

BESPOKE SURVEYS

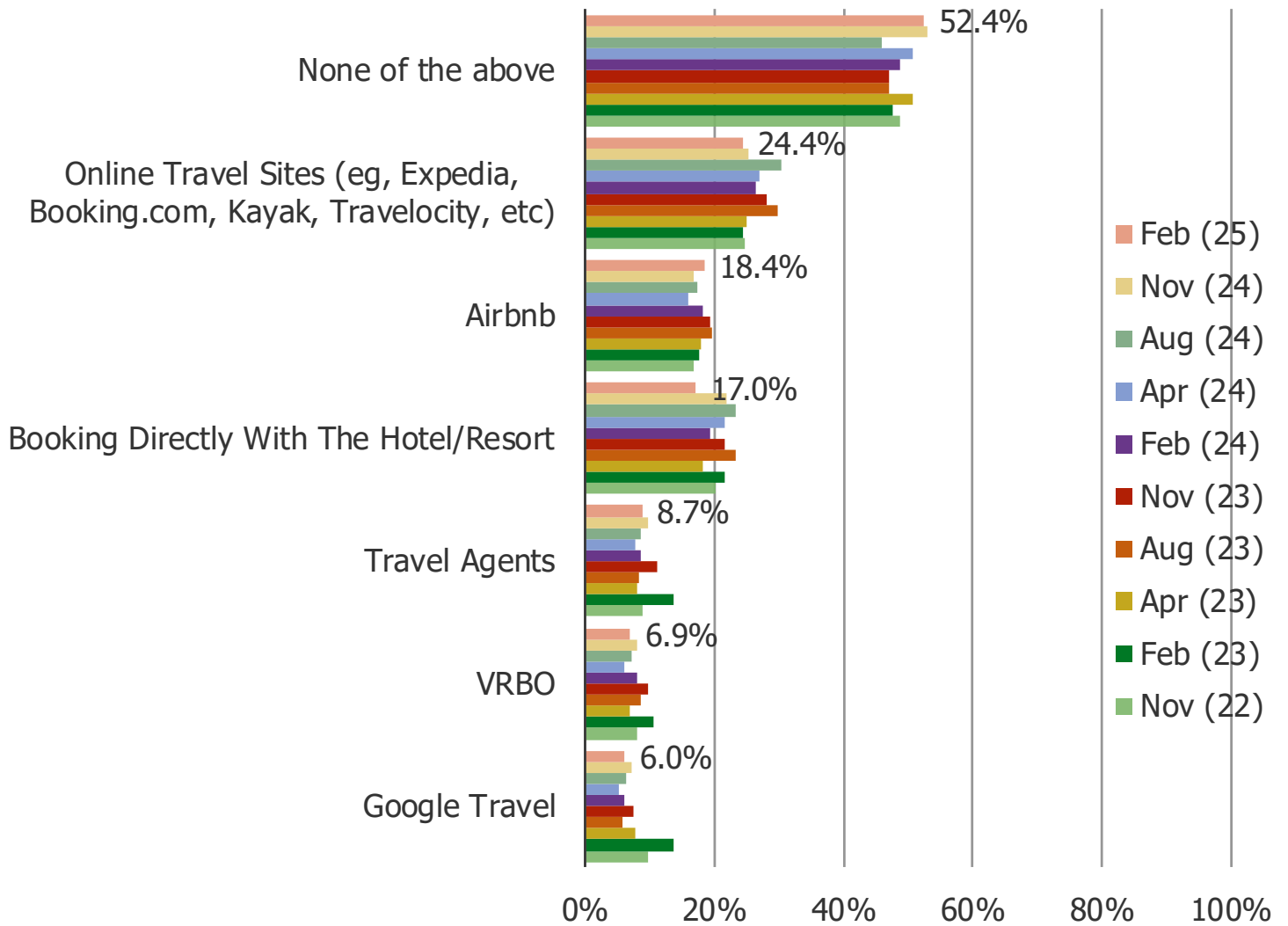
ABNB / Travel, Volume 9

1,250 US Consumers Balanced to Census

Tickers Covered: ABNB, EXPE, BKNG

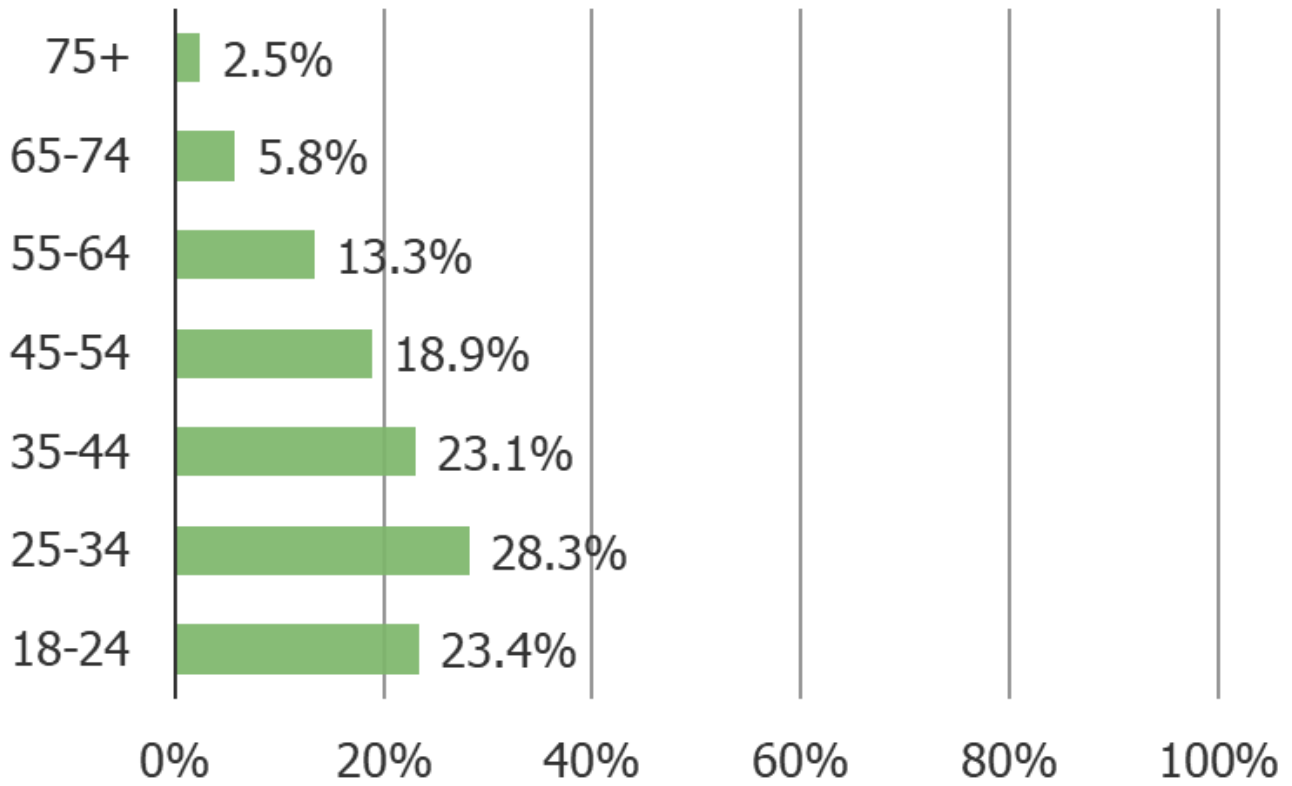
HAVE YOU EVER BOOKED OVERNIGHT TRAVEL THROUGH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



