AIRBNB ACCOMODATION

CIS 8010: Process Innovation

Group 6

Project Milestone 1

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Selecting Our Project Focus

- **Airbnb:** Pioneering the Home-Sharing Economy

- **Market Position:** Dominant yet with untapped potential

- **Objective:** Enhancing Customer Experience

- **Growth Opportunity:** Identifying and leveraging areas for improvement

Airbnb's Global Marketplace

- **Worldwide Platform**: Connecting hosts & guests globally, from private rooms to luxury homes.

- **Facilitator Role**: Streamlining property listings & bookings.

- **Innovation & Impact**: Disrupting traditional hospitality with personalized, tech-driven experiences.

- **Diverse Listings**: Millions of options catering to various needs.

- **Founding & Reach**: Established 2008, San Francisco - Pioneering the sharing economy.

An Infographic from Vizlly

The Rise of Airbnb

founded in **2008**[a]

number of countries **191**

number of cities **65,000**[b]

Airbnb Has More Listings than the Top 3 Hotel Chains Combined[1]

Airbnb	Marriott	Hilton	IHG
3 Million Listings	1.1 Million Rooms	773,000 Rooms	766,000 Rooms[3]

Airbnb: From Start-Up to Global Leader

- **Rapid Growth**: Hosted over 1.5 billion guests with a network of 4 million hosts and 7 million listings worldwide.

- **Financial Turnaround**: Achieved profitability with $8.4 billion revenue and $1.9 billion net income in 2022.

- **Market Dominance**: Valued at $73.34 billion, commanding a significant share of the vacation rental market.

- **Pricing Trends**: Average U.S. short-term rental rate rose to $259 in 2021, with forecasts suggesting further increases.

- **Future of Travel**: Embracing long-term stays and digital nomad trends, with North America accounting for half of the company's revenue.

Pre-Pandemic High in 2023

Number of nights and experiences booked on Airbnb since 2015*

Gross booking value

| $8B | $14B | $21B | $29B | $38B | $24B | $47B | $63B | $58B |

airbnb

2015	2016	2017	2018	2019	2020	2021	2022	2023**
72M	126M	186M	250M	327M	193M	301M	394M	349M

* net of cancellations and alterations
** Nine months ending Sep. 30
Source: Airbnb

statista

Which U.S. Cities Have High Airbnb Densities?

Airbnb listings per 1,000 inhabitants in selected U.S. cities/regions

22.4 Hawaii	18.8 New Orleans	15.3 Austin	13.0 Nashville
12.3 Buncombe Country (incl. Asheville)	9.5 Washington, D.C.	9.1 Broward County (incl. Fort Lauderdale)	9.0 Seattle
8.8 San Diego	8.5 San Francisco	7.5 Denver	7.3 Portland
6.9 Clark County (incl. Las Vegas)	5.9 Boston	5.8 Los Angeles (city limits)	4.9 New York City

As of Jun. 2023
Source: InsideAirbnb

Airbnb - The Service Provider Overview

- **Service**: Online marketplace for lodging, primarily homestays for vacation rentals.

- **Provider**: Airbnb, Inc. - Facilitates connections between hosts and guests via their platform.

- **Operation**: Users list, discover, and book accommodations globally.

- **Accessibility**: Available through website and mobile app interfaces.

- **Customization**: Offers personalized searches based on location, price, and amenities.

Airbnb Customer Profile

- **Demographic**: Millennials to young families with a passion for travel.

- **Preferences**: Unique, cost-effective accommodations with local flair.

- **Behavior**: Prioritizes authentic experiences and cultural connections.

- **Booking Habits**: Uses digital platforms for diverse lodging choices.

- **Travel Style**: Adventurous, culturally immersive, and economical.

