

Bespoke Survey Research

November 2023

ABNB/Travel

Volume 5 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: ABNB, EXPE, BKNG.

KPIs and Key questions

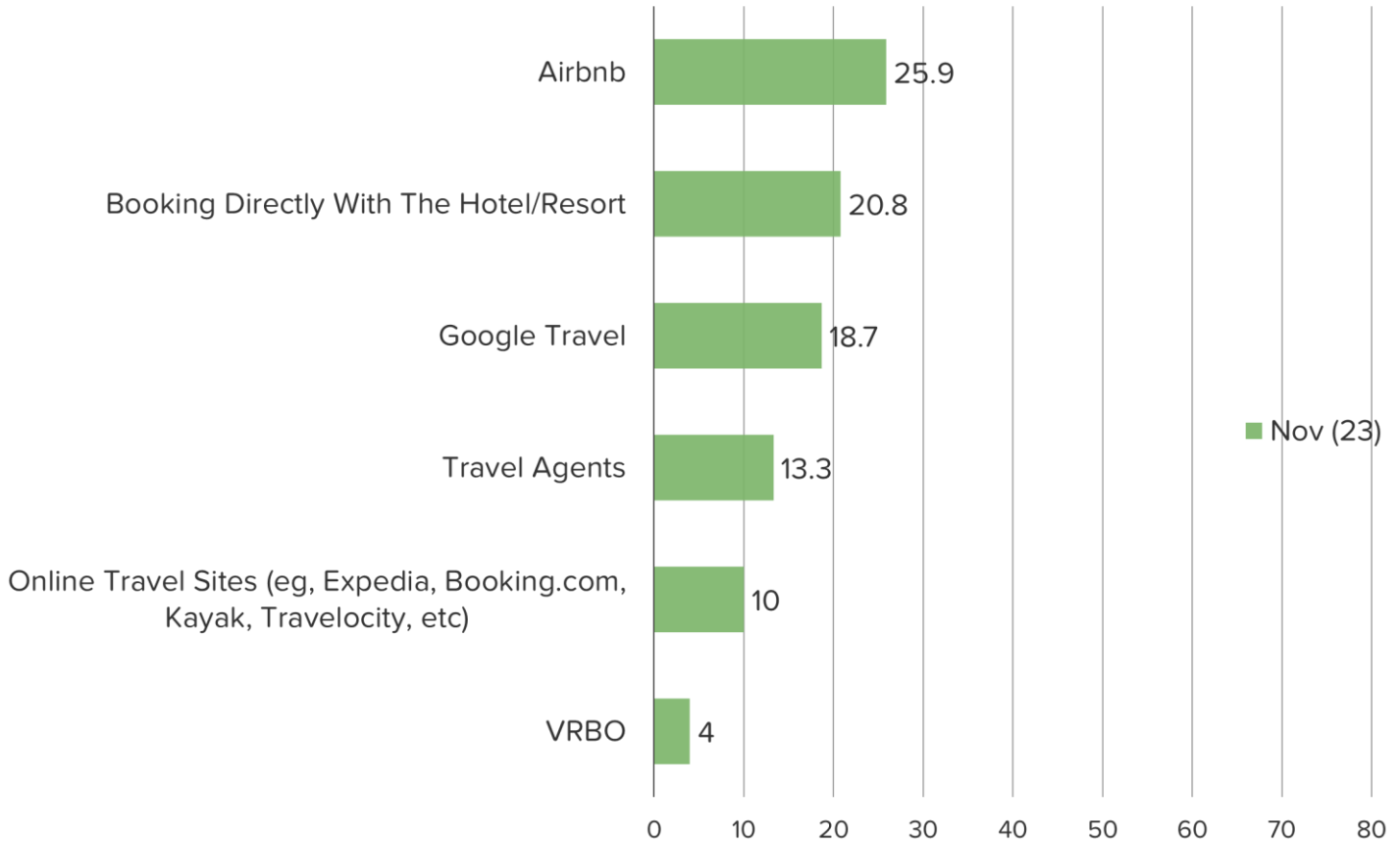
1. Above all else, Airbnb customers view the platform as “convenient.”
2. Airbnb has the highest NPS of the booking methods we test, including booking directly with a hotel/resort and OTAs.
3. Among the broader population pool, consumers slightly favor Airbnb over hotels when it comes to value. This sentiment is more pronounced among respondents who have used Airbnb.
4. In general, consumers are a bit less bullish on their vacation budget for 2023 in our current wave compared to when we asked them about it in advance of 2023 and in the beginning of 2023.

Noteworthy Stats:

- 4.8%** Of respondents have a significantly worsened opinion of Airbnb relative to 6-12 months ago.
- 7.0%** Of respondents have a significantly improved opinion of Airbnb relative to 6-12 months ago.
- 8.1%** Of respondents said that the price to value is much better with Airbnb relative to hotels.
- 8.7%** 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?

