

Bespoke Market Intelligence

ABNB Deep-Dive Survey

November 2023

BACKGROUND

- ❑ We surveyed 10,000 respondents over the past 1-2 weeks with specific posed to Airbnb customers and hotel users.

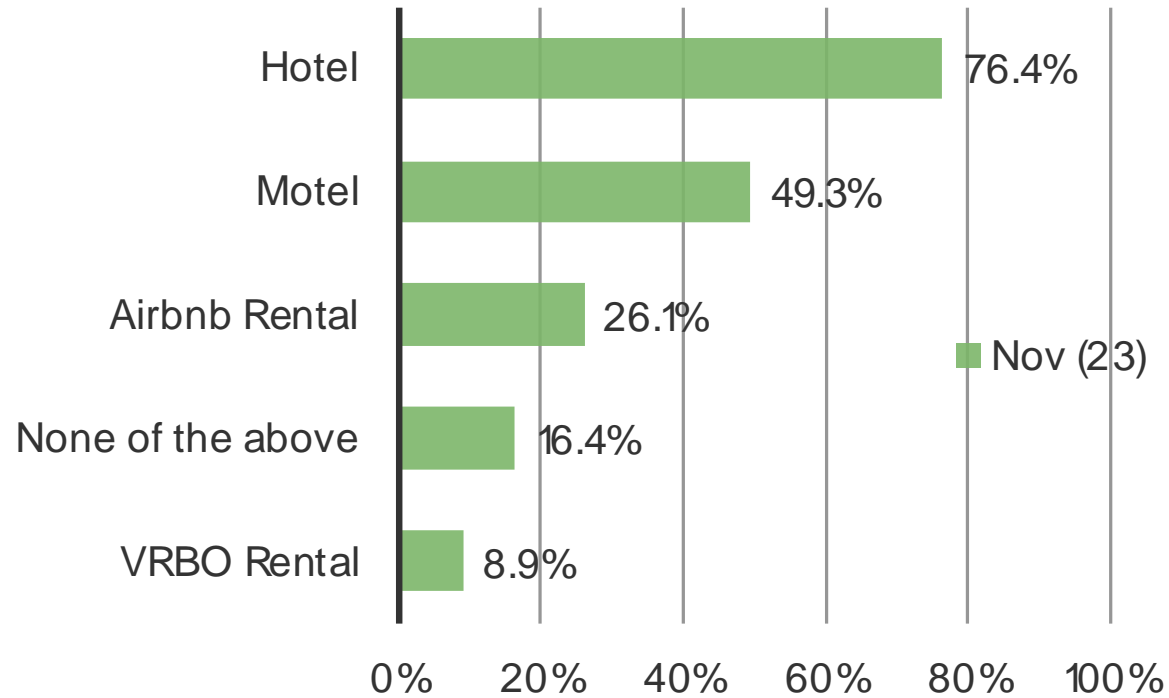
Key Takeaways:

- ❑ Of the lodging options tested, Airbnb customers have the youngest average age and one of the highest average incomes.
- ❑ Among respondents who have stayed at an Airbnb in the past year, 66.9% said they used Airbnb the same amount or more compared to last year.
- ❑ 57% of respondents who stayed at Airbnb's in the past year said they booked travel that way more than once in 2023. By comparison, 71.4% of those who stayed at hotels in the past year said they booked travel that way more than once in 2023.
- ❑ Focusing on respondents who have booked with each in the past year, quality satisfaction is higher for Airbnb compared to hotels.
- ❑ The report contains breakdowns of consumer preferences between hotels and Airbnbs (among all respondents and specifically among those who have used an Airbnb in the past year). The slide includes top reasons from a large amount of fill-ins summarized by ChatGPT.
- ❑ User satisfaction is strong across all geographies, but feedback was strongest in the South, and then the West.
- ❑ Customers have a net favorable view of Airbnb value (slightly stronger feedback for rural stays compared to urban stays).
- ❑ Respondents are more likely to say Airbnb is better than hotels for rural stays compared to the share who say Airbnb is better for urban stays.
- ❑ Compared to all respondents, Airbnb customers would be a bit less likely to cut travel if they had to cut their spending.



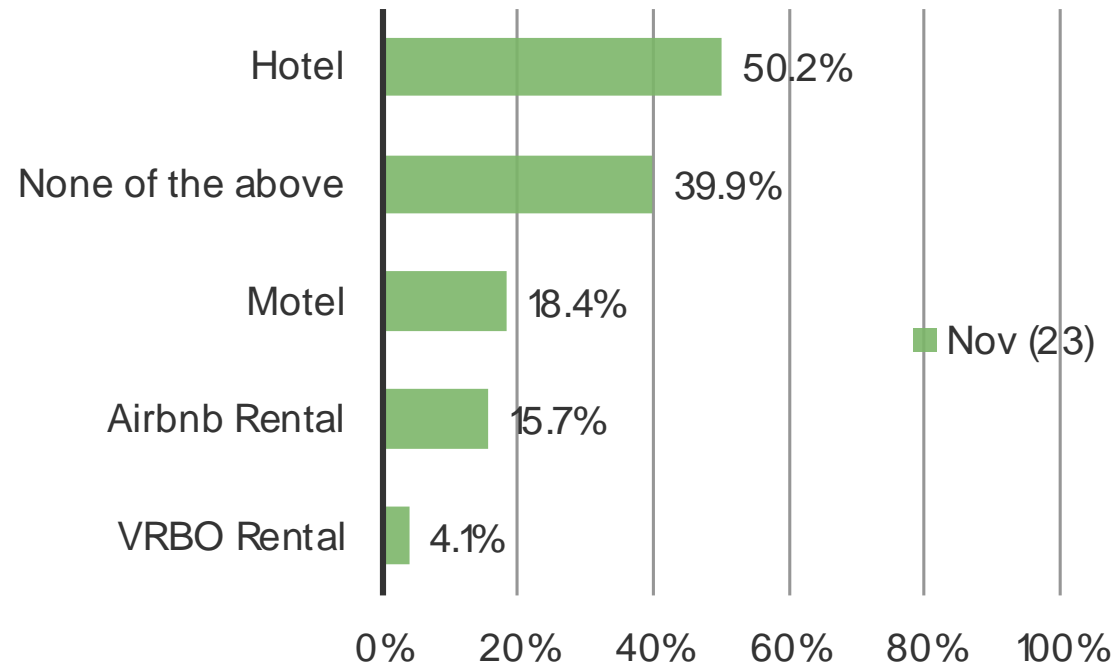
Have you ever stayed overnight at any of the following? Select ALL that apply

Posed to all respondents. (N=9770)



Have you stayed at any of the following in the past year?

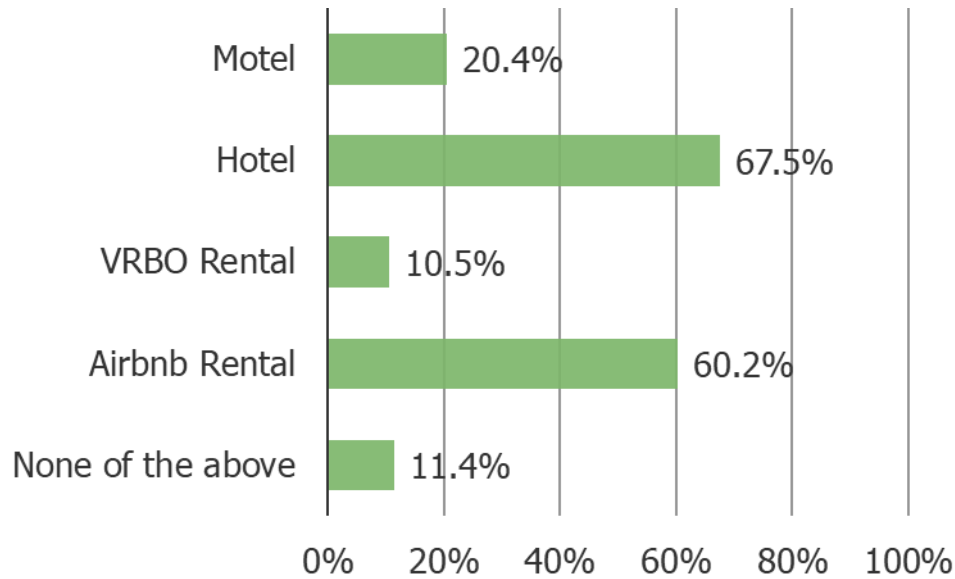
Posed to all respondents. (N=9770)



