

BESPOKE SURVEYS

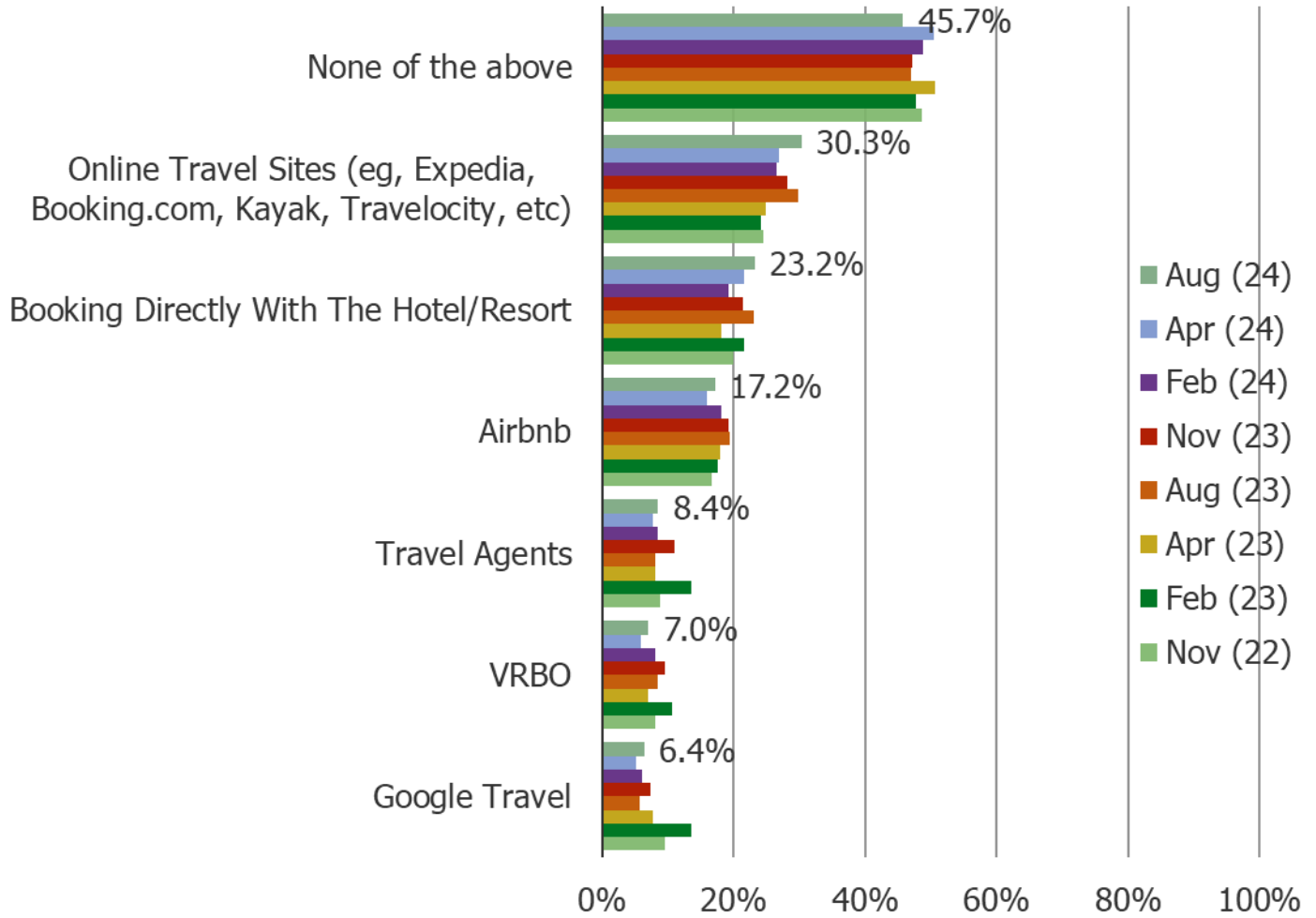
ABNB / Travel, Volume 7

1,250 US Consumers Balanced to Census

Tickers Covered: ABNB, EXPE, BKNG

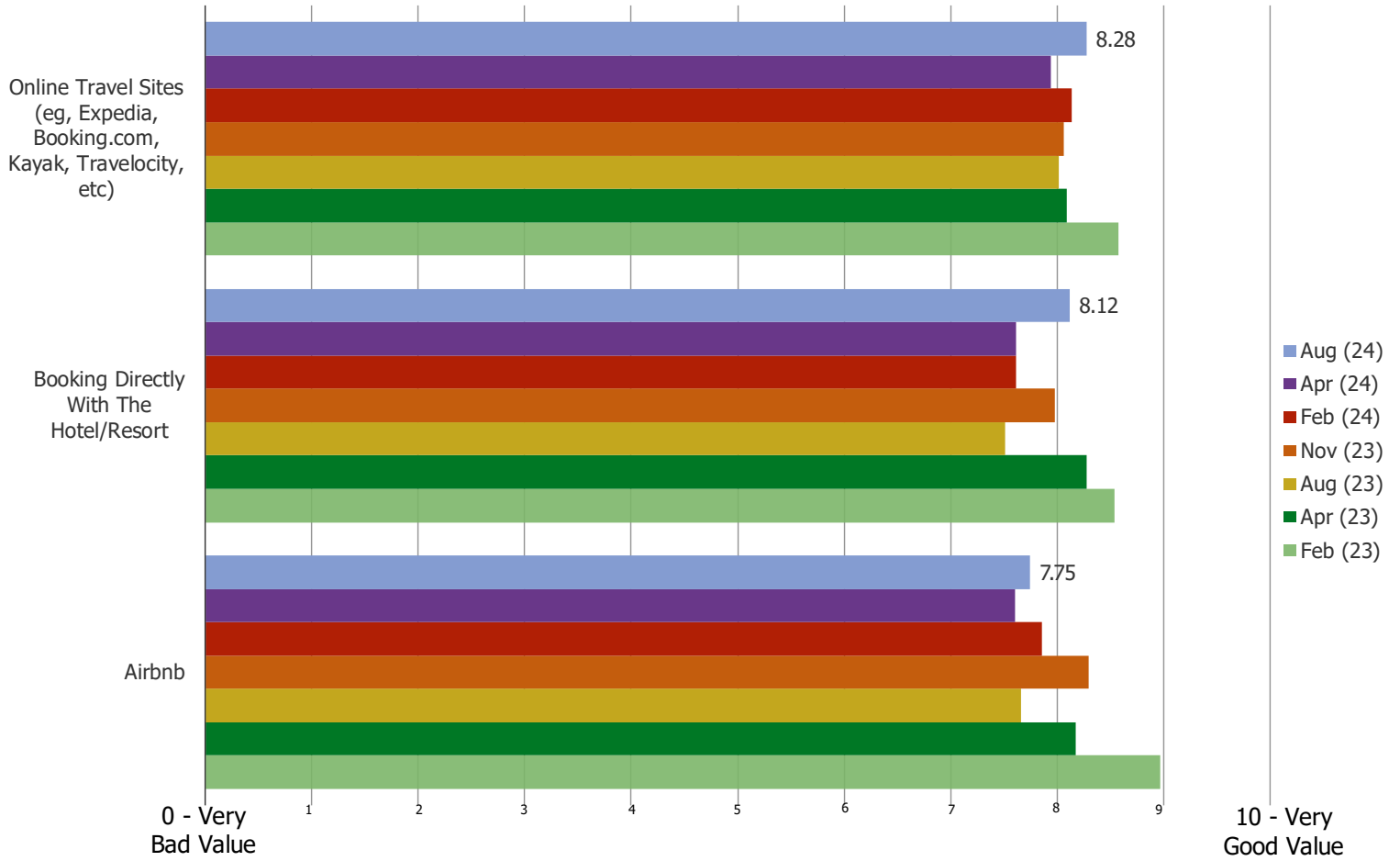
HAVE YOU EVER BOOKED OVERNIGHT TRAVEL THROUGH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



