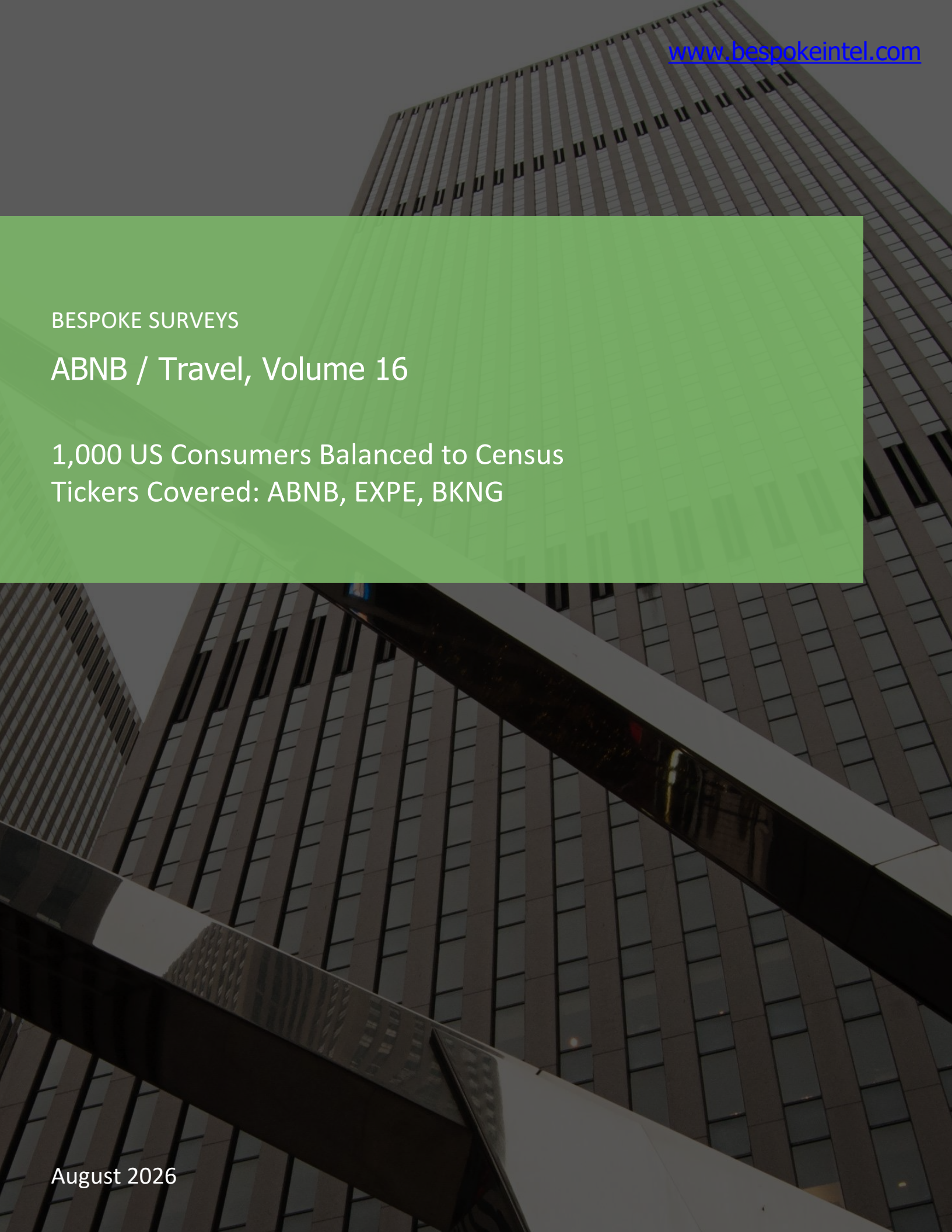


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BESPOKE SURVEYS

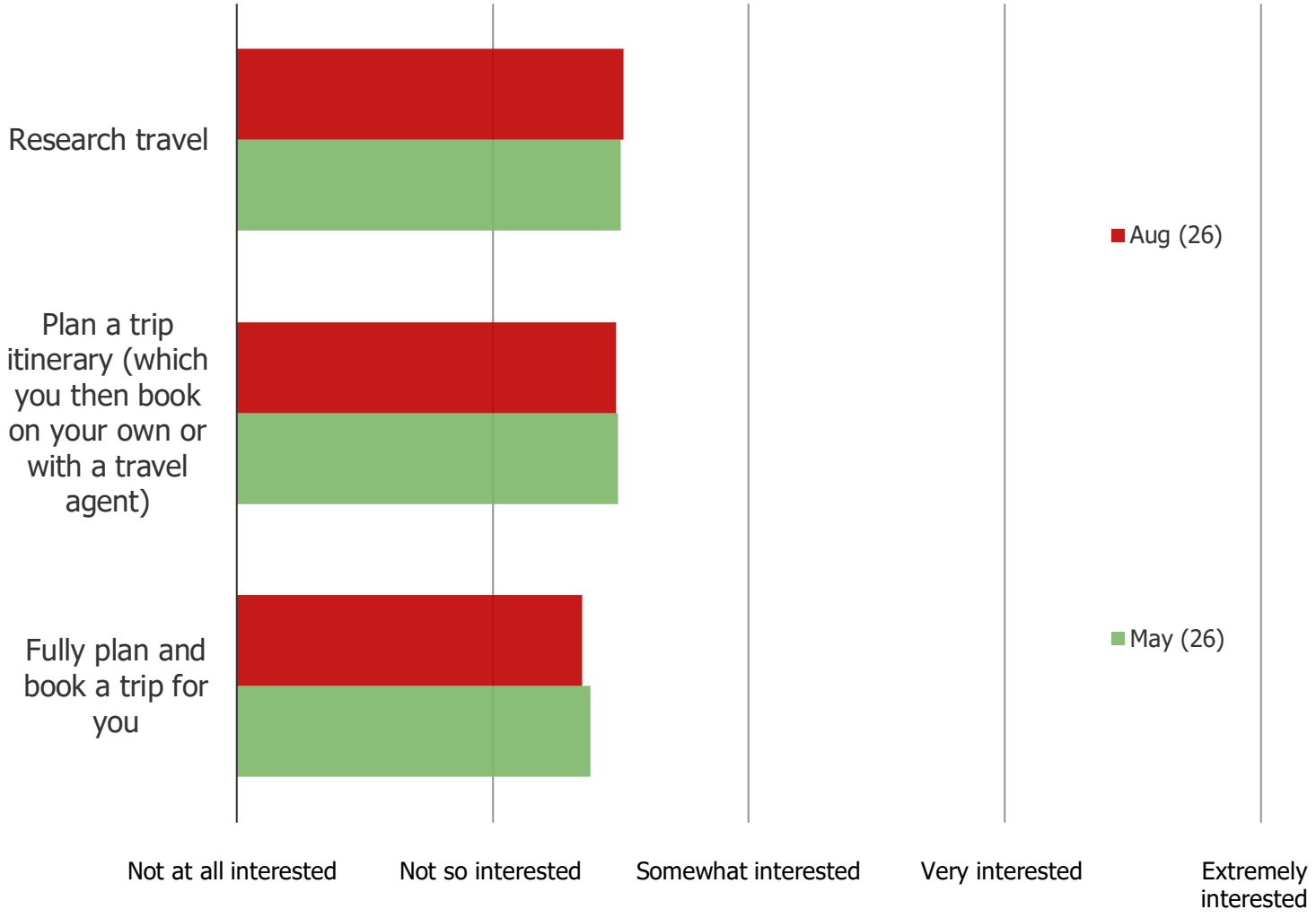
ABNB / Travel, Volume 16

1,000 US Consumers Balanced to Census
Tickers Covered: ABNB, EXPE, BKNG

August 2026

HOW MUCH INTEREST WOULD YOU HAVE IN USING AI (LIKE CHATGPT, GEMINI, CLAUDE, OR OTHER CHATBOTS) TO RESEARCH, PLAN, OR BOOK TRAVEL?