Customer demand/Sales Trends & Competitive Landscape

- **Industry Shift**: Increasing preference for individualized and localized travel accommodations.
- **Consumer Trend**: Move away from standardized hotels to varied, immersive lodging experiences.
- **Data Insight**: Significant consumer pivot towards personalization in accommodation choices.
- **Growth Figures**: Recent statistics highlight a surge in the demand for diverse, non-standardized travel stays.
- **Validation**: Industry growth data corroborates the move towards more authentic travel experiences.

Airbnb

1. **Unique Listings**: Specializes in unique, often unconventional accommodations like treehouses, lofts, and beachfront properties.

2. **Global Community**: Strong emphasis on building a community - hosts often interact personally with guests, creating a more immersive experience.

3. **Local Experiences**: Provides opportunities for guests to engage in local culture and activities, enhancing the travel experience.

4. **Flexible Pricing**: Offers a wide range of pricing options, often more budget-friendly and varied than traditional hotels.

5. **Personalization**: Platform algorithms tailor searches to guest preferences, leading to more personalized lodging choices.

Other Alternatives (Boutique Hotels, Expedia, Booking.com)

1. **Consistent Quality**: Known for standardization in service and quality, ensuring a predictable experience for guests.

2. **Professional Management**: Often managed by professionals or companies, offering a more formal hospitality experience.

3. **Limited Local Interaction**: Less emphasis on local culture and personal interaction with hosts.

4. **Price Range**: Usually have fixed pricing structures, which may be higher and less flexible compared to Airbnb's options.

5. **Standardized Accommodations**: Focus more on traditional hotel rooms and suites, lacking the variety of unique and quirky properties found on Airbnb.

Competitive Landscape

Demand Influencers for Airbnb

1. **Competitive Pricing**: Attractive rates compared to traditional accommodation options.

2. **Distinctive Properties**: Unique and diverse lodgings enhance appeal.

3. **Global Travel Policies**: Influenced by international travel norms and regulations.

4. **Economic Conditions**: Disposable income levels dictate travel and accommodation choices.

5. **Technological Innovation**: Advanced booking and search features improve user experience.

6. **Environmental Sustainability**: Growing preference for eco-friendly travel options.

7. **Work-Travel Lifestyle**: The rise of remote work and digital nomad trends shape accommodation needs.

1.a) Customers Job to be Done, Success Outcomes & Job Context for Customer Group

1) Customer's Job-to-be-Done

• **Personalized and Convenient Experience**: Seeking unique, local living experiences with the ease of customizable search, booking, and check-in options.

2) Success Outcomes

2.1 Functional Outcomes:

❏ **Accommodation Suitability**: Right features (bedrooms, amenities), location, cleanliness.

❏ **Security and Safety**: Ensuring both physical safety and data security.

❏ **Value for Money**: Optimal balance of price and quality.

2.2 Emotional Outcomes

• **Comfort and Enjoyment**: Reliable, satisfying stay with trustworthy host relationships.

• **Authenticity and Uniqueness**: Seeking an authentic and unique travel experience.

2.3 Social Outcomes

• **Positive Reviews and Recommendations**: Contributing to the community through feedback.

• **Social Connectivity**: Engaging with hosts and local communities for a richer experience.

3) Job Purpose

• **Travel Purpose**: Varying needs for business, leisure, family trips, or special events.
• **Budget Considerations**: Choices influenced by specific budget constraints.
• **Cultural Sensitivity**: Importance of respecting local cultures and norms in accommodation choices.

1.b) Progress Map of Customer Journey

Discovery: The customer learns about Airbnb and its offerings. Browsing online, social media influence, recommendations.

Search and Selection: The customer searches for a rental, filtering by location, date, price, amenities, etc. Using filters, viewing photos, reading descriptions.