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

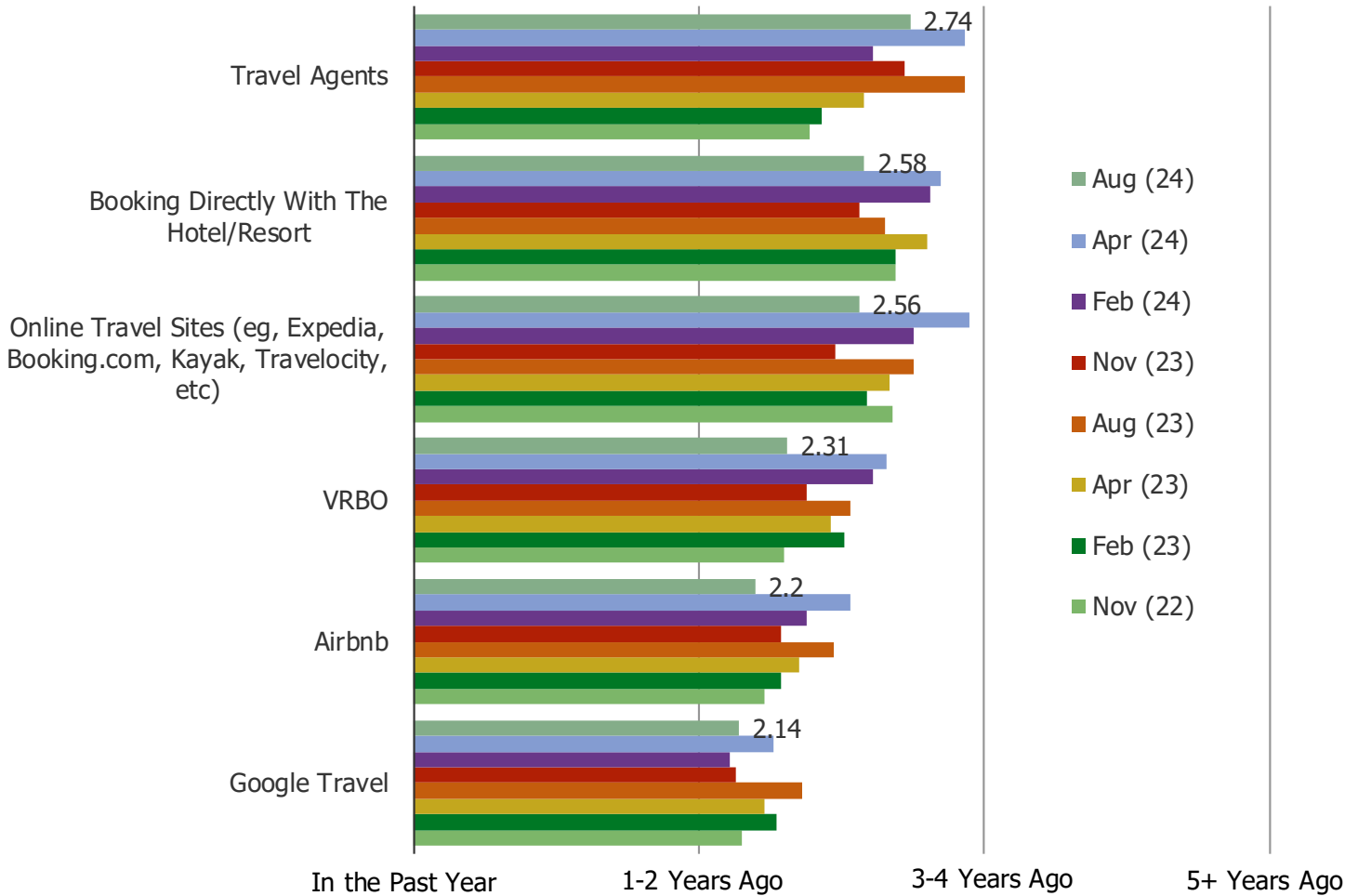
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	72
Google Travel	66
Travel Agents	87
Airbnb	178
Booking Directly With The Hotel/Resort	240
Online Travel Sites (eg, Expedia)	313

WHEN DID YOU USE THE FOLLOWING FOR THE FIRST TIME?