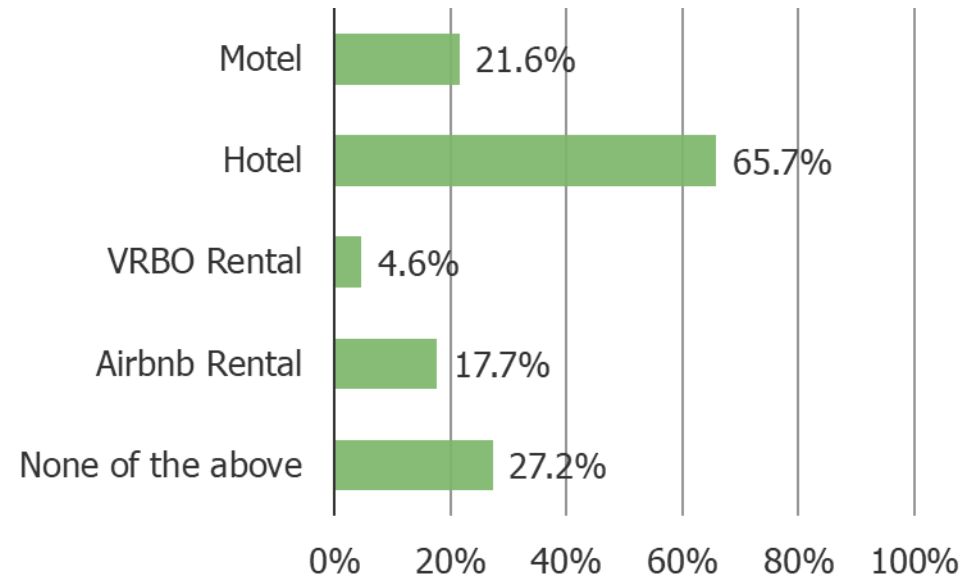
Have you stayed at any of the following in the past year?

Cross-Tabbed Data: Respondents who have ever stayed at an Airbnb / Hotel.

Filter: Respondents Who Have Ever Stayed at an Airbnb (N = 2,552)



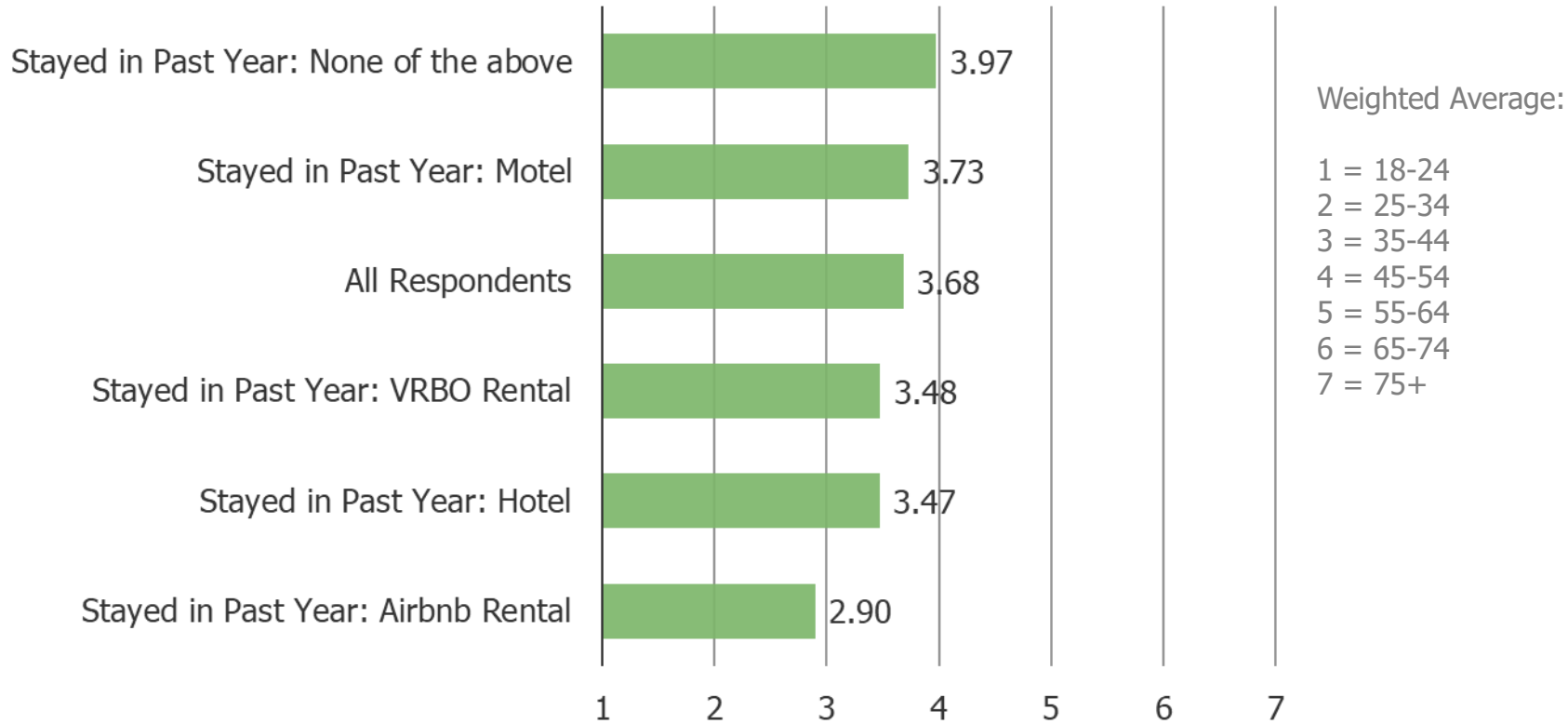
Filter: Respondents Who Have Ever Stayed at a hotel (N = 7479)



IE – 60.2% of respondents who have ever stayed at an Airbnb stayed at an Airbnb during the past year.

Have you stayed at any of the following in the past year? (Age)

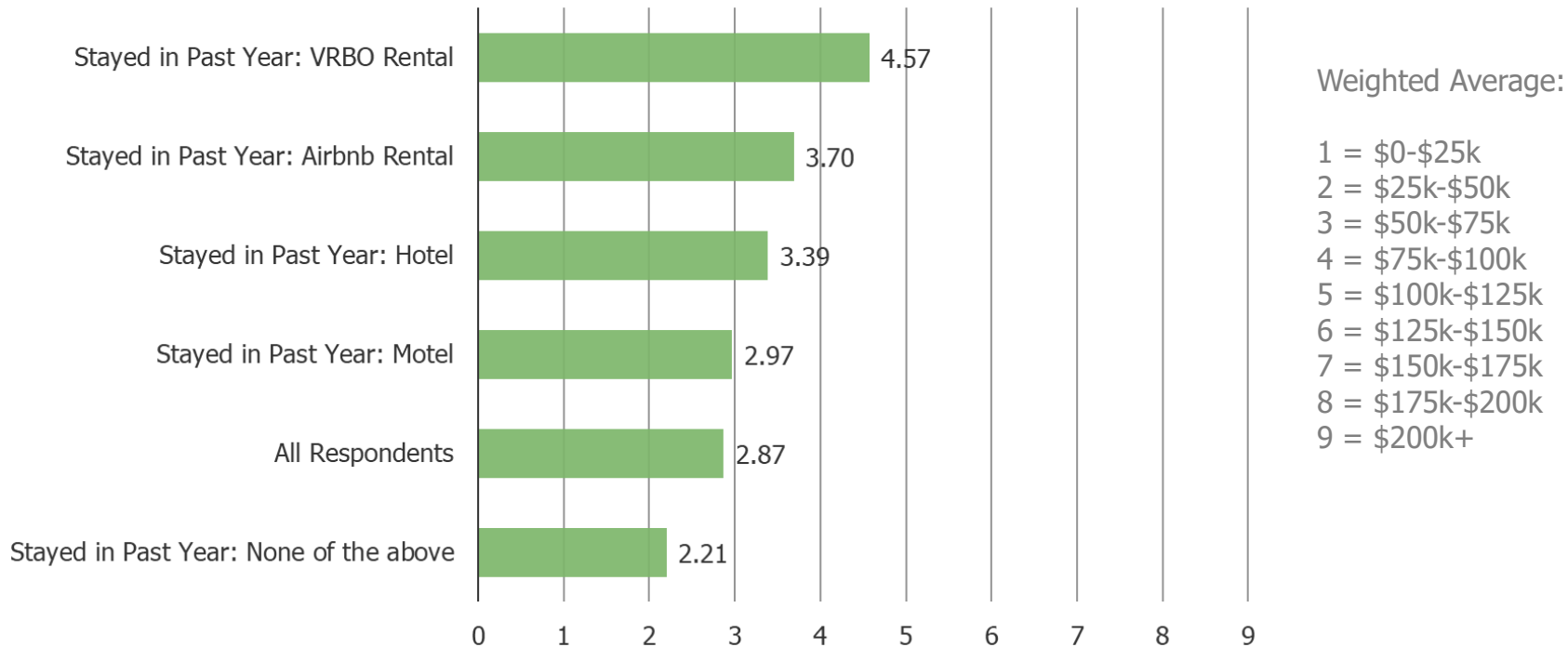
Posed to all respondents, cross-tabbed by income. (N=9770)