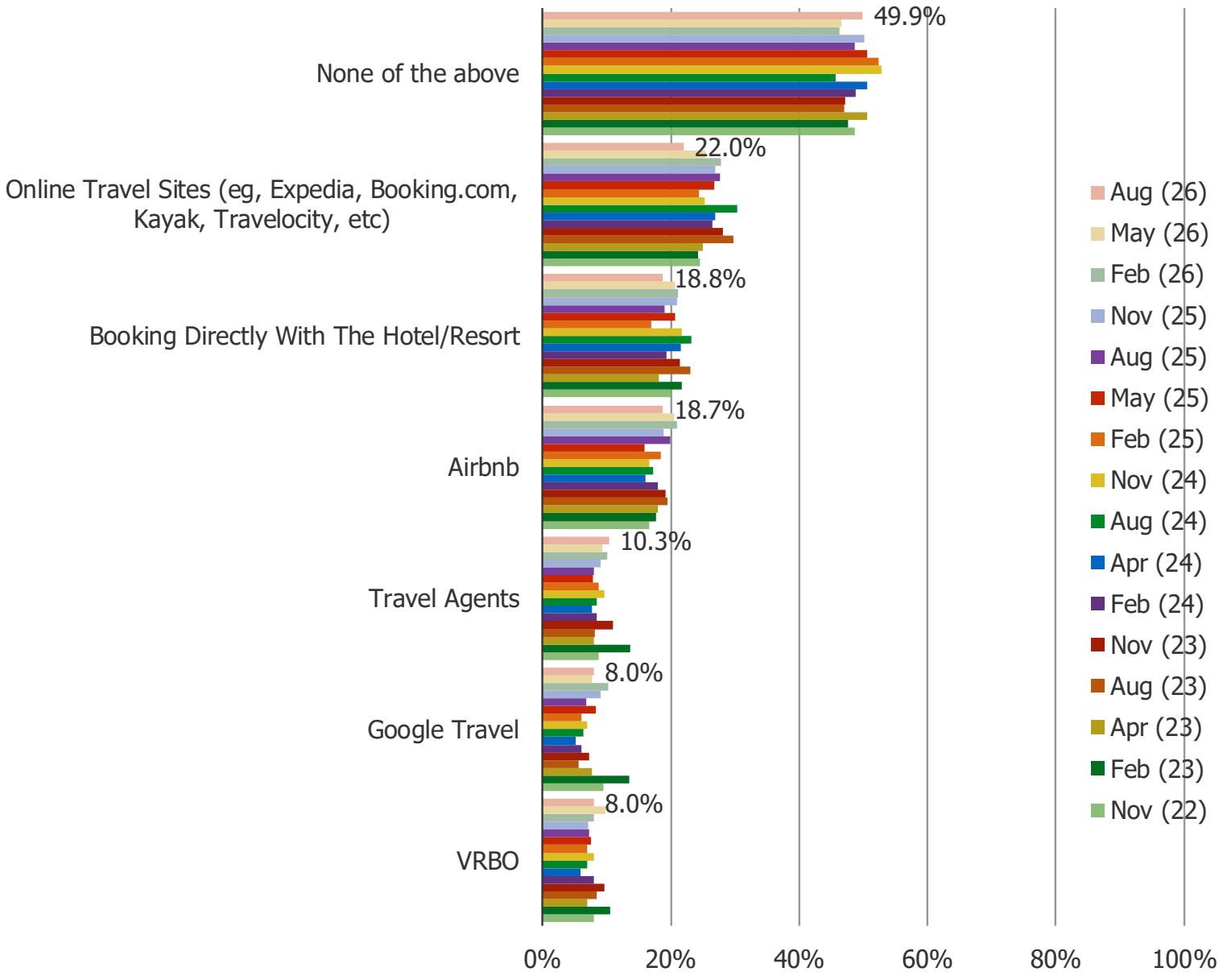
Posed to all respondents.



ABNB and Travel

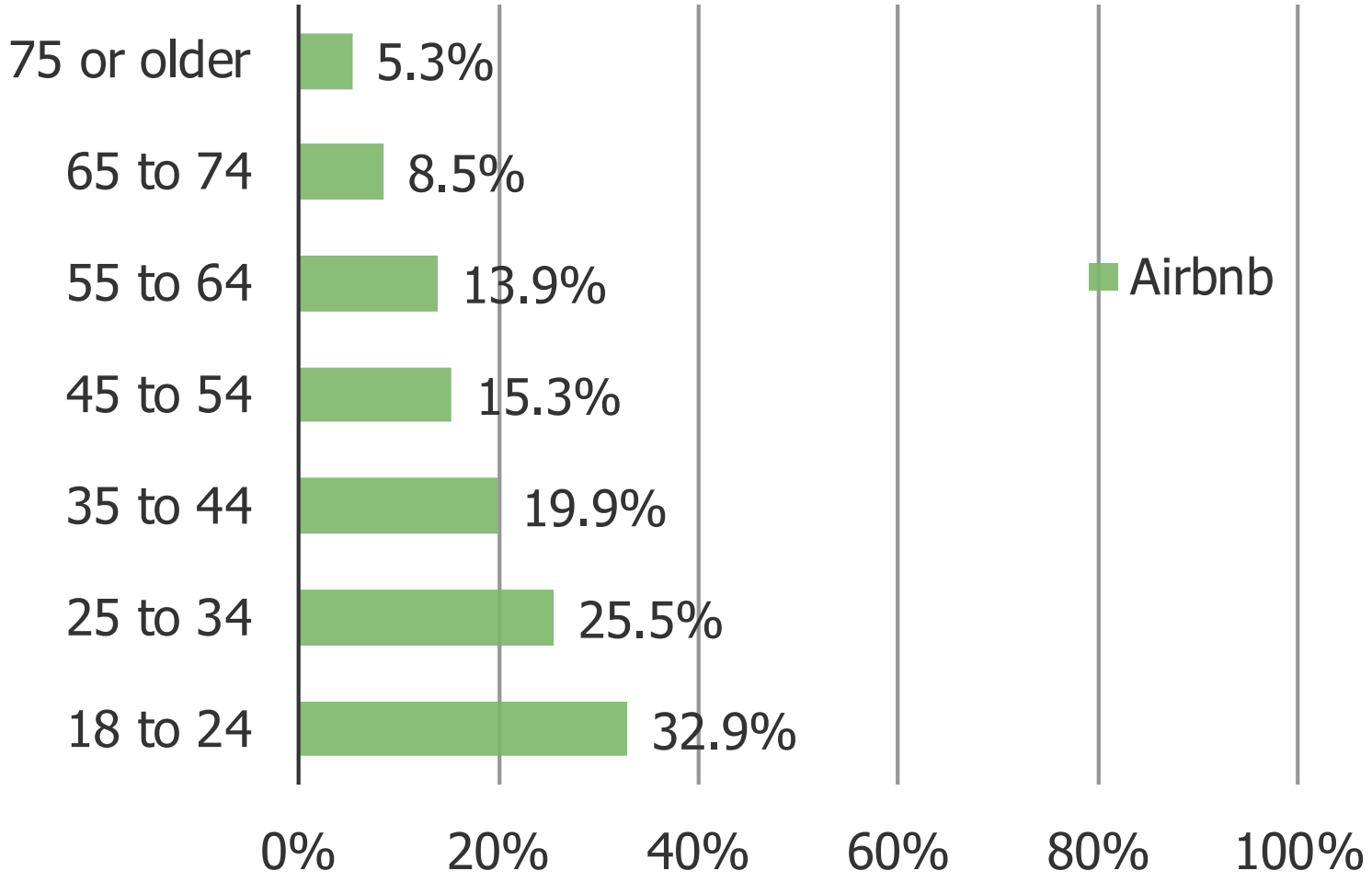
HAVE YOU EVER BOOKED OVERNIGHT TRAVEL THROUGH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



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

Posed to all respondents.



IF YOU HAD TO USE ONE ADJECTIVE TO DESCRIBE AIRBNB, WHAT WOULD IT BE?

