

# AIRBNB

## Understanding its Business Model

### Abstract

Airbnb was founded in 2008 and is a publicly traded fortune 500 company. It is a global online marketplace that connects hosts, who offer unique accommodations, to guests that are seeking local and authentic experiences when they travel.

The platform operates on a user-friendly interface that allows its users to list properties, search for them, book them, search for experiences, and book them as well. With the ever evolving and fierce landscape of the travel industry, Airbnb prioritizes a strong brand presence, innovation, and adaptability to make it a formidable player in the market.

Lauren McFall

[lemcfall@bu.edu](mailto:lemcfall@bu.edu)

CS728 – Spring II

## Contents

|   |    |
|---|----|
| Company Overview: Airbnb.....   | 2  |
| Business Model.....   | 4  |
| Market-Oriented Business Model .....  | 4  |
| Financially-Oriented Business Model.....  | 4  |
| Operationally-Oriented Business Model .....   | 6  |
| Competitive-Oriented Business Model .....   | 7  |
| Porter's five Competitive Forces in relation to Airbnb: .....                         | 8  |
| The Rivalry of Competitors .....  | 8  |
| The Bargaining Power of Buyers .....  | 9  |
| The Threat of New Entrants.....   | 10 |
| The Threat of Substitutes.....  | 10 |
| The Bargaining Power of Suppliers .....   | 10 |
| Competitive Strategies: The Rivalry of competitors & Bargaining Power of Buyers ..... | 11 |
| Business Model Evolution .....  | 12 |
| IT-Supported Proposal.....  | 13 |
| My Analysis: .....  | 15 |
| Business Model Canvas .....   | 15 |
| SWOT Analysis.....  | 16 |
| PEST.....   | 17 |
| References.....   | 18 |
| Figure 1 .....  | 3  |
| Figure 2 .....  | 3  |
| Figure 3 .....  | 5  |
| Figure 4 .....  | 5  |
| Figure 5 .....  | 6  |
| Figure 6 .....  | 8  |
| Figure 7 .....  | 7  |
| Figure 8 .....  | 7  |
| Figure 9 .....  | 9  |
| Figure 10.....  | 13 |

## Company Overview: Airbnb

Company size: 5,001 – 10,000 employees

Exchange: ABNB, Class A Common Stock

52-week Range: \$110.38 – 170.10

Fortune 500 Rank: 450

CEO: Brian Chesky

Industry Segment: Travel accommodations, collaborative economy, and hospitality

What does Airbnb do? Airbnb is an online marketplace where people can be ‘hosts’ and rent out their properties to travelers. Airbnb also offers experiences, which are in person and online, and can be anything from cooking classes, walking tours, etc. In addition, they offer a platform for business travel. They are currently operating in about 220 countries/regions, and have millions of listings.

‘Hosts’ create listings on the Airbnb platform and ‘guests’ browse listings and when they find one they want to book, it is done directly through the Airbnb site. Airbnb handles the payment process and takes a percentage of the booking fee as a service fee.

Airbnb is primarily a service. There is not a ‘physical’ product that the company sells, but rather is an online marketplace where they facilitate the booking, communication, payment, and reservation management of properties. Their primary revenue model is based on service fees charged to both the hosts and the guests for each booking.

Airbnb offers unique accommodations and stays worldwide. These can be anything from cozy cottages to castles, islands, caves, and even off the wall houses. They also offer experiences that you can book. Other offerings include Airbnb Luxe for high-end travel, Airbnb for Work, and Airbnb Adventures.

Airbnb is a major player in the online travel market – it is third in revenue among online travel agencies. In the US, Airbnb has roughly over 20% of the vacation rental market share. While Airbnb is a key player, there is competition from other companies such as booking.com and vrbo.

Value Prop: To provide travelers with affordable and unique accommodations that offer a more local and authentic experience.

Airbnb primarily makes money by charging service fees to both hosts and guests for each booking made through its platform, with hosts paying a percentage of the booking subtotal, and guests paying a service fee ranging from 6% - 15%


Market Model – Peer-to-peer marketplace

Operational model – resource-light cost structure

Financial model – service fees

Airbnb relies heavily on a cloud computing model – specifically Amazon Web Services (AWS) for its infrastructure, enabling scalability, flexibility, and cost-effectiveness. (Airbnb, 2024)

Current: Airbnb demonstrates strong operational efficiency with gross profit margins of 83% and annual revenue reaching \$11.1 billion. In Airbnb’s fourth quarter, they reported revenue and gross bookings increasing by 10%. The company has set ambitious targets for 2025 – planning to invest \$200-250 million in launching new adjacent businesses with the goal of increasing user engagement on the platform. According to analyst, ABNB is appearing as slightly undervalued, which could suggest a potential upside for investors. (Investing.com, 2025) (Nasdaq, 2021)

| Overview              |                           |                                     |  See detailed comparison |
|-----------------------|---------------------------|-------------------------------------|---|
| Total mentions        | Total reach               | Positive mentions                   |   |
| 85k                   | 524M                      | 21k                                 |   |
| Negative mentions     | Presence score            | AVE                                 |   |
| 3589                  | 68/100                    | \$31M                               |   |
| Social media reach    | Non-Social media reach    | User generated content              |   |
| 303M                  | 221M                      | 58k                                 |   |
| Social media mentions | Non-Social media mentions | Social media reactions (e.g. likes) |   |
| 51k                   | 34k                       | 18M                                 |   |
| Social media comments | Social media shares       | Total social media interactions     |   |
| 342k                  | 2.1M                      | 20M                                 |   |

