the Ministry of Tourism to launch a dedicated microsite showcasing heritage stays across India. Furthermore, partnerships with state governments, including Goa, Madhya Pradesh, Uttarakhand, and Maharashtra, among others, aim to promote lesser-known destinations

Some experiences

Yoga and Meditation Session in Rishikesh: Enjoy a rejuvenating yoga and meditation session in the yoga capital of the world.

Pottery Workshop in Jaipur: Create your own pottery piece under the guidance of a skilled artisan.

Traditional Indian Cooking Class: Learn to cook authentic Indian dishes with a local chef in their home.



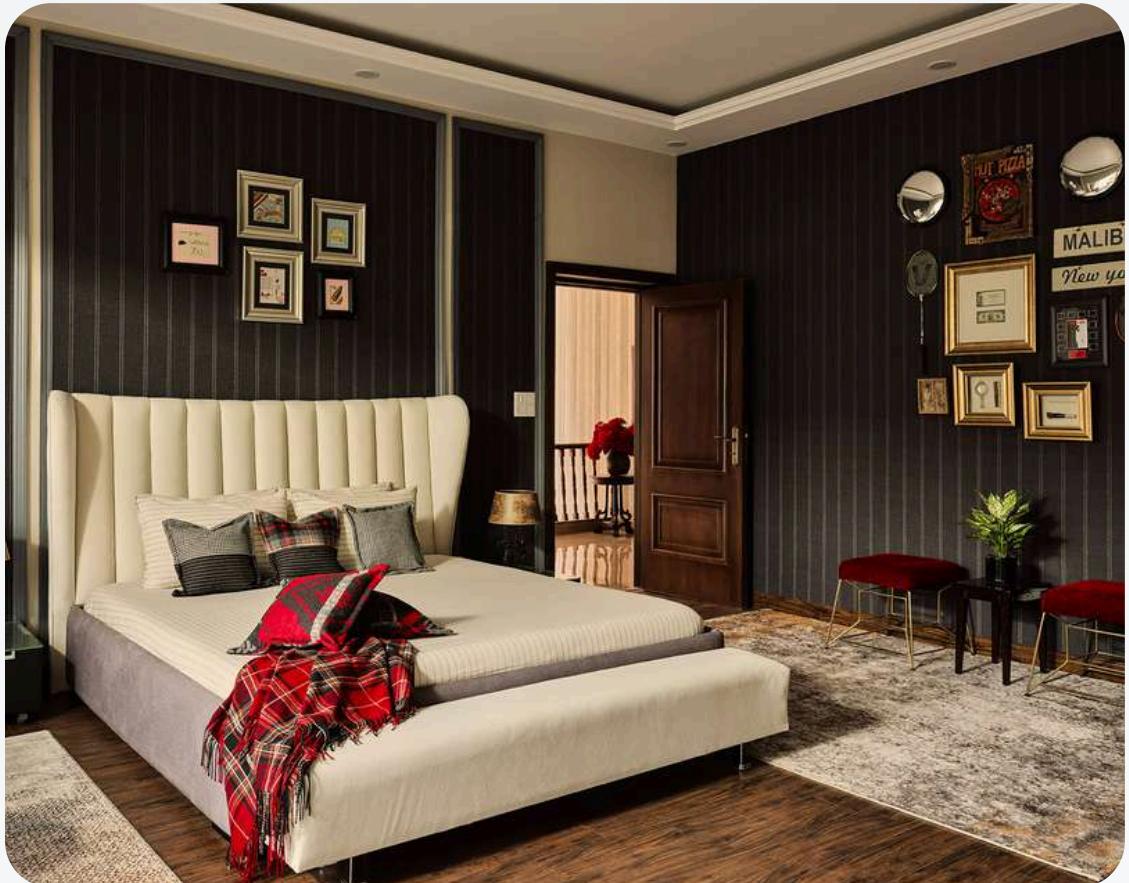


icons

Extraordinary experiences hosted by the world's greatest
names in music, film, TV, art, sports and more.

CELEB INTEGRATION

Airbnb has launched a new category called Icons, offering extraordinary experiences hosted by celebrities and prominent figures from various fields like music, film, television, art, and sports. Imagine going beyond a simple stay and stepping into a world you've only ever dreamed of. Here are some listings under icons experience section-