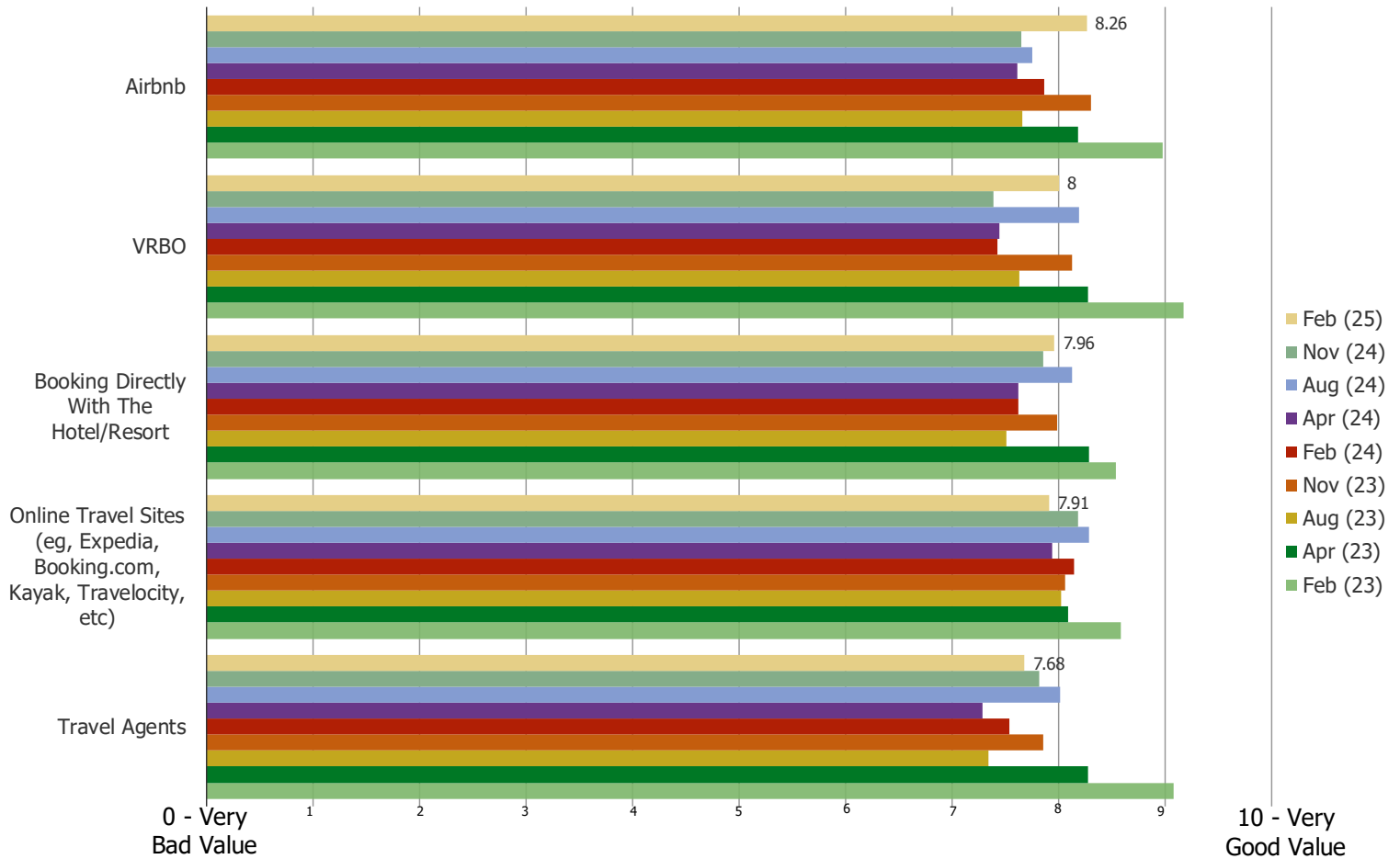
% OF CONSUMERS FROM EACH AGE BAND WHO HAVE EVER BOOKED TRAVEL / STAYS THROUGH AIRBNB

Posed to all respondents.



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

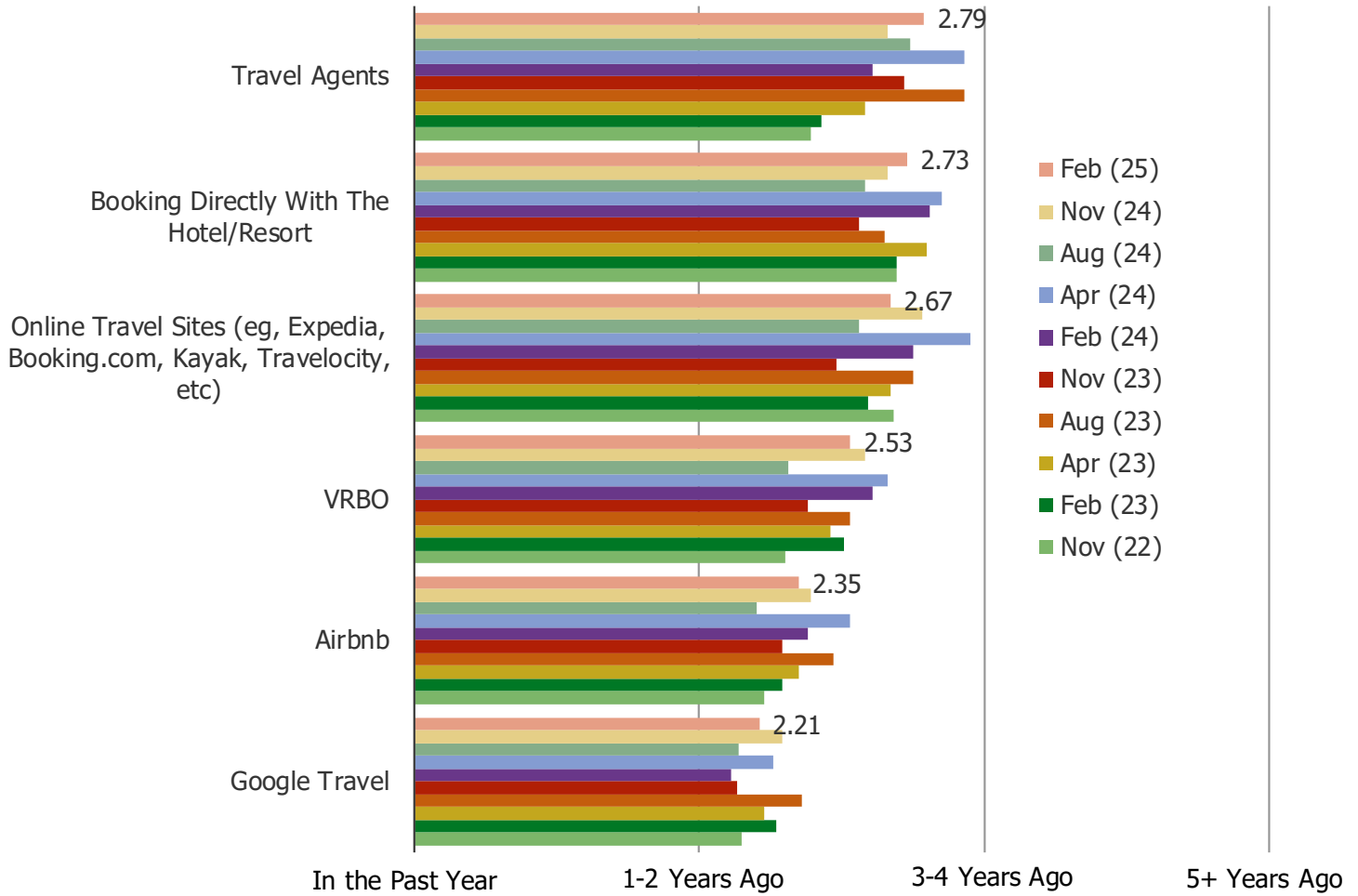
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	72
Google Travel	63
Travel Agents	91
Airbnb	192
Booking Directly With The Hotel/Resort	177
Online Travel Sites (eg, Expedia, Booking.com, Kayak, Travelocity, etc)	254

