

# Bespoke Survey Research

August 2023

## ABNB/Travel

Volume 4 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: ABNB, EXPE, BKNG.

### KPIs and Key questions

1. Consumers have a favorable opinion of Airbnb. Above else, they see it as convenient and easy to use.
2. Of the booking options provided to them, Airbnb had the strongest NPS.
3. As is the case with many of our surveys, consumer respondents show them feeling pricing pressure. Across all travel booking categories / experiences, their expectations around value for the price has worsened.
4. With regard to recent and expected usage of Airbnb and alternative forms of booking, we see feedback as net positive but worse sequentially.
5. Among respondents who have booked at least once with Airbnb, the expectation is that the share of their travel/vacation that they book via Airbnb in the coming years will gradually increase.
6. Consumers who have booked with Airbnb at some point in their lives are more likely to believe that Airbnb is a better value than hotels.

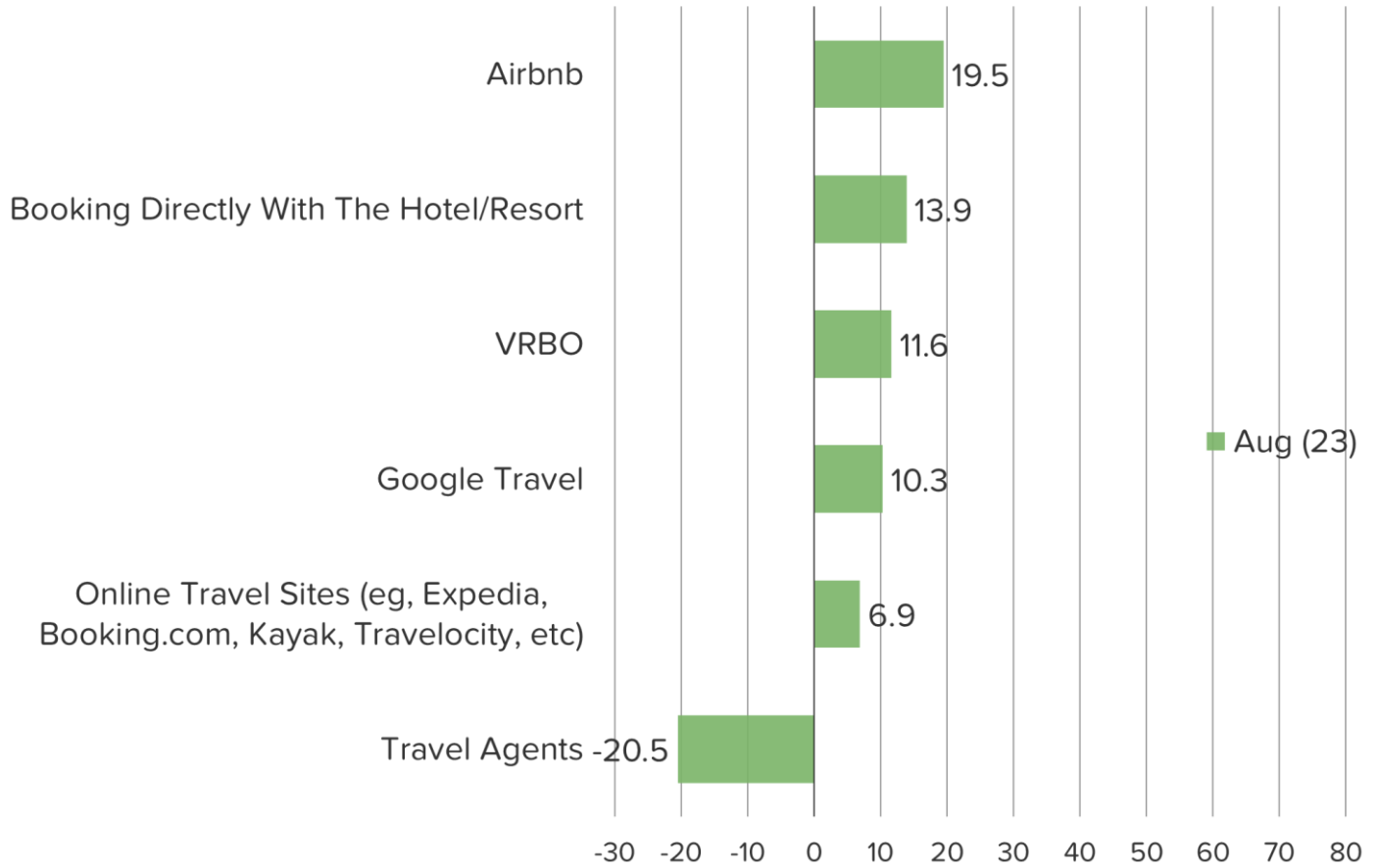
### Noteworthy Stats:

- 4.6%** Of respondents have a significantly worsened opinion of Airbnb relative to 6-12 months ago.
- 5.1%** Of respondents have a significantly improved opinion of Airbnb relative to 6-12 months ago.
- 8.0%** Of respondents said that the price to value is much better with Airbnb relative to hotels.
- 9.1%** Of respondents said the price to value is much better with hotels relative to Airbnb.



HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE?

