



Key takeaways

- ✓ Airbnb will be launching a new service in partnership with major landlords to promote "legal Subleasing"
- ✓ The company aims to help offset the rising costs of living due to inflation, by creating a short-term rental revenue stream for renters
- ✓ New partners will include: Greystar, Equity Residential and Sentral who will be earning up to 20% of sales

STRENGTHS

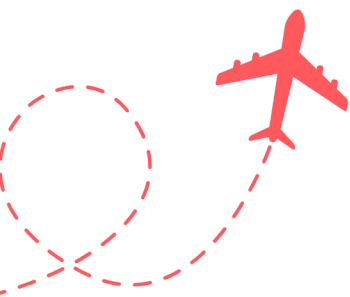
DID YOU KNOW?

Airbnb listings include RVs, yurts, islands, treehouses, igloos, tipis, windmills, caves, boats and more

Airbnb = AirBedandBreakfast, CEOs started renting out an air mattress on their living room floor

The CEO listed one of his rooms on the platform. No bookings available until 2024

Airbnb-Tesla partnership in 2015 aimed to instal charging stations in selected homes



35%

estimated proportion of listings by tenants who don't own their property

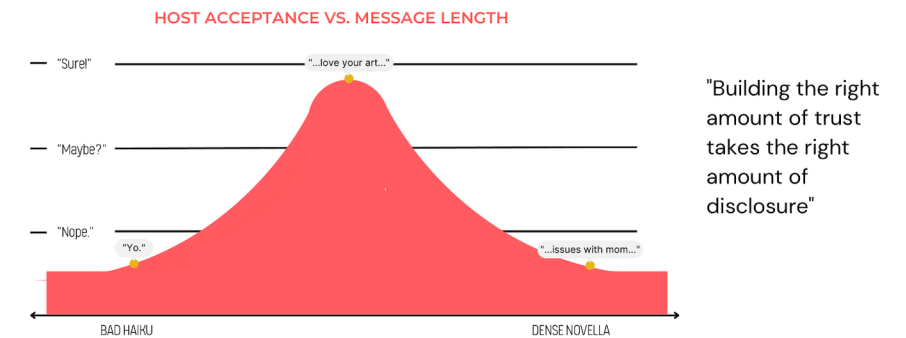
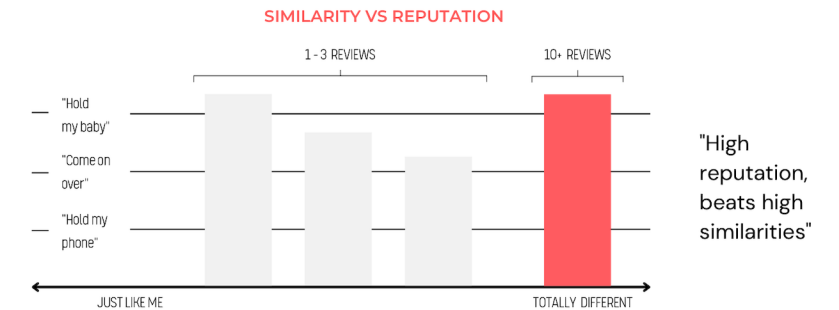
210 min

time it takes each week to ensure your property isn't listed online

2x

estimated increase in wear and tear by guests in unwanted sublets

Building for trust



When the entire business model relies on individuals opening their house to strangers, a fundamental challenge rises: the stranger-danger bias. With the findings above, Airbnb successfully shifted the narrative and set strangers as 'friends wanted to be discovered' with the help of its reviews system.

Addressing the problem by creating Airbnb-friendly apartments

The SWOT framework allowed Airbnb to determine its biggest weakness and strength: everchanging short-term rental regulations & bad relationships with landlords. Utilizing their strengths, the hospitality company deployed its newest service: creating Airbnb friendly apartment hubs by partnering with major landlords.

SWOT ANALYSIS



Access the full report here:

