



work from here

Meet Jason and Marcela



They both want to travel more

They've both stayed at AirBnBs before

They're in different industries

They both remote work



What is Marcela's view on AirBnB?

- Marcela once worked during weekdays from an AirBnB to extend vacation
- WiFi is extremely important to her
- She digs through photos and reviews to assess the “dedicated workspace”
- She scrolls through reviews looking for keywords like “desk” or “zoom”
- She'd love to know what the cell reception will be like
- She thinks it would be nice to have a computer monitor



What is Jason's view of AirBnB?

- Jason and his partner try to escape the city every few months, but it's tough with limited vacation time and a toddler
- He doesn't always trust Hosts to address his requirements
- More info about workspace would motivate him to stay longer
- He can spend 30 minutes sorting through a listing's photos
- He checks Google Maps and Yelp before booking



Great, so how is AirBnB helping them?

- Only productization for remote workers is on the Enterprise / Gov't level
- There is one tag within a listing's feature for "dedicated workspace"
- This can be anything - it's up to the host to self-identify
- No promotion of work-friendly listings
- "Verified WiFi" feature is not widely adopted yet
- Slow, manual process relying on savvy searchers



What does
the market
look like?

Who is working remotely?

17.9%

US employees primarily working at home (U.S. Census Bureau)

36.2 M

Americans will be working remotely by 2025, an 87% increase from pre-pandemic levels (Upwork Survey)

300%

Increase in reviews by **US** AirBnB guests mentioning “remote working” or “work remotely” since 2019

What's the opportunity?

\$210 B

Available market of long term stays (expected to increase)

\$10.5 B

Goal of servicing 5% of stays for remote work

\$315 M

Obtainable market after 3%
revenue share with Hosts

What's our market position?

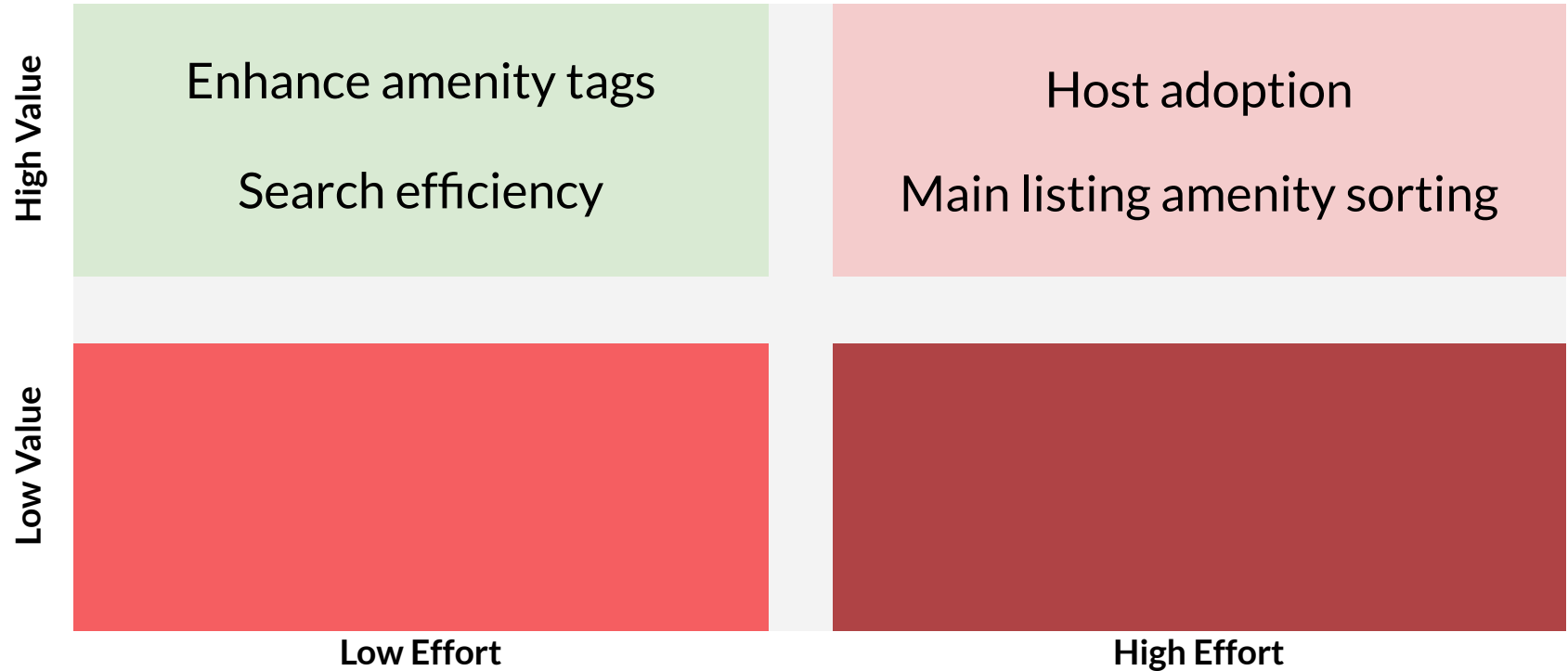
	AirBnB	VRBO	EVOLVE	NOMA COLLECTIVE & SIMILAR SERVICES
Brand Awareness	High	Medium	Low	Low
Markets to Remote Employees	No	No	No	Yes
Published WiFi Speeds	Yes	No	No	Promised
Ancillary Services Available	Yes	No	No	Yes