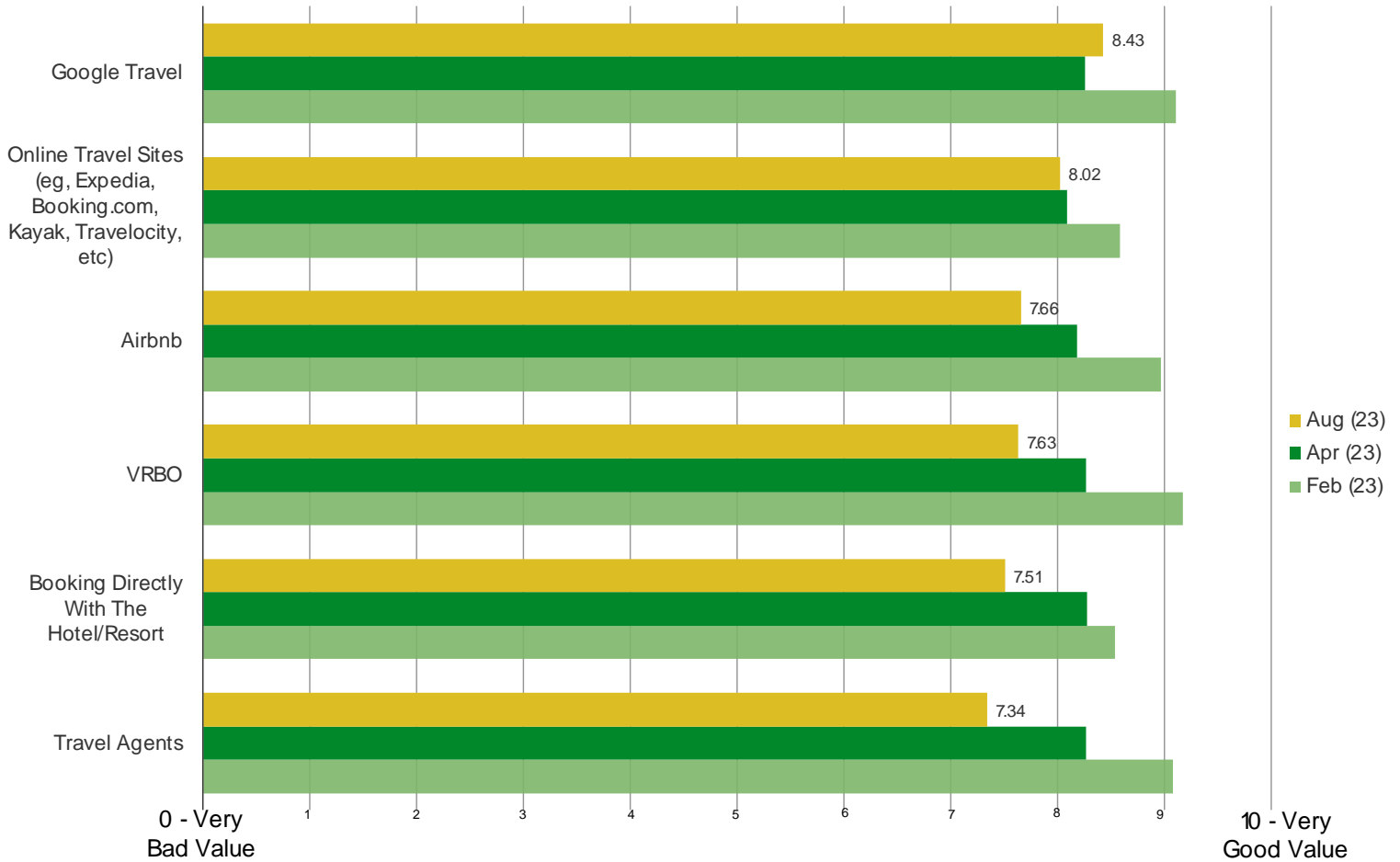
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	86
Google Travel	58
Travel Agents	83
Airbnb	200
Booking Directly With The Hotel/Resort	237
Online Travel Sites (eg, Expedia, Booking.com, Kayak, Travelocity, etc)	306

IF YOU WERE BOOKING OVERNIGHT STAYS THROUGH THE FOLLOWING TODAY, WOULD YOU EXPECT PRICES TO BE...

