




How to thrive during the impending recession

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- Recession
- Ppl travel less
- More peeps will list homes on airbnb
 - Supply increases
 - Competition increases
 - Prices lower
 - Demand waiver
- Talk about interest rates (history of whats going on?)



How should we pivot business strategies for the impending recession?

Shorter
Durations

Bargain
Destinations

Cheaper
Prices

How we can take advantage of the situation...

Intro notes

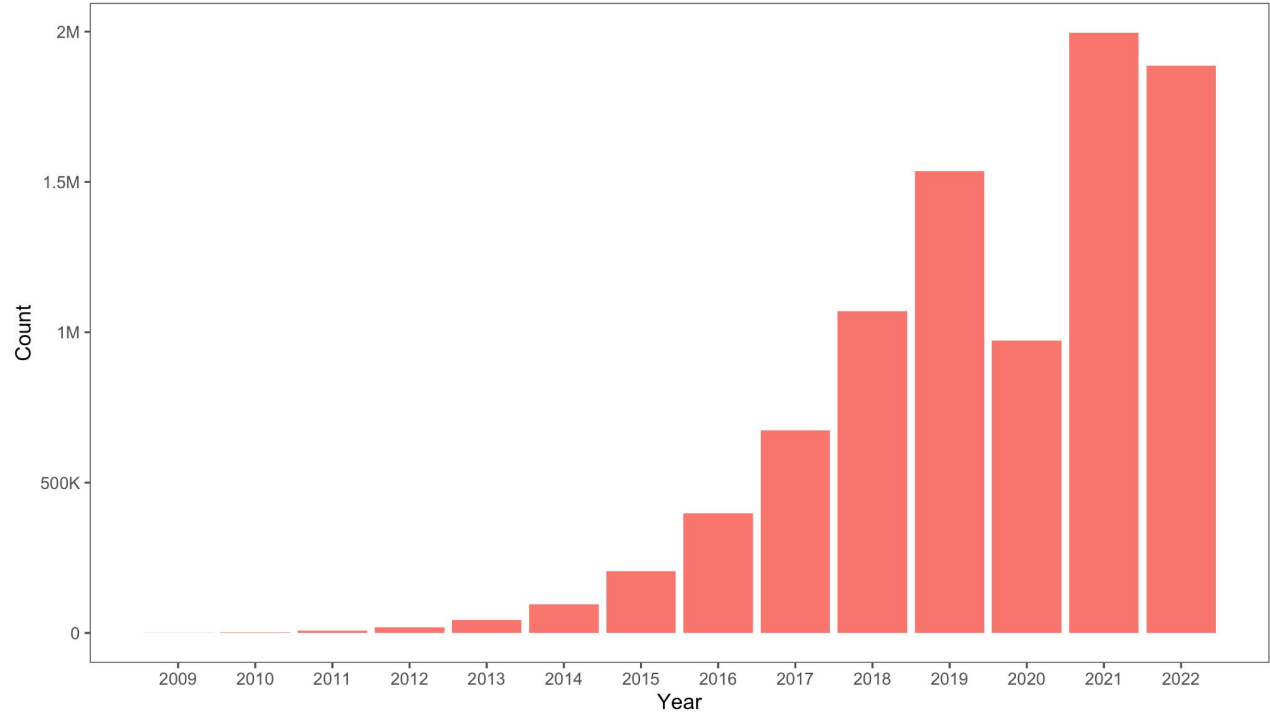
- Consumers more likely to travel during offpeak
- Travel is a necessity
 - Business / commerce / medical / gvmnt
- Ppl travel when sad, stressed, restrained
 - Eg. covid: ppl traveled during health crisis
- Chose US states bcuz ppl more likely to travel domestic than international
- Airbnb started during a recession
- Recession is opportunity in wolf's clothing
 - Wealth is built in a bear market
- Airbnb arbitrage?

Shorter Durations

Regardless of recession fears, travel is a *necessity*

post-CoVID growth rate spiked significantly compared to pre-CoVID

Consumer Travel by Year

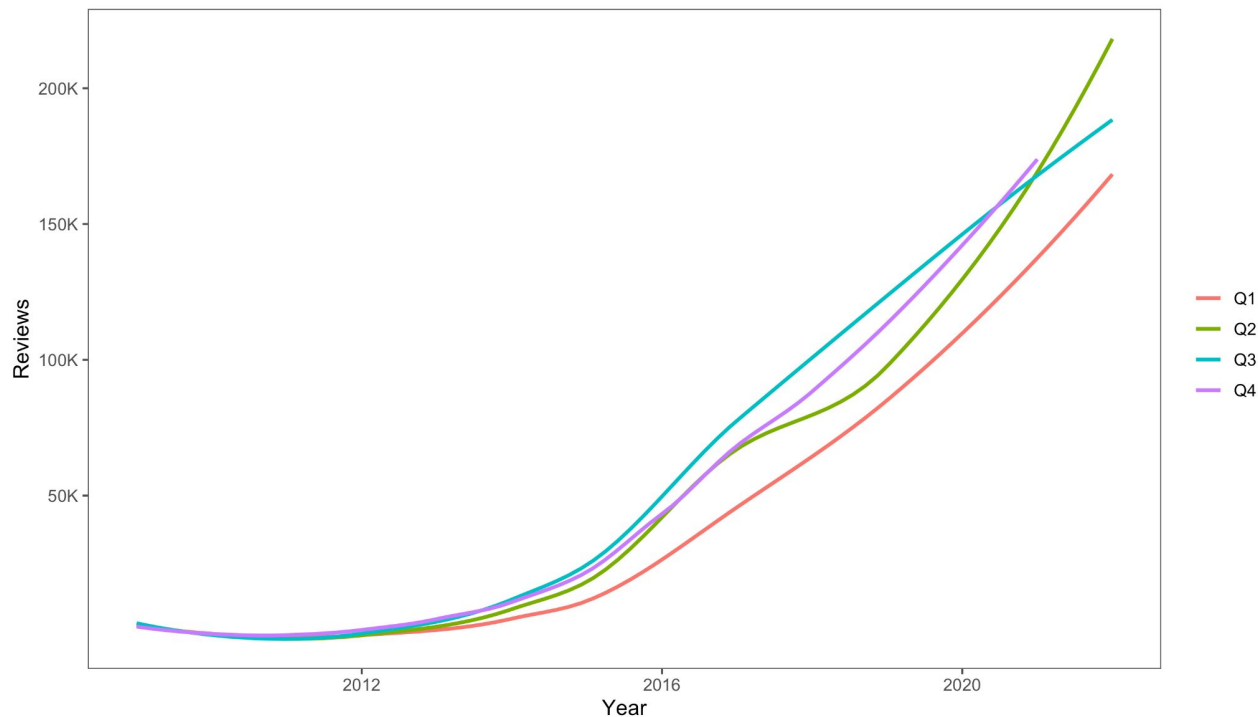


Shorter Durations

Consumers traveling shorter durations are more likely to spend

