



# Recommendations





# Amenity Object Detection



## Increase Price

Each additional listing amenity was found to increase the average calendar price by up to 1% among superhosts



## User Discovery

Enable granular and personalized search with adaptive listing cover photos based on a search query



## Save Host Time

Streamline the listing creation process by automatically tagging new photos

### Amenities



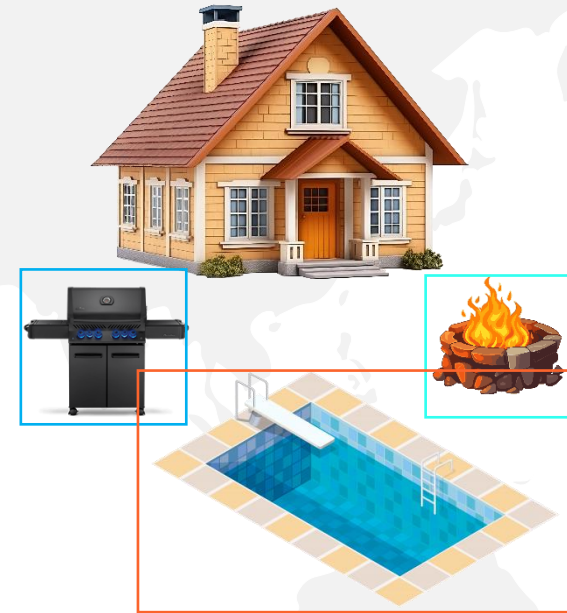
Pool



BBQ grill



Fire pit





# Explore Cali Campaign



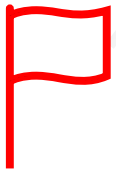
## Increase Bookings

Unlock new demand and promote local exploration by offering a travel credit to hosters proportionate to commission revenue



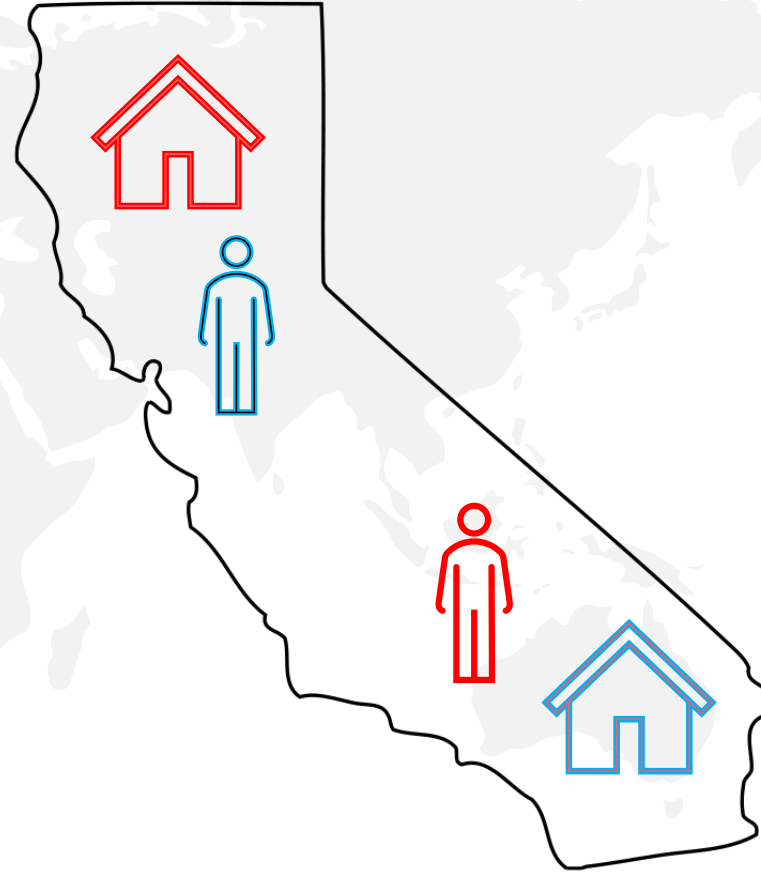
## Exclusivity

Partner with local restaurants and vendors to deliver an exclusive set of localized experiences



## Promote Exploring Home

With increasing inflation and housing price disparities across neighborhoods, Airbnb is in a unique position to revitalize local travel





# Superhost Based on GBV



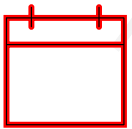
## Promote Larger Groups

Superhosts have listings with fewer accommodates on average; while each additional accommodate they had increased listing price by ~18%



## Business Alignment

Give superhost status & additional benefits to the hosts that drive the business through gross bookings value (GBV)



## Long Term Incentive

Exclude GBV where the host didn't meet a level of service quality (ratings, response rate) to ensure a focus on user experience





# Thank you