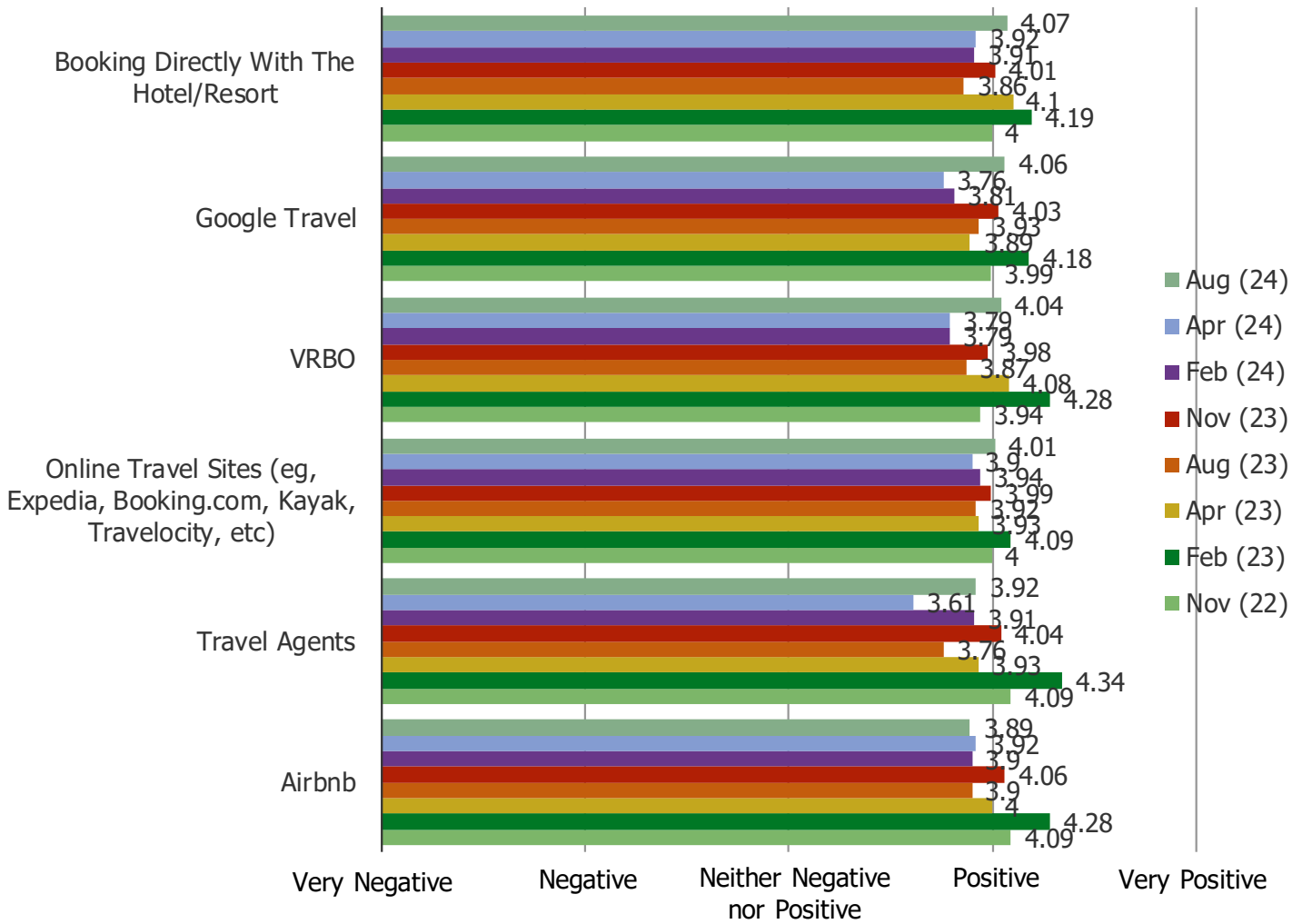
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WHAT IS YOUR OVERALL OPINION OF THE FOLLOWING?

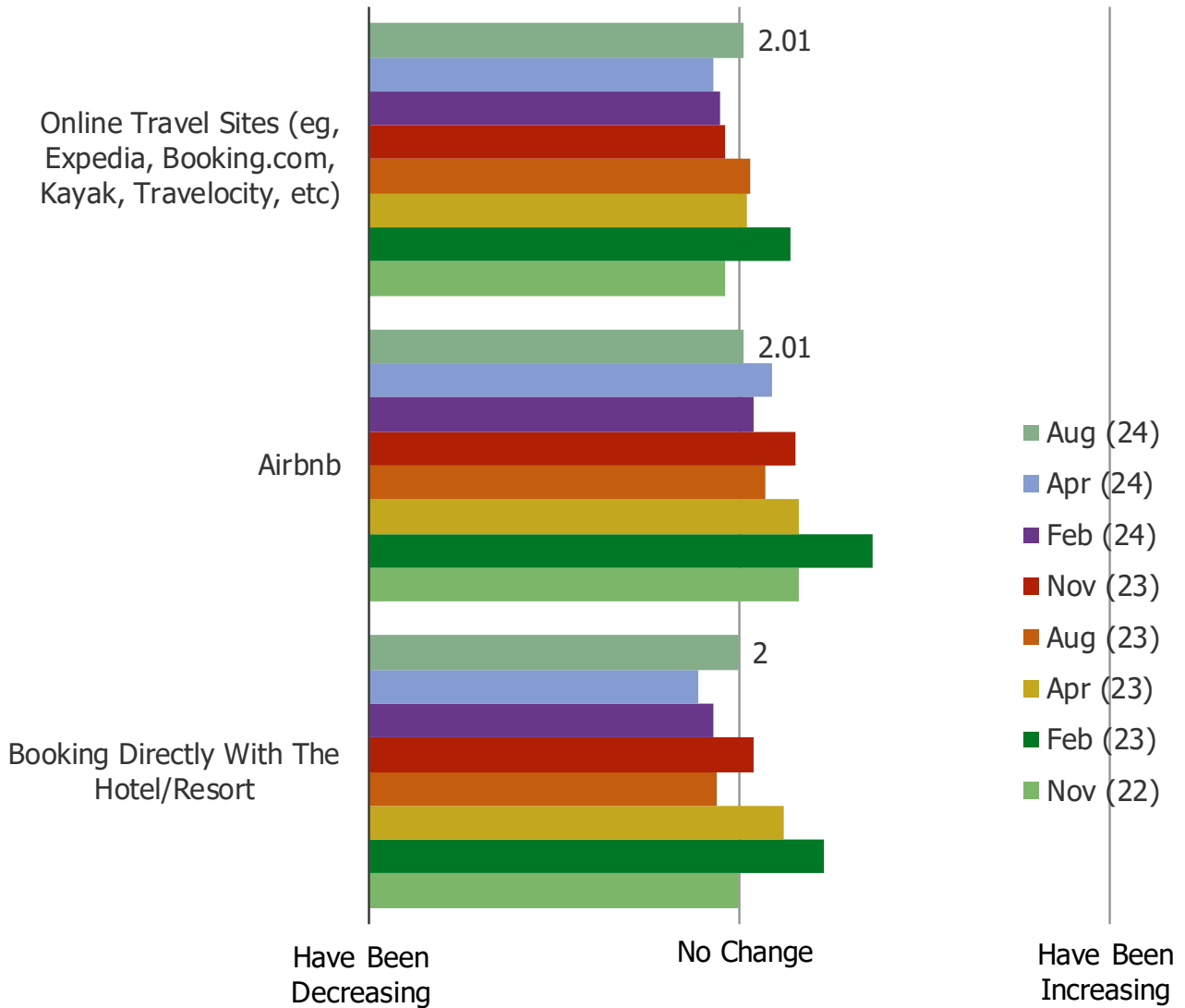
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IN RECENT YEARS, HAVE YOU CHANGED HOW OFTEN YOU USE THE FOLLOWING?

