

RESEARCH AND STATISTICS:

**Airbnb**



B.A.M.M. Travel PR Agency



## GROUP MEMBERS

*Who Was Behind the Report*



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# WHAT WE'LL BE COVERING

A Summary of the Report

-  **Core Client Challenge**
-  **Secondary Research**
-  **Qualitative Research**
-  **Quantitative Research**
-  **Survey Data and Findings**
-  **Final Recommendations**
-  **Conclusion**



# CORE CLIENT CHALLENGE

-  **Safety**
-  **Security**
-  **Illegal Operating**
-  **Lack of Consistency Throughout Accommodations**

# SECONDARY RESEARCH

## Industry: Hotel and Hospitality

- In the United States alone, there are over “60,000 lodging establishments, ranging from small boutique hotels to internationally renowned resorts,” (Hospitality, n.d, n.p.).

## Current Business Situation: Ever-growing Hospitality Industry

- Deloitte projects the hotel industry to maintain 5-6 percent growth supported by factors, such as healthy consumer spending and intense airline competition (Pokhaznikov, 2018, n.p.).

## Who is the Client?

- Airbnb Inc. has become the Uber for renters—accessible from their phones, cheaper than the alternative, and an instantaneous connection with their destination.

# SECONDARY RESEARCH



## Current Situation for Airbnb

- Airbnb has penetrated the hospitality industry on a global level with 4 million listings in 191 countries (Hartmans, 2017, n.p.) and continues to expand their user base.
- "A single idea began to emerge: the notion of 'belonging'!... Airbnb had a new mission statement: to make people around the world feel like they could 'belong anywhere'" (Gallagher, 2016, n.p.).

# QUALITATIVE RESEARCH

 **Airbnb Not Going to Proper Extents to Keep**

**Consumers Safe**

 **Location Matters**

 **Unique Aesthetics and Amenities**

 **Host Reviews**

 **Let-downs**

 **Unfamiliarity**



**THEME**

**Safety**



“

**I felt unsafe after we found ourselves at the Airbnb, it seemed as though it wasn't typically where people would stay.**

**- Participant 3 from Focus Group**

“

**I mean it depends like there are a lot of places that are pretty safe but I guess a hotel... you have the front lobby in case anyone comes in with a gun or something. They have to go up a couple, assuming its a multi-story building, they have to go up floors to get to you.**

**- Participant 4 from Focus Group**

**THEME**

**Location**

“

**I prefer to be like a local and get the real cultural experience. I would visit with locals and talk with them and see what they are like and what not.**

**- D from Interview 4**

“

**I would much rather stay in an interesting area or a treehouse, something along those lines, instead of a typical hotel room.**

- **Participant 3 from Focus Group**

**THEME**

# Unique Aesthetics and Amenities

“

**I've gone on [the Airbnb app] and there's like super cool Airbnbs. There's treehouses and I don't know, just crazy places that you can book and it's just kind of fun to browse and dream a little bit.**

**- G from Interview 2**

“

**I would associate [Airbnb] with experiential accommodations. A lot of the time the locations are either in unique areas or they're very different ways to live, whether it be in somebody's house, or mansion, or treehouse like I said, or like a hut or a yurt.**

**- Participant 3 from Focus Group**



**THEME**

# Host Reviews

“

**I start my search with superhosts only and price. I will expand beyond that limit only if there are no attractive choices within it.**

**- F from Interview 3**

“

**I think that's a big part of it, especially if you're staying with them, if it's not a private room or something and if you're going to be spending time with them... that was a huge thing was looking for the host ratings to make sure that we would really be staying with people that were highly recommended and would be safe people to be living with.**

- G from Interview 2

**THEME**

**Let-downs**

“

**I don't necessarily know that all the reviews of Airbnb's appear to be accurate and I believe that if you stay in one of them and you find after your initial destination sometimes it's not what it appears to be advertised as on their website.**

**- L from Interview 1**

“

**They kind of didn't describe the location the way that we expected. It was kind of right on the highway, but they didn't really talk about that. The location was not a great location.**

- **Participant 1 from Focus Group**

**THEME**

**Unfamiliarity**

“

**I personally kind of like having a hotel I've been familiar with, such as the set up... just going into it knowing what it's going to be like.**

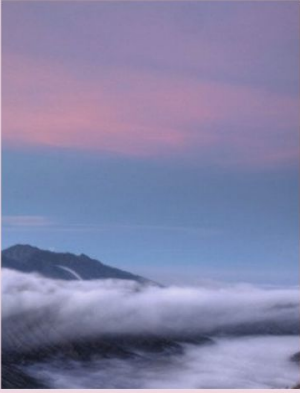
**- Participant 4 from Focus Group**



“

**If I was familiar with the chain of hotels and had a good experience [with them], then I'd rather that than just going to an unfamiliar person's house.**

- **Participant 2 from Focus Group**



# QUANTITATIVE RESEARCH

## Hypotheses

**H1:** Individuals who prefer a unique accommodation experience will be more likely to prefer to book an accommodation through Airbnb.

**H2:** Travelers who feel less safe staying in Airbnb accommodations will be less likely to book accommodations through Airbnb.

**H3:** Travelers who prefer regulatory consistency (i.e. a room key, a private space, standard amenities) are less likely to book accommodations through Airbnb.

**H4:** Those who have stayed in an Airbnb accommodations will have more positive attitudes towards Airbnb, than those who have not stayed in an Airbnb.

# SURVEY DATA

QUANTITATIVE

## H1

Relationship: Positive

Test: Correlation

r: 0.394

p: 0.010

P-value is  $< .05$ , therefore the results are statistically significant. Reject the null hypothesis.

R-value is  $= .30 - .70$ , therefore there is a moderate and substantial relationship between the variables.



## H2

Relationship: Positive

Test: Correlation

r: 0.672

p  $< .001$

P-value is  $< .05$ , therefore the results are statistically significant. Reject the null hypothesis.

R-value is  $= .30 - .70$ , therefore there is a moderate and substantial relationship between the variables.

# SURVEY DATA

QUANTITATIVE

## H3

Relationship: Positive

Test: Correlation

r: 0.107

p: 0.500

P-value is  $> 0.500$ , therefore the results are not statistically significant. Fail to reject the null hypothesis.

R-value is  $< .30$ , therefore the relationship is weak between the two variables

## H4

Relationship: Positive

Test: T-Test

Test statistic ( $t$ ) : 4.310

Degrees of Freedom : 40

$p < .001$

P-value is  $< .05$ , therefore the results are statistically significant. Reject the null hypothesis.

## WHAT WE FOUND

*An Overview*



**Initial  
Thoughts**






**What We  
Found**



**How It Applies  
to Airbnb**

# FINAL RECOMMENDATIONS

-  **Implement feature on app and website that creates a more in-depth host application process**
  - Make guests and hosts more transparent when booking an accommodation and/or renting out one's space.
-  **Airbnb needs to highlight specific accommodation features, as individuals consider this a key factor when choosing an Airbnb location**
  - Regulating amenities and requiring Airbnb hosts to provide certain amenities and accommodations has the potential likelihood to encourage a new Airbnb audience.
-  **Airbnb should continue to capitalize on its unique accommodations, as well as its ability to offer unique personalized experiences and excursions as well**
  - Airbnb will continue to grow a consumer audience who values these types of travel experiences.

THE END

Questions,  
Comments,  
Concerns?