The Brand24 Analysis overview with the most essential brand awareness metrics

FIGURE 1

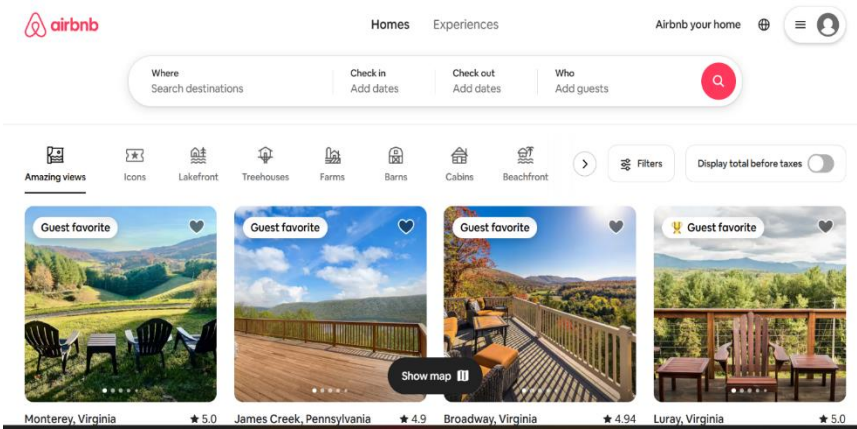
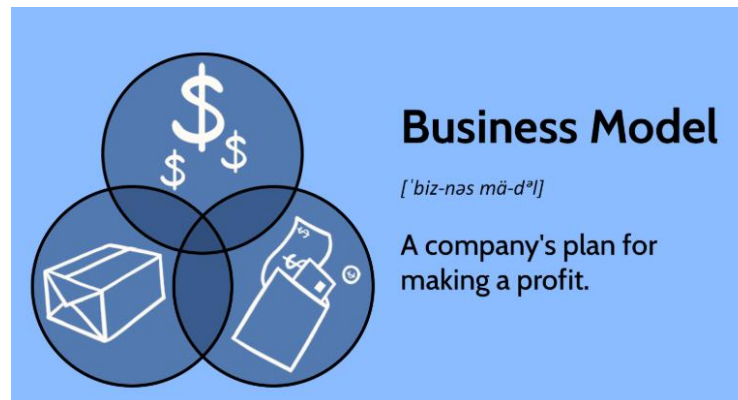


FIGURE 2

## Business Model



### Market-Oriented Business Model

Airbnb is an online marketplace where people can be 'hosts' and rent out their properties to travelers. They also offer experiences, which are in person and online, and can be anything from cooking classes, walking tours, etc. that give you a taste of the local lifestyles world-wide.

Airbnb is a multi-sided platform that is consumer-centric. The platform connects the hosts and travelers, providing world-wide access to a wide variety of unique properties. Airbnb leverages user feedback and data analytics to adapt the platform to enhance user experience. Beyond giving travelers access to a wide variety of unique lodging options, local experiences are offered that allow travelers to immerse themselves into the culture of their destination.

Airbnb focuses on both the hosts and travelers to ensure a consistent flow of listings and bookings by leveraging customer reviews, pictures, and stories. Search filters, prior bookings, and other stored data helps to offer personalized recommendations. Occasionally, Airbnb will send out targeted email campaigns for brand awareness and engagement.

### Financially-Oriented Business Model

Airbnb uses dynamic pricing – they use algorithms which enable this and allow hosts to adjust their rates based on demand, the season/holidays, local events, etc. They leverage this data to also determine marketing and customer service improvements – which ultimately reflects in the financial performance by highlighting the trends and opportunities. By utilizing dynamic pricing, it gives hosts the chance to maximize their revenue, and ensures competitive pricing for travelers, again helping to optimize occupancy, and increasing profits.

Airbnb's revenue mainly comes from three sources – commission from hosts, fees from guests, and host only fees. Airbnb charges roughly a 3-5% commission from hosts on each booking, and for experiences, commission is 20%. Guest service fees vary from 0-20% of the booking amount. A host only fee is placed on hosts who list traditional hospitality offerings, and these are about 14-16%. These fees are all deducted and goes to Airbnb.

Other financial aspects around Airbnb are that they use cost-effective marketing strategies. Social media from user-generated content, customer reviews, and word of mouth are all cost-effective. They will send out emails as well. With Airbnb leveraging a platform model – the app and website, there can be rapid scalability, with no significant capital investment, therefore lowering overhead costs and increasing profit margins with the increase in listings.

Airbnb focuses on its data and analytics to maximize their revenue through efficiency, their offerings globally, and their market position to create sustainable growth and profitability. (“Airbnb Business Model | How Does Airbnb Make Money,” n.d.)

## Airbnb Revenue

Airbnb brought in **\$2.14 billion** in revenue in the first quarter of 2024.