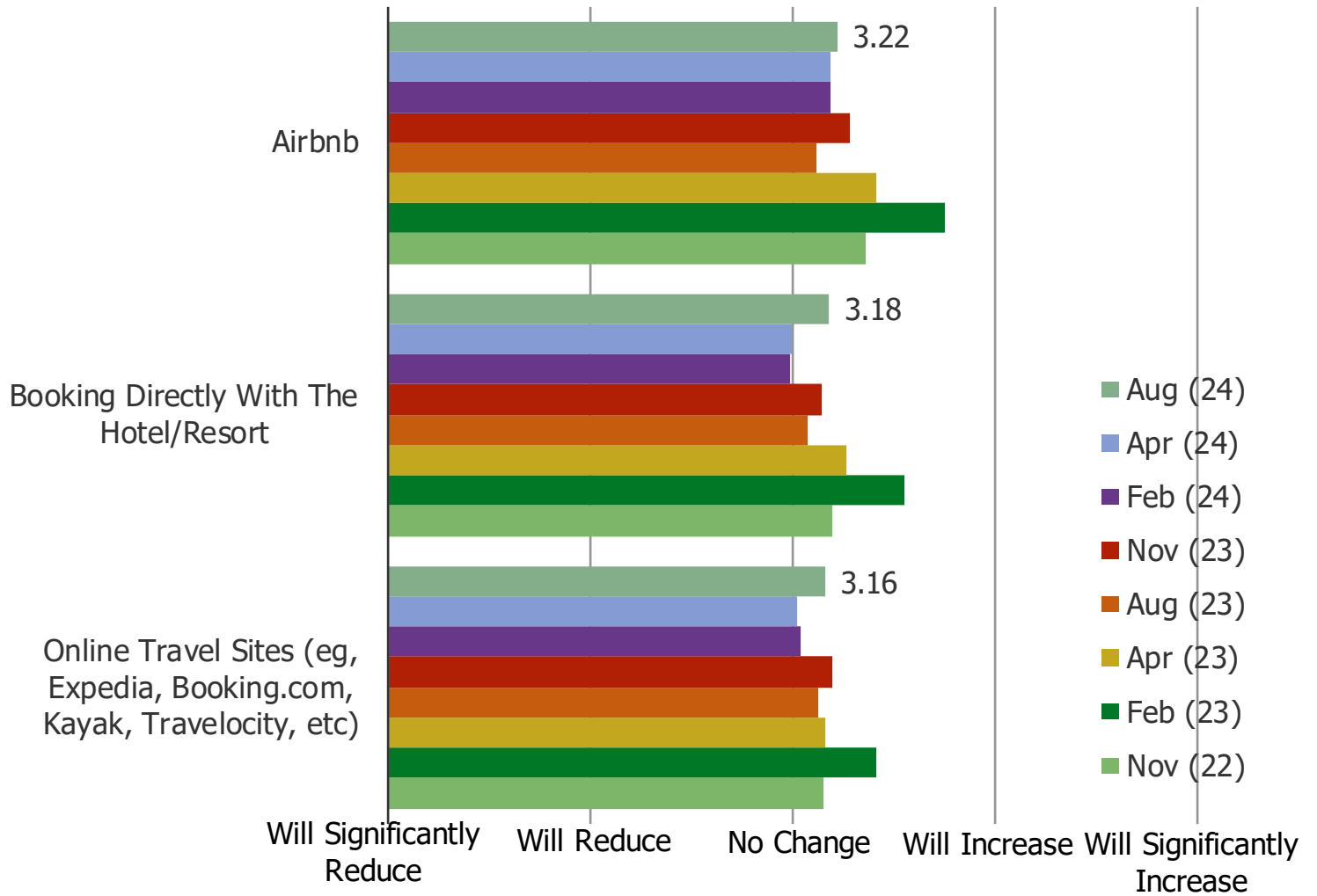
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GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU USE THE FOLLOWING?