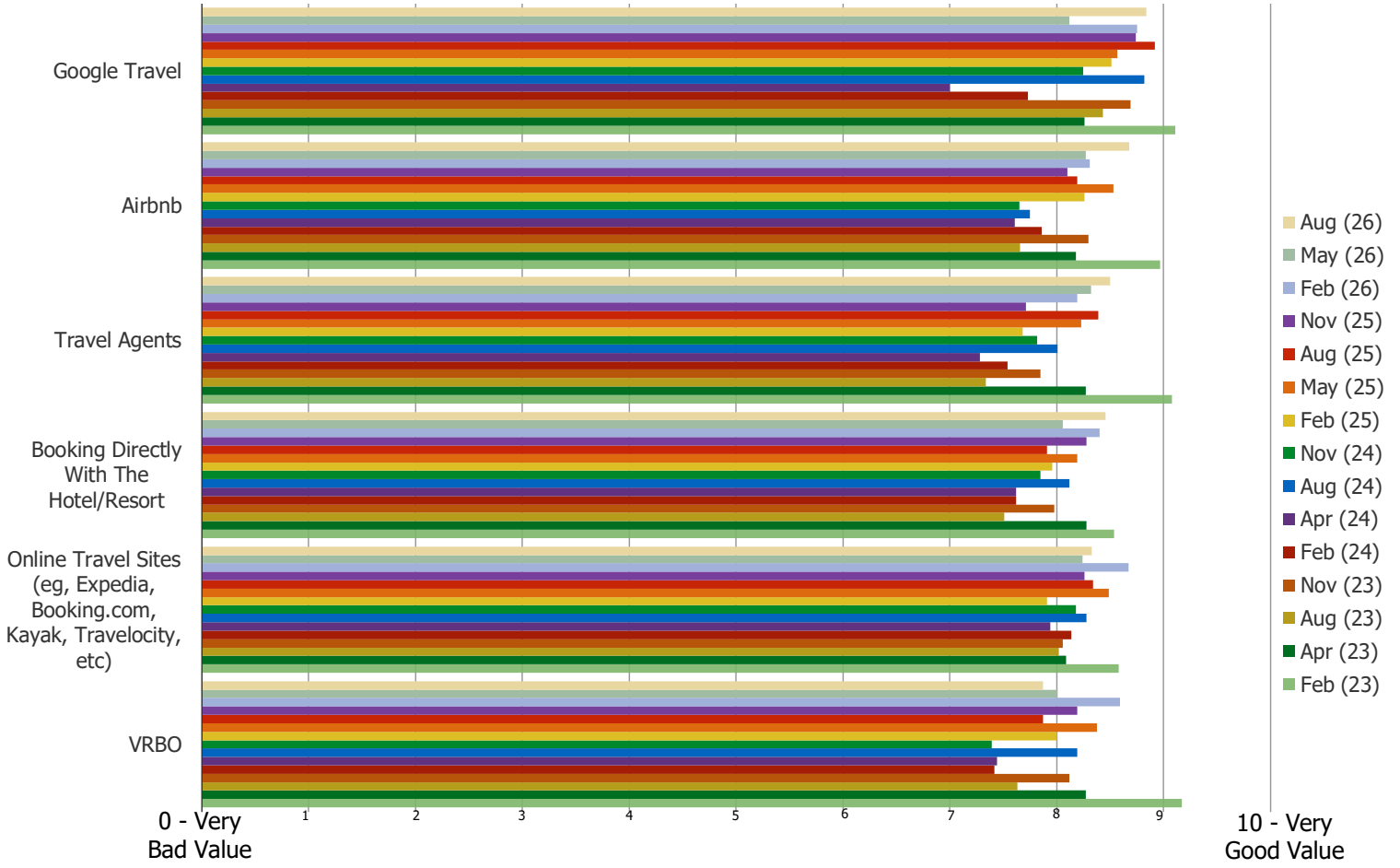
Posed to all respondents who have booked an overnight travel/stay through Airbnb.

Category	% of Total Responses	Key Terms & Groupings Captured
Other / Unclassified	24.88%	Ambiguous or unique responses that could not be mapped
General Positive	19.89%	Good, great, awesome, excellent, perfect, nice
Convenient, Easy & Efficient	17.36%	Convenient, easy, efficient, flexible, handy, practical
Unique, Fun, & Innovative	15.25%	Unique, innovative, interesting, fun, different, variety, cool
Comfortable, Cozy & Homey	5.88%	Comfortable, homey, cozy, relaxing, welcoming, clean
Reliable, Helpful & Trustworthy	4.40%	Reliable, trustworthy, safe, helpful, dependable, secure
Invalid / Unsure / Noise	4.27%	"Not sure," "I don't know," "no opinion," keyboard smashes
Pricing: Expensive & Overpriced	3.58%	Expensive, overpriced, pricey, costly, "rip off," fees
Pricing: Affordable & Good Value	2.53%	Affordable, cheap, value, budget, economical, reasonable
Negative, Skeptical or Inconsistent	1.94%	Inconsistent, sketchy, bad, terrible, "hit or miss," scam

Category	Trend Direction	R^2	P-Value
Other / Unclassified	Up	0.3761	0.0115
Comfortable, Cozy & Homey	Up	0.3044	0.0267
Invalid / Unsure / Noise	Down	0.2484	0.0494
Negative, Skeptical or Inconsistent	Down	0.1763	0.1054
General Positive	Down	0.1273	0.1749
Unique, Fun, & Innovative	Up	0.0439	0.4360
Pricing: Affordable & Good Value	Down	0.0166	0.6346
Reliable, Helpful & Trustworthy	Up	0.0048	0.7993
Convenient, Easy & Efficient	Up	0.0038	0.8217
Pricing: Expensive & Overpriced	Down	0.0037	0.8226

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

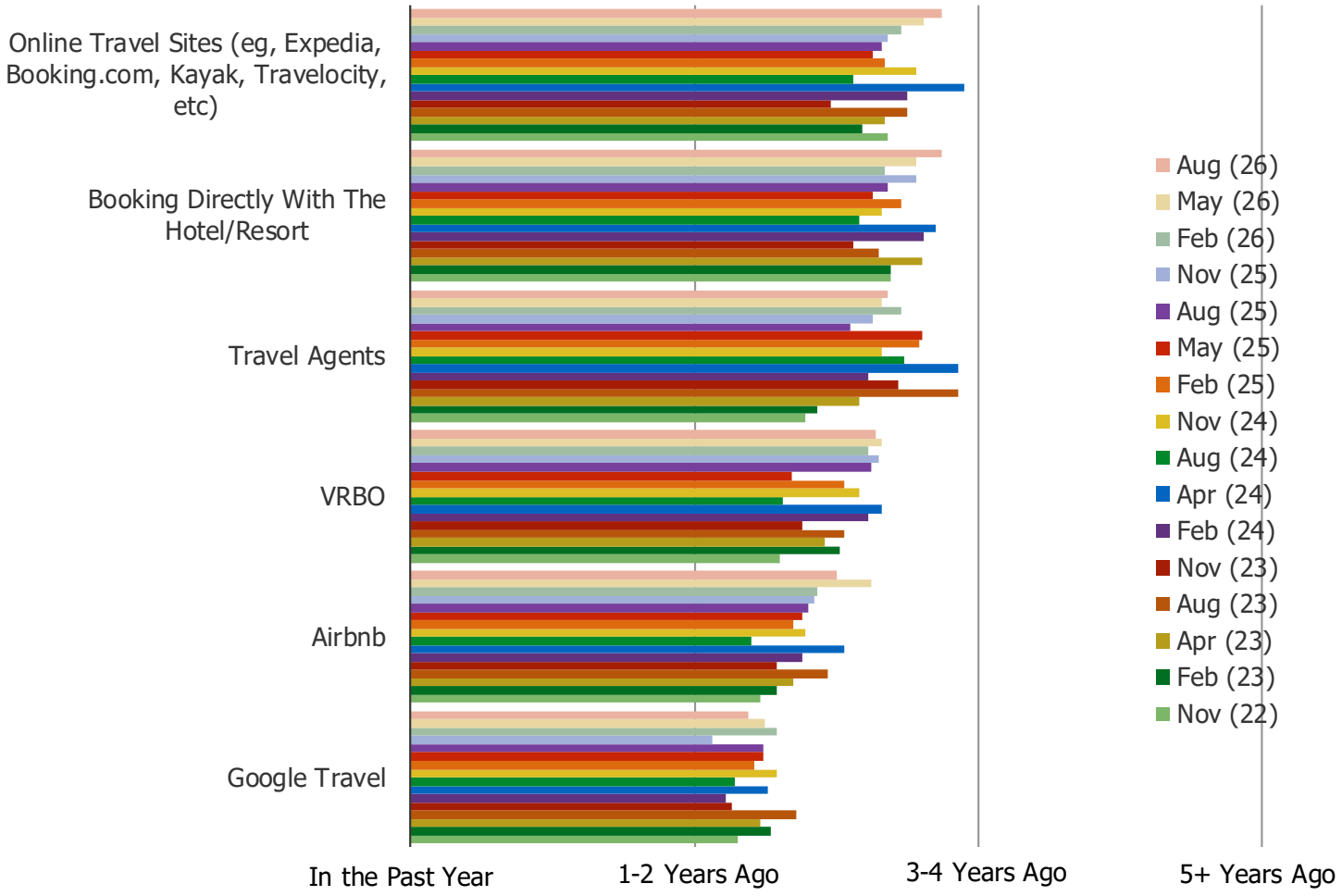
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	85
Google Travel	85
Travel Agents	110
Airbnb	199
Booking Directly With The Hotel/Resort	200
Online Travel Sites	234

WHEN DID YOU USE THE FOLLOWING FOR THE FIRST TIME?