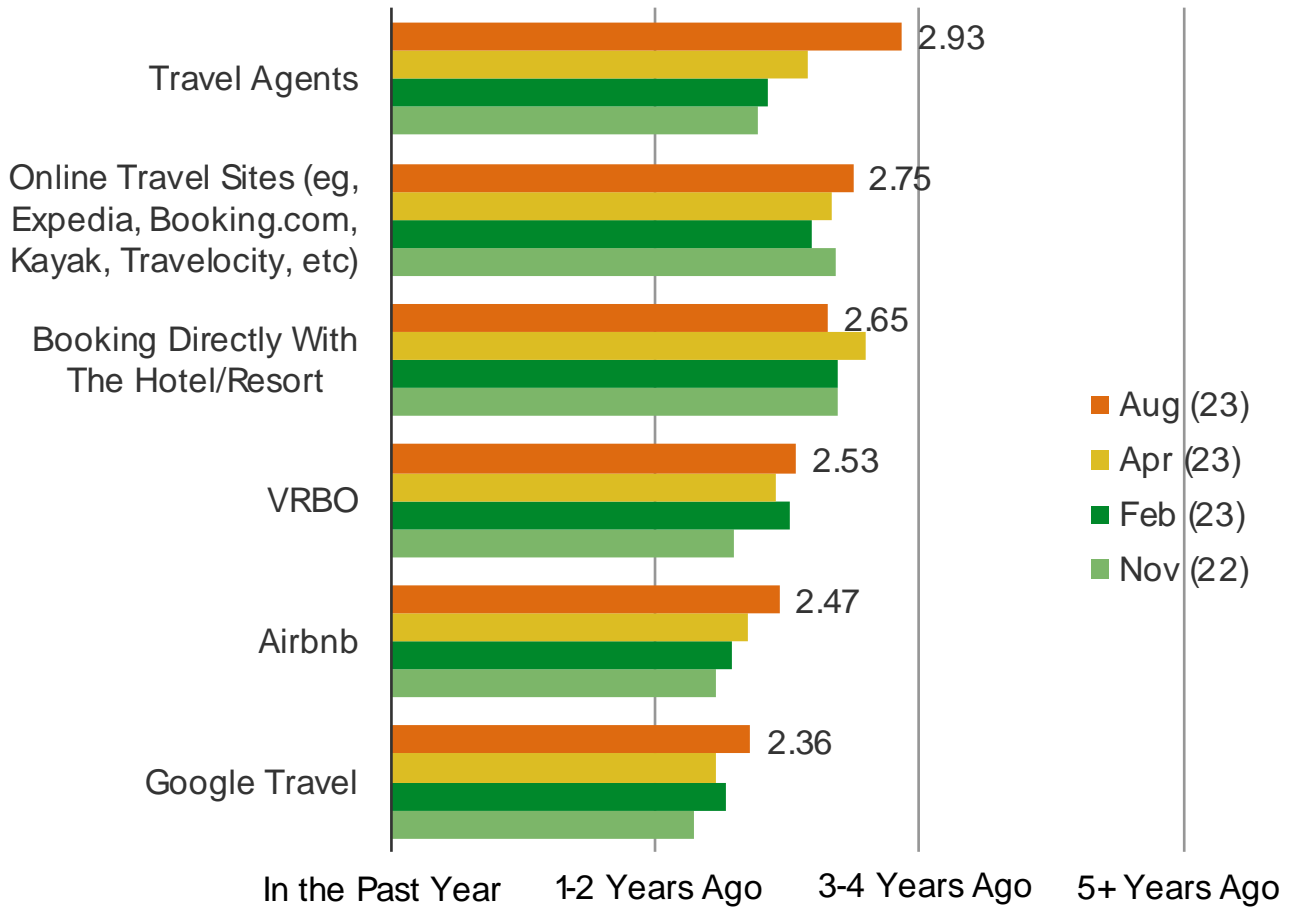
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WHEN DID YOU USE THE FOLLOWING FOR THE FIRST TIME?

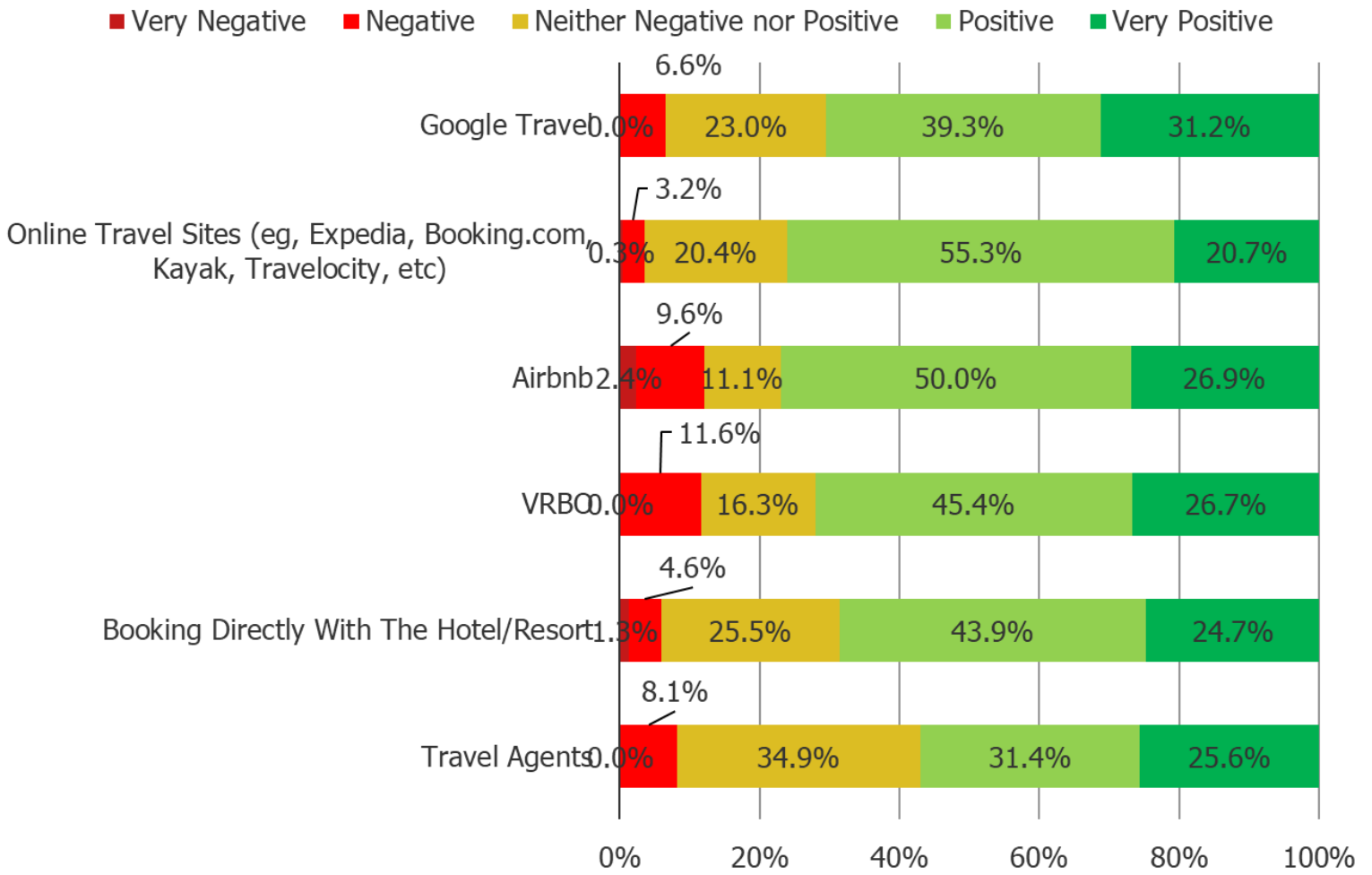
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WHAT IS YOUR OVERALL OPINION OF THE FOLLOWING?