Increase supply of short-term goods during certain quarters

Growth of Consumer Travel

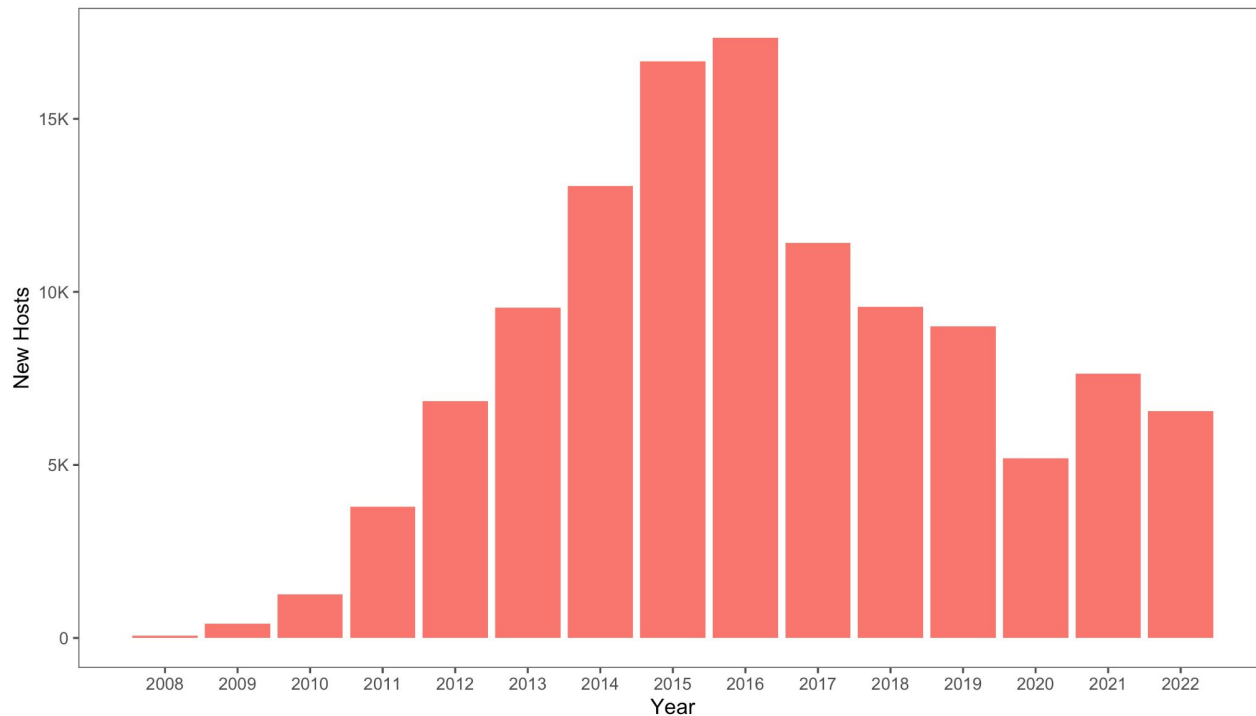


Shorter Durations

New hosts will emerge during a recession or fiscal uncertainty

Peak is highest in 2014, but the majority of the trend ranges 2012 - 2017