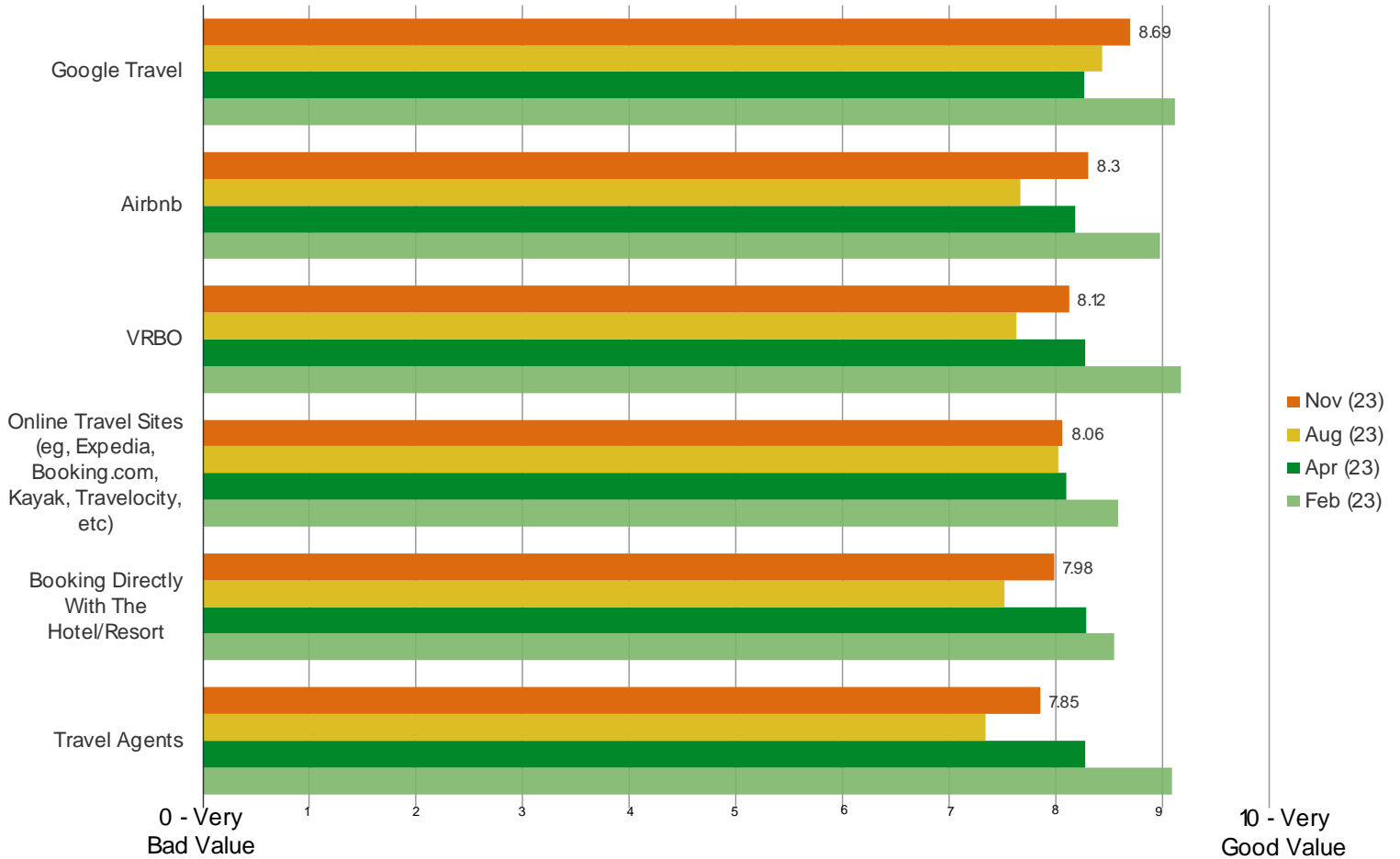
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	99
Google Travel	75
Travel Agents	113
Airbnb	197
Booking Directly With The Hotel/Resort	221
Online Travel Sites (eg, Expedia, Booking.com, Kayak, Travelocity, etc)	290

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

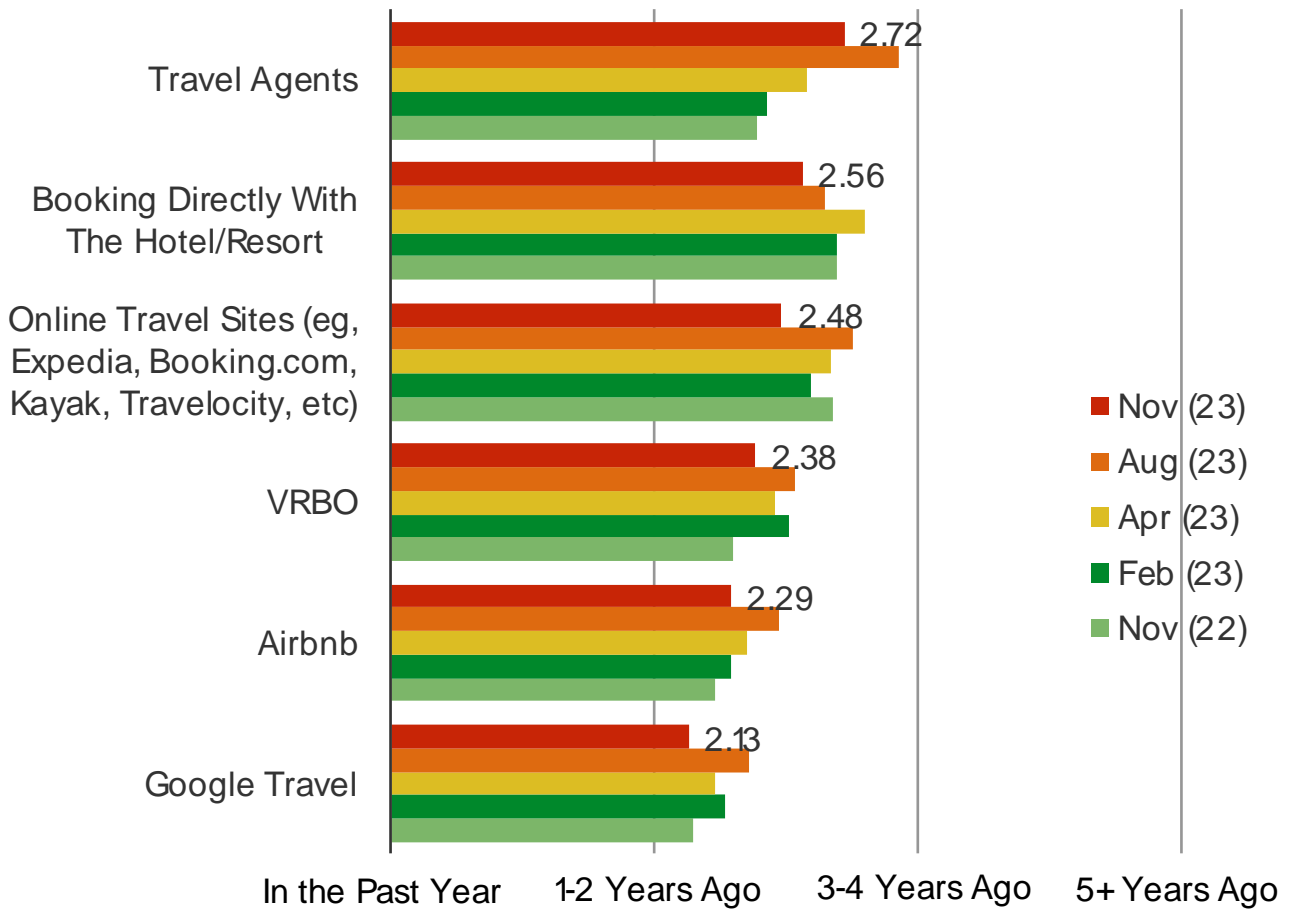
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WHEN DID YOU USE THE FOLLOWING FOR THE FIRST TIME?

