



airbnb
Extended

Eumetria Jones, Brianna McClure, Chinenye Ogbonah, Kenny Okeke, Juliet Uadiale, Nana Ofosu, Chaz Zayed



Airbnb Overview: From Spare Rooms to Global Travel Platform



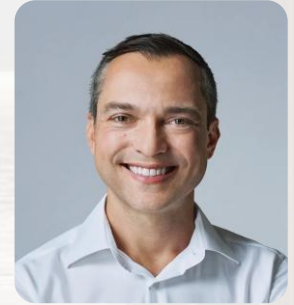
- **Origin Story:** Founded in 2008 by Brian Chesky, Joe Gebbia, and Nathan Blecharczyk in San Francisco. They started by renting air mattresses to cover rent.
- **Mission:** *"To create a world where anyone can belong anywhere."*
- **Growth:**
 - Over 150 million users
 - 7M+ listings in 220+ countries
 - \$100B+ valuation post-IPO (2020)
- **Evolution:** Expanded from homes to experiences, luxury stays, and long-term rentals



Brian Chesky



Joe Gebbia

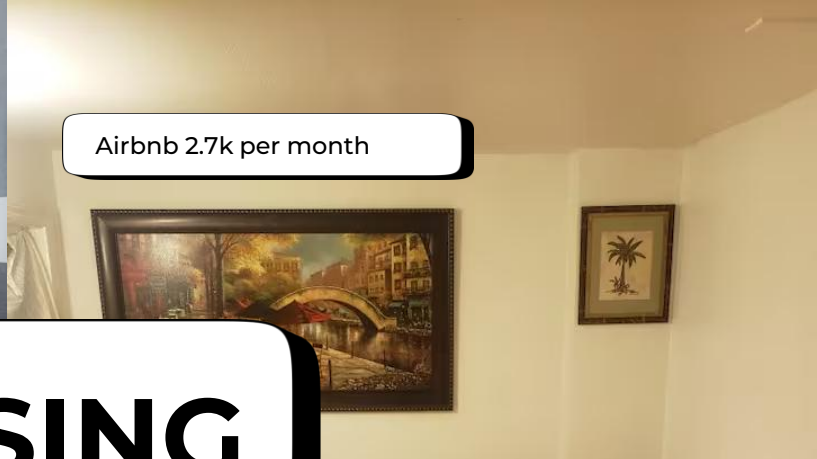


Nathan Blecharczyk





BlueGround 8k per month



Airbnb 2.7k per month

SUBLEASING



Furnished Finder 1.2k per month



The \$40B Medium-Term Housing Opportunity



Remote Work Revolution:

16.9M US digital nomads
(+131% since 2019)



Healthcare Staffing:

100K+ travel nurses needing
3-6 month stays



Corporate Demand:

68% of business travelers
prefer >1 month stays



Airbnb's Position:

21% of bookings now 28+
nights (up from 14% in 2019)

Capture a \$40B Growth Market

Extended stay sector growing at 12.4% annually (JLL 2023) vs. 7% for short-term rentals

Leverage Existing Competitive Advantages

150M+ users & 4.8M-host network enable instant scale

Platform already handles 90% of bookings digitally (Airbnb Annual Report)

Higher-Margin Business Model

15-20% RevPAR premium vs. traditional hotels 75-80% occupancy rates provide stable cash flow

Preempt Hotel Chain Competition

Major brands lack local authenticity

First-mover advantage in hybrid hospitality segment

Solution: Airbnb Extended



- Airbnb Extended is a new category designed for stays of 1 to 6 months
- Properties are branded, design-forward hotels or furnished apartments, optimized for medium-term living
- Guests get flexible booking, lower monthly rates than traditional short-term stays, and essential amenities like kitchens, Wi-Fi, and laundry
- Airbnb strategic alliances with independent boutique hotels through franchise-style or management agreements to supply inventory
- This model captures a fast-growing, underserved market while extending Airbnb's presence beyond nightly travel into lifestyle-driven lodging