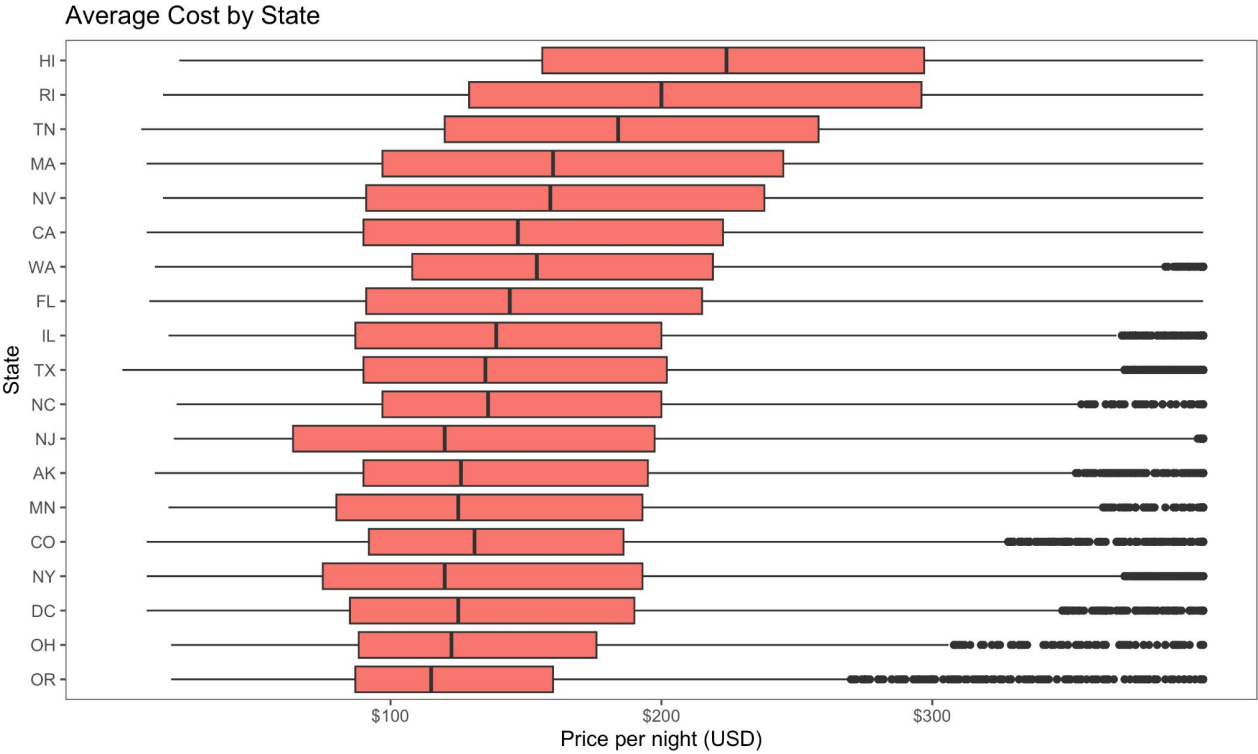
Competition among AirBNB Hosts



Budget Destinations

States with lower average costs will have higher foot traffic

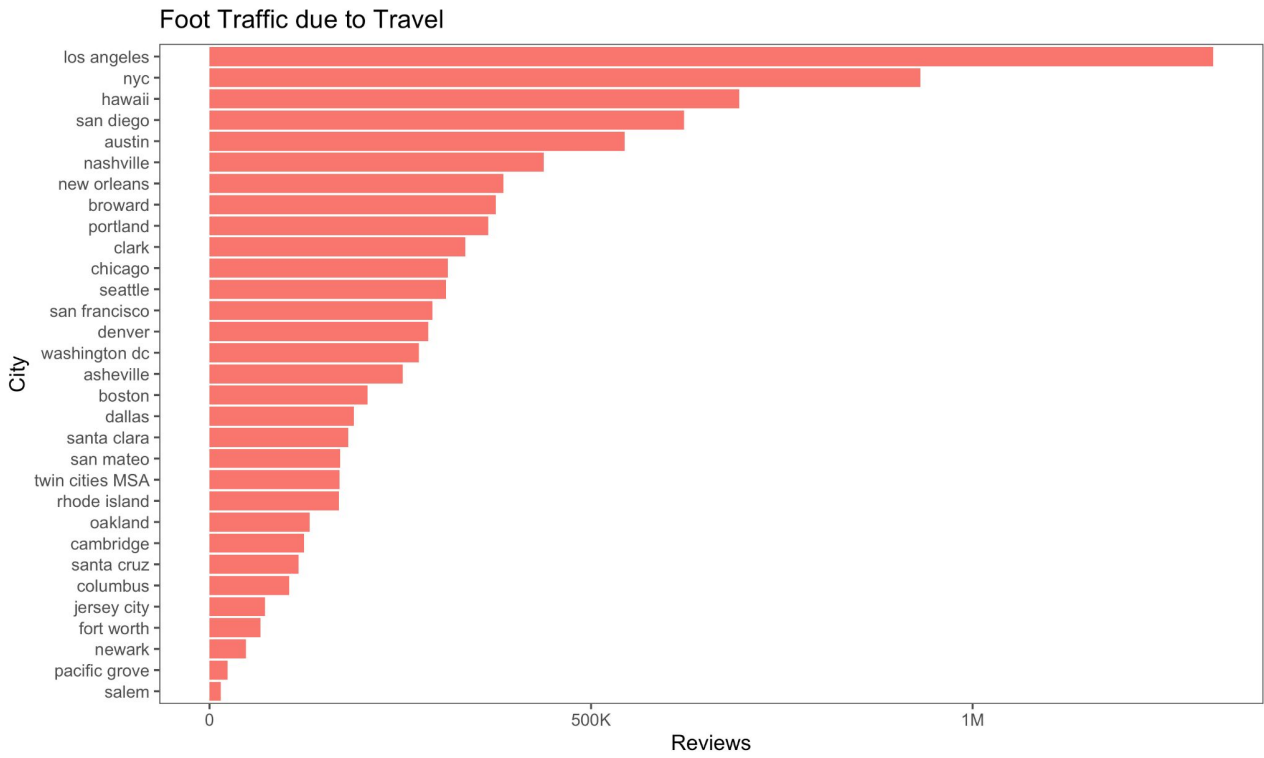
Gain insights on which facilities are more likely to meet target earnings



