**Analyzing the Impact of Traveler Profiles on the Motivation to**

**Select Airbnb Accommodations**

**Abstract**

One of the most successful sharing platforms in the hotel industry is the Airbnb application, with several empirical studies about Airbnb. However, further studies are still needed in other developing countries, for there is a gap in the literature about Airbnb’s presence in the Philippines. Since Airbnb has gained popularity over the years, it is essential to know travelers' motivations for choosing Airbnb accommodations. This is the main objective of the study. The interplay between traveler profiles, traveler habits, and their motivations for selecting Airbnb accommodations are analyzed via a quantitative survey. Also, importance-performance analysis (IPA) was used to examine the recognized importance and performance of Airbnb accommodation and their motives for selecting it. The result showed that price was the primary motive, and location was secondary. In addition, price and location attributes are essential, but in their experience, the performance is low as well. Authentic experience and social interaction are not that important, but based on their experience, the performance is high.

***Keywords:*** Airbnb, motivation, sharing economy, importance-performance analysis

**Introduction**

Since the emergence of Airbnb 15 years ago, it has been one of the most significant recent developments in the tourism industry (Guttentag, 2019) specifically in the hospitality industry in terms of pricing (Blal et al., 2018) because Airbnb has a minimal cost structure, an advantage over a traditional hotel (Mody et al., 2022). This sharing economy platform has more than 7 million active listings worldwide located in more than 220 countries and regions (Airbnb, 2023). It can be said that Airbnb has become one of the most successful sharing platforms (Hati et al., 2021) where tourists could regard it as an alternative to mid or low-price hotels (Sánchez‐Franco & Aramendía-Muneta, 2023).

As the tourism industry of the Philippines continues to grow with 91.80 percent international arrivals and 8.20 percent overseas Filipinos (Department of Tourism, 2024). Among those tourist travelers, Colina (2023) wrote in her article that Davao City welcomed 1.1 million tourists, clearly an indication that the accommodation industry is experiencing growth (Alama, 2023). Typically, the tourist choice in accommodation are hotels, however, accommodations using Airbnb are gaining attention with 400 listings and were categorized as “self-styled accommodation establishments” (Francisco, 2018) in comparison to the 45 DOT-accredited hotels in Davao City. (Davao City Tourism Operations Office). As more people are choosing Airbnb accommodations with approximately 1.5 billion guests’ arrivals in June 2023 across the globe (Airbnb, 2023), it has become imperative to understand the factors that influence the tourists’ choice of such accommodations. While there has been growing interest to conduct research on Airbnb, the existing studies have been conducted in Europe, USA/Canada, followed by Asian countries like China, Singapore, S. Korea and India. Future studies should include South America, Africa and other developing nations (Negi & Tripathi, 2022). The earlier statement is true as currently, there is a knowledge gap in the literature about Airbnb’s presence in the Philippines (Tumbali, 2020).

This research paper aims to shed light on the various key factors that contribute to the decision-making process of choosing Airbnb accommodations. The selection of accommodations within a community by its residents holds unique characteristics and factors that differ from the preferences of temporary guests. By examining the motivations and concerns of residents that enable companies to navigate their business strategies and create unique competitive advantages (Agapitou et al., 2020b, p. 2) this research seeks to uncover the factors that influence their decision to use Airbnb. To understand the underlying factors, the objectives of the study are: 1) Identify the primary motivations and factors that drive residents to choose Airbnb accommodations in their city. 2) Explore the role of perceived benefits, such as cost-effectiveness, unique experiences, and convenience, in shaping the choices of residents. 3) Investigate potential challenges or concerns that residents may have regarding Airbnb accommodations within their community. 4) Examine the impact of demographic factors, such as age, income, and previous experiences with Airbnb, on the choices made by residents.

**Statement of the Problem**

The purpose of this study is to investigate the motives of the travelers in choosing Airbnb as the accommodation in Davao City. Specifically, this study focused on answering four key research questions:

1. What is the profile of the respondents in terms of:
   1. Age
   2. Sex
   3. Monthly Income
   4. Type of Traveller?
2. What is the traveling habits of the respondents in terms of:
   1. Duration
   2. Purpose?
3. What is the difference between importance and performance of the travelers’ motives to choose Airbnb accommodation in terms of:
   1. Price
   2. Location
   3. Authentic Experience
   4. Social Interaction?
4. What are the primary motives influencing travelers' decisions to choose Airbnb accommodations based on importance?
5. Does the profile of the respondents influence the motivation to choose Airbnb accommodation among travelers?
6. Do traveling habits influence the motives to choose Airbnb as accommodation among travelers?

