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Hey, I'm Nina!

San Francisco, California.

Member since March 2013, Host since July 2014.

I want to work at Airbnb. I realize thousands of other very talented people do as well, so to show the kind of value I'd bring to the team, I've decided to be proactive and have analyzed the global tourism market to give you my two cents on where Airbnb should focus next.

Please scroll through the report, and get in touch when you're done!

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Airbnb is (Almost) Taking Over The World



One of the first American businesses to expand to Cuba



Has over 18 international offices



Is the official partner of the 2016 Rio Olympics



Supports global disaster relief efforts



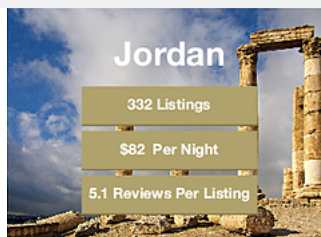
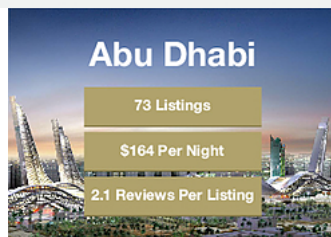
Is blooming an entire ecosystem of startups

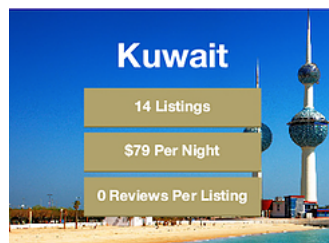
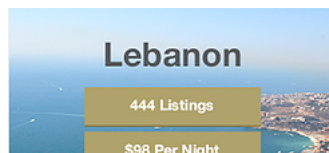
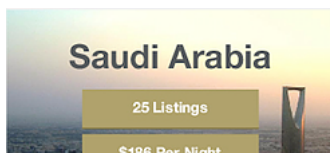


Books over 10 million rooms in 192 countries every night

What's Missing?

Compared to Other High Travel Markets, Airbnb Penetration In the Middle East Remains Low





Why This Matters

Bedouin Hospitality

Hosting is in line with Middle Eastern Culture. Bedouin tradition encourages opening your home to strangers. Everyone is treated like family.

Millennial Melting Pot

Millennials make up about 40% of the regional population, compared to 25% in the US.

Attracting Global Tourism

Destinations in the Middle East attract a wide range of tourists from Europe, the Americas, and Asia. This is a great opportunity to provide localized experiences for the global Airbnb community of travelers.

A Developing Ecosystem of Tech Entrepreneurship

The region is ripe for entrepreneurship. San Francisco tech accelerator 500 Startups has already invested over \$2 million in the region. Many companies will likely spring up to service more localized experiences around Airbnb focusing on the region.

High Internet Penetration

There are roughly 90 million Internet users in the Middle East. Access to technology is ubiquitous. Global technology giants are aggressively moving into the region including Uber, Twitter and Facebook.

Untapped Investment Potential

The e-commerce market in the Middle East is between a billion and a billion-and-a-half dollars. The region has a population of 320 million people, nearly twice the size of Brazil, with a GDP larger than Russia and India, and per capita GDP nearly twice China's.

Where to Start

As the business hub of the Middle East and a top international tourist destination, Dubai is the ideal starting city for Airbnb in the region

A Truly International Market

No single market exceeds 10% of tourists to Dubai, making it resilient to unpredictable tourism changes.

Within 5 Years Dubai's Growth Rate Puts It On Track to Overtake Paris and Singapore as the Third Leading Global Destination

The hospitality market is expected to rise to \$7.6 billion by 2016.

Tourism accounts for 20% of GDP in Dubai

This number is forecasted to increase between 7% and 9% through 2020.

Globally Dubai is Ranked 8th In Visitor Spending

Travelers spent \$10.95 billion in 2014.

Dubai Is the World's Busiest International Airport, Surpassing Heathrow with 68.1 Million Visitors

In 2015 Dubai forecasts 79 million international visitors.

Average Hotel Room Rate is \$250

By 2020 most of the hotel accommodations will be 5 stars and the city needs more affordable options to build a balanced market.

Dubai has the highest hotel occupancy rate in the world

Dubai maintains a steady year on year occupancy of 100%-70% in the winter and 90% - 60% in the summer.

Dubai is the 5th Most Popular Global Destination City With 11.95 Million International Overnight Visitors

Dubai has the highest visitor to resident ratio in the world at 4.8 visitors.



Dubai is the Key to the Middle East

With year round high occupancy, a booming hotel industry, an international appeal for tourists, and a need to raise the number of affordable hotel rooms by at least 160,000 in the next decade, Dubai is the ideal starting point for Airbnb in the Middle East.

Can Airbnb Move into Dubai Today

Market Challenges

Many properties don't allow subleasing; however, with both the government and private sector keen on developing the tourism market, this could give the opportunity for innovative subleasing certification programs.

Although Dubai is a multi-cultural city, it is still a conservative Emirate. Establishing a dedicated local team will help hosts and guests learn to communicate cultural expectations.

Locals Love



The Dubai Fountains, the best restaurants from around the world, the biggest buildings, and the variety of activities.

Market Opportunities

Dubai has a diverse base of residents and tourists, which will spread Airbnb faster around the world.

Dubai is one of the safest cities in the world, with an extremely low crime rate, no history of riots or demonstrations and no harassment.