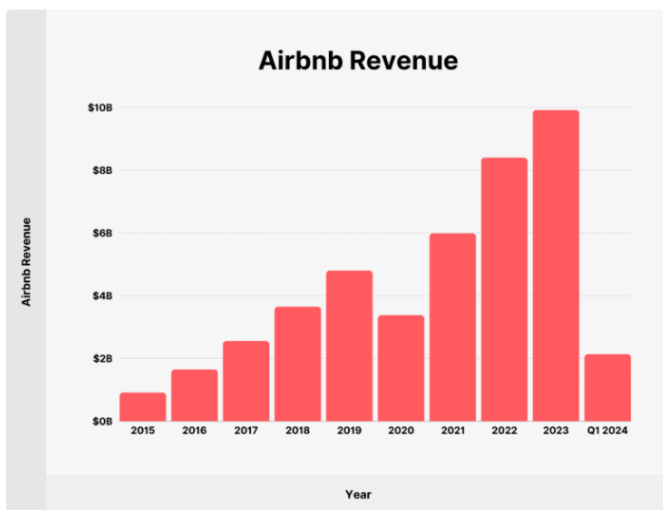


FIGURE 3

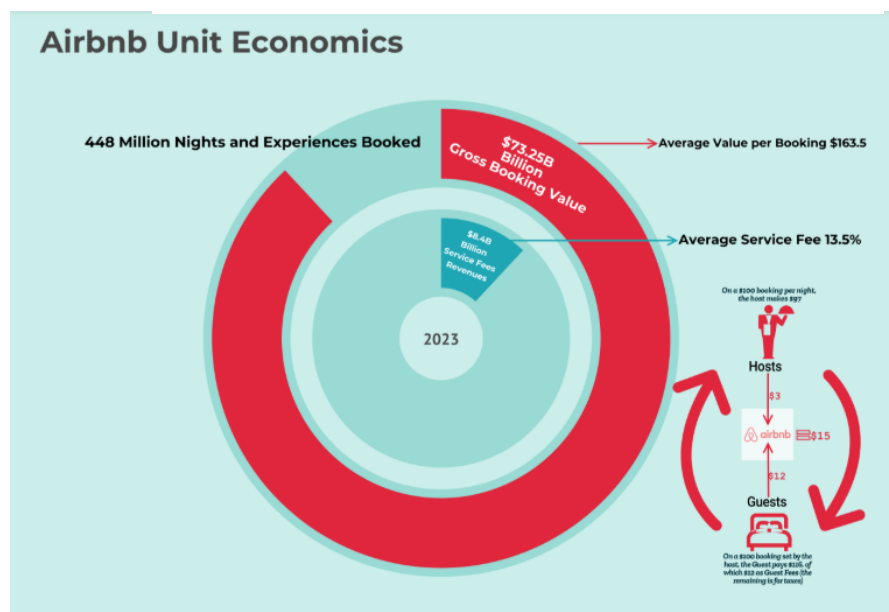


FIGURE 4

## Operationally-Oriented Business Model

Airbnb operates as a transaction facilitator, connecting hosts with travelers. They must be aware and navigate the everchanging environment of a complex legal landscape, not only in just the US, but globally, as well as any exchange rates. This ensures that they are in compliance with local regulations, laws, and so that they are able to deal with any legal disputes/issues that could arise.

There are also administrative and general costs – these are the costs that are associated with the running of the business. These costs include employee salaries, utilities, office space, etc. Airbnb does invest in its customer support and a dedicated 24-hour safety line, with specially trained safety agents.

Since the backbone of Airbnb relies on its platform, transactions and listings are efficiently managed without a large physical presence. For hosts, Airbnb has standardized processes that they follow to list properties and so that they can basically operate their own rental business, are in effect. For customers, there is a process for booking, paying, and customer support -this helps to create a smooth experience for both hosts and customers.

Integration of smart technology to optimize customers experiences though dynamic pricing, automated messaging, booking confirmations, reduced response times, App updates, etc. To bundle everything up, Airbnb utilizes the data it collects by analyzing customer behavior, trends, host trends, property trends and performance, reviews, etc. By using this data, not only can pricing be adjusted, various items can be changed for a more positive experience, and measures to ensure quality can be put into place.

### Airbnb Expenses by Category

Airbnb's operating expenses totaled **\$6.7 billion** in 2023. That's an increase of 33.73% over the past year.

Operations and support expenses for Airbnb reached \$1.19 billion in 2023, representing 17.76% of total expenses – a 14.42% increase over the past year.

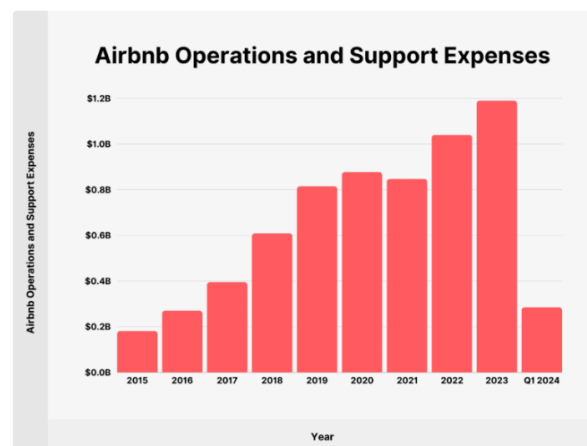


FIGURE 5

## Competitive-Oriented Business Model

In a highly competitive market, Airbnb has a few strategic elements that give it edge over it’s competitors. Key competitors include Vrbo, booking.com, priceline, Expedia, as well as other hotels/resorts.

Airbnb offers unique lodging – on their platform, you can view ‘OMG’ properties, treehouses, icons, castles, houseboats, national parks, themed houses, as well as many others. Airbnb has a ton of properties – there are over 7 million active listings, globally they are in over 220 countries, and these listings are posted by over 4 million hosts. Every second, 5-10 guests check into an Airbnb somewhere in the world.

Airbnb has built a recognizable brand through these unique offerings and locations, through trust with host profiles, reviews, safety measures that are in place, and through their experiences that are offered. (admin, 2024)

Here’s a breakdown of booked “nights and experiences” by region as of 2023:

| Region                          | Airbnb Nights and Experiences Booked (Share of Total) |
|---------------------------------|---|
| Europe, Middle East, and Africa | 187 million (41.74%)                                  |
| North America                   | 146 million (32.59%)                                  |
| Latin America                   | 64 million (14.29%)                                   |
| Asia Pacific                    | 51 million (11.38%)                                   |

Source: Airbnb

FIGURE 6

Here’s a detailed breakdown of Airbnb gross booking value by region in 2023:

| Region                          | Airbnb Gross Booking Value (Share of Total) |
|---------------------------------|---|
| Europe, Middle East, and Africa | \$26.24 billion (35.82%)                    |
| North America                   | \$34.94 billion (47.7%)                     |
| Latin America                   | 6.05 billion (8.26%)                        |
| Asia Pacific                    | \$6.02 billion (8.22%)                      |