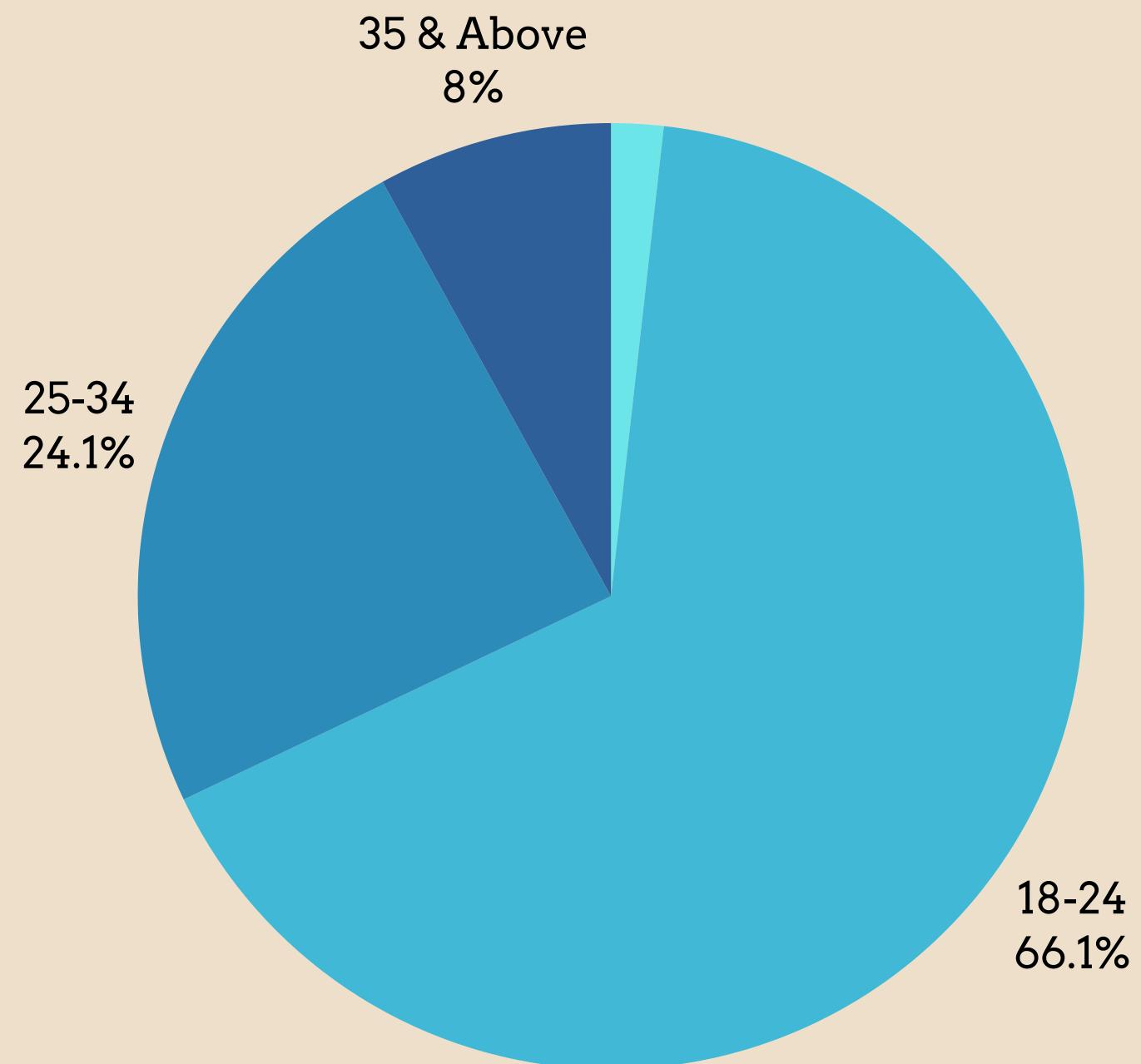


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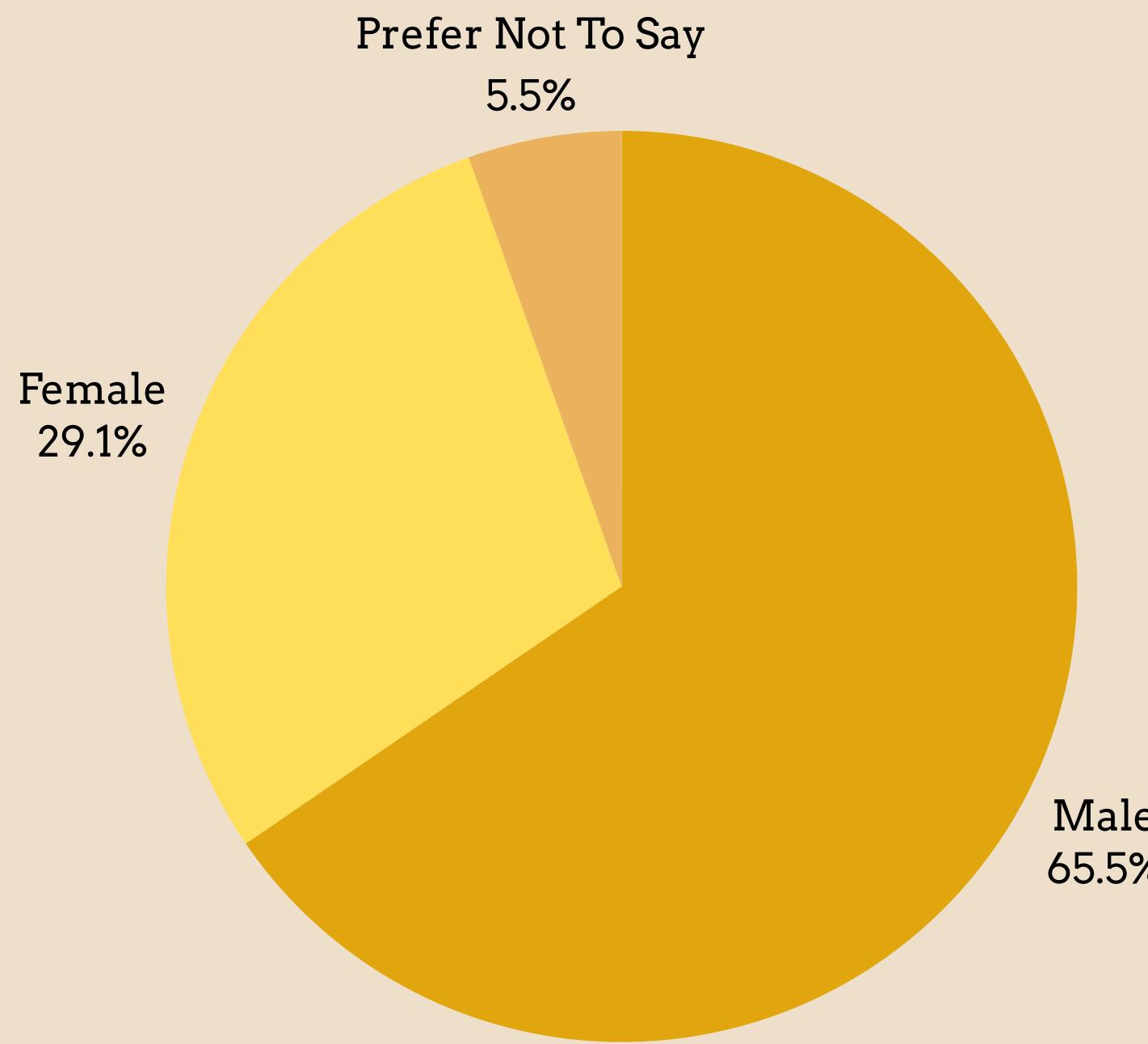
JANHVI KAPOOR
CHENNAI