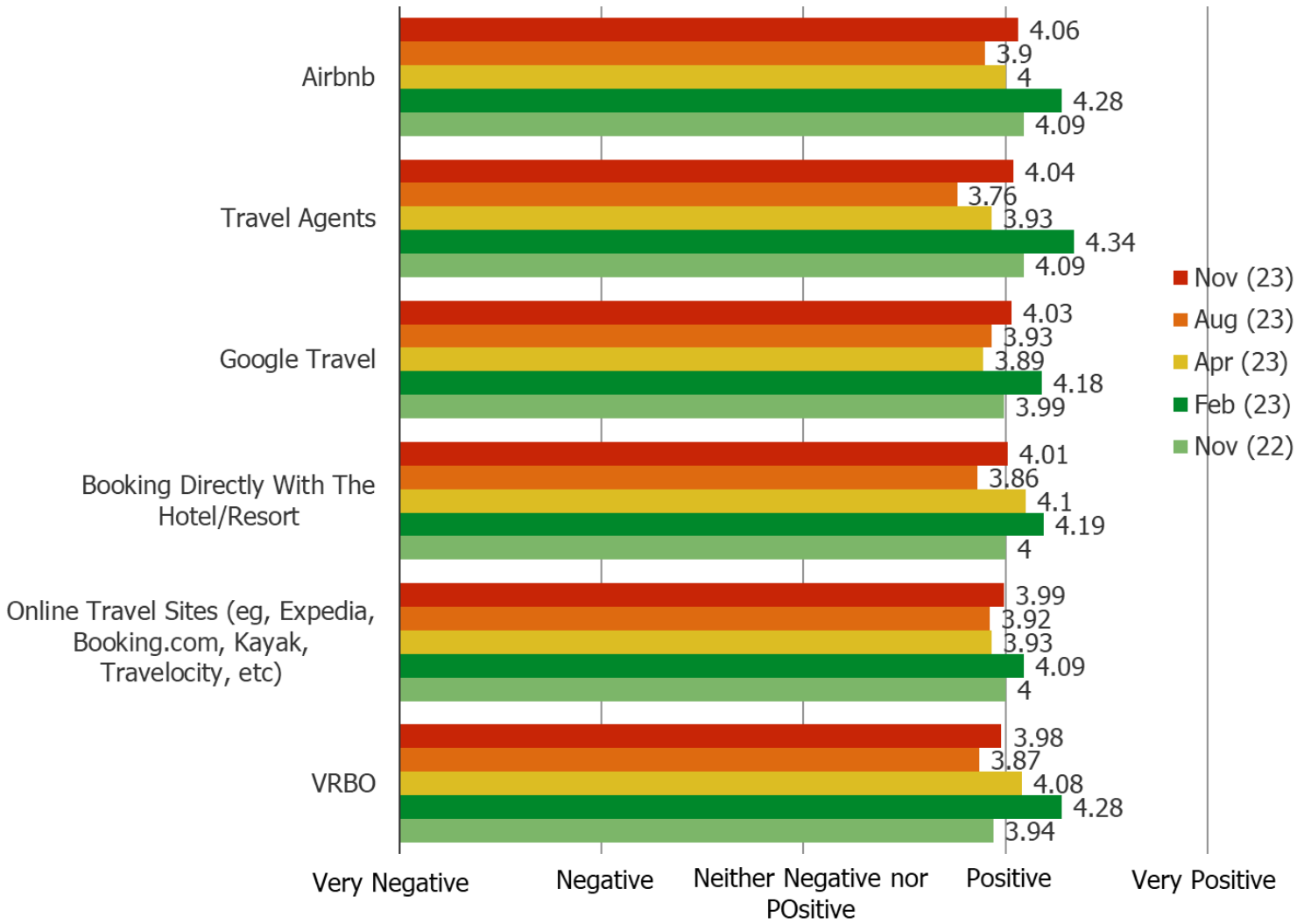
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WHAT IS YOUR OVERALL OPINION OF THE FOLLOWING?

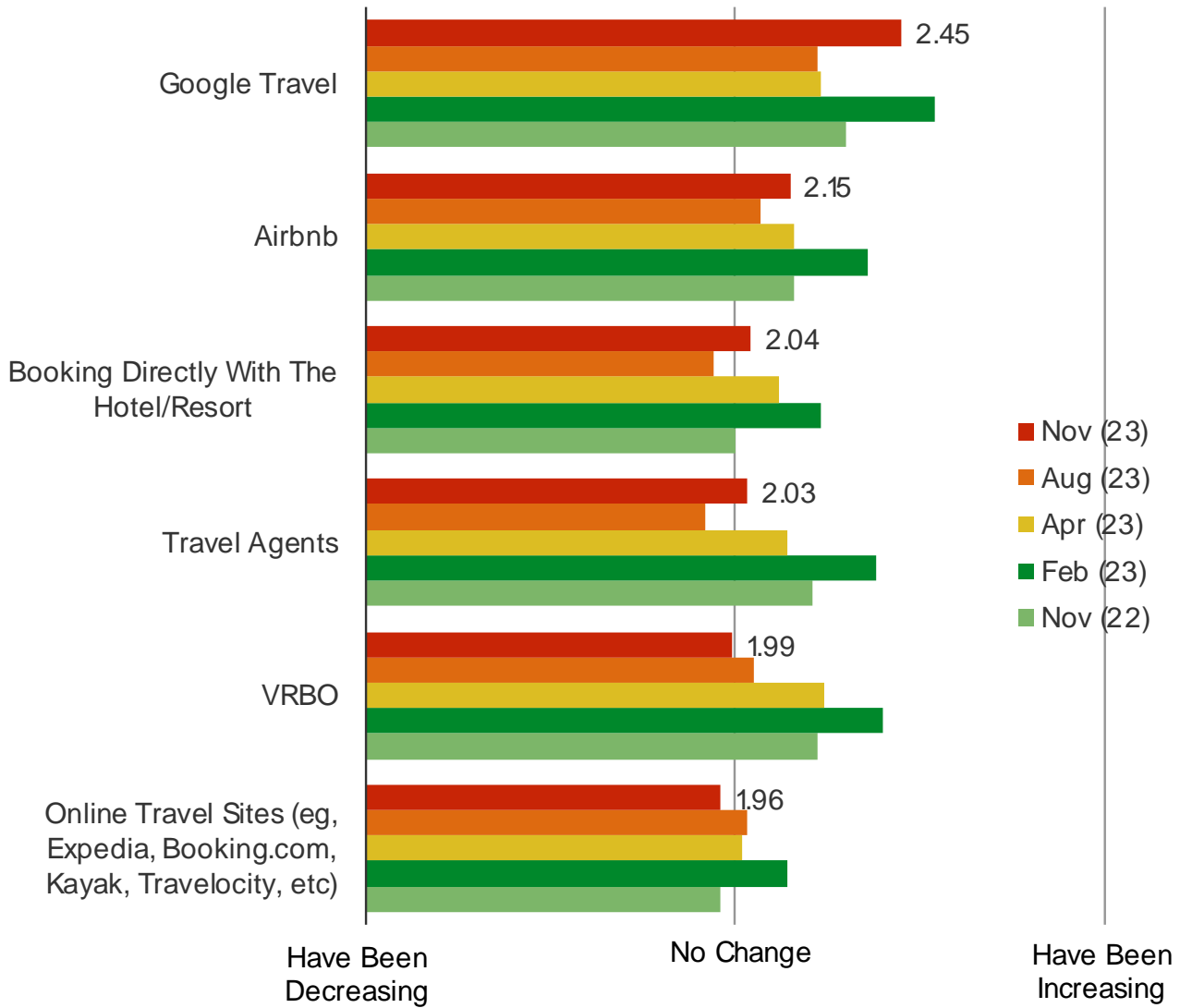
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IN RECENT YEARS, HAVE YOU CHANGED HOW OFTEN YOU USE THE FOLLOWING?

