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PRODUCT ROADMAP



FEATURE/ INNOVATION

ACQUISITIONS/ PARTNERSHIP

FINANCIALS

2007-2013

2007-Hosted first Airbnb guests March 2008- Official Launch
Mar 2009- Officially changed name to Airbnb 2009- Launched "Super host" program
Nov 2010- Mobile App and Instant Booking May 2012- Introduced \$1M Host guarantee Nov 2012 - Disaster Relief Tool

2011- Accoleo
2012- CrashPadder, Nabewise, Localmind, Dailybooth, Fondu

2008- Raised a seed funding of \$30,000 by selling cereal boxes
2009 -Got a funding from Y-Combinator of \$20,000
2009- Raised funding of \$585,000 from Sequoia Capital
2009- Raised a funding of \$30,000 fom Youniversity Venture partners
2009- Company valuation was \$2.4M
2010- receives \$7.2 million in [Series A](#) funding from [Greylock Partners](#) and [Sequoia Capital](#)

2014-2018

July 2014- Introduced new logo, the Belo
2014- Launched "Airbnb for Work"
2015- App for Apple Watch was launched for easy communication
Nov 2016- Launched Experiences
2017- Announced "Niido"line, "split-stays"
Mar 2017- launched Chinese brand Aibiying
2018- Launched Airbnb Plus

2014 – Partnership with handybook for home cleaning trials
2014- Partnered with Concur, an expense reporting service for businesses.
2014- Acquired Pencil Labs
2015-Acquired Vamo, Lapka
2015- Partnered with Deutsche Telekom
2016-Acquired Trip4Real
2016- Acquired Properly
2017-Avquired Luxury Retreats International, Tilt.com, Accomable, AdBasis, ChangeCoin, Deco Software, Trooly
2018- Acquired Luckey

Actor Ashton Kutcher made an undisclosed investment
2014- Announced employee stock sale of worth \$13 billion
2015- Company valuation is \$25.5 billion
Revenue 2017-\$2,562M
Revenue 2018-\$3,652M

2019-2023

Mar 2020- Frontline stays to safely house health workers and other first responders
Apr 2020- Launched Online Experiences
Jun 2020- Enhanced Cleaning Protocol
Jun 2020- Project Lighthouse to fight discrimination
Sep 2020- launched City Portal a on-stop shop for local govt
Dec 2020- Become publicly Trading Comp
Dec 2020- Launched [airbnb.org](#) a non-profit
Nov 2021- Aircover for Hosts, Translation Engine
May 2022- Airbnb categories, Split stays, Aircover for guests
Nov 2022- Introduced Airbnb Setup
May 2023- Airbnb Rooms

2019- Guest, HotelTonight, Urbandoor, Culture Force
2019 Partnership- 9-year partnership with Intl olympic committee
2023-Letting Cloud

Revenue 2019-\$4,805M
Revenue 2020-\$3,378M with 29.7% decline from 2019
Revenue 2021-\$5,992M with 77.38% increase from 2020.
Revenue 2022-\$8,399M with 40.17% increase from 2021.
Revenue as of June 30,2023- \$2.484B

PRODUCT & MARKET STRATEGIES



INNOVATION



Belong Anywhere

- Community-led brand identity keeping belongingness as its soul
- Includes Create Airbnb personalized logos, new design and improved experience
- Key driver in building \$38 billion valuation after immediate introduction

Unique and Affordable Accommodation

- Offers 20+ unique accommodation types, from aluminum pods to planes
- Cost 28% lesser than the average daily rates for hotels.
- Creates individualized travel experiences and make a positive impact society

Peer to Peer Sharing

- Customers can rent spaces without ownership required
- Leads to reduced operation costs for hosts
- Induces travelers to explore more destinations, stay longer durations, travel more frequently and participate in more activities

User Reviews and Ratings

- User reviews and ratings used for hosts incentivization and exclusivity
- Create premium hosts and working towards a safe and secure travel
- 90% of Airbnb bookings are influenced by positive reviews,
- 25% increase of host revenue with good bookings



INNOVATION



Inclusive Travel

- Believes in the importance of fostering spaces where everyone can feel welcome
- Guarantees inclusivity through regular study of inclusivity through Project Lighthouse
- Works towards accessibility features for disabled with extensive accessibility review, Instant Booking and dedicated Host Inclusion teams for education.