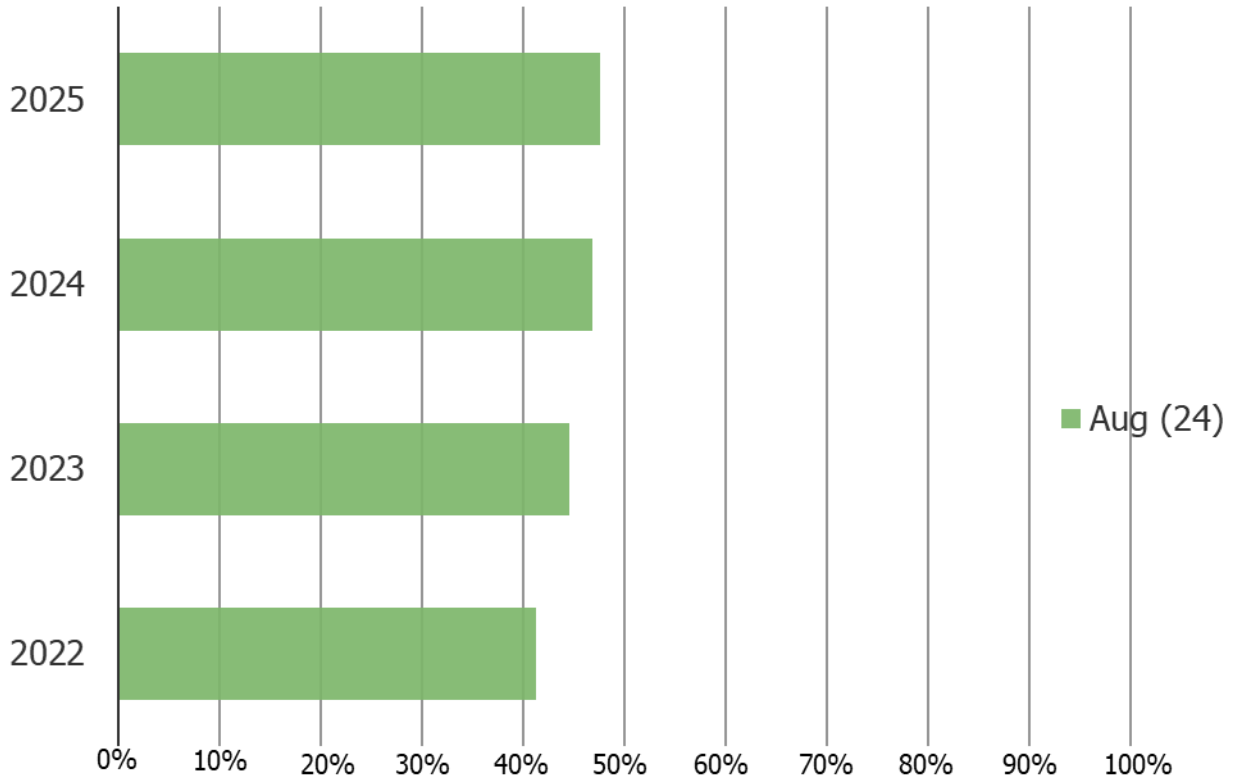
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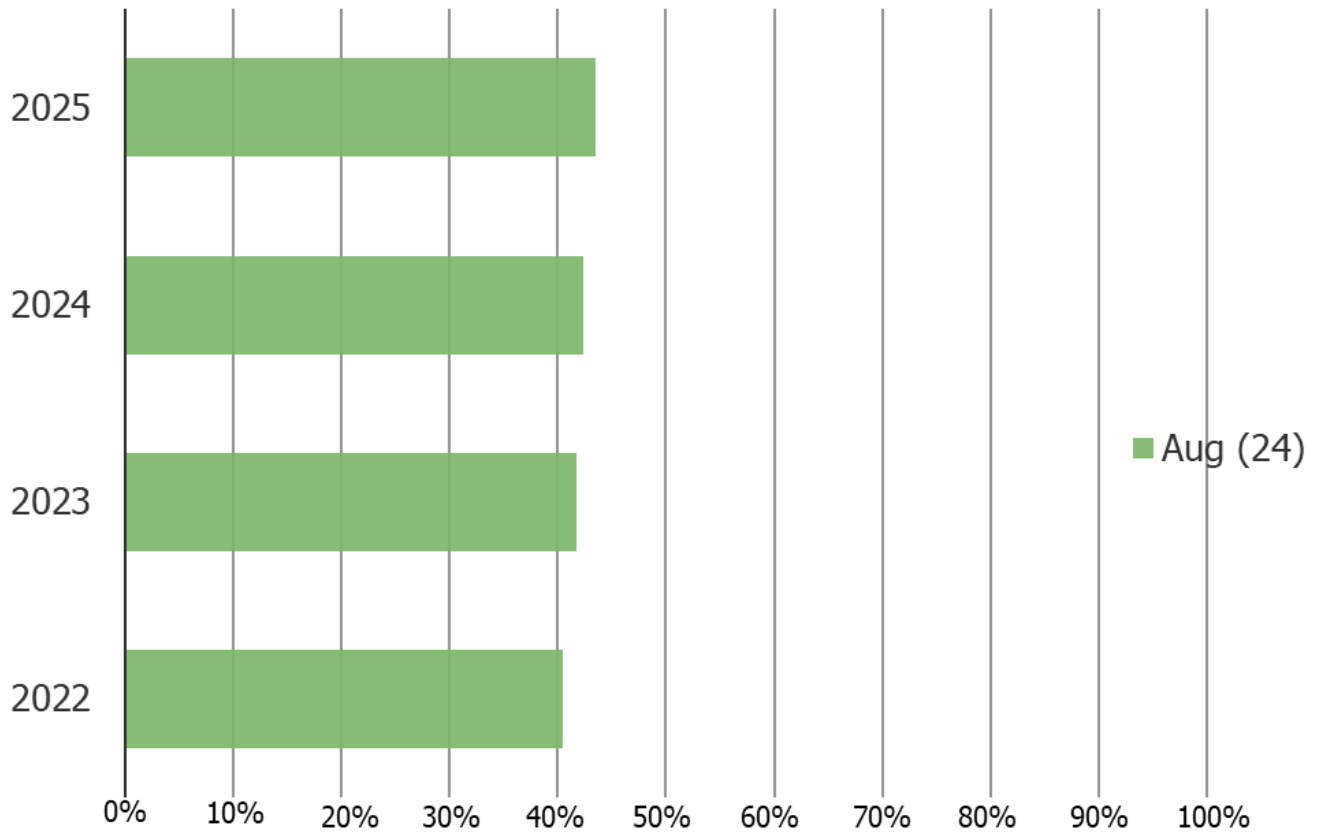
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA AIRBNB IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through Airbnb.



