







#	STRENGTHS (+)	
1	Global brand recognition	
2	Large and diverse inventory of listings	
3	User-friendly platform	
4	Strong community and reviews system	
5	Innovative business model	
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#	OPPORTUNITIES (+)	
1	Expansion into new markets	
2	Growth in business travel and experiences	
3	Technological advancements	
4	Untapped markets and demographics	
5	Strategic partnerships and alliances	
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#	WEAKNESSES (-)	
1	Regulatory challenges	
2	Dependence on hosts and guests	
3	Negative public perception	
4	Quality control of listings	
5	Legal disputes	
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#	THREATS (-)	
1	Intense competition	
2	Changing legal and regulatory environment	
3	Disruption from traditional hotel industry	
4	Economic downturns	
5	Data security and privacy concerns	
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