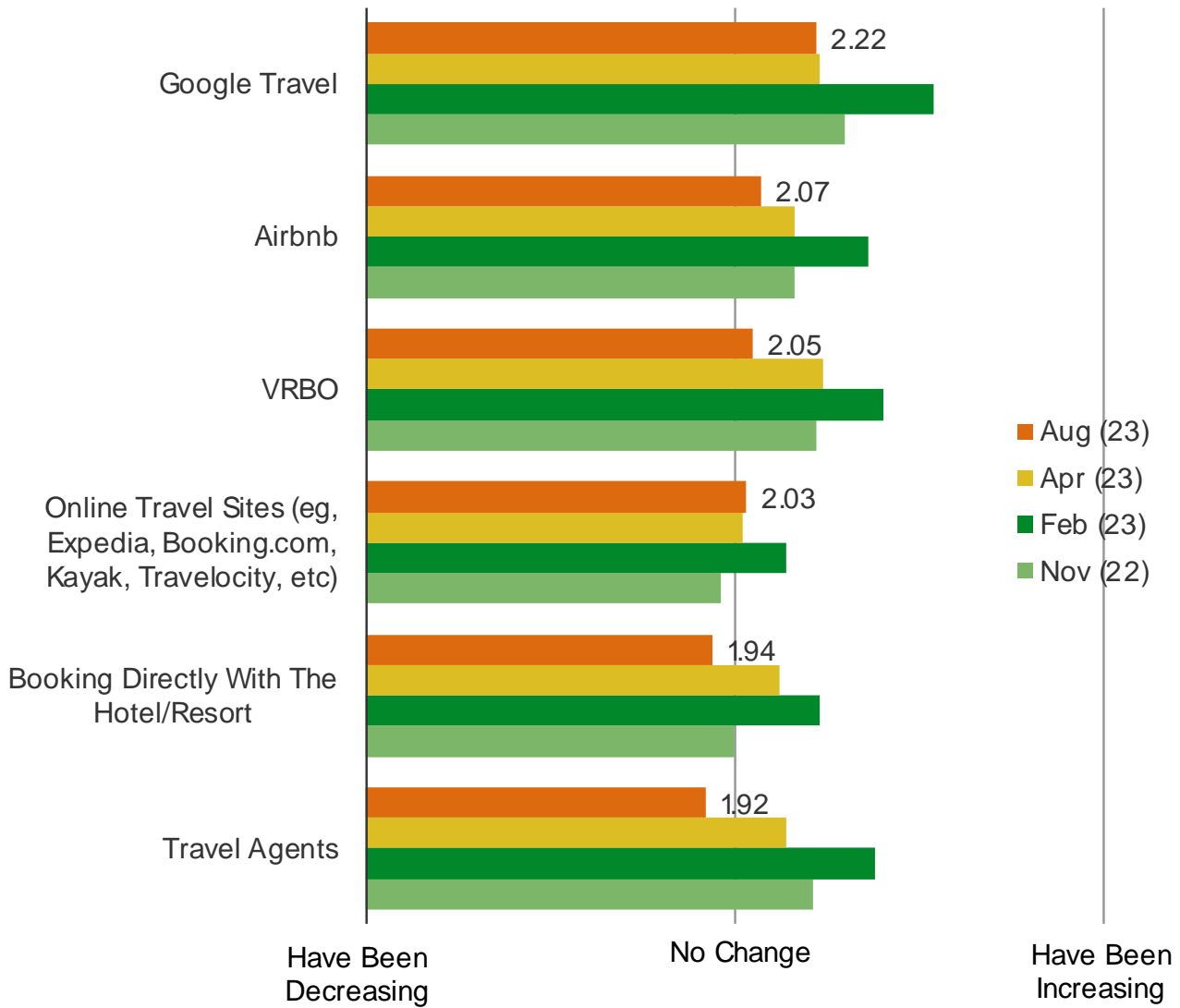
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IN RECENT YEARS, HAVE YOU CHANGED HOW OFTEN YOU USE THE FOLLOWING?