YUVRAJ SINGH
GOA

OUR Analysis

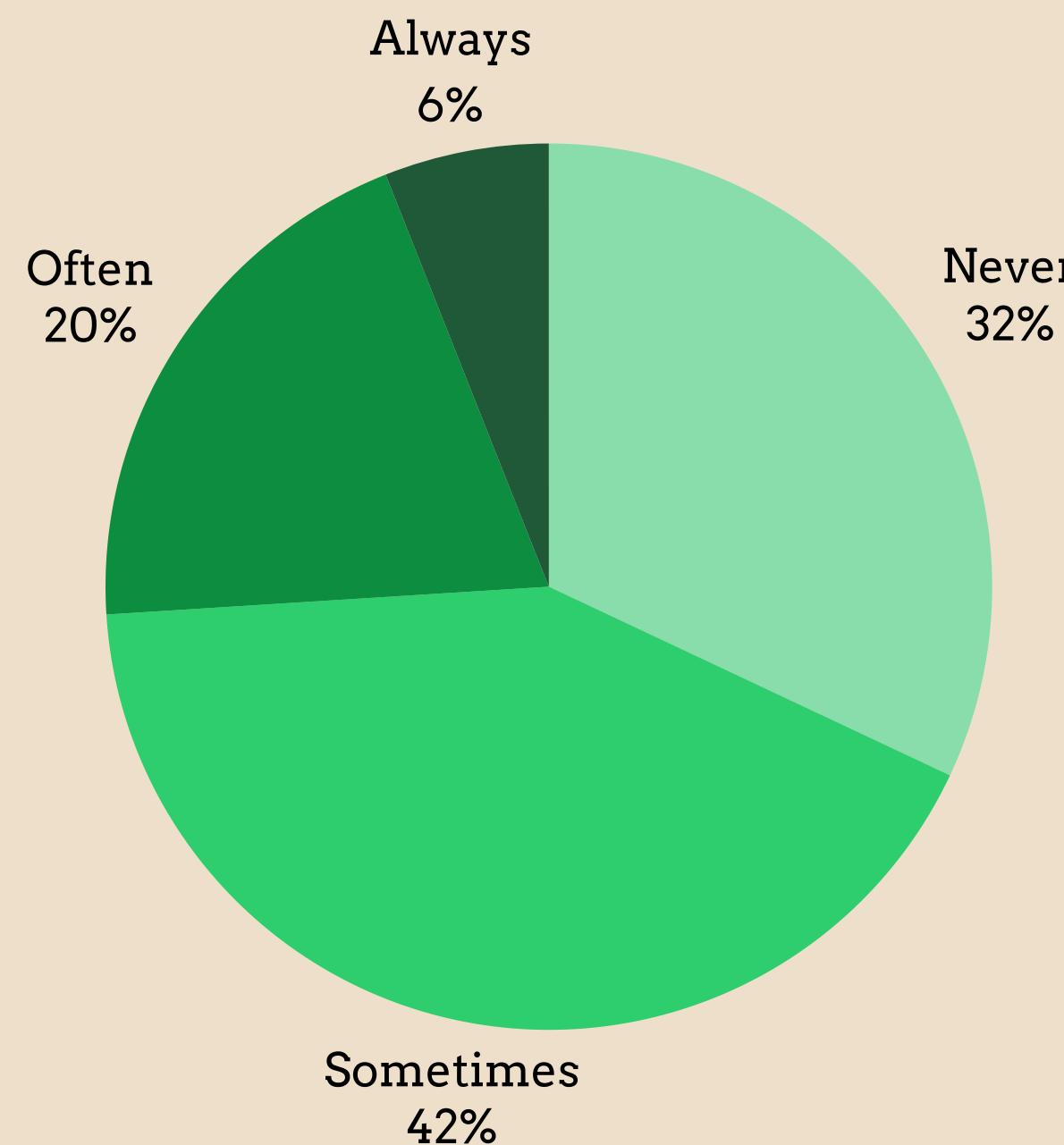


AGE

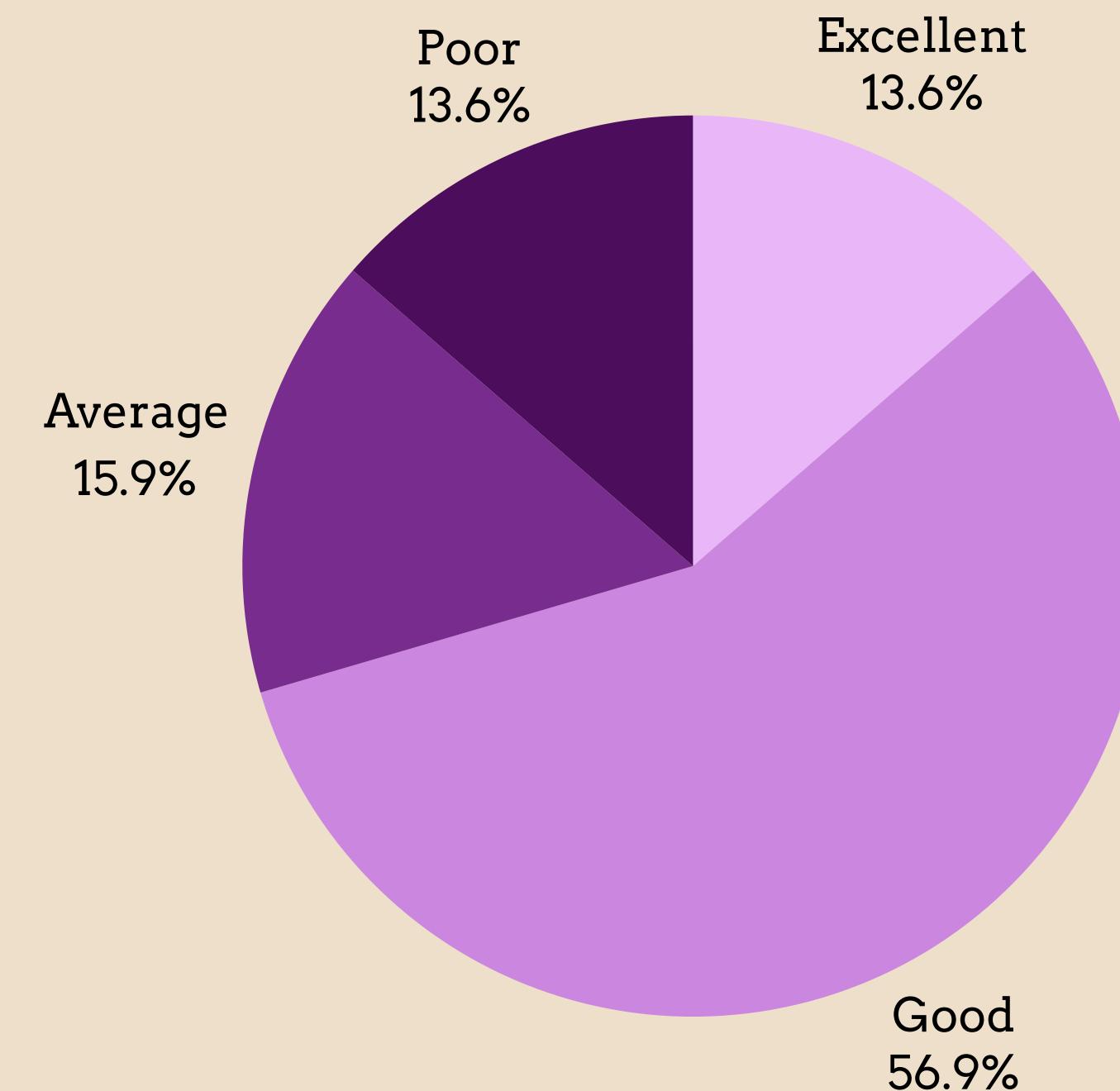


