

AirBnB for People : A New Way to Connect





The Problem



Airbnb was built to foster real world belonging, but Gen Z's current behaviors live primarily online where connection feels frequent but rarely meaningful.

They are constantly online, overstimulated by endless content, yet under connected in real life. While they crave community and shared experiences, barriers like social anxiety, cost of travel, climate concerns, and economic pressure often hold them back from making meaningful in-person connections.

The challenge is not getting Gen Z to engage digitally, but the challenge is transforming that digital engagement into genuine real world connection.

The Solution

Airbnb becomes the bridge between scrolling and real connection. AirBnB will promote and host curated, safe, low-pressure meetups inside real Airbnbs hosted by real people across major cities. Whether you come for an hour or crash for the weekend, the focus isn't the destination but instead it's the people you meet there and the connections built.



Thoughts Behind

AirBnB exists to empower people to find the stay that works for them and build genuine connections that matter. AirBnB is also currently trying to find a way to cure Gen Z of the loneliness epidemic.

Introducing *“AirBnB for People” : A New Way to Connect*

Location is a non-negotiable for an app of this nature, so this campaign allows people to choose their location based off their own comfortability. They can choose to travel to a new city and meet up with like minded people, or if they are not ready yet, they can find one in their own city! It is the perfect way to meet new people who have the same exact hobbies, interests, and yearning for social connection that is non reliant on everyone traveling - it allows them to find the stay that works for them.

AirBnB already has features they can utilize as well. To begin, they will use real listed AirBnBs, and not rent/create a space, so they are supporting their loyal hostess and hosts. Secondly, “AirBnB Experience” can be utilized in this feature too. People can book activities through this feature, no matter the location! Tours, Sight Seeing, Cooking Classes, Dance Classes - you name it and AirBnB Experience has it.





Weekend Stays

- Explore a City
- Hiking Clubs
- Yoga Retreats
- Culture Meetups
- Sports Games
- Any Multiday Adventure
- Surf Clubs
- Skiing/Snowboarding

1 Day Stays

- Dinner Parties
- Brunch Parties
- Arts & Crafts Nights
- Game Nights/ Trivia
- Book Clubs
- Music Listening Sessions
- Movie Marathons
- Photography/Videography
- Pet Meetups
- Workshops

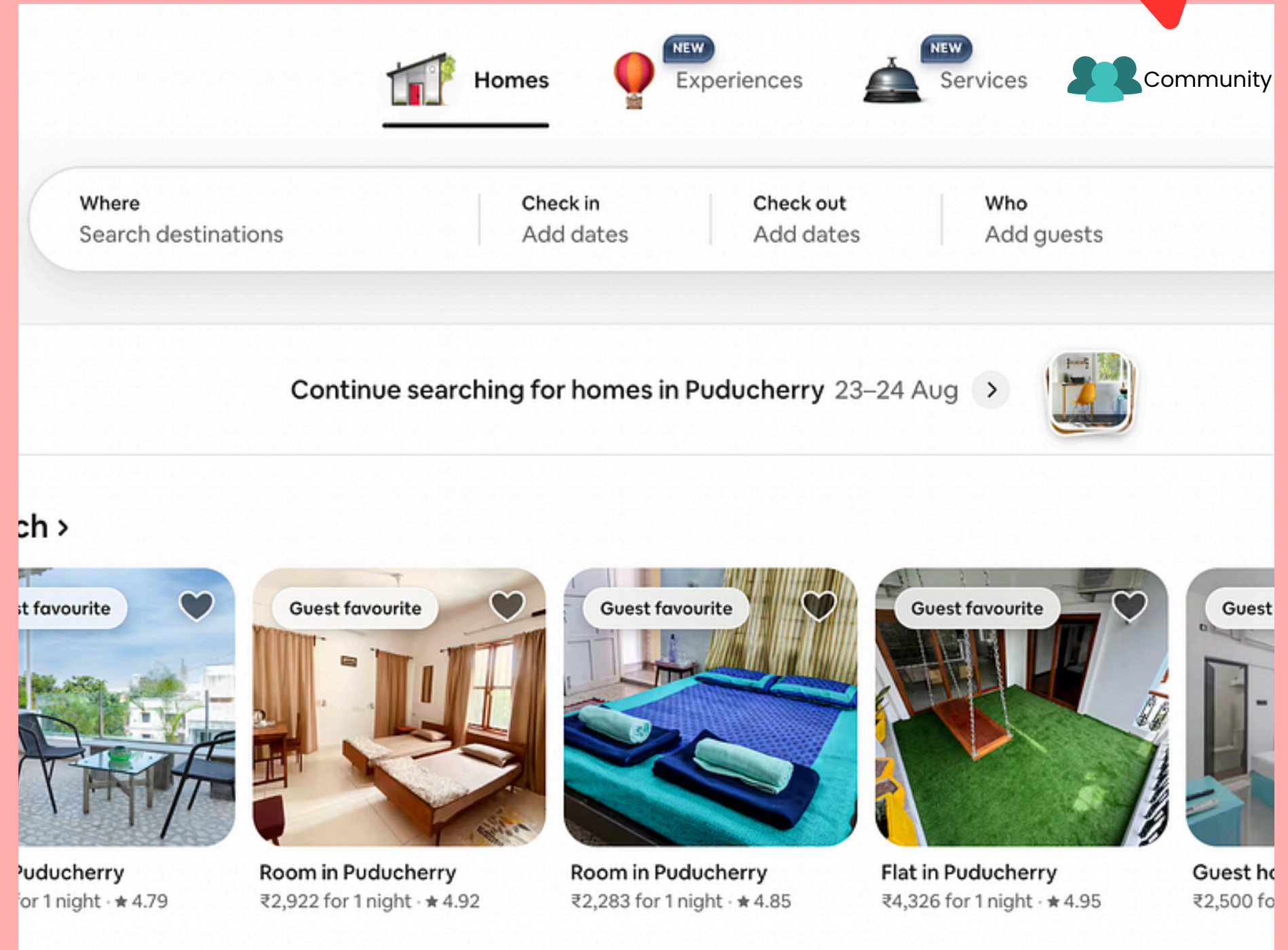


How to Bring it Online

On the app/website next to "Services" AirBnB will create another section named "Community". This is where people interested can book these experiences.

Before launching, AirBnB will ask customers on social media platforms for events/weekends they want to see done, ex: Surfers Trip or Ladies Brunch. AirBnB will take the 4 most popular weekend stays and 4 day stays, find a host in each city, and have a limited number of spots on a first come-first serve basis for customers to book.

After launch, customers will be able to book their own preferred AirBnBs. In the "Community" section they can post the rental AirBnB of choosing, write a description of what they are looking to do/have others join in, and then have others join their 'community'. Hosts can also book activities through "Experiences".



Let “AirBnB for
People” Become
the New Way to
Connect
Thank You!

