

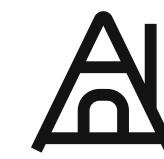
**airbnb Social Stays**

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## Problem Statement



Group travel is constantly increasing, but planning and booking group trips can be stressful. Group bookings involve multiple participants, cost-sharing, itinerary planning, and more.



Airbnb's current offerings do not support seamless group travel. This lack of centralized planning for groups can lead to confusion and frustration.

### Introducing Airbnb Social Stays



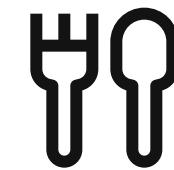
This new feature simplifies group travel by allowing easy coordination of bookings, payments, and itineraries within the Airbnb platform.

4.99



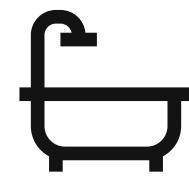
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Reviews



### Increasing Group Travel

Group travel is on the rise, with 81% of bookings on Airbnb being group trips.



### Booking Preferences

38% of travelers prefer renting homes for group trips, therefore valuing kitchens and common areas.



### Cost Sharing

50% of group travelers find it stressful to divide travel expenses fairly, leading to spending tensions.



### Coordinating Activities

Over 57% of group travelers report that choosing activities everyone agrees on is a major pain point.

# Competitive Landscape



## Group Planning

★★★★★

Allows users to save and share properties with friends and family, making it easier to compare options, but lacks features for more complex coordination. Does not allow users to directly split booking costs across multiple people.



## No Integration

★★★★★

Does not provide an integrated way to coordinate activities or manage expenses during trip.



## Group Booking with Cost Splitting

★★★★★

Allows guests to split payments for accommodations and activities directly within the platform.



## Group Chats and Dashboards

★★★★★

Group members can communicate and coordinate in real-time through an integrated dashboard with chat features.



## Collaborative Itineraries

★★★★★

Guests can collectively create and vote on itineraries, including dining, activities, and events.



## Group Filters

★★★★★

Offers filters to help users find larger homes or apartments to accommodate groups, but does not provide a dedicated group booking system.



## No In-App Planning

★★★★★

Does not have any tools to coordinate group activities or split costs among multiple groups. Groups need to use third-party tools to manage these logistics.

# User Personas



## The Family Organizer

Demographics: Age 35-50, planning family vacations for large groups (5+)

Goals: Organize travel plans that work for everyone and manage the budget for the whole family

Pain Points: Managing payments, coordinating schedules, and finding activities that everyone will enjoy



## The Social Traveler

Demographics: Age 20-35, friends traveling together for leisure or special events

Goals: Find the best accommodation for the group, plan fun activities, and make sure everyone's preferences are accounted for

Pain Points: Difficulty splitting costs, choosing consensus on the itinerary, and planning efficiently with everyone's tight schedules



## The Event Coordinator

Demographics: Age 30-45, coordinating travel for large groups attending weddings, conferences, or other large gatherings

Goals: Simplify bookings and create a shared itinerary for the whole group

Pain Points: Lack of visibility into the group's preferences and shared costs, which complicates organization of the trip