**Objectives of the Study**

The research seeks to understand the factors that influence travelers' decisions to select Airbnb over other accommodation options, considering their demographic background and travel behaviors.

**Significance of the Study**

The study holds significant value as it seeks to close a gap in existing research concerning Airbnb's presence and impact in the Philippines. It provides a detailed examination of what drives travelers to opt for Airbnb accommodations, which is pivotal for understanding consumer behavior. The findings offer critical insights for Airbnb and others in the hospitality industry to better align their services with traveler preferences, specifically highlighting the importance of price and location. Focusing on areas such as Davao City, this study is instrumental in aiding local tourism development and can inform the strategies of policymakers and tourism stakeholders. Furthermore, it contributes to the body of knowledge regarding the sharing economy's role in disrupting traditional markets. The research can help improve service delivery by revealing the attributes travelers value and how these attributes perform, ultimately guiding improvements in customer satisfaction and service offerings within the industry.

**Limitation of the Study**

The study presents limitations that need to be acknowledged. It is geographically constrained to Davao City in the Philippines, which means the findings may not be broadly generalizable to other regions or countries. Since the study relies on self-reported data from travelers who joined Airbnb groups on Facebook and voluntarily participated in the online survey, there might be a degree of selection bias affecting the results. The snowball sampling method used can also lead to a non-representative sample if the initial respondents have similar profiles and influence subsequent participants. Additionally, as it examines self-reported motivations and experiences, there may be discrepancies between what traveler’s report and their actual behaviors or preferences. The focus on the importance-performance analysis might overlook other factors influencing accommodation choices that are not covered in the current model. Lastly, changes in the market or regulatory environment after the study's completion could impact the relevance or applicability of its findings to future situations.

**Literature Review**

The sharing economy has been transforming production and consumption systems around the world (May et al., 2017; McLaren & Agyeman, 2015; Zvolska et al., 2018, as cited in Mont et al., 2020) thus, one of the most important progresses in the hospitality industry and it is arguably one of the industries most affected by these platforms (Juul, 2015; Pairolero, 2016; Vaughan & Daverio, 2016; Williams & Horodnic, 2017). Lho et al. (2022) stated in their article that the sharing economy is still transforming the hospitality industry at an exponential speed, with Airbnb emerging as one of the major players in the accommodations market. It offers many benefits to its stakeholders (Hati et al., 2021). As the demand for alternative accommodations grows, understanding the factors influencing tourists' preferences for Airbnb accommodations has become increasingly important for researchers and industry professionals. This paper aims to review the existing literature on understanding tourists' preferences for Airbnb accommodations and identify the key factors influencing their choice.

***Motives to use Airbnb***

Price: Price, or the financial aspects, is one of the foremost factors that play an important role in affecting tourists' perspectives about Airbnb accommodations (Guttentag et al., 2017). This quality makes it appealing to Airbnb users when examining alternative lodging services (Qiu et al., 2020). Previous research demonstrates that Airbnb listings are generally less expensive than hotel accommodations (Önder et al., 2018; Gyodi, 2017), thereby appealing to budget travelers (Guttentag, 2015). For example, Jang et al. (2019) examined the motivations of US travelers choosing Airbnb by collecting data from 426 respondents. The majority of leisure travelers, 69.24%, select price as their main motivation, and 30.75% of the total respondents affiliated with price in the case of business travelers. This finding is reflected in Dolničar's (2021) study, which reveals that the number of users expanded because prices for listings on Airbnb are typically more affordable than what professional and licensed accommodation providers offer. Moreover, Airbnb's pricing model, in which hosts can set their prices, provides more variety and flexibility both to hosts and travelers (Cuofano, 2024).

Location: The location of the accommodation is a significant factor that affects tourists' choice to lodge at the space (Cheng & Jin, 2019; Pertiwi & Sulistyawati, 2020). Location is the second least strongly agreed motivation in terms of the aggregate agreement levels of the segmentation study based on motivation. Given Airbnb's presence in residential neighborhoods, tourists are choosing to stay further from the central tourist hotspots and still save. These results support those of So et al. (2018), who found that both location and cost are crucial trademarks in the selection of Airbnb. In addition, Agapitou et al. (2020) found that 67.1% of the respondents highlighted the good location of the Airbnb listings, which agreed with previous studies. This is particularly true for tourists who value convenience and accessibility in their choice of accommodations.

