



airbnb

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Media Planning (MC.3372)

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Executive Summary



Industry Trends & Competitors:

We researched trends in the vacation rental industry, identified top competitors, and compared them to Airbnb using media mix and share of voice data.



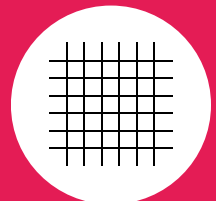
Target Market:

We developed three personas that represent our most promising audiences through demographic and psychographic data.



Geographic Analysis:

We selected eight U.S. cities with the strongest growth potential based on tourism trends, brand interest, and lifestyle alignment



Media Buy:

We reviewed our reach and frequency goals, media scheduling peaks, year at a glance, and index data to find the most effective media vehicles to connect with our target audience.



Conclusion:

A comprehensive summary of our findings and strategic recommendations based pulled from every section of this media plan.

Industry Trends for Vacation Rentals

- **Eco Friendly Stays:** There is a growing demand among travelers for more sustainable, environmentally conscious accommodations.
- **Unique Properties:** Travelers are searching for one-of-a-kind, fresh locations like cabins, villas, and themed homes for not only stays but also events and celebrations.
- **Office Spaces:** Longer stays are increasing the need for strong Wi-Fi and home offices for people on business trips, or those who work on vacation.
- **Smart Technology:** Vacation homes with smart technology like keyless entry, smart lighting, and automation are also growing in popularity.



Meet Our Client: Airbnb

POSITIONING

Airbnb positions itself as more than just a place to stay. It's the platform where travelers are offered unique, authentic properties hosted by locals; giving travelers a sense of belonging with every stay.

CREATIVE STRATEGY

Airbnb connects with consumers through storytelling, trust and authenticity. They use real stories from travelers to create brand trust which allows consumers to “Belong Anywhere.” The strategy highlights how Airbnb is great for families and other groups, with plenty of space, multiple rooms, and the flexibility to make the stay feel just right.

TARGET MARKET

Our target market includes experience-driven Millennial and Gen Z travelers who want stays that feel local, look great on social media, and have a home-like atmosphere with multiple rooms.

tone

Friendly, personal, welcoming.

PRICE

\$100–\$500+ per night, varies greatly depending on location, type of listing, and amenities.

Who Are Our Top Competitors?



Expedia



TripAdvisor



Booking.com



VRBO

Expedia



POSITIONING

A one-stop-shop for travel.

CREATIVE STRATEGY

Expedia's creative strategy focuses on visually stunning photography and videos that showcase beautiful travel destinations. With a user friendly website and app, Expedia connects with a broad audience and often gets repeat visits.

TARGET MARKET

Expedia's caters to travelers who are 25-65 years old, a diverse audience that includes budget conscious travels, families and business professionals looking for single stop convenience when it comes to travel booking.

TONE

Convenient, visual and enjoyment.

PRICE

\$95-\$275 per night



TripAdvisor

POSITIONING

An overarching online travel platform.

CREATIVE STRATEGY

TripAdvisor's creative strategy focuses on portraying itself as a trusted travel guide, by using first-hand user reviews and content to influence bookings. TripAdvisor uses visually engaging campaigns that emphasize the "authentic" traveler perspective, using data-driven targeting to reach audiences with real feedback from real user data.

TARGET MARKET

Tripadvisor's target market is 25-65 year olds who are budget conscious explorers and luxury seekers who rely on reviews and recommendations to plan their trips.

TONE

Approachable, friendly and easy to understand.

PRICE

\$95-\$275 per night.

Booking.com



POSITIONING

The quick and easy trip planner that offers travel deals for any season, “from cozy bread and breakfast to luxury hotels.”

CREATIVE STRATEGY

Booking.com’s creative strategy consists of using relevant content, community-building and storytelling to connect with travelers. Through social media engagement, influencer marketing, and campaigns like "#BackToTravel" and "#BookingHero," the brand inspires and reassures customers, encouraging them to explore the world with ease.

TARGET MARKET

Booking.com’s target market is 22-55 year olds who are deal-focused and value-conscious stays.

TONE

Casual, friendly and caring.

PRICE

\$95-\$275 per night.



VRBO

POSITIONING

VRBO positions itself as the go-to platform for family vacations with an emphasis on entire home rentals over shared space rentals to ensure privacy and comfort.

CREATIVE STRATEGY

VRBO’s creative strategy includes visual storytelling and emotional appeal using digital advertisements, video content and influencer partnerships. VRBO prioritizes user-engaging content that shows authentic VRBO experiences and testimonials.

TARGET MARKET

VRBO targets travelers aged 22-55. Including families, business professionals and leisure seekers looking for spacious, entire-home rentals that accommodate their needs

TONE

Fun, lively, and community-based.

PRICE

\$200-300 per night.

Media Mix Analysis

	Internet Search	Net TV	AVOD	Cable TV	Moble Web Video	TOTAL
Expedia	88.9	2.5	5.8	2.7	0.2	100.0
Vrbo	46.9	23.1	12.9	16.9	0.2	100.0
Trip Advisor	99.9	0.0	0.0	0.0	0.1	100.0
Booking	81.0	4.3	2.6	6.2	6.0	100.0
Hotels.com	5.1	20.6	8.7	19.0	46.6	100.0
Airbnb	45.3	21.2	14.6	11.5	7.5	100.0

- AirBnb has the opportunity to increase reach in Mobile Web Video, since most competitors aren't highly concentrated in that media, besides Hotels.com.
- By increasing brand prescence in Mobile Web Video, Airbnb can become more visible and memorable to our target audience.
- Our target audience has strong indeces in Cable TV, giving Airbnb an opportunity to increase frequency in that media.

Share of Voice Analysis

	Internet Search	Net TV	AVOD	Cable TV	Moble Web Video	TOTAL
Expedia	45.3	11.9	34.5	15.3	1.4	37.9
Vrbo	5.5	25.7	17.7	22.1	0.4	8.7
Trip Advisor	6.8	0.0	0.0	0.0	0.1	5.0
Booking	34.3	17.2	12.8	29.0	39.2	31.5
Hotels.com	0.3	10.7	5.6	11.6	39.2	4.1
AirBnb	7.8	34.6	29.5	22.1	19.7	12.8
TOTAL	100.0	100	100	100	100	100

Airbnb has an opportunity to increase brand visibility by:

- Putting more resources into internet search to increase brand presense in that media.
- Increasing SOV in Mobile Web Video can help Airbnb reach more target audience members.