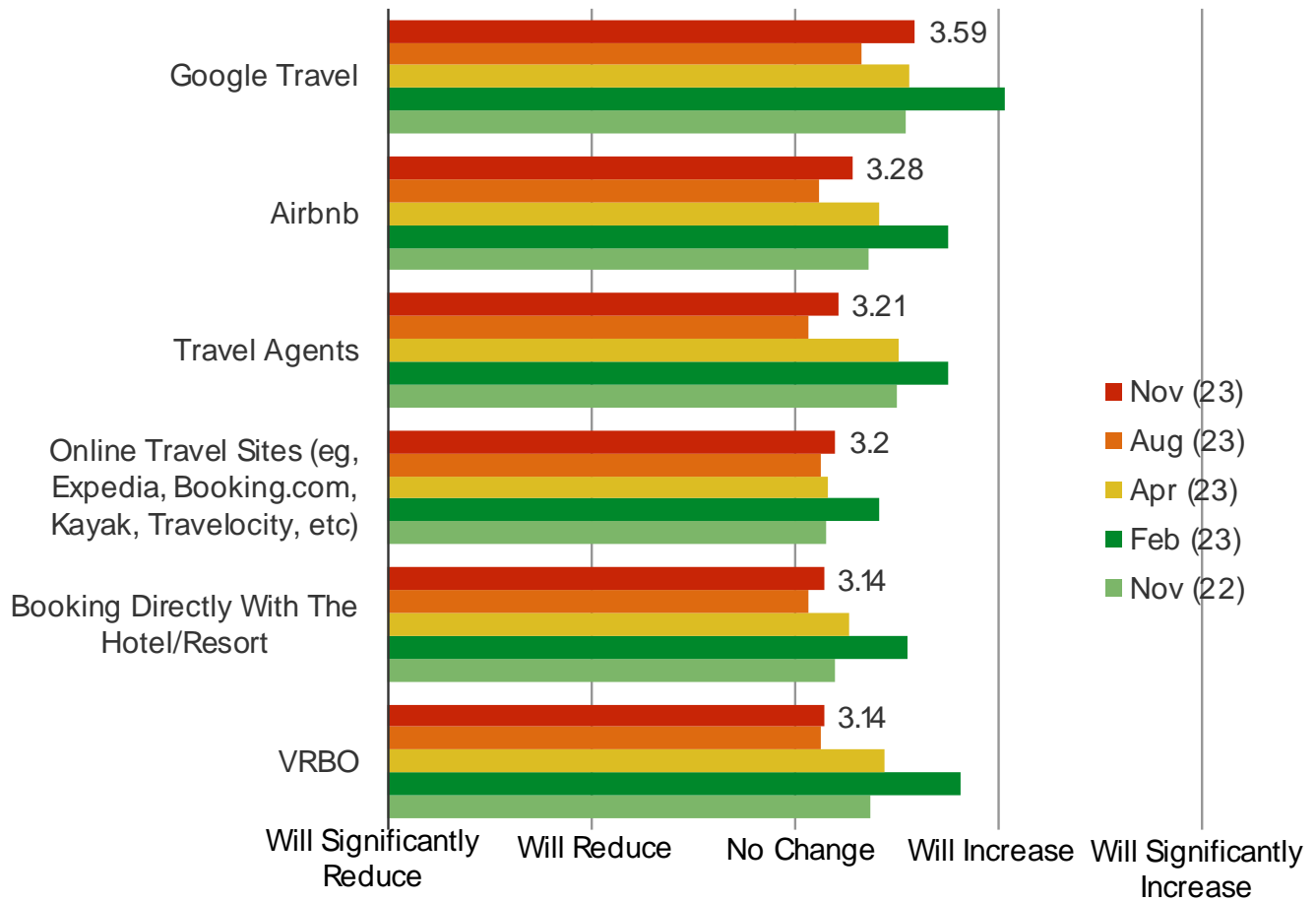
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GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU USE THE FOLLOWING?