# Solution Overview



## airbnb Social Stays



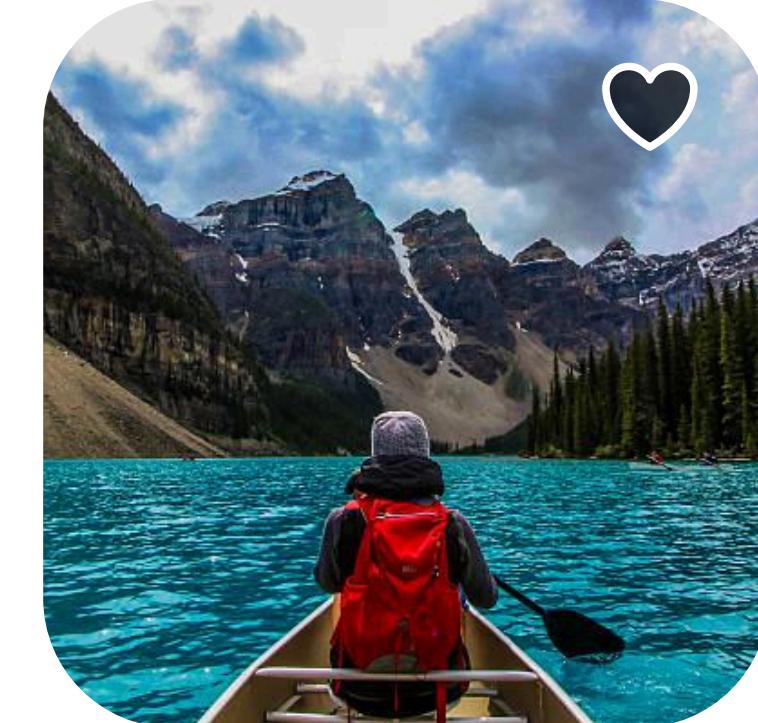
### Group Booking

Easily book shared stays and split costs.



### Collaborative Itinerary

Guest can input, vote, and discuss activities and dining.



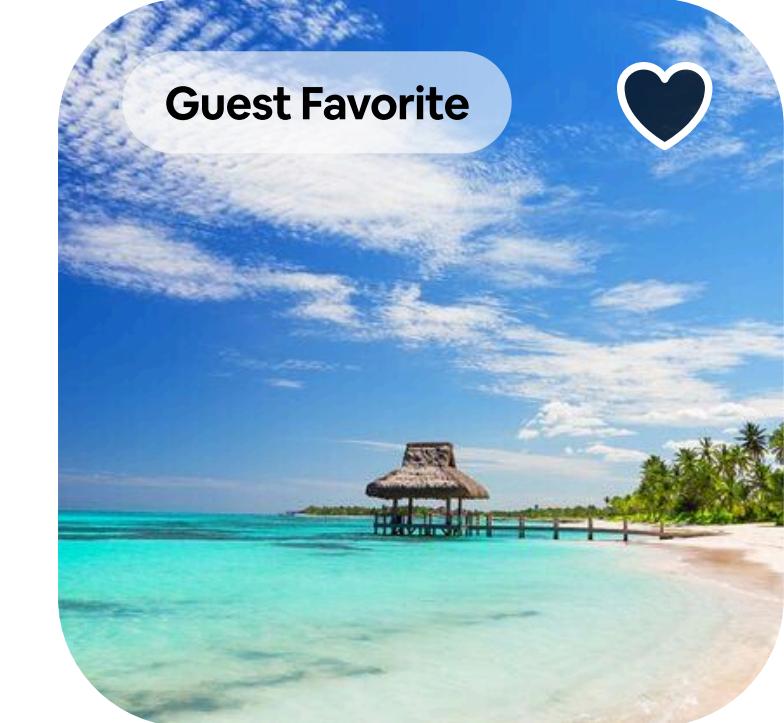
### Cost Transparency

Track expenses before and during trip, and split payments seamlessly.



### In-App Communication

Group chats for coordination.



### Personalized Recommendations

Tailored experiences based on group interests.

airbnb Social Stays

Anywhere Any week Add guests

Become a host



## Collaborative Itinerary

### Lakeside Cabin in Lake Tahoe, California

Work together to plan activities for your trip.

+

Itinerary    Group Chat    Cost Splits    Suggestion Filters ▾

**Monday, June 15**

10:00 AM	Brunch Rosie's Cafe
12:00 PM	Kayaking in Lake Spooner Lake
6:30 PM	Dinner Boathouse on the Piers

**Tuesday, June 16**

11:00 PM	Hike Cascade Falls Trail
4:00 PM	Line Dancing

**Lake Tahoe**  
**78°**  
8 9 10 11 12 1 2

Thinking of switching up your plans?  
Ask AI to help you plan your perfect day.