Evaluation: The customer reads descriptions, reviews, and compares listings. Checking reviews, comparing prices and amenities.
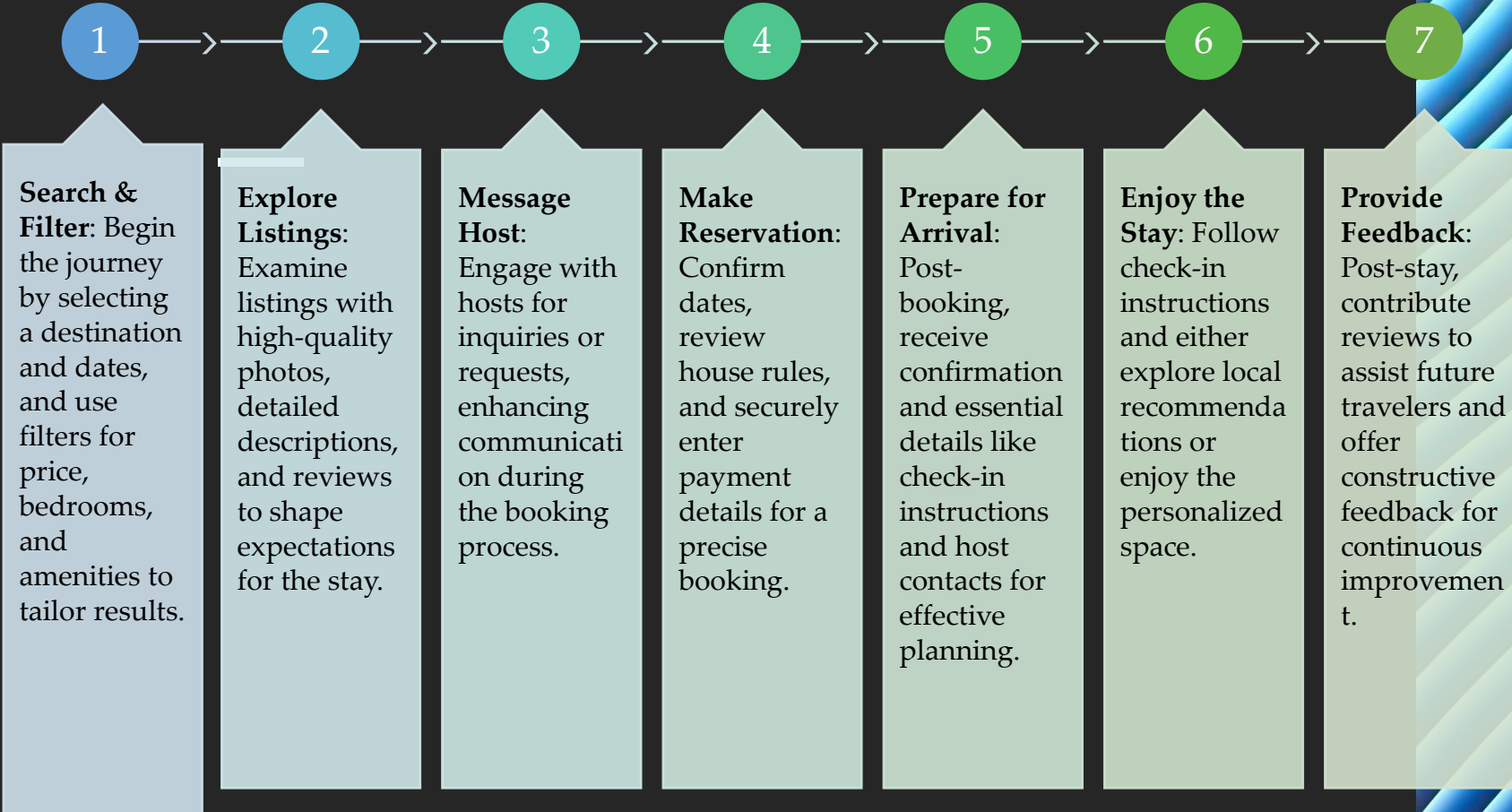
Booking: The customer selects a listing and completes the booking process. Filling out booking details, making payment

Preparation: The customer prepares for their stay (communication with the host, travel arrangements). Packing, planning for the stay, contacting the host.

