



#BelongAnywhere

Project A : Foundations of Digital Project Management Team 2
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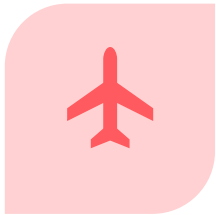
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Navigating Airbnb Universe



**INTRODUCTION TO
AIRBNB**



**PRODUCT
ROADMAP**



**PRODUCT &
MARKET STRATEGY**



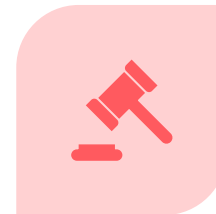
MARKET TYPES



**MARKETING
STRATEGY**



**CRITICAL
APPRECIATION**



CONCLUSION



The Product Roadmap





FEATURES

ACQUISITIONS + PARTNERSHIPS

INTERNATIONAL EXPANSIONS

REVENUE

2008 - 2011

- **Aug 2008** – Founded by Brian Chesky, Nathan Blecharczyk, and Joe Gebbia, Airbnb initially rented out air mattresses in their apartment on Airbedandbreakfast.com
- **March 2009** – Transformed into Airbnb offering apartments, houses, and other vacation rentals
- **Nov 2010** – Launched the iPhone app and Instant book feature
- **Aug 2011** – Launched \$50,000 Host Guarantee program

- **May 2011** – Acquired German competitor Accoleo, expanding services in Germany

- **Aug 2008** – Founded in San Francisco, California, US
- **Oct 2011** – Opened up second international office in London, UK

- 2009 – \$0.85M
- 2010 – \$6.8M
- 2011 - \$18M
- Announced its 1 millionth booking



FEATURES

ACQUISITIONS + PARTNERSHIPS

INTERNATIONAL EXPANSIONS

REVENUE

2012 - 2015

- **May 2012** – Raised the Host Guarantee coverage from \$50,000 to \$1 million
- **Nov 2012** – Launched Airbnb Disaster Relief Tool
- **July 2014** -Revamped its site, app and introduced a new logo Belo
- **July 2014** – Launched Airbnb for Business
- **Nov 2014** – Increased liability insurance to cover \$1M for accidental guest injuries
- **April 2015** – Launched an official ipad App
- **Sept 2015** – Released an app for the Apple Watch
- **Nov 2015** – Launched “Business Travel Ready” badge and host tools

- **July 2012** – Acquired UK competitor CrashPadder
- **Nov 2012** – Acquired NableWise to offer hyperlocal recommendations
- **Dec 2012** – Acquired Q&A startup Localmind to get more social
- **Jan 2014** – Partnered with home cleaning services Homejoy and Handybook
- **June 2014** – Partnered with Rio Olympics as the official alternative accommodation service
- **July 2014** – Partnered with Concur for business travelers’ expenses
- **Feb 2015** – Partnered with Deutsche Telekom for app pre-installation in 13 countries in Europe
- **Sept 2015** – Acquired Vamo for enhanced travel experience

- **Q1 2012** – Expanded its services to Paris, Milan, Barcelona, Copenhagen, Moscow and Sao Polo
- **Nov 2012** – Expanded aggressively in Asia with Singapore HQ, and expanded to Australia, Thailand and Indonesia
- **Sept 2013** – Established European Headquarters in Dublin, Ireland
- **March 2014** – Opened a new operational HQ for North America in Portland, Oregon

- 2012 - \$45M
- 2013 - \$250M
- 2014 -\$0.4B
- 2015 -\$0.9B



FEATURES

ACQUISITIONS + PARTNERSHIPS

INTERNATIONAL EXPANSIONS

REVENUE

2016 - 2019

Sept 2016 – Launched Friendly Buildings Program
Nov 2016 – Launched “experiences” feature in the app
March 2017 – Launched Chinese brand, Aibiyang
June 2017 – Launched Open Homes program
Nov 2017 – Launched Payment Splitting feature up to 16 travelers
Dec 2017 – Announced Niido line of apartment buildings
Feb 2018 – Announced Airbnb Plus as well as Beyond by Airbnb
June 2019 – Announced Natiivo line of Condo Hotels
June 2019 – Launched new product category – Airbnb Luxe

- **Sept 2016** – Acquired travel startup Trip4real
- **Feb 2017** – Acquired Luxury Retreats for high-end stays
- **Feb 2017** – Acquired Tilt, a social payment startup
- **Nov 2017** – Acquired AdBasis for ad-tech testing
- **Nov 2017** – Acquired Accomable for disabled travelers rentals
- **Jan 2019** – Acquired Denmark’s Gaest for meeting bookings
- **March 2019** – Acquired HotelTonight to expand travel portfolio
- **Nov 2019** – Partnered with IOC for 9 years