Budget Destinations

Coincide with last chart
to identify demand shifts
throughout year

Gain insights on which
facilities are more likely
to meet target earnings

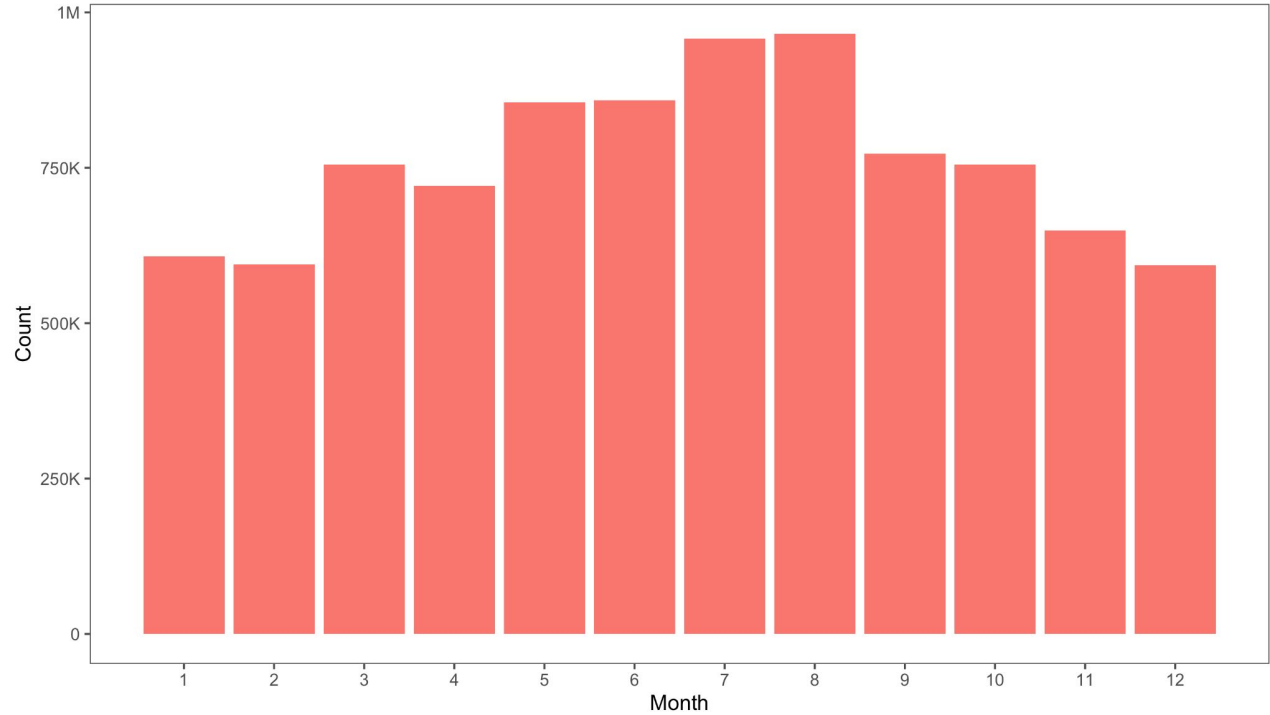


Cheaper Prices

Consumers are more likely to travel off-season (cheaper prices)