WHEN DID YOU USE THE FOLLOWING FOR THE FIRST TIME?

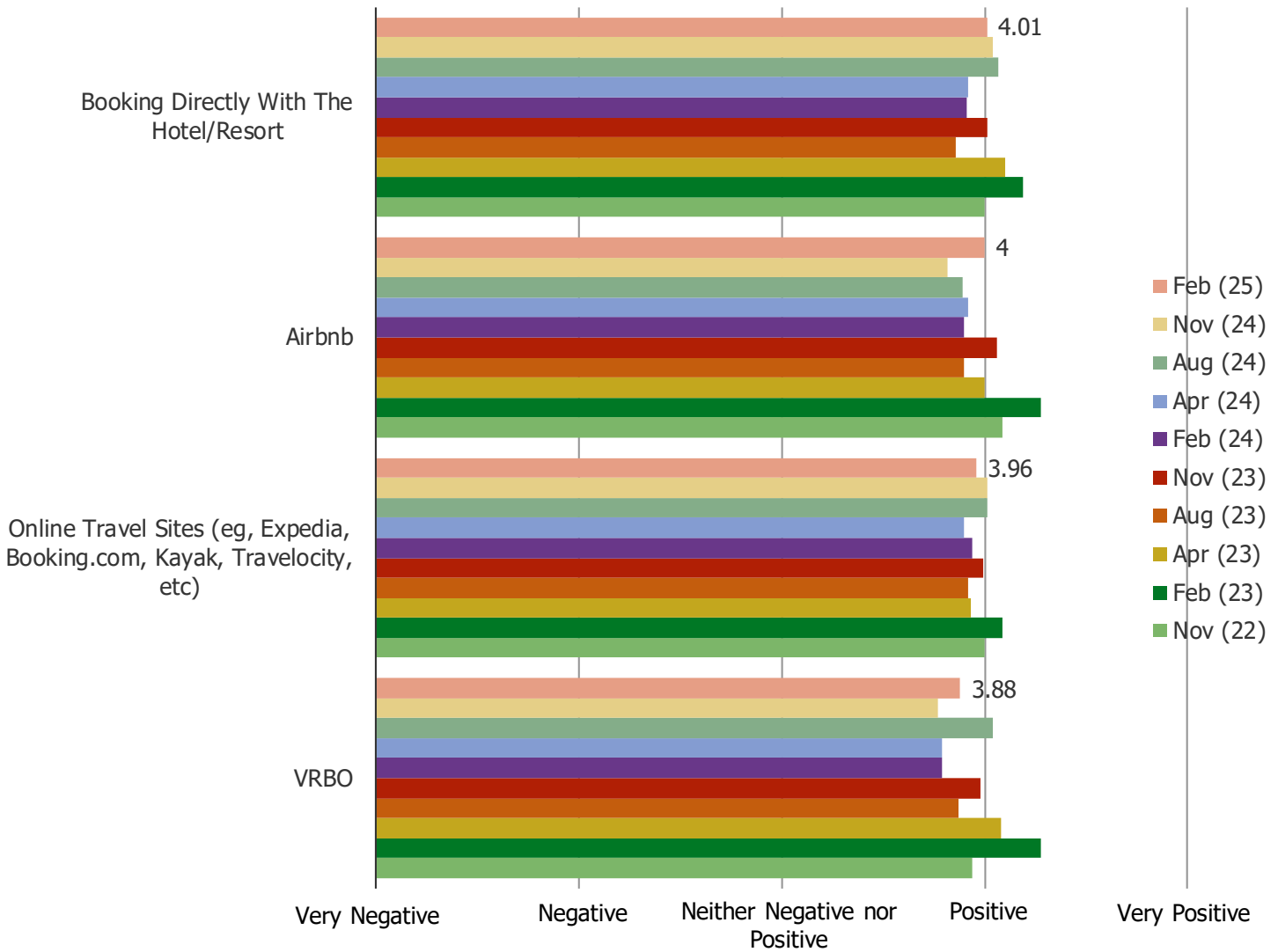
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WHAT IS YOUR OVERALL OPINION OF THE FOLLOWING?