Source: Airbnb

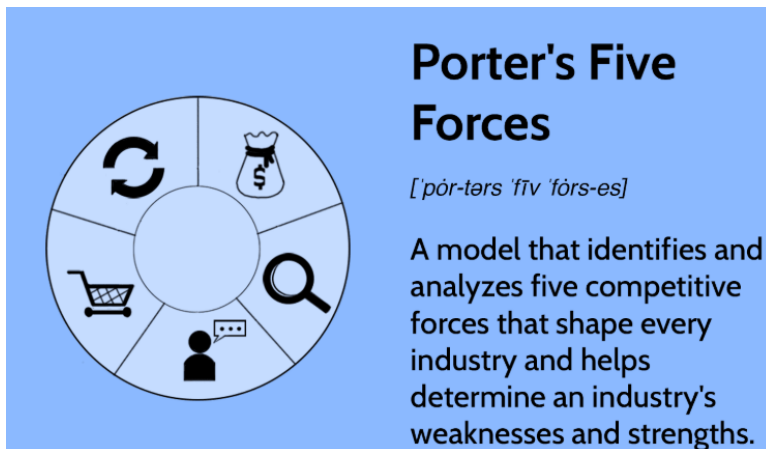
FIGURE 7

| Key parameters         | Airbnb                    | Booking.com                | Trip.com        | Expedia                   |
|------------------------|---------------------------|----------------------------|-----------------|---------------------------|
| Founded year           | 2008                      | 1996                       | 2000            | 1996                      |
| Headquarters           | California, United States | Netherlands, United States | Shanghai, China | Washington, United States |
| Number of employees    | 6,811                     | 21,600                     | 32,202          | 16,500                    |
| Business presence      | 220+ countries            | 190+ countries             | 200+ countries  | 70+ countries             |
| Revenue (2022)         | \$8.4 Bn                  | \$17.09 Bn                 | \$2.94 Bn       | \$12.08 Bn                |
| Market cap (July 2023) | \$88.29 Bn                | \$104.68 Bn                | \$24.56 Bn      | \$17.72 Bn                |
| Gross booking          | \$63.21 Bn                | \$67.4 Bn                  | \$ 51 Bn        | \$95.04 Bn                |

FIGURE 8



## Porter's five Competitive Forces in relation to Airbnb:



### The Rivalry of Competitors

Many businesses face fierce competition in their industry, and with this competitive environment, it is sometimes difficult for companies to maintain profitability. There are certain factors that can influence the level of rivalry – the number of competitors, the industry growth rate, differentiation with the service/product, diversity between the competitors, innovation, as well as others. In the case of Airbnb, there are various types of competitors. Since Airbnb is in the travel/hospitality industry, off the bat we can say that hotels/resorts are a competitor. Traditional hotels/resorts provide standardized services – cleaning, wakeup calls, extra towels/toiletry items, quality control, and other amenities. With hotels, there is a sense of security. There are front desk attendants that are there 24-hours, security staff/trained staff, security cameras, keycard access to rooms, to areas of the hotel, and even on the elevators. Housekeeping is a big plus with hotels – you get daily housekeeping to clean rooms, make the beds, replenish toiletries, fresh towels are provided, and if you need something like an extra blanket, pillow, towel, etc. – just call or visit the front desk, or the cleaning staff if they are in your hall, and they will provide you with what you need. Hotels/resorts provide on-site amenities – dining options, bars, room service, pools, hot tubs, spas, gyms, arcades, casinos, etc. Hotels often provide high-speed Wi-Fi, cable, workspaces, meeting rooms, conference facilities, and entertainment space. You can even sign up for loyalty/rewards programs with hotels – once you stay with a hotel so much, you can earn free nights, upgrades, and other perks. One other very important aspect is that most hotels offer flexible cancellation, customer support, & even no money down/flexible payments. There are often clear cancellation policies that handle refunds, etc. Also, hotels are reliable – normally if they overbook or something happens, they will reimburse you, put you up in a sister hotel, give you free nights, and whatever they can do to assist you with finding other

accommodations. I can tell you first hand, that I was traveling to my Airbnb, and got a cancellation message about 15-minutes before check in – it was just an email, and no other explanation or help was offered.

Other competitors of Airbnb are those that are more similar to the Airbnb concept – Vrbo, booking.com, Expedia, etc. are just some examples. Vrbo is very similar, offering up vacation homes, where as booking and Expedia offer both short term rentals, as well as hotel/resort accommodation, which creates multi-platform competition.

Some travelers take the route of alternative lodging – couchsurfing, hostels, country-specific lodging/platforms, luxury rental platforms, etc. (Hiveler Business Review, 2023)

### TOP 10 AIRBNB COMPETITORS AND ALTERNATIVES



FIGURE 9

### The Bargaining Power of Buyers

The Bargaining Power of Buyers is the ability of customers to influence price, demand better service, or switch to competitors. If buyers have high bargaining power, adjustments need to be made regarding cost, quality, or even by offering incentives.

For Airbnb, this is high as it relies on customers using its platform to generate revenue, and since there are many alternative options available. It isn't difficult for customers to switch between the other options – this leverages the demand for lower prices and/or higher quality services.