- **June 2018** – New regulations in Japan led to the removal of 80% listings

- **2016** - \$1.7B
- **2017** - \$2.6B
- **2018** – \$3.6B
- **2019** - \$4.8 B



FEATURES

ACQUISITIONS + PARTNERSHIPS

INTERNATIONAL EXPANSIONS

REVENUE

2020-2023

- **March 2020** – Launched Frontline Stays as a global initiative
- **April 2020** – Launched Online Experiences amid coronavirus pandemic
- **June 2020** – Introduced enhanced cleaning protocol
- **Sept 2020** – Launched City Portal exclusively for local governments and tourism organizations
- **Dec 2020** – Launched a nonprofit airbnb.org to aid housing and resource sharing
- **Nov 2021** – Released 50+ upgrades including AirCover for hosts, Translation Engine and more
- **May 2022** – Released features like Airbnb Categories, Split Stays, and AirCover for guests
- **Nov 2022** – Released Airbnb Setup, more AirCover for hosts and new categories.
- **May 2023** – Released 50+ upgrades including Airbnb Rooms, Redesigned filters, Host Passport, Redesigned Wishlists, Improved maps and more

- **Aug 2021** - Partnered with UNESCO and Mexico City to promote cultural tourism

- **2022** – Expanded to 220+ countries and 100K cities

- 2020 – \$3.3B
- 2021 – \$5.9B
- 2022 – \$8.3B
- 2023 - \$9.08B



Product & Market Strategy





Innovation Strategy



User Friendly Website & App

Intuitive interfaces for seamless navigation and enhanced usability.



Personalised Stay & Experiences

Tailored accommodations and activities based on individual preferences



AI-Powered Search Algorithms

Utilizing advanced algorithms to deliver tailored accommodation suggestions, enhancing user search experience and choice.



Localisation

Adapting services and offerings to specific local cultures, languages, and preferences, enhancing the authenticity of experiences and catering to the diverse needs of different regions



Sustainable Tourism Initiatives

Promotion of eco-friendly practices, contributing to sustainable tourism.



Trust & Safety Measures

Ensuring safety through verification, secure payments, reviews, and insurance for both hosts and guests



Disruptive Innovation



Peer-to-Peer Rental Platform

Revolutionizing hospitality with direct connections between hosts and travelers, fostering unique experiences



Instant Booking & Confirmation

Seamless booking experiences with instant confirmation, providing accessibility and convenience



Community & Trust Building

Building trust through transparent reviews, verified identities, and 24/7 support, fostering a secure community



Expansion Beyond Accommodations

Diverse offerings with immersive experiences, Airbnb Plus, and Airbnb Luxe, catering to varied traveler preferences.



Response to Local Demand

Allows hosts to offer accommodations and experiences tailored to specific events, festivals, or seasonal trends in their area



Flexible Pricing & Budget Options

Flexible pricing strategy offers diverse budget options, disrupting traditional hotel pricing models and appealing to cost-conscious travelers



Adoption

Market Expansion

Introduced home-sharing, captivating travelers seeking unique and affordable alternatives to hotels, rapidly gaining global adoption

Network Effects

By attracting more hosts and guests, Airbnb's platform value surged, creating a self-sustaining cycle of growth and a vast user base

Mobile App

User-friendly mobile first approach enabled effortless booking and management, driving adoption with unparalleled convenience and accessibility

Partnerships & Integrations

Collaborations with travel agencies, businesses, influencers, and seamless integration with travel apps drive widespread adoption

Localized Offerings & Languages

Multilingual services and region-specific customized listings attract diverse users, encouraging global adoption



Stickiness

Engaging User Experience

Intuitive interfaces and easy navigation enhance satisfaction, retention, and stickiness, promoting repeat usage.

