

BESPOKE SURVEYS

## ABNB / Travel, Volume 6

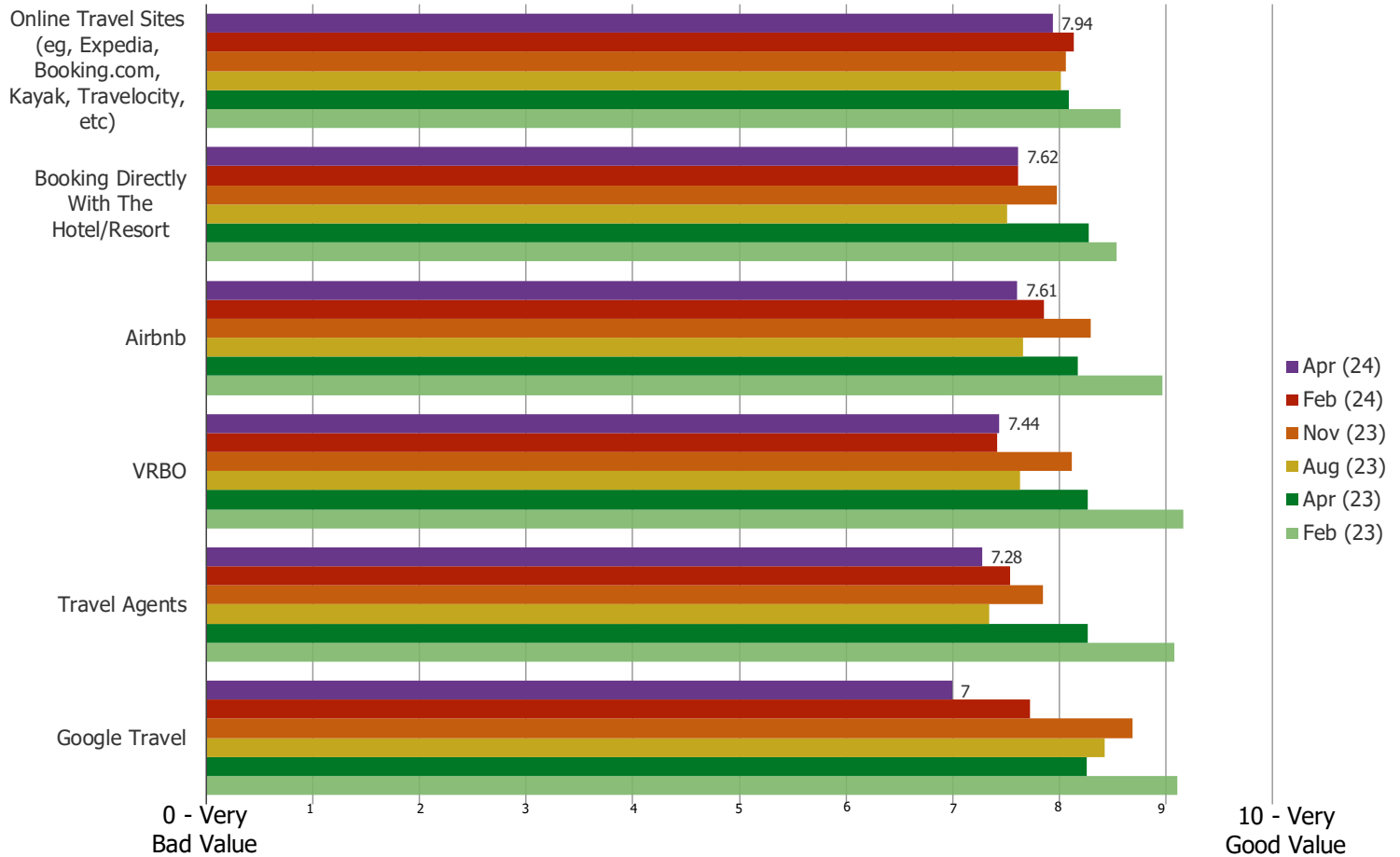
1,250 US Consumers Balanced to Census

Tickers Covered: ABNB, EXPE, BKNG



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

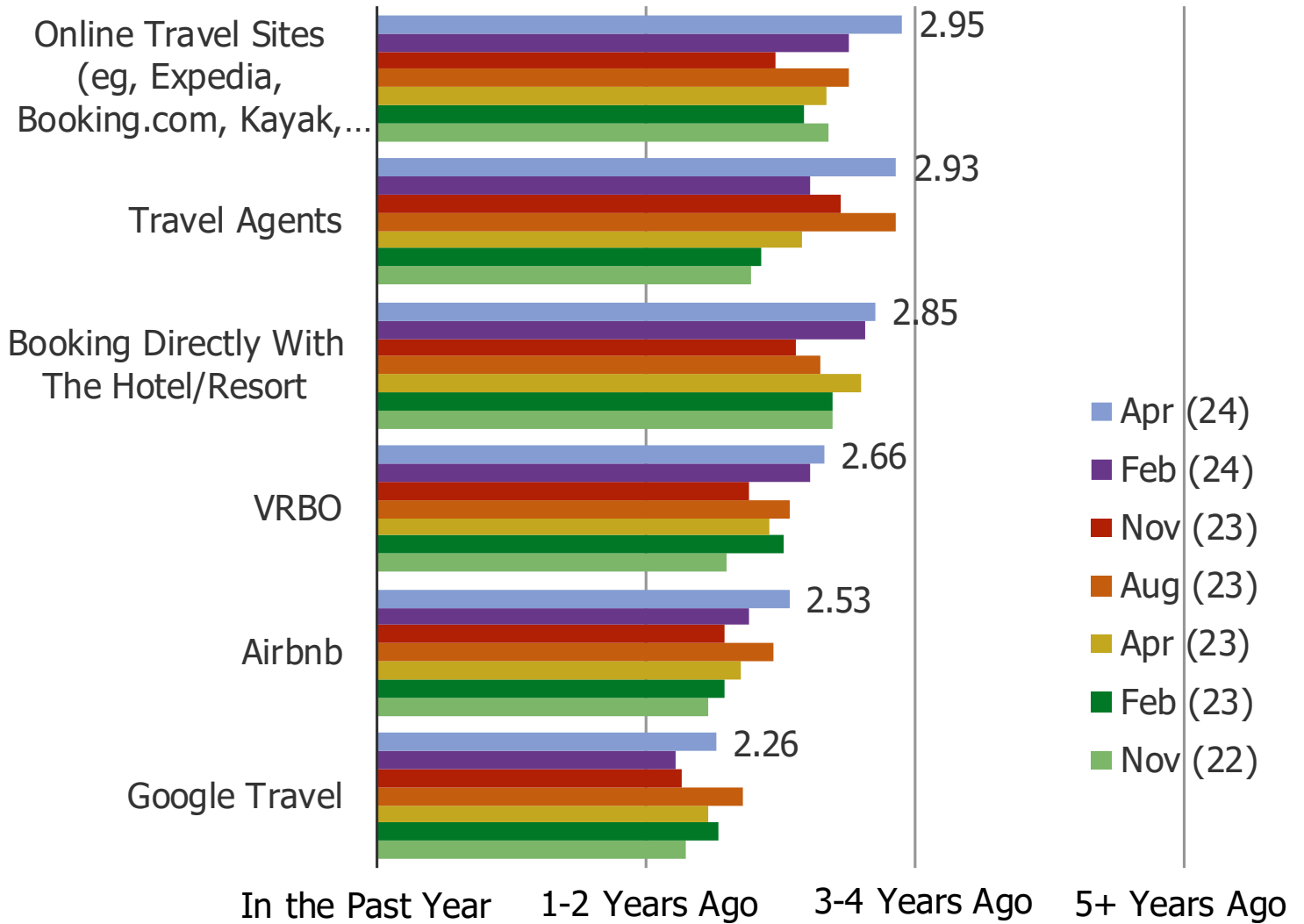
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	61
Google Travel	54
