

MT1.1_4 Market Research Stages: AIRBNB Study to Extract Approaches Used to Fill the Gap in the Market (Analysis of the example through one or two approaches)

in the bustling city of San Francisco, three friends named Brian, Joe, and Nathan embarked on a journey that would change the way the world travels. They were passionate about design, technology, and hospitality, and they shared a vision of creating a platform that would connect people from around the globe through unique and authentic experiences.

The journey began with market research. Brian, Joe, and Nathan immersed themselves in the world of travel and accommodation, exploring trends, studying consumer behavior, and seeking out insights that would guide their path forward. They observed a growing desire among travelers for more personalized and immersive experiences – a longing to live like locals and explore destinations beyond the beaten path.

But as they delved deeper into their research, they realized that the traditional hospitality industry was not meeting these evolving needs. Hotels were impersonal, expensive, and often lacked the charm and character that travelers sought. They saw an opportunity to disrupt the status quo and create something truly revolutionary.

So, armed with determination and a desire to make a difference, Brian, Joe, and Nathan set out to build their vision. They analyzed the strengths and weaknesses of existing players in the hospitality industry, learning from their successes and identifying gaps in the market. They saw an opportunity to leverage technology to connect travelers with local hosts who could offer unique and authentic accommodations.

As they worked tirelessly to bring their vision to life, they conducted a SWOT analysis to assess their own strengths and weaknesses, as well as external opportunities and threats in the market. They identified their strengths in technology innovation, user experience design, and community-building. They saw opportunities in the rise of the sharing economy and the increasing desire for authentic travel experiences.

But perhaps the most valuable insights came from their customers – the travelers and hosts who would ultimately bring their platform to life. Brian, Joe, and Nathan listened intently to their feedback, learning about their desires for connection, authenticity, and flexibility. They used this feedback to refine their platform, ensuring it met the needs of both travelers and hosts alike.

And then, the day arrived. Airbnb was born – a platform that would forever change the way people travel and experience the world. Travelers could now explore destinations like locals, staying in unique accommodations and forging meaningful connections with hosts and communities. Hosts could share their spaces and stories, earning extra income and enriching the lives of travelers from around the globe.

As word spread, Airbnb experienced rapid growth, expanding to cities and countries around the world. Travelers embraced the platform, seeking out unique and authentic experiences that went beyond the traditional tourist trail. Hosts welcomed guests into their homes, sharing their culture, cuisine, and hospitality with travelers from every corner of the globe.

Today, Airbnb is more than just a platform – it's a global community of travelers and hosts who share a passion for exploration, connection, and adventure. Brian, Joe, and Nathan's vision has become a reality, transforming the way people travel and experience destinations worldwide.

Attachment to MT1.1_4

Task 2.2



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Joint development, piloting and validation of entrepreneurial mindset and key skills curricula and training materials for third countries

And as the Airbnb journey continues, the spirit of innovation and creativity that inspired its founders lives on, driving them to push boundaries, challenge conventions, and create a world where everyone can belong, anywhere.

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