Because of this, Airbnb has invested in customer experience with making it simple to book accommodations that meet their needs. This is also helped with their rating/review systems. Dynamic pricing has been implemented to maintain profitability, yet still offering competitive pricing. (Hivelr Business Review, 2023)

### The Threat of New Entrants

How easy or difficult is it to enter an industry and compete with established players? In the hotel/hospitality industry, it can be considered low to moderate, as it is a high capital investment, there is already a lot of brand loyalty, and there are regulatory challenges. For short-term rental platforms, it could be more towards moderate to high because of lower capital investment. There are other home-sharing platforms as well, which makes it easy for new competitors to enter the market. Airbnb specifically has a well established brand and customer loyalty/trust – which takes time and effort to achieve, local laws need to be evaluated, and Airbnb has a well-optimized platform with AI-driven pricing, fraud detection, and customer support – which are all considered advanced features for a better customer experience. Since Airbnb has a stronger market position established, they have brand recognition, and their platform is innovative – new entrants have a difficult time replicating Airbnb's success. (Hivelr Business Review, 2023)

### The Threat of Substitutes

The threat of substitutes is a risk that customers will switch to an alternative to satisfy the same need. This is high for Airbnb, as there are numerous alternatives on the market. Traditional hotels/resorts, other home-sharing platforms, or even something such as tiny home parks/rentals, and RV rentals. Airbnb has focused on providing 'experiences' to their customers that the others cannot easily replicate. (Hivelr Business Review, 2023)

### The Bargaining Power of Suppliers

Suppliers have the influence over pricing, quality, and availability of materials/services in this case. If suppliers have high bargaining power, they can demand higher prices, supply can be limited, and even the quality of goods can go down.

For Airbnb, the bargaining power of suppliers is low to moderate. One of the primary suppliers for Airbnb are the hosts that list their properties. The hosts are the ones that are relied upon to upkeep their property, providing the high-quality accommodations/experiences to guests. The hosts don't have much bargaining power because they are typically individual proper owners. The rating system that Airbnb has helps to serve as quality control, as well as limits the host's bargaining power.

Additional suppliers for Airbnb could be cleaning/maintenance companies, and any third-party software providers that they use for their platform. There are many of these available on the market, so Airbnb would have no problem switching between various ones in order to maintain high-quality while keeping costs low.

Bulk purchasing and partnerships have also helped Airbnb to maintain quality and reduce costs. For example, Airbnb has partnered with companies such as Amazon and Nest to offer their hosts smart home devices, which in essence, enhances their guest's experience, while also reducing the bargaining power of individual suppliers. (Hivelr Business Review, 2023)

## Competitive Strategies: The Rivalry of competitors & Bargaining Power of Buyers

**The Rivalry of Competitors:** As stated above, Airbnb has many competitors. These range from other very similar rentals – vrbo and booking.com – to hotels/resorts. In order to address this challenge, Airbnb has targeted travelers that are looking for unique experiences – both in lodging and in experiences - globally. They even emphasize this in their marketing – they focus on living and experiencing the area as a local. They also use their platform as an advantage – the platform provides a chat feature for the host/guest, as well as very detailed descriptions/photos.

Other competitors, such as Vrbo - have addressed competition by focusing on entire-home rentals, longer stays, flexibility, and having a rewards program. Airbnbs are a variety of rentals, and usually shorter stays, and they don't have rewards

**Bargaining Power of Buyers:** Airbnb relies on customers using its platform to generate revenue, and with so many other options, it isn't difficult for the customers to switch options, which could be for a variety of reasons. Most people who are looking for a place to stay will compare prices – at this point you can google where you are going and prices will pop up for just about every place to stay and with whom they are listed with. When you can get the same thing from another site for cheaper – why not go with them? Another important factor is customer reviews. These are on the platform and rate the facility as well as the host. This is good to know, because 'hopefully' people will be honest about the property and if it was easy to get ahold of the host, if the view was correct, etc. This can, again, be a deciding factor between properties when you have 2 that one is rated a 4.9 and the other is a 2, and they are both the same price.

I think that Airbnb should implement an Alliance Strategy in order to help address the rivalry of competitors – and personally, I think that they should implement a rewards program. For Verbo's rewards – not only do you earn OneKey Cash by booking at eligible properties/elements, this also applies to Expedia and Hotels.com. With this, you earn cash that can be used on future bookings. Vrbo is owned by the Expedia Group – that has many

other travel companies under them. Airbnb is owned by shareholders, so why not find somebody to partner up with somebody like a TripIt or TripAdvisor and add a cool itinerary planner, help with bookings not on just local experiences – but expand it, have a travel assistant/AI that can help with suggestions/suggested itineraries. Which could also Play into The other competitive strategy that I would suggest – innovation. Ontop of partnering, they could incorporate some language items if you are traveling abroad – good sentences to know, etc. that is in the app, incorporate a mechanism that can keep tickets, schedules, local travel, signs and their meanings – they could make this convenient by keeping everything all in one place. I hate being unorganized on trips, or going to parks, concerts etc. while I’m away – everything is in 20 different spots – why not try to either compile it, or have it saved on where the item is at – for example concert tickets can be under ticketmaster, Eventbrite, etc. A differentiation strategy would be another to use in conjunction with an alliance and innovation. What really sets Airbnb apart? Vrbo has rewards – what does Airbnb have that that Vrbo doesn’t? Airbnb does focus on a wide range of accommodations, but both have A LOT of fees associated with them – if Airbnb found a way to lower those, or cut out some of the many additional fees, this could be a real tie-breaker. These rentals are advertised at one cost, but then when you go to book, the cost goes up exponentially – they need to be upfront about that. Airbnb could also do a variation of a rewards program where you can earn experiences, or packaged deals. Another fun little aspect is that they could have items set up at the Airbnb you are staying at if there is a request for something – such as a bottle of champagne for a birthday, or even if a customer is bringing a pet – have a custom dog treat waiting with the logo. It makes the experience a bit more personalized for the visitor, and can really enhance the overall experience.

Airbnb is not number one in the online travel industry, but they are a significant player ranking in third. They should go for an advantage-based approach, where as I said in the previous paragraph – they are a leader, add that key differentiation that will make an impact on the customer, and keep that advantage. (admin, 2024)

## Business Model Evolution

A business model outlines core aspects of a business by defining how the company creates, delivers, and captures value.