Travel Agents	80
Airbnb	166
Booking Directly With The Hotel/Resort	224
Online Travel Sites (eg, Expedia, Booking.com, Kayak, Travelocity, etc)	280

WHEN DID YOU USE THE FOLLOWING FOR THE FIRST TIME?

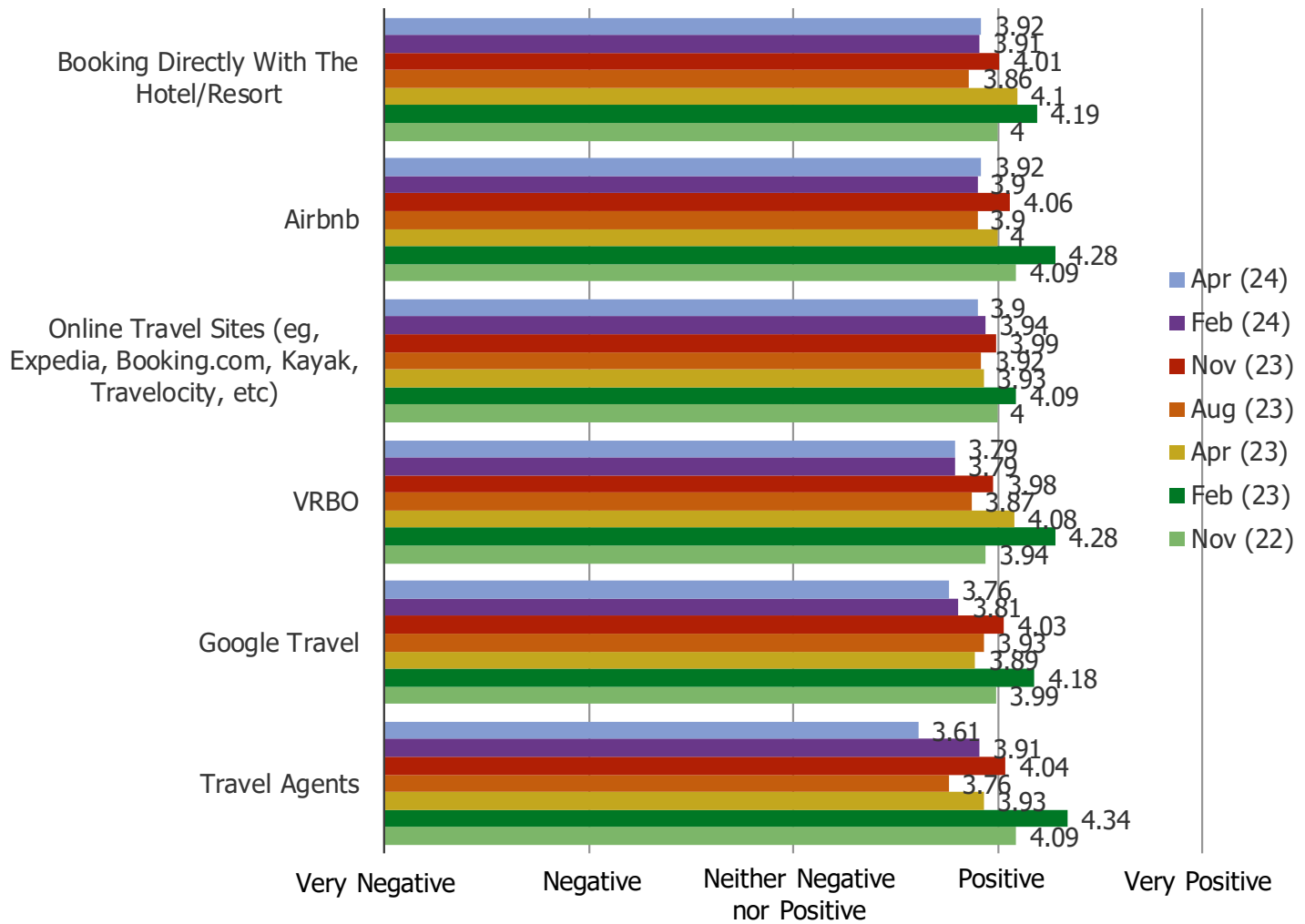
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WHAT IS YOUR OVERALL OPINION OF THE FOLLOWING?