Community-driven Approach

- A genuine community-driven Super brand
- Consumers join hands with each other, and the company to build the best experiences
- People-to-people connection and the experiences they provide
- Making it a platform that fosters connection in a time when people are drifting apart.
- Major reason why 65% people prefer Airbnb compared to regular hotels.

Instant Booking

- Offers 3 million+ listings, where the guests can book spaces without Host approval
- Guests must be identify-verified, and the hosts can set the house rules.
- Streamlines booking process
- important tool to reduce discrimination in the booking process
- Led to a good increase in booking rates across all races, reaching above 91%.

Host Guarantee and Host Protection Insurance

- AirCover - top-to-bottom host protection insurance
- \$3M damage protection for cancellations, deep cleaning and property damages
- \$1M liability insurance
- 24-hour one-tap safety hotline



DISRUPTIVE INNOVATION



Idea of Tourism (localization and authenticity & experiences) with 150 million users worldwide

Boredom of staying inside just one hotel room (unique accommodation in affordable price) classifying over 60 categories of accommodation

Authority of large hotel chains opportunities making estimated \$450M loss for Hotels per year to Airbnb

Generalization with Flexibility and personalization

Fear by building community and trust leading to 6 guests booking an Airbnb every second.

VALUE CREATION



Local communities

- Boosts the local economy by driving tourism.
- Promote small businesses and local services.
- Encourages cultural exchange.

Guest

- Affordable and Diverse Accommodations:
- Local Experiences
- Flexibility on filter searching and booking options.

Host

- Income Generation
- Asset Utilization
- Cultural exchange
- Flexibility in control over their own hosting experience.



Employee

- Competitive salary.
- Travel stipend.
- Access to discounts at many retailers and restaurants.
- Employee engagement and recognition.

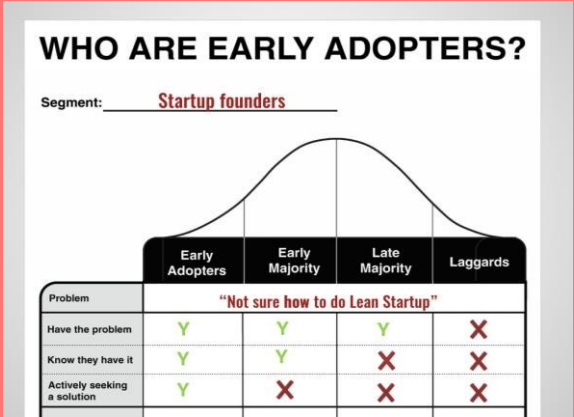
ADOPTION



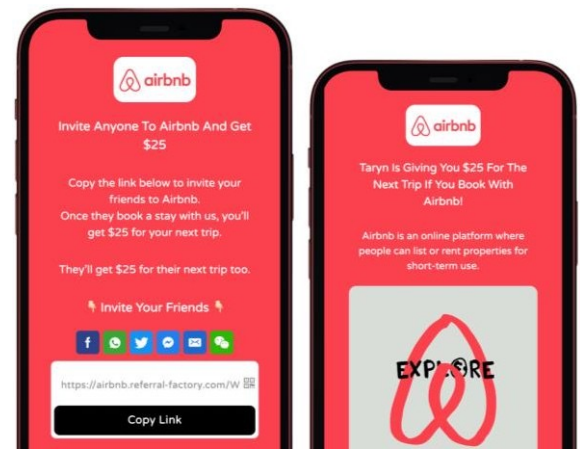
Early Adoption

An early adopter is one of five stages of technology adoption. The others being innovators, early majority, late majority, and laggards.

Early adopters may enjoy a period of prestige by being the first to own a new form of technology, yet they also face the high probability that the equipment or service they are using will be made obsolete.



Word of Mouth

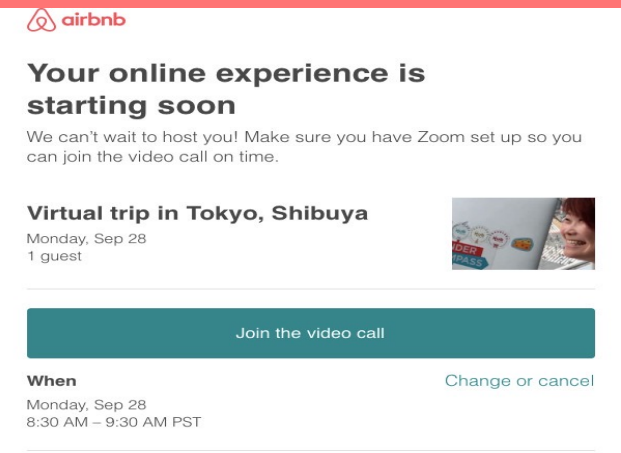


To combat the pain point, they turned to their past customers. Building a refer-a-friend program that gave experienced customers a soapbox to preach on. Offering advocates \$25 and their referrals \$25 in travel credit when they book a stay and \$75 if they list their property (though these numbers fluctuate often as the program is often updated).

