



Experience belonging everywhere

Bundling Stays and Experiences

Maggie Pyke, Michelle Murvai, Emile Tal, Ivan Marcus, Laura Koch,
Mychal Ortiz, Yael Brown, Mayur Brown



Agenda

Problem Space

Secondary Research

HMW Question

Persona Adventurer

Leveraging User Data

Vancouver

Our Solution

Demo

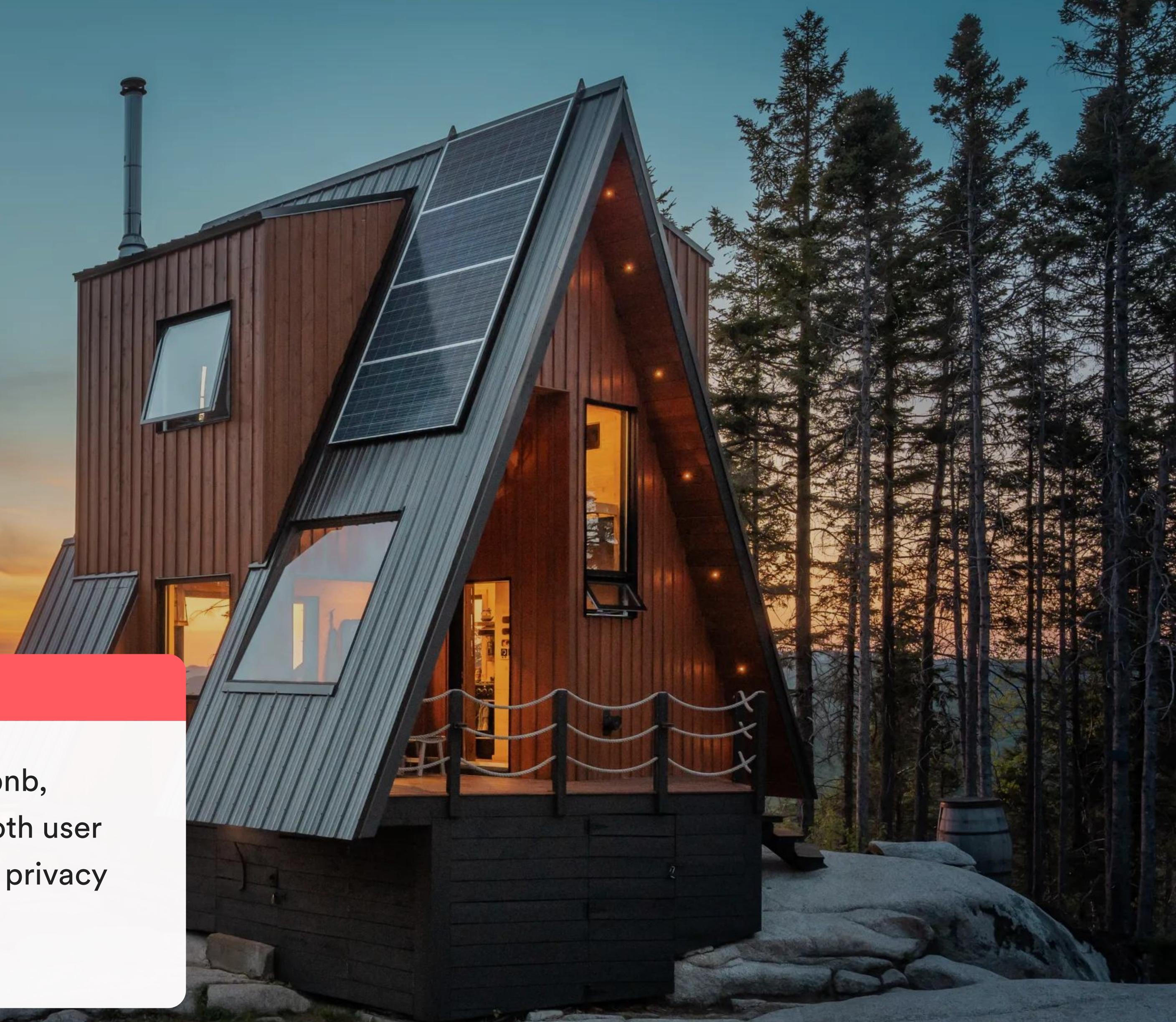
Impacts for Airbnb

Problem Space



Problem Space

Data collection offers significant benefits to Airbnb, however there are challenges that can impact both user experience and operational efficiency, including privacy concerns, data quality, and integration.