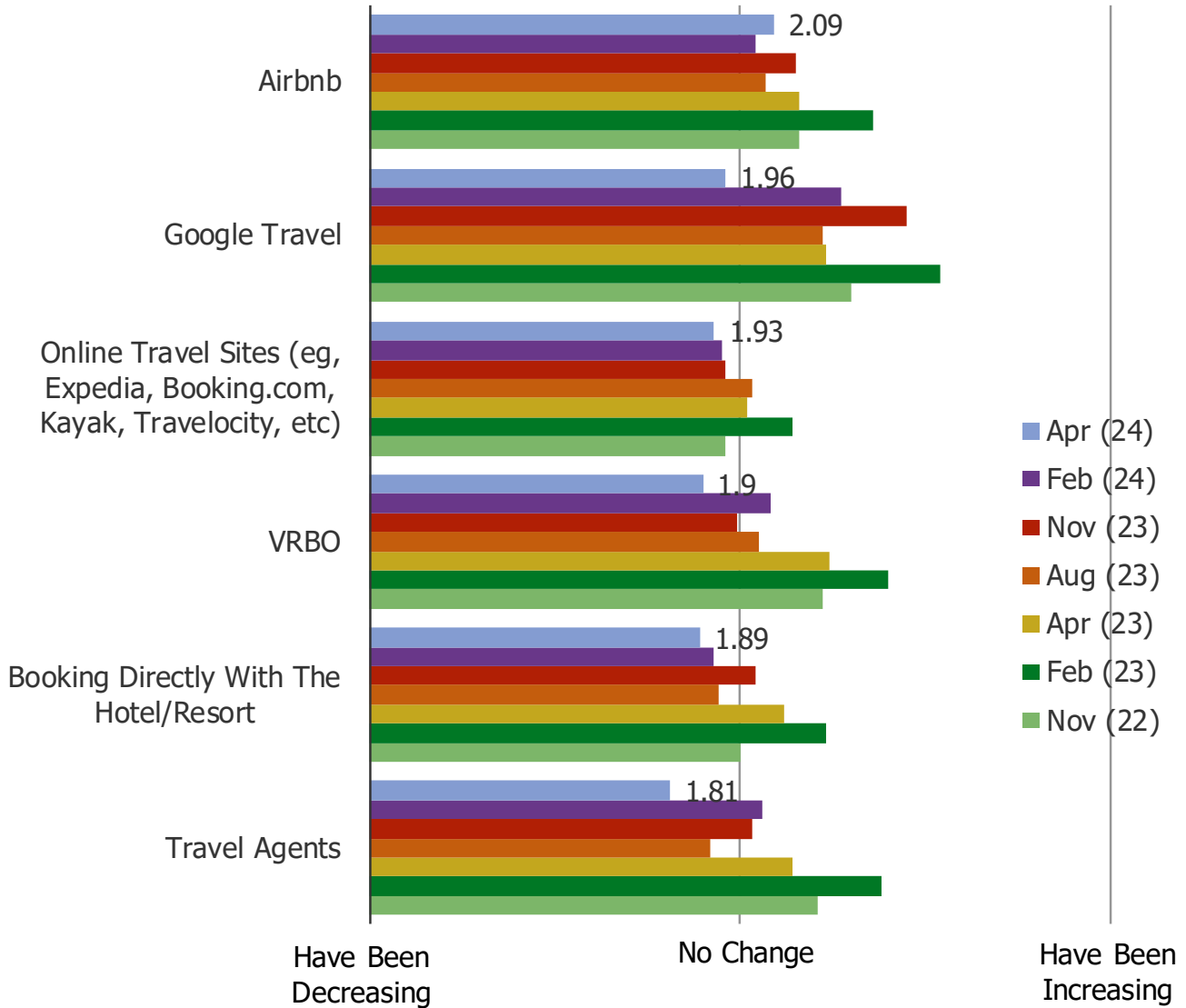
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IN RECENT YEARS, HAVE YOU CHANGED HOW OFTEN YOU USE THE FOLLOWING?