Trust & Safety

Rigorous verifications, secure payments build trust, ensuring a reliable experience and fostering user loyalty

Personalisation

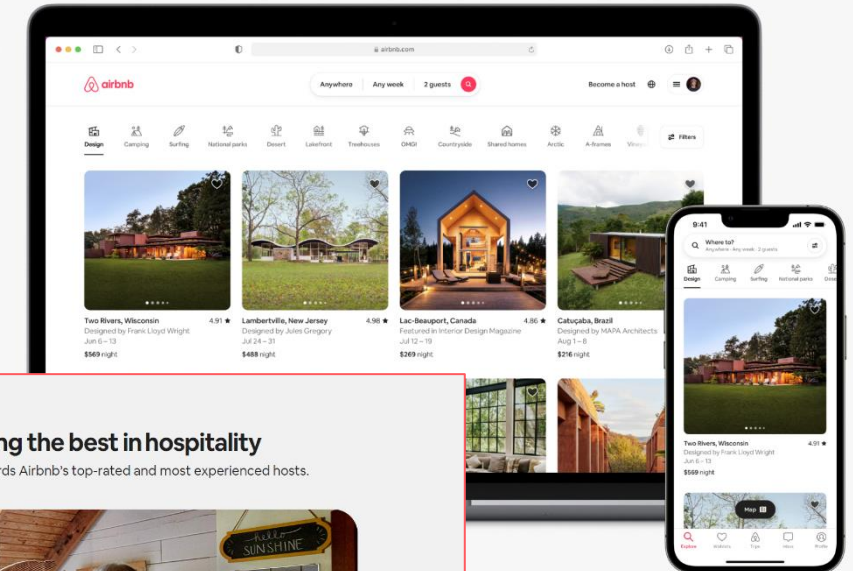
Tailored recommendation algorithms customize travel choices, increasing user engagement and encouraging repeat app usage

Loyalty Programs & Rewards

Airbnb Plus & Superhost incentives encourage frequent use, while referral programs expand network and enhance stickiness

Community Engagement

Interactive forums and Airbnb Experiences create emotional connections, enhancing user attachment and platform stickiness.



Superhost: Recognizing the best in hospitality

The Superhost program celebrates and rewards Airbnb's top-rated and most experienced hosts.





Value Creation



Empowering Hosts, Delighting Guests, Supporting Employees, and Rewarding Shareholders

Hosts

- Monetize properties for stable incomes
- Offer diverse accommodations for a broader audience
- Host guided tours and activities, creating additional income streams

Guests

- Access diverse stays and experiences, enriching travel experience
- Trust in verified hosts and secure bookings

Employees

- Competitive salary
- Attractive perks include travel stipend, meals, and remote work opportunities
- Inclusive workplace initiatives for diversity
- Recognition as a top company for gender equality, fostering diversity and equality

Shareholders

- Strong IPO and consistent revenue growth
- Effective adaptation during crisis
- 2023 trends: increased bookings, extended stays, global travel, expansions, boosting margins and cash flow.

For other stakeholders like Photographers, it provides collaboration & portfolio enhancement opportunities



Market Types





Existing Market

Airbnb disrupted the traditional hotel industry by catering to existing travelers with a desire for unique and local accommodations and offering competitive pricing, gaining a substantial market share and becoming a preferred choice for travelers.

New Market

Airbnb expanded it from magical end-to-end trips into new markets by, including where you stay, what you do and the people you meet. introducing unique and diverse accommodations, attracting travelers seeking authentic and personalized experiences driving rapid growth and global presence

Positioning

Airbnb positioned itself as a community-driven brand, focusing on local experiences and cultural immersion, setting it apart from traditional hotels and emphasizing a sense of belonging

Target Segments	Airbnb Offerings
Budget Conscious Travelers	Shared rooms, budget-friendly apartments, and affordable vacation-rentals
Luxury Travelers	Airbnb Luxe (luxury accommodations), high-end villas, and upscale apartments.
Business Travelers	Airbnb for Work, business-friendly apartments, and accommodations with workspaces
Experience Enthusiasts	Airbnb Experiences (unique activities and tours hosted by locals), cultural workshops, and adventure experiences
Family- Friendly Travelers	Entire homes, kid-friendly accommodations, and homes with family-oriented amenities
Social Travelers/ Groups	Large villas, group-friendly accommodations, and homes suitable for social gatherings



> 7M

active Listings
worldwide

as of June 30, 2023

220+

countries and regions
with Airbnb listings

as of December 31, 2022

4M+

Hosts on Airbnb

as of December 31, 2022

100K

towns and cities with
active Airbnb listings

as of December 31, 2022

1.5B+

Airbnb guest arrivals
all-time

as of June 30, 2023

\$7B

total taxes collected
and remitted globally

as of December 31, 2022

Exponential Growth

Rapid Growth: Reached 9.01B in 2023 with 23.1% YOY growth in revenue

Global Expansion: 220+ countries and 100k cities worldwide
300M+ guest check-in.