GENDER

OUR Analysis

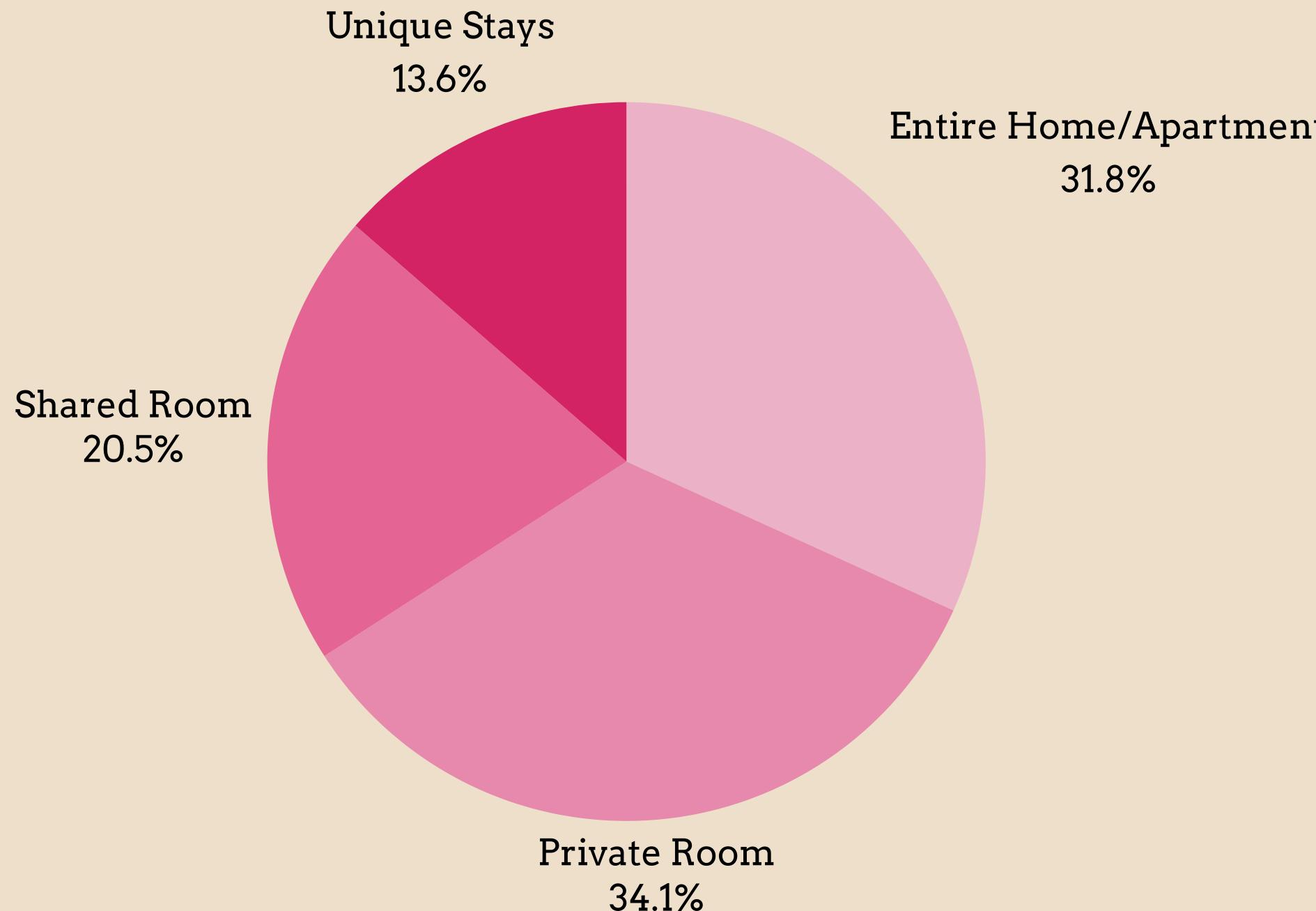


How often do you use Airbnb for travel accomodations?