By spreading out SOV more evenly across all these platforms, we can ensure that Airbnb has the opportunity to remain relevant in media that our target audience consumes.

Meet Our Personas

1



Jordan Wells
The Trendy Traveler

2



Dylan Roberts
The College Student

3



Alex Woods
The Homemaker



Jordan Wells

Inside Sales Rep/Works in an office/Lives alone

AGE: 27
Gender: Female

About

Meet Jordan. She is a trendy, ambitious sales rep navigating the hustle of a new job while also trying to stay connected to what really matters to her: quality time with friends, adventure, and recharging her own social battery. Living solo, she's proud of her independence, but wants more time to unwind and escape the daily grind. She's the go-to trip planner in her friend group, known for finding stays with stylish interiors and planning weekends packed with unforgettable, Instagram-worthy experiences. Whether it's hiking in the mountains or having a cocktail with friends in a chic city loft, Jordan chases that feeling of being recharged.

"My new job can get very stressful, so I love to unwind and get out of work-mode when I can."

Environment & Content

Work: Motivated sales rep, often on the phone with clients. Wants to make time to recharge to be more efficient at work.

Home: Her apartment is her safe space, a mix of calm and modern where she tries to unplug. She loves the feeling of independence in her own one-bedroom apartment.

Social Life: Loves exploring new places with friends, and posting social media updates.

Goals and Needs

- Needs to develop herself as a respectable sales representative.
- Jordan needs to create an effective work/life balance.
- She needs more time to recharge her battery, and wants to find trips that feel like a true escape from work.
- She also wants to make booking trips feel less like a chore.

Hesitations & Pain Points

- Jordan feels tension booking trips because it's hard to keep all her friends happy.
- She can get caught up comparing her life to others on social media.
- Jordan worries about missing out on life milestones and feels like she is playing catch-up.
- She feels guilty taking time off, even when she is stressed and needs it.

Findings for Jordan Wells

		Posts Life Updates on Social Media	Seeks Adventure on Vacations	Makes Purchases that Reflect Her Style	Friends/Family Trust her Vacation Travel Advice	Leads a Lifestyle that Impresses Others
Female	(000) Index	36,837 114	67,986 95	92,896 109	23,575 111	26,072 93
24-35	(000) Index	15,083 134	30,752 125	30,847 105	7,600 103	14,089 146
Single	(000) Index	23,256 123	49,235 119	51,201 103	12,111 98	21,005 129
Income: 35k - 75k	(000) Index	15,387 111	33,265 109	37,578 103	9,121 101	12,690 106
5 + round trips in the past year	(000) Index	5,070 106	11,404 109	13,285 106	6,171 198	4,993 122



Dylan Roberts

Full time student/Shares an apartment with friends

AGE: 21
Gender: Male

About

Meet Dylan, a college student at a big state university, majoring in business and living life one adventure at a time. He's very active on social media, and loves following his favorite music artists, and always stays on top of new releases. Dylan is all about convenience, he prefers one-stop shops and chooses tap-to-pay over cards or cash whenever he can. Life for Dylan right now revolves around school, working a couple of shifts a week, and hanging out with friends. He also loves to travel, and usually plans trips with friends, with a little help from his parents to cover costs. To save money for longer trips, he flies budget airlines like Spirit.

"Life is an adventure, and I plan on living it to the fullest!"

Enviroment & Content

- Work: Dylan's picking up extra shifts to save for trips with friends.
- School: He's maintaining a 3.2 GPA, and looking ahead to internships.
- Home: Visits family once or twice a semester to reset and stay connected.
- Friends: Sees friends almost daily, and likes adventuring to new places with them.

Goals and Needs

- Saving money for his trip that is coming up with is friends.
- Prepare resume, and cover letters to apply for summer internships.
- Continue enjoying life without sacrificing too much of savings.
- Hopes to save money to buy the new shoes that dropped.

Hesitations & Pain Poins

- Finding affordable options that fit within his tight budget.
- Will there be enough space for him and his friends to hang out, especially in smaller spaces.
- Ensuring Airbnb has a comfortable place for him to study or work on assignments if needed during his trip.
- Unlike other platforms, Airbnb doesn't offer package deals for transportation, activities, or discounts, making it harder to find all-in-one options.

Findings for Dylan Roberts

		Social media influencers impact the brands they buy	They seek adventure and thrills on their vacations	Recently used Contactless or Mobile Payment	Likes to connect with brands through social media	Travels with friends	Recently used Spirt airline for travel	They are a "spender" rather than a "saver"
Son of HOH	(000) Index	2,379 130	8,239 119	4,305 116	3,021 128	1,287 106	302 119	4,282 109
Gen Z	(000) Index	7,840 170	22,188 127	12,040 128	9,679 162	3,986 130	951 149	11,783 119
Currently a student in college	(000) Index	3,866 154	11,523 121	7,010 137	5,051 155	1,996 120	587 169	6,358 118
Single	(000) Index	15,362 140	49,235 119	26,323 118	19,774 140	8,783 121	2,165 143	27,064 115
Employed; Part-time	(000) Index	7,496 126	25,159 112	13,550 112	9,375 122	4,413 112	1,058 129	13,257 104



ALEX WOODS

**Works in sales/Homemaker/
lives with husband & kids.**

AGE: 36
Gender: Female

About

Meet Alex. She is a hardworking mother of two, carefully balancing her work and home life. She's married to her husband, Steve, who she wishes she could spend more quality time with. They have a dog, Buster, who is part of almost every activity, and is treated like a family member. Alex works full-time in sales and manages the household, often meal-prepping on weekends and spending over \$150 a week on groceries. Even though Alex is busy, she prioritizes family-time by planning a trip every year for the whole family (even Buster). For Alex, keeping her family happy and connected makes all the effort worth it to her.

"I may not have much time for myself, but as long as my family is happy and together, all my sacrifice is worth it."

Enviroment & Content

Work: Stresses over project deadlines while juggling her busy schedule.

Home: Likes to have systems of organization at home to control the chaos.

Family Time: Family time helps recharge the motivation for hard work in the office.