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

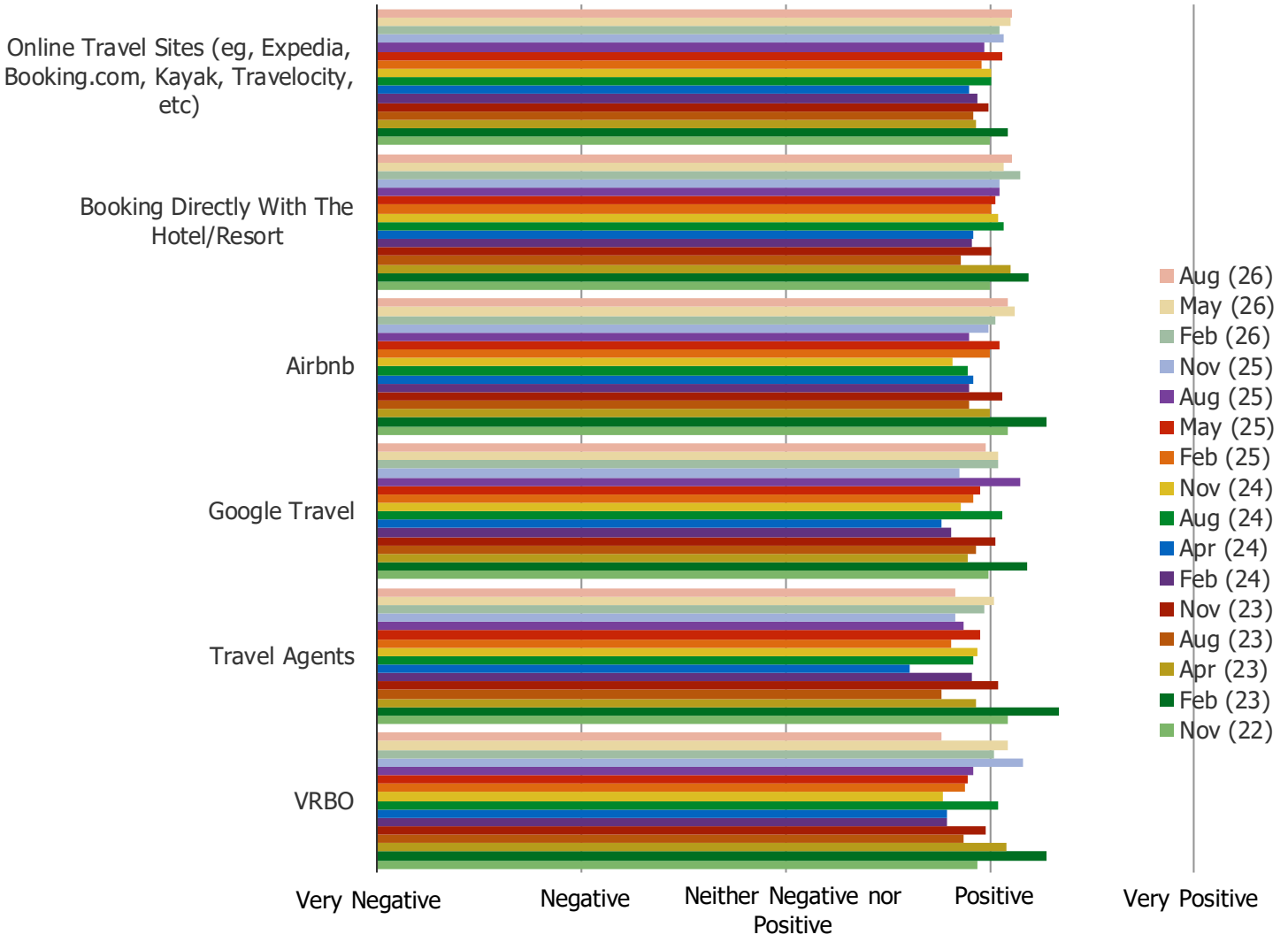


	N=
VRBO	85
Google Travel	85
Travel Agents	110
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ABNB and Travel

WHAT IS YOUR OVERALL OPINION OF THE FOLLOWING?

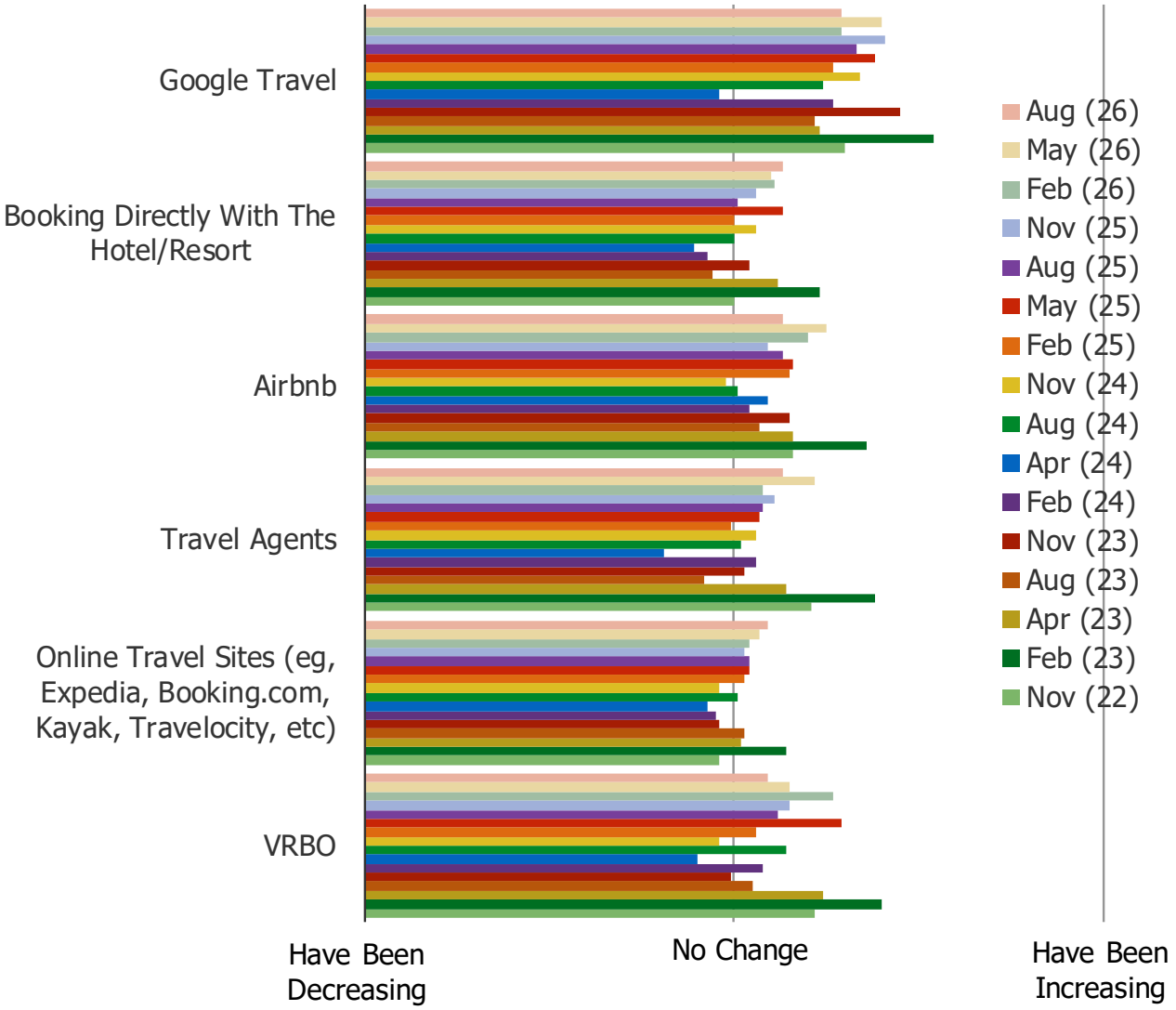
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	85
Google Travel	85
Travel Agents	110
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Online Travel Sites	234