	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	N =
Stayed in Past Year: Airbnb Rental	19.5%	28.4%	21.0%	15.3%	8.5%	4.6%	2.7%	1536
Stayed in Past Year: Hotel	13.8%	19.1%	20.0%	19.3%	14.5%	8.2%	5.2%	4916
Stayed in Past Year: VRBO Rental	11.7%	21.1%	23.1%	15.2%	15.2%	8.0%	5.7%	402
Total	13.2%	17.5%	16.9%	18.5%	16.0%	10.1%	7.8%	9787
Stayed in Past Year: Motel	9.5%	16.0%	20.0%	22.7%	16.5%	8.8%	6.4%	1802
Stayed in Past Year: None of the above	11.8%	15.0%	13.7%	17.8%	18.2%	12.6%	11.0%	3902

Have you stayed at any of the following in the past year? (Income)

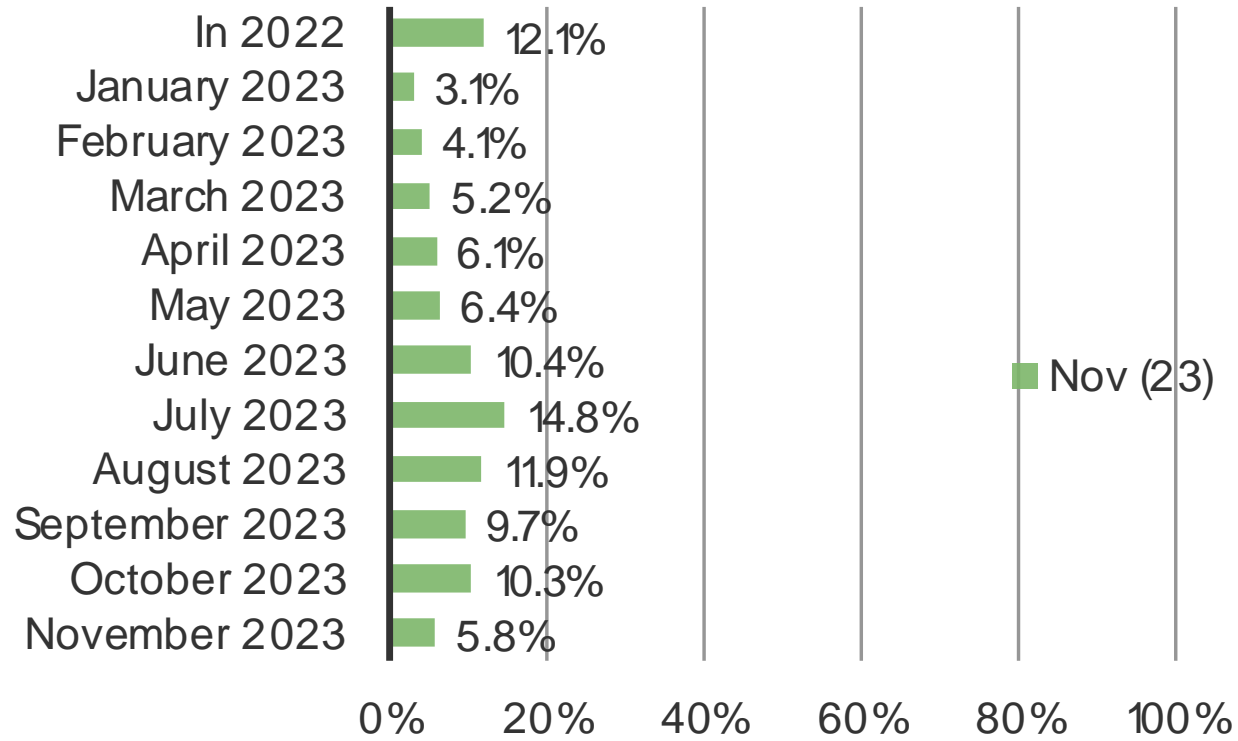
Posed to all respondents, cross-tabbed by income. (N=9770)



	\$0-\$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$174,999	\$175,000-\$199,999	\$200,000 and up	N =
Stayed in Past Year: None of the above	39.72%	30.88%	15.17%	6.84%	3.28%	1.74%	0.67%	0.54%	1.15%	3902
Stayed in Past Year: Airbnb Rental	13.28%	23.05%	20.38%	13.61%	10.48%	6.51%	4.56%	1.95%	6.18%	1536
Stayed in Past Year: VRBO Rental	6.97%	14.68%	16.17%	18.41%	11.69%	9.20%	8.46%	3.73%	10.70%	402
Stayed in Past Year: Hotel	16.88%	25.65%	20.22%	13.41%	8.28%	5.68%	3.38%	1.63%	4.88%	4916
Stayed in Past Year: Motel	22.92%	30.74%	18.04%	10.99%	5.72%	3.94%	2.89%	1.22%	3.55%	1802
Total	26.40%	28.25%	18.33%	10.46%	6.06%	3.94%	2.22%	1.18%	3.16%	9787

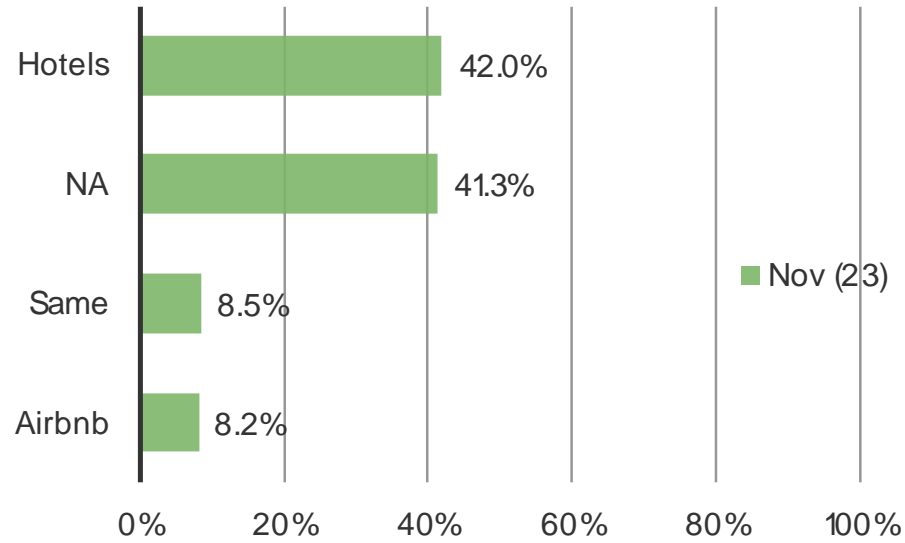
When did you most recently stay at an Airbnb?

Posed to all respondents who have stayed at an Airbnb in the last year. (N=1531)

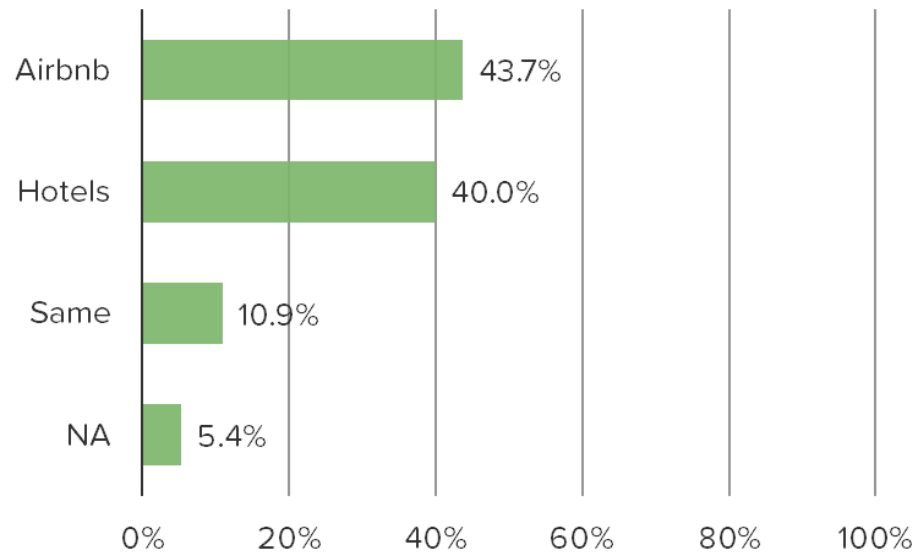


Which have you used more often this year (in 2023)?

Posed to all respondents. (N=9770)



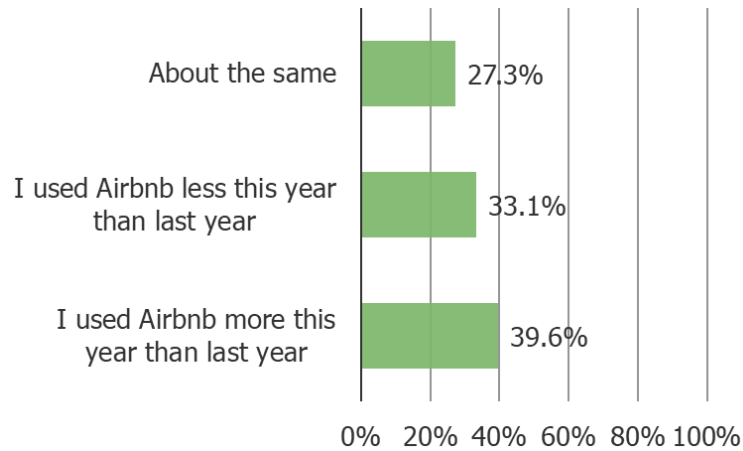
Posed to all respondents who have stayed at an Airbnb in the past year. (N=1536)



Have you used Airbnb more or less often this year compared to last year?