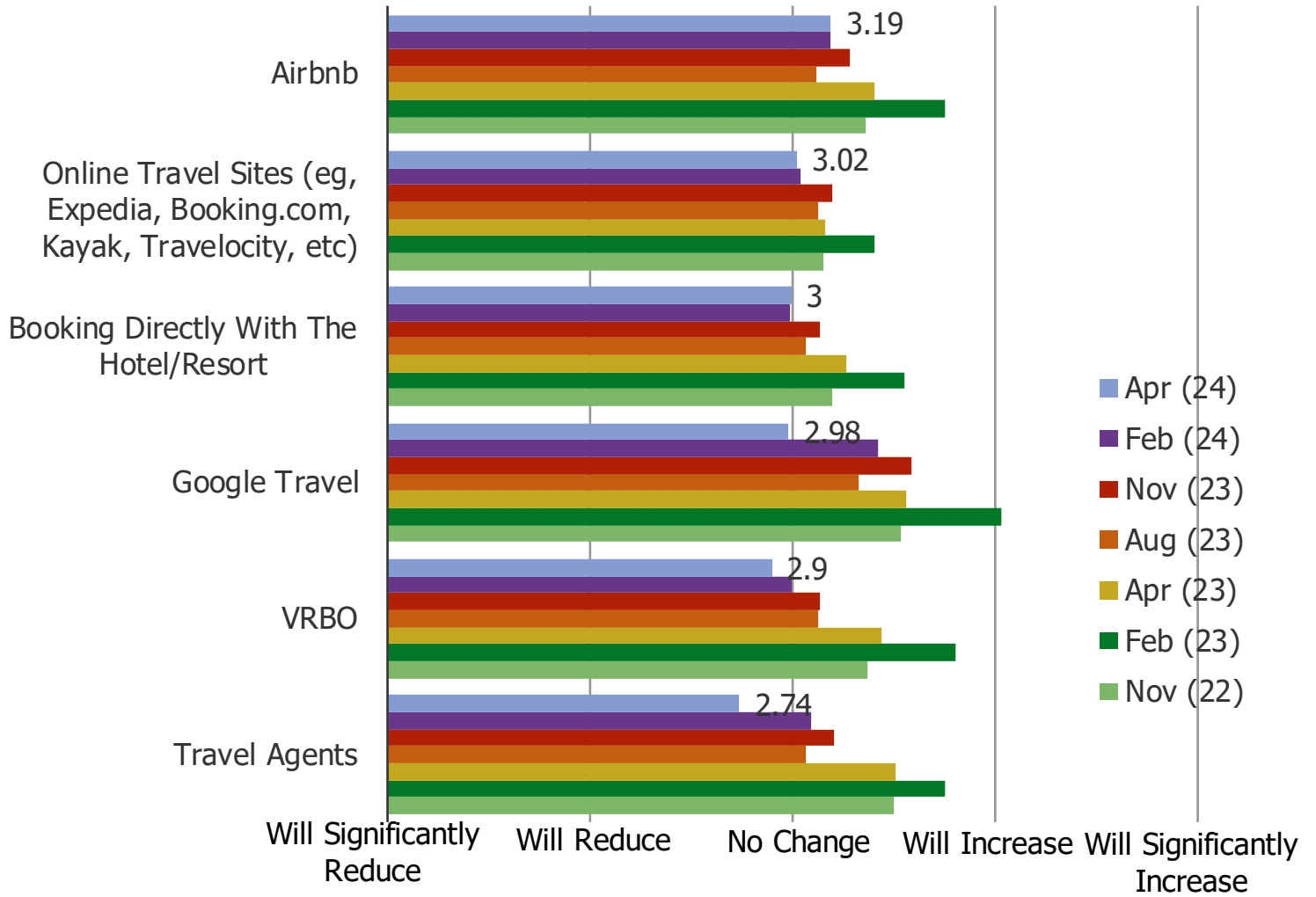
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GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU USE THE FOLLOWING?

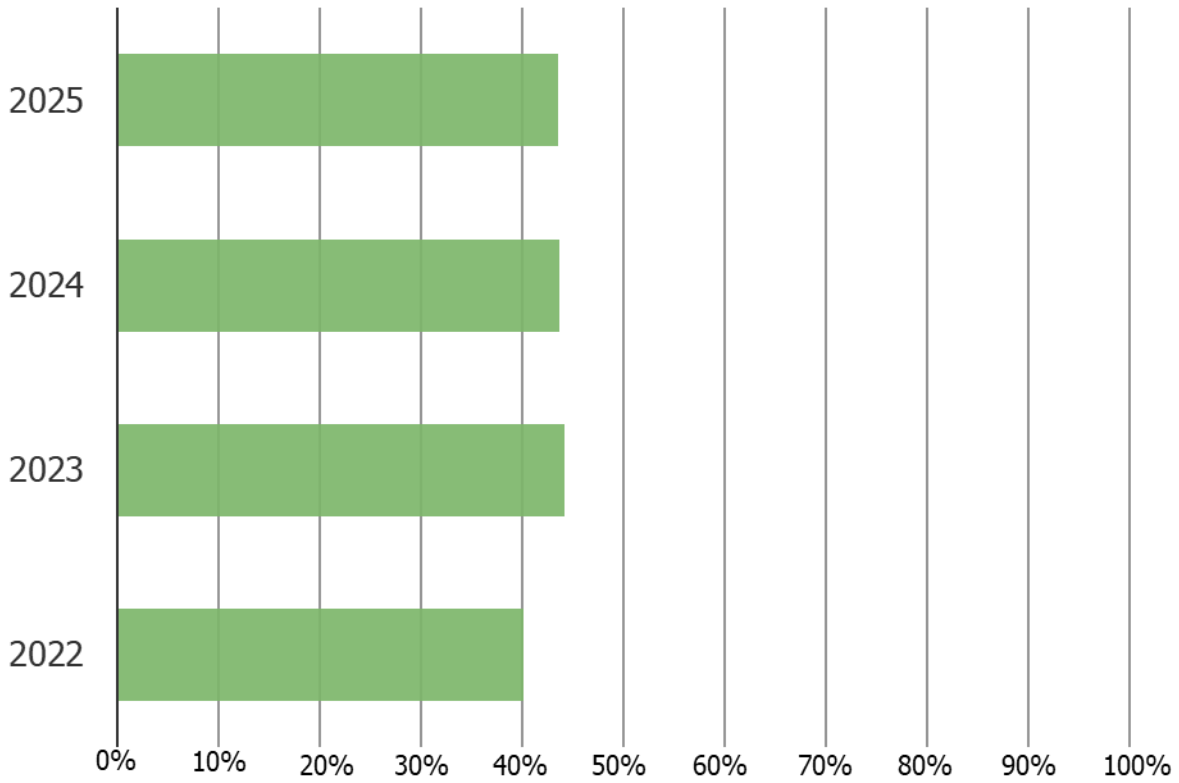
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WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA AIRBNB IN THE FOLLOWING YEARS?

