



AIRBNB DISCOVERY BRIEF INFOGRAPHIC

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The primary business goal behind Airbnb's online content is to create an emotional connection with both hosts and guests, enhancing brand loyalty and encouraging more bookings. By sharing authentic stories and experiences, Airbnb aims to build trust and a sense of community among its users.

NEW CONTENT

- Increase Host Sign-Ups by creating content that educates and supports potential hosts.
- Enhance Guest Engagement by offering more immersive and interactive content that appeals to tech-savvy travelers.
- Promote Sustainable Travel by developing content that highlights Airbnb's commitment to sustainability.



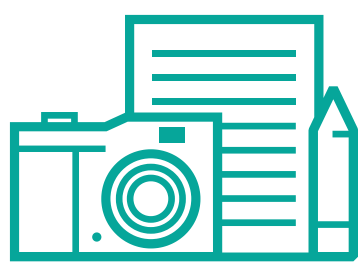
EDUCATIONAL WEBINARS

For potential hosts on how to optimize their listings and comply with local regulations..



VIRTUAL TOURS

To allow guests to explore properties and destinations before booking.



PERSONALIZED TRAVEL JOURNALS

Enhances the travel experience and engages guests by enabling them to relive and share their journeys.



SUSTAINABILITY STORIES & TIPS

In the form of blog posts and videos to promote eco-friendly travel practices.

TARGET MARKET

AGE

Primarily Millennials and Gen Z (ages 18-40)

GENDER

All gender

GEOGRAPHIC LOCATION

Global, with a focus on major cities and tourist destinations

SOCIO-ECONOMIC STATUS

Middle to upper-middle class

OTHER

Tech-savvy individuals, adventure seekers, and those looking for unique, authentic travel experiences

GROUP PREFERENCE



VISUAL AND INTERACTIVE CONTENT

Such as virtual tours and immersive videos



USER-GENERATED CONTENT

Such as reviews, photos, and travel stories shared on social media



MOBILE-FRIENDLY CONTENT

Easily accessible and shareable on smartphones and tablets



EDUCATIONAL CONTENT

Informative webinars and blog posts that provide value and tips

RECOMMENDED CONTENT



PODCASTS

Featuring travel stories and tips from experienced hosts and guests.

Podcasts are great for storytelling and sharing diverse travel experiences, making them perfect for reaching users on-the-go.



SOCIAL MEDIA CHALLENGES

Encourages engagement and user-generated content.

Challenges related to travel experiences, such as sharing a favorite travel memory or a tip for new hosts.



VIDEOS

Including virtual tours of properties and destinations.

Virtual tours and immersive videos help guests visualize their stay, increasing booking confidence.



EMAIL NEWSLETTERS

Direct communication channel that can provide personalized content and updates.

Monthly newsletters with tips for hosts, upcoming webinar schedules, and travel stories.



INFOGRAPHICS

Showcasing sustainability efforts and travel tips.

Visually appealing infographics can easily convey important information about sustainability and travel tips.



BLOG POSTS

Highlighting unique travel experiences and host stories.

Blog posts allow for detailed storytelling and SEO benefits, driving organic traffic to Airbnb's website.



WEBINARS

To educate potential and existing hosts on listing optimization and compliance.

Webinars provide in-depth, interactive learning experiences that can help potential hosts understand how to maximize their success on Airbnb.

THE STORY

TRAVEL JOURNALS

The main message of the travel journals content is to provide a personalized, interactive, and immersive way for Airbnb guests to document and share their unique travel experiences. This type of content aligns perfectly with Airbnb's brand story, which focuses on creating meaningful connections and promoting cultural understanding through travel. Unlike other content types, travel journals allow for a deep, narrative-driven documentation of travel experiences, enriched with multimedia elements such as photos, videos, and maps. This creates a more engaging and authentic way for users to relive and share their journeys, fostering a sense of community among travelers.

USER ENGAGEMENT

Travel journals offer a high level of user engagement by allowing guests to create and share detailed, personal narratives of their travels. This goes beyond the surface-level interaction provided by reviews or social media posts.

AUTHENTICITY AND TRUST

User-generated content in the form of travel journals enhances the authenticity and trustworthiness of Airbnb's platform, as it provides genuine insights and experiences from fellow travelers.

MARKETING AND COMMUNITY BUILDING

The rich, multimedia content generated through travel journals can be repurposed for marketing across various platforms, helping to attract new users and build a community of travel enthusiasts.

ENVIRONMENTAL AND CULTURAL PRESERVATION

By encouraging users to document their travels, Airbnb can also inspire them to contribute to environmental and cultural preservation efforts. This could include promoting sustainable travel practices and highlighting local conservation projects within the travel journals, thereby increasing awareness and participation in these important causes.

INTERACTIVITY

Travel journals are both interactive and immersive. They allow users to geotag entries, add weather data, import photos, videos, and audio recordings, and share their stories on social media. This level of detail and personalization makes the content highly engaging and helps users create a vivid and immersive record of their travels.

CALL TO ACTION



FOR HOSTS

"Enhance your listing's appeal and connect with guests on a deeper level! Start offering personalized travel journals to your guests and help them capture their unique experiences. Increase your bookings and boost your reviews with this engaging feature."

LEARN MORE

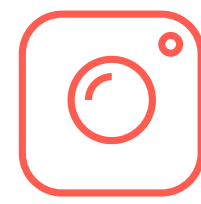


FOR TRAVELERS

"Capture every moment of your Airbnb stay with our new travel journal feature! Create a personalized travel diary that includes photos, stories, and maps of your journey. Share your adventures with friends and family or keep them as treasured memories. Join our upcoming workshop to learn how to make the most of your travel journal."

START SHARING YOUR JOURNEY

SOCIAL MEDIA PLATFORMS



INSTAGRAM

Ideal for sharing visually rich content, Instagram can be used to post excerpts from travel journals, including photos and short videos. Using Instagram Stories and IGTV, Airbnb can share longer narratives and behind-the-scenes content.



LINKEDIN

While not traditionally a travel-centric platform, LinkedIn can be used to connect with potential hosts and share professional insights on optimizing listings and enhancing guest experiences through travel journals.



YOUTUBE

For in-depth travel stories, YouTube provides a platform for longer video content. Travel journal videos can be compiled into playlists, offering viewers comprehensive insights into various destinations.



TWITTER

Twitter can be used for quick updates, sharing links to new travel journal entries, and engaging with the community through hashtags and travel-related conversations.



FACEBOOK

Facebook is excellent for sharing detailed posts and engaging with a broad audience. It can be used to promote travel journal entries, host live sessions where users share their experiences, and create community groups where travelers can interact and exchange tips.