DESTINATION DELIGHTS

Destination Delights

airbnb

Wine Spectator

NATIONAL

Wine Spectator "90 Point Value Wines" Package

One, two, or four 90pt wines plus a copy of the latest magazine. All wines priced $20 or under. Guests can choose red, white or a mix.

www.winespectator.com

Murray's WE KNOW CHEESE

NYC METRO

Murray's Cheese

Born in Greenwich Village in 1940, Murray's Cheese is the oldest cheese shop in New York City. Named "New York's Best Cheese Shop" by The Village Voice, Time Out New York and New York Press with a near-perfect 29 Quality rating from Zagat's annual New York City Food Lover's Guide, Murray's a cheese institution. Enjoy the 2, 3 or 4 cheese packages, specially priced for Airbnb guests.

PACKAGES AVAILABLE IN THE NYC METRO AREA

Murray's Cheese
Murray's Cheese + Charcuterie Package
Murray's Cheese + Hamptons Wine Package
Murray's Cheese + Charcuterie Package + Hampton's Wine Package

www.murrayscheese.com

FERRY BUILDING

SF BAY AREA

Ferry Building "Local Artisanal" Package

Cowgirl Cheese, ACME Baguette, Blue Bottle Coffee Grounds, CheeseQuakes, DailyDriver Bagels and Cream Cheese.

www.ferrybuildingmarketplace.com

(MALIN+GOETZ)

NATIONAL

Malin + Goetz "Bath and Body" Package

Travel Kit includes: grapefruit face cleanser + vitamin e face moisturizer + bergamot hand + body wash + vitamin b5 body moisturizer + peppermint shampoo + cilantro conditioner.

www.malinandgoetz.com

Destination Delights

airbnb

NATIONAL—LIMITED

Snake River Farms "Grill and Thrill" Package

Headquartered in Boise, ID, Snake River Farms' American Wagyu is highly premium beef featured on the menus of some of the finest restaurants and specialty retailers around the world. Enjoy one of the NY Strip, Filet Mignon or Flank Steak packages, customized and specially priced for Airbnb guests. Only available with certain level hosts/facilities.

www.snakeriverfarms.com

NATIONAL

Harry Potter Hogwarts Décor Package

RoomMates' brand Harry Potter light weight bedspread(s), wall decals, Quidich Stick and Potion Bottle mini night table lamp will make your child(ren)'s stay extra special, if not MAGICAL. Option for 1 or 2 bedspreads.

www.wizardingworld.com

NATIONAL

Stranger Things Package

Steve Harrington: "The Babysitter" Tote Bag, Stranger Things 200 Piece Double-Sided Surprise Puzzle, Demogorgon plush toy, 2 Stranger Things pillow cases.

REGIONAL

Sun & Surf Package

SunBum SPF 50 (6oz tube) and "Cool Down" aloe vera gel with essential tea tree oil (8oz bottle), collapsible tote bag, 2 Vita Coco cartons (16oz), 2 Topo Chico Ranch Water (12oz).

NATIONAL

Harry & David Essentials Package

NATIONAL

Hippeas Vegan Snack Pack

www.hippeas.com

REGIONAL

Blue Bottle Coffee Package

www.bluebottlecoffee.com

Why will guests want these packages?