27 acquisitions and 11 investments

Adjacent Growth

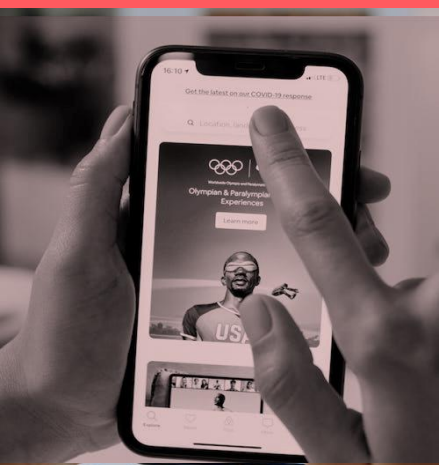
- Airbnb Experiences, Video & Virtual Tours
- Airbnb.org
- Samara (Home design solutions)
- Airbnb Cleaning Service Partnerships
- Airbnb Photography Services



Marketing Strategy



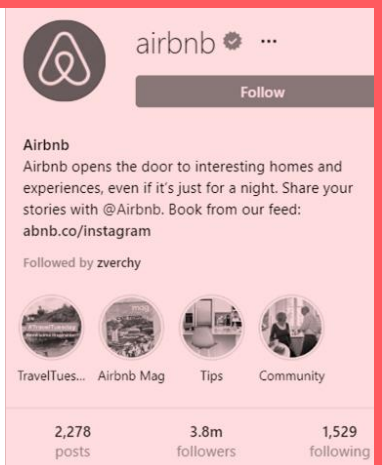
Strategic Partnerships & Collaborations
to enhance brand visibility and reach diverse audience



*Engages in **Content Marketing** to share inspiring travel stories and unique listings, attracting diverse travelers*



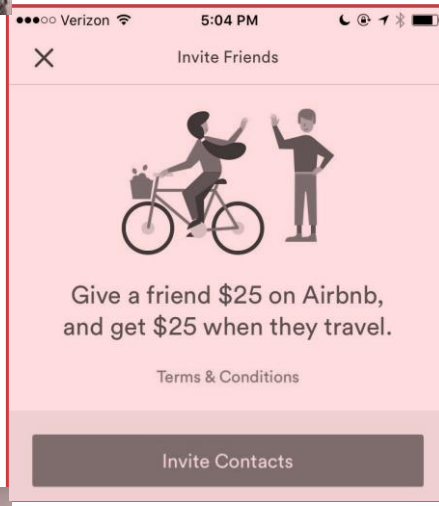
*Utilizes **Social Media Marketing** to share user-generated content, travel tips, & BTS scenes fostering a sense of community among its followers*



*Employs **Localised Marketing Campaigns** showing cultural understanding and creating a personalized experience*



*Displays positive **Guest Reviews, Ratings & Testimonials**, building trust and credibility among potential customers*

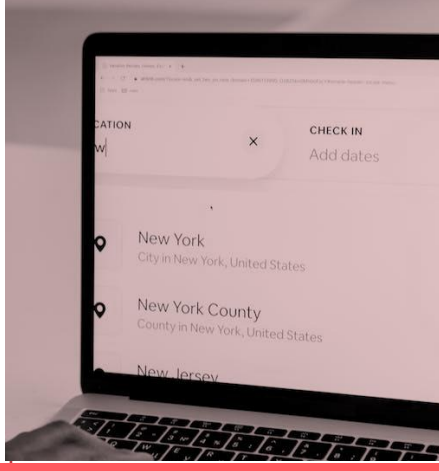


*Offers **Referral Programs** to incentivize users to spread the word about Airbnb, expanding its user base*

*Collaborates with **Influencers & Travel Bloggers** leveraging their recommendations to shape follower's travel choices*



*Invests in **SEO & Online Ads** for prominent search engine listings, targeting specific demographics.*



*Organizes local events and meetups for **Community Engagement**, fostering belonging, brand loyalty and vibrant community connections*





Data & Data-Driven Decisions





Data Science Strategies



Image Recognition using ML

Analyzing listing photos refines user preferences, guiding hosts to create appealing listings, enhancing user engagement.

Predictive Modelling

Predictive models forecast market trends, aiding resource allocation and empowering hosts with optimal rental rates.

Regression Analysis

Identifying impactful listing features, such as visual quality, optimizes bookings and boosts revenue for hosts.



[Data Visualization Link](#)



Critical Appreciation





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Thank you!