Lower target earnings during Q3 and increase during Q1 / Q4

Foot Traffic throughout the Year

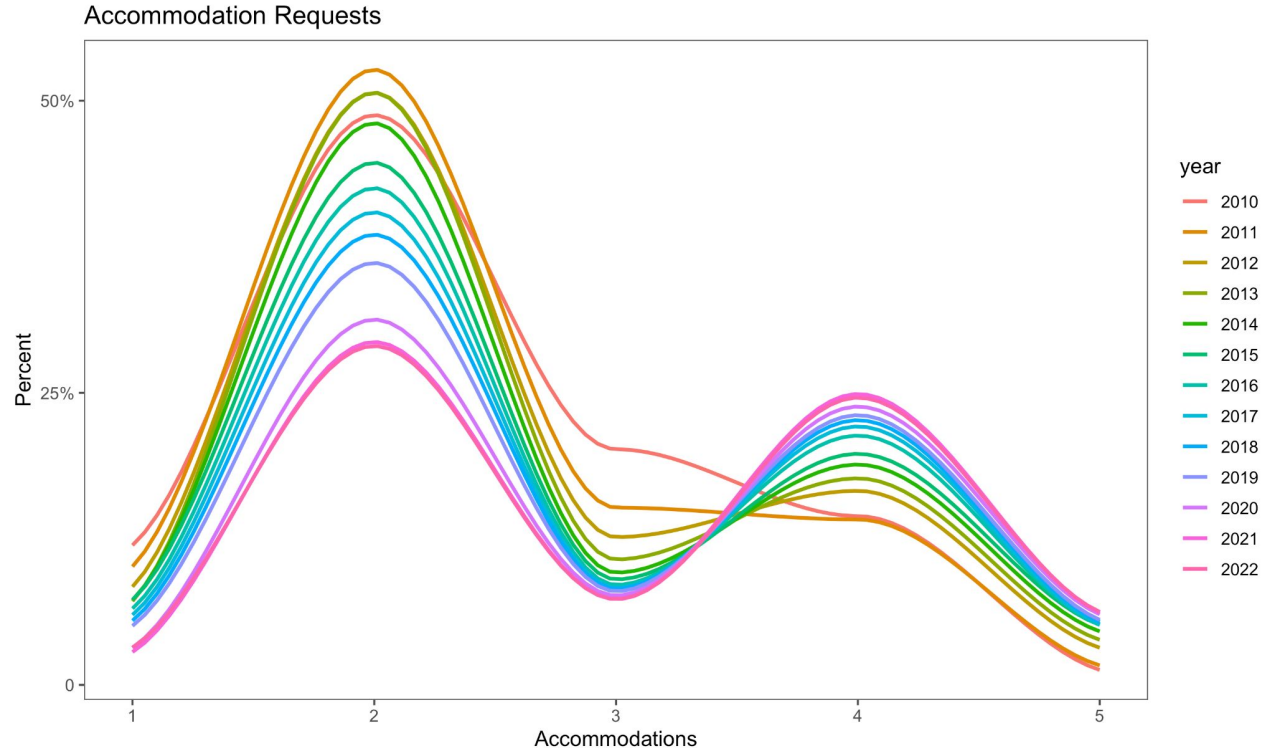


Cheaper Prices

Shift in Accommodation

Consumers are
gravitating towards
higher accommodations

Strategize to sell
experiences rather than
consumer goods

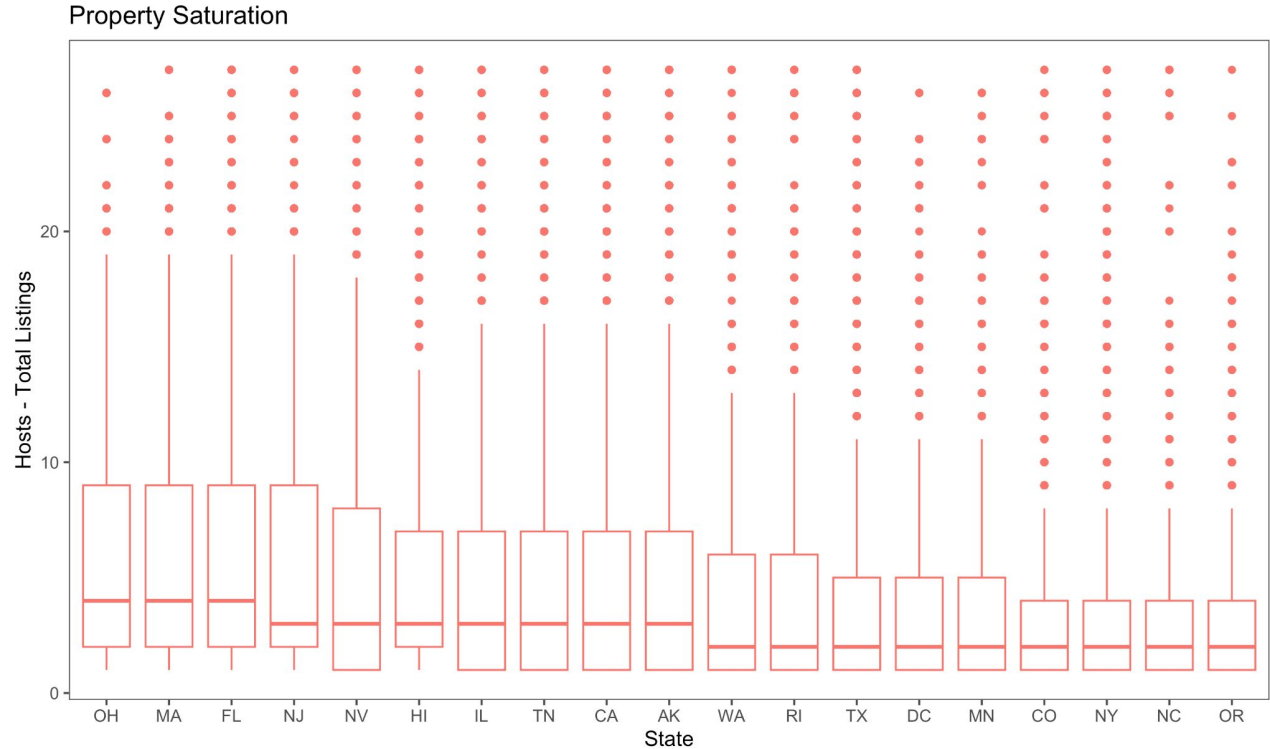


Cheaper Prices

Airbnb Arbitrage

Analyze which markets
yields the lowest
competition

↑ Interest Rates = ↓ Profit
Maximize gains by
reducing the competition



If I had more time...

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If I had more time...

- Find scraped datasets of each year and compare the average through a timeseries
- Compare travel data with other DIY-hosts websites (VRBO, etc..)
- Research more into websites made prior to recession and analyze its trend

How do prices shift with inflation rates?

Do consumers gravitate towards price comparisons?

Solidify more ideas on the impact of the recession.