Dubai is focused on driving a diverse and balanced economy.

Locals Complain About



Extremely hot and humid summer months, with an average high of 106°. Most residents know to keep their air conditioning running at all times, even when they're traveling, otherwise they risk returning to damaged homes.

Conclusions

There is real value and return in Middle Eastern market. Beyond the financial incentives, starting in Dubai and growing Airbnb across the region is line with the company's mission to create an inclusive world where everyone belongs. It's a great starting point because of its diverse population, but even more so because hosting and welcoming visitors is embedded in the region's cultural DNA.

Consistent Partnership Opportunities

May 2015

ArabNet

The Middle East's leading digital summit builds business bridges between MENA region and the world, by bringing together over 1,200 prominent founders, investors and executives.

May 2015

Arabian Travel Market

The most popular annual travel and tourism event.

July 2015 and September 2015

Eid Holidays

Hundreds of thousands of regional visitors visit Dubai annually during the Eid holidays.

September 2015

Cityscape

A tradeshow for the real estate industry. Cityscape is the world's largest networking exhibition and conference on property development.

November 2015

Dubai Air Show

One of the largest and most successful air shows in the world, connecting aerospace professionals across all areas of the industry to facilitate successful global trade.

December 2015

Dubai International Film Festival

The leading film festival in the Middle East, Asia and Africa.

January 2016

Dubai Shopping Festival

A month long festival that attracts thousands of visitors from the region.

February 2016

Gulf Food

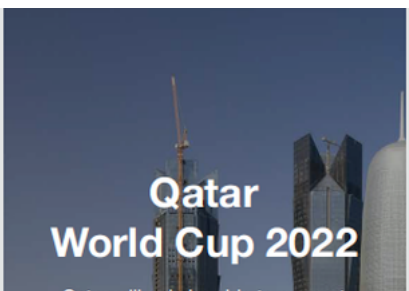
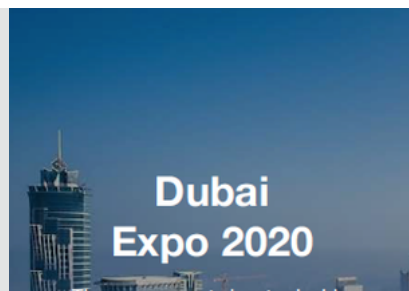
The world's biggest annual food and hospitality show.

April 2016

Art Dubai

Art Dubai is the leading international art fair in the Middle East.

Key Regional Events



Why Did I Do This

I fell in love with Airbnb two years ago. First, as a guest, then as a host, and somewhere in between, I found myself completely enamored by Airbnb's internal culture.

I moved to San Francisco last year with the hopes of landing a job at the company. I soon realized that I was up against thousands of extremely talented people who were all just as interested in the company as I am, but I'm determined to find a way to contribute to your future.

Why I love Airbnb



I believe in Airbnb's mission to create a world where we can all feel a greater sense of belonging.



I love how travel and home sharing builds bridges across cultures.



Internally, Airbnb fosters a culture of openness and learning.



Working at Airbnb provides the opportunity to be part of a world class team.

Why I Belong at Airbnb

Be a Host

In the 9 months that I've had my own space, I've hosted Airbnb guests 6 times. I do my best to make them feel like they belong in my favorite city.

Champion the Mission

I've lived in different countries, grew up in an international school and traveled to 23 countries so far. My career has focused on building cross cultural bridges to make the world more connected. I look forward to championing this further.

Every Frame Matters

I take pride in the work that I do and I believe that details count. (This comes from my years of painting).

Be a "Cereal" Entrepreneur

I built my own company at 26, grew the team to 52 members and had offices in 3 countries with a footprint in 7. I love getting shit done, and I'm obsessively data driven.

Simplify

I enjoy working backwards – thinking of the end result and then

Embrace Adventure

Where I'll Belong

I'm committed to building a career at Airbnb, so whether you'll want me doing what I've done best for the past 10 years or starting in new verticals and working from the ground up, I'm open to exploring all roles.

Marketing

Let me channel my love for Airbnb to creating campaigns, experiences and growing the community. I already see Airbnb as a superbrand.

Operations

I love figuring out the right steps to make a company grow. I thrive in chaos and get a kick out of creating some form of order in it.

Business Development

I hate "selling", and I love building relationships.

Okay Coffee

If you're not sure where to put me or what to do with me, I'll be happy to help out the other inexperienced baristas serve average cups of coffee at HQ.

About The Data

Data on Airbnb listings, prices and reviews in the Middle East was collected by analyzing the first 18 listings per country for full unit rentals.

Data on spending and overnight stays in the MENA region is taken from the Mastercard Global Destination Cities Index, published annually on their website.

Data on tourist forecasting in Dubai is taken from The National.

Data on growth rates in Dubai's hospitality sector is taken from the UN World Tourism Organization.

Rankings on popular destinations around the world and top foreign cities that attract American tourists are taken from Hotels.com study.

Forecasting for the Dubai Expo is taken directly from the Expo site and interviews conducted by government representatives.

Data on the startup ecosystem in the Middle East is taken from Chris Schroder's research as published in his book Startup Rising, from 500 Startups, and interviews published on PRI.org.

Data on Qatar's tourism forecasts is taken from Deloitte "Middle East Hotel Market Intelligence Report, Qatar, 2014"

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