



# Thecasesolution.com

## Industry Analysis

Company Name	Market Capitalization	Year Revenue
The Motel	\$21.8B us	\$1.2B us
Hilton	\$24.7B us	\$70.5B us
Hyatt	\$13.8B us	\$9.28B us
Hyatt	\$1.4B us	\$4.42B us
Airbnb	\$1.2B us	\$1.2B us



## Macro Environment



- P** - Legislation
- E** - P2P Economy
- S** - Socialism
- T** - Digitisation

## Market Analysis

- Product** - online booking service
- Place** - mobile app, online website
- Promotion** - Social media, email, Ads



**Price** - Range of prices, depends on location/extravagance  
Avg. Per Night: NYC \$230, Boston \$273, and Miami \$240

(Nydailynews.com, 2015).



## Marketing Problem

Managing growth, macro-environmental factors and ensuring long-term sustainability, in a volatile political framework with changing consumer behavior.



## Key Issues



## Competition



## Micro Environment



## CONCLUSION

Managing growth, macro-environmental factors and ensuring long-term sustainability, in a volatile political framework with changing consumer behavior

Legislation	P2P Economy	Socialism	Digitisation
Peace Use	Stimulate User Data	Stable Market	Mobile Use Cycle
Advance War Laws	Attract Customer	Optimal Consistency & Quality	Accurate
Crimes, Lobby Free	Mobile Market Leader	Topic User Acquisition	Growth & Revenue





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## Industry Analysis

Company Name	Market Capitalization	Year Revenue
The Motel	\$21.8B us	2015: 2.2B us
Hilton	\$24.7B us	\$70.5B us
Hyatt	\$13.8B us	\$6.28B us
Hyatt	\$1.4B us	\$4.42B us
Airbnb	1.2B us	2.07B us



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## Marketing Problem

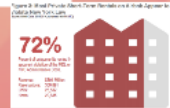
Managing growth, macro-environmental factors and ensuring long-term sustainability, in a volatile political framework with changing consumer behavior.



## Competition



## Key Issues



## Micro Environment



## CONCLUSION

Managing growth, macro-environmental factors and ensuring long-term sustainability, in a volatile political framework with changing consumer behavior

Legislation	P2P Economy	Socialism	Digitisation
Peace Use	Smartest User Case Model	Stable Market	Mobile Use Cycle
Advance War Cases	Attract Customer Power	Optimal Consistency & Quality	Accurate
Global Lobby First Scenario	Mobile Market Leader	Topic User Acquisition	Growth & Revenue



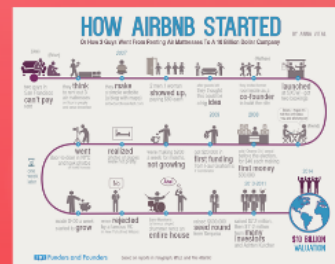
# ***Structure***

- **AirBnB Overview**
- **Industry Analysis**
- **Competitors Analysis**
- **Key Issues**
- **Macro environment**
- **Micro environment**
- **Market Analysis**
- **Conclusion**
- **Recommendations**