Airbnb can be considered a marketplace business model because it connects ‘hosts’ and ‘travelers’, and earns its revenue by taking a commission. In order to enhance the service, a few strategies could be considered:

- a. Alliance Strategy – Partner to create rewards program & meetups
- b. Innovation – Create an all in one Travel Portfolio
- c. Differentiation - Implement customized welcome

Airbnb is streamline, but there is opportunity for additional data science/analytics, customer feedback, AI, and Machine Learning.

The company could expand into long-term stays and start branching out into family market-segments, they could increase their global footprint, and since Airbnb's main customer base was solo travelers for a bit, why not enhance their trip by partnering with somebody like meetup – so if you don't want to do yoga or eat alone, you can potentially find other solo travelers/Airbnb guests that you can meet up with. I would also suggest that their pricing be shown as one price – not a very low price, then you go to check out and it triples because of the fees. Be transparent with pricing.

It is important for Airbnb to think outside the box to not only sustain their place in the market, but to make strides in a positive and innovative way because of the fierce competition.



FIGURE 10

## IT-Supported Proposal

All 3 of my proposed ideas could be supported by IT in a substantial way, but looking at it from my perspective – creating an all-in-one travel portfolio app would be innovative, but this would likely take the longest and require the most capital, so I would put that as a longer term plan. A rewards program and customized welcome wouldn't be as difficult and could be worked on in tandem, but I would focus on differentiation first.

I believe that this, even just small touch, would make customers feel like they are having a more customized and personal experience. Little touches can often be a final deciding factor on where to stay, who to book with, etc.

Airbnb would have most of the data on hand when a customer would book – where they are going, how many people/kids are traveling with them, if they are bringing a pet, etc. Those are just basics – it wouldn't be difficult to have a questionnaire, or some additional questions for guests to answer. They could even just be optional questions, but the big thing is, you know where the person is going and who they are traveling with.

For instance, you have somebody who is traveling with their dog to the mountains – have a branded collapsable water bowl with a “Thank you from Airbnb – We hope you and your travel companion have a Pawsitively amazing stay!”. Taking the dog or kids to the beach? A beachball, tennis ball, or water bowl. Going internationally? How about a piece of chocolate when you visit Switzerland? How about an espresso cup in Italy? There are so many ‘easy’ options and ideas that would not cost too much, but would likely make a huge impact. A complaint against Airbnb is all of the fees, but what if you added in something a little bit special – maybe now it's seen as more of a higher-end visit. This also plays on the fact that Airbnb wants you to immerse yourself in the local culture/experiences. The platform/app are already running and good, an update could include the questionnaire, and if the customer has a profile, that information can be added into a section under there. There are a lot of ways to gather more information, but we already have a lot without changing a thing already.

Airbnb could then send the items to the host ahead of the visit, and the host could go and set them in the space prior to the guests arrival. Again, this is not a huge change or effort, but you are making your guests feel valued and special, you are giving out branded items which is a great form of marketing – hey! Think of that adorable Instagram post with the puppy playing with her new Airbnb frisbee on the beach! @airbnb #adorable #puppiesofairbnb, etc. Social media is another great marketing technique, and the guests are doing the posting for free. This also is something you don't see anymore. Hotels used to put mints on pillows, but now, there may or may not be a mini bar with a \$10.00 package of M&M's. The small amount that would be invested from Airbnb could likely create a lot more revenue, and some happy customers that would keep coming back.