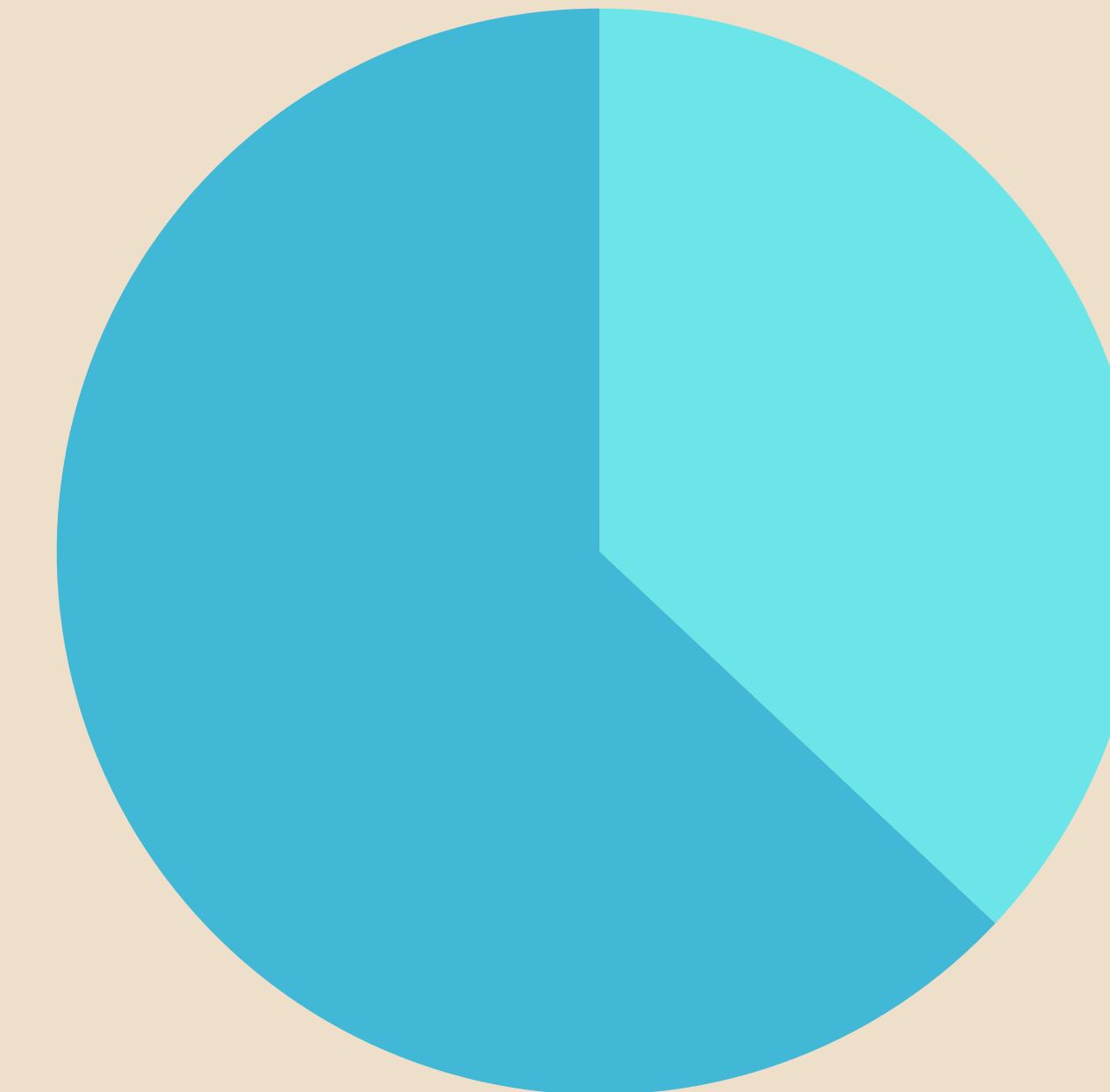
How would you rate your overall experience with Airbnb?