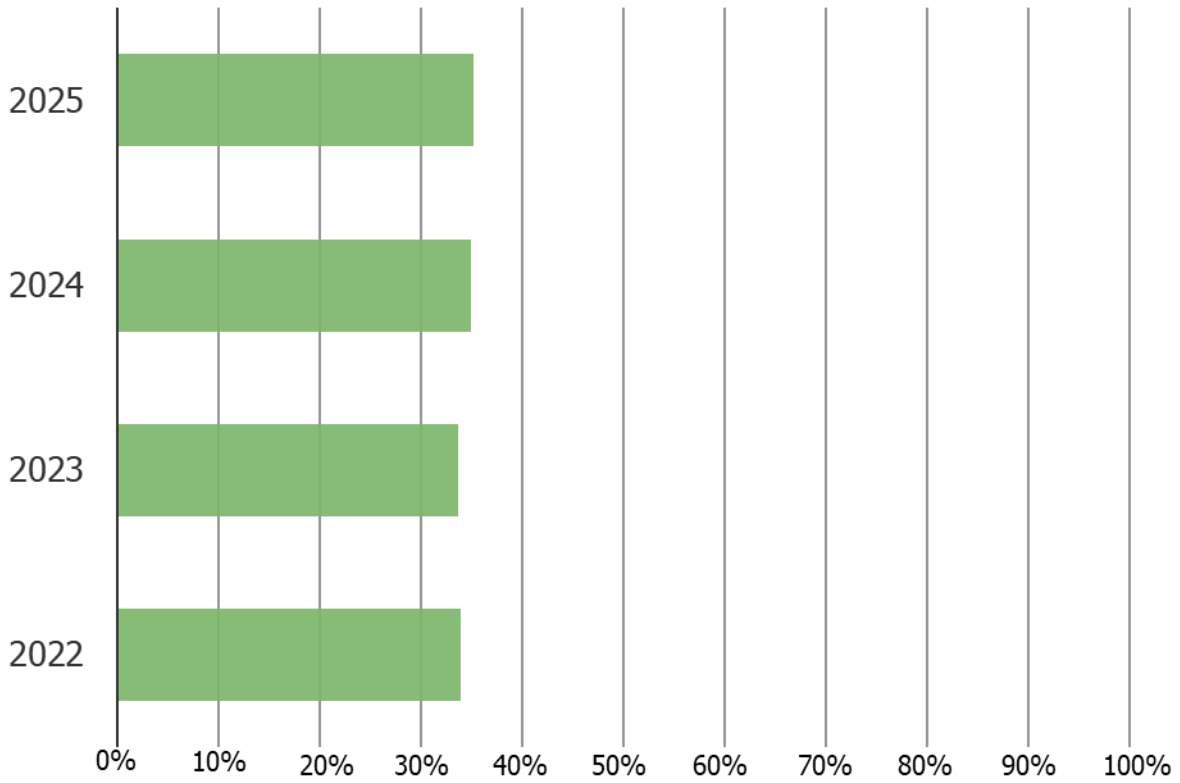
Focusing on respondents who have previously booked travel through Airbnb.





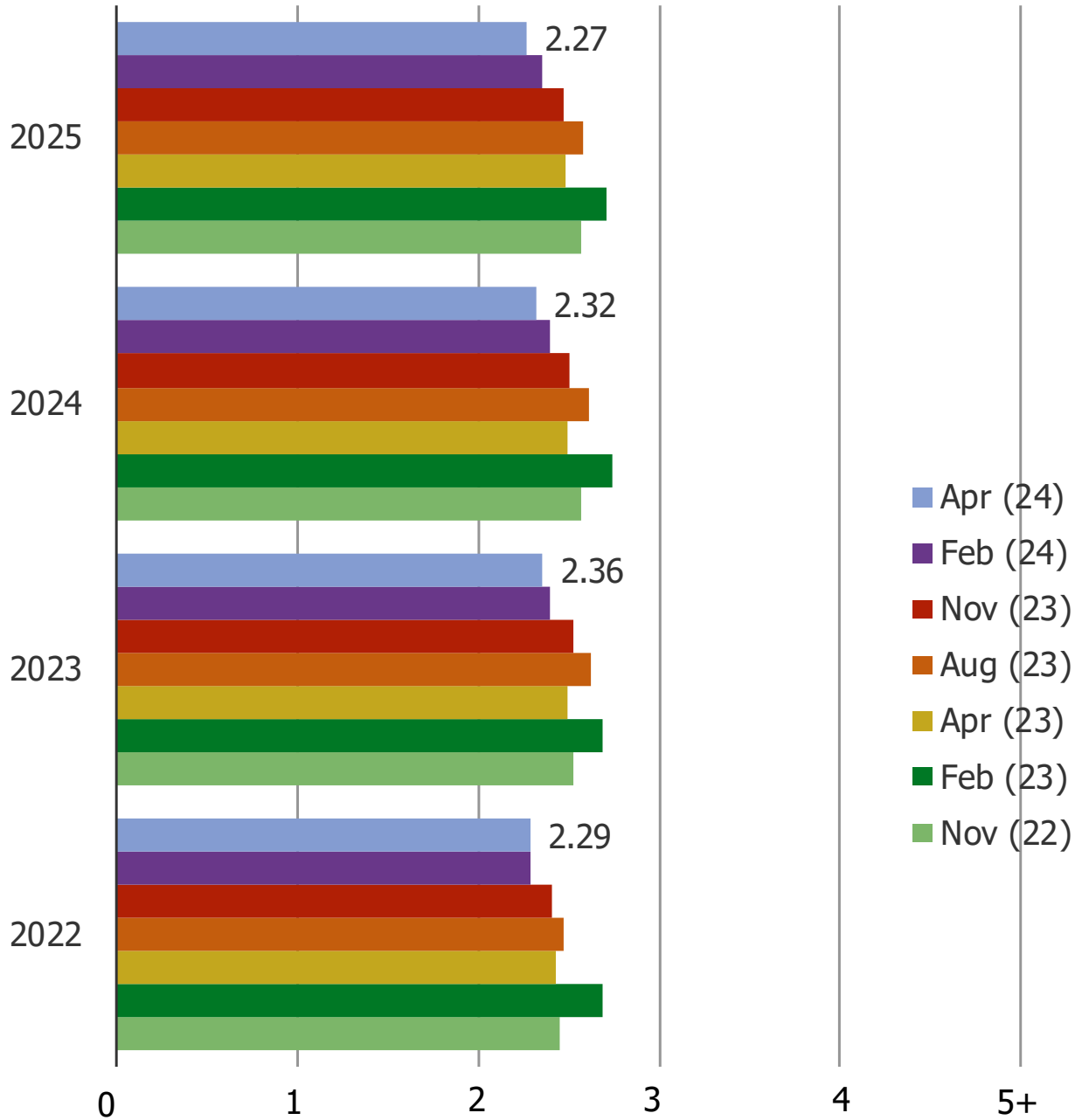
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA OTA'S IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through OTAs.