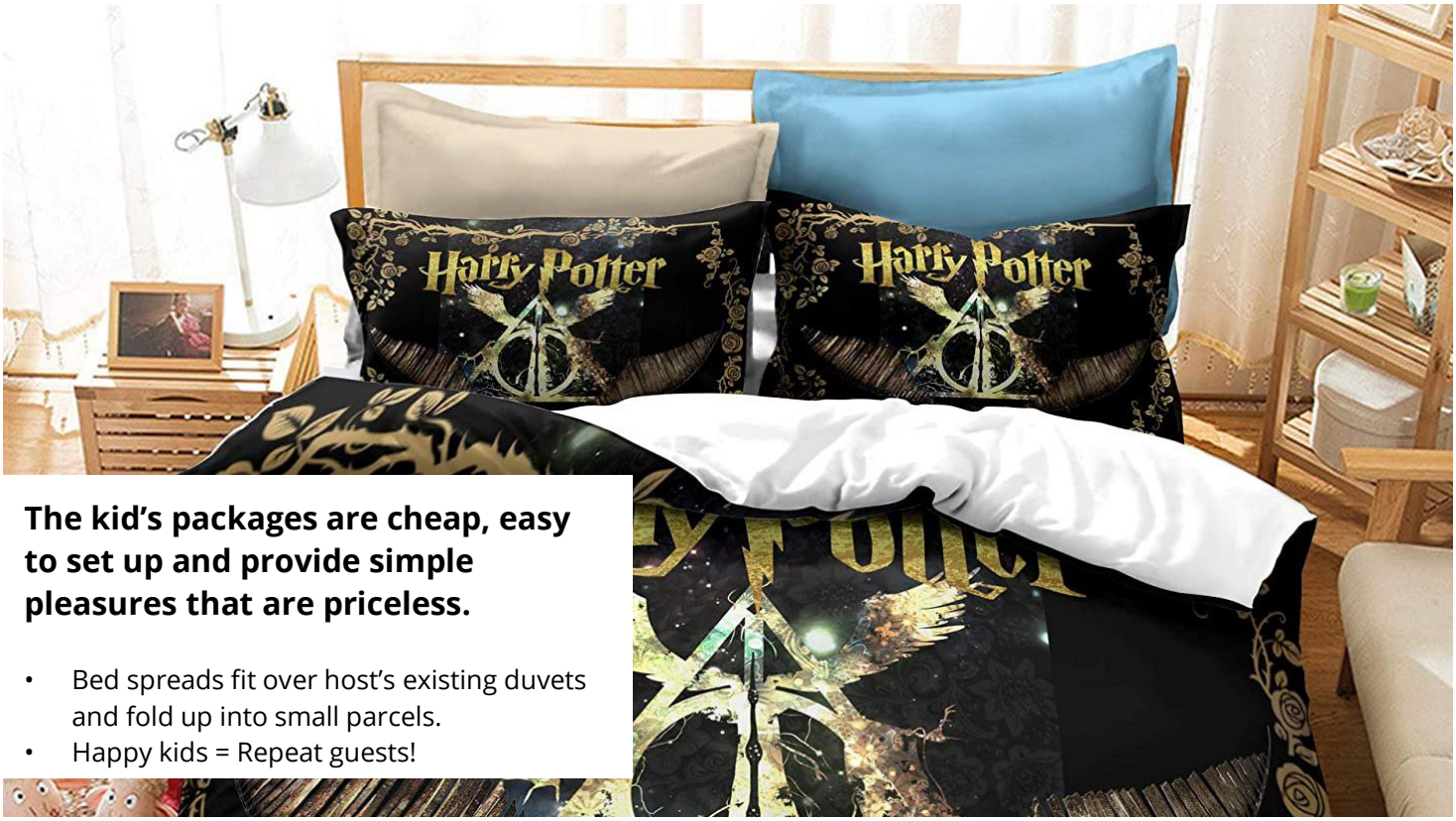
They are low cost, low maintenance and low surface area (or consumable).

The sizes are thoughtfully picked to limit waste (enough coffee grounds for a few pots).

They are intended to provide guests with products they will likely use and appreciate in their respective locations.