Posed to all respondents who have stayed at an Airbnb. (N=2545)

Filter: Stayed at an Airbnb in Past Year (N = 1536)



Filter: Has ever stayed at an Airbnb (N = 2552)

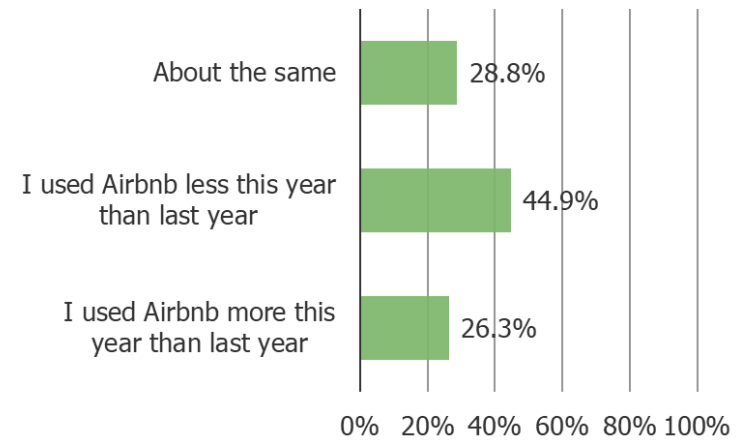
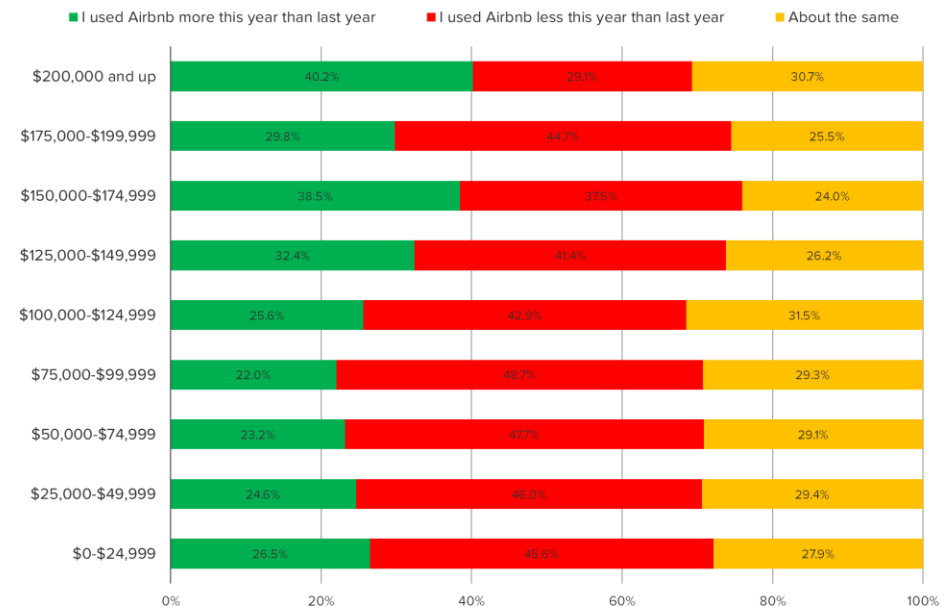
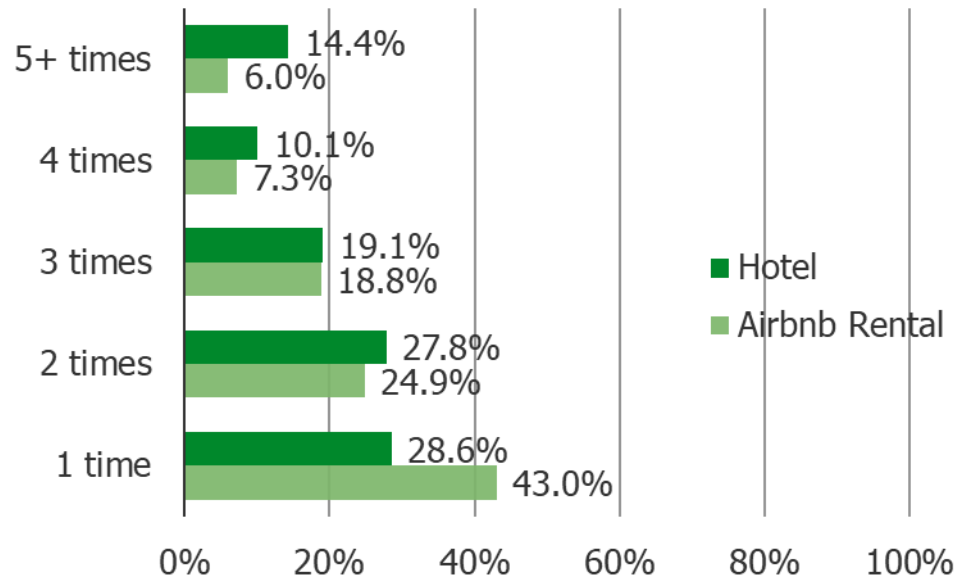


Chart Above Cut By Income



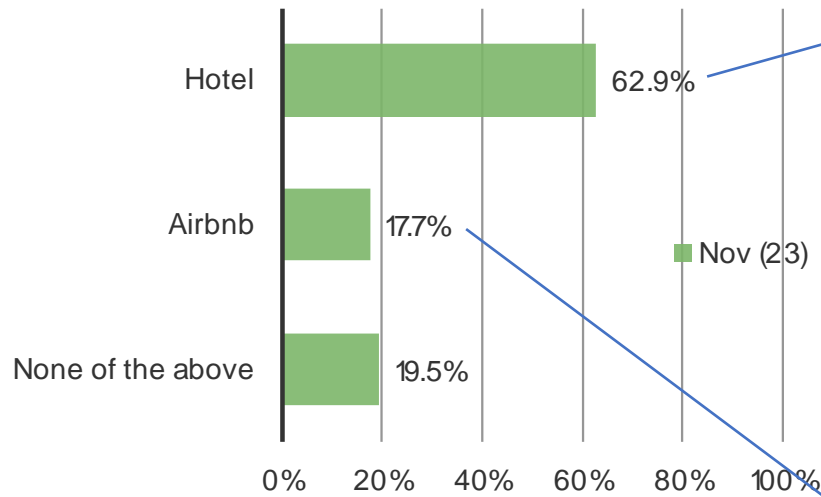
How many times would you estimate you booked travel through the following in 2023?

Posed to all respondents who have stayed at the below in the past year. (Hotel N= 4917, Airbnb N = 1536)



In general, which do you prefer?

All Respondents (N = 9770)



ChatGPT

The top reasons mentioned for preferring hotels over Airbnb are:

1. **Never used Airbnb:** Some individuals prefer hotels simply because they have never used Airbnb.
2. **Cost:** The cost aspect is important, with some finding hotels to be more cost-effective.
3. **Amenities:** Hotels offering amenities is a recurrent reason.
4. **Convenient:** Convenience is another key factor that's highly valued.
5. **Easier:** Ease of the process or use is also a frequent reason for choosing hotels.
6. **More private:** Privacy in hotels is cited, interestingly, as often as in Airbnb.
7. **Traditional:** Some prefer the traditional aspect of hotels.
8. **Cheaper:** There are mentions of hotels being cheaper than Airbnb.
9. **Safer:** Safety is also a significant concern leading to a preference for hotels.

These reasons suggest that familiarity, cost, convenience, and perceived safety are common factors influencing the decision to choose hotels over Airbnb accommodations. [-]



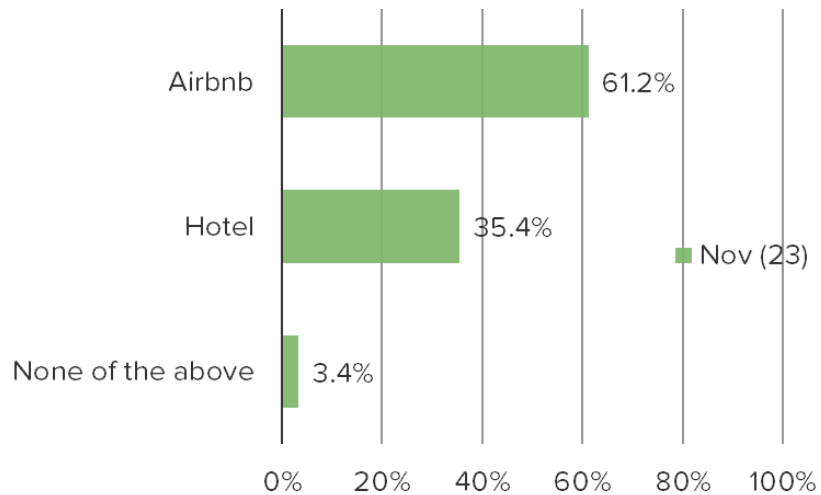
ChatGPT

The top reasons mentioned for preferring Airbnb over other accommodations are:

1. **More privacy:** This reason was mentioned the most frequently.
2. **More personal:** A sense of personal space and experience is the second most cited reason.
3. **Easier:** Ease of booking or the overall process is also a common factor.
4. **More like home:** The home-like feel of Airbnb properties is another popular reason.
5. **Cheaper:** Affordability is equally a top consideration for people choosing Airbnb.