**Thoughtful
Design**



**Personalized
Stay**



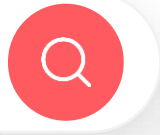
**Local
Experiences**



**Reliable
Hospitality**



Current vs. Future State



CONFERENCE	CURRENT GAP	OPPORTUNITY
<ul style="list-style-type: none">• HotelTonight Acquisition (2019): Access to 100,000+ boutique hotel listings• Slowing Growth: 14% YoY in Q3 2023 vs. 31% in Q2 2022• Trust Gap: 43% of travelers prefer traditional hotels for consistency.	<ul style="list-style-type: none">• Market Trends Supporting Extended Stay Model• Demand Consolidation: 21% of Airbnb bookings already exceed 28 nights• Revenue Premiums: Branded extended stays achieve 15-20% higher RevPAR• Consumer Expectations: 78% of professionals seek "hotel-like reliability with residential flexibility"	<ul style="list-style-type: none">• Consistency: Reduces quality variance (top complaint in 32% of 1-3 star reviews)• Scalability: Franchise partnerships align with asset-light philosophy• Upsell Potential: "Graduate" guests to traditional Airbnb listings via incentives

Leveraging 150M+ user base & 4.8M host expertise to create trust-building branded stays

Benefits to Airbnb and Strategic Partners



Strategic Partners

Gain immediate access to Airbnb's massive audience (1.5 billion+ guest arrivals)

Maintain operational control while leveraging Airbnb's brand equity, potentially increasing property valuations by 10-15%

Benefit from demand diversification across three resilient streams: healthcare nomads (100,000+ travel nurses annually), remote workers (16.9 million digital nomads), and corporate housing alternatives (preferred by 68% of companies for assignments over one month)

Airbnb

Attract hotel-loyal customers (43% of reluctant non-users) who prioritize consistency and standardization

Achieve superior unit economics with 15-20% higher RevPAR and more stable occupancy rates (75-80% vs. 65% for vacation rentals)

Leverage existing tech infrastructure and 150 million-user platform while addressing trust barriers through professional management

Strategically "own the middle" between hotels and home-sharing, creating a hybrid category competitors can't easily replicate

Consumer Persona



Leslie Leslison



Age: 29

Profession: Traveling ICU Nurse

Current Location: Charlotte, North Carolina

Interests: Reading, Coffee, and Taylor Swift

Duration of stay: 10 weeks

Nightly Budget: \$100–\$200

Leslie is a highly skilled ICU nurse who has been traveling full-time for the past three years, taking short-term assignments across major U.S. cities. She chooses contracts not just for pay, but for the opportunity to explore new places, meet new people, and enjoy different lifestyles. Because she moves every few months, she looks for housing that feels both functional and personal.



The Patels



Names: Gilbert and Meena Patel

Business: The Olive Tree Inn (35-room boutique hotel)

Location: San Diego, California

Next Generation: Martin Patel (32), millennial son now involved full-time

Ownership Structure: Family-owned and operated for 22 years

They are now transitioning operations to their son Martin, a millennial eager to modernize the property. They value independence, legacy, and community connection but recognize the need for digital tools, stronger marketing, and new guest segments to stay competitive. By partnering with Airbnb, they gain access to a global audience, tech-enabled infrastructure, and long-stay travelers that align with their existing clientele. For the Patels, Airbnb offers a way to grow without giving up their identity.

Integration Into Existing Structure



Processes &
Execution

1

- **Organization Structure:** GM, Regional directors, Marketing, Tech, CSRs, Sales, Ops
- **Hotel onboarding (99% listing uptime), bookings via platform (15% commission, 98% payout accuracy), B2B client management (bulk rates, 90% satisfaction).**
- **Guest standards: 4.5/5.0 cleanliness, 90% response rate, quarterly audits.**

Rewards &
Motivation

2

- **Sales Reps earn 2% commission, B2B Marketing gets \$5,000 bonus per booking segments, and hotels gain 5% payout bonus for 4.5 or higher ratings.**
- **Metrics: revenue, hotel retention, and % higher satisfaction.**

Talent &
Culture

3

- **Culture: Align with Airbnb's "belonging" mission and community-driven values.**
- **Training: 2-week onboarding, quarterly workshops on empathy and collaboration.**

External
Alignment

4

- **Compliance: Comply with regulatory laws using local licensing and zoning laws.**

Business Canvas Model



KEY PARTNERS

- Hosts
- Service providers
- Experience providers
- Payment processors
- Maintenance services
- Tech providers
- **Partner Boutique hotels**