# My Analysis:

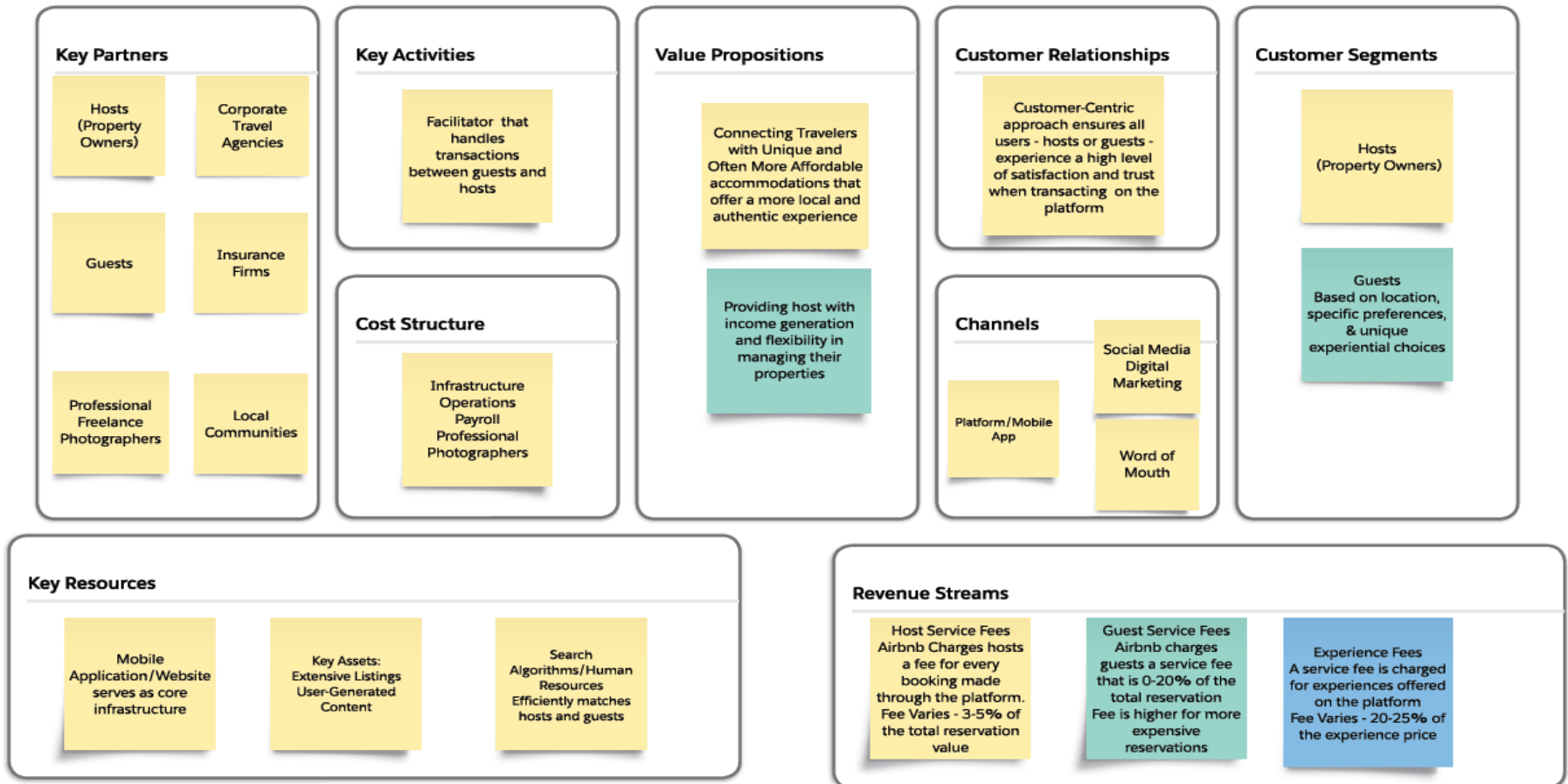
## Business Model Canvas



### Business model canvas

Vacation Rentals & More - Book highly rated rentals for your next trip - houses, cabins, unique stays, & more! Find rentals perfect for any trip: vacation, nearby getaway, long term stay, & more! Over 100,000 Cities. Low Prices. Amenities: WiFi, Enhanced Cleaning, Family Friendly, Pet Friendly.

Lauren McFall  
CS 782  
Module #1



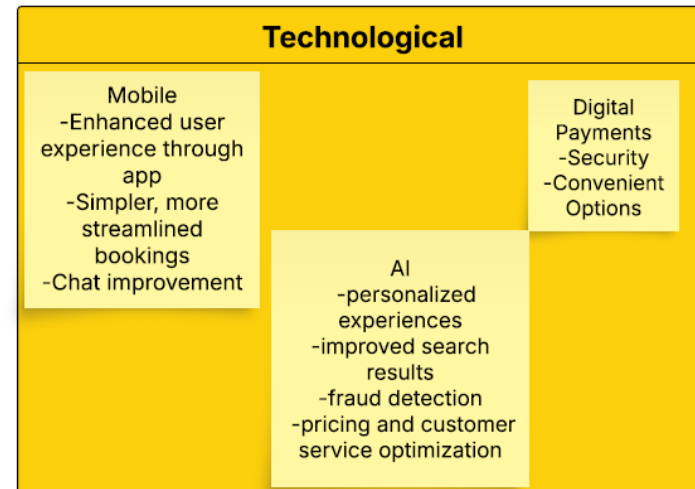
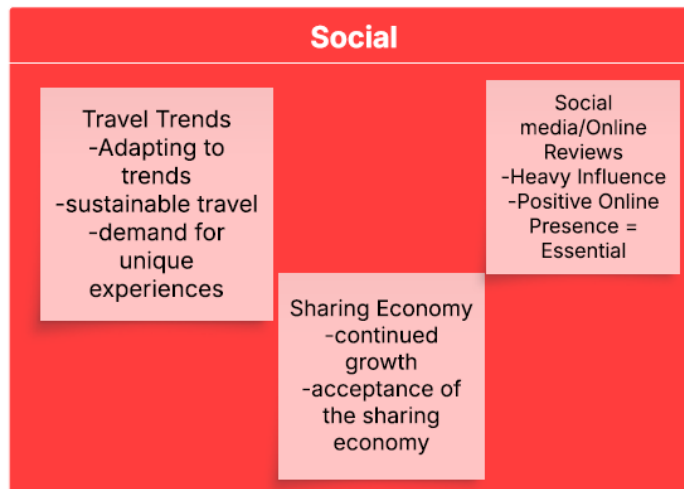
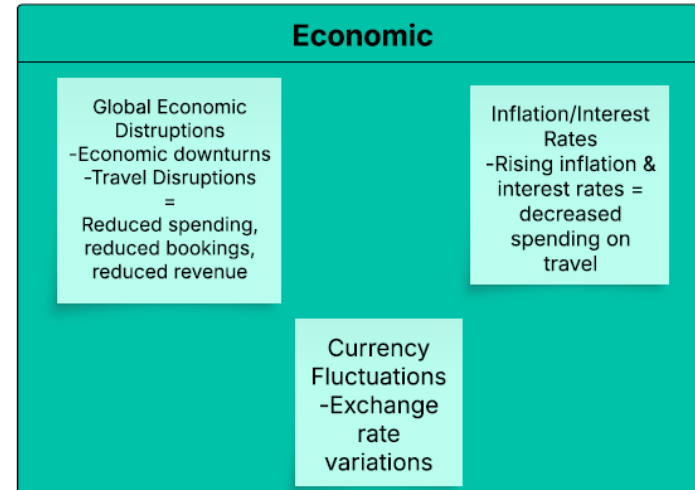
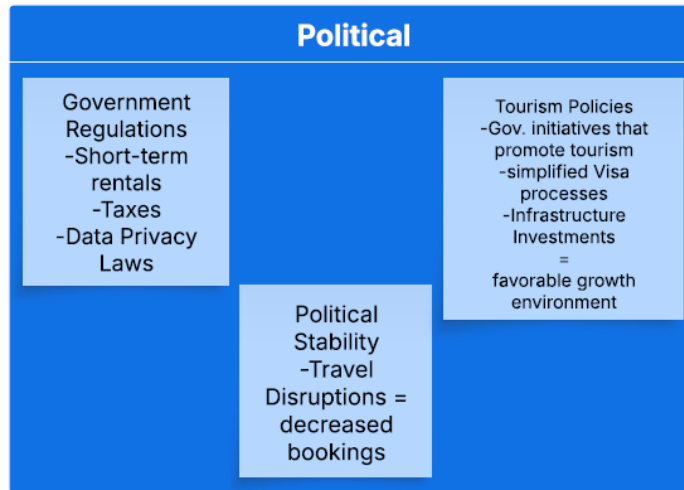
"The Business Model Canvas" by Strategyzer.com is licensed under CC BY-SA 3.0