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

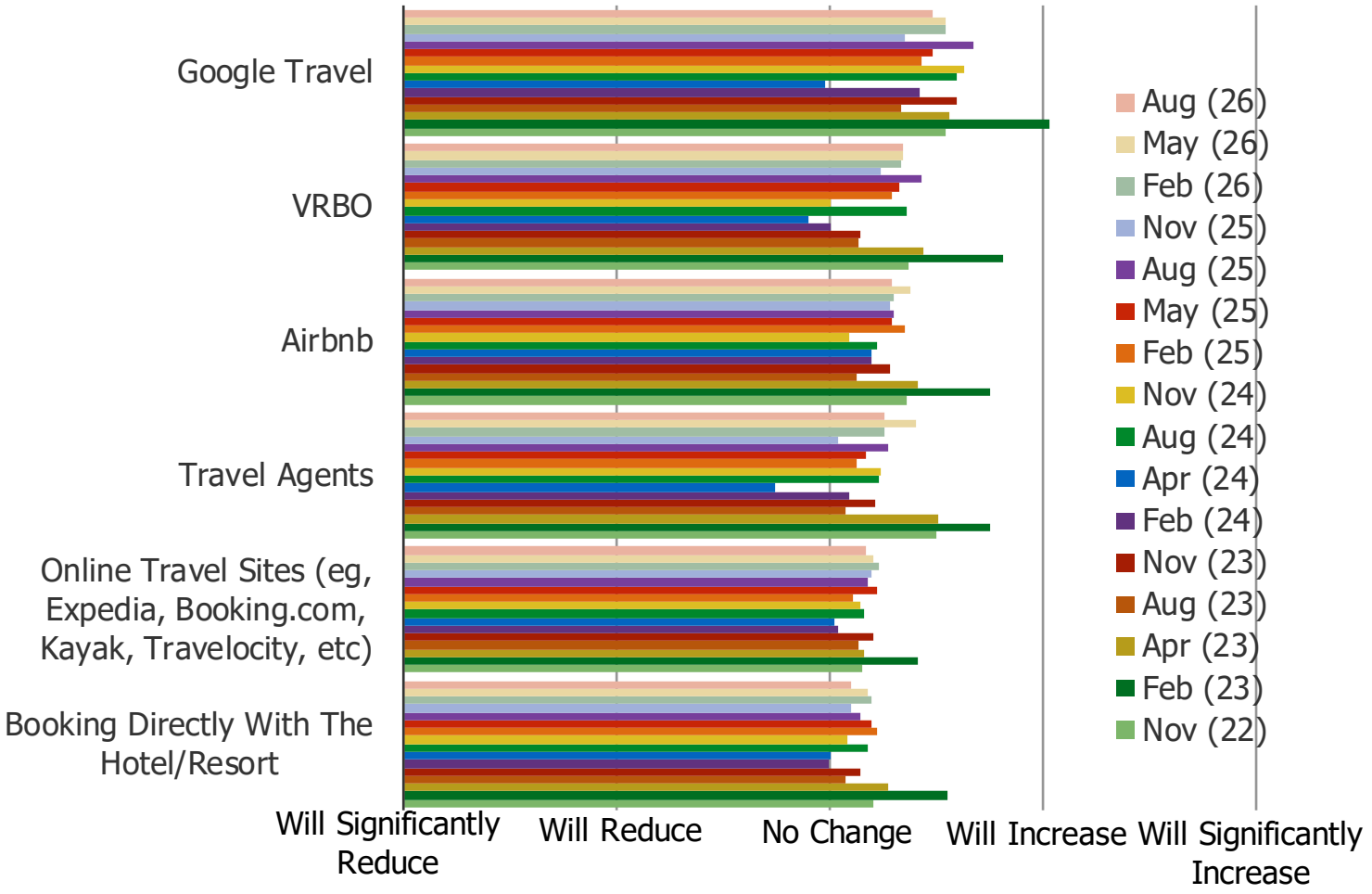
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	85
Google Travel	85
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GOING FORWARD, DO YOU EXPECT TO CHANGE HOW OFTEN YOU USE THE FOLLOWING?

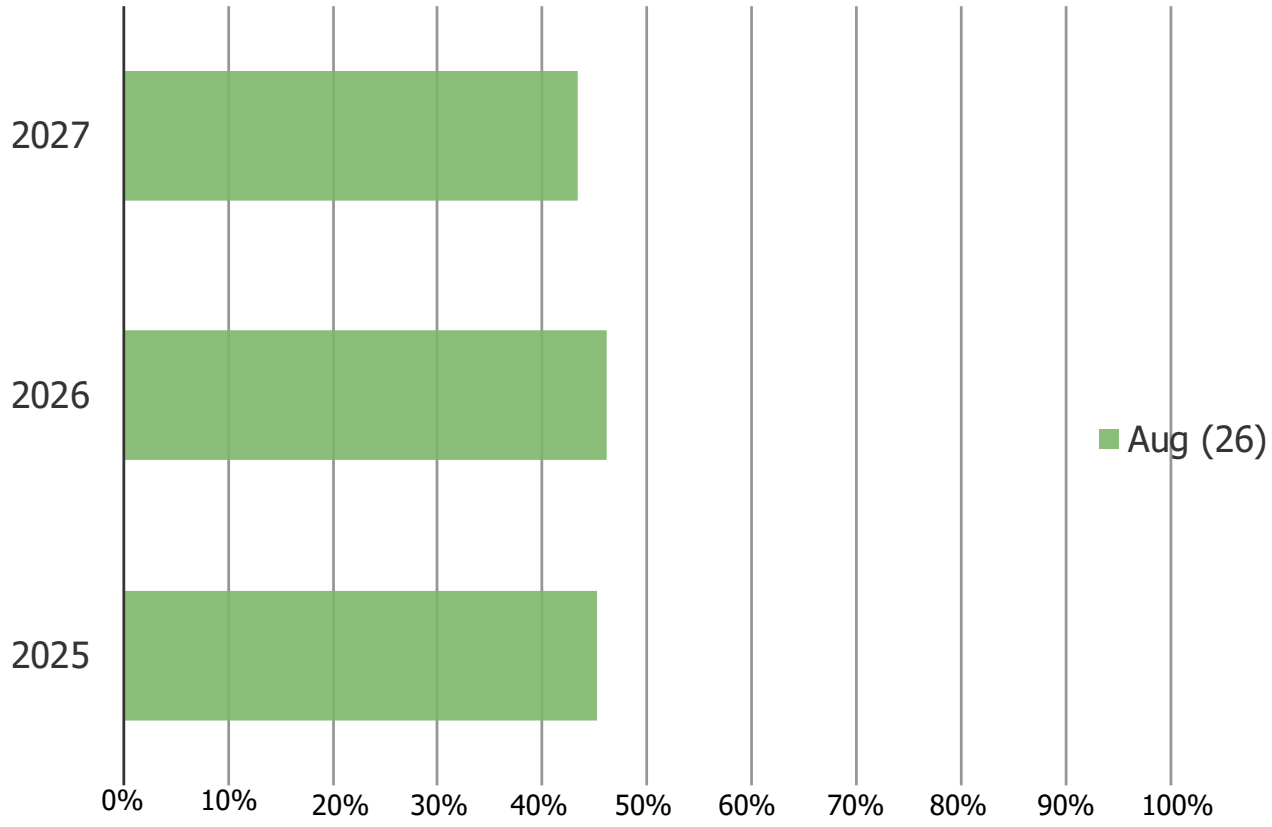
Posed to all respondents who have booked an overnight travel/stay through the below.