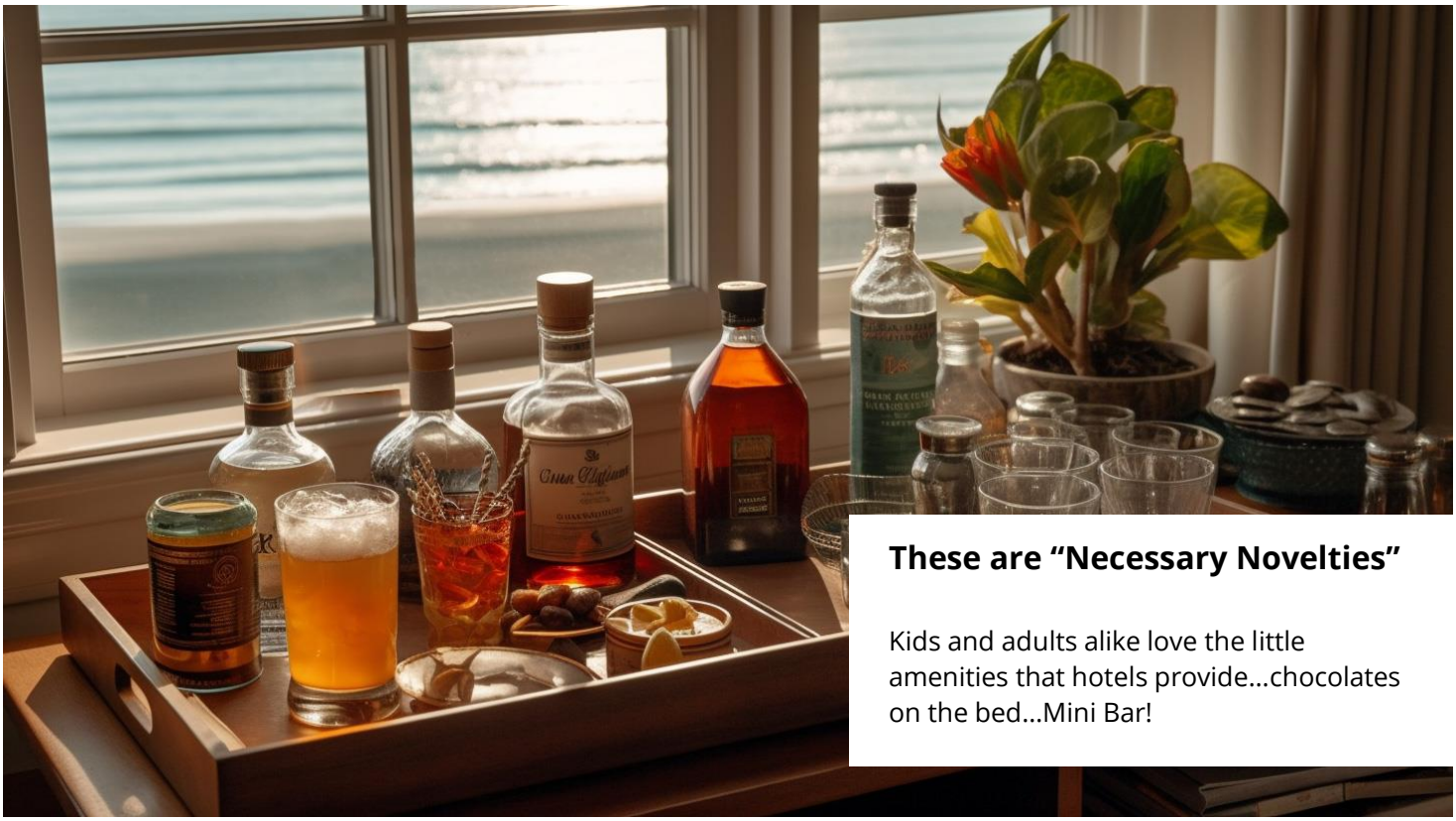
- Most people buy sunscreen when they get to their destination due to TSA limitations for liquids in carry-on luggage
- Food and drinks are usually appreciated and consumed
- Small bath products are taken for granted at hotels—not at an Airbnb.

Destination Delights



The kid's packages are cheap, easy to set up and provide simple pleasures that are priceless.