Ask here

**Suggestions**



**Hiking Trail**  
Eagle Rock Trail Head  
Suggested by Michael



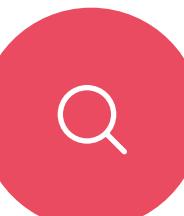
**Dinner Restaurant**  
Za's Lakefront  
Suggested by Pam



**Jet Ski**  
Ski Run Marina  
Suggested by Jim

Mockup

# User Journey



## Before Trip

- Group created, and members input preferences, budgets, and interests
- AI suggests accommodations and activities based on combined inputs
- Group members vote on plans and finalize bookings, itinerary, and payment arrangements



## During Trip

- AI offers real-time activity updates and alternatives; optimizes plans based on weather, location, and availability
- Group chat maintained for easy communication
- Shared expenses throughout trip are tracked and managed in one space

## After Trip

- Group shares photos and reviews together
- AI gathers feedback from all members and creates personalized recommendations for future trips
- All costs and payments are settled

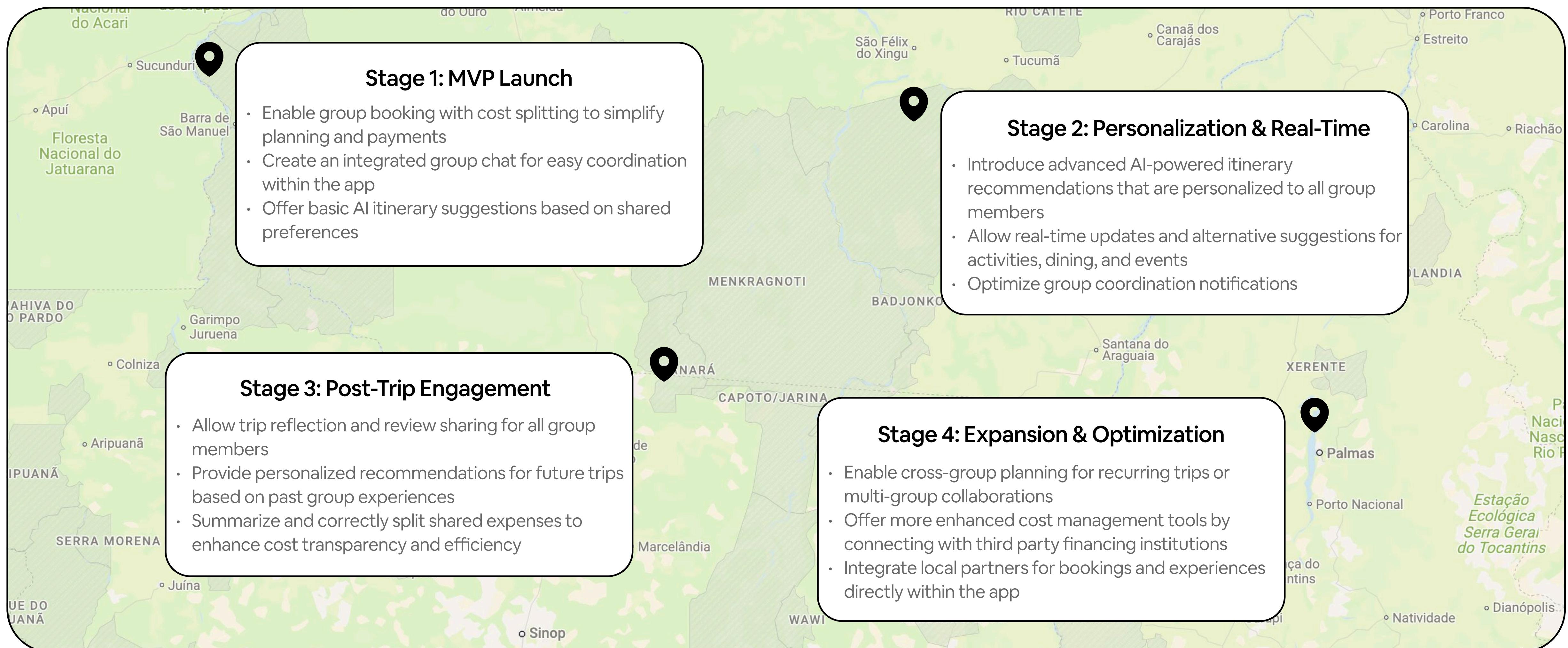


# Feature Prioritization



Feature	User Value	Business Impact	Priority
Group Booking & Cost Splitting	Simplifies planning and payments for groups	Drives larger bookings and reduces friction	High
AI-Powered Itinerary Suggestions	Personalized recommendations save time & increase engagement	Increases user satisfaction and retention	High
Integrated Group Chat	Allows smooth coordination	Keeps users on the platform longer	Medium
Real-Time Updates & Alternative Suggestions	Improves trip flexibility and experience	Enhances satisfaction and loyalty	High
Post-Trip Review & Recommendations	Provides reflection and planning for next trip	Encourages repeat usage and more accurate ratings	Medium

# Product Roadmap



## Stage 1: MVP Launch

- Enable group booking with cost splitting to simplify planning and payments
- Create an integrated group chat for easy coordination within the app
- Offer basic AI itinerary suggestions based on shared preferences

## Stage 2: Personalization & Real-Time

- Introduce advanced AI-powered itinerary recommendations that are personalized to all group members
- Allow real-time updates and alternative suggestions for activities, dining, and events
- Optimize group coordination notifications

## Stage 3: Post-Trip Engagement

- Allow trip reflection and review sharing for all group members
- Provide personalized recommendations for future trips based on past group experiences