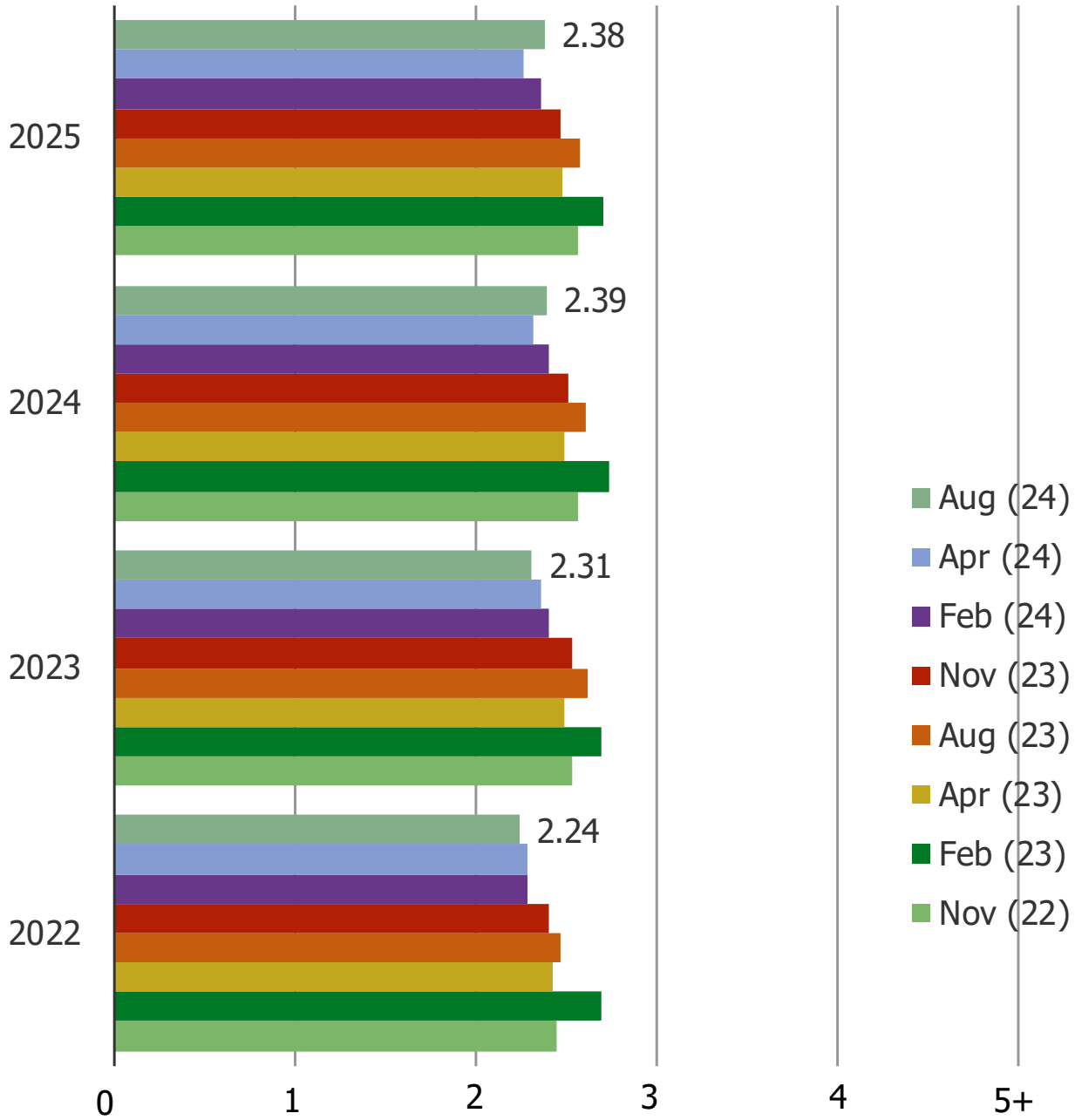
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA OTA'S IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through OTAs.



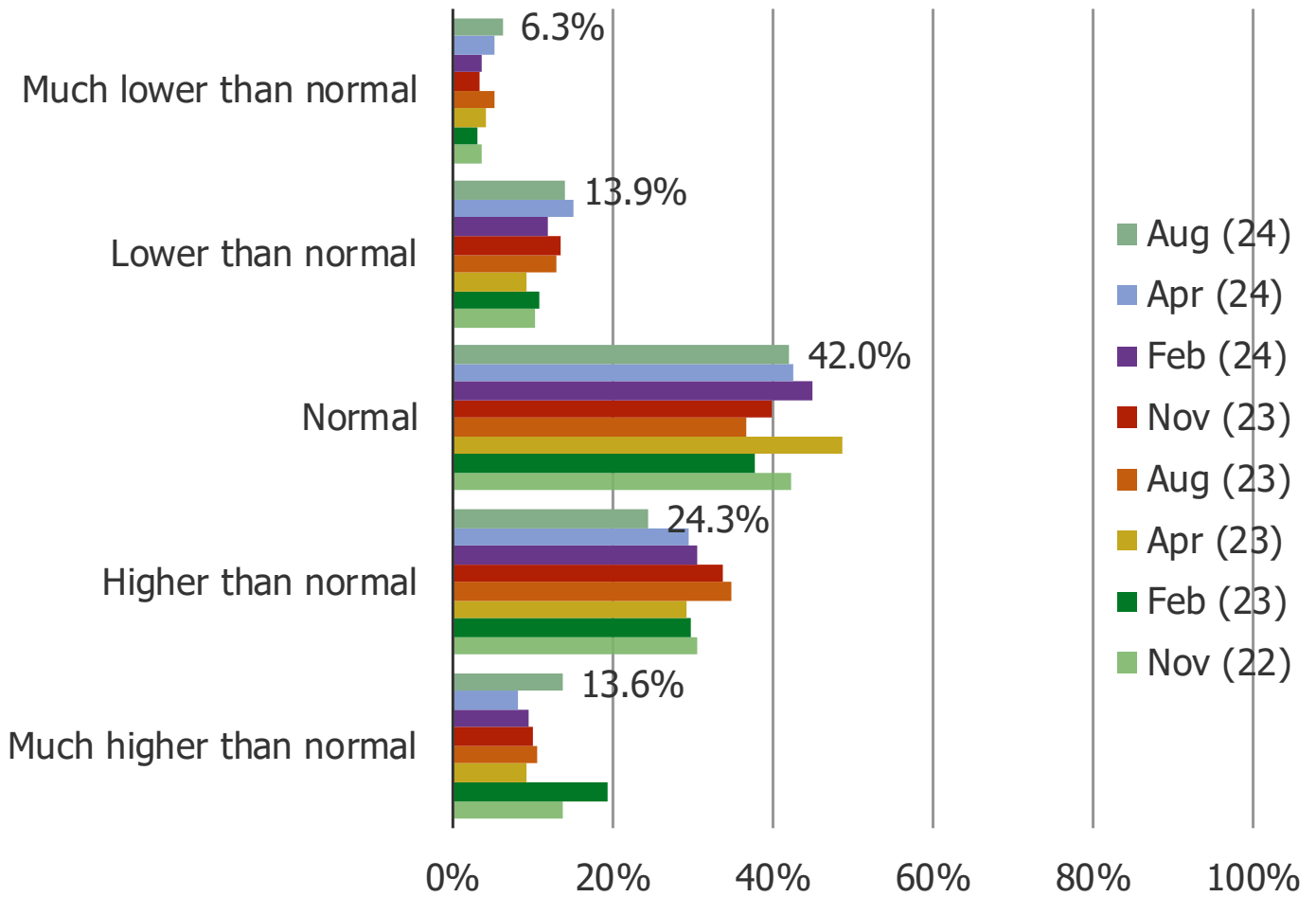
DID YOU / WILL YOU TAKE ANY VACATIONS THAT REQUIRE PAYING TO SPEND ONE OR MORE NIGHTS SOMEWHERE OTHER THAN YOUR HOME?

Posed to all respondents.



