

Case Name

Airbnb-48 Hours Enough to Play

Theory

Targeting Marketing; Experiential Marketing; Product Differentiation

Keywords

Generation Z;48 Hours Enough to Play

Background information

In the post-pandemic era, Generation Z has become the main force of tourism. This marketing campaign taps into their desire for short-distance weekend trips but concerns limited time. During their travels, it capitalizes on their interest in exploring local cuisine and culture. By leveraging Airbnb's unique listings, hospitable hosts, and local experiences provided by experts, it aims to create a one-of-a-kind travel experience for springtime travelers, allowing them to have a different kind of fun even on a 48-hour weekend trip.

Marketing strategy

In the face of a market with enormous potential, Airbnb has launched a "48 Hours Enough to Play" marketing campaign targeting the Z Generation by inviting celebrities to complete a 48-hour challenge. The challenge is documented in VLOG form, showing how they can enjoy exploring local attractions within 48 hours. Movie star Ma Sichun stayed at a famous designer, Shuiping Qing's homestay and rode bikes with the landlord to explore Beijing's cultural and artistic shops and learn traditional seal carving. Another celebrity who participated in the challenge was Li Xian. He chose to "run away from home" on a weekend in March and stayed at a tea plantation homestay in Hangzhou. He made dumplings and played with cats with the landlord and learned how to pick tea with an Airbnb experience expert, making his weekend full of joy and excitement.

Outcomes

Through the celebrity VLOGs, the concept of "48 Hours Enough to Play" spreads quickly on social medias and attracts many users to participate in the "48-hour VLOG Challenge" finding the different possibilities of exploring the cities. Each video captures the different travel interests of millennial travelers and shows the local features recommended by the Airbnb community and hosts. Through the recommendations of awesome hosts and experience experts, consumers get the most authentic local tips and the travel itineraries for 48 hours. Moreover, it deepens the content collaboration and creates the most suitable accommodation and itineraries for millennials.

Challenges/Reflection

The personalized travel preferences of Generation Z are beneficial for the development of the homestay industry, and Airbnb's products designed specifically for the needs of Gen Z consumers have been leading the market. From a long-term perspective, Airbnb believes that Gen Z will become the leading force in future travel consumption, and they will redefine the entire travel market.

案例名称

爱彼迎-48 小时够你玩

理论依据

目标市场；体验营销；产品差异化

关键词

Z 世代；48 小时够你玩

背景资料

在后疫情时代，Z 世代已成为旅游的主力人群。为满足他们周末渴望近途旅行但又担心时间不够的需求，我们推出了一项营销活动。我们结合了爱彼迎独特的房源、热情好客的房东和当地体验达人提供的当地体验，为旅行者打造了春季独一无二的旅行体验，让他们在短短的 48 小时周末游中也能玩得不一样。

营销策略

针对这个拥有巨大潜力的市场，我们推出了针对 Z 世代群体的“48 小时够你玩”营销活动。我们邀请了一些熟悉的明星接受 48 小时的挑战，并通过 VLOG 的形式记录了他们如何在旅游当地玩得尽兴。电影明星马思纯住在著名设计师青山周平设计的民宿，并和房东青山先生一起骑车穿越胡同，探秘北京的文艺小铺，学习传统篆刻。明星李现选择在周末“离家出走”，前往杭州的茶园民宿，和房东包馄饨、撸猫，并跟着爱彼迎体验达人学习采茶，度过了一个盎然有趣的周末。

成果

通过明星的 VLOG，“48 小时够你玩”这一概念迅速在社交媒体上蔓延开，同时也吸引了许多用户自发参与到 48 小时的 VLOG 挑战中，在各个城市中探索不同的游玩方式。每一支视频都准确抓住了 Z 世代旅行者不同的旅行兴趣点，展示了爱彼迎社区和房东推荐的当地特色。通过超赞房东和体验达人的推荐，我们为消费者带来了最地道的当地游 tips 及 48 小时游玩路线，进一步深化了内容合作，打造了最适合年轻一代旅行的住宿及体验路线。

挑战与反思

Z 世代的旅游需求个性化的特征有利于民宿行业的发展，我们针对 Z 世代消费者需求设计的产品一直在市场上遥遥领先。从长远角度看，我们认为 Z 世代将成为未来旅游消费的主力军，重新定义整个旅行市场。

Airbnb-48 Hours Enough to Play's photos:



Figure 1. “Run away from home”-Movie star Li Xian stayed at a tea plantation homestay in Hangzhou (<https://www.mafengwo.cn/gonglve/ziyouxing/264982.html>)

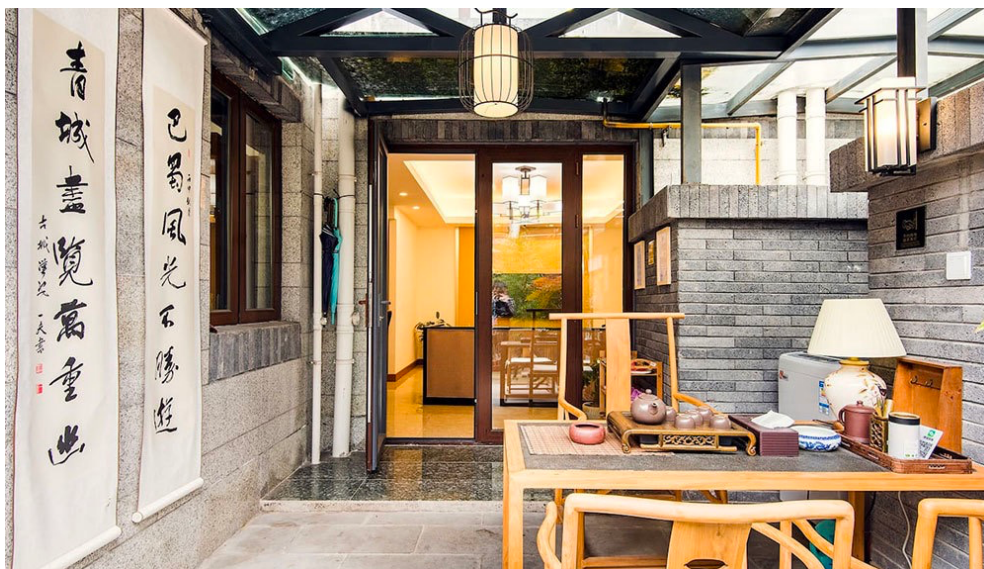


Figure 2. Tea plantation homestay in Hangzhou (<https://www.mafengwo.cn/gonglve/ziyouxing/264982.html>)

Reference list:

Tea plantation homestay in Hangzhou, viewed 28May 2023,
< <https://www.mafengwo.cn/gonglve/ziyouxing/264982.html> >

“Run away from home”-Movie star Li Xian stayed at a tea plantation digital image, viewed 28May 2023,

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