KEY ACTIVITIES

- Platform development/
- Curation/vetting
- Customer service
- Trust building
- **Partnership Onboarding**

KEY RESOURCES

- Tech platform
- Global brand/user trust
- Large guest network
- Strategic partnerships
- Internal teams

VALUE PROPOSITIONS

Guests:

- Unique stays,
- local experiences,
- **Medium-term options,**
- trusted platform

Hosts:

- Global exposure,
- Easy-to-use tools,
- Co-hosting support
- Income opportunity
- **Access to B2B corporate demand**

All Users:

- Seamless UX,
- 24/7 support,
- safety guarantees

CUSTOMER RELATIONSHIP

- Self-service platform
- 24/7 customer support
- Community trust via reviews and guarantees
- Loyalty and referral programs

CHANNEL

- Airbnb app/Website
- Social media
- Search engine visibility
- Affiliate and referral partnerships
- **CRM outreach to enterprises**

CUSTOMER SEGMENTS

- Leisure travelers
- Business travelers
- Digital nomads
- Temporary relocation customers
- Hosts
- Experience seekers
- **Travel Professionals**

COST STRUCTURE

- Platform development and operations
- Customer support and trust/safety initiatives
- Marketing and brand awareness
- Host support programs
- Employee and partner compensation
- **Property Renovation**

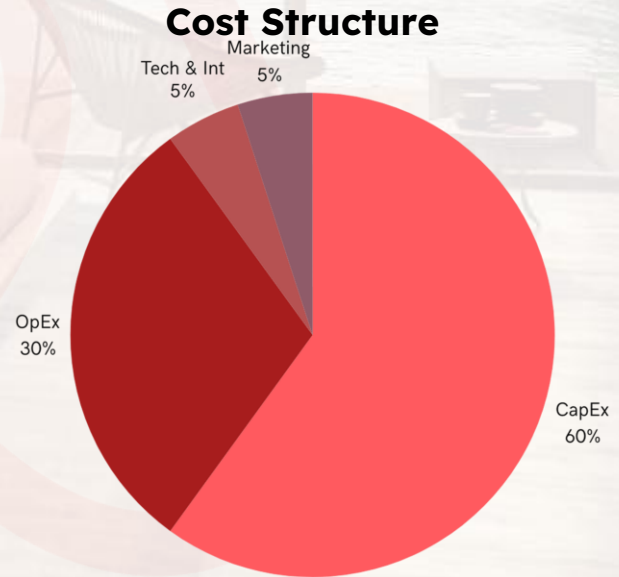
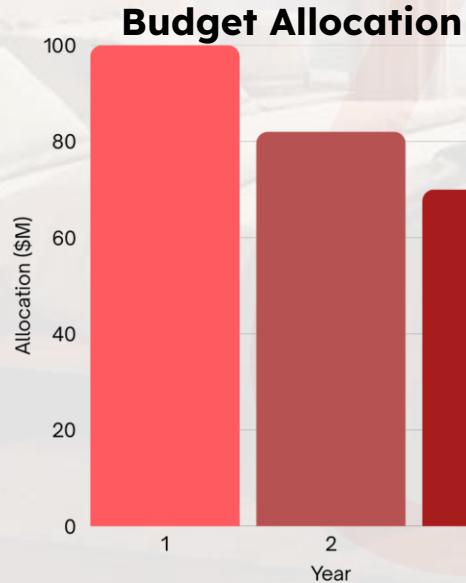
REVENUE STREAM

- Guest service fees
- Host service fees
- Airbnb Experiences commission
- Premium listings (Plus, Luxe)
- Host services marketplace fees
- Long-term stay commissions
- **Medium term rental income**
- Affiliate & referral income