Space and in-house facilities have been cited as main purposes of choosing Airbnb to stay (Quinby & Gasdia, 2014; Guttentag et al., 2017; So et al., 2018; Del Chiappa et al., 2020). In an identified study by Cheng & Jin (2019), Airbnb reviews of Sydney listings suggest amenities are one of the three main attributes that "comprise the majority of the written comments on Airbnb by users." This motivator then falls under one of the Home Benefits groupings as per the motivation-based segmentation study of Guttentag et al. (2017), indicating these are related to staying in a home.

Authentic Experience: Aside from choosing a convenient location, tourists often seek authentic experiences with more meaningful interactions with locals (Cornelisse, 2018; Paulauskaite et al., 2017), thus choose shared accommodations to fulfill their desire to be a part of the community and social interaction (McArthur, 2015; Ert et al., 2016; Tussyadiah, 2015). This desire has extended to their choice of accommodation. It is one of the positive factors from the research on Airbnb in China, giving more value to the experience than the travelers' price (Qui et al., 2020; Jiang & Lyu, 2021). Airbnb offers a unique opportunity for tourists to stay in local neighborhoods and interact with locals, providing a more authentic and immersive experience (Fang et al., 2016). This has been identified as a significant factor in tourists' preferences for Airbnb accommodations, as it allows them to experience the local culture and lifestyle in a more authentic way (Guttentag, 2015). These findings were supported by the study of Li et al. (2019), with 561 valid respondents who used Airbnb for the past 12 months, wherein authenticity and social interaction were deemed necessary for these Airbnb consumers. Also, it can be noted that Lalicic and Weismayer (2017) found in their study that authentic experiences are not evident in the customer's interaction using the Airbnb platform but within the skills or factors that the host contributes to the total experience of the consumer.

Social Interaction: When a tourist already has chosen accommodation, the host-guest interaction occurs within the shared space, creating an authentic encounter between them (Cheng, 2016; Lee & Kim, 2018) and influences the overall consumer experience (Özen et al., 2023; Ju et al., 2019) thus making it an essential factor in choosing Airbnb as per Liang (2015) consumers choose Airbnb because of social interaction and financial benefits and that Airbnb users value the host-guest interactions more (Belarmino et al., 2019). While in the shared space, Airbnb customers communicate with the host via the application before their arrival and often expect to meet the host on arrival (Camilleri & Neuhofer, 2017; Lyu et al., 2018). Shared economies represent a new form of consumption; these arrangements are personalized and based on social interaction and trust (Thaichon et al., 2020).

**Theoretical Framework**

The sharing economy has brought about a slew of platforms that enable peer-to-peer transactions to take place (Horn & Merante, 2017). Airbnb is one of the most successful and well-known examples of the sharing economy (Casado-Diaz et al., 2020). Launched in 2008, Airbnb started as a minor website where ordinary people could post their vacant rooms and homes and act as an intermediary between travelers (Horn & Merante, 2017). This propelled Airbnb to hundreds of cities worldwide, experiencing rapid growth as word quickly spread about the convenience and affordability of Airbnb.

Understanding the motives behind choosing Airbnb as an accommodation option is of paramount importance, as it sheds light on the fundamental drivers of the sharing economy. For hosts, such knowledge helps them improve their services to meet the exact expectations and preferences of their guests, resulting in better guest satisfaction and more repeat business. This can even help in improving reviews and increasing future bookings. From a market perspective, comprehending these motivations benefits Airbnb as a company, allowing it to adjust its offerings and strategies according to the diverse needs of users and new market movements. At the community level, understanding what drives people to choose Airbnb instead of traditional hotels can help local policymakers design regulations that enable the growth of short-term rentals while protecting local neighborhoods. Furthermore, understanding guest motivations provides valuable information on the social and cultural dynamics of host-guest interactions, contributing to a sustainable, enduring, and culturally sensitive service ecosystem.