	N=
VRBO	85
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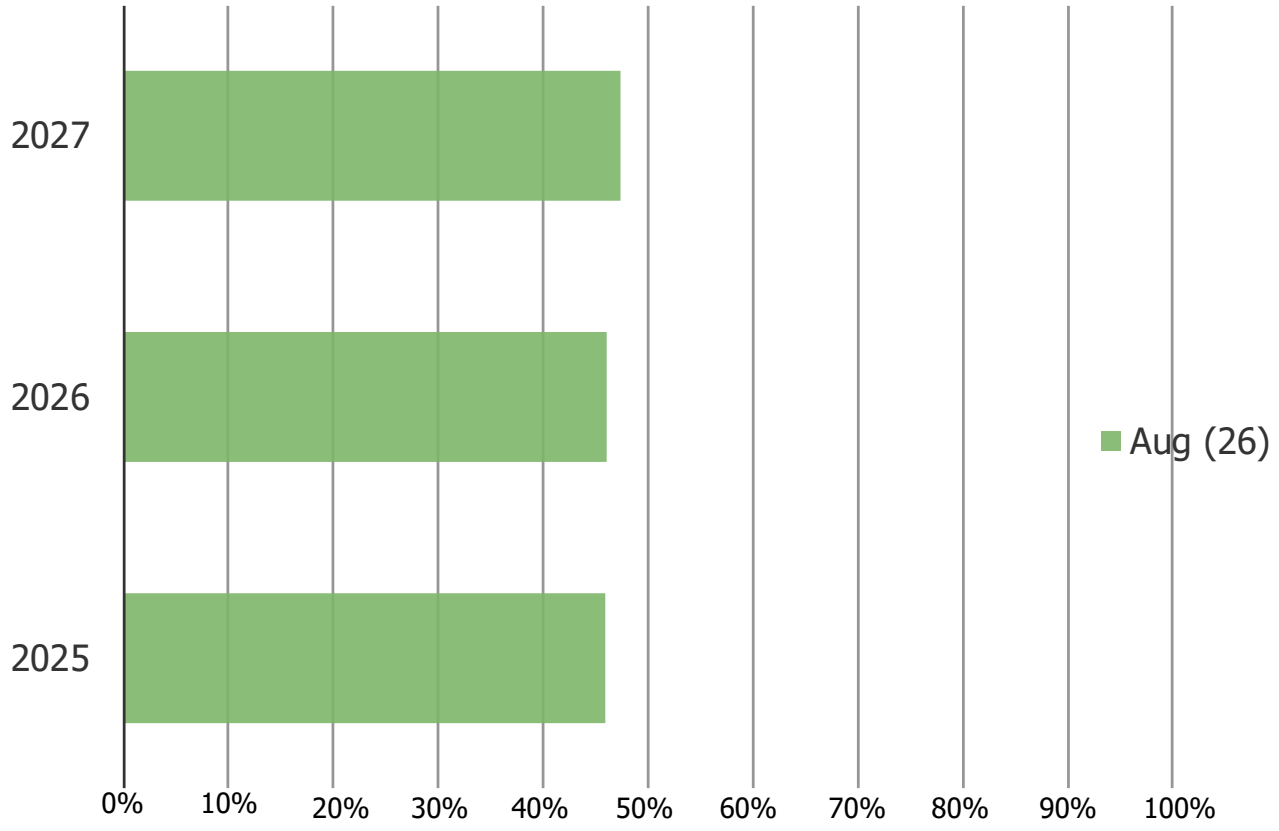
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA AIRBNB IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through Airbnb.



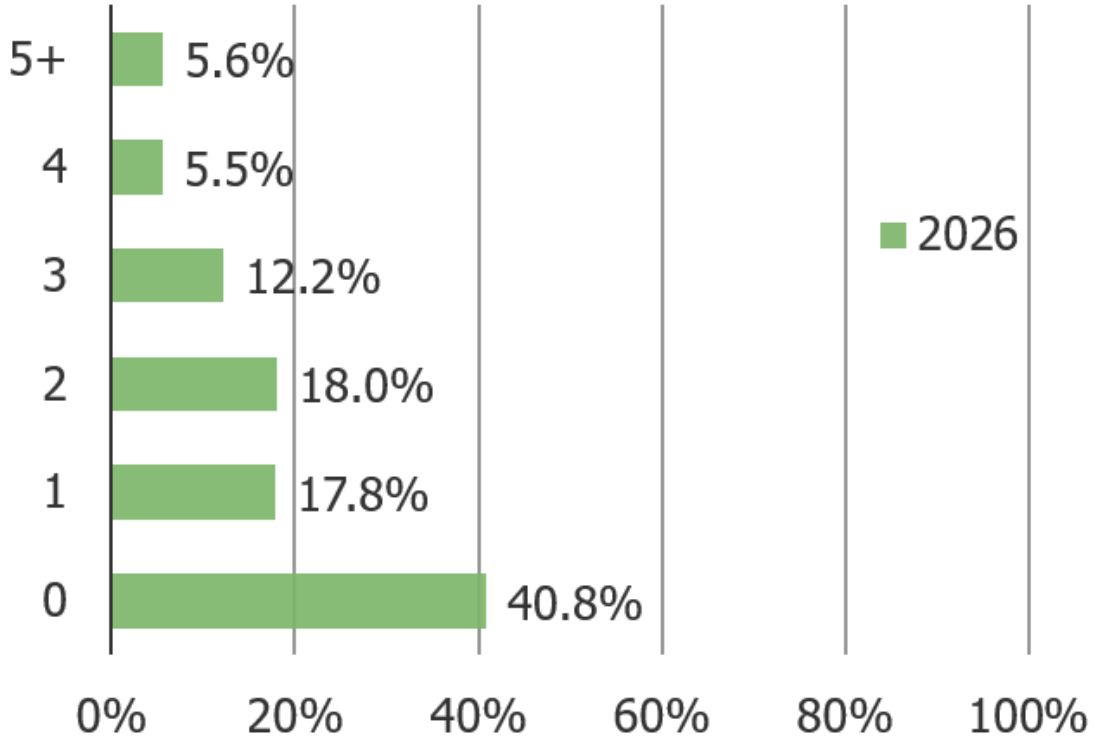
WHAT PERCENTAGE OF YOUR TRAVEL/VACATION OVERNIGHT STAYS WILL BE BOOKED VIA OTA'S IN THE FOLLOWING YEARS?

Focusing on respondents who have previously booked travel through OTAs.