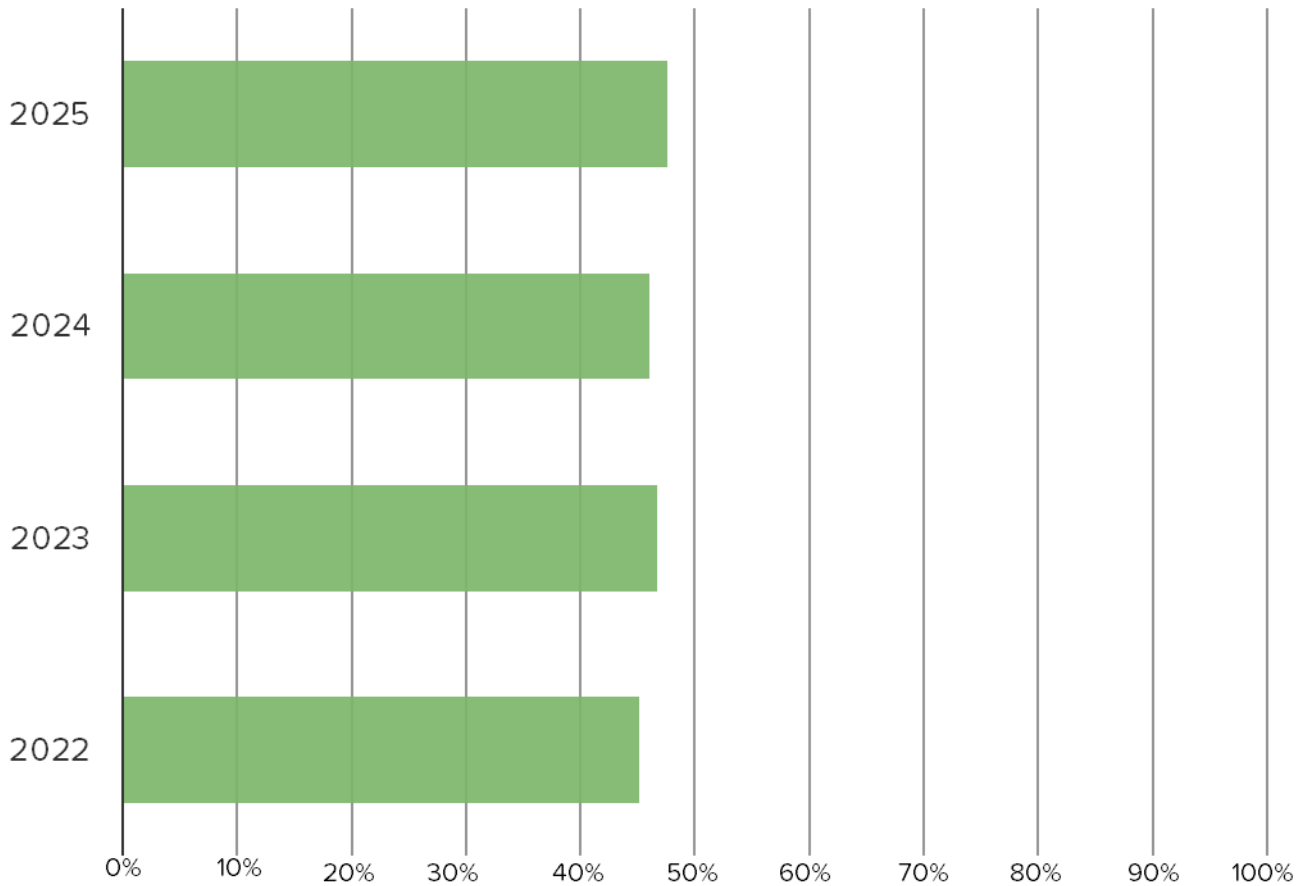
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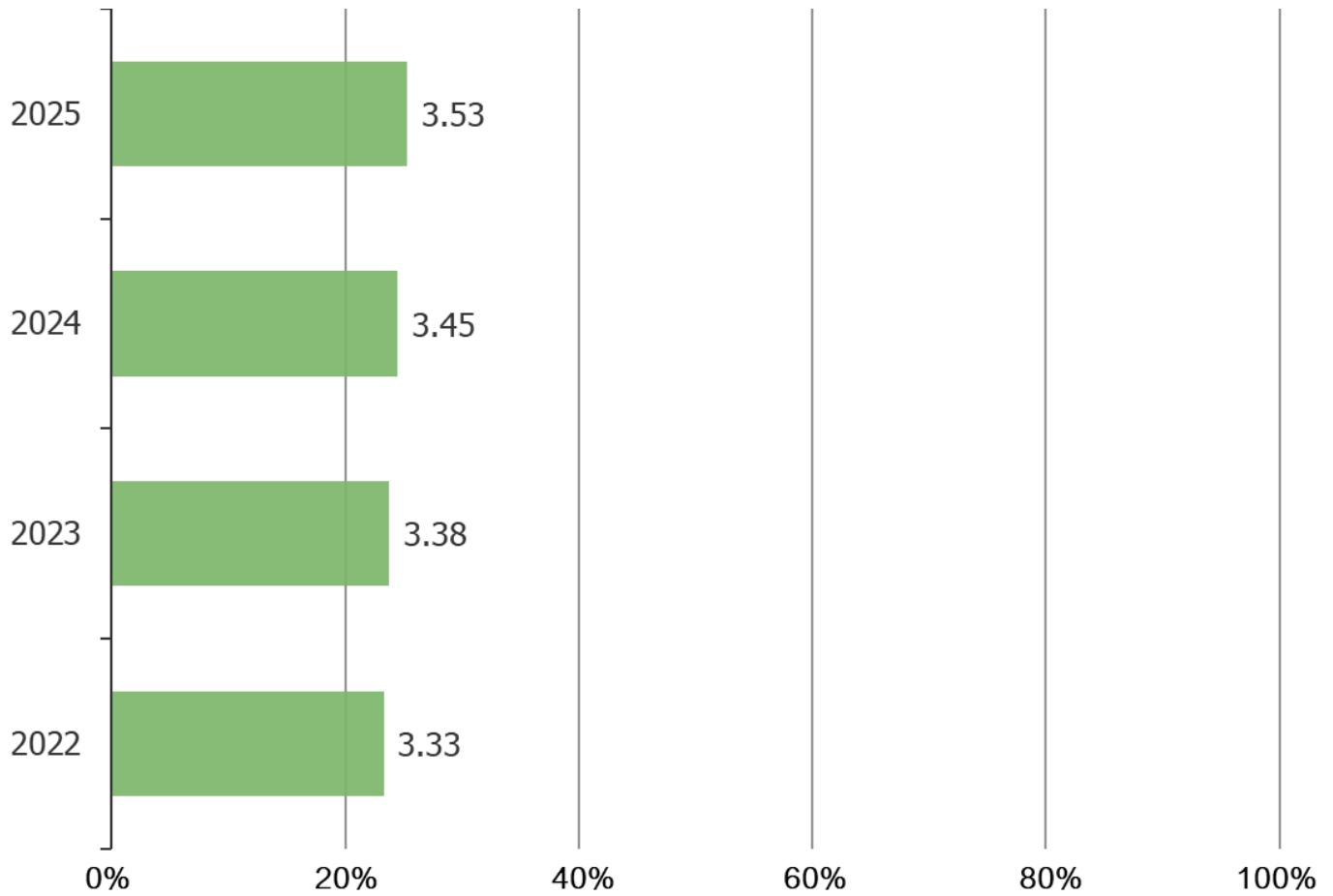
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA AIRBNB IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through Airbnb.