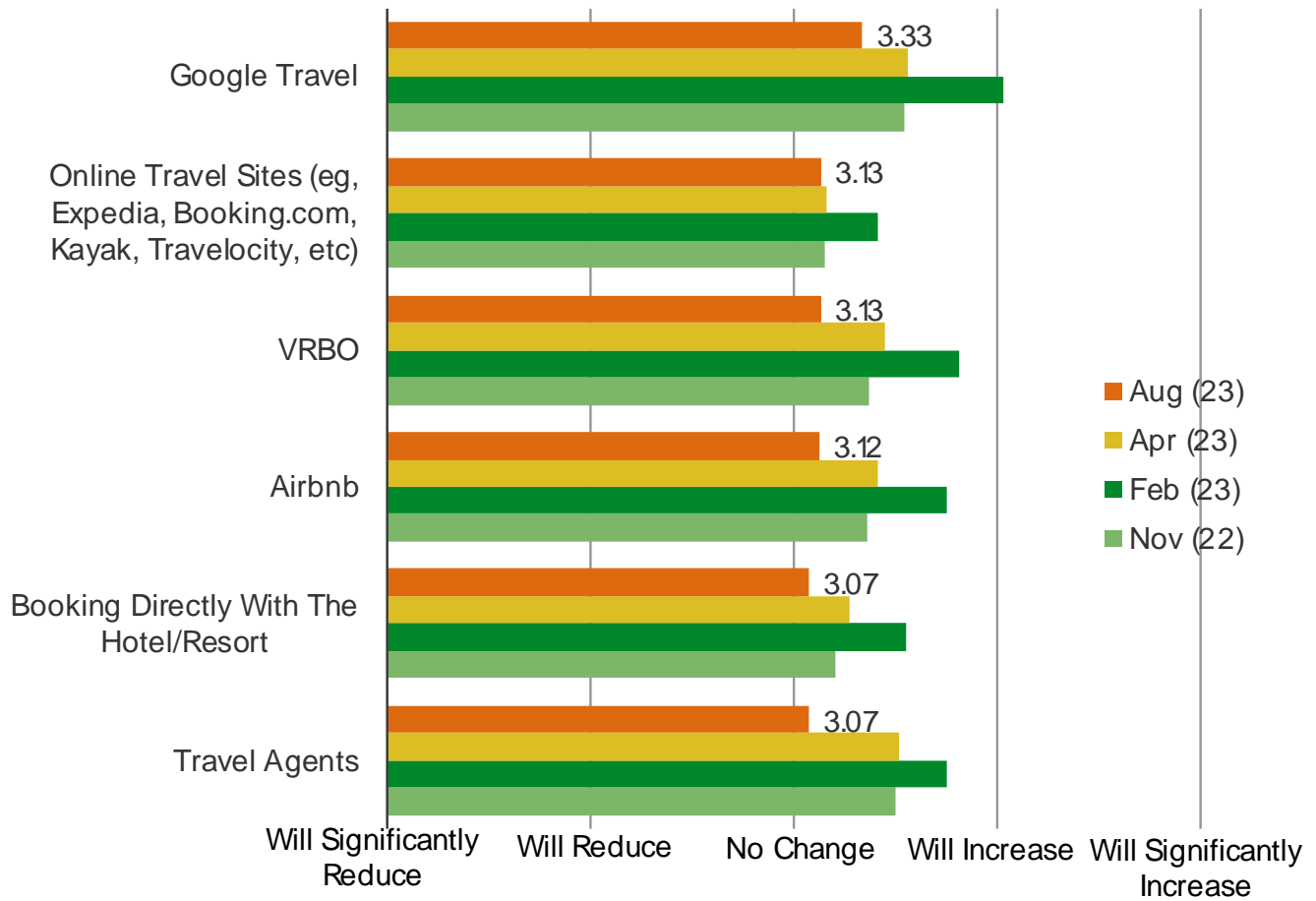
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GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU USE THE FOLLOWING?