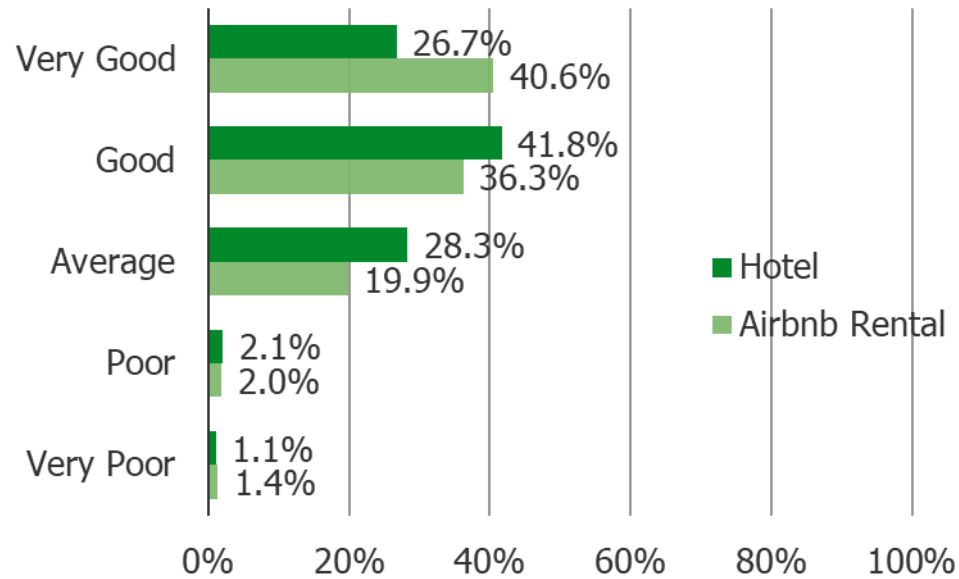
Other reasons mentioned include the house type feel, cleaner spaces, having more space, a cozier atmosphere, and better quality and value options. These reasons reflect a desire for privacy, comfort, ease, and value for money. [-]

Filter: Stayed at an Airbnb in Past Year (N = 1536)



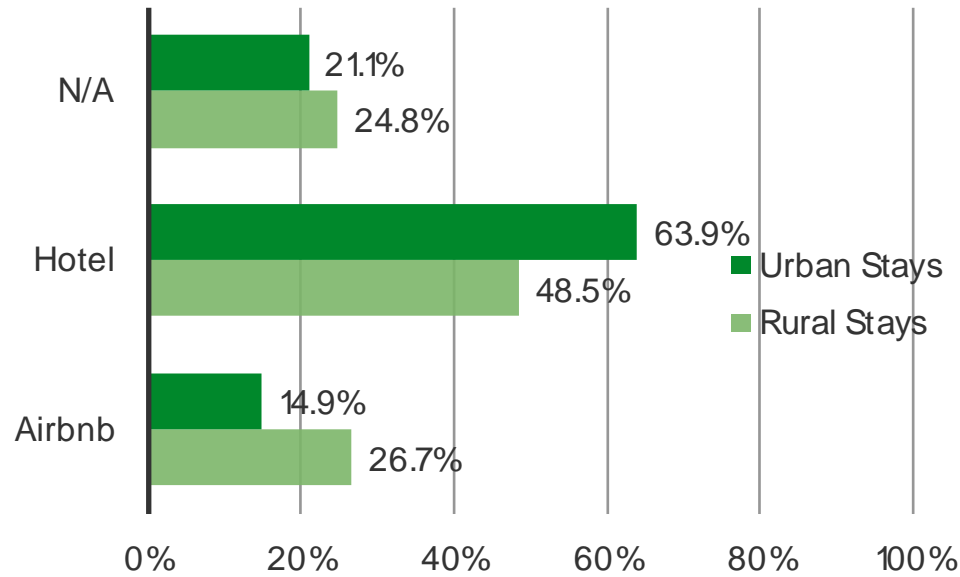
How would you rate the quality of your use of the following?

Posed to all respondents who have stayed at the below in the past year. (Hotel N= 4917, Airbnb N = 1536)

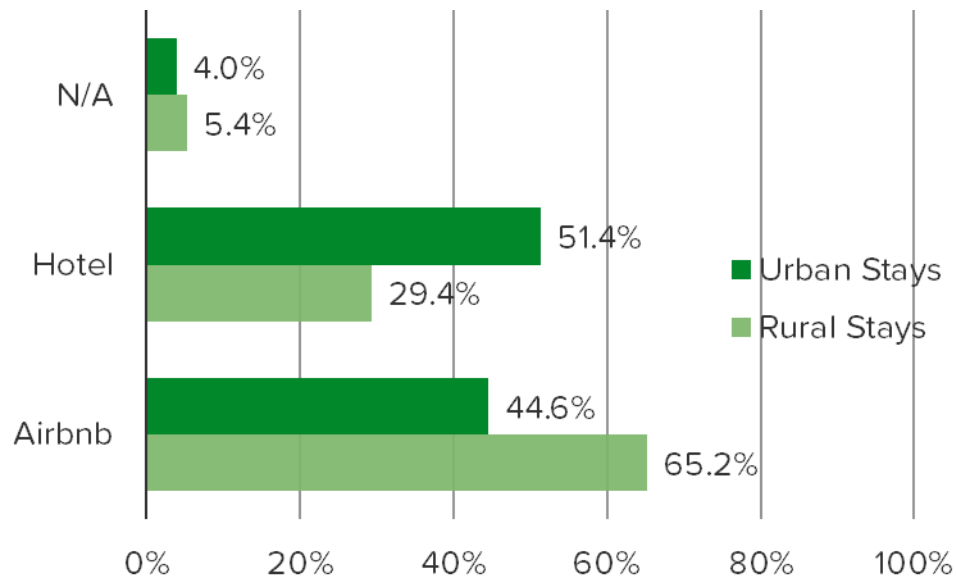


Which would you prefer for the following types of stays...?

Posed to all respondents. (N=9770)