Online Experience

In the Great Lockdown, two-way video has become our primary social channel. Any interactions that can be adapted to a Zoom video call, have been.

While travel was limited, Airbnb launched Online Experiences, which allowed hosts to offer virtual experiences and activities. These included cooking classes, guided tours, and other virtual events.



ADOPTION



Host Recruitment

With its “Airbnb it” commercials, Airbnb encourages more and more people to become occasional hosts. This campaign motivates potential hosts to look beyond what an Airbnb looks like. Through this campaign, the brand enables consumers to become hosts of places they own but don’t occupy all the time.

airbnb it.



Acquisition

Airbnb buys German clone Accoleo, opens first European office in Hamburg

4:49 AM CDT • June 1, 2011

Comment



Airbnb just raised \$100 million at a \$1 billion valuation, and it's using some of that cash (and/or stock) to acquire a German 'equivalent' dubbed Accoleo. This move signals Airbnb's willingness to expand worldwide – the startup will establish its first European office in Hamburg, Germany.

Acquiring companies with a strong presence in specific regions or markets can facilitate Airbnb's entry into those markets. These acquisitions provide Airbnb with local expertise, established user bases, and knowledge of regional preferences. This adoption of existing resources can help Airbnb gain a foothold in new geographic areas.

Influencers & Partnership

Airbnb CEO says his \$75 billion company was rejected by investors—until a \$40 box of cereal turned things around

Published Tue, Apr 18 2023 2:11 PM EDT • Updated Tue, Apr 18 2023 2:14 PM EDT

Megan Sauer
@MEGSAUER

SHARE f t i n



Airbnb CEO and co-founder Brian Chesky speaks at The Fast Company Innovation Festival on September 25, 2022, in New York. Eugene Golovinskiy | Getty Images Entertainment | Getty Images

Trending Now

- 1 Parents who raise kids with high emotional intelligence never use 3 phrases: Harvard neuroscience expert
- 2 68-year-old has spent 50 years at the same company as an engineer, even without a college degree—this is his one regret
- 3 55-year-old whose backyard side hustle brought in nearly \$20,000 in a month: 'Anyone can do this'
- 4 This couple built a \$40 million ice cream company, then 'lost'



STICKINESS



Trust & Safety (For Guest & Host)

ID Verification,
Background checks ,
Aircover,
Enhanced cleaning
protocols ,
Host Protection
Insurance



Something for everyone (For Guest & Host)

Split stays,
Business travel ,
long term stays,
Airbnb Rooms,
Airbnb Luxe



Feeling of being local (For Guest)

Experiences,
Online Experiences



Loyalty Program (For Host)

Airbnb Plus,
Super host

Why Do Guests Choose Airbnb Over A Standard Hotel?

SEARCH
LOGISTICS

95% of guests said they
choose Airbnb for ease &
security of payment.



86% of guests said the
location of their Airbnb
is more convenient than
a hotel.



77% of guests said they
choose Airbnb because
they want to live like locals.



43% of guests said the
functionality of Airbnb
accommodation is their
most valued amenity.



