



Marketing Strategy and Customer Satisfaction

Booking websites provide affordable and convenient rooms, making more people use them. Airbnb gives a new idea of travel – using shared homes, which is popular with young and light travelers. So, our group looked into how Airbnb runs its business and how it promotes itself. We also compared it to other booking websites, and tried to find out the future challenges and trends Airbnb may face, to give suggestions.

Our group uses SWOT analysis to understand Airbnb's business strategy.

SWOT Analysis

Strengths

1. Offers cheaper places to stay.
2. Avoid travel agency overcharge.
3. Provide a variety of room types.

Weaknesses

1. No entertainment or extra services.
2. Quality is not always good.
3. Users might worry about their data being exposed.
4. Fake reviews may hurt trust.

Opportunities

1. Collaborate with well-known IPs.
2. Use AI to block dangerous or fake accounts.
3. Add new technology to make services better.

Threats

1. Booking websites offer more flexible prices.
2. No standardized pricing regulations.
3. Airbnb is not legal in some countries.
4. More companies start to offer homestays.