Combining the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA) creates a comprehensive model for researching the determinants of choice of Airbnb accommodations. According to the TRA, behavioral intentions are determined by attitudes towards behavior and subjective norms, which further motivate an individual to engage in that behavior (Han et al., 2010). This implies that guests may be motivated to choose Airbnb if they hold favorable personal beliefs about the experience or perceive social endorsement for such choices. The TPB extends this by incorporating perceived behavioral control—recognizing that being able to perform or not perform the behavior can greatly affect the intention (Chen & Tung, 2014). For instance, the convenience of booking an Airbnb stay or having confidence in securing a suitable place can influence the intention. This means that even when positive attitudes and subjective norms are recognized, booking behavior is powerfully influenced by individual control processing. Therefore, cognitive and social theories are used together here to explain the behavior of guests in the context of the tourism and hospitality industry in making decisions towards staying at Airbnb, understanding that a myriad of variables such as control beliefs, attitudes, perceived social pressures, as well as associated cognitive and social factors play a role in shaping the decision-making process (Yeh et al., 2021).

**Conceptual Framework**

A diagram of a person's relationship

Description automatically generated

**Figure 1:** Study Framework

The diagram illustrates the relationship between independent and dependent variables in a study focused on understanding the motivation to choose Airbnb accommodations. The independent variables include the travelers' profile, encompassing factors such as age, income, education, and demographic characteristics, and their traveling habits, which cover aspects like the frequency of travel, preferred travel destinations, types of accommodations typically chosen, and travel purposes (leisure, business, etc.). These two independent variables, represented by arrows pointing towards the dependent variable, are hypothesized to influence the motivation to choose Airbnb. The dependent variable, motivation to choose Airbnb, represents the reasons or motivations behind travelers' decisions to opt for Airbnb accommodations over other lodging options. The diagram visually depicts how the travelers' profiles and their traveling habits impact their motivation to select Airbnb.

**Research Hypothesis**

H1: The profile of the respondents, including factors such as age, gender, income level, and education, significantly influences their motivation to choose Airbnb accommodation among travelers.

H2: The traveling habits of the respondents, such as frequency of travel, travel companions, and types of destinations visited, significantly influence their motives to choose Airbnb as accommodation among travelers.

**Methodology**

Research Design:

The study will utilize a descriptive research approach using quantitative methods. The primary data will be collected from Airbnb social media groups in Davao City thus using convenience sampling techniques to obtain the necessary data from the travelers for the research. The study will use a questionnaire survey via online to facilitate the data collection. The respondents will agree to participate voluntarily by signing the informed consent form. Ethical considerations such as data privacy and confidentiality is strictly practiced, assuring respondents the safety and security of the data collected and will only be used for the research.

**Measurement**

This research will utilize a questionnaire developed by Jang et al. (2019) with survey questions using a 5-point Likert scale from 1-5 ranging from “1” as ‘extremely unimportant’ to “5” ‘extremely important’ in the importance section and from ‘extremely dissatisfied’ (1) to ‘extremely satisfied’ (5) in the performance section.

**Data Analysis**

The study will employ descriptive statistics to analyze the demographic variables. Afterward, a Pearson correlation analysis will be conducted to investigate the relationship between the participant's age, sex, annual income, civil status and type of traveler with the travelers’ motives to choose Airbnb as accommodation. In addition, Importance and Performance Analysis is utilized to identify which attributes are the primary reason of the travelers choosing Airbnb as the form of accommodation are the primary.

**Results**

The following table (Table 1) shows the profile of the respondents in terms of gender, gender monthly income, civil status, and type of traveler.

**Table 1. Profile of the respondents**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Gender | Female | Male |  |  |  |  |
| 80.31 % | 19.69% |  |  |  |  |
| Age | 18-27 | 28-43 | 44-59 | 60-69 |  |  |
|  | 33.07% | 34.65% | 29.13% | 2.36% |  |  |
| Monthly Income | Below ₱5,000.00 | ₱5,000 to ₱10,000 | ₱10,001 to ₱15,000 | ₱15,001 to ₱20,000 | ₱25,0001 to ₱30,000 | ₱30,000 and above |
|  | 18.11% | 6.30% | 5.51% | 14.96% | 33.86% | 12.60% |
| Civil Status | Married | Single | Separated |  |  |  |
|  | 51.18% | 33.86% | 11.81% |  |  |  |
| Traveler | Leisure | Business |  |  |  |  |
|  | 69.29% | 30.71% |  |  |  |  |

Of the 127 respondents 102 (80.31%) were female travelers and 25 (19.69%) were male with 33.07% of them aged 18-27, 34.65% aged between 28-43 years old, and the remaining 29.13% and 2.36% aged between 44-59 and 60-60 years old respectively. Most of the respondents were married, which comprises 51.18% of the total number of respondents and the remaining 33.86% and 11.81% were single and separated respectively. Lastly, the respondents who identified themselves as leisure travelers were 69.29% in total whereas 30.71% were business travelers.