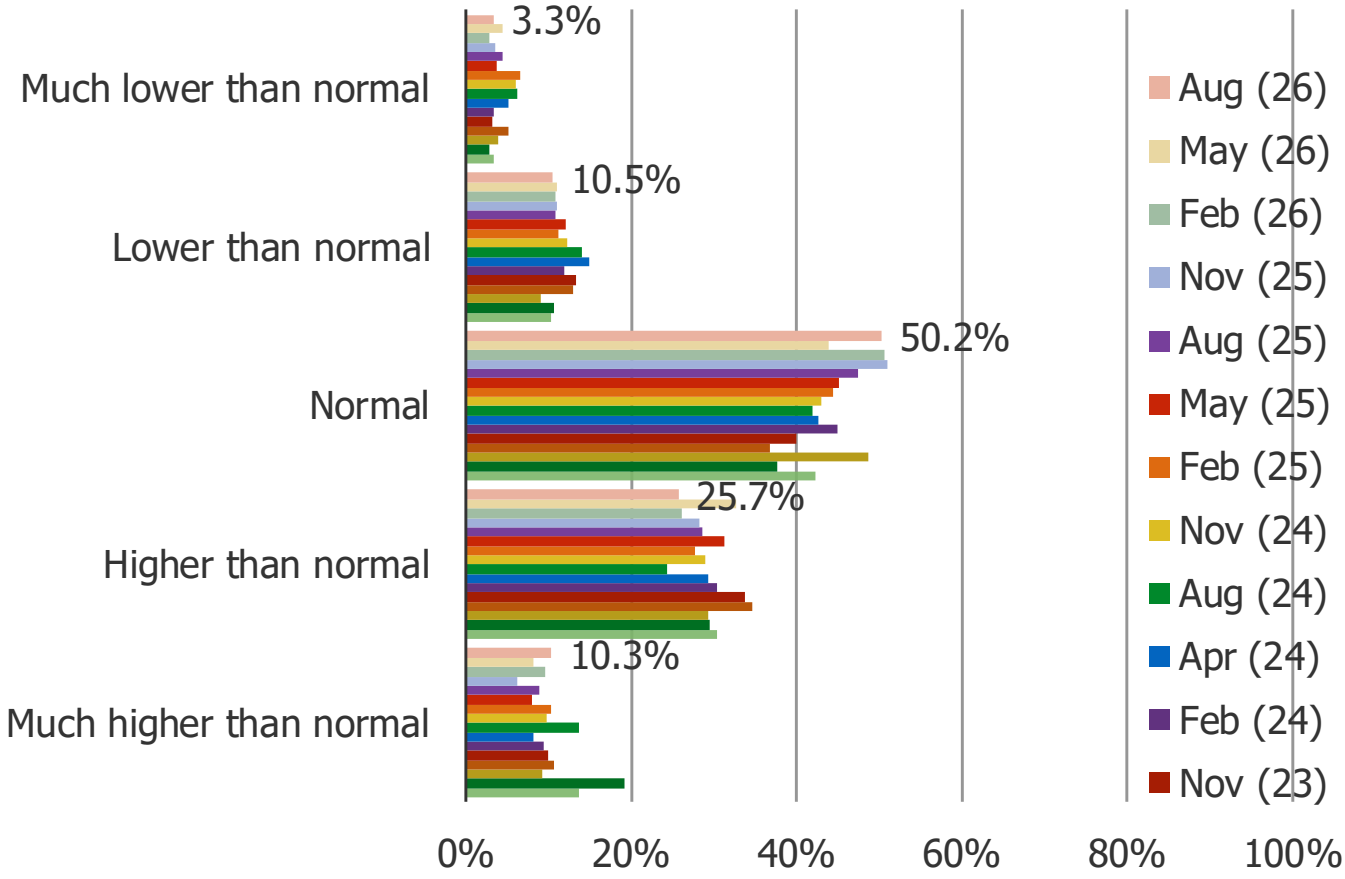
DID YOU / WILL YOU TAKE ANY VACATIONS THAT REQUIRE PAYING TO SPEND ONE OR MORE NIGHTS SOMEWHERE OTHER THAN YOUR HOME?

Posed to all respondents.



HOW DID/WILL YOUR BUDGET FOR OVERNIGHT VACATIONS IN 2026 COMPARE WITH NORMAL YEARS?

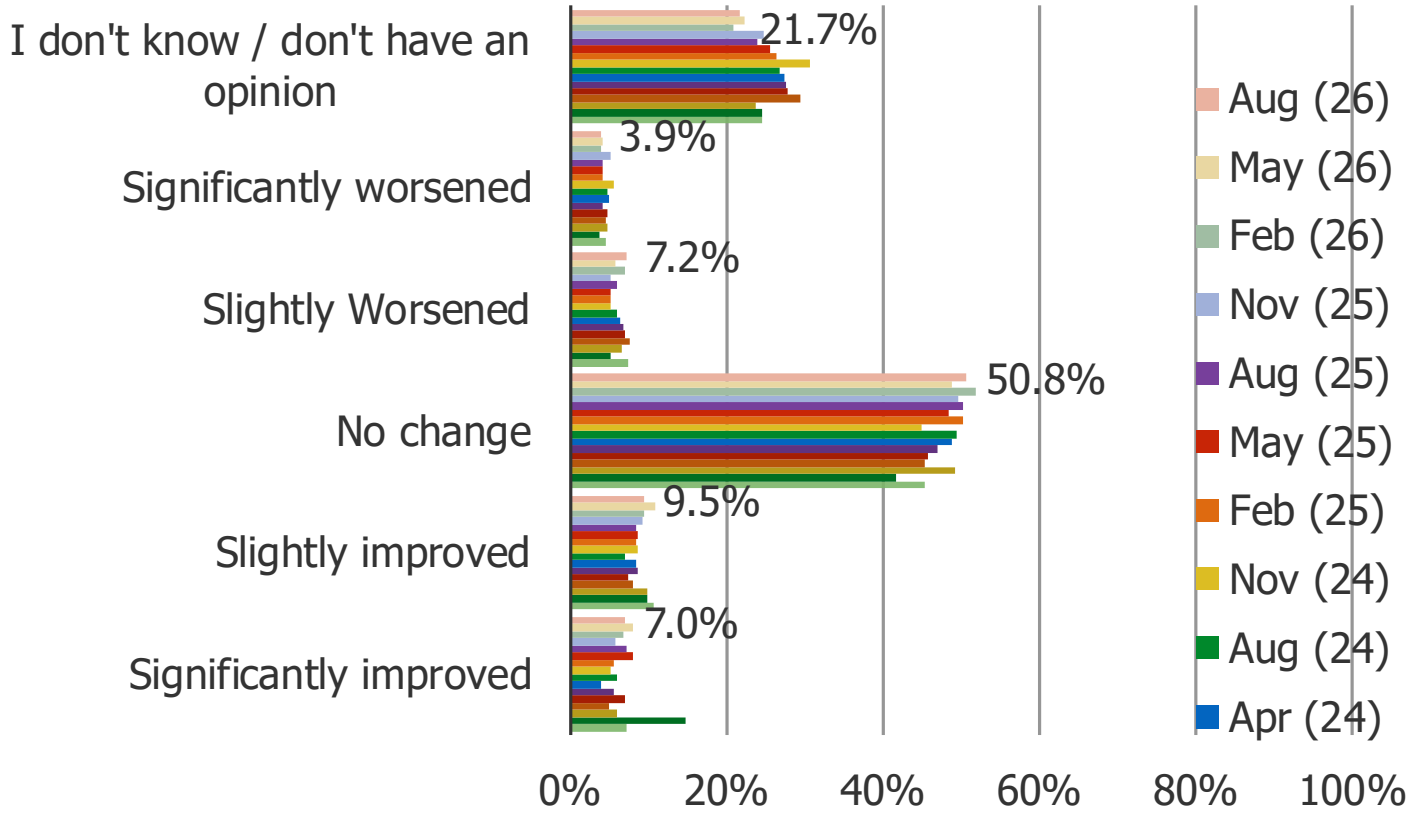
Posed to all respondents who had/have plans for overnight vacations in 2026.



Note – at the turn of each year, we changed the question text from "in 2023" to "in 2024" in 2024 and from "in 2024" to "in 2025" in 205 and from "in 2025" to "in 2026".

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

Posed to all respondents.



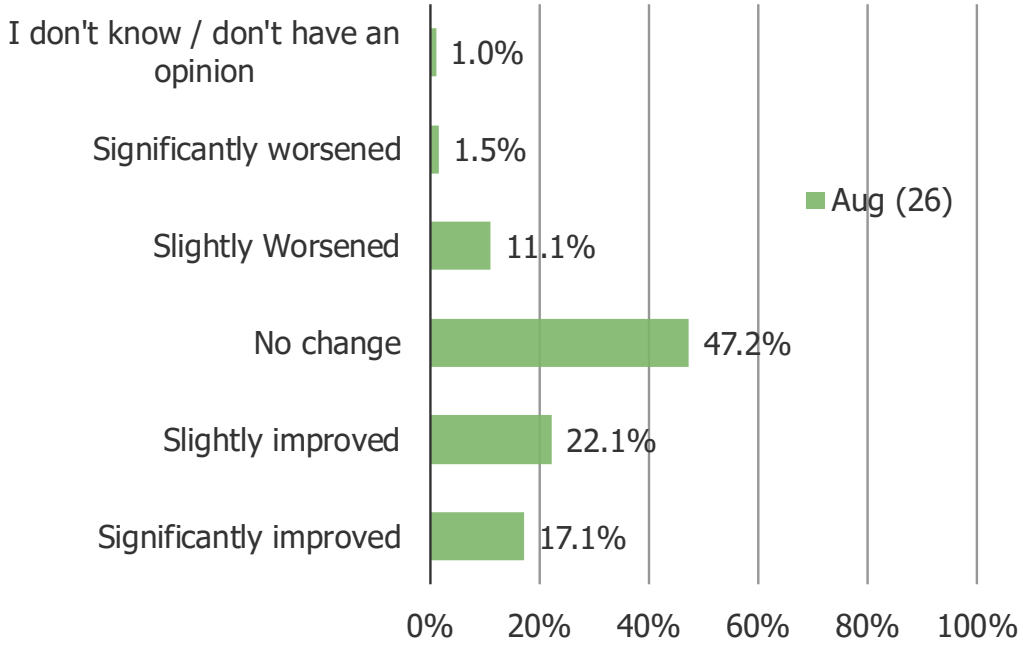
Why?