Where do
we start?

User Stories

User Story	Acceptance Criteria
As a Guest, I want to spend less time searching for AirBnB's where I could work remotely.	Add new search category "work from here" which applies to listings after hitting a threshold of "internet and office" tags.
As a Guest I want to know more about the workability of a listing.	Increase the number of "internet and office" amenity tags within a listing and highlight those on the main page of the listing.
As a Host, I want to increase my booking volume and length length.	Make it easy to add "work from here" tags to make their properties more appealing to more guests and long term guests.

How heavy is the development lift?



Product Roadmap



Remote Work Tags

Identify additional amenity tags

Create search category

Sort tags on listing page

Deploy work tags to hosts

Product Adoption

Deploy MVP into AirBnB listings

Feature search on homepage

Educate Hosts on new tags

Future Enhancements

Sort reviews based on keywords

Partnerships with coworking spaces

Drive remote workers to list their properties to rent on AirBnB

What will it
look like?

Search & Amenity Improvements

Filters

Popular in Map area

☐ Beachfront

☐ Pool

☐ Kitchen

☒ Wifi

☐ Free parking

☐ Washer

Internet and office

☒ Desk

☐ Office Chair

☒ Verified WiFi -

☐ Quiet Area

☒ Reliable Cell Reception

☒ Surge Protector

☐ Nearby Coffee shop

[Clear all](#)

Show 244 homes



airbnb

All homes | Amazing pools | Beachfront | **Work from here**

244 homes in Ensenada

Rare find

Rare find

Main Listing Sort

[Photos](#) [Amenities](#) [Reviews](#) [Location](#)

What this place offers



Fast wifi – 113 Mbps



Desk



Office Chair



Surge Protector



Quiet Area



Reliable Cell Reception



Nearby coffee shops



Computer Monitor

Show all 29 amenities

30 nights in Ensenada

May 1, 2023 - May 31, 2023



May 2023

June 2023



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~~\$3,900~~ **\$1,209** month

★ 4.86 · [154 reviews](#)

CHECK-IN
5/1/2023

CHECKOUT
5/31/2023

GUESTS
1 guest



Reserve

You won't be charged yet

Accommodation \$3,900

Monthly discount **-\$2,691**

Cleaning fee \$20

Service fee \$130

Total before taxes **\$1,359**

Host Dashboard

Dashboard

Your listing summary ▼



Modern apartment at Tosmur beach
Alanya, Turkey · Listed · ★★★★★

Price
€27

Calendar
13 days open in next 3 months

[View calendar and more](#)



Want to book more long term stays?

Thousands of remote workers are looking for properties like yours!

Check your amenity selections below to make sure they find your listing:

Quiet Neighborhood



Office Chair



Surge Protector



Computer Monitor



Reliable cell reception



[Add Network Details](#)

Basic requirements needs your attention



Verify your listing's WiFi using this easy tool in one minute or less!

[View details](#)

How do we
track
success?

Hosts & Guests

- Revenue from “work from here”
- Adoption on new tags
- Adoption of search features
- Track booking volume
- Track booking length
- Track review ratings for “work from here”



If we build it, they will come

Gigantic market

Minimal competition

Medium lift for BIG results

Establish AirBnB as a resource for remote work