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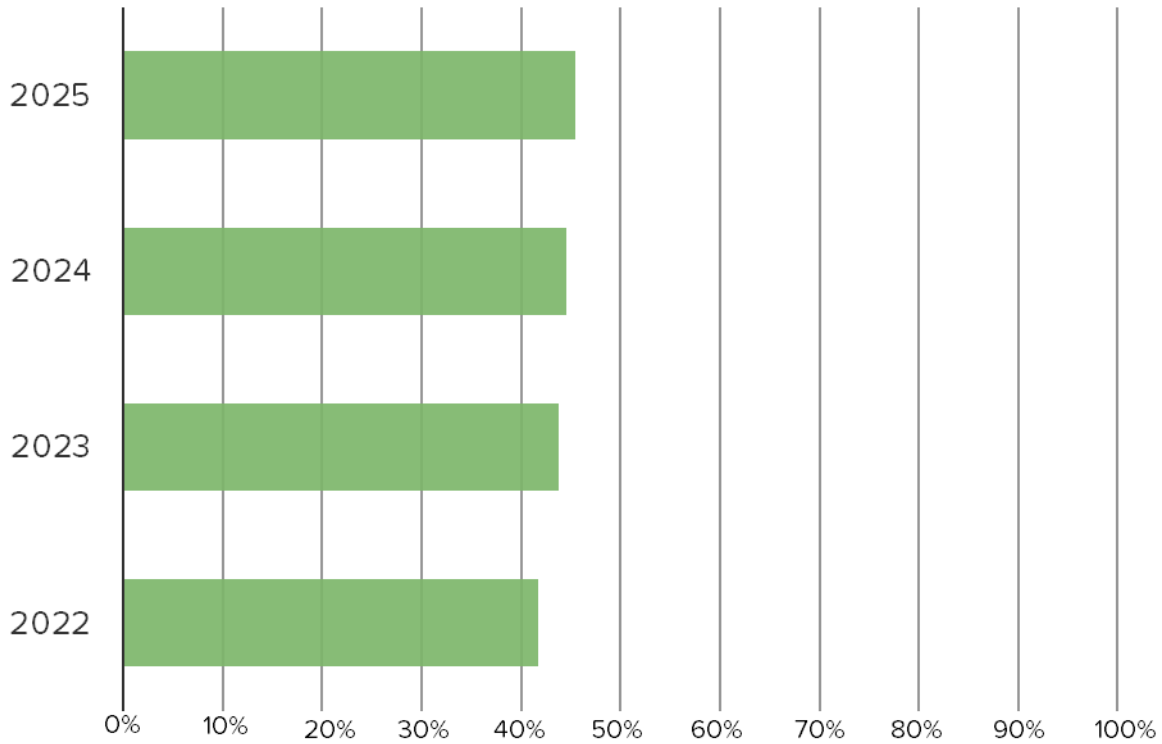


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WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA AIRBNB IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through Airbnb.



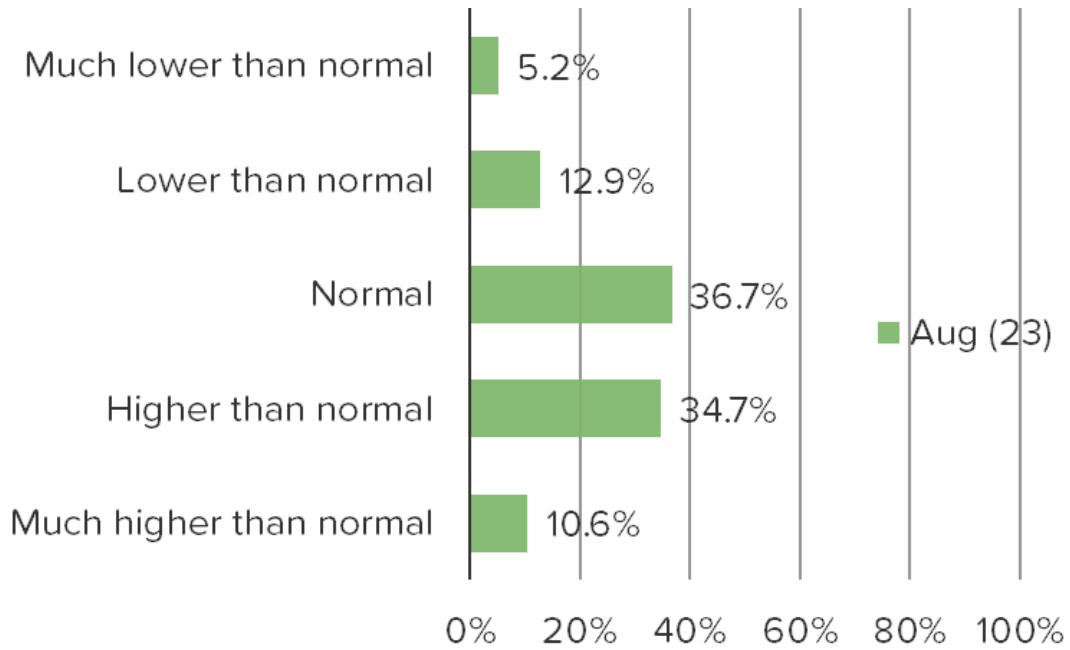
DID YOU / WILL YOU TAKE ANY VACATIONS THAT REQUIRE PAYING TO SPEND ONE OR MORE NIGHTS SOMEWHERE OTHER THAN YOUR HOME?

Posed to all respondents.