Budget Overview & Cost Structure



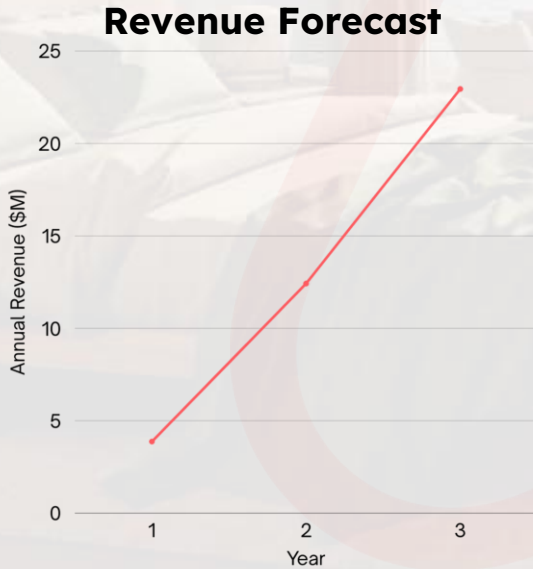
- \$252M budget over three years (3% of Airbnb's 2023 revenue)
- Year 1 funding (\$100M) supports startup operations in key cities
- Year 2 funding (\$82M) supports scaling operations and onboarding
- Year 3 funding (\$70M) supports expansion into new cities and process optimization



Revenue Forecast & Break-Even Analysis



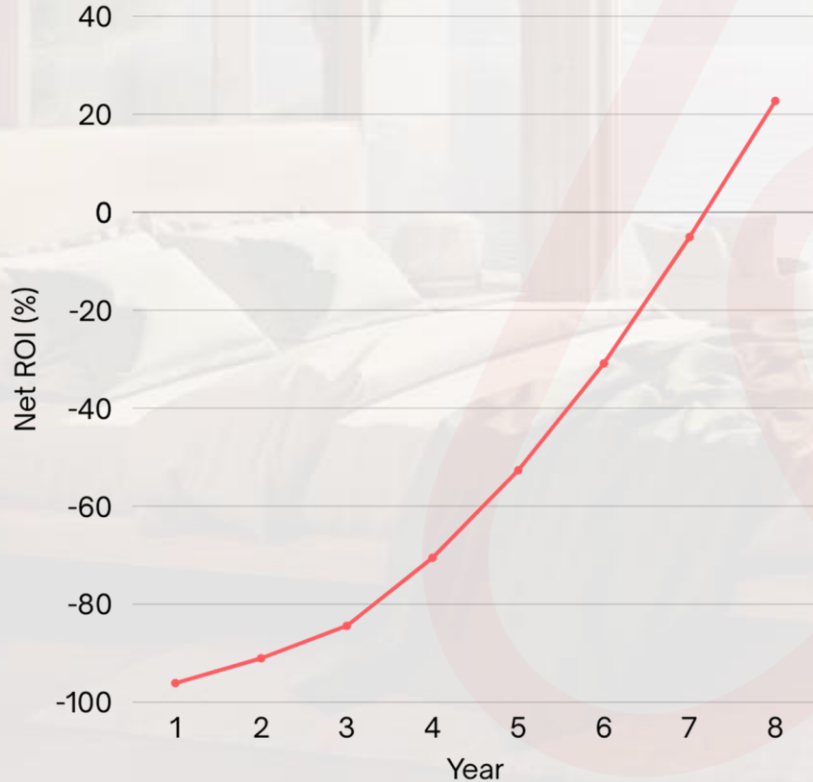
- Monthly bookings at \$3,900 per unit total including accommodations
- x5 150-room hotels operating at 65% occupancy by Year 3
- Total annual revenue is projected at \$23M by Year 3
- Break even after Year 6



ROI Projection & Long-Term Outlook



ROI Projection



- 15-18% ROI by Year 7
- Asset-light franchise-plus model allows for scalability with reduced capital risk
- Future revenue drivers: loyalty programs, new franchise partnerships, and insurance

Risks & Mitigation Strategies



MARKET

Will enough people want it?

- o Pilot in a high demand city.
- o Lock in early B2B partnerships.
- o Track competitors and refine positioning.

FINANCIAL

Can we afford it?

- o Franchise plus model.
- o Phased rollout.
- o Differentiate offering to reduce internal competition.

OPERATIONAL

Can we deliver?

- o Partner with local operators.
- o Perform regular audits to ensure compliance.
- o Leverage AI & automation to reduce labor costs.

BRAND

Is it our vibe?

- o Communicate brand intent clearly.
- o Encourage co-host creation.
- o Prepare proactive PR and media messaging.

REGULATORY

Are we compliant?

- o Consult legal expertise.
- o Early license & permit request.
- o Engage local authorities & community.

Thank You!

Questions?