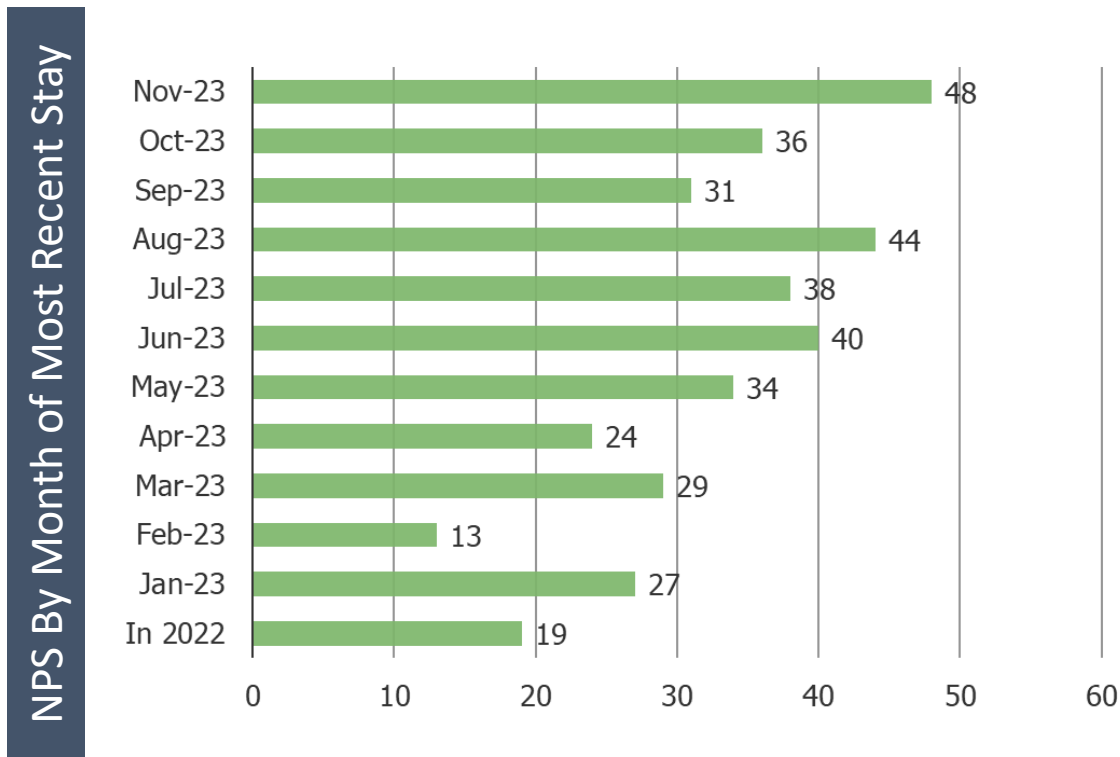
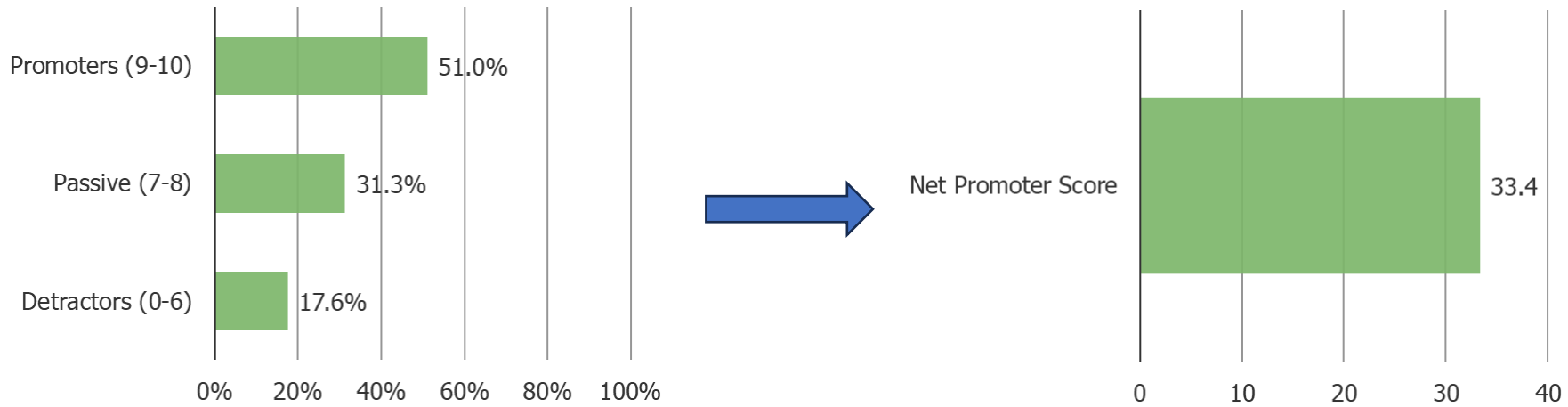


Posed to all respondents who have stayed at an Airbnb in the past year. (N=1536)



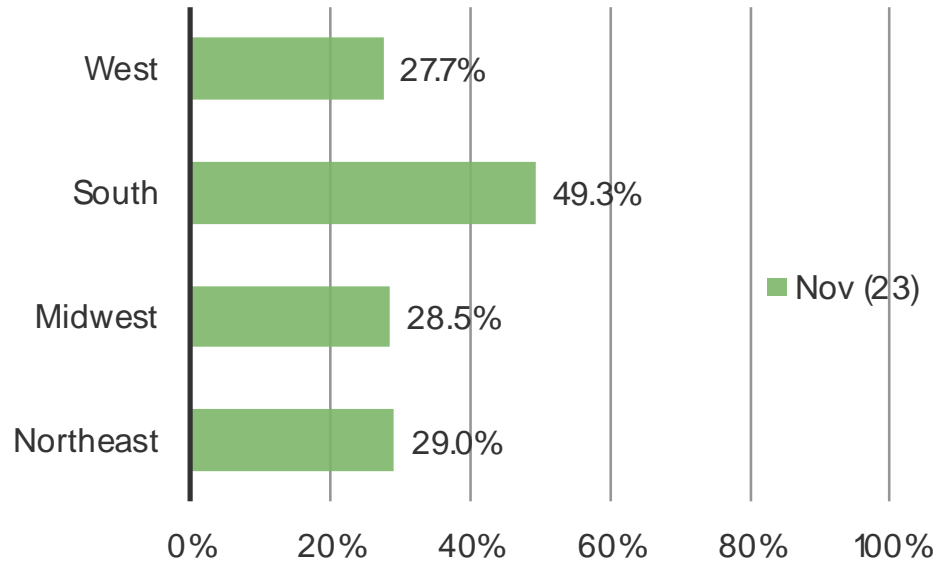
How likely is it that you would recommend Airbnb to a friend or colleague?

Posed to all respondents who have stayed at an Airbnb in the past year. (N=1536)

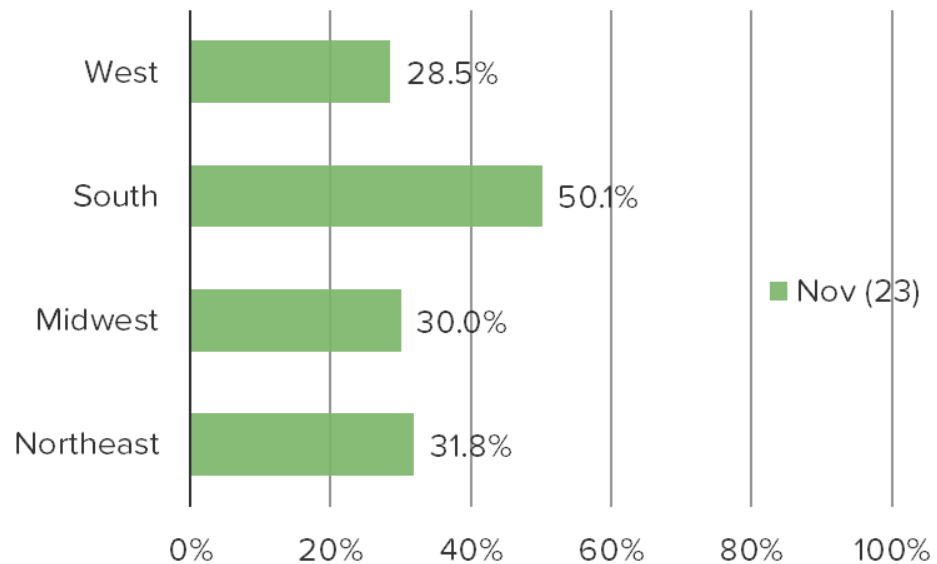


In which regions of the US have you used an Airbnb? Select ALL that apply

Posed to all respondents who have ever stayed at an Airbnb. (N=2545)