## SWOT Analysis



# PEST



## References

- admin. (2023, May 21). Airbnb PESTEL Analysis - The Strategy Story. Retrieved from [https://thestrategystory.com/blog/airbnb-pestel-analysis/#google\\_vignette](https://thestrategystory.com/blog/airbnb-pestel-analysis/#google_vignette)
- admin. (2024, January 2). Airbnb competitor analysis - The Strategy Story. Retrieved from The Strategy Story website: [https://thestrategystory.com/blog/airbnb-competitor-analysis/#google\\_vignette](https://thestrategystory.com/blog/airbnb-competitor-analysis/#google_vignette)
- Airbnb. (2024). Vacation Rentals, Homes, Experiences & Places - Airbnb. Retrieved from Airbnb website: <https://www.airbnb.com/>
- Airbnb Business Model | How Does Airbnb Make Money. (n.d.). Retrieved from Boardmix website: <https://boardmix.com/analysis/airbnb-business-model/>
- Business Model Toolbox. (2024). Airbnb Business Model - Business Model Toolbox. Retrieved from Business Model Toolbox website: <https://bmtoolbox.net/stories/airbnb/>
- Competitor Analysis Airbnb Company Profile Ppt Formats CP SS. (2023, December). Retrieved March 20, 2025, from Slideteam.net website: <https://www.slideteam.net/competitor-analysis-airbnb-company-profile-ppt-formats-cp-ss.html#images-1>
- Dean, B. (2021, June 2). Airbnb Revenue and Booking Statistics (2021). Retrieved from Backlinko website: <https://backlinko.com/airbnb-stats>
- Dolnicar, S. (2021). The Evolution of Airbnb's Competitive Landscape. *Uq.pressbooks.pub*, 3. <https://doi.org/10.6084/m9.figshare.14195960>
- Emon, S. (2023, July 20). Airbnb Business Model: The Model That Revolutionizes The Hotel Industry. Retrieved from Core Devs Ltd website: <https://coredevsltd.com/articles/airbnb-business-model/>
- Griffin, L. (2024, October 24). Airbnb vs. Vrbo: Key differences every vacation rental host should know. Retrieved from Breezeway.io website: <https://www.breezeway.io/blog/airbnb-vs-vrbo>
- Hivelr Business Review. (2023, March 3). Airbnb: Porter's Five Forces Industry and Competition Analysis. Retrieved from Hivelr website: <https://www.hivelr.com/2023/03/airbnb-porters-five-forces-industry-and-competition-analysis/>
- Hub, I. T. (2024, June 13). Airbnb Business Model: Building Your Platform. Retrieved from InfoStride website: <https://infostride.com/airbnb-business-model/>

Investing.com. (2025, March 17). Airbnb's SWOT analysis: stock poised for growth amid challenges. Retrieved March 20, 2025, from Investing.com website: <https://www.investing.com/news/swot-analysis/airbnbs-swot-analysis-stock-poised-for-growth-amid-challenges-93CH-3932493>

Join One Key | Rewards on any way you travel | vrbo.com. (2024). Retrieved from vrbo.com website: <https://www.vrbo.com/welcome-one-key>

Kruger, D. (2023, March 23). How the Airbnb Business Model Works. Retrieved from iGMS website: <https://www.igms.com/airbnb-business-model/>

Lucid. (2024). Log in. Retrieved from lucid.app website: [https://lucid.app/documents#/documents?folder\\_id=home](https://lucid.app/documents#/documents?folder_id=home)

Masson, T. (2023, March 10). Airbnb's Future: Moving Beyond Travel and Expanding Housing Options, as per Brian Chesky | Rental Scale-Up. Retrieved from <https://www.rentalscaleup.com/> website: <https://www.rentalscaleup.com/airbnbs-future-moving-beyond-travel-and-expanding-housing-options-as-per-brian-chesky/>

Michał Jońca. (2025, March 7). Top 5 Biggest Airbnb Competitors in 2025 [Data-Backed Analysis] | Brand24. Retrieved March 20, 2025, from Brand24 Blog website: <https://brand24.com/blog/airbnb-competitors/>

Nasdaq. (2021). ABNB. Retrieved from Nasdaq.com website: <https://www.nasdaq.com/market-activity/stocks/abnb>

Statista. (2022, June 13). Topic: Airbnb. Retrieved from Statista website: <https://www.statista.com/topics/2273/airbnb/#topicOverview>

Vrbo: Competitors and Alternatives. (2017, November 20). Retrieved from Hotel Tech Report website: <https://hoteltechreport.com/news/vrbo-competitors>

Wu, S., Lee, F., & Reynard, J. (2012). *Airbnb*. UCLA. Retrieved from UCLA website: <http://www.econ.ucla.edu/sboard/teaching/tech/Airbnb.pdf>