PRODUCT TEARDOWN

Airbnb product teardown

Airbnb booked the stay. Who books the rest of the trip?

Existing product · Lens: stay to whole trip · Data: Airbnb Q2 2026 results

01 · PRODUCT

An existing marketplace, growing fast

Airbnb connects hosts and guests for homes, hotels, experiences and services. It is a public company, so its numbers are current.

Why Airbnb

Revenue up 17% in Q2 2026 with new products still ramping.

Why the whole-trip lens

Airbnb expanded Services in 2026 and grew Experiences supply, and the CEO calls Experiences a small part of the business.

WHY IT MATTERS

~35%

of first-time hotel guests later book a home.

One good booking can lead to another. The question is whether Airbnb helps it along.

02 · SCALE

A global base, still compounding

9M+
active listings

5.5M+
hosts in 220+ countries and regions

2.5B+
guest arrivals, all time

$3.6B
Q2 2026 revenue, up 17%

$27.2B
gross booking value, up 16%

64%
of nights booked in the app, which grew 23%

Who competes, and how Airbnb earns

Competitors

Booking Holdings: 325M room nights, up 5%

Booking.com alternative stays: up 4%

Airbnb nights and seats: up 10%

Expedia and Vrbo not checked.

Revenue sources

Service fees on bookings, from guests and hosts

Take rate roughly flat for 2026

Pay Later: over 20% of GBV

Fee model per public description; filing not opened.

03 · PROBLEM

The stay is booked. The rest of the trip is not.

Airbnb expanded Services in May 2026 and grew Experiences supply by nearly 80%, yet the CEO calls Experiences still a small part of the business.

HOW MIGHT WE

help guests discover and book services and experiences around a stay they have already booked?

04 · USERS

Four travellers, one to serve first

SERVE FIRST · 19 OF 20

One-Trip Planner

Books a stay, plans the rest elsewhere.

SECOND · 17 OF 20

Hotel-First Newcomer

Started with a hotel, may try a home.

THIRD · 14 OF 20

Host With Extras

Could offer pickups or local experiences.

LATER · 12 OF 20

Group Organiser

Plans a trip for friends or family.

Scored on size, headroom, fit with the fix and strategic value (my judgement, to validate with interviews).

The journey goes quiet after booking

Stage	What happens	Feeling	Where it breaks
Search	Compares stays by place and price	Hopeful	Extras are not in the choice
Book	Pays, maybe with Pay Later	Relieved	No next step offered
Pre-trip	Plans transfers, food, activities	Busy	Switches to other apps
Stay	Arrives and settles in	Content	Unsure what is bookable nearby
Leave	Checks out, reviews	Done	No prompt for the next trip
Return	Searches again later	Neutral	Starts from zero

Six pain points, one to fix first

#	Pain point	Evidence	Score
1	No next step after booking	My inference from the journey	15
2	Experiences still small	CEO: "still a small part of our business"	13
3	New services hard to find	Expanded May 2026; awareness not public	13
4	Hotel-to-home path unmanaged	About 35% convert on their own	13
5	Trust in unfamiliar providers	Hypothesis; no data found	12
6	Price friction	Fixed in 2022; today not checked	12

Score out of 20 on reach, severity, evidence and fixability (my judgement). Evidence is thin because guest data is not public.

07 · SOLUTIONS

Five ideas to extend the trip

A

Trip-page prompts

A post-booking card with three nearby options

B

Checkout add-ons

One-tap extras on the booking screen

D

Return nudges

Show homes to hotel-first guests after a stay

C

Host-curated extras

Hosts recommend services for their listing

E

Provider trust badges

Verified status and reviews up front

Trip-page prompts rank first on RICE

Rank	Solution	Reach	Impact	Confidence	Effort	RICE
1	A. Trip-page prompts	90	1	0.6	2	27
2	B. Checkout add-ons	100	1	0.5	3	17
3	D. Return nudges	20	1	0.7	1	14
4	C. Host-curated extras	40	2	0.5	3	13
5	E. Provider trust badges	60	0.5	0.5	2	7.5

RICE = (Reach × Impact × Confidence) ÷ Effort. Reach is percent of bookings. All inputs are illustrative estimates.

MVP: a "Plan your trip" card

Three nearby, available services on the trip page after booking, each bookable in two taps.

More
extras booked per 100 stays

Flat
cancellations and support contacts

50/50
A/B in markets with Services live

10 · TEST

A 50/50 A/B test

Item	Definition
Hypothesis	A post-booking prompt raises extras booked without hurting the stay
Success	Extras per 100 stays and the share of guests booking one both rise
Guardrails	Cancellation rate, support contacts per booking, stay review rating
Stop rule	Pause if cancellations or support contacts rise beyond an agreed margin

11 · GO TO MARKET

Four gated phases

Phase	What happens	Gate
1. Pilot	A few cities with strong service supply, app only	Attach rate up, no guardrail breach
2. Expand	More cities and the web	Holds across stay types
3. Launch	All supported markets, plus pre-arrival email	Provider quality and support steady
4. Iterate	Add host extras and return nudges	Each wins its own test

Existing users only, so there is no paid acquisition. Channels: trip page, app, email.

12 · RISKS

What could go wrong

Feels like an ad

Nudges can annoy guests. Cap the card to three options and test frequency.

Thin supply

Some destinations have few services. Launch only where supply is strong.

Support load

Third-party providers add complaints. Watch support contacts as a guardrail.

TAKEAWAYS

Three things to remember

1. Airbnb grew revenue 17% in Q2 2026, and the CEO calls Experiences a small part of the business.
2. The journey goes quiet after booking, which is my inference to test.
3. Test a post-booking trip card first, with cancellations and support contacts as guardrails.

What would make you book a service from a host you have never met?

SOURCES

Sources and caveats

Sources

Airbnb Q2 2026 results; Airbnb About Us

Q2 2026 call transcript (third-party)

Booking Holdings Q2 2026 8-K

WPTV, Nov 2022 (price history)

Caveats

Call figures use a third-party transcript

Guest pain points are inferred

Scores are my own estimates

Thank you

Questions and feedback welcome