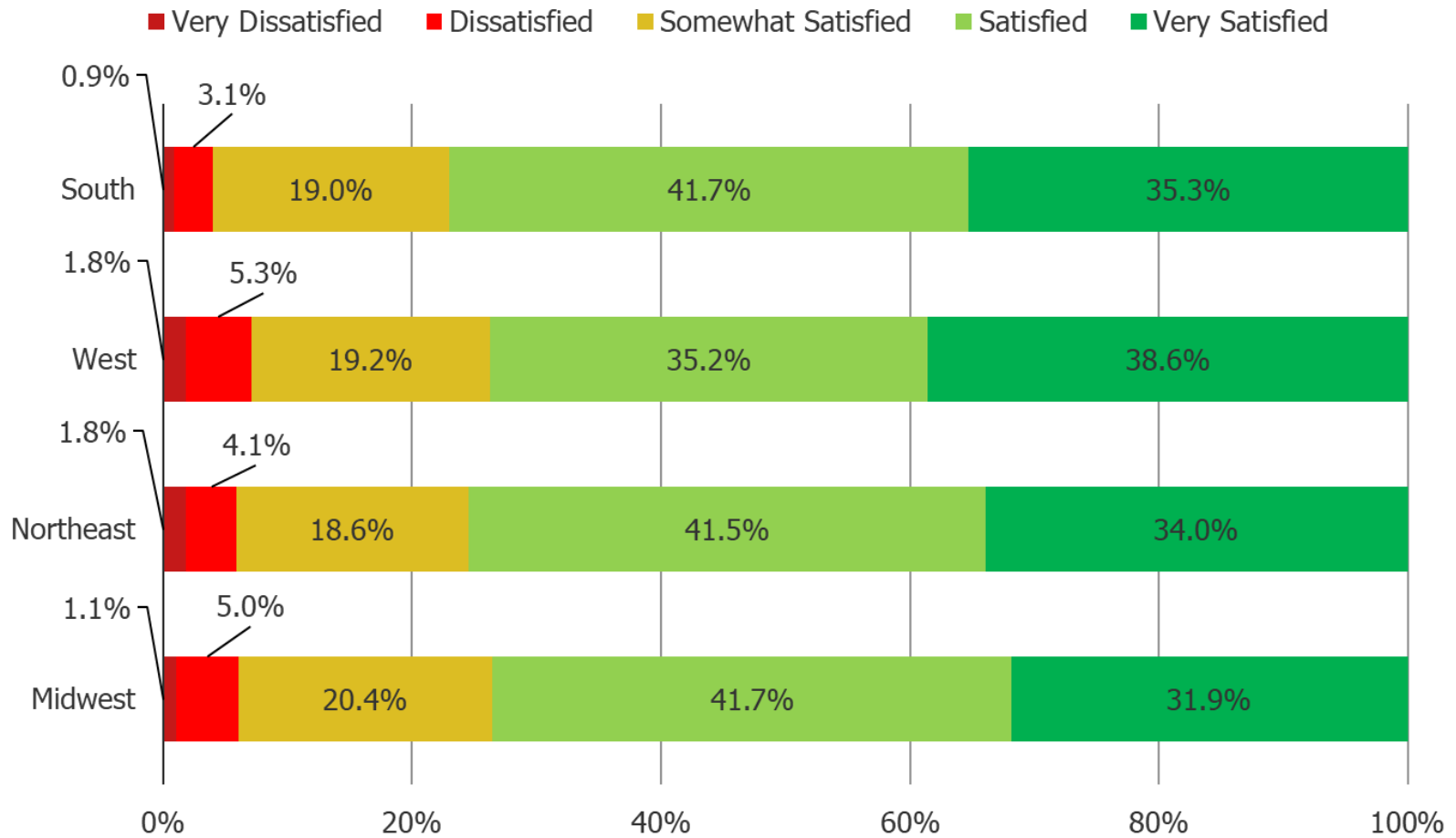


Posed to all respondents who have stayed at an Airbnb in the past year. (N=1536)



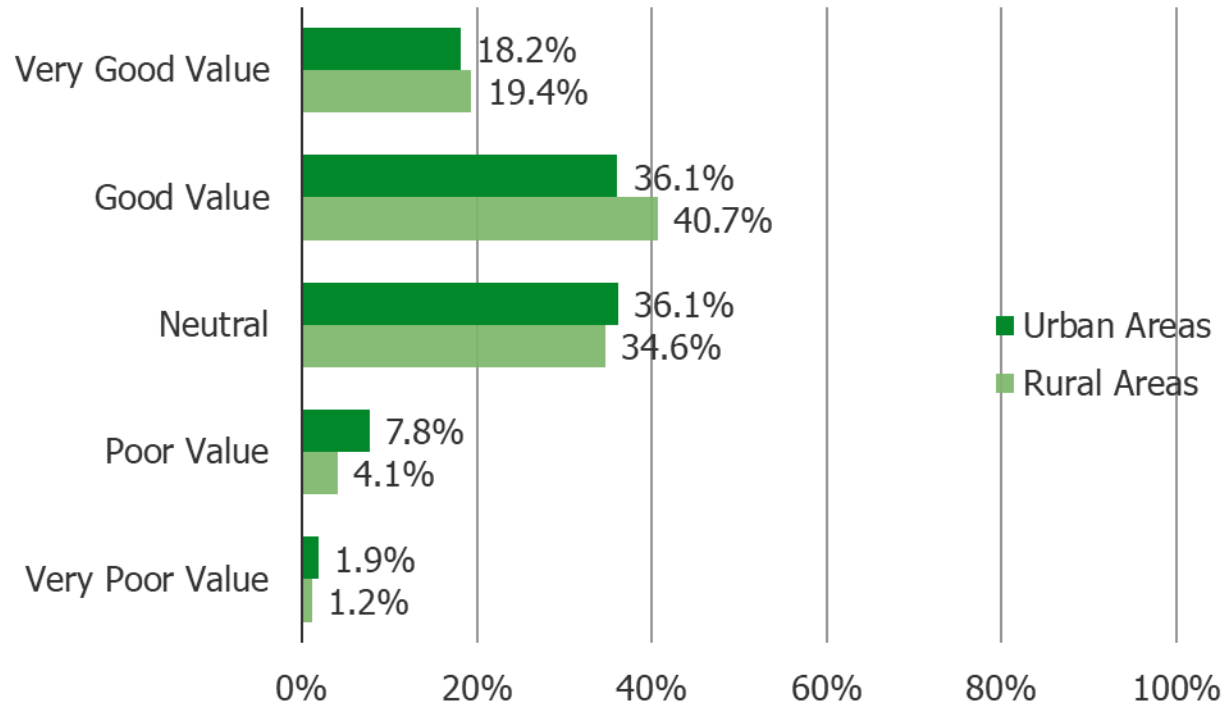
How satisfied were you with the price of the Airbnb you rented in the following regions...?

Posed to all respondents who have stayed at an Airbnb in the past year and have used Airbnb's in the following.



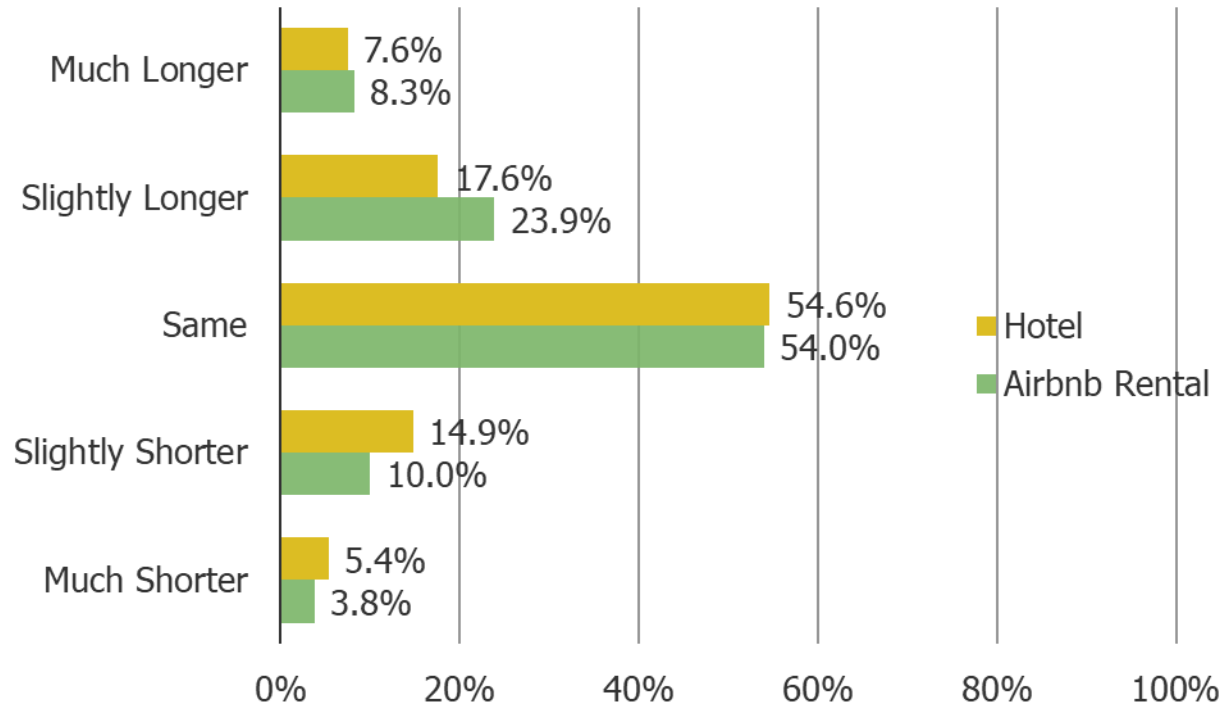
What is your opinion of pricing to rent Airbnbs in...

Posed to all respondents who have stayed at an Airbnb in the past year. (N=1536)



Over time, would you say the length of your stays at the following have gotten...

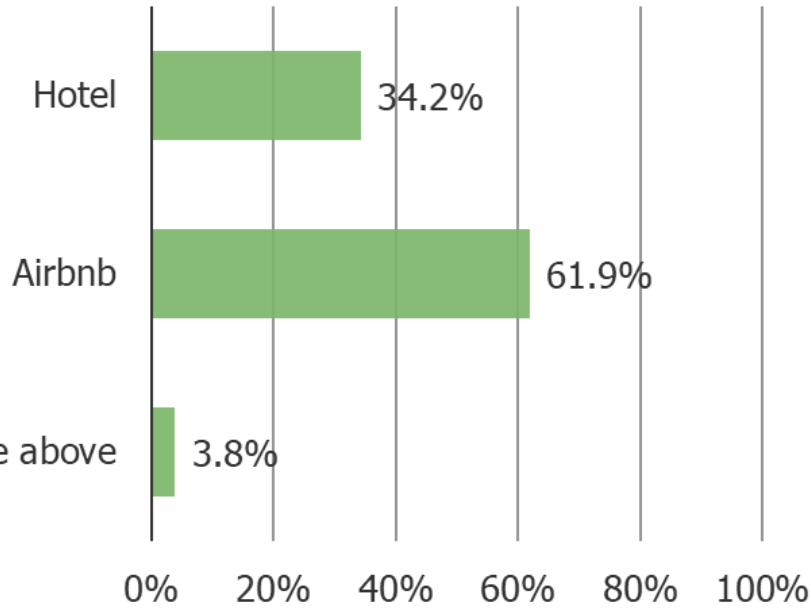
Posed to all respondents who have stayed at the below. (N=2188)