OUR Analysis



What type of Accomodation do you typically book on AirBnB?

- Controlling service with a hike in price
- Self service with no additional charges

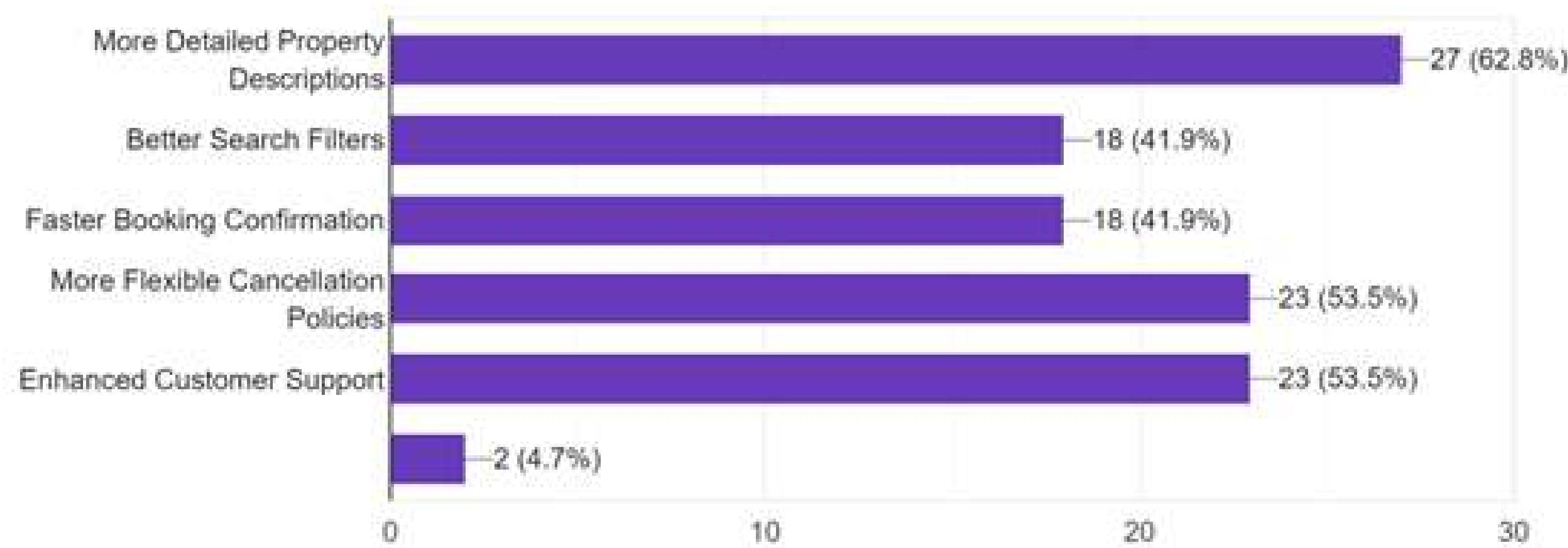


What would you prefer?

OUR Analysis

What improvements would you like to see in Airbnb's booking process? (Select all that apply)

