

SW3 – Marketing, Sales and Promotions

Content

1. What is the name of the company? Provide the company logo.



2. What is the URL of the company home page?

- <https://www.airbnb.com/>

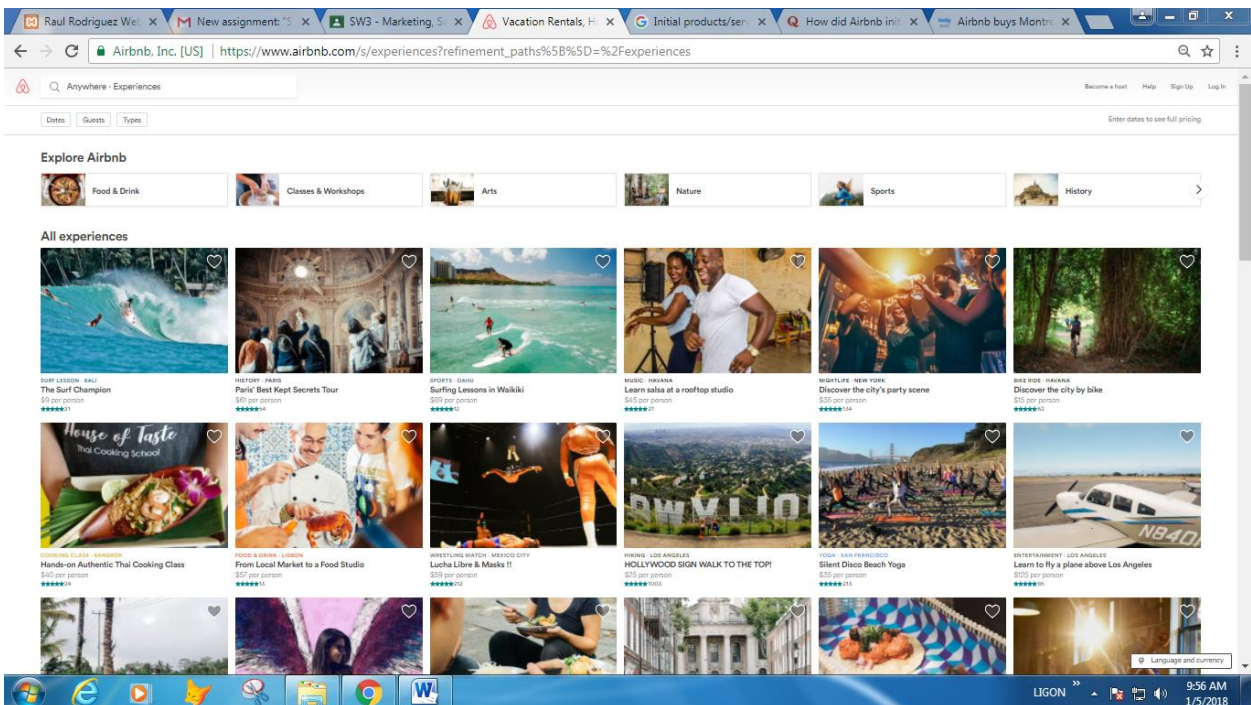
3. History:

- a. Who founded it and when?

Founders: Brian Chesky, Joe Gebbia, Nathan Blecharczyk

Founded: August 2008, San Francisco, California, United States

- b. Initial products/services and markets?



- c. Private or public?
 - Private
- d. E-company or brick and mortar? (E-company: purely online business // brick and mortar: with a physical store/office but maintains online presence)
 - E-company

4. Financials:

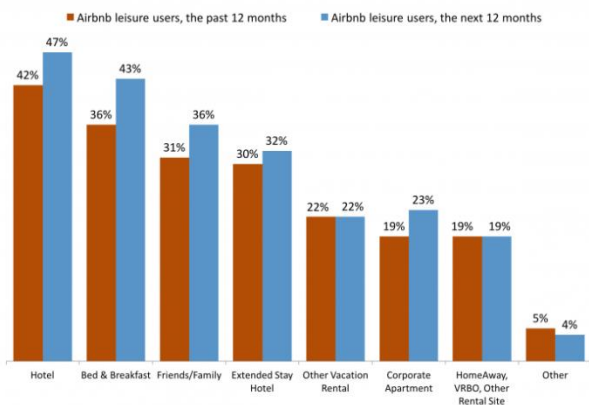
- a. Most recent year's revenues?