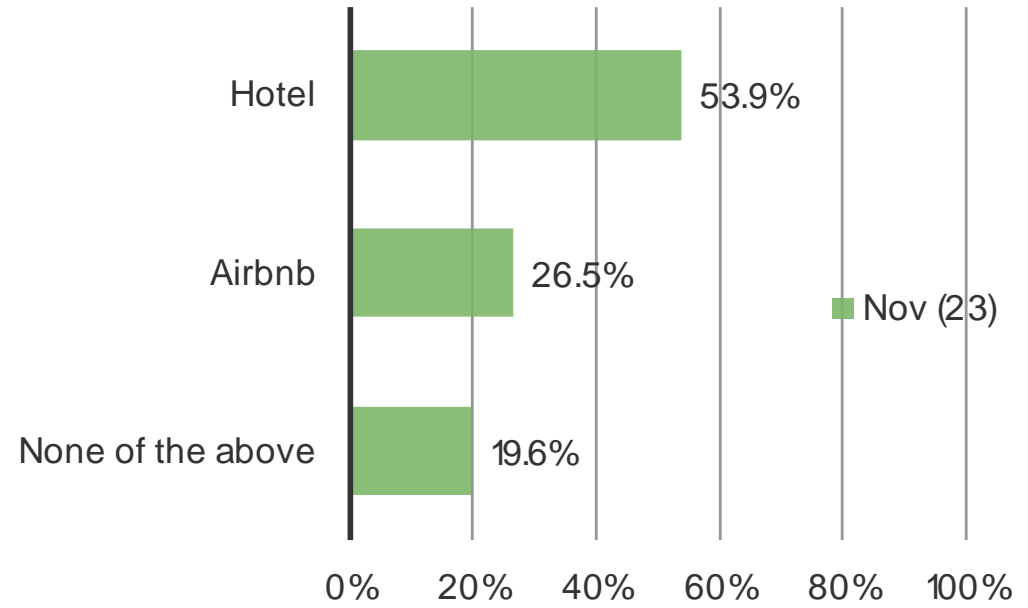
If you were looking to take a budget trip somewhere, which would provide better value?

Posed to all respondents. (N=9770)

Filter: Stayed at an Airbnb in Past Year (N = 1536)

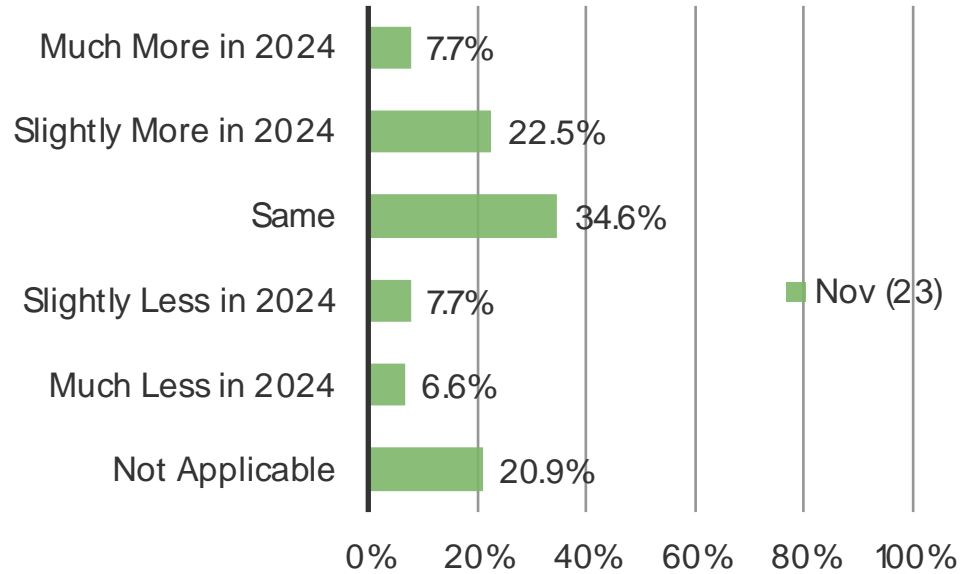


All Respondents (N = 9770)

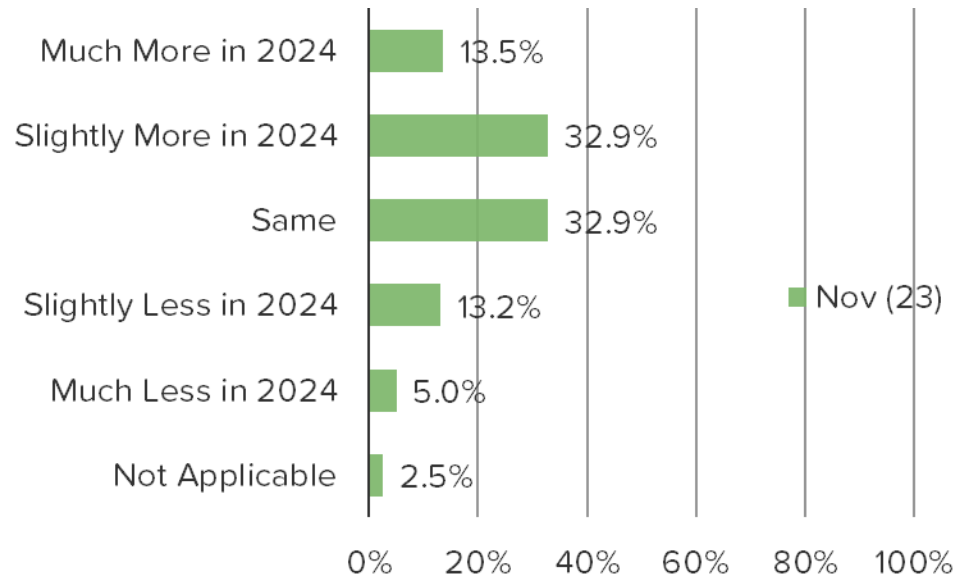


How many trips do you plan to take in 2024 relative to 2023?

Posed to all respondents. (N=9770)

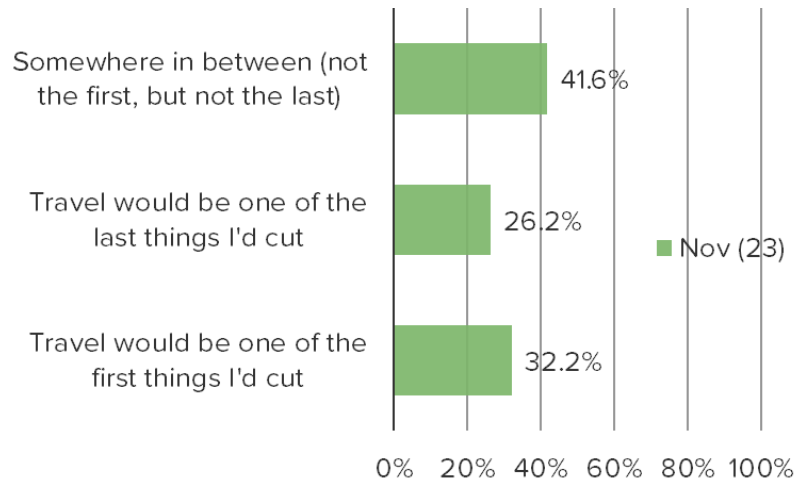


Posed to all respondents who have stayed at an Airbnb in the past year. (N=1536)

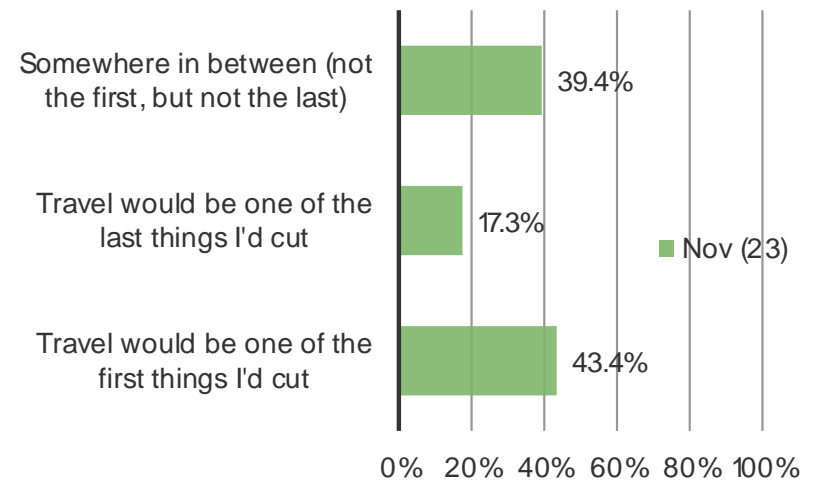


If you had to cut your spending, where would travel rank in how you would prioritize your spending cuts?

Filter: Stayed at an Airbnb in Past Year (N = 1536)



All Respondents (N = 9770)



Income Cross-Tab