Arrival and Stay: The customer arrives and stays at the Airbnb. Checking in, using amenities, communicating with the host as needed.

Post-Stay: The customer leaves, possibly provides feedback, and reviews their experience. Checking out, writing a review, sharing experience with others.

1.c) Airbnb Customer Experience: Key Phases

1 → **2** → **3** → **4** → **5** → **6** → **7**

Search & Filter: Begin the journey by selecting a destination and dates, and use filters for price, bedrooms, and amenities to tailor results.

Explore Listings: Examine listings with high-quality photos, detailed descriptions, and reviews to shape expectations for the stay.

Message Host: Engage with hosts for inquiries or requests, enhancing communication during the booking process.

Make Reservation: Confirm dates, review house rules, and securely enter payment details for a precise booking.

Prepare for Arrival: Post-booking, receive confirmation and essential details like check-in instructions and host contacts for effective planning.

Enjoy the Stay: Follow check-in instructions and either explore local recommendations or enjoy the personalized space.

Provide Feedback: Post-stay, contribute reviews to assist future travelers and offer constructive feedback for continuous improvement.

- **Sources of Information**:
  - Online reviews on Airbnb site
  - Community platforms like Quora

1.d) Moments of Struggle (MoS) in Customer Journey

1. Calendar Synchronization Issues

Customer Words: "I thought the place was available, but after trying to book, I found out it was already taken because the host's calendar wasn't updated."

Related Job Step: Search and Selection

MoS Impact: Leads to frustration and time wasted in re-searching for accommodations.

2. Pricing Discrepancies

Customer Words: "The final price was much higher than expected due to added fees not shown upfront."

Related Job Step: Booking

MoS Impact: Creates confusion and mistrust, potentially leading to booking abandonment.

3. Verification Requirements

Customer Words: "The process of verifying my identity was cumbersome and took longer than expected, delaying my booking."

Related Job Step: Account Setup/Verification

MoS Impact: Causes inconvenience and may deter first-time users.

4. Lack of Instant Booking

Customer Words: "I needed a place quickly, but the host took too long to respond, causing uncertainty."

Related Job Step: Booking Confirmation

MoS Impact: Results in anxiety and may force guests to look elsewhere.

5. Unclear Cancellation Policies

Customer Words: "I wasn't sure about the refund I would get if I canceled, the policy was too vague."

Related Job Step: Booking Management

MoS Impact: Adds to hesitancy in finalizing bookings, affecting decision-making.

Target for VLIFT: Addressing these Moments of Struggle to improve customer experience, streamline the booking process, and enhance overall satisfaction with Airbnb services.

1.e) Customer Value Metrics (CVMs) for Airbnb's MOS

1. Calendar Synchronization Issues

- **CVM**: Accuracy Rate in Calendar Synchronization

- **Estimate**: Target > 95% of bookings without synchronization errors.

- **MoS Impact**: Reduces re-searching time and improves booking confidence.

2. Pricing Discrepancies

- **CVM**: Pricing Transparency Index

- **Estimate**: Aim for < 10% variance between listed and final prices.

- **MoS Impact**: Minimizes confusion and increases pricing trust.

3. Verification Requirements

- **CVM**: Verification Process Efficiency

- **Estimate**: Average verification time < 24 hours.

- **MoS Impact**: Enhances user convenience and accelerates booking process.

4. Lack of Instant Booking

- **CVM**: Instant Booking Response Rate

- **Estimate**: Target ≥ 80% of bookings confirmed instantly.

- **MoS Impact**: Reduces uncertainty and improves guest experience.

5. Unclear Cancellation Policies

- **CVM**: Cancellation Policy Clarity Score

- **Estimate**: Strive for > 90% guest clarity and understanding.

- **MoS Impact**: Decreases booking hesitancy and enhances decision-making.

Target for VLIFT: By focusing on these CVMs, Airbnb can better meet customer needs, address unsatisfied job priorities, and significantly enhance the overall service experience.