Airbnb revenue jumps 50 percent to about \$1 billion in Q3

- Airbnb pulled in about \$1 billion in revenue in Q3 2017.
- That's a 50 percent jump over the same time last year.
- The company is the second-most-valuable U.S. start-up, after Uber.

- b. Most recent year's profits?

Where Global Airbnb Users Are Switching From



Airbnb became profitable in the second half of 2016, and is on pace to sustain profitability through 2017,

5. What are its main products and services?

- Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 65,000 cities and 191 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.

| Airbnb | Discover | Hosting |
|-----------------------|-----------------|---------------------|
| About us | Trust & Safety | Why Host |
| Careers | Travel Credit | Hospitality |
| Press | Gift Cards | Responsible Hosting |
| Policies | Airbnb Citizen | Community Center |
| Help | Business Travel | |
| Diversity & Belonging | Guidebooks | |
| | Airbnbmag | |

6. What is its target market and who are its customers?

Airbnb is targeting the Travelers and the Host. These two target segmentations are vital for Airbnb's business structure because they are at the center of their profitability.

- **The Travelers:**

This market segment involves mostly those who enjoy traveling and at the same time not spending all of their money in a hotel room. They would rather spend their money in visiting touristic places while they travel because they will not be spending much time where they will be staying. There are some travelers who rather stay somewhere they can relax and spend most of their days without emptying their pockets.

- **The Hosts:**

These include owners or renters who are willing to rent out their places. The reasons vary as well. They might want to make some money out of an unoccupied space or simply they just want to meet interesting people. Whatever the reason is, all hosts are looking to list their current place on Airbnb because they have the ability to get to know who will be staying in their property.

7. Who are its main competitors?

- Tripping.com – The best single site for Airbnb Competitors in one place. Search millions of listings and/or list your own space for rent everywhere except on Airbnb!
- HomeAway.com – A newer Airbnb alternative platform in which travelers can browse and book vacation homes, and rental owners can manage bookings.
- VRBO.com – A classic Airbnb competitor, VRBO provides an online space for homeowners to advertise their vacation properties for travelers worldwide.
- Wimdu.com – A very similar service to Airbnb, primarily based in Europe but spreading quickly.
- PerfectPlaces.com – Another great worldwide resource for finding vacation rental properties. This is a very direct Airbnb competitor, but their front end site is not as beautiful.
- 9flats.com – A private community of people renting short term accommodation to each other.
- OneFineStay.com – Offers upscale city accommodation for visitors while the homeowner is out of town, allowing homeowners to earn an extra income.
- VacationRentals.com – Part of the Home Away family of websites, this is another platform for homeowners to rent out their space when they're not home.
- FlipKey.com – A vacation rental marketplace that enables users to find and book a place to stay through its web platform.
- CouchSurfing.com – Stay with hosts for free, usually in exchange for also hosting others on your "couch" for free. Not a direct competitor of Airbnb, but worth consideration for the extremely budget conscious traveler.

8. How is the company using the Internet for marketing, sales, and promotions?

Airbnb has become the master of digital marketing by creating a powerful combination of earned, owned, and paid media to sell the brand. Airbnb values current housing hosts and their expertise regarding local scenes around the globe. By such collaboration, the brand creates content that is unique and relevant. They have always made sure that appealing listings appear higher on the website since it would attract more customers. Great content helps them optimize their search engine listings allowing for better search results on Google. Airbnb acquired customers through implementing a strategy involving two digital marketing giants, i.e. Google and Craigslist. Google is the best medium for a brand to promote unique and special banners about the destination, properties, and the local neighbourhood. One of the other popular medium is Craigslist, where people post ads for short-term housing. Airbnb took advantage by letting people share their posts on Craigslist. Social media is another medium enabling maximum coverage from customer acquisition to retention. Airbnb is active on social media such as Facebook, Twitter, Instagram, Pinterest, and Google Plus. On social media they promote pictures of the neighbourhood, holiday suggestions, houses to rent, and the travel experience as a whole. Airbnb uses only online marketing as a channel, and that has created a niche for the brand. Airbnb has been connecting with travellers and homeowners online, as well as implementing online strategies to acquire more travellers and homeowners. They support the business through non-promotional email campaigns, where they created a tool for subscribers to send greetings to hosts they stayed with or guests they had accommodated.