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WE TRAVEL

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WHY DO PEOPLE TRAVEL?

People travel out of a desire to explore, to experience, to find something new or different. Airbnb was founded on these principles, as a means to allow people an experience in places hotels couldn't take them. So why is it that this desire is so far removed from the booking process?

HOW WE TRAVEL

1. Where do you want to go?
Influenced by
- -Prior knowledge
- -Personal anecdote
- -Cost
- -Commercial Influence

2. When do you want to go?
Influenced by
- -Your schedule
- -Seasons
- -Peak Seasons

3. What do you want to experience?
Influenced by
- -Prior knowledge
- -Travel books
- -Web Searches

HOW WE **SHOULD** TRAVEL

1. ~~Where do you want to go?~~
What do you want to experience?

2. When do you want to go?

3. ~~What do you want to experience?~~
What places have the events you are looking for

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WHAT CHANGES?

Additional Revenue

Hosts have the opportunity to increase rates for their property during peak season or events, letting them accurately follow the market value of their space
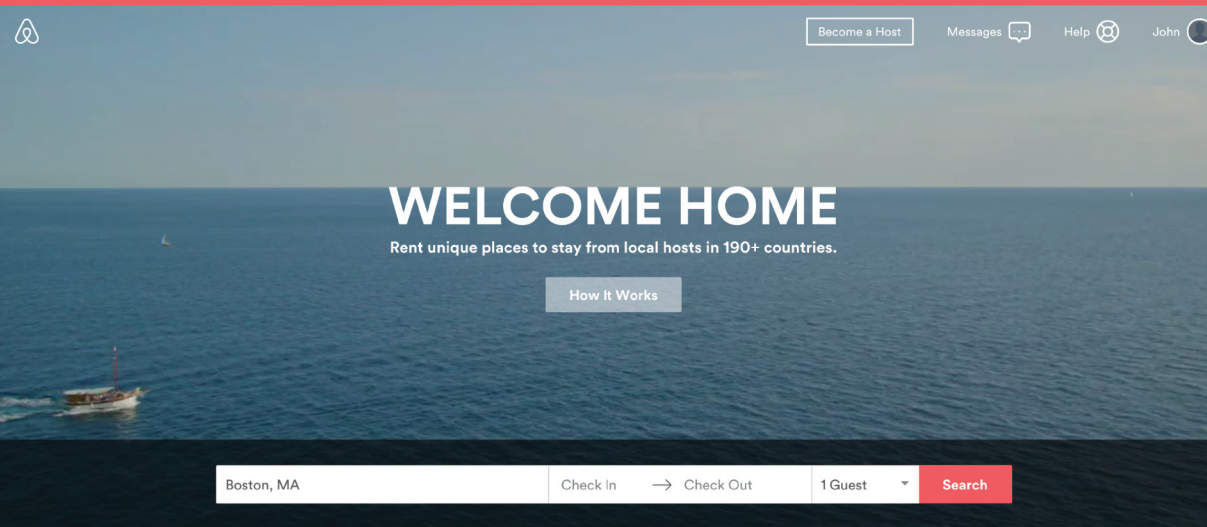
Deviation from Hotel Industry

Offers a way of searching which hotels are not to compete with, offering airbnb users access to hospitality where hotels may not be located

Easy Access to Vast Local Knowledge

Creates a database of local and international events which can be easily searched to plan any kind of trip, ranging from outdoor activities to sporting events

New Reasons to Travel

Provides airbnb users with a unique knowledge of events, incentivizing them to take unplanned trips

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Become a Host   Messages   Help   John

WELCOME HOME

Rent unique places to stay from local hosts in 190+ countries.

How It Works

| Boston, MA | Check In → Check Out | 1 Guest | Search |

Experince something new ①

Be a part of local events that are occuring around the world.

Oktoberfest
Munich, Germany ②

Monach Migration ③
Pacific Grove, CA

Summer Fest
Milwaukee, WI

Mardi Gras
New Orleans, Louisiana

See All Destinations

Explore the world

See where people are traveling, all around the world.