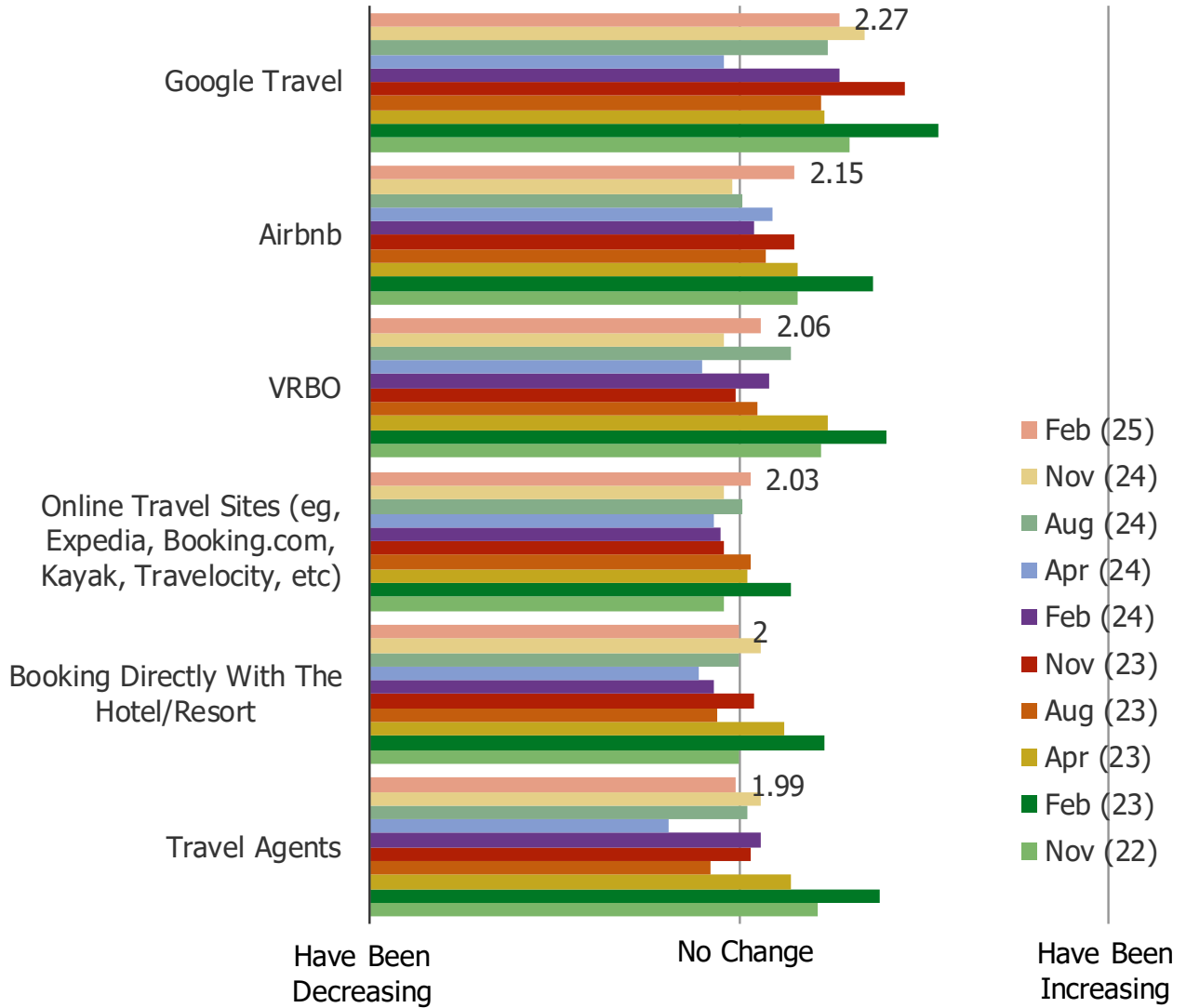
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IN RECENT YEARS, HAVE YOU CHANGED HOW OFTEN YOU USE THE FOLLOWING?

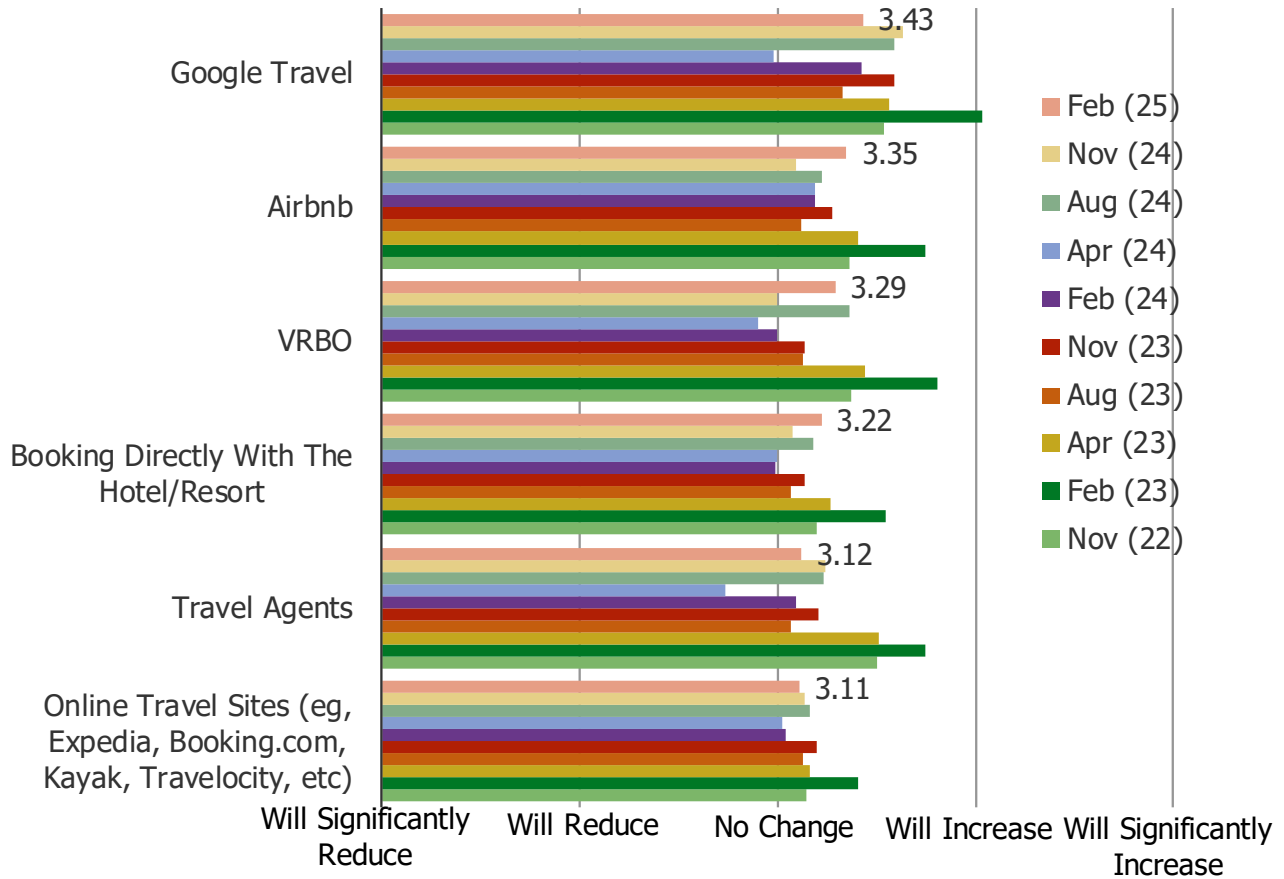
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GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU USE THE FOLLOWING?

