



What leads to **customer satisfaction**



and **future intention**



amongst **Belgian**

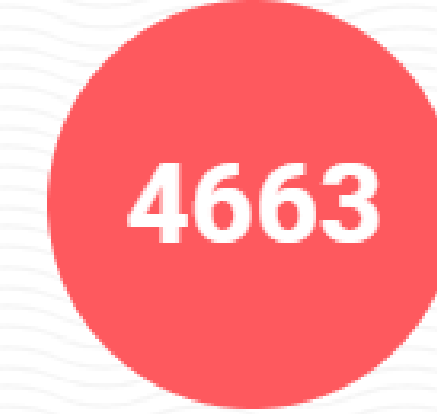


**Airbnb customers**

## MARKET SIZE - BELGIUM



Revenue Airbnb Belgium per year



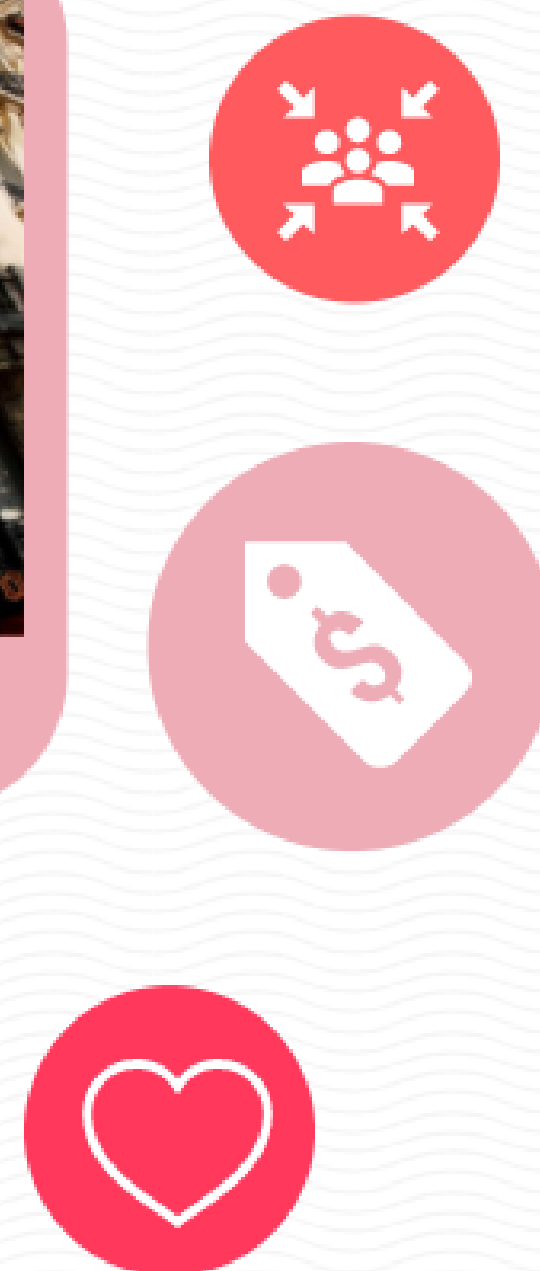
Properties listed in Brussels



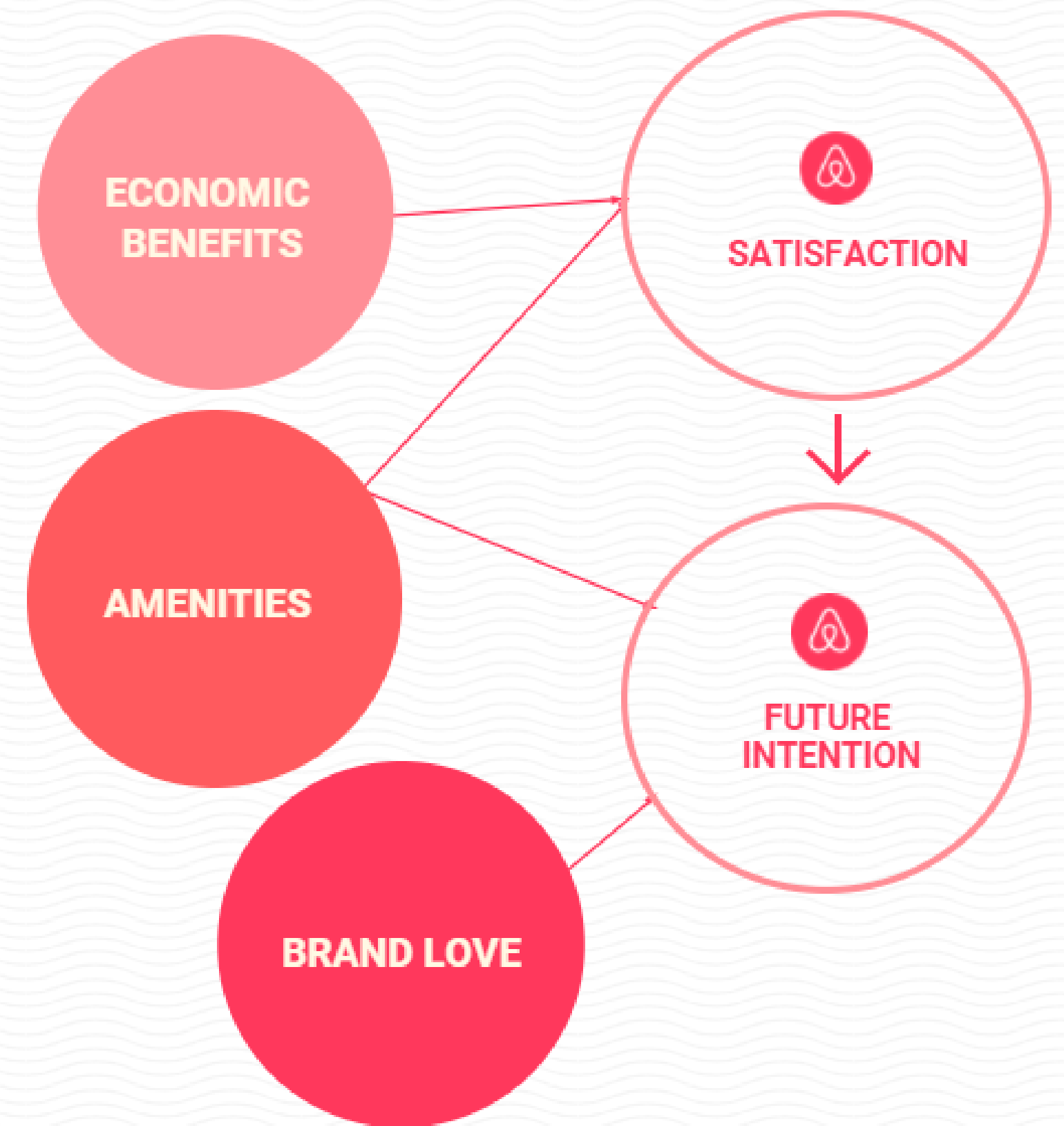
Properties listed in Luik

## VARIABLES

Localational benefits  
Enjoyment  
Social benefits  
Amenities  
Sustainability  
Brand love



## RESULTS



## MARKET ADOPTION



### PRICING

- Value for money
- Pricing strategies for hosts



### CUSTOMER RELATIONS

- Loyalty program
- Rewards



### AMENITIES

- Inform hosts
- Minimum of basic amenities