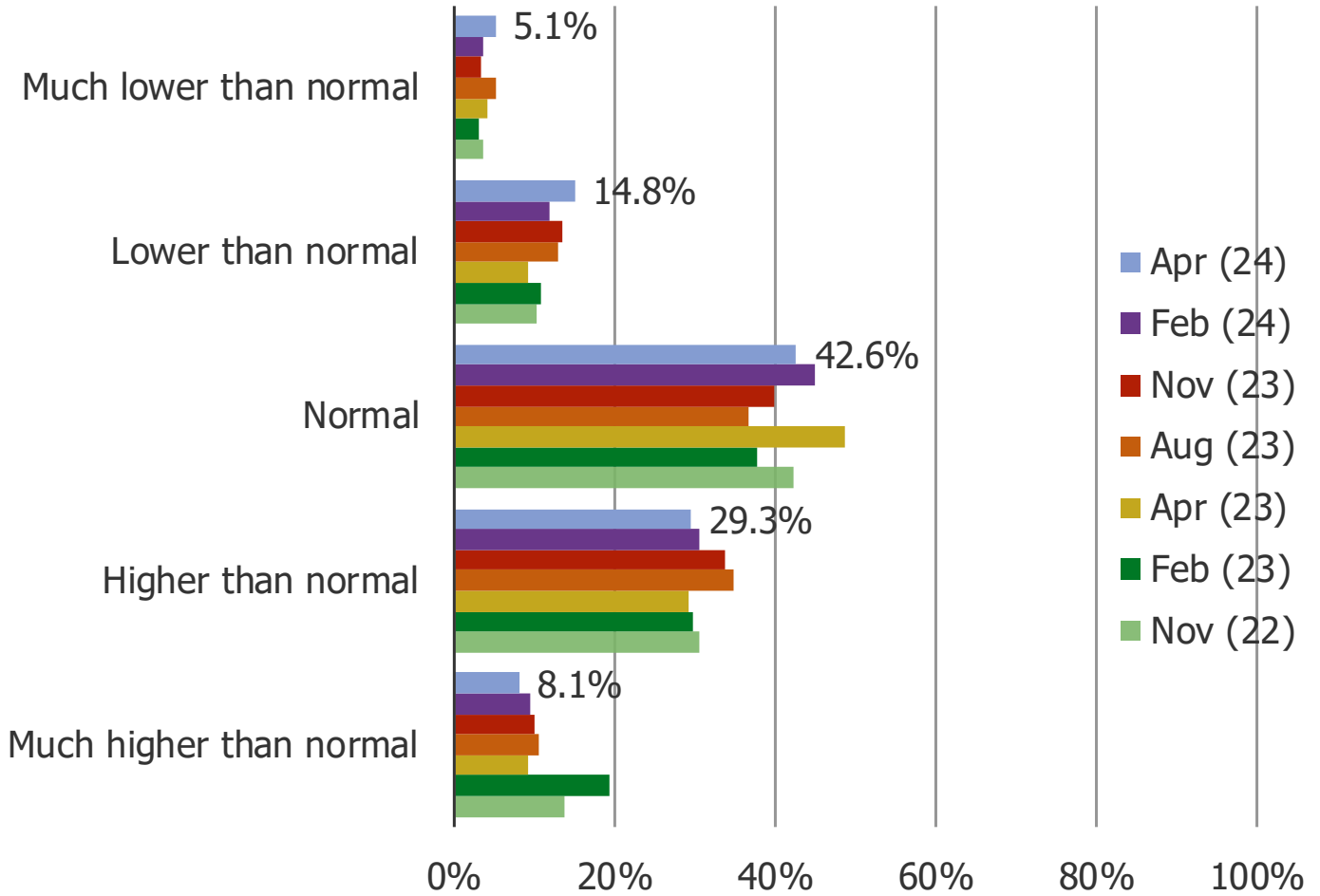
DID YOU / WILL YOU TAKE ANY VACATIONS THAT REQUIRE PAYING TO SPEND ONE OR MORE NIGHTS SOMEWHERE OTHER THAN YOUR HOME?

Posed to all respondents.



HOW DID/WILL YOUR BUDGET FOR OVERNIGHT VACATIONS IN 2024 COMPARE WITH NORMAL YEARS?

