

Exploring Airbnb user preferences during the pandemic: a Choice based Conjoint Analysis approach

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Abstract

The aim of this study is to investigate user preferences and attitudes towards Airbnb and its features during the pandemic. Using Choice Based Conjoint Analysis we find that by far the first priority of Airbnb users is to stay in an entire place, although there were some differences among different age and income groups, as well as household size, attributed to the fear of getting exposed to COVID-19, which leads people to avoid sharing their accommodation with others. In order to secure a private place, they are willing to compromise on cancellation policy, as well as on price (although in a different degree regarding their age), which however depends on the lodging's overall rating. They also prefer the lodging to be as near as possible to points of interest, probably to avoid unnecessary movements. Although all survey participants were recent users of the platform, only six out of ten disagree with the statement "Airbnb can be dangerous in some way", a fact that is probably directly related to the spread of the pandemic. Despite this, most respondents are likely to use Airbnb for some of their next trips.

Keywords: *Airbnb; Covid-19; Conjoint*

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