A Resting Place for Travelers -<u>Airbnb's Sharing Economy and</u>

Customer Satisfaction

In recent years, traveling abroad has become popular among people. But traveling costs a lot of money. So, people have a new choice. Instead of staying in a hotel, they stay in Airbnb.

Airbnb has many types of rooms. It has many lacations around the world. The price is more flexible and often cheaper. People can even experience more of the local culture.

We want to know marketing strategy and customer satisfaction of Airbnb. We hope this can help travelers to apply Airbnb to build up a better traveling experience.

喜歡獨特的住	The main reasons of travelers' choice for
宿體驗	Airbnb are:
方便預定 6	cheap price, special traveling experience,
價格便宜 8	and easy booking.
您是否會再次使用Airbnb?	86% of travelers had good experience and
否	want to use it again.
14%	This indicates that customers are satisfied,
是	and there are business opportunities to
86%	explore in the future.
0.2 高度(高) 0.1 0.1 0.05 0 -0.1 -0.05 0 0.1 0.2 -0.1 -0.1 -0.15 -0.2 -0.25	 IPA analysis: Service quality, room choices, and easy booking are good. The factors that need to be fixed first are those in the fourth part: the booking process for canceling or changing.

Our group gives these ideas to Airbnb:

1.Ask hosts to make sure the upload video could match the real room conditions.

2.Make customer service faster. Add a mutual channel for both sides to communicate when there are problems.

22332 葉亦絜

22333管婕妮

22336蘇旻瑄