Family Size: Family of four in the household, but considers their dog a part of the family.

Goals and Needs

- Improve self-care and find time to focus on her own well-being.
- Needs to find vacation homes that are easy to book and fit her family's needs.
- Create more time to spend with friends.
- Needs a vacation home that can allow her more time with her husband.

Hesitations & Pain Poins

- Booking trips far in advance is crucial for Alex to find places that truly accommodate her family.
- She has concerns about additional fees and restrictions for the family dog while traveling.
- Alex wants to fit in vacation times, but it can be hard to schedule between work and school.
- She finds it hard to balance accommodation costs with her family's budget.

Findings for Alex Woods

		Juggling family and work demands is very stressful	Due to busy lifestyle, she doesn't take care of herself as well as she should.	Books travel 3-6 months in advance	Household spends \$150+ weekly on food.	Domestic Vacations: Spent \$7,000-\$9,999 in the last 12 months.	Books lodging for personal vacation travel
Female	(000) Index	83,187 102	95,143 101	46,836 103	96,688 104	2,430 111	54,236 104
35-49	(000) Index	37,728 <u>117</u>	41,844 <u>113</u>	18,604 104	43,842 <u>120</u>	1,018 119	21,873 107
Has 2 Childeren, both under the age of 17	(000) Index	16,895 <u>123</u>	18,102 <u>115</u>	8,082 106	20,678 <u>133</u>	491 <u>134</u>	9,140 105
Married	(000) Index	65,753 98	76,637 99	40,350 109	86,810 <u>114</u>	2,091 <u>117</u>	44,914 105
Has 1 dog	(000) Index	29,223 101	34,425 103	17,340 108	35,971 <u>110</u>	850 110	19,510 106
Occupation: Sales	(000) Index	15,239 <u>113</u>	17,573 <u>113</u>	7,670 102	15,867 104	302 84	8,939 104

Our ideal target audience consists of people like Alex, aged 35-49, who work full-time and have a household with two or more children. Families like Alex's require specific accommodations when traveling. They have a dog and two kids but still want privacy and security to enjoy quality time with their spouse on vacation.

Ideal Target Market: The Homemaker

- **54,236,000** women reported being responsible for making reservations for personal lodging on vacation.
- **95,143,000** women reported that, due to their busy lifestyles, they do not take care of themselves as they should.
- **17,340,000** individuals from households with a dog book their travel 3 to 6 months in advance.
- **18,604,000** individuals aged 34-49 book trips 3 to 6 months in advance.
- **96,688,000** women reported that their household spends \$150 weekly on food.



Geographic Market Analysis



CDI/BDI

The **North East** has a low CDI of 91 and a BDI of 88, meaning short rentals and Airbnb’s brand are underperforming in this region. This makes it a less profitable area for investment, as demand is weak and growth potential is limited.

The **South** has stable demand CDI (100), but Airbnb’s relatively low brand performance BDI (96) means there’s limited growth potential. This makes it a less ideal focus compared to regions with higher demand and better opportunities for growth.

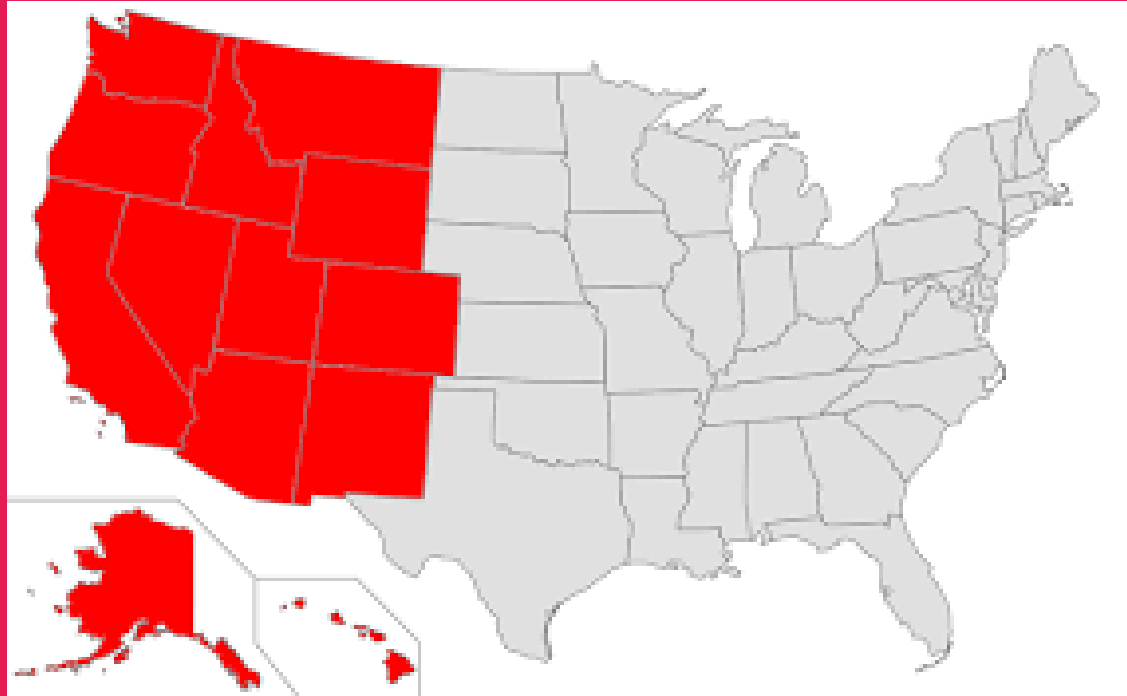
The **Midwest** has solid demand CDI (105) and good brand performance BDI (106), but the markets are too close together, leaving little room for growth. With fewer major vacation spots, it’s harder to see significant expansion compared to regions with more opportunities.

★ The **West** is a key region for Airbnb to defend, with a strong brand presence BDI (110) and high demand CDI (103). It’s home to major tourist destinations where travelers rely on short term rentals year round. With the high CDI, competitors see this as a profitable market and may increase their investment. By defending this region, Airbnb can strengthen its position, attract repeat guests, and stay ahead of growing competition in a highly profitable market.



REGION	CDI	BDI
North East	91	88
South	100	96
Midwest	105	106
West	103	110

Variables



Western Region

Based on the CDI and BDI data, we chose 25 of the most populated cities in the Western region to gather data for a defensive approach.