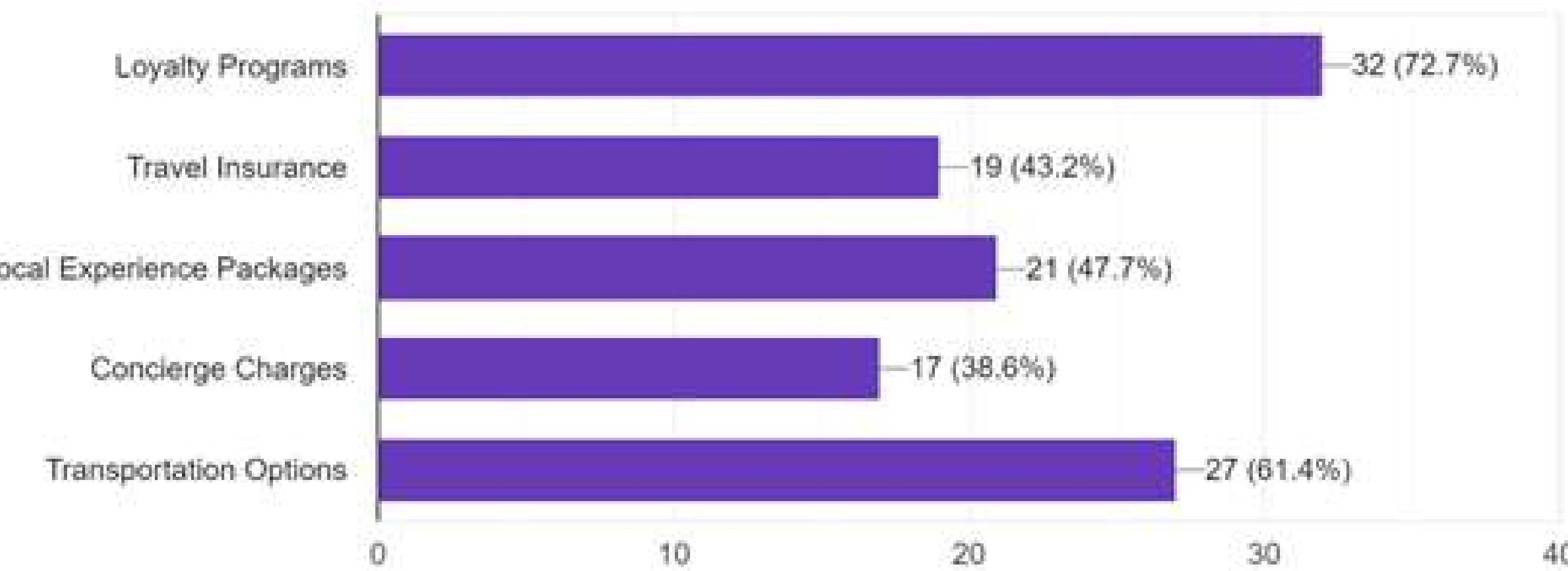
43 responses



OUR Analysis

What additional features or services would you like Airbnb to offer? (Select all that apply)

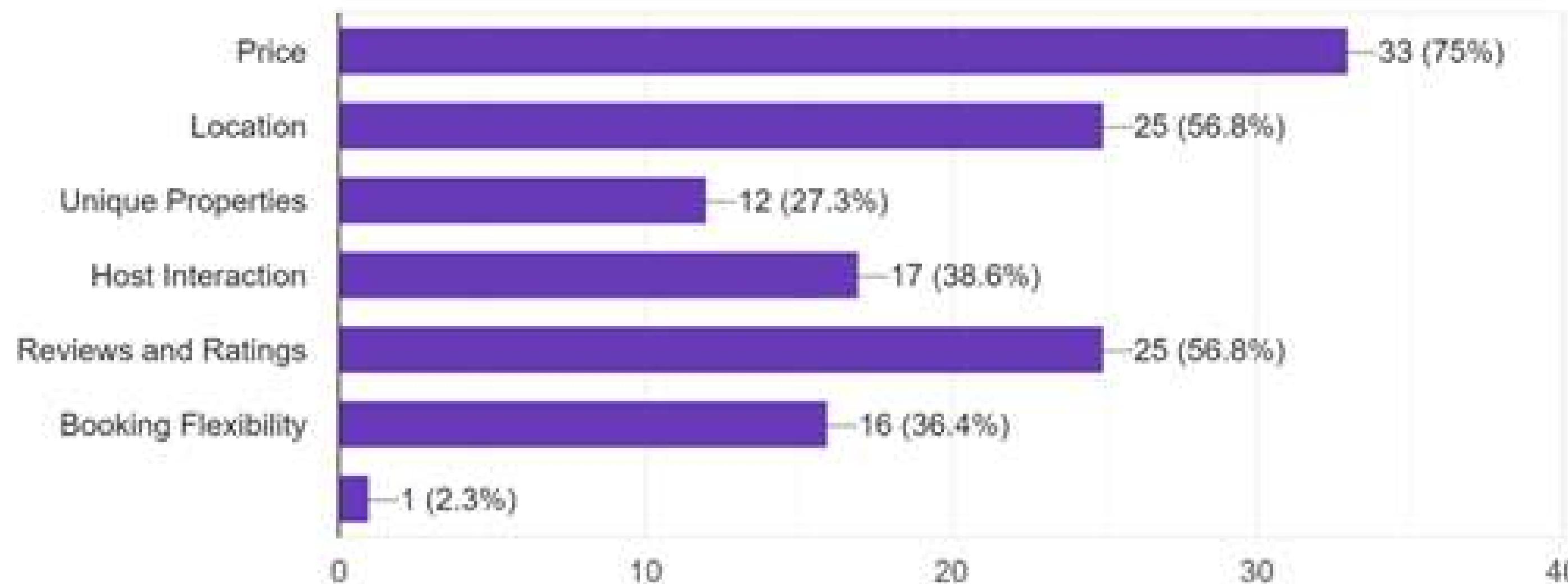
44 responses



OUR Analysis

Which of the following factors influence your decision to choose Airbnb over other accommodation options? (Select all that apply)

44 responses



Some Improvements

Focus on Advertisement

AirBnB could consider incorporating conventional video formats for television, streaming platforms, and different social media channels to boost their visibility and expand their audience reach.

Tie Up Opportunity

AirBnB has the opportunity to collaborate with various flight booking websites to enhance customer convenience and benefit both brands.

Brand Ambassador

Brand Ambassadors (like Amitabh Bachchan for Rajasthan Tourism) give brands a personality, instilling trust and security.



Global Presence

AIRBNB INVESTS HEAVILY IN DIGITAL MARKETING WORLDWIDE.

THEY USE VARIOUS CHANNELS LIKE:

- 1. Social Media Advertising:** Targeting potential travelers on platforms like Facebook, Instagram, and YouTube.
- 2. Search Engine Optimization (SEO):** Optimizing their website and listings to rank higher in search results for relevant travel queries.
- 3. Content Marketing:** Creating blog posts, articles, and videos showcasing unique Airbnb experiences.
- 4. Influencer Marketing:** Collaborating with travel influencers to promote Airbnb on their platforms.