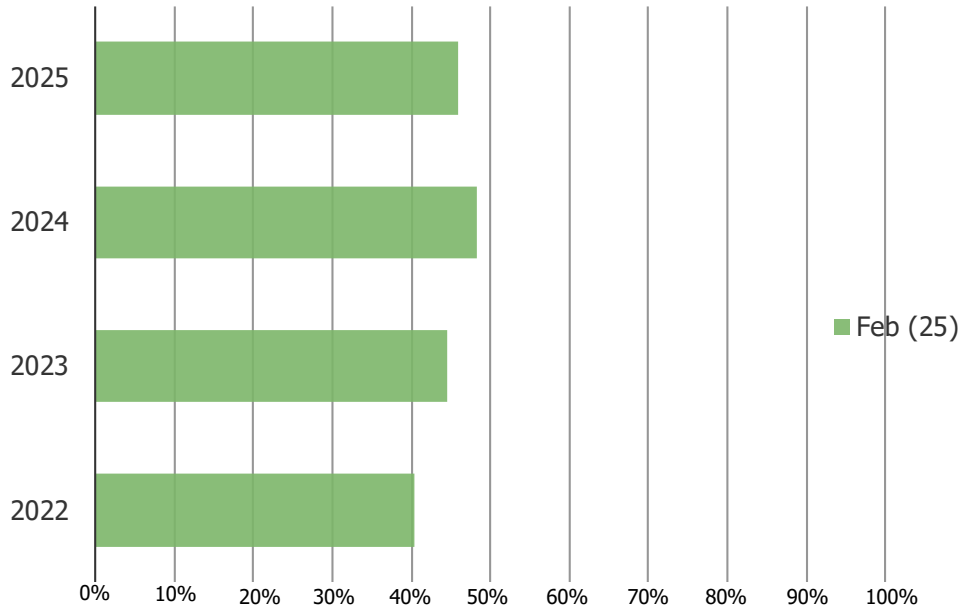
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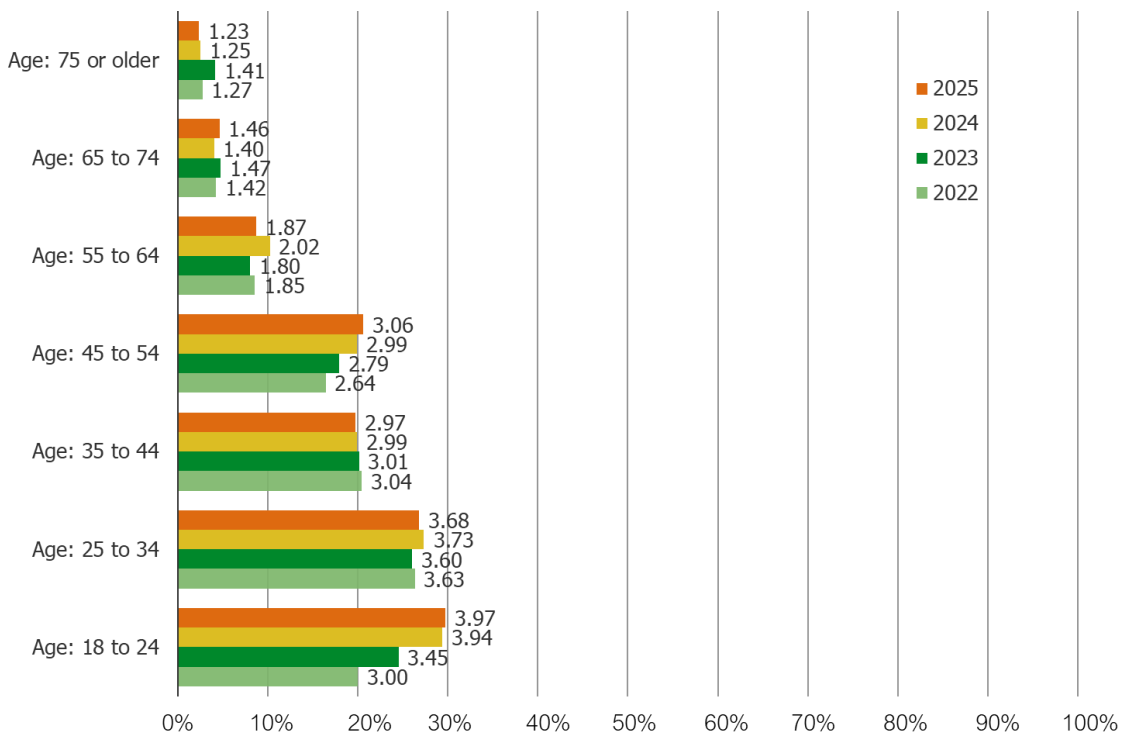
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WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA AIRBNB IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through Airbnb.

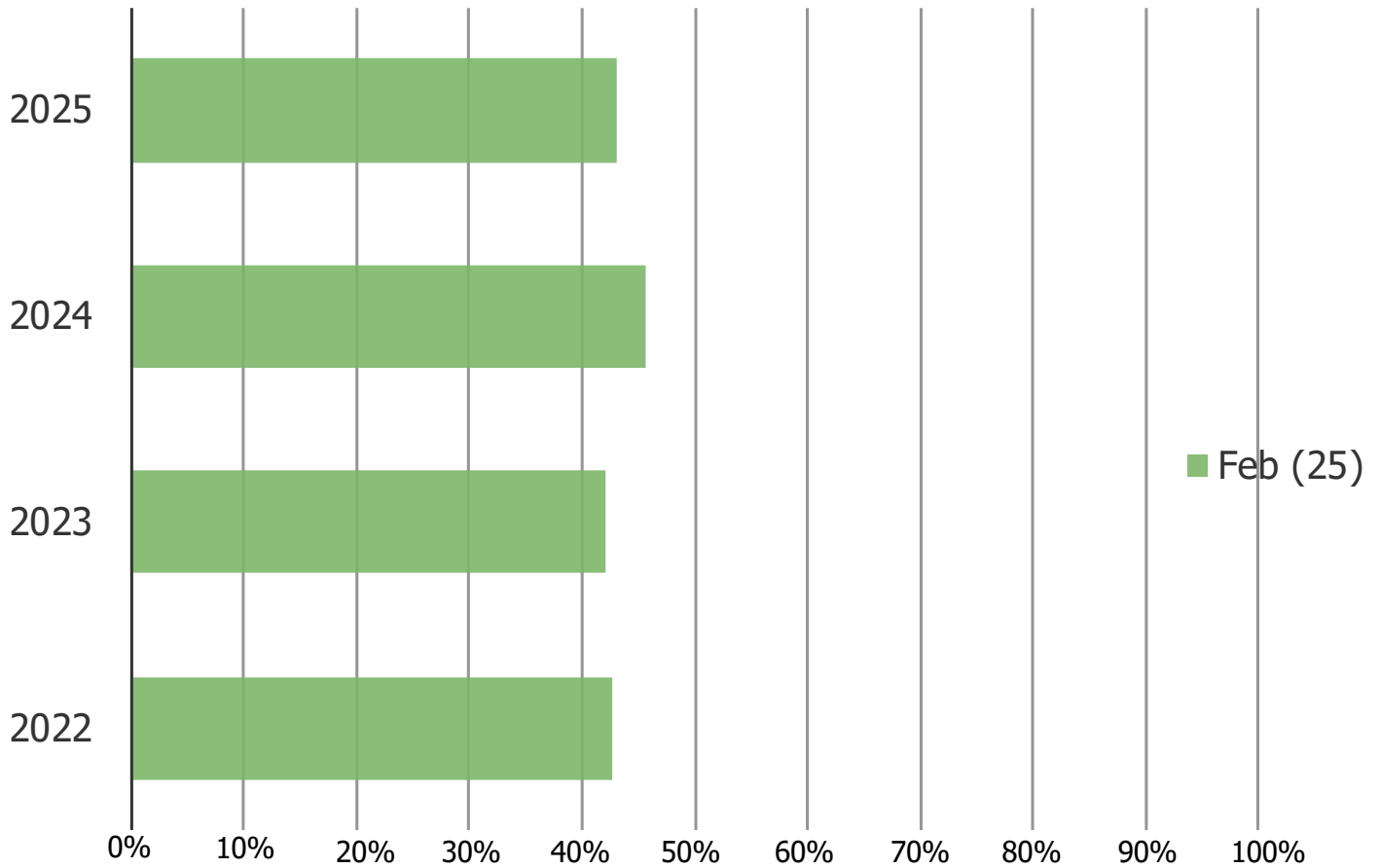


Posed to all respondents, cut by age...