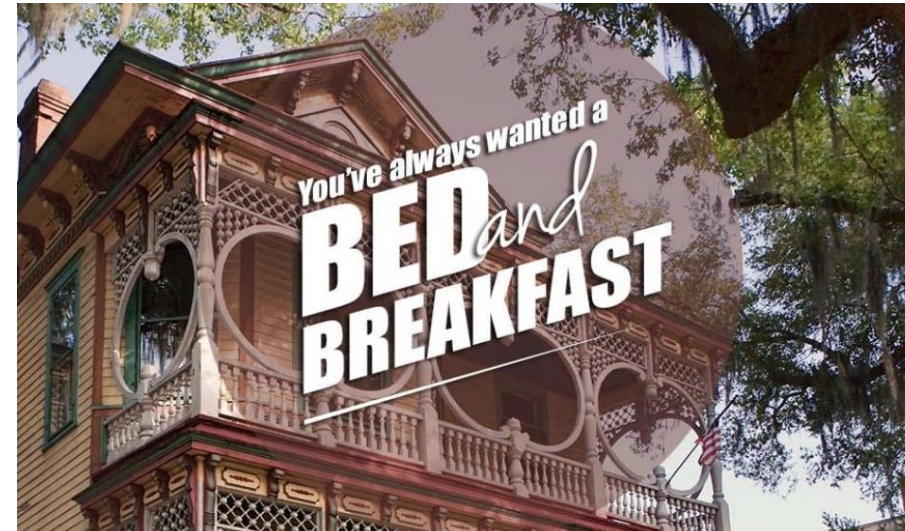
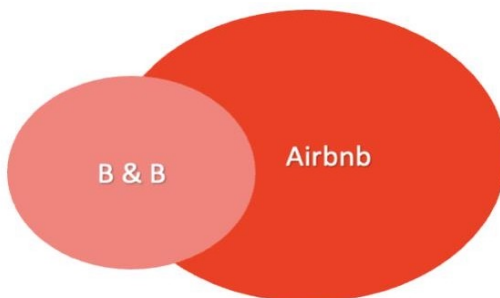
MARKET TYPES



EXISTING - MARKET

SOMETHING ABOUT B&B

- 'B&B' on roadside signs first became popular in the British Isles
- They are typically family-run properties.
- Hosts often live in or near the same property as their guests
- This gives a more homely feel with hosts serving the guest themselves.
- During the great depression "boarding house" term was used for B&B.
- In early fifties, people may remember the term "tourist home" being used for B&B.
- Other terms used for B&B in different parts of the world Gasthaus, Minskukus, Shukukos and Pousados
- B&Bs comprise a small fraction of Airbnb's total lodging options.



B&B VS AIRBNB

• Atmosphere-

B&Bs: Stays are more homely and personalized

Airbnb: Offer more privacy and "residential" feel

• Price

B&Bs: Cost of breakfast is typically included

Airbnb: Nightly rates are typically lower

• Safety

For both, safety depends on the particular rental.

• Privacy

B&Bs: You can expect to interact with your host

Airbnb: Interaction with your host is optional (more privacy)

• Amenities

Varies based on rental

NEW - MARKET



Product Strategy- The aim of its product strategy is to connect travellers with hosts who provide accommodation through its online platform.



Price Strategy- Price your offerings below the market average to undercut hotels and make your place stand out.



Brand Positioning Strategy-It inspired people to travel more, not by encouraging them to see new places and visit famous tourist attractions, but by promising that they will feel everywhere at home. They promoted “belong anywhere”.



Growth Strategy-Airbnb prioritized community building as a key part of its growth strategy.