Based on this section, the respondents’ travel habits are presented, such as the duration and purpose of the travel with 37.01% of the respondents stays in the accommodation 1-2 weeks and the 30.71% were staying for about 1-3 days.

**Table 2. Travel habits of the respondents**

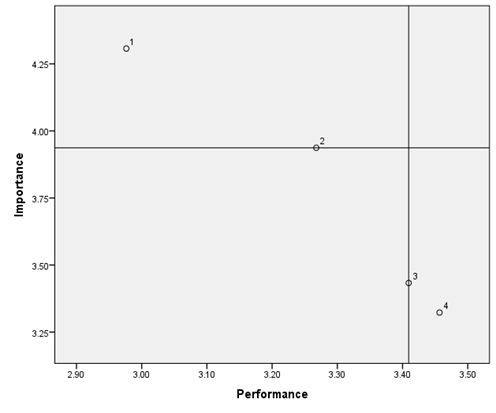
|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Duration | 1-3 days | 4-7 days | 1-2 weeks | more than 2 weeks |
|  | 30.71% | 22.83% | 37.01% | 9.45% |
| Purpose | Leisure | Professional reasons | Educational reasons | Religious reasons |
|  | 52.76% | 33.07% | 11.81% | 2.36% |

**Table 3. Mean ratings of importance and performance of motives to choose Airbnb accommodation.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Attribute | Importance (I) | | Performance (P) | | Difference |
| Mean | SD | Mean | SD | (I-P) |
| Price | 4.31 | 1.17 | 2.98 | 1.46 | 1.33 |
| Location | 3.94 | 1.05 | 3.27 | 1.26 | 0.67 |
| Authentic Experience | 3.43 | 1.19 | 3.41 | 1.09 | 0.02 |
| Social Interaction | 3.32 | 1.39 | 3.46 | 1.13 | -0.13 |

Table 3 presents the average scores for importance and performance regarding four attributes of Airbnb as rated by travelers. After all the scores had been calculated for each attribute, they were plotted onto a grid (refer to Figure 1). The grid was divided into four quadrants. Quadrant I, marked as 'Concentrate efforts here,' includes attributes that are deemed very important by travelers but are seen as underperforming, indicating that these areas require prompt action to enhance tourist satisfaction. 'Price' and 'location' fell into this quadrant, indicating that while tourists consider these attributes important, they perceive Airbnb's current delivery in these areas as subpar.

The final two attributes landed in Quadrant IV ('Possible Overkill'), characterized by low importance yet high performance. These were 'Authentic Experience' and 'Social Interaction,' suggesting that while these features had high performance levels when encountered by travelers, they were not considered significant drivers for selecting Airbnb accommodations. Additionally, none of the assessed attributes were placed in Quadrant II ('Keep up the good work') or Quadrant III ('Low priority'), indicating no instances where attributes were both performed well and deemed important, or low in both importance and performance, respectively.

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**Figure 1. Importance-performance analysis grid of the travelers**

1: Price; 2: Location; 3: Authentic Experience; 4: Social Interaction

**Table 4. Results of the Pearson correlation analysis based on the profile of the respondents.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Pearson’s Correlation** | | | |
| **Price** | **Location** | **Authentic Experience** | **Social Interaction** |
| **Age** | **.372\*\*** | **.196\*** | **-.035** | **-.096** |
| **Sex** | **.141** | **.105** | **0.053** | **0.056** |
| **Monthly Income** | **.398\*\*** | **.249\*\*** | **.080** | **.042** |
| **Type of Traveler** | **-.029** | **-.155** | **-.244\*\*** | **-.303\*\*** |

**Notes: Significant using the Pearson’s correlation test at \**P<*0.05, \*\**P*<0.01**

Several statistical Pearson correlation coefficient tests have been used to investigate any correlations between profile of the respondents with the motives of the traveler to choose Airbnb accommodation. There were some statistical significant relations such as: There is a significant influence between the age of the respondents with the price attribute [r(127)=.372, *p*=.000<0.01]. The variable monthly income also influences the motivation to choose Airbnb because of the price and location [r(127)=.398, *p=.*000<0.01]; [r(127)=.249, *p=*.005<0.01].Lastly, the type of traveler the respondents are influences their authentic experience and social interaction [r(127)=-.244, *p=*.006<0.01]; [r(127)=-.303, *p=*.001<0.01]