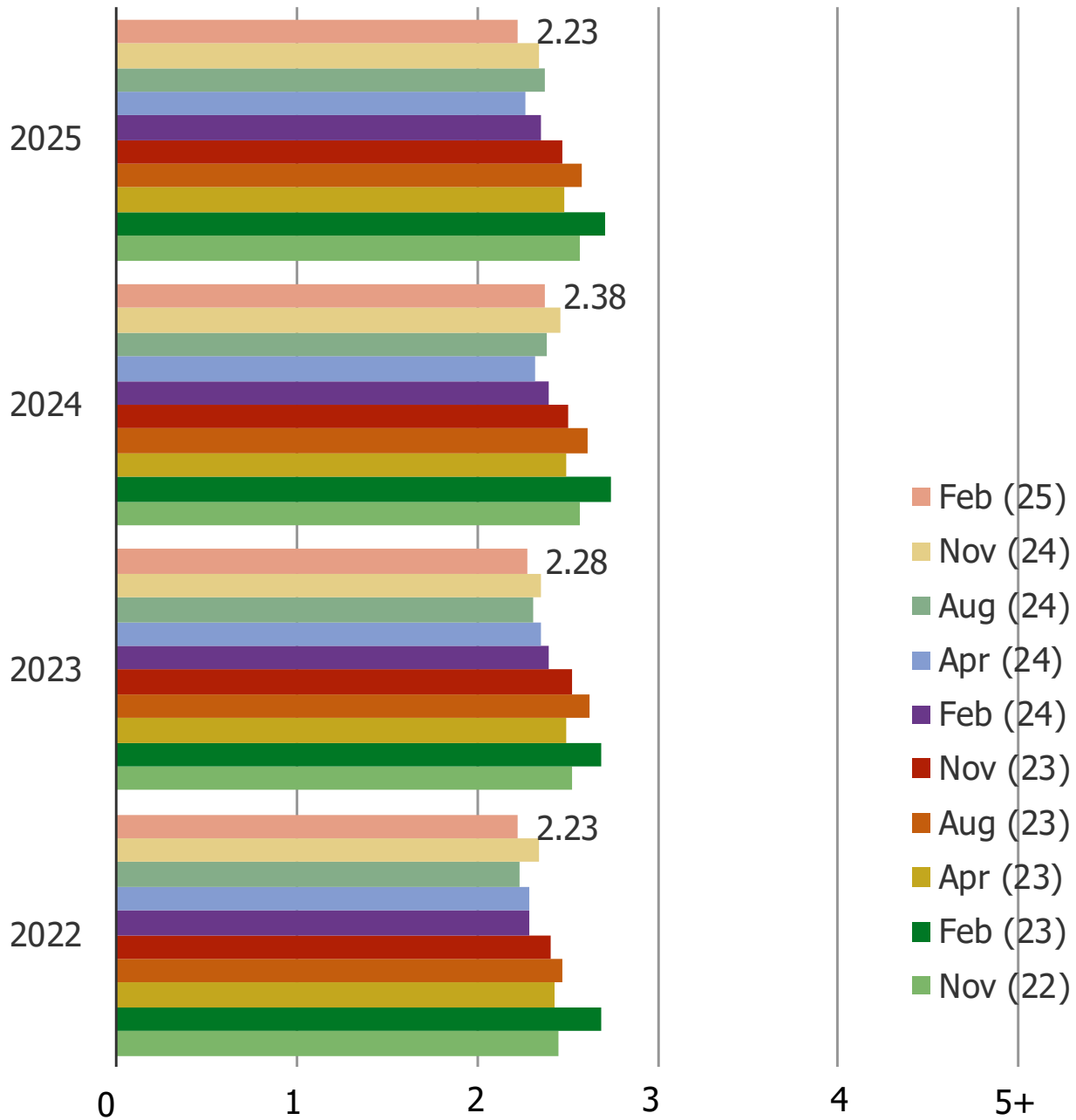
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA OTA'S IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through OTAs.



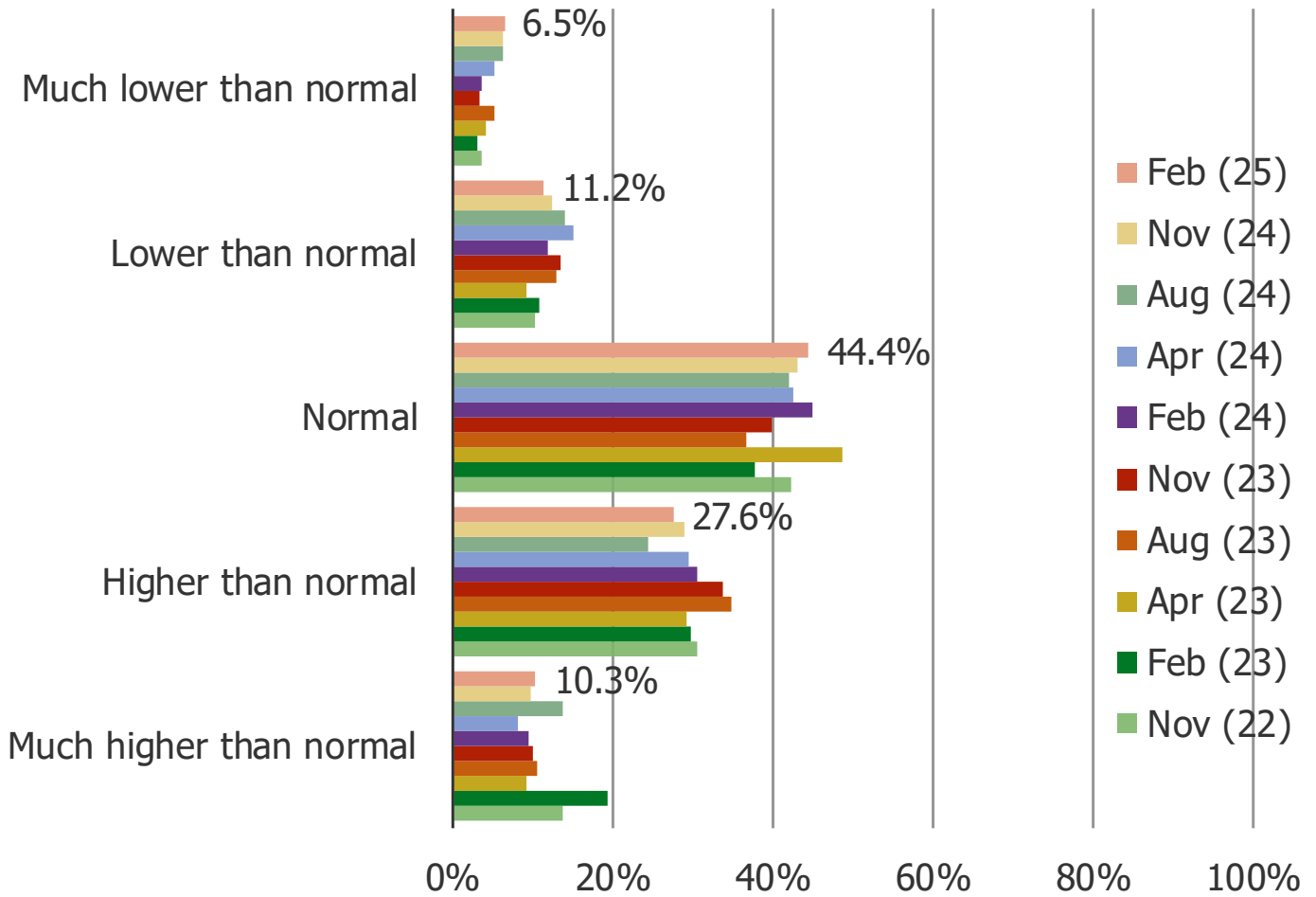
DID YOU / WILL YOU TAKE ANY VACATIONS THAT REQUIRE PAYING TO SPEND ONE OR MORE NIGHTS SOMEWHERE OTHER THAN YOUR HOME?