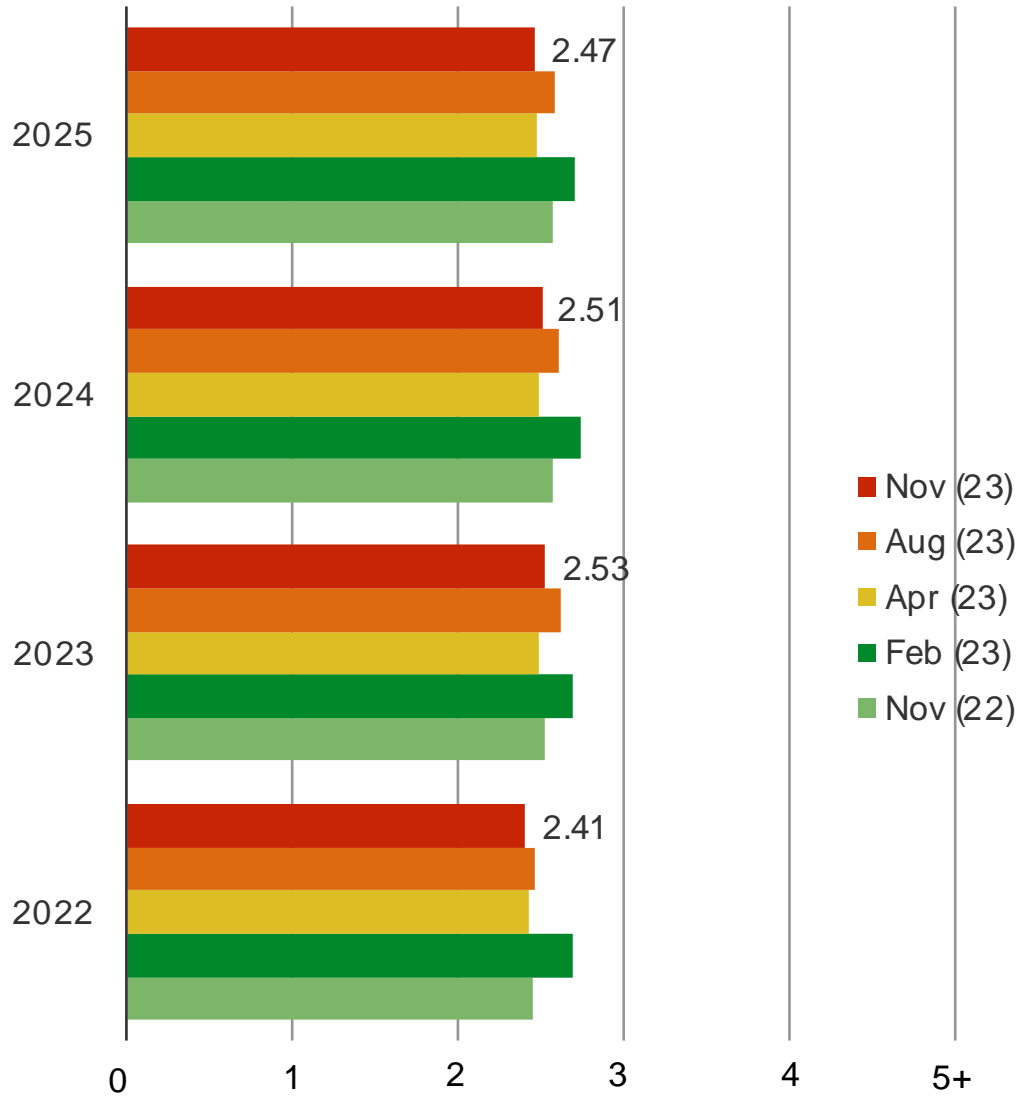
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA OTA'S IN THE FOLLOWING YEARS?

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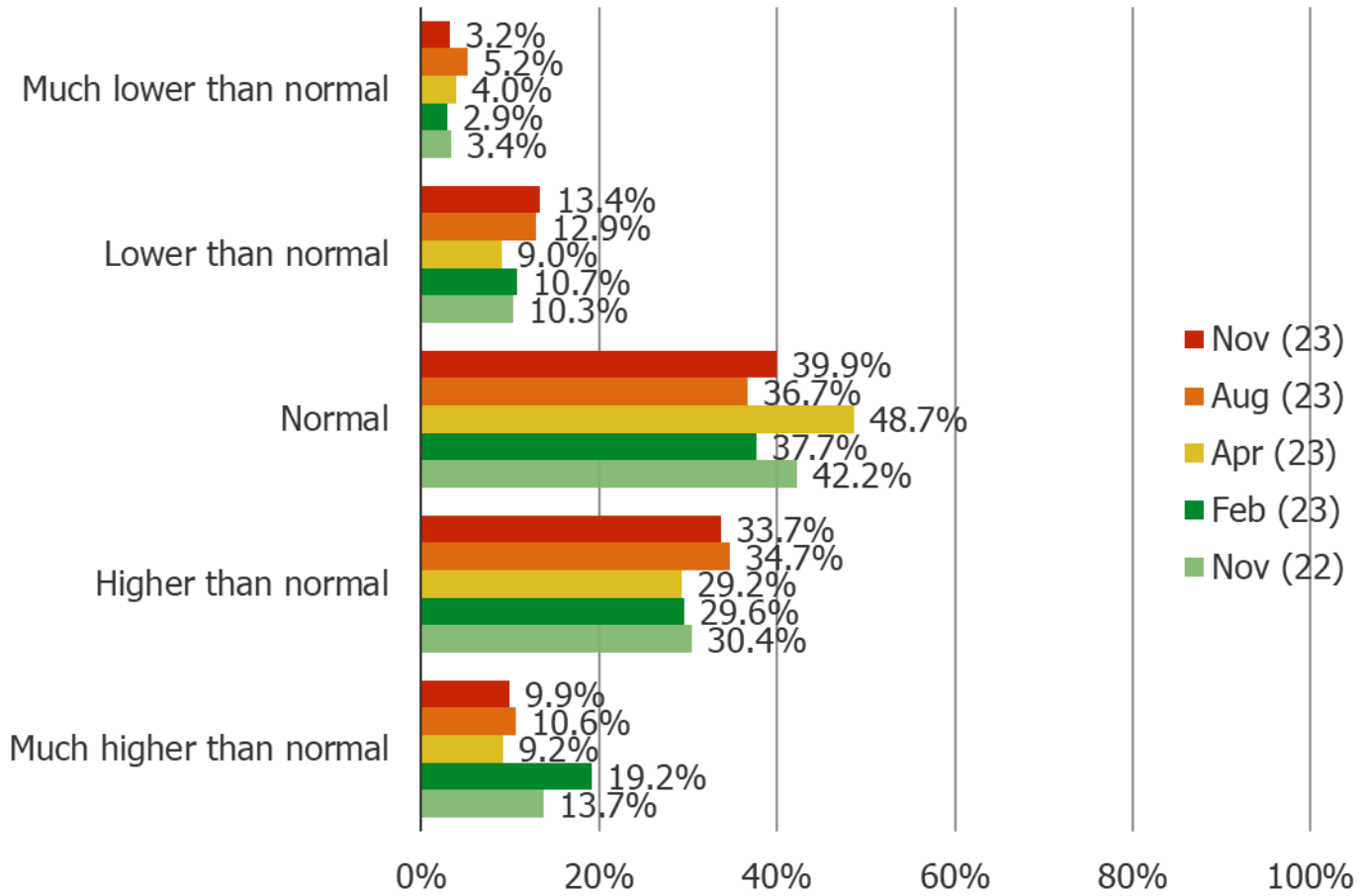
DID YOU / WILL YOU TAKE ANY VACATIONS THAT REQUIRE PAYING TO SPEND ONE OR MORE NIGHTS SOMEWHERE OTHER THAN YOUR HOME?

Posed to all respondents.