Demographics

Female
35 - 49 years old
Married with children
Has a dog



Psychographics

Loves doing research before booking travel, feels that they don't take care of themselves as they should, and prefers Airbnb over hotels & motels.

VARIABLES

Age & Gender | Female 35 to 44 years, 2024

This demographic is a key part of our persona, the Homemaker. Many female Homemakers are responsible for planning and booking family trips.

Family Type | Married-couple with own children under 18 years, 2024

Based on our persona, when families travel, married couples prefer to have their own space while on vacation.

DEMOGRAPHICS | HOUSEHOLD | DOGS | NUMBER (HH) | ANY, 2023

People who travel with dogs also seek out personal accommodations for their pets before traveling.

PSYCHOGRAPHICS | I LOVE DOING RESEARCH ON A LOCATION BEFORE I GO ON VACATION | ANY AGREE, 2023

Our team chose this variable because people that like to research before a vacation are often looking for customizable stays that fit their needs.

PSYCHOGRAPHICS | BECAUSE OF MY BUSY LIFESTYLE, I DONT CARE OF MYSELF AS WELL AS I SHOULD | ANY AGREE, 2023

Our team chose this variable because it provides insight that the persona needs more relaxed family time away, from home and busy schedules.

PSYCHOGRAPHICS | WHENEVER POSSIBLE, I CHOOSE OWNER RENTAL OPTIONS (LIKE AIRBNB) OVER HOTELS/ MOTELS | ANY AGREE, 2023

As a homemaker, our persona is more likely to book customizable vacations (through Airbnb) to meet family needs.

OF OWNER RENTED RENTAL BUSINESSES PER CITY

Our team evaluated this variable to understand how many options are available to personas, like the Homemaker, in each city.

25 Markets - Western Region

Column Weighted	1.0	2.0	1.0	1.0	1.0	1.0	1.5		
Name	Population Female 35-44 Years (000)	# Married couple with own childeren under 18	# HH with dogs	# People do research on a location before vacationing	# People choose owner rental options when traveling	# People dont take care of themselves due to busy lifestyle	# Of Owner Rented Stay Buisnesses	Total Across	EV
Los Angeles, CA	28.8	603.7	26.5	31.1	31.2	29.7	96.7	847.7	45.2
Phoenix, AZ	10.4	124.7	10.1	10.9	10.2	10.8	47.1	224.2	12.0
San Diego, CA	6.0	25.0	5.0	5.2	5.2	5.2	12.0	63.7	3.4
Denver, CO	1.3	2.0	1.3	1.2	1.2	1.2	0.8	8.9	0.5
Seattle, WA	6.1	29.1	4.8	6.1	5.6	6.2	16.2	74.3	4.0
Portland, OR	1.6	2.7	1.9	1.7	1.7	1.8	2.5	12.9	0.7
Las Vegas, NV	4.6	22.9	5.4	4.7	4.7	4.8	4.8	51.8	2.8
Colorado Springs, CO	2.1	7.9	2.7	2.3	2.1	2.4	0.9	20.5	1.1
Albuquerque, NM	11.4	168.6	13.1	11.7	12.0	11.7	42.1	270.5	14.4
Tuscon, AZ	3.5	14.0	4.6	3.8	4.0	3.8	6.6	40.2	2.1
Henderson, NV	4.0	11.9	4.8	4.1	4.2	4.3	10.5	43.8	2.3
Boise City, ID	0.7	0.6	1.0	0.7	0.8	0.8	0.8	5.3	0.3
Salt Lake City, UT	6.2	30.4	5.9	5.5	5.8	5.7	24.9	84.5	4.5
Anchorage, AK	3.4	19.4	4.4	3.6	3.7	3.7	9.2	47.3	2.5
Spokane, WA	1.5	1.6	2.0	1.7	1.7	1.8	4.7	14.9	0.8
Salem, OR	0.9	1.9	1.3	1.0	1.0	1.1	0.1	7.4	0.4
West Valley City, UT	1.8	4.4	1.9	1.9	1.9	1.9	2.2	15.9	0.8
Billings, MT	1.0	2.4	0.9	0.7	0.8	0.7	0.2	6.8	0.4
Meridian, ID	0.9	1.1	0.9	0.7	0.7	0.8	1.7	6.8	0.4
Las Cruces, NM	0.6	0.3	0.6	0.6	0.6	0.6	1.8	5.2	0.3
Missoula, MT	0.4	0.3	0.6	0.4	0.4	0.4	1.0	3.6	0.2
Cheyene, WY	0.4	0.3	0.5	0.3	0.4	0.4	0.6	2.8	0.1
Casper, WY	2.1	6.7	0.0	0.0	0.0	0.0	5.6	14.4	0.8
East Honolulu, HI	0.2	0.1	0.0	0.0	0.0	0.0	0.3	0.6	0.0
Fairbanks, AK	0.3	0.2	0.0	0.0	0.0	0.0	0.2	0.7	0.0
Total	100.0	1082.4	100.0	100.0	100.0	100.0	293.4	1875.0	100.0

Analysis of Weighted Variables

Married - Couple with Own Children Under 18 Years - Weighted 2.0

Our team decided to weigh this variable at **2.0**, as Airbnb has an advantage over hotels because they offer multi-room stays, and researchable accommodations. Married couples with kids are more likely to research vacation homes with more specific accommodations, for both kids and parents.

Therefore, cities that have a higher population of families, provide a greater opportunity for Airbnb to market to them. To maximize this opportunity, we recommend that Airbnb markets to cities with a high concentration of families.

Of Owner Rented Stay Businesses - Weighted 1.5

Our team decided to weigh this variable at **1.5**. The number of owner rented stay businesses per city is important because it shows how Airbnb stands out. The more rental businesses in a city, the bigger the vacation spot is, created more opportunity for Airbnb.

More options also give travelers a better chance of finding a stay that fits their needs. It was important to weigh this variable because more owner rented properties help Airbnb attract families seeking space and privacy. More listings mean more options in popular travel spots.