# Marketing Problem

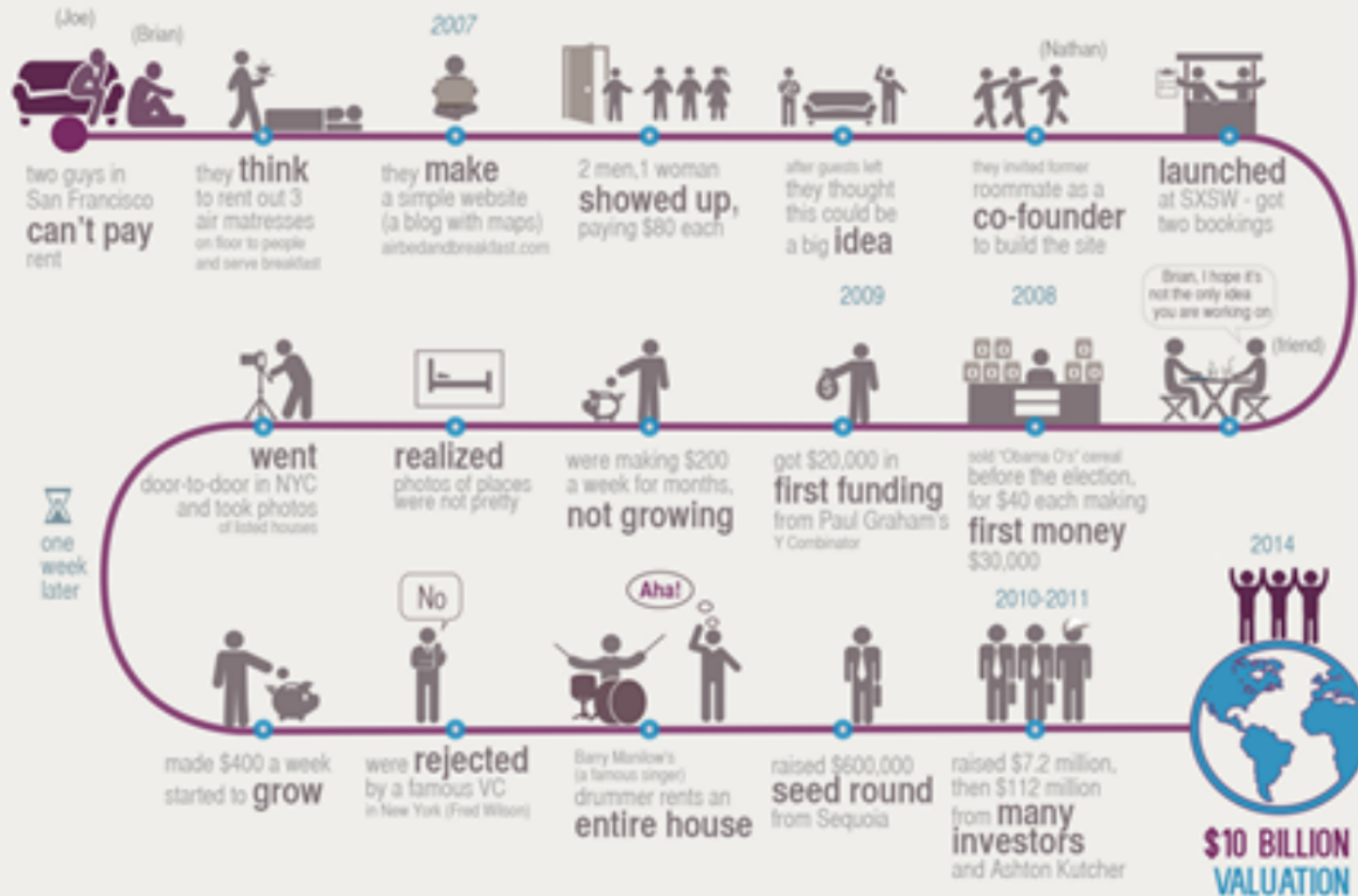
Managing growth, macro-environmental factors and ensuring long-term sustainability, in a volatile political framework with changing consumer behavior.



# HOW AIRBNB STARTED

BY ANNA VITAL

Or How 3 Guys Went From Renting Air Mattresses To A 10 Billion Dollar Company



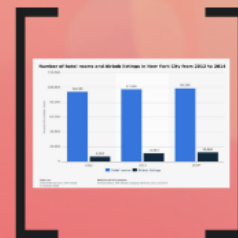
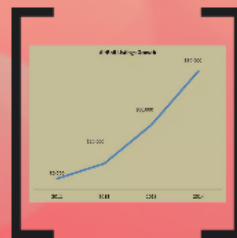
103 Funders and Founders

based on reports in Telegraph, WSJ, and The Atlantic

# Industry Analysis

Hospitality Brand	Market cap/valuation	Total Revenue
The Marriot	\$21 Billion	\$13.8 Billion
Hilton	\$24.1 Billion	\$10.5 Billion
Wyndham	\$9.3 Billion	\$5.28 Billion
Hyatt	\$8.4 Billion	\$4.42 Billion
Airbnb	\$25 Billion	\$250 million

Region	Revenue	Market Share
North America	\$10.5	42%
Europe	\$8.5	34%
Asia Pacific	\$2.5	10%
Latin America	\$1.5	6%



<b>P2P Rental Brand</b>	<b>Market cap/valuation</b>	<b>Total Revenue</b>
Airbnb	\$25 Billion	\$250 Million
Wimdu	\$105 Million	\$150 Million
Homeaway	\$2.16 Billion	\$446.8 Million