Respondents who say worsened:

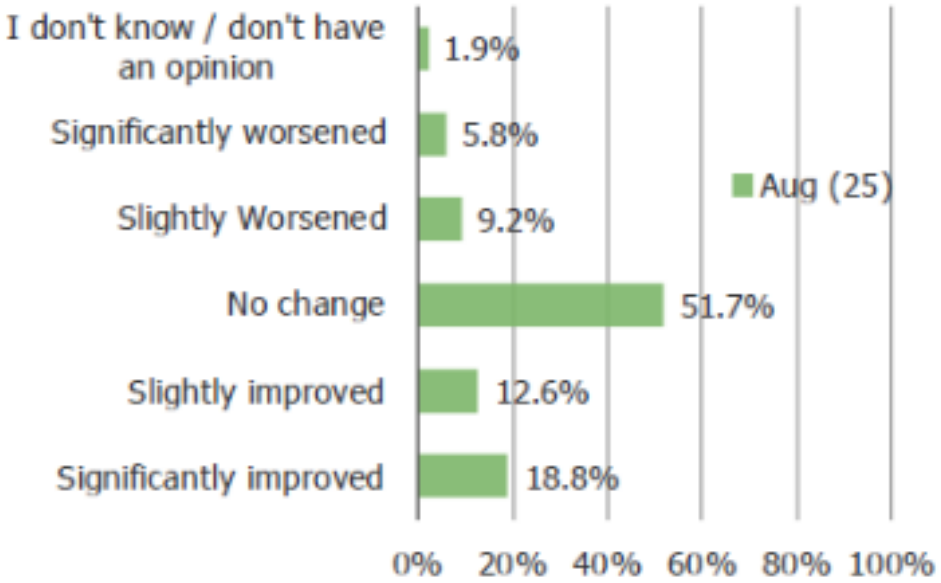
- Additional fees
- Friends had bad experiences
- Have heard stories about them
- Had a bad experience
- Not safe or comfortable
- They are out of control
- Cameras
- Hidden fees

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

Posed to respondents who have tried Airbnb (N = 199)



Responses from one year ago…



OPTIONAL FILL-INS: REASONS OPINIONS OF AIRBNB HAVE CHANGED IN THE PAST 6-12 MONTHS?

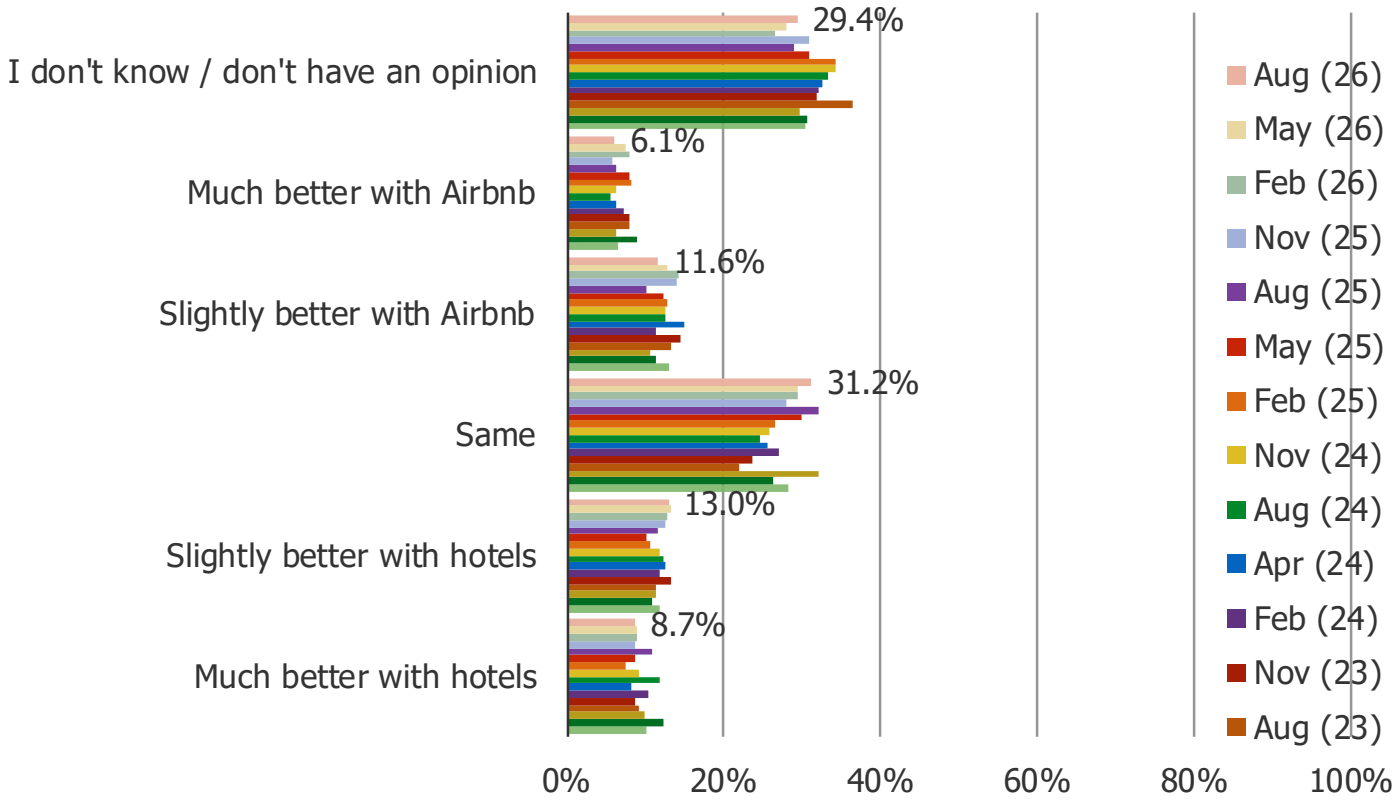
Posed to respondents who have tried Airbnb (N = 199)

Category	% of Total Responses	Key Terms & Groupings Captured
Other / Unclassified	27.95%	Ambiguous or unique responses that could not be mapped
Never Used / Non-User	26.35%	"Never used," "don't use," "haven't used," "not a fan"
Improved: Good Experiences & Options	10.67%	Good, great, awesome, easy, improved, appealing
Worsened: High Prices & Cleaning Fees	9.87%	Fees, cleaning, expensive, pricey, hidden costs, greed
Worsened: Bad Experiences, Safety & Trust Issues	9.55%	Bad, terrible, creepy, cameras, unsafe, scam, unreliable
Invalid / Unsure / Noise	8.60%	"Not sure," "I don't know," "no opinion," keyboard smashes
No Change / Consistent Experience	3.42%	"No change," "same," "always been fine"
Prefers Hotels over Airbnb	1.67%	Hotel, amenities, motel
Worsened: Political Stance & Housing Market	1.51%	Housing market, CEO, politics, Trump, regime
Worsened: Too Many Rules & Chores	0.40%	Rules, chores, strict, clean up, laundry, trash

Category	Trend Direction	R^2	P-Value
Never Used / Non-User	Up	0.2946	0.0298
Worsened: Bad Experiences, Safety & Trust Issues	Down	0.2600	0.0436
Prefers Hotels over Airbnb	Down	0.2236	0.0644
No Change / Consistent Experience	Up	0.0345	0.4909
Other / Unclassified	Down	0.0225	0.5792
Worsened: Political Stance & Housing Market	Up	0.0120	0.6858
Worsened: Too Many Rules & Chores	Up	0.0001	0.9780
Invalid / Unsure / Noise	Up	0.0000	0.9812
Improved: Good Experiences & Options	Down	0.0000	0.9823
Worsened: High Prices & Cleaning Fees	Up	0.0000	0.9861

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…

9.55% said value is much better with hotels (11.9% in August 2025)
15.58% said value is slightly better with hotels (15.2% in August 2025)
29.65% said value is the same (28.6% in August 2025)
24.62% said value is slightly better with Airbnb (21.9% in August 2025)
17.09% said value is much better with Airbnb (19.1% in August 2025)
3.52% said they don’t know / don’t have an opinion (3.3% in August 2025)