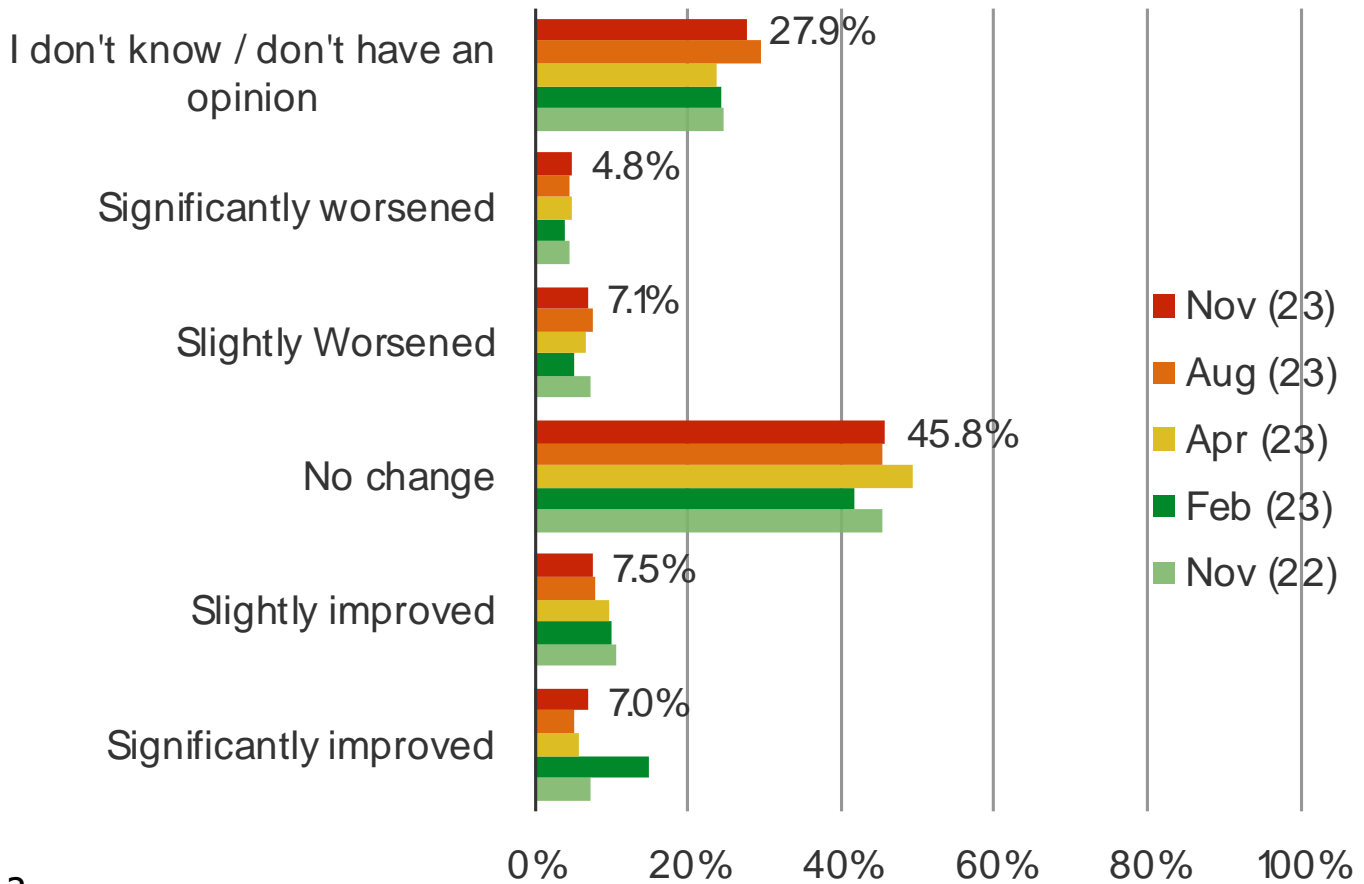
HOW DID/WILL YOUR BUDGET FOR OVERNIGHT VACATIONS IN 2023 COMPARE WITH NORMAL YEARS?

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



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

Posed to all respondents.



Why?

Respondents who say improved:

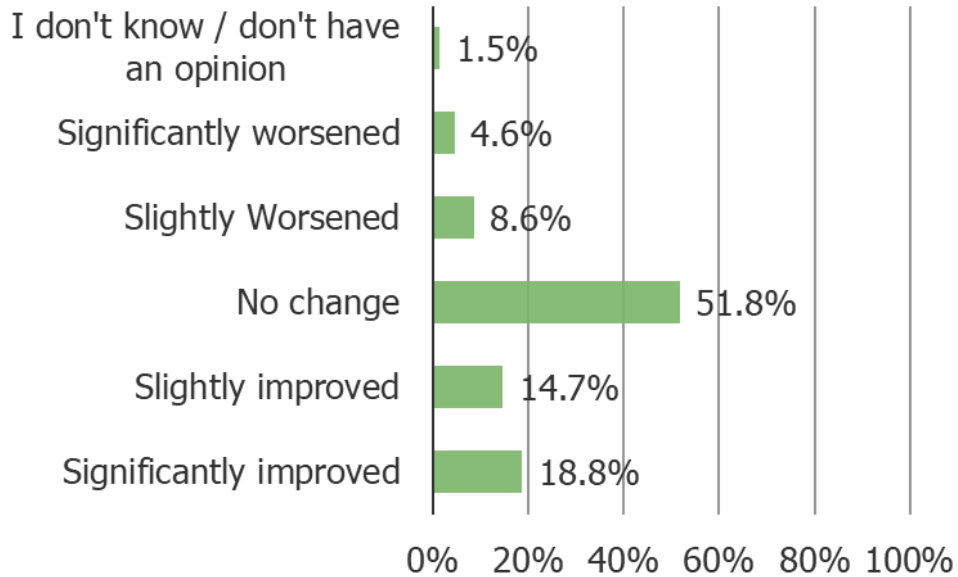
- Good quality
- Great way to travel with large groups
- They are much cleaner and owners themselves make sure you are happy

Respondents who say worsened:

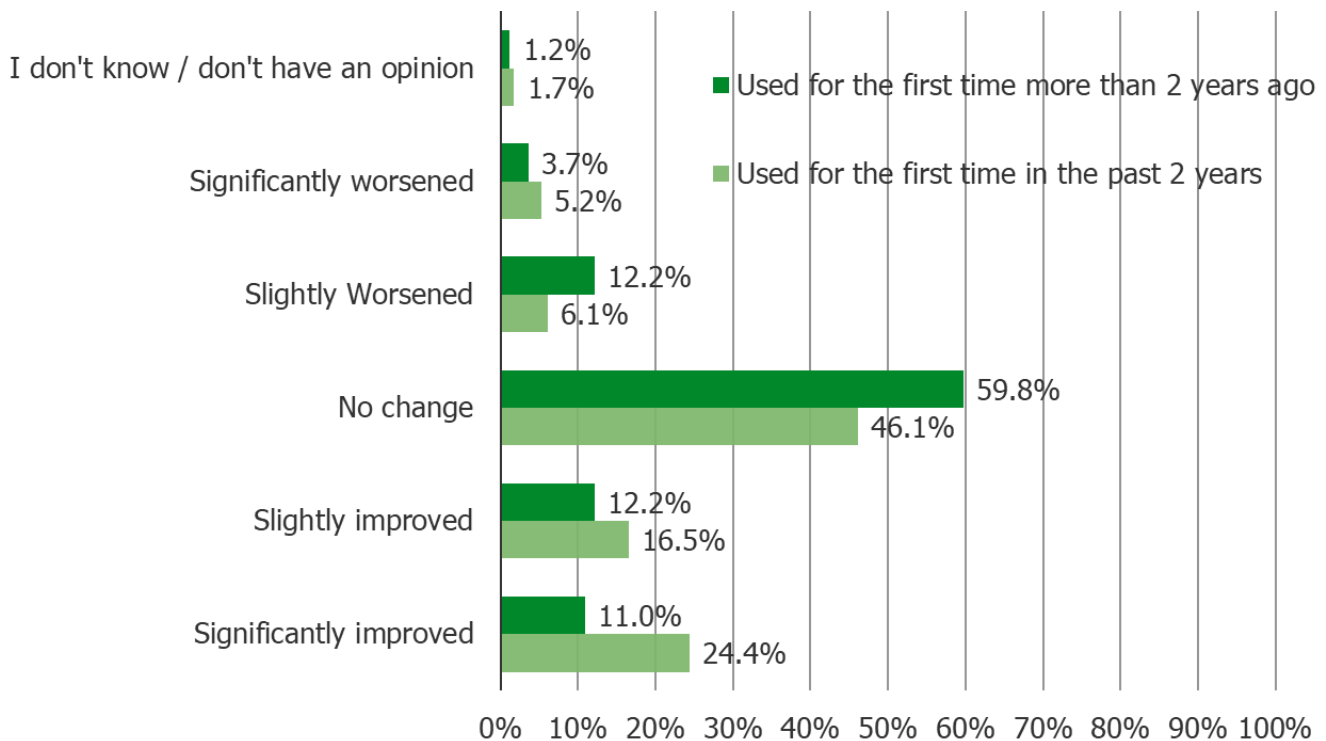
- Had a bad experience
- Prices
- Additional tax and cleaning charges
- Covid and general concern
- Have heard of negative reviews
- Fearful of hidden camera

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

Posed to respondents who have tried Airbnb (N = 197)

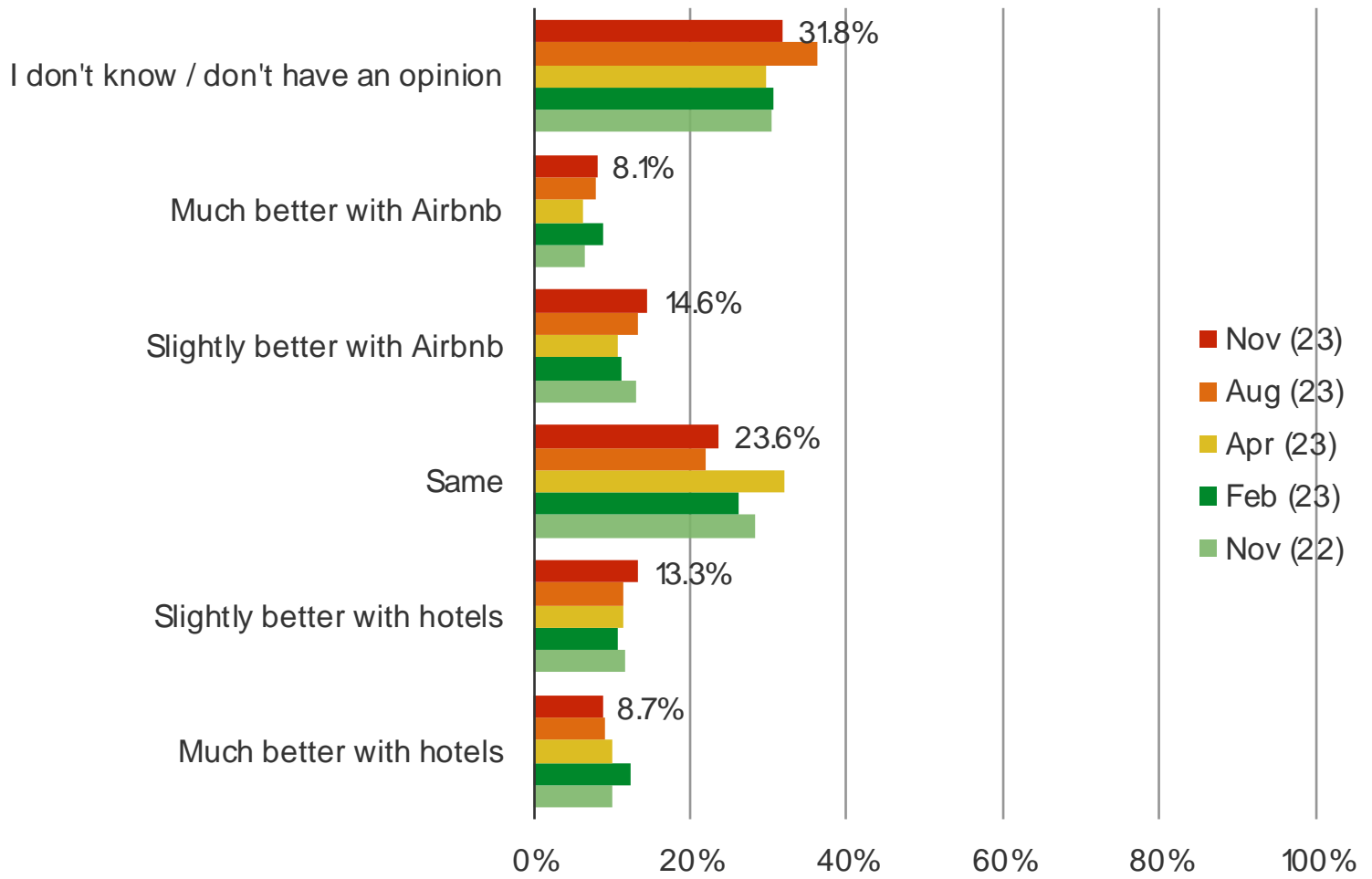


Posed to respondents who have tried Airbnb, cross-tabbed by when they used it for the first time...



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...

- 11.68% said value is much better with hotels
- 18.27% said value is slightly better with hotels
- 21.32% said value is the same
- 30.96% said value is slightly better with Airbnb
- 16.75% said value is much better with Airbnb
- 1.02% said they don't know / don't have an opinion