Montreal

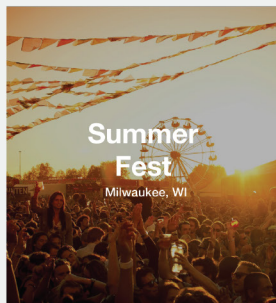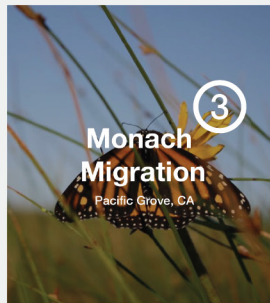**Renuma's home**
Broadbeach

$ 111

A simple landing page facelift featuring upcomming events in place of desitnations

① A section title that focuses on experiences as opposed to locations

② A picture that is either directly from the event or symbolic of what might be experienced. Example: The picture of the monarch butterfly is perfectly valid for expressing the nature of the event

③ The events title, with the location in smaller font below

Become a Host Messages Help John
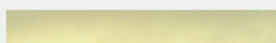
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Find your next adventure

Find different events and score yourself a first class room for the action

Music Festivals

Seasonal

Migrations

Fairs

① Sporting

Local

See All Destinations

Explore the world

See where people are traveling, all around the world.

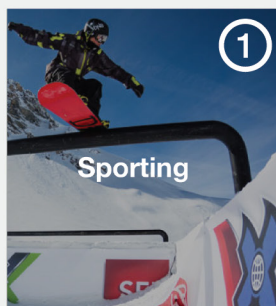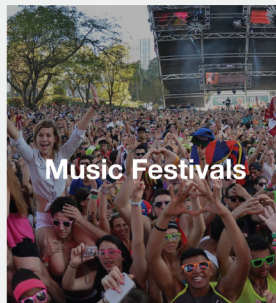Montreal

Renuma's home
Broadbeach

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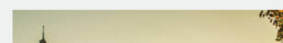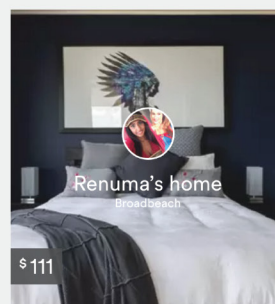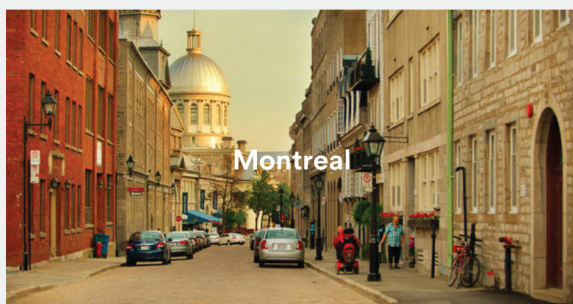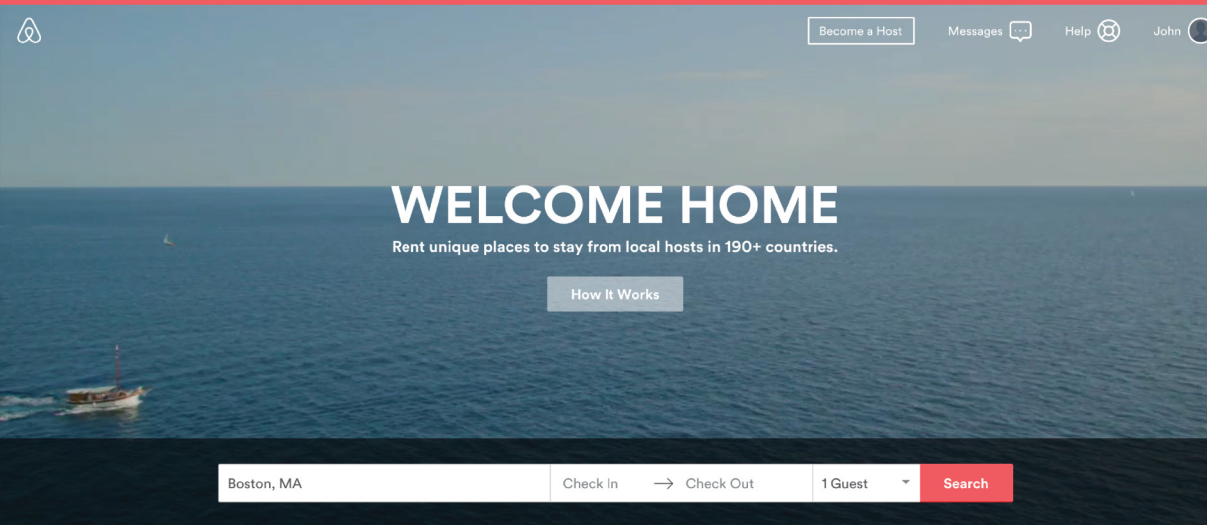
Additional landing page facelift featuring different categories of events that are used to launch into search process