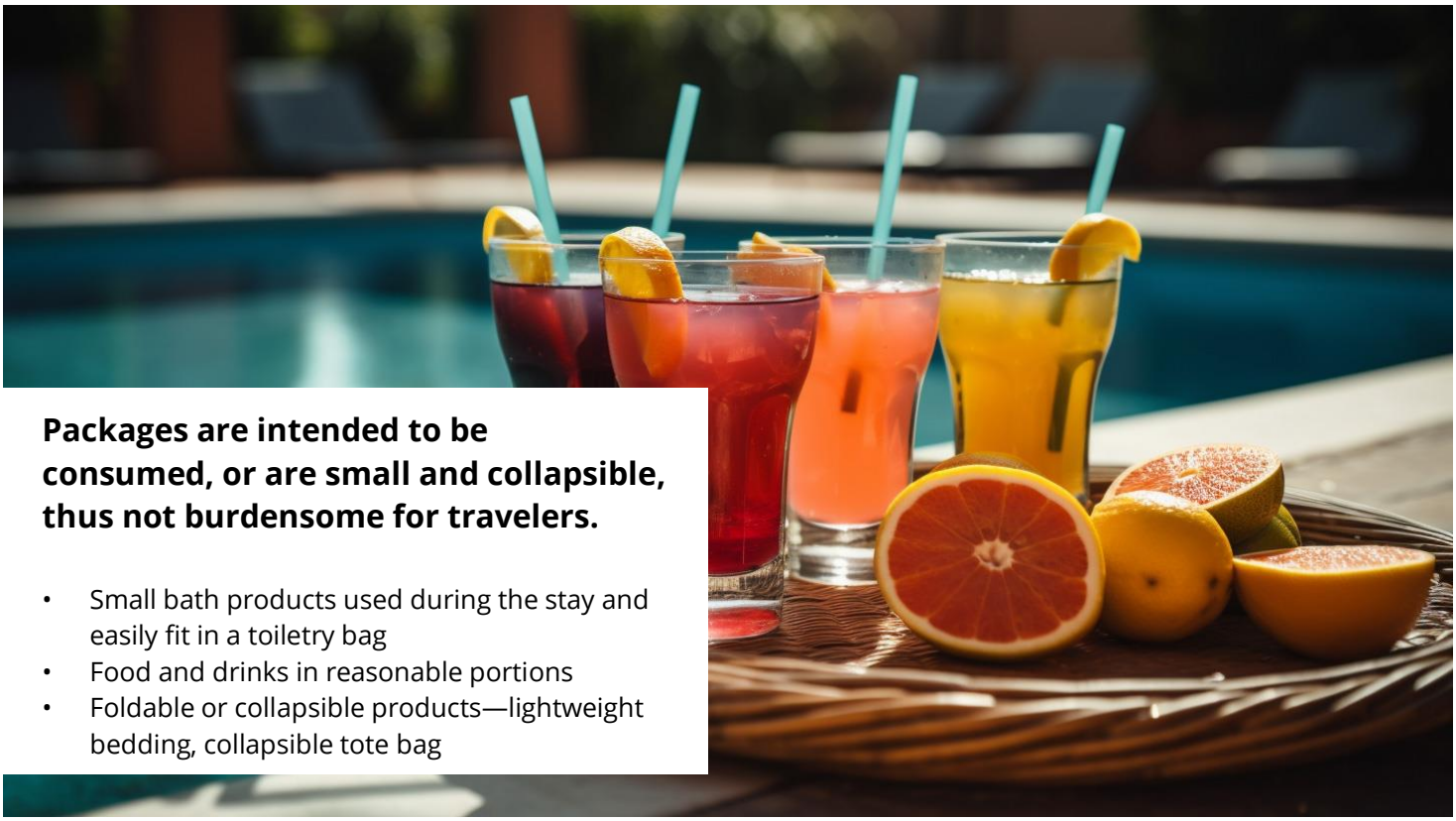
- Bed spreads fit over host's existing duvets and fold up into small parcels.
- Happy kids = Repeat guests!



These are "Necessary Novelties"

Kids and adults alike love the little amenities that hotels provide…chocolates on the bed…Mini Bar!

Destination Delights



Packages are intended to be consumed, or are small and collapsible, thus not burdensome for travelers.

- Small bath products used during the stay and easily fit in a toiletry bag
- Food and drinks in reasonable portions
- Foldable or collapsible products—lightweight bedding, collapsible tote bag

The consumable packages are not intended to replace trips to the grocery store or pharmacy. They are intended as a supplement or bridge, and will be appreciated by late night arrivals.

These packages also open the door to additional marketing opportunities for both parties. Snake River Farms can promote their partnership with Airbnb on their site. What's their incentive to do this? Someone who loves to grill steaks might think twice about staying at a hotel on their next golf trip to Scottsdale if they know they can grill premium SRF steak at a great Airbnb—these steaks are not found at many grocery stores or butcher shops. It is also a lot cheaper than dining out, even with premium brands like SRF.

Destination Delights

"Home Office-certified"

Give incentive to hosts to outfit their homes with quality work space that actually earns them an official level of service. This might include an ergonomic desk and chair (Varidesk) and/or high-speed Internet/WiFi (at least 25 Mbps download speed and 3 Mbps upload speed).

For an even higher level of service, hosts can offer fast and **secure,** "**business-class**" connections. Work-from-anywhere has created a huge demand for "secure connections" from homes and home offices. Service providers (cable, telcos) are partnering with cyber security leaders like Palo Alto Networks to provide secure connections at reasonable prices.

Getting a secure connection does not require the host to do anything more than upgrade their service with their provider. They can easily pass along this cost and should see an uptick in bookings as security is becoming a "must have" for many remote workers.

Having these types of office amenities in place could be the difference between someone choosing a hotel over an Airbnb. This might not have been a sticking point for many people pre-COVID, but it is now.

"Sustainability Star"

There are many ways hosts can earn a "Sustainability Star" that do not require major undertakings like getting a LEED-certification. Solar panels, low carbon lights and building materials, reclaimed water systems and organic bedding and linens are just some of the ways a host might achieve this star rating.

Local food and beverage offerings can also help earn a star rating. For example, hosts that are located near farmers markets could provide a "*produce package*" to guests like the packages listed above.

This rating would likely have to be based on an honor system at first— some discerning guests might question a hosts rating—but ultimately would have more oversite.