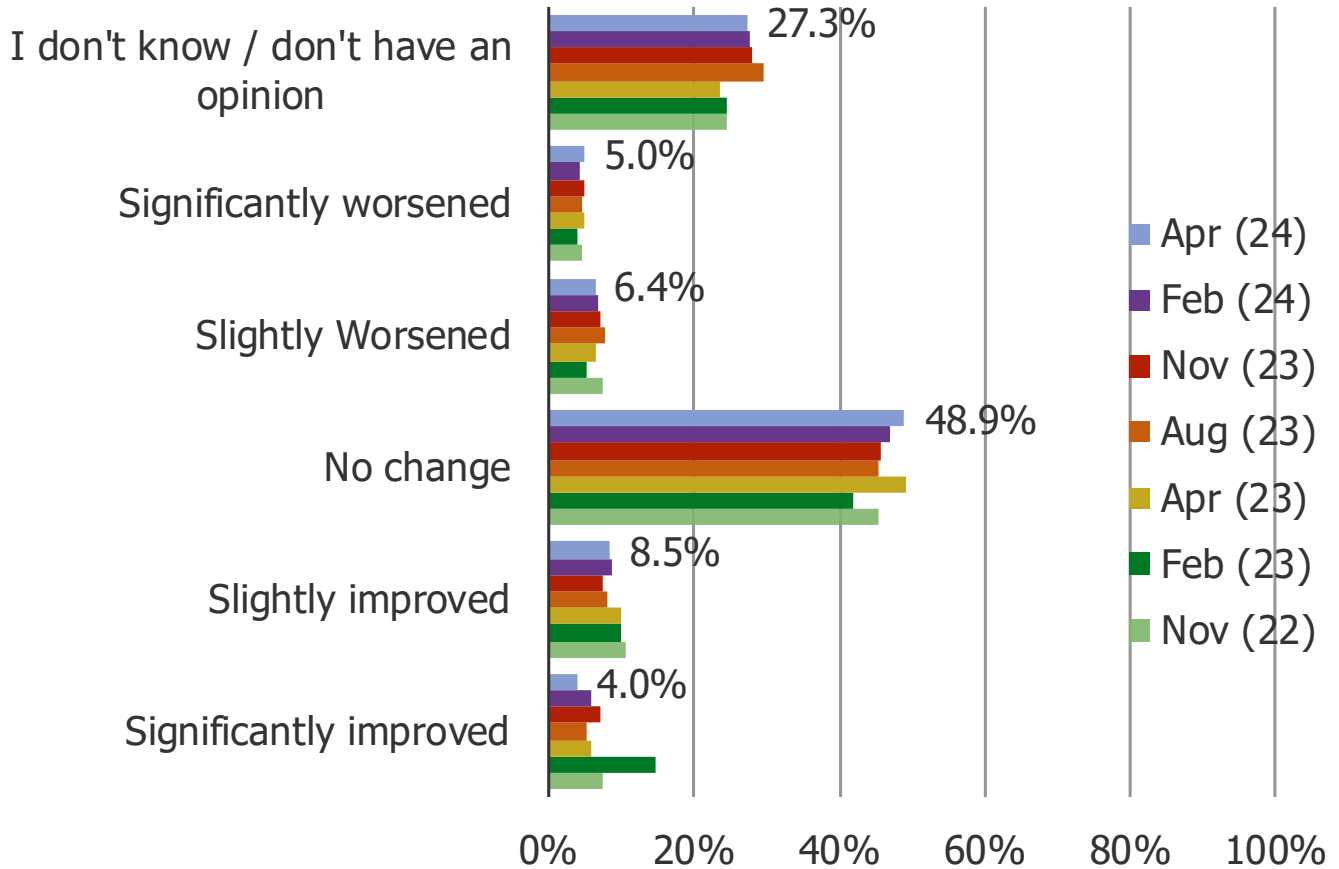
Posed to all respondents who had/have plans for overnight vacations in 2024.



Note – we changed the question text from “in 2023” to “in 2024” in this latest survey wave...

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

Posed to all respondents.



Why?

Respondents who say improved:

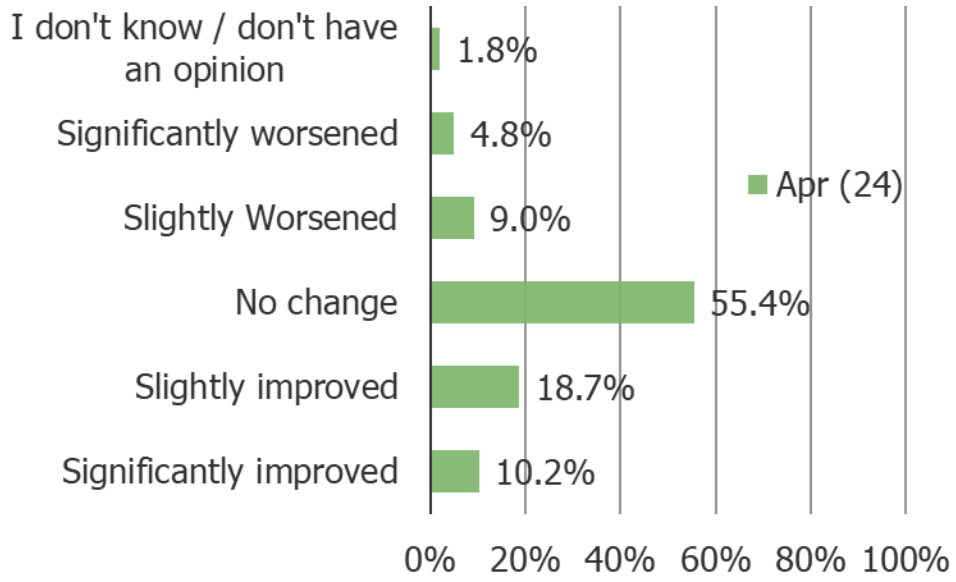
- Good quality
- Great way to travel with large groups
- They are much cleaner and owners themselves make sure you are happy

Respondents who say worsened:

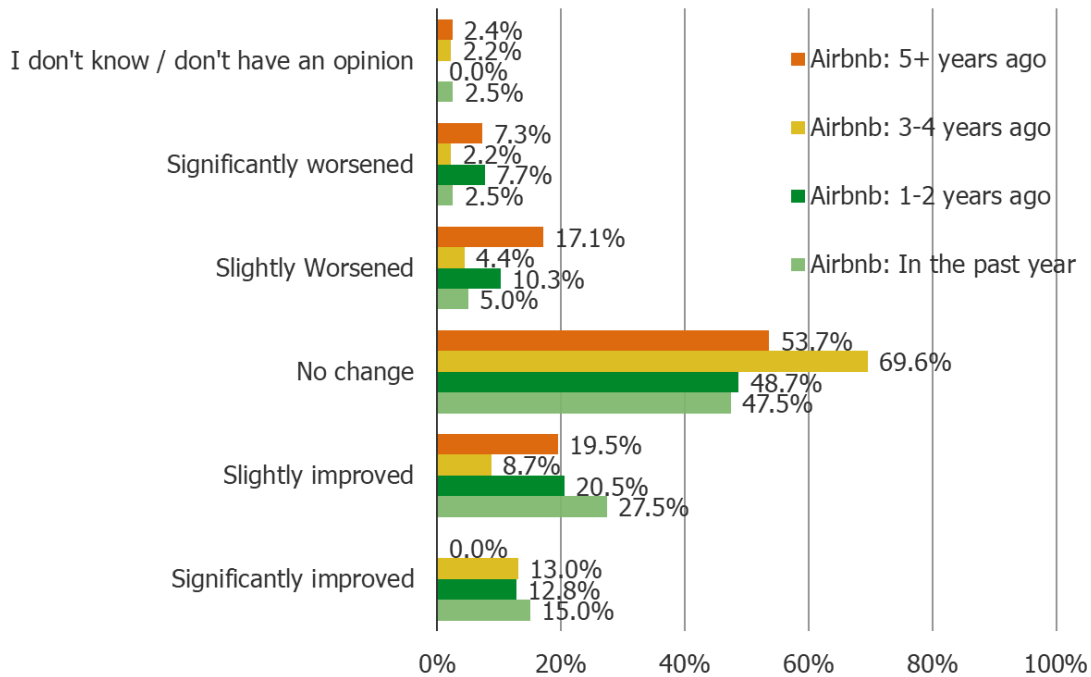
- Had a bad experience
- Prices
- Additional tax and cleaning charges
- Covid and general concern
- Have heard of negative reviews
- Fearful of hidden camera

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

Posed to respondents who have tried Airbnb (N = 166)

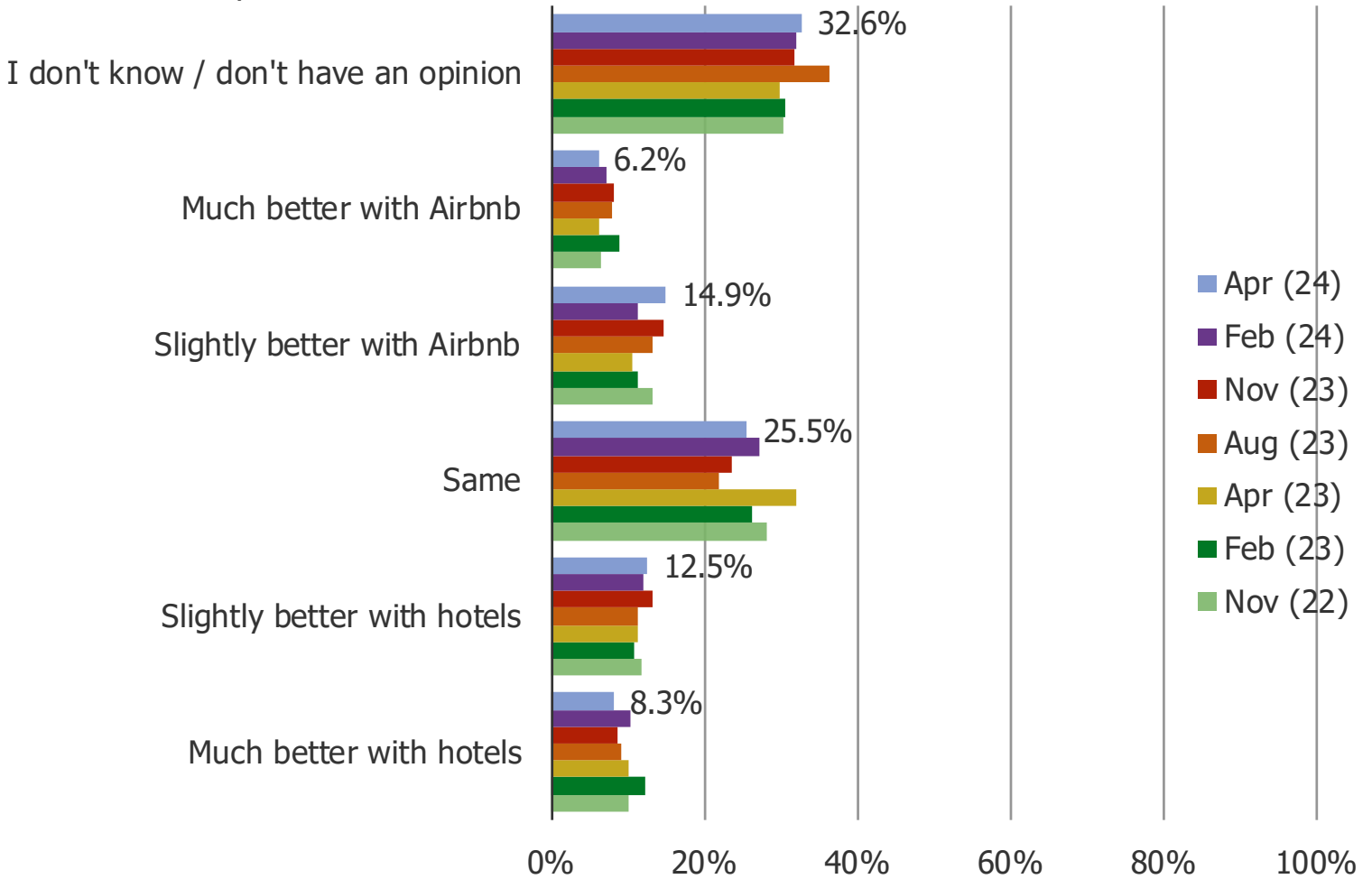


Posed to respondents who have tried Airbnb, cross-tabbed by when they used it for the first time...



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...

- 7.83% said value is much better with hotels
- 16.27% said value is slightly better with hotels
- 22.89% said value is the same
- 33.13% said value is slightly better with Airbnb
- 16.27% said value is much better with Airbnb
- 3.61% said they don't know / don't have an opinion