Top 8 Cities Bases on EV%

Column Weighted	1	2	1	1	1	1	1.5		
Name	Population Female 35-44 years (000)	# Married couple with own children under 18 years	# HH with dogs	# People who do research on a location before vacationing	# People who choose owner rental options when traveling	# People who don't take care of themselves due to busy lifestyle	# Owner Rented stay businesses	Total Across	EV
Los Angeles, CA	28.8	603.7	26.5	31.1	31.2	29.7	96.7	847.7	45.2
Albuquerque, NM	11.4	168.6	13.1	11.7	12	11.7	42.1	270.6	14.4
Phoenix, AZ	10.4	124.7	10.1	10.9	10.2	10.8	47.1	224.2	12
Salt Lake City, UT	6.2	30.4	5.9	5.5	5.8	5.7	24.9	84.4	4.5
Seattle, WA	6.1	29.1	4.8	6.1	5.6	6.2	16.2	74.1	4
San Diego, CA	6	25	5	5.2	5.2	5.2	12	63.6	3.4
Las Vegas, NV	4.6	22.9	5.4	4.7	4.7	4.8	4.8	51.9	2.8
Anchorage, AK	3.4	19.4	4.4	3.6	3.7	3.7	9.2	47.4	2.5



Media Plan:
\$20 Million Dollar Budget

FREQUENCY VS REACH

- Our team has decided that focusing on reach would be best for our client, Airbnb.
- Airbnb is already a well known brand with strong market share, so we don't need to focus on frequency to build awareness. Instead, our goal is to reach as many potential travelers as possible at the right time.
- Since most people only plan trips a few times a year, it's more effective to make sure Airbnb shows up when they're actually thinking about travel, rather than repeating the same message over and over.
- Airbnb's ads are already emotionally impactful and memorable, which means they don't need to be seen multiple times to make an impression. By focusing on reach, we'll be able to connect with a wide range of high value consumers and stay top of mind during key booking windows.

Frequency and Reach Goals

	National	Spot
Reach	High: 83 Low: 80	High: 88 Low: 84
Frequency	High: 3.6 Low: 3.3	High: 3.9 Low: 3.6

Our team decided on a pulsing strategy to make the most impact during key travel periods. That means we'll scale back during slower months, but go big during peak booking windows like March to May and October to December, when travel curiosity is at its highest. This lines up with natural demand spikes around spring break, summer vacations, and the holidays. It also helps us spend smart by avoiding waste during months like January, February, and September, when people aren't actively planning. We're showing up when it matters, not when they're already on the trip.

Pulsing Schedule

HIGH MONTHS

- March
- April
- May
- October
- November
- December

LOW MONTHS

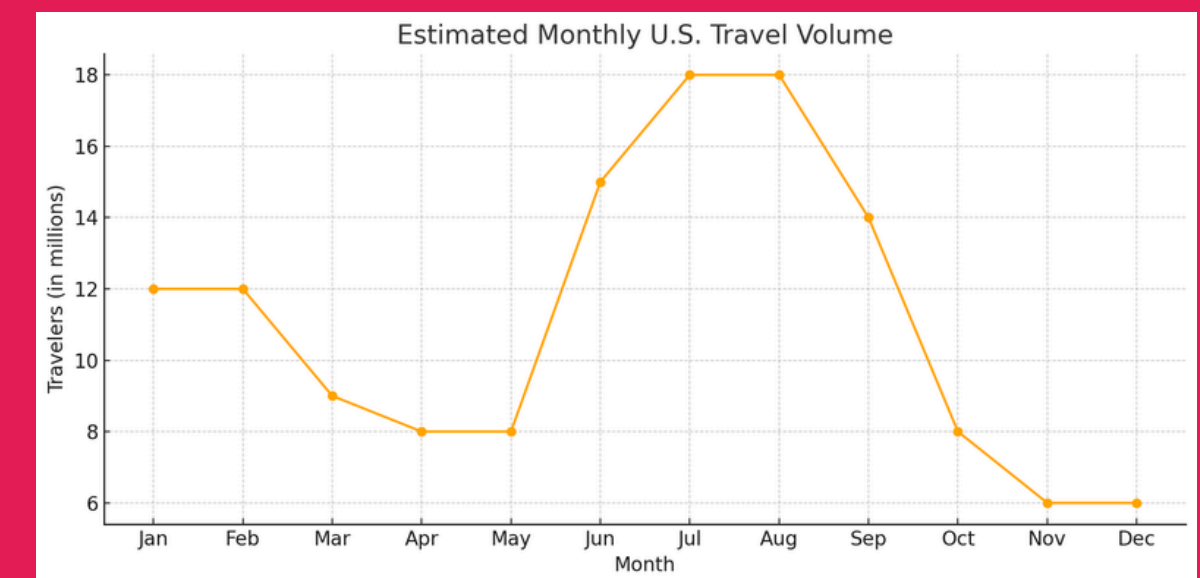
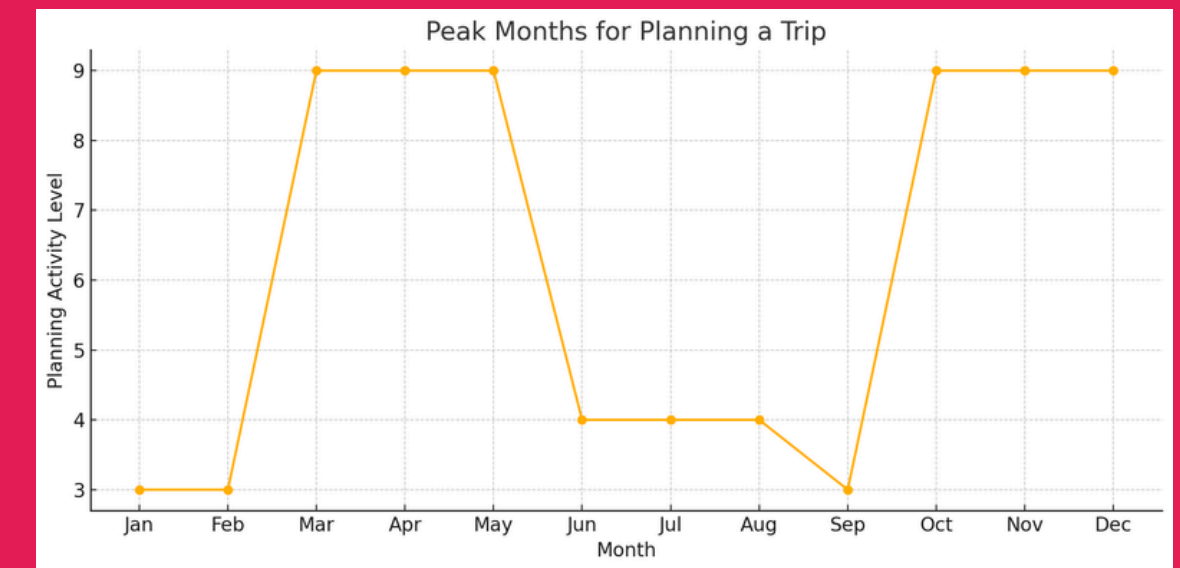
- June
- July
- August
- September
- January
- February

We decided on a pulsing strategy because we want to reach people when they're planning their trips, not when they're already on vacation. This helps us catch travelers early, when they're curious and researching, but before they've made any bookings.