Posed to all respondents.



HOW DID/WILL YOUR BUDGET FOR OVERNIGHT VACATIONS IN 2025 COMPARE WITH NORMAL YEARS?

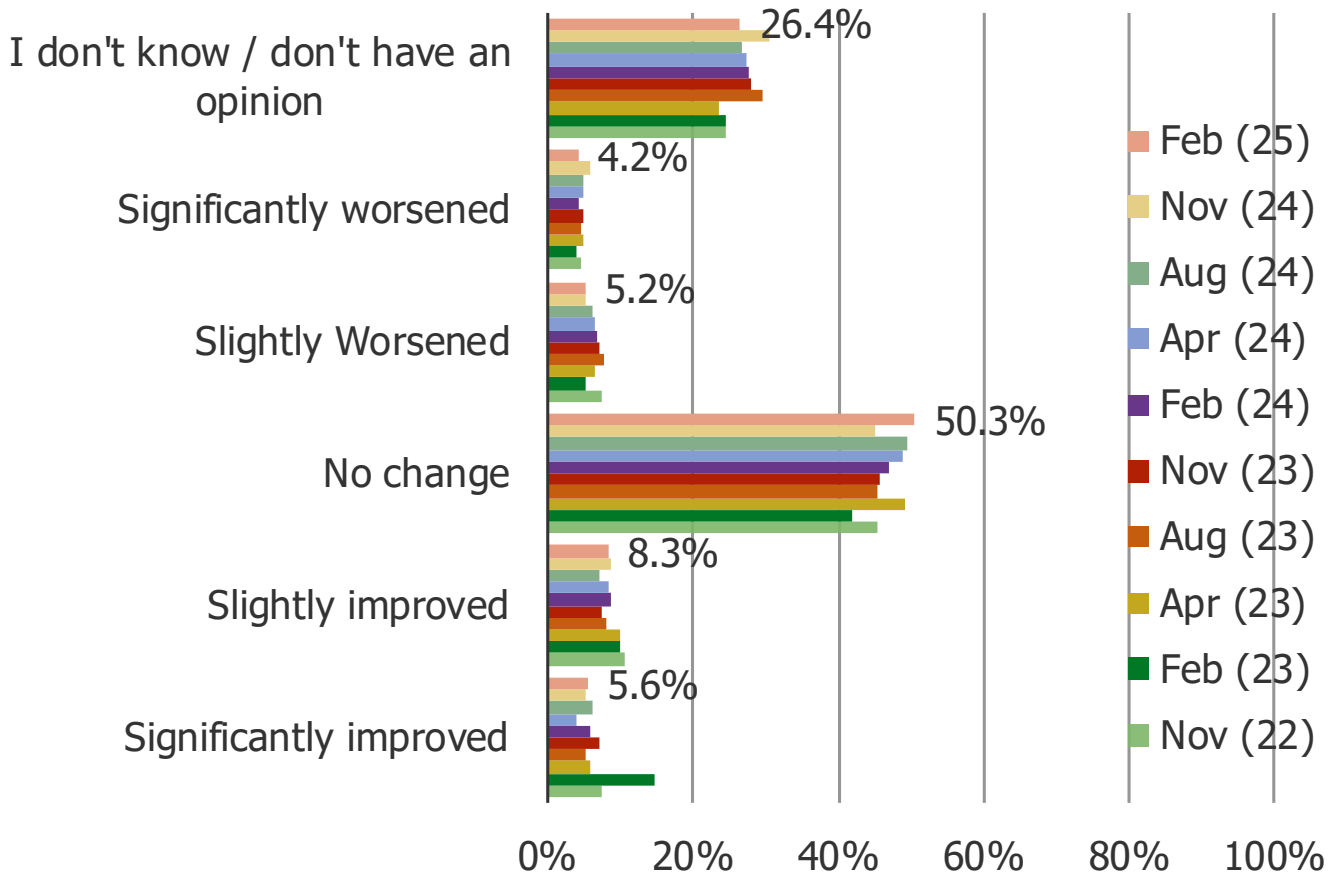
Posed to all respondents who had/have plans for overnight vacations in 2025.



Note – we changed the question text from “in 2023” to “in 2024” in 2024 and from “in 2024” to “in 2025” in 2025...

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

Posed to all respondents.



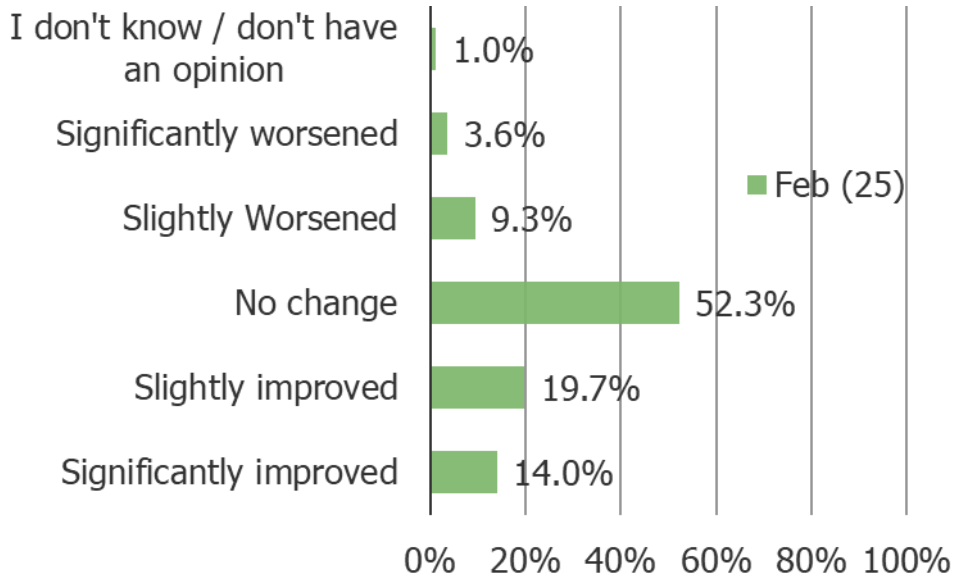
Why?