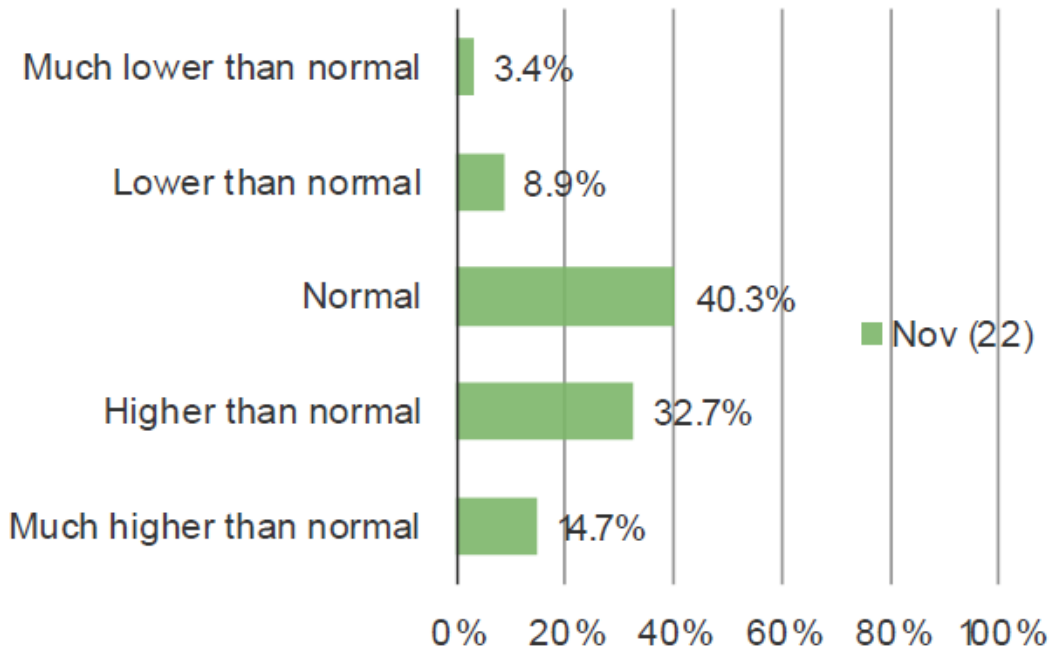


HOW DID/WILL YOUR BUDGET FOR OVERNIGHT VACATIONS IN 2023 COMPARE WITH NORMAL YEARS?

Posed to all respondents who had/have plans for overnight vacations in 2023.

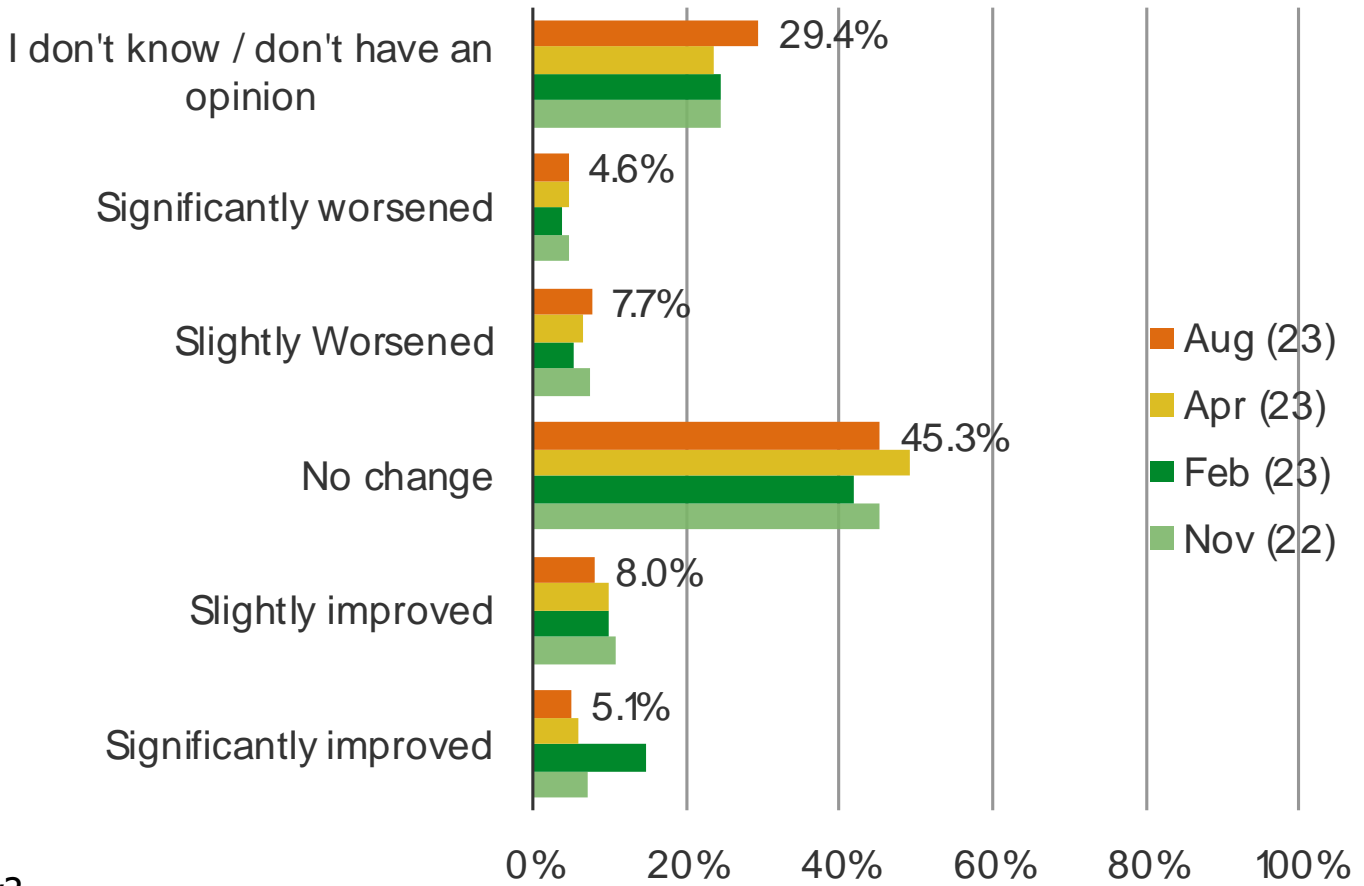


Data from November 2022 Survey



HAS YOUR OPINION OF AIRBNB CHANGED IN THE PAST 6-12 MONTHS?