Problem Statement

How might we leverage user data to create a more personalized recommendation engine **that suggests relevant travel packages that align with the Adventurous Traveler?**



Problem Space

Secondary Research

Hosts and guests in Canada generate an estimate of **2.5 billion dollars** to local economies

Contribute roughly **319 million dollars** in local taxes

Serve areas outside of traditional vacation accommodations



Problem Space

Identifying Users

Estimated > 50% are between the ages of 25-44

56% of Airbnb users identify as female

Main users are families and young adults

Users prefer a more personalized experience that feels like home



The Adventurer

Veronica Porado

I want to personalize my booking experience and easily find activities that match my travel preferences and moods with less downtime.

Painpoints

- It takes too much time when finding and booking travel stays and activities
- Using multiple websites for booking is overwhelming
- Has trouble keeping track of activities details after booking

Leveraging User Data



Context

Why Vancouver?



YYZ

44.8 million travelers

Toronto Pearson International Airport was the busiest airport in Canada in Dec 2023.



YVR

24.9 million travelers

Vancouver International Airport came in at Canada's second busiest airport.

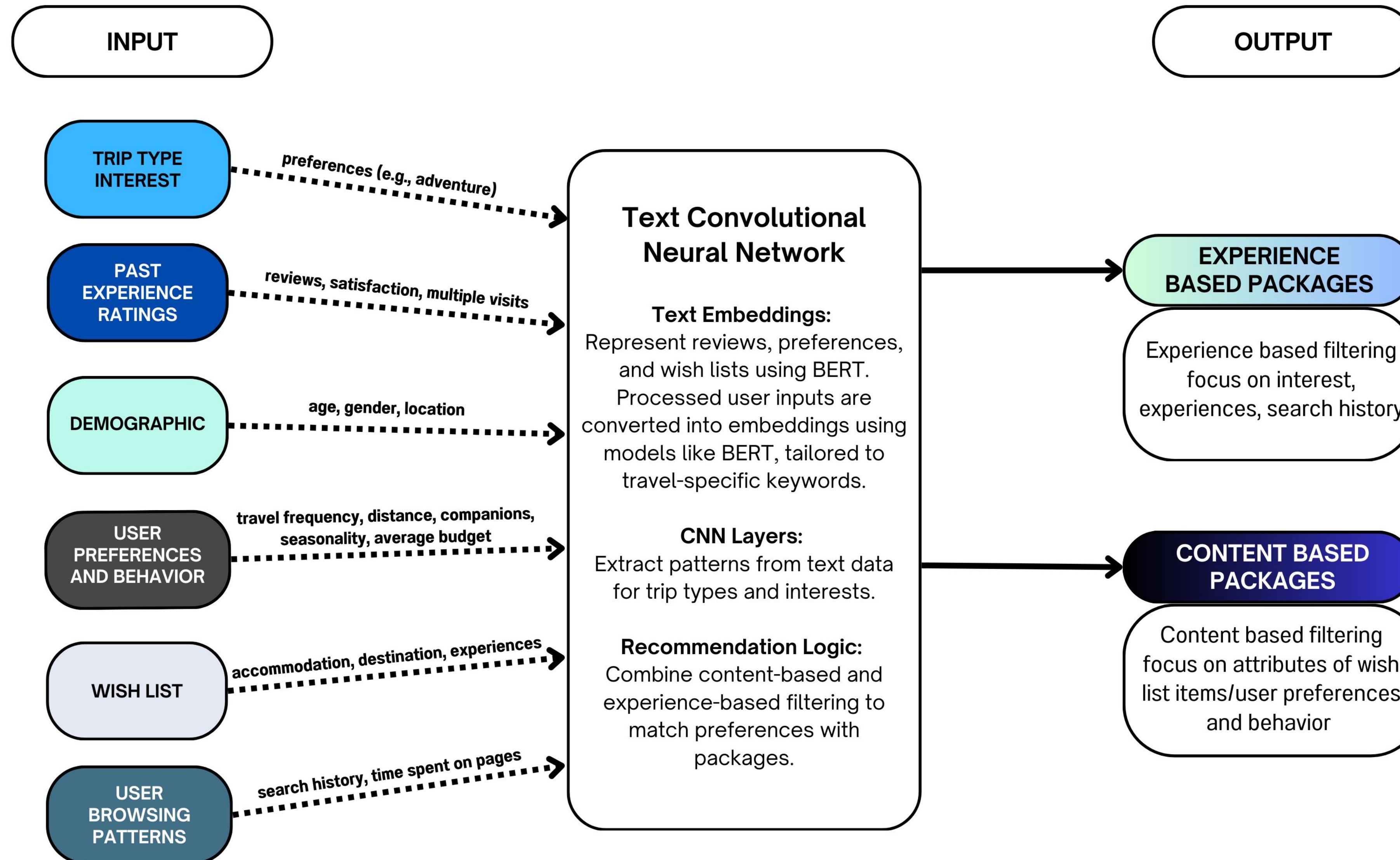


VANCOUVER

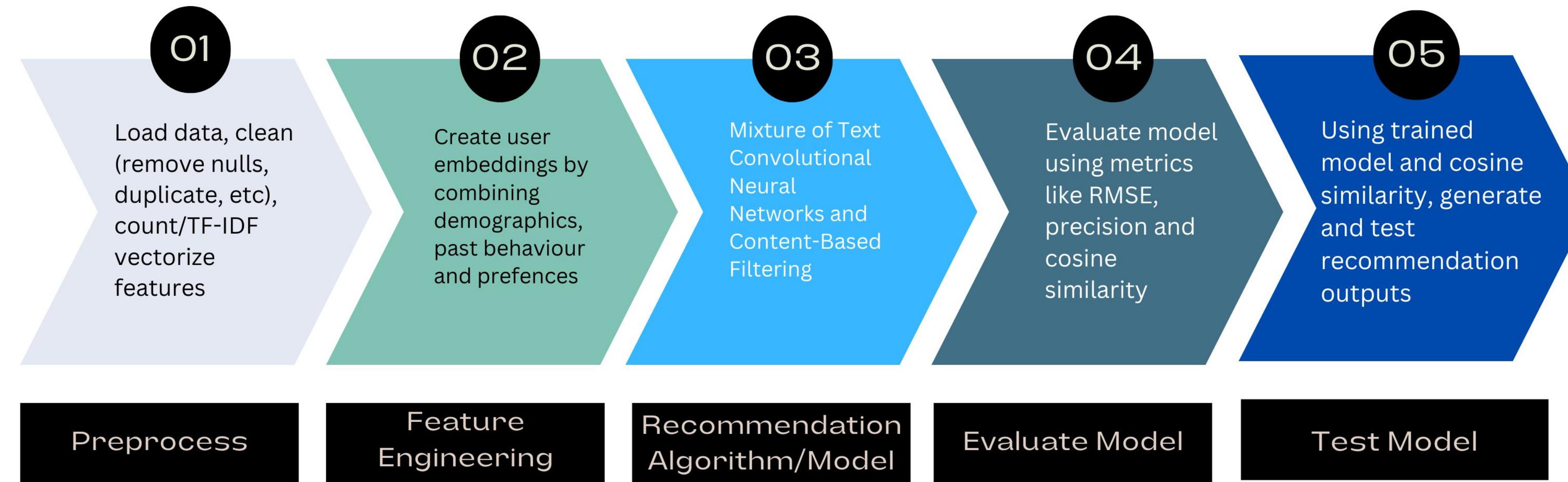
#1 Trending Spot

Vancouver was the most searched for winter travel destination by Americans.

Recommendation Engine Architecture



Recommendation Engine Schematic



Productionize:

After extensive training and tuning, deploy model (docker to package) onto cloud services and connect via API endpoint



Data Availability

Available Internally

User Demographic

User Trip Type Preference

User Behavior/Browsing Patterns

User Price Range

User Wish List

User History

Available Externally

Attractions Available in Region

Experiences Available in Region

Packages Available in Region

Methods of Transport within
Region

Region Cuisine

Reviews for
Attractions/Experiences



Our Solution

[Live Demo](#)



Next Steps

Impact for Airbnb



+15%

Adoption within 28 days of sign-up

Tailored recommendations based on user preferences and past search history

Streamlined booking process for multiple services within the Airbnb ecosystem

Harnessing Gen AI with curated itinerary suggestions for a hassle-free travel experience



Thank You