Respondents who say worsened:

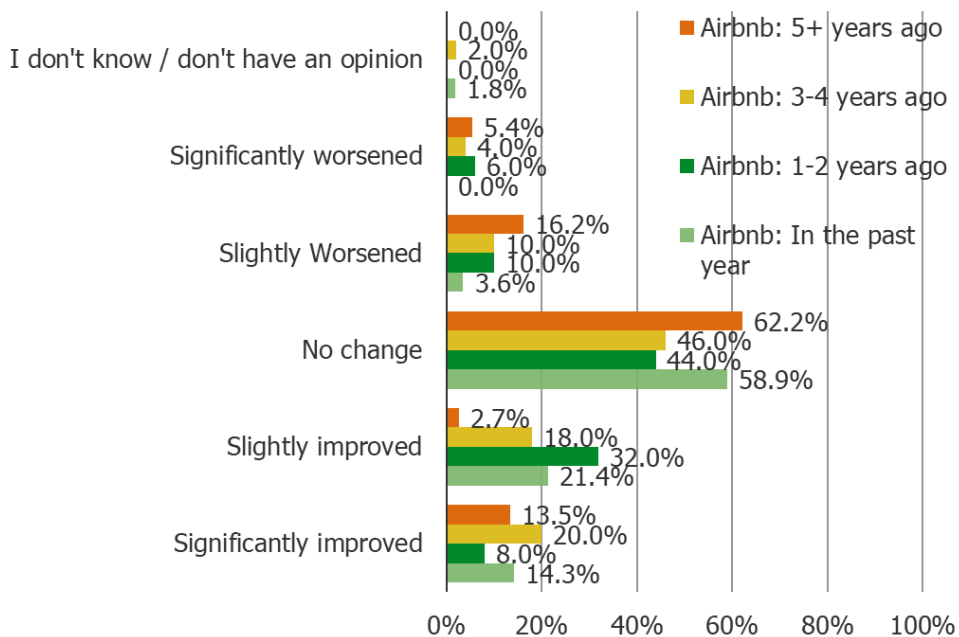
- Additional fees
- Friends had bad experiences
- Have heard stories about them
- Had a bad experience
- Not safe or comfortable
- They are out of control
- Cameras
- Hidden fees

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

Posed to respondents who have tried Airbnb (N = 193)

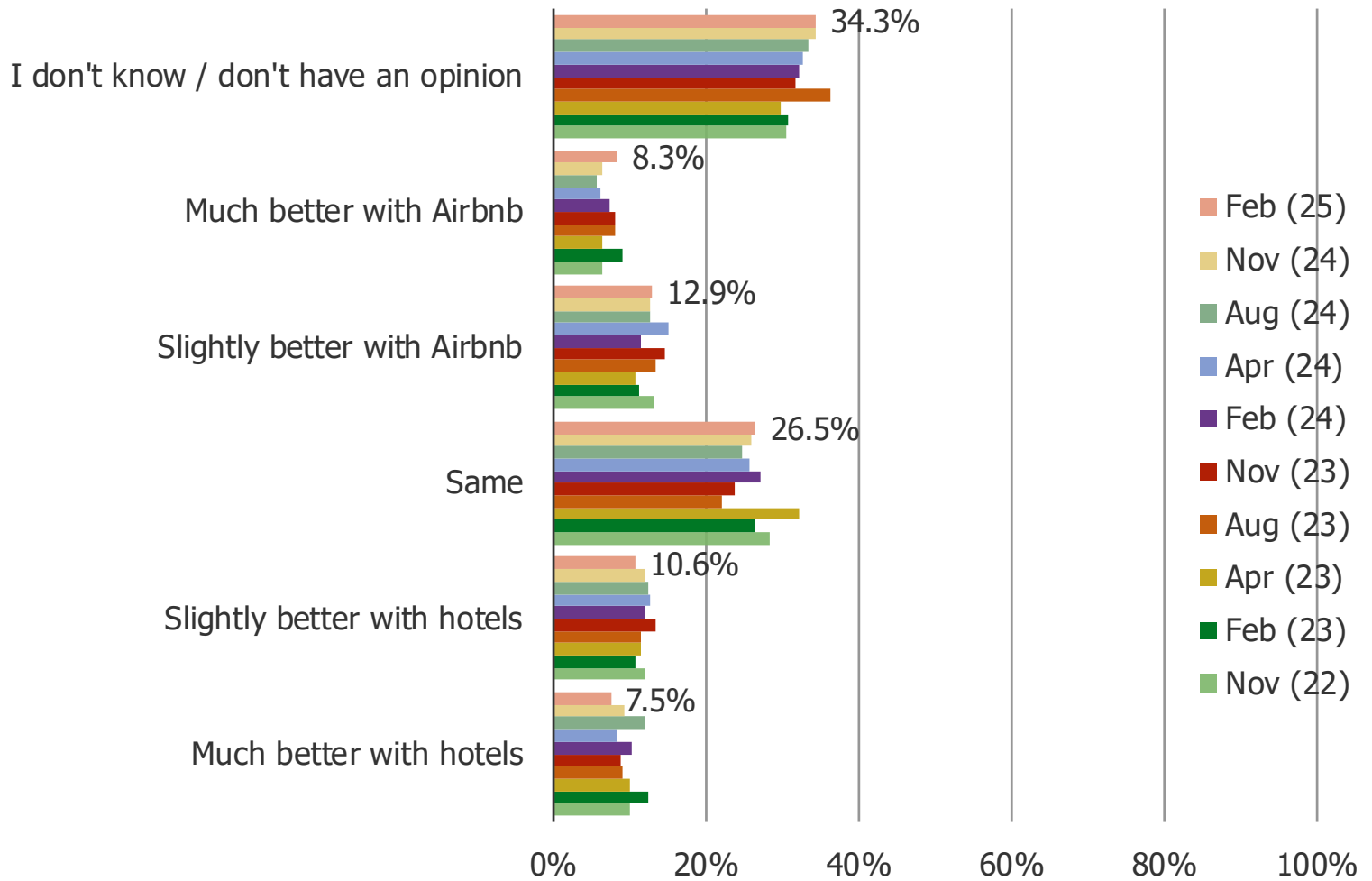


Posed to respondents who have tried Airbnb, cross-tabbed by when they used it for the first time...



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...

- 8.8% said value is much better with hotels
- 16.6% said value is slightly better with hotels
- 27.5% said value is the same
- 23.3% said value is slightly better with Airbnb
- 21.8% said value is much better with Airbnb
- 2.1% said they don't know / don't have an opinion