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

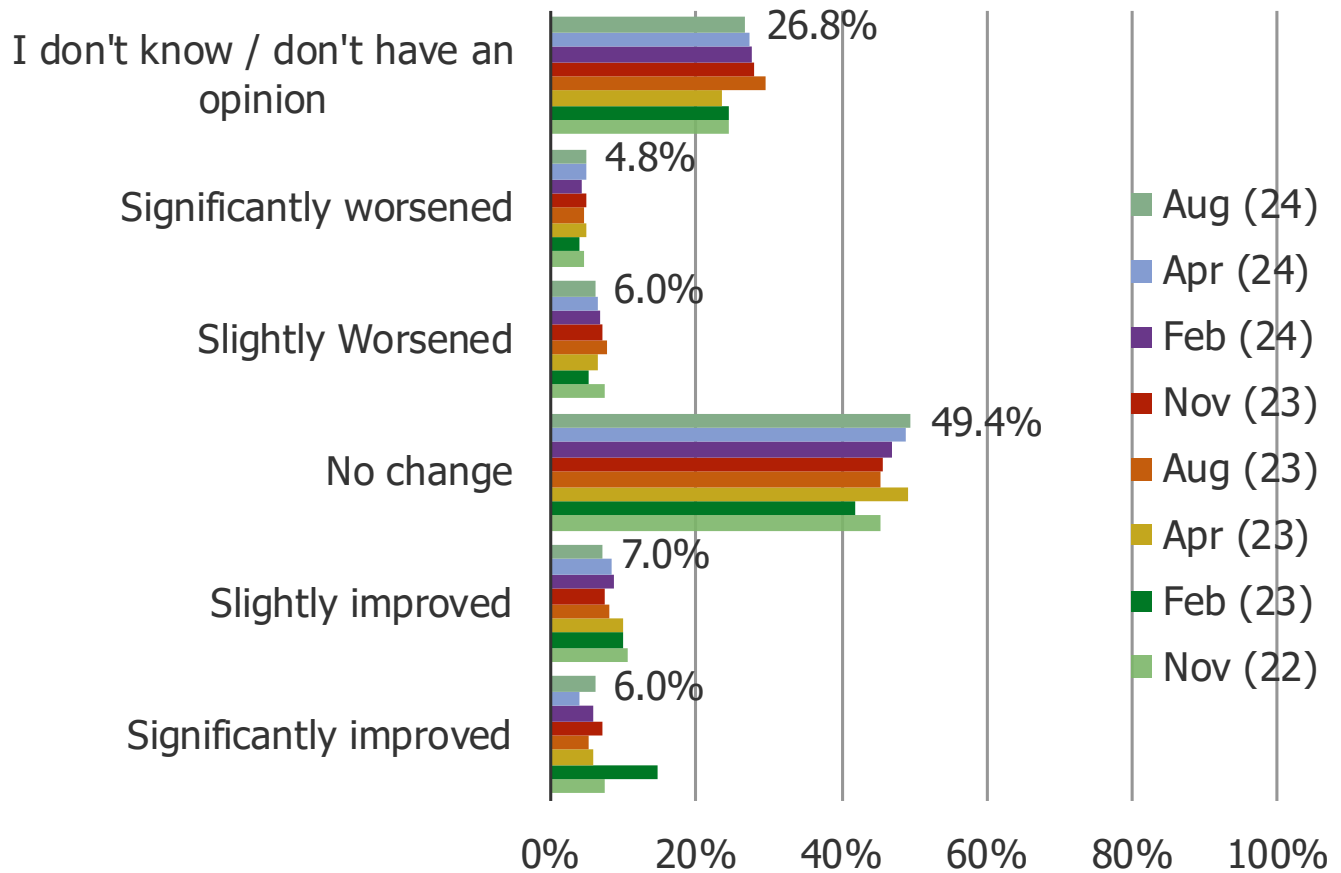
Posed to all respondents who had/have plans for overnight vacations in 2024.



Note – we changed the question text from “in 2023” to “in 2024” in 2024...

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

Posed to all respondents.



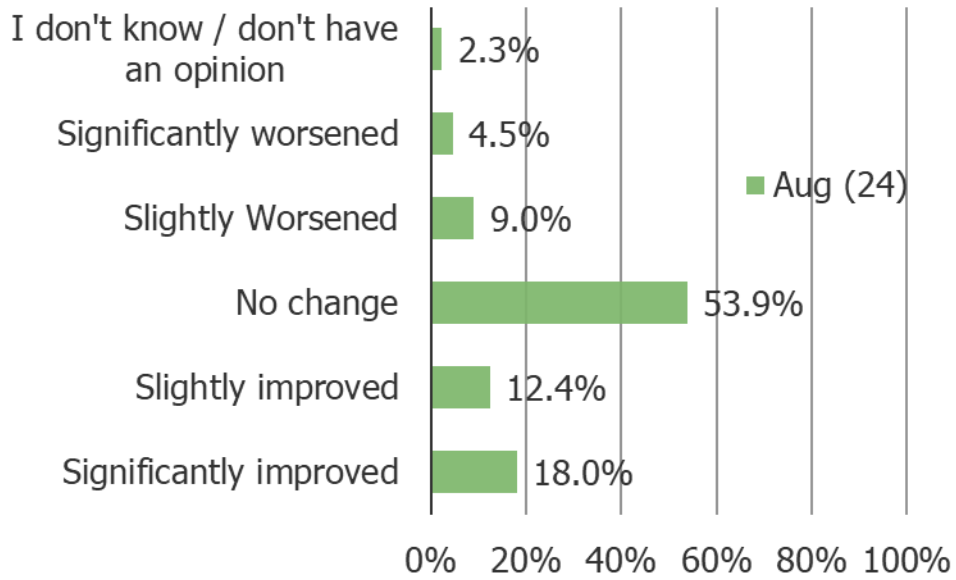
Why?