CHALLENGES IN INDIA:

**Brand
Recognition**



BRAND AWARENESS VS LOCAL PLAYERS:

Established Indian travel booking platforms like Goibibo and MakeMyTrip might have stronger brand recognition within India compared to the global brand of Airbnb.



TAILORED MARKETING:

Airbnb's global marketing campaigns might not resonate fully with the specific needs and preferences of Indian travelers (e.g., focus on family travel, cultural experiences).

REPOSITIONING



Suburban and Rural Areas

Increase listings in suburban and rural areas that are attractive to families looking for peaceful getaways.

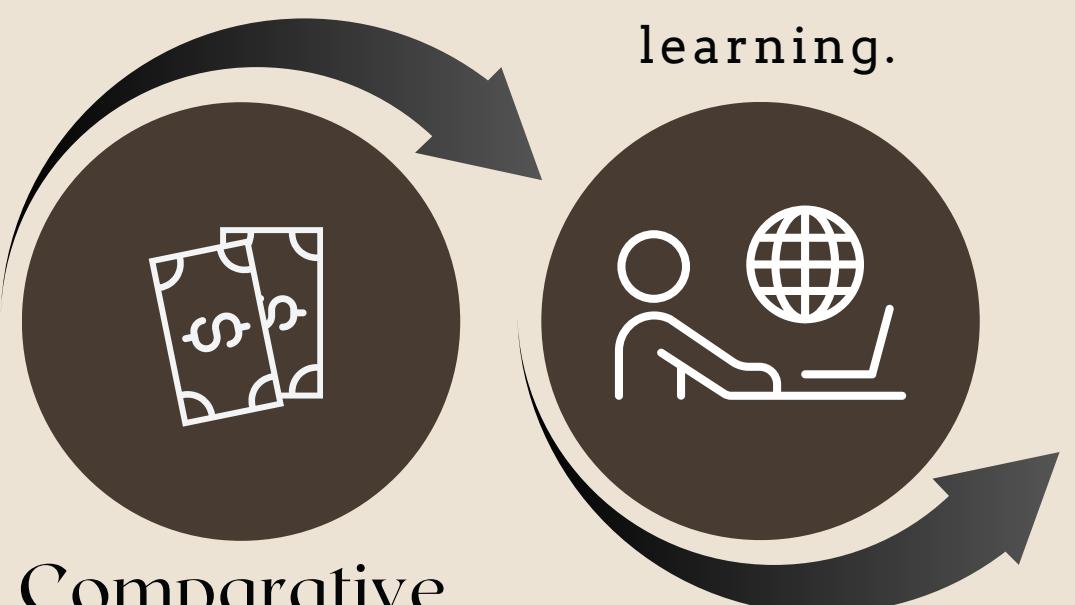


Flexible Payment Options

Provide flexible payment plans or installment options to make bookings more accessible for families.

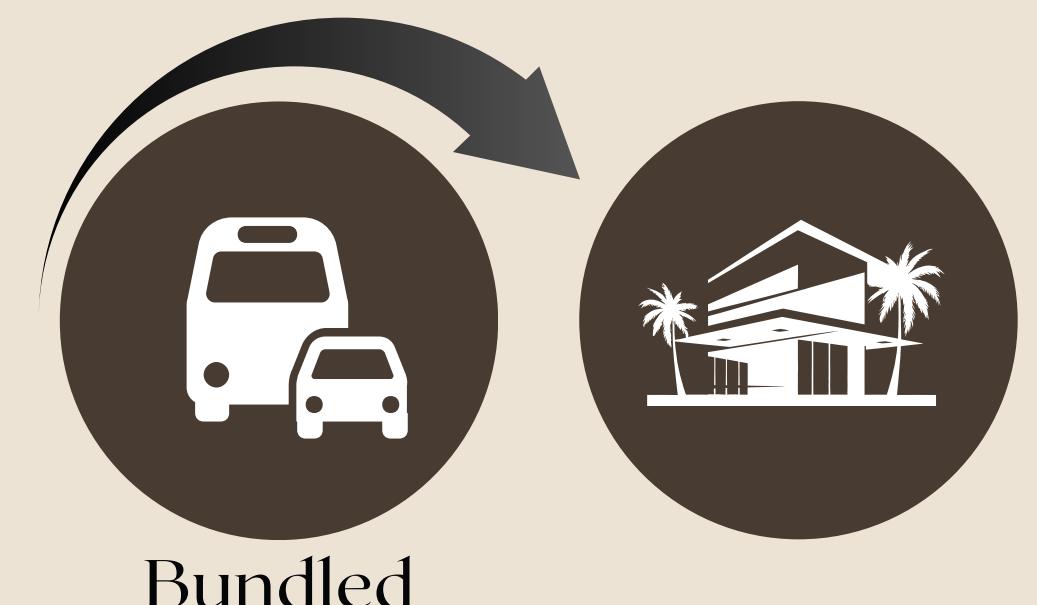
Comparative Pricing

Showcase how Airbnb can offer more cost-effective solutions compared to traditional hotels, especially for larger families needing multiple rooms.



Remote Work Amenities

Highlighting properties with features like home offices, reliable Wi-Fi, and quiet environments that are conducive to remote work and learning.



Bundled Services:

Partner with travel companies to offer bundled packages that include accommodation, transportation, and activities, providing a seamless travel experience.

Unique and Unconventional Accommodations

Emphasize unique stays (e.g., treehouses, castles) that can appeal to families looking for memorable vacations.





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THANK YOU