We'll go big in March, April, May, October, November, and December. These are the months when planning really picks up and people are actively looking into trips. It makes sense to be loud during this time so we stay top of mind.

For summer, most of the travel is already planned out by then, especially for our target audience. So it doesn't make sense to spend heavily when the decision has already been made. January, February, and September are also slower months for short-term rentals, so we'll keep our presence light to make the budget go further.

This strategy lets us stay consistent throughout the year but still focus our energy during the times that matter most. It's all about being there when she's planning, not when she's already gone.



Scheduling Peaks

March–May: Early Summer Planning

Heavy-Up

Our planner mom persona starts early.

These months are prime for booking summer travel. Spring Break sparks the momentum as moms look for family and pet friendly getaways that feel like home. Easter and long weekends offer chances for quick escapes, while May is the final push to lock in big summer trips before school ends and prices go up. Being top of mind during this window is key.

October–December: Holiday Travel Window

Heavy-Up

This is a major planning period for our mom persona. October kicks off holiday travel prep and cozy fall trips, like cabin getaways, pumpkin patches, and leaf-filled adventures.

In November and December, it's all about family celebrations, last-minute bookings, and securing peaceful escapes before the year ends. Visibility during these months keeps Airbnb top of mind when travel intent is high.

Market List

MARKET NAME	RANK	%US
Anchorage, AK	150	0.13
Las Vegas, NV	43	0.63
San Diego, CA	27	0.93
Seattle - Tacoma , WA	14	1.58
Salt Lake City, UT	35	0.78
Phoenix, AZ	12	1.6
Albuquerque, NM	44	0.6
Los Angeles, CA	2	5

Goal Sheets

National Plan	Reach	Freq	GRPs	%Share	Est\$(000)
March	83.0	3.6	298.8	7.7	1542.8
April	83.0	3.6	298.8	7.7	1542.8
May	83.0	3.6	298.8	7.7	1542.8
June	80.0	3.3	264	6.8	1363.1
July	80.0	3.3	264	6.8	1363.1
August	80.0	3.3	264	6.8	1363.1
September	80.0	3.3	264	6.8	1363.1
October	83.0	3.6	298.8	7.7	1542.8
November	83.0	3.6	298.8	7.7	1542.8
December	83.0	3.6	298.8	7.7	1542.8
January	80.0	3.3	264	6.8	1363.1
February	80.0	3.3	264	6.8	1363.1
National Media			3376	87.2	17434.9
National Contingency					0.0
Total National Spot \$					17434.9

Spot Plan	Reach	Freq	GRPs	%Share	Est\$(000)
March	88	3.9	343.2	0	2.3
April	88	3.9	343.2	0	2.3
May	88	3.9	343.2	0	2.3
June	84	3.6	302.4	0	2
July	84	3.6	302.4	0	2
August	84	3.6	302.4	0	2
September	84	3.6	302.4	0	2
October	88	3.9	343.2	0	2.3
November	88	3.9	343.2	0	2.3
December	88	3.9	343.2	0	2.3
January	84	3.6	302.4	0	2
February	84	3.6	302.4	0	2
Spot Media			496	12.8	2565.1
Spot Contingency					0
Total Spot \$					2565.1

Year at a Glance

	Reach		Avg Freq		GRPS			\$(000)		
	Goal	Est	Goal	Est	Goal	Est	Balance	Goal	Est	Balance
March	88	87.8	3.9	3.9	343	341	2	1772	1522.1	249.9
April	88	87.8	3.9	3.9	343	341	2	1772	1522.1	249.9
May	88	87.8	3.9	3.9	343	341	2	1772	1522.1	249.9
June	84	84.8	3.6	3.5	302	296	6	1561.3	1318.4	243
July	84	84.8	3.6	3.5	302	296	6	1561.3	1318.4	243
August	84	84.8	3.6	3.5	302	296	6	1561.3	1318.4	243
September	84	84.8	3.6	3.5	302	296	6	1561.3	1318.4	243
October	88	87.8	3.9	3.9	343	341	2	1772	1522.1	249.9
November	88	87.8	3.9	3.9	343	341	2	1772	1522.1	249.9
December	88	87.8	3.9	3.9	343	341	2	1772	1522.1	249.9
January	84	84.8	3.6	3.5	302	296	6	1561.3	1318.4	243
February	84	84.8	3.6	3.5	302	296	6	1561.3	1318.4	243
Total					3874	3817	57	20000	17042.8	2957.2

Flowchart

Medium	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total Across	
Net TV-Daytime 90 Day Fiancé (TLC) \$(000)	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	10 88.3	GRPS: COST:	120 1059.5
Net TV-Prime Dynasty (Netflix/CW originally) Black-ish (Netflix/ABC originally) The Challenge (MTV) \$(000)	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	34 424.0	GRPS: COST:	408 5087.8
Net TV-L Nite/L News The Simpsons \$(000)	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	15 110.9	GRPS: COST:	180 1330.4
Net Cable-Daytime Cartoon Network (Ben 10) Discovery Family \$(000)	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	15 22.9	GRPS: COST:	180 275.4
Net Cable-Prime MTV (The Challenge, Teen Mom) MTV (The Challenge, Teen Mom) MTV (The Challenge, Teen Mom) \$(000)	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	20 151.2	GRPS: COST:	240 1814.4
Net Cable-L Fringe Ben 10 The Simpsons \$(000)	20 69.1	20 69.1	20 69.1					20 69.1	20 69.1	20 69.1			GRPS: COST:	120 414.7
Net Radio-Morning Drive Premiere Female Focus Univision Radio \$(000)	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	30 79.4	GRPS: COST:	360 952.6
Net Radio-Daytime Premiere Pearl Premiere Soar \$(000)	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	60 160.2	GRPS: COST:	720 1922.4
Net Radio-Evening Drive Premiere Boost Premiere Pearl Univision Radio \$(000)	40 105.8	40 105.8	40 105.8	35 92.6	35 92.6	35 92.6	35 92.6	40 105.8	40 105.8	40 105.8	35 92.6	35 92.6	GRPS: COST:	450 1190.7
Magazines-Womens Allure Cosmopolitan Vogue Elle	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	15 67.6	GRPS: COST:	180 810.7