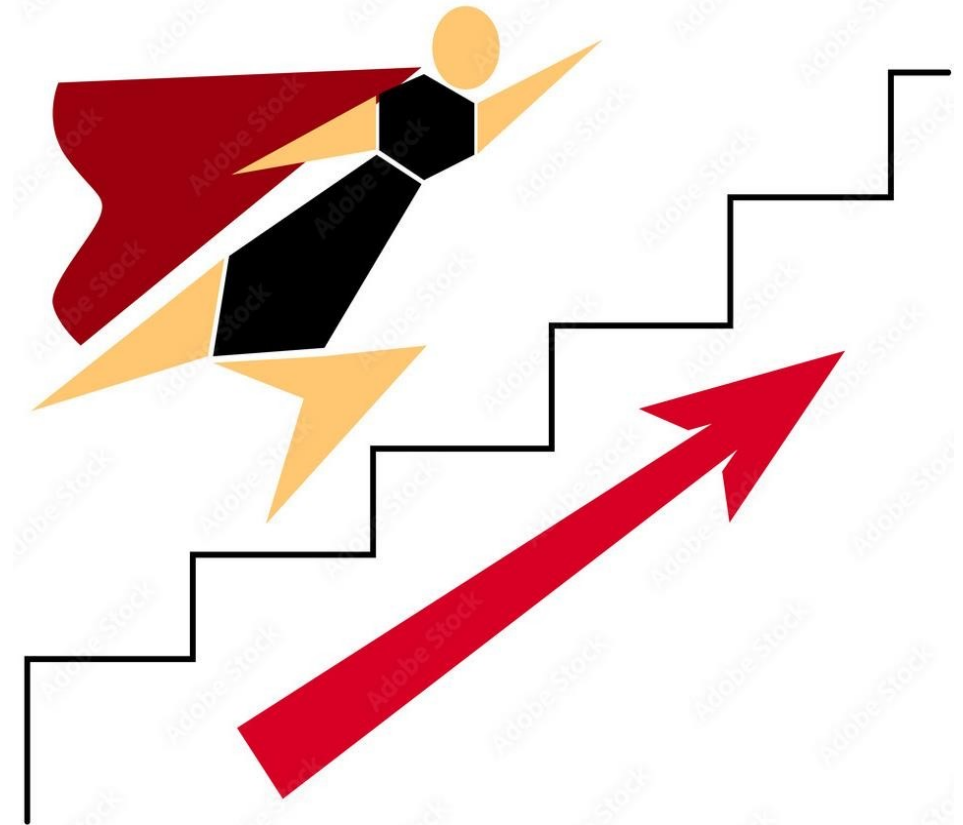
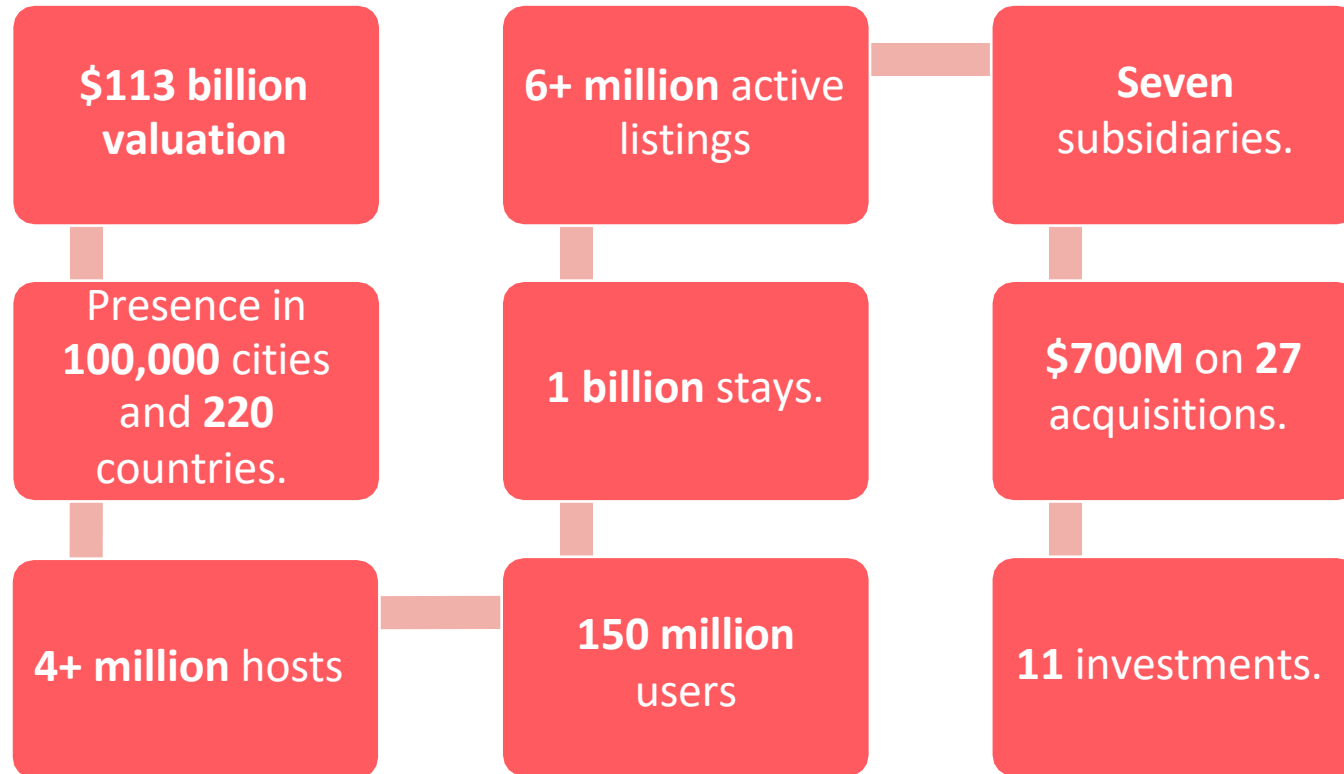


Market Share- Airbnb has 27.76% market share in the vacation rental market.