Respondents who say worsened:

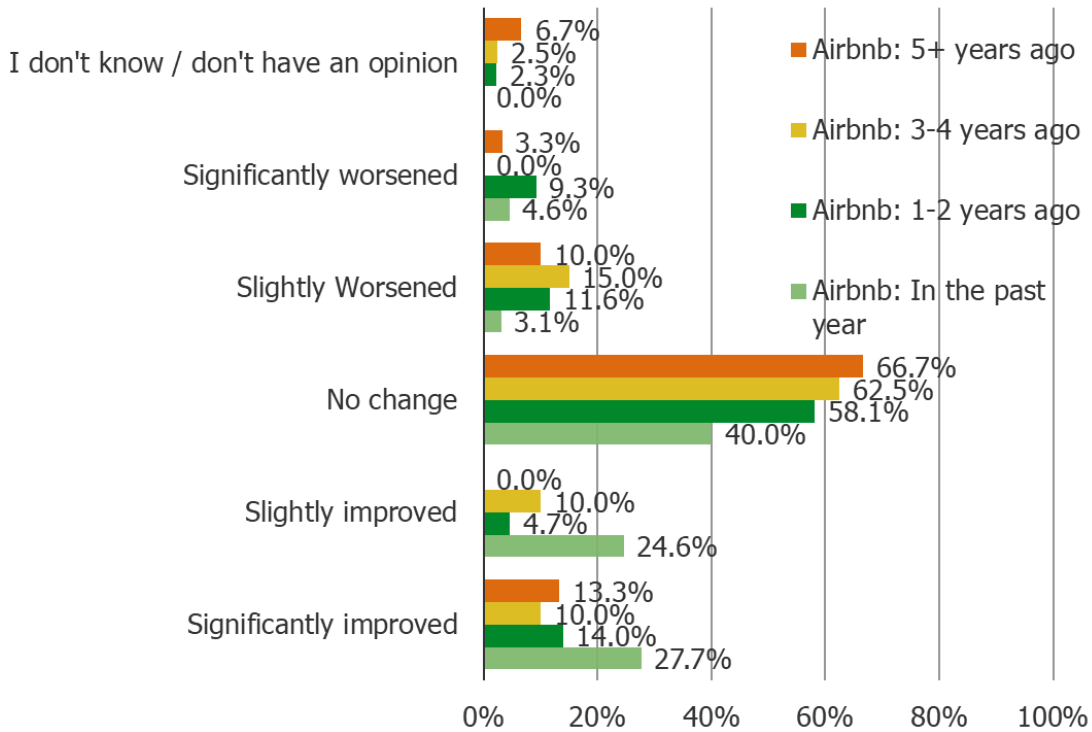
- Additional fees
- Friends had bad experiences
- Have heard stories about them
- Had a bad experience
- Not safe or comfortable
- They are out of control
- Cameras
- Hidden fees

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

Posed to respondents who have tried Airbnb (N = 178)

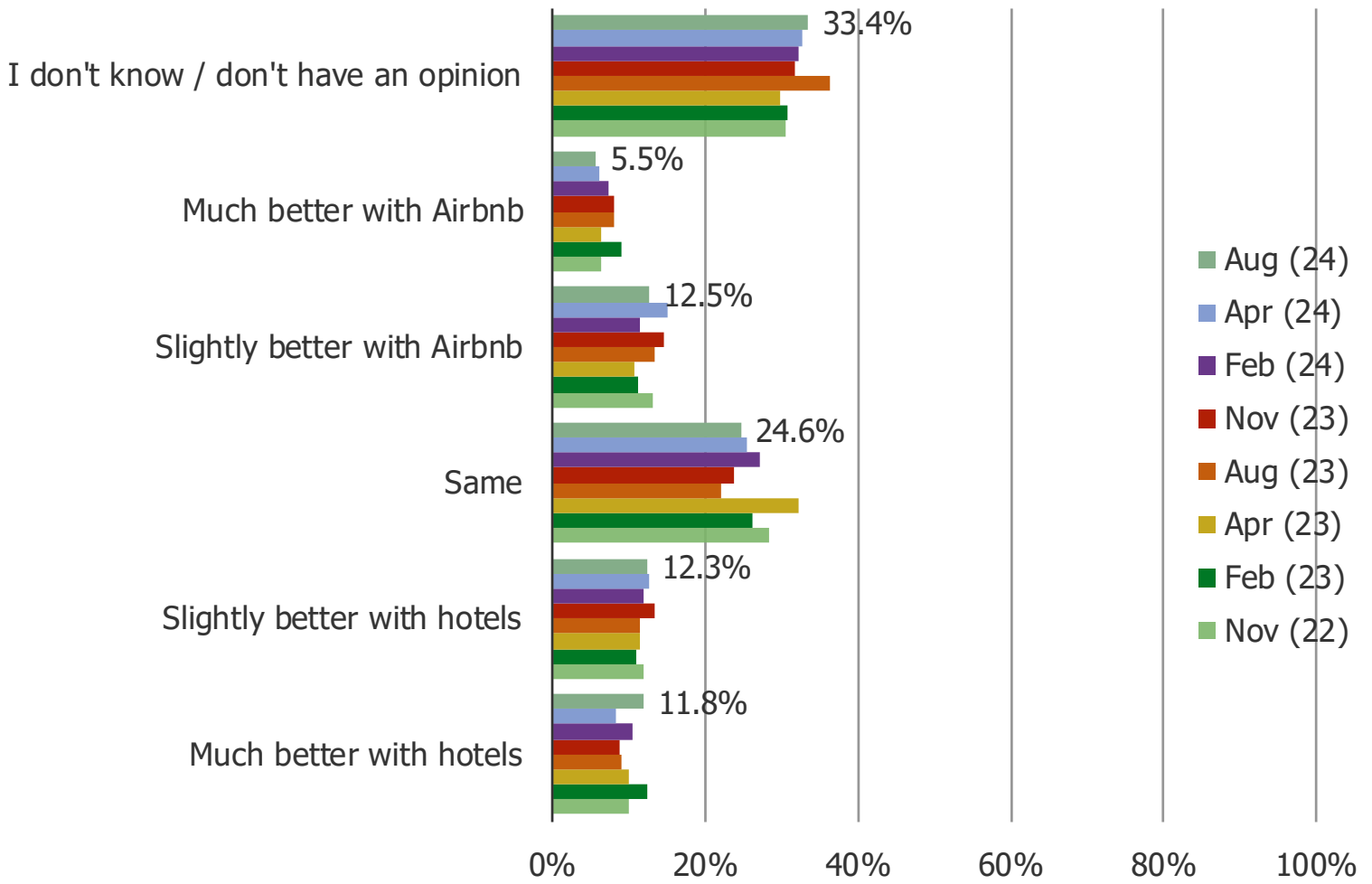


Posed to respondents who have tried Airbnb, cross-tabbed by when they used it for the first time...



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...

- 12.36% said value is much better with hotels
- 16.29% said value is slightly better with hotels
- 25.28% said value is the same
- 26.40% said value is slightly better with Airbnb
- 16.85% said value is much better with Airbnb
- 2.81% said they don't know / don't have an opinion