Medium	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Total Across	
Women's Health \$(000)														
Digital National Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Disney Plus Netflix Hulu The Great North Dynasty All American Publisher Video Sites Social Mobile \$(000)	31 150.0	31 150.0	31 150.0	21 94.5	21 94.5	21 94.5	21 94.5	31 150.0	31 150.0	31 150.0	21 94.5	21 94.5	GRPS: COST:	312 1466.7
Spot TV-Prime The Challenge 90 Day Fiance \$(000)	10 58.8	10 58.8	10 58.8					10 58.8	10 58.8	10 58.8			GRPS: COST:	60 353.0
Spot Radio-Evening Drive Univision Radio Premiere Boost \$(000)	15 18.7	15 18.7	15 18.7	10 12.5	10 12.5	10 12.5	10 12.5	15 18.7	15 18.7	15 18.7	10 12.5	10 12.5	GRPS: COST:	150 186.9
Digital Spot Ad Networks - Run Of Network Ad Networks - Demo Targeted Video Networks Disney Plus Hulu Netflix Publisher Video Sites Social Mobile \$(000)	26 15.2	26 15.2	26 15.2	30 14.4	30 14.4	30 14.4	30 14.4	26 15.2	26 15.2	26 15.2	30 14.4	30 14.4	GRPS: COST:	336 177.4
National Only Area GRPS \$(000) Reach Avg. Freq.	289 1429.4 83.8 3.5	289 1429.4 83.8 3.5	289 1429.4 83.8 3.5	255 1291.5 80.9 3.2	255 1291.5 80.9 3.2	255 1291.5 80.9 3.2	255 1291.5 80.9 3.2	289 1429.4 83.8 3.5	289 1429.4 83.8 3.5	289 1429.4 83.8 3.5	255 1291.5 80.9 3.2	255 1291.5 80.9 3.2	GRPS: Cost:	3,270 16325.3
Spot Only Area GRPS \$(000) Reach Avg. Freq.	50 92.7 33.1 1.5	50 92.7 33.1 1.5	50 92.7 33.1 1.5	40 26.9 25.8 1.6	40 26.9 25.8 1.6	40 26.9 25.8 1.6	40 26.9 25.8 1.6	50 92.7 33.1 1.5	50 92.7 33.1 1.5	50 92.7 33.1 1.5	40 26.9 25.8 1.6	40 26.9 25.8 1.6	GRPS: Cost:	546 717.4
Plan Total GRPS \$(000) Reach Avg. Freq.	340 1522.1 87.8 3.9	340 1522.1 87.8 3.9	340 1522.1 87.8 3.9	295 1318.4 84.8 3.5	295 1318.4 84.8 3.5	295 1318.4 84.8 3.5	295 1318.4 84.8 3.5	340 1522.1 87.8 3.9	340 1522.1 87.8 3.9	340 1522.1 87.8 3.9	295 1318.4 84.8 3.5	295 1318.4 84.8 3.5	GRPS: Cost:	3,816 17042.6

Monthly Detail: High

Medium	Covg.	Unit	GRPs	CPP	CPM	Total Cost
Net TV - Daytime	NATL	:15	10	8829	26.21	88,290
Net TV - Prime	NATL	:15	34	12470	38.44	423,980
Net TV- L Nite/L News	NATL	:15	15	7391	22.78	110,865
Net Cable - Daytime	NATL	:15	15	1530	4.72	22,950
Net Cable - Prime	NATL	:15	20	7560	23.3	151,200
Net Cable - L Fringe	NATL	:15	20	3456	10.65	69,120
Net Radio - Morning Drive	NATL	:30	30	2646	8.16	79,380
Net Radio - Daytime	NATL	:30	60	2670	8.23	160,200
Net Radio - Evening Drive	NATL	:30	40	2646	8.16	105,840
Magazines - Womans	NATL	HPG 4C	15	4504	13.88	67,560
Digital National	NATL	IMPS	30	4887	15.06	146,610
National Totals			289	4934	15.21	1,425,995
Spot Tv - Prime	SPOT	:15	10	5884	148.23	58,840
Spot Radio - Evening Drive	SPOT	:30	15	1246	31.39	18,690
Digital Spot	SPOT	IMPS	25	586	14.79	14,673
Spot Total			50	1844	46.45	92,203
Total Plan			295	5144	15.86	1,518,198

Monthly Detail: Low

Medium	Covg.	Unit	GRPs	CPP	CPM	Total Cost
Net TV - Daytime	NATL	:15	10	8829	26.21	88,290
Net TV - Prime	NATL	:15	34	12470	38.44	423,980
Net TV- L Nite/L News	NATL	:15	15	7391	22.78	110,865
Net Cable - Daytime	NATL	:15	15	1530	4.72	22,950
Net Cable - Prime	NATL	:15	20	7560	23.3	151,200
Net Radio - Morning Drive	NATL	:30	30	2646	8.16	79,380
Net Radio - Daytime	NATL	:30	60	2670	8.23	160,200
Net Radio - Evening Drive	NATL	:30	35	2646	8.16	92,610
Magazines - Womans	NATL	HPG 4C	15	4504	13.88	67,560
Digital National	NATL	IMPS	21	4423	13.63	92,883
National Totals			255	5059	15.59	1,289,918
Spot Radio - Evening Drive	SPOT	:30	10	1246	31.39	12,460
Digital Spot	SPOT	IMPS	30	477	12.02	14,316
Spot Total			40	669	16.86	26,776
Total Plan			260	5066	15.62	1,316,694