COMPETITORS

EXPONENTIAL GROWTH



ADJACENT GROWTH



EXPERIENCES

- Launched in 2016 as an extension of Airbnb's services.
- Connects travelers with local hosts who offer unique activities.
- Provides a more authentic and immersive travel experience.
- Uses Airbnb's existing data and network of guests and hosts.
- Airbnb's competitive edge in the travel industry.

AIRBNB.ORG

- Airbnb.org is an independent and publicly-supported 501(c)(3) nonprofit organization.
- Airbnb, Inc. does not charge service fees for Airbnb.org supported stays on its platform.
- It provides access to free and discounted housing offered by the Airbnb host community.

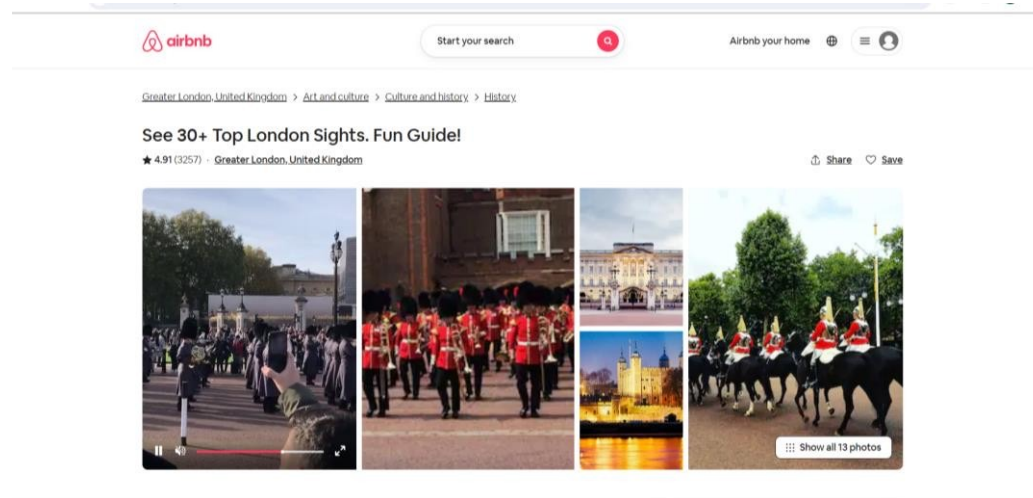
AIBIYING

- Airbnb Launched in March 2016 in China.
- Changed the name to “Aibiyng” to attract customers.
- Competitors: Xiaozhu, Ctrip (Trip.com), Qunar, Meituan
- Tujia being biggest competitor
- \$143 million of revenue in 2019.
- China's Zero-Covid policy, cultural differences, and fierce competition led to the shut-down of Airbnb listings.

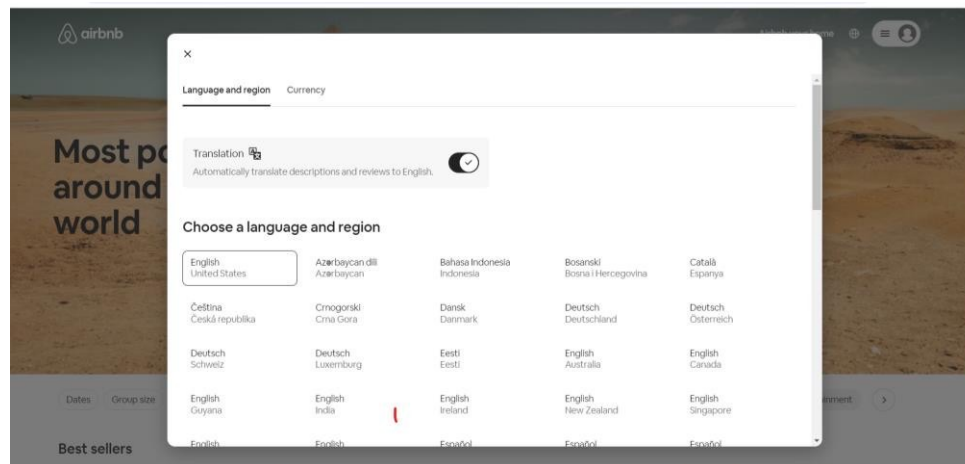
MARKETING STRATEGIES



- Content Marketing



- Localization



- Adaptive Marketing



- Social Media Engagement



- Partnerships and Collaborations



- Community Driven Approach

Festival of Hospitality 2023 Lineup 🏡

29-08-2023 02:27 PM



Hey there!