Posed to all respondents.



Why?

Respondents who say improved:

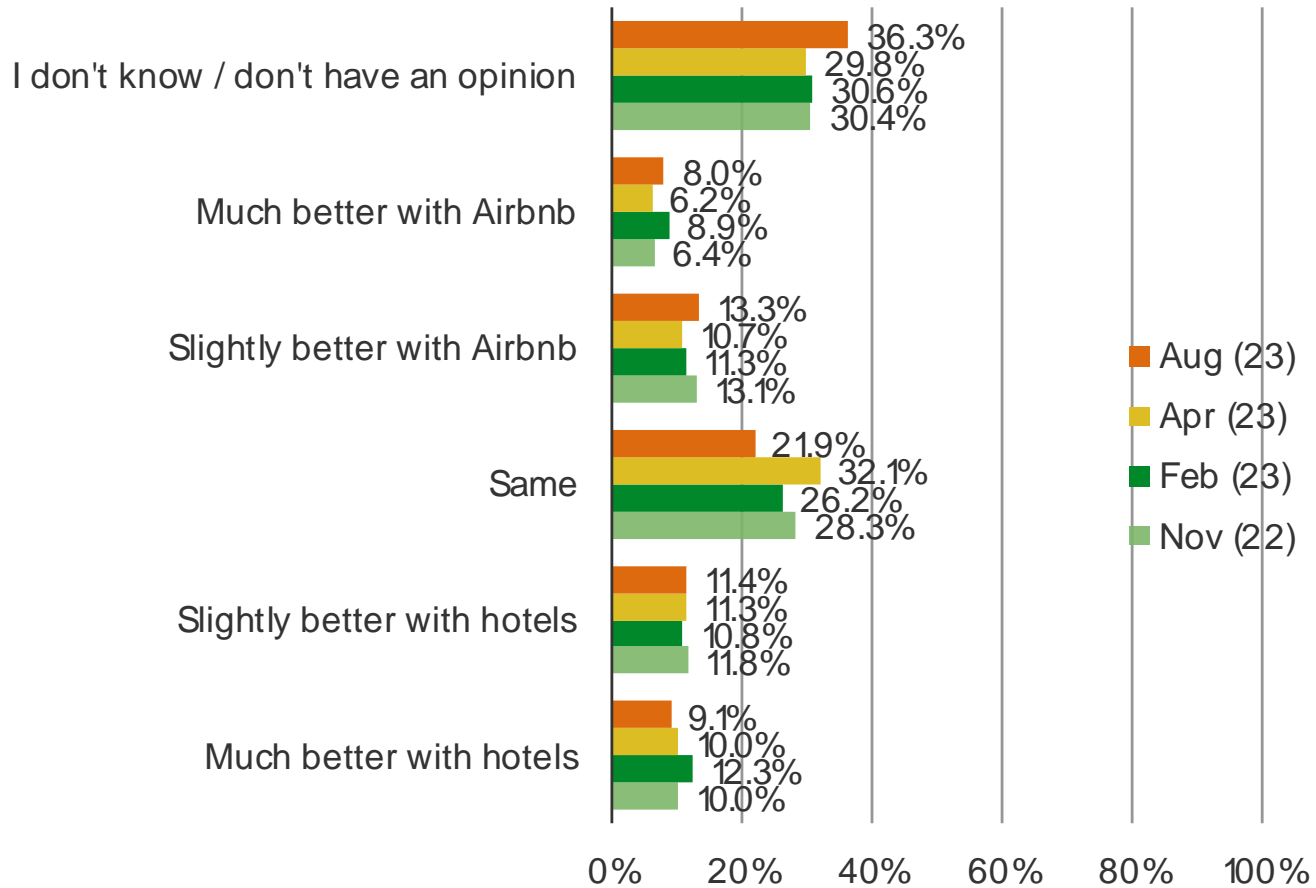
- Good quality
- Great way to travel with large groups
- They are much cleaner and owners themselves make sure you are happy

Respondents who say worsened:

- Had a bad experience
- Prices
- Additional tax and cleaning charges
- Covid and general concern
- Have heard of negative reviews
- Fearful of hidden camera

IN YOUR VIEW, IS THE PRICE TO VALUE BETTER WITH HOTELS OR AIRBNB?

Posed to all respondents.



Focusing on respondents who have booked travel with Airbnb...

- 15.68% said value is much better with hotels
- 16.22% said value is slightly better with hotels
- 21.62% said value is the same
- 20.00% said value is slightly better with Airbnb
- 24.86% said value is much better with Airbnb
- 1.62% said they don't know / don't have an opinion