① Categories on the home screen act as buttons that add a filter to search, narrowing down the events list to that of the users interest
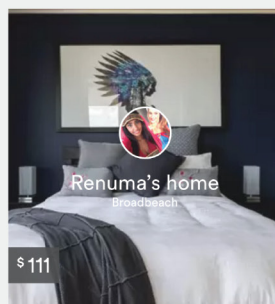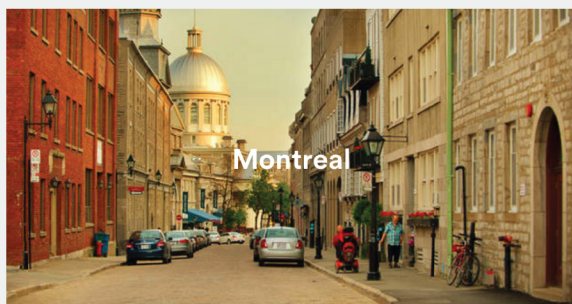
Sporting ✕

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Search Screen Example

Search bar / filters
Q Sporting ✕ (4)

Football | Basketball | X-Games | Championships | Rock Climbing (2) | Tours | Extreme | Tournaments | Hockey

Become a Host | Messages 1 | Help | John

Sharks vs. LA — San Jose, CA

Sequoia Hike — Mill Valley, CA

Arches National Park — Moab, UT

National Quidditch Final — Fort Worth, TX

Cooper's Hill Cheese Rolling — Gloucester, United Kingdom (1)

Bobby Orr Autograph Session — Boston, MA

17th Anual Flag Football Final — Concord, NH

Gators Homecoming — Gainesville, FL

Wells Fargo Championship — Charlotte, NC

Baum 15k Run — Chapel Hill, NC

Ski the Rockies — Big Sky, MT

Collector Showcase — Las Vegas, NV

See more... (3)

The search page features a series of listed filters that allow users to narrow down search results to find their interests

(1) Select events to find corresponding accommodations for the event, taking you to the traditional airbnb search page focused on that particular location with all additional information entered

(2) Additional filters can be selected to narrow down results

Rock Climbing ✕

(3) Keeps content limited to one page but offers the option for more events

(4) The search bar shows which filters are active and allows you to toggle them

(5) A new search window populated with all the information your selected event provides, making booking a breeze

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Second screen

Q Gloucester, United Kingdom (5)

Become a Host | Messages 1 | Help | John

Dates: 05/19/2016 — 05/23/2016 | 1 Guest

Room Type ?
Entire home/apt | Private room | Shared room

Price Range
$10 — $126 Average — $1000+

More Filters

300+ Rentals · Gloucester

⚠ Additional fees apply. Taxes may be added.

☑ Search as I move the map

$ 59 — **Bright Double Room in Kingsholm** — Private room · ★★★★★ · 13 reviews

$ 91 — **Spacious double room with en-suite** — Private room · ★★★★★ · 22 reviews

Language and Currency