- Summarize and correctly split shared expenses to enhance cost transparency and efficiency

## Stage 4: Expansion & Optimization

- Enable cross-group planning for recurring trips or multi-group collaborations
- Offer more enhanced cost management tools by connecting with third party financing institutions
- Integrate local partners for bookings and experiences directly within the app

# Key Metrics & KPIs



## Business Impact Metrics

- Average group size (size of bookings)
- Revenue per booking (impact on average revenue per user)
- Repeat bookings (% of groups booking again)
- Revenue growth (increase in revenue from group trips)

## Engagement Metrics

- % of trips using AI itinerary suggestions
- % of trips using group chat
- Average # of itinerary edits per trip
- # of group bookings made via Social Stays
- # of activities booked through collaborative itineraries

Reserve

## Satisfaction Metrics

- User feedback (guest feedback on planning ease and cost tools)
- Net Promoter Score (likelihood to recommend Airbnb Social Stays for group trips)
- Cost split rate (% of trips using cost-splitting successfully)

# Go-To-Market Strategy



## Target Audience

- Groups of friends and families traveling together
- Millennials and Gen Z who value convenience and tech-enabled planning
- Frequent Airbnb users who book with multiple guests



## Launch Channels

- In-App banners, feature tours, and push notifications
- Targeted email campaigns
- Social media and influencer promotion
- Initial discounts for using feature to book first Social Stays trip



## Adoption Methods

- Highlight Social Stays during group booking flow
- AI suggests activities and cost splitting values during planning
- Easy guest invites via email/SMS
- Small discounts or points for completing collaborative itinerary

## Conclusion



-  Airbnb Social Stays simplifies the group travel experience, from booking to activity planning and cost-sharing. It makes it easier for travelers to coordinate and collaborate on plans, turning group trips into a more enjoyable experience.
-  The intended impact for this feature is an increase in group bookings, higher guest engagement during trips, and enhanced customer satisfaction.
-  Let's redefine group travel with Airbnb Social Stays, and make planning easier, more efficient, and collaborative!