Frequency Distribution

	National		Spot		Combined	
	F	F+	F	F+	F	F+
0	16.2	100.0	66.9	100.0	12.2	100.0
1	18.3	83.8	21.9	33.1	14.6	87.8
2	18.3	65.5	7.1	11.2	17.0	73.2
3	14.9	47.2	2.6	4.1	15.6	56.2
4	10.9	32.3	1.0	1.6	12.5	40.6
5	7.5	21.4	0.4	0.6	9.2	28.1
6	4.9	13.9	0.1	0.2	6.4	18.9
7	3.2	9.0	0.1	0.1	4.3	12.5
8	2.1	5.8	0.0	0.0	2.9	8.2
9	1.3	3.8	0.0	0.0	1.9	5.3
10	0.8	2.4	0.0	0.0	1.2	3.4
11	0.5	1.6	0.0	0.0	0.8	2.2
12	0.4	1.0	0.0	0.0	0.5	1.5
13	0.2	0.7	0.0	0.0	0.3	1.0
14	0.2	0.4	0.0	0.0	0.2	0.6
15	0.1	0.3	0.0	0.0	0.1	0.4
16	0.0	0.2	0.0	0.0	0.1	0.3
17	0.0	0.1	0.0	0.0	0.1	0.2
18	0.0	0.1	0.0	0.0	0.0	0.1
19	0.0	0.1	0.0	0.0	0.0	0.1
20	0.0	0.0	0.0	0.0	0.1	0.1
Gross Rating Points	290.0		51.0		341.0	
Reach	83.8		33.1		87.0	
Average Frequency	3.5		1.5		3.9	

Media Vehicles/Why

- When picking our media vehicles, we focused on meeting our target audience, the Homemaker, where she already is. She's a busy mom managing family schedules, household chores, work, and even the family pet, always putting everyone else first. That's why we chose platforms that fit naturally into her day-to-day life. Streaming services like Disney Plus, Netflix, and Hulu are part of how she unwinds, either with her kids or while multitasking at home. These platforms also scored high in MRI Simmons, which backs up that they're solid choices for reaching her.
- TV is still a go-to in her home too. Family-friendly channels like Cartoon Network, Disney XD, and Discovery Channel are likely playing in the background while she's cooking, cleaning, or spending time with the kids. These moments give us a chance to meet her where she already feels comfortable and tuned in.
- We also leaned into media that speaks directly to her. Radio shows like Premiere Female Focus, with an index of 176, are perfect during her morning drive or grocery runs. These are great opportunities to connect with her while she's on the move. And magazines like Allure, Cosmopolitan, and Vogue offer her rare pockets of me-time, which makes them great for planting the idea of a well-deserved getaway.
- Like we mentioned earlier, this strategy isn't just about being present. It's about helping her imagine more. By showing up in the media she already trusts and enjoys, we can inspire her to consider Airbnb as a way to take a break, reconnect with her family, and maybe even carve out a little time for herself too.



Media Vehicle Indices



OTT

- Disney + (181)
 - The Simpsons (127)
 - Blackish (121)
- Netflix (135)
 - Dynasty (143)
 - All American (122)
- Hulu (131)
 - The Great North (137)
 - LEGO Masters (144)

Television

- Cartoon Network (126)
 - Ben 10 (144)
- Discovery Family (129)
- Disney XD (158)
- MTV (128)
 - The Challenge (190)
 - Teen Mom (162)
- TLC
 - 90 day fiance (146)

Radio

- Premiere Female Focus (176)
- Univision Radio (170)
- Premiere Boost (152)
- Premiere Pearl (128)
- Premiere Soar (124)

Magazines

- Allure (151)
- Cosmopolitan (141)
- Elle (137)
- Vogue (130)
- Women's Health (127)

Recommendations

Positioning

We recommend targeting Gen X women, ages 34 to 49, who have kids and pets. This audience, like our persona the Homemaker, values family time but is often stretched thin balancing work, parenting, and everything in between. Airbnb can connect with them through platforms they already use, such as streaming services, lifestyle magazines, family-focused TV, and female-driven radio. These channels fit naturally into their daily routines and give us the opportunity to show how Airbnb can help them relax, reconnect, and create meaningful family memories.

Target Region

We recommend targeting the Western region as part of a defensive strategy. This region shows strong numbers for both BDI and CDI, meaning Airbnb is already performing well here and demand is solid. It makes sense to protect that market share, especially since competitors are likely to ramp up their efforts and increase competition in the area.

Media Strategy

We recommend a pulsing strategy with a focus on reach. This gives Airbnb the opportunity to increase brand awareness and serve as a reminder to our target audience during key travel planning seasons, keeping Airbnb at the forefront of their minds before bookings are made.

Most Effective Vehicles

Prioritize mobile video, internet search, and OTT streaming where moms are already spending time and seeking travel ideas. Also include family friendly TV, women's lifestyle magazines, and trusted radio to reach them during their daily routines.

Conclusion

Airbnb already has a strong name in the vacation rental space, but there is still a big opportunity to grow awareness with a specific group that makes a lot of the travel decisions. We chose to focus on Gen X women with kids and pets because they are the ones planning, organizing, and making travel happen for their families. They want quality time together, and with Airbnb, travel is easier and more memorable.

We decided to target the Western region of the United States as part of a defensive strategy. This area shows strong brand demand and performance, so it makes sense to protect that space before competitors occupy more of it.

To reach this audience in the right moments, we went with a pulsing strategy that leans into the months when planning is really happening: March, April, May, October, November, and December. These are the times when people are researching and booking, and we want Airbnb to be the front runner.

Our media mix reflects where the Homemaker already is. We are using platforms she watches and listens to every day, such as Hulu, Netflix, family-friendly TV, female focused radio, and lifestyle magazines. Each media was chosen based on strong index numbers, and how well they align with her habits.

Overall, this plan helps Airbnb stay relevant, be seen at the right time, and connect with an audience that values making meaningful memories.

Resources

- <https://insights-mrisimmons-com.libproxy.txstate.edu/v2/homepage>
- <https://app-simplyanalytics-com.libproxy.txstate.edu/login.html>
- <https://www.mrisimmons.com/>
- <https://mediaflightplan.com/>



Thank You