Get ready to join the party at the fourth annual Community Center Festival of Hospitality [Festival of Hospitality 2023 🏡]! We've been cooking up something special with our fantastic community of Hosts and it's time to dive in.

The Festival of Hospitality is an annual virtual event that celebrates the art of hospitality. Throughout the week-long celebration, written contributions by wonderful Hosts are unveiled daily, inviting the community to explore, exchange insights, and carry discussions around the hospitality topics. To conclude the festivities, we'll post a video compilation spotlighting Hosts worldwide expressing their passion for hosting.

- Data-Driven Marketing

How **Airbnb** trained
5,000 employees
to take better
decisions with
data



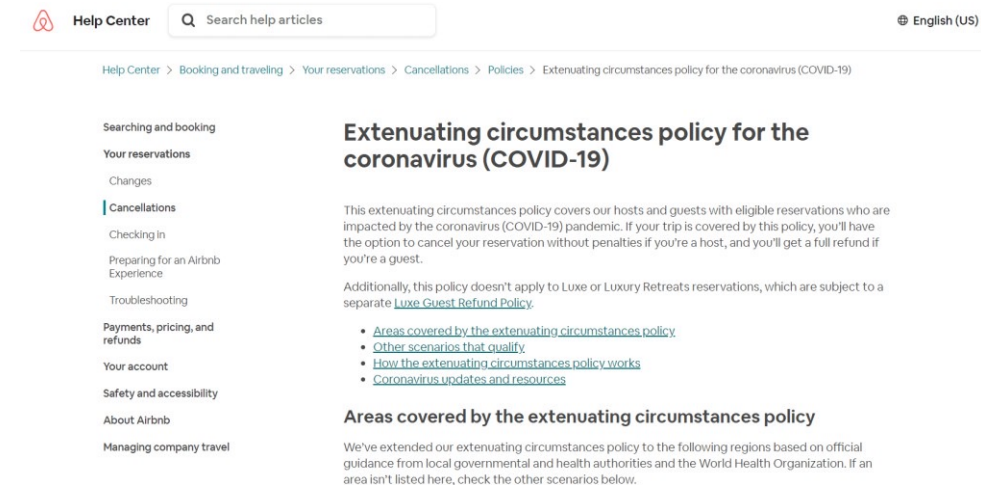
- Local and Global Campaigns

SUCCESS · AIRBNB

Airbnb's CEO says a \$40 cereal box changed the
course of the multibillion-dollar company

**Airbnb buys German clone Accoleo,
opens first European office in Hamburg**

- Crisis Management and Communication



The screenshot shows the Airbnb Help Center interface. At the top, there's a search bar and a language selector set to 'English (US)'. Below the search bar, a breadcrumb trail reads: 'Help Center > Booking and traveling > Your reservations > Cancellations > Policies > Extenuating circumstances policy for the coronavirus (COVID-19)'. On the left, a sidebar lists various help topics, with 'Cancellations' currently selected. The main content area displays the title 'Extenuating circumstances policy for the coronavirus (COVID-19)'. The text explains that this policy covers hosts and guests with eligible reservations impacted by the COVID-19 pandemic, offering the option to cancel without penalties. It also notes that the policy doesn't apply to Luxe or Luxury Retreats reservations. A list of links includes 'Areas covered by the extenuating circumstances policy', 'Other scenarios that qualify', 'How the extenuating circumstances policy works', and 'Coronavirus updates and resources'. Below this, a section titled 'Areas covered by the extenuating circumstances policy' states that the policy has been extended to certain regions based on official guidance from local authorities and the WHO.

CRITICAL APPRECIATION



S

- Local experience.
- Unique places.
- Building a strong community.
- Accommodating large groups.
- More amenities.



W

- Additional fees on top of the nightly rate.
- Can be risky for the host or guest.
- No room services during the stay.
- Payment in advance.



O

- Expansion of offerings other than just accommodation.
- Introducing long term apartment like rental opportunities.
- Explore emerging markets and areas of the world.
- Focusing more on Luxury Rentals.



T

- Increased Competition.
- Simplicity of Business Model makes it easy for market entrants to copy.
- Hotels catching up to Airbnb's millennial appeal.



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Thank You !