**Table 5. Results of the Pearson correlation analysis based on the traveling habits.**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Variable** | **Pearson’s Correlation** | | | |
| **Price** | **Location** | **Authentic Experience** | **Social Interaction** |
| **Duration** | **.157** | **.083** | **-.073** | **-.065** |
| **Purpose of the trip** | **-.103** | **-.153** | **-.120** | **-.023** |

**Notes: Significant using the Pearson’s correlation test at \**p<*0.05, \*\**p*<0.01**

The Pearson correlation analysis of the respondents traveling habits indicates a non-significant relationship between the motivation to use Airbnb accommodation.

Overall, the female respondents with age between 28-43 with an income of ₱20,001-₱25,000 who identifies themselves as leisure travelers that stays 1-3 days in a unit all for leisure purposes whose primary motivation to choose Airbnb accommodation is the price and secondary is the location.

**Discussions**

This study addressed the previous lack of understanding about why travelers choose to use Airbnb. Considering the significant growth and widespread appeal of the sharing economy, especially the rise of Airbnb, uncovering these motivations is crucial for the ongoing development of the hospitality industry.

First, recent research offers insights that improve understanding and awareness of what drives users to choose to stay at Airbnb accommodations. There have been research attempts to answer the questions of the motivations of tourists who choose Airbnb, but there is still a need for further knowledge on specific motives that make people select Airbnb as accommodation in developing countries (Negi & Tripathi, 2022).

From the study, it is revealed that cost is the primary motivator for travelers in selecting Airbnb lodgings during their leisure trips. This is consistent with previous studies that consumers use Airbnb because the listing is often cheaper compared to traditional hotel accommodation (Agapitou et al., 2020; Chatterjee et al., 2019; Gyodi, 2017; Jang et al., 2019; Önder et al., 2018; So et al., 2018) making it an attractive option for budget-conscious travelers (Guttentag, 2015). In addition to price, the location is the secondary motivation of the travelers to choose Airbnb, which is in agreement with another research on Airbnb (Agapitou et al., 2020; Chatterjee et al., 2019; Sthapit & Jiménez-Barreto, 2018; Volz & Volgger, 2022). It is interesting, however, how Airbnb and the relevant sharing economy claims are not focused on price but on other social benefits such as an authentic experience, local consumption, and sustainability (Botsman & Rogers, 2010). Although an authentic experience is a valid motivation and drives customer satisfaction, it is not the leading for this recent study.

Second, beyond identifying the reasons why travelers choose Airbnb, it is equally important to assess if their expectations are being met. Therefore, the significance and effectiveness of the attributes that travelers look for were evaluated. As such, this study identified the travelers' motives using the importance and performance. The findings show that price and location attributes are essential, but in their experience, the performance is low. The result indicates that the guests' expectations with specific motivations were not met, which could be due to many factors. In addition, authentic experience and social interaction are not important factors to consider when choosing Airbnb accommodations, but when staying in the unit, they experienced more than what was expected, indicating so many possibilities like they had meaningful interactions with the locals and had constant communication with the host helping the travelers all through the stay. The results of the research will serve as basis to the Airbnb hosts and organizers in providing products and services to travelers that opt Airbnb accommodation for excellent guest experience in the future.

**Conclusions and Recommendations**

This research aimed to bridge the knowledge gap regarding traveler motivation in using Airbnb services. Amidst the growing sharing economy, and with the specific rise of Airbnb, understanding the motivations behind users' choices is critical to the future of the hospitality industry. The study confirmed price as the primary motivation for travelers choosing Airbnb, followed by location, which aligns with existing literature. This underscores how budget considerations and convenience in location can dictate accommodation choice over other factors like social benefits or authentic experiences. These findings are in line with prior research indicating a preference for Airbnb due to cost benefits compared to traditional hotels.

Despite Airbnb's emphasis on social benefits, such as providing authentic experiences and promoting local consumption, our study indicates that these are not the leading motivations for guests—although they contribute positively to customer satisfaction when experienced. The relevance of price and location is underscored, however, by a discrepancy between importance and performance in these areas, suggesting a mismatch between guests' expectations and their actual experiences.

The key takeaways from our paper are thus twofold: firstly, the critical role of economic and convenience factors in the selection of Airbnb accommodations; and secondly, the potential for an enhanced guest experience through better meeting expectations associated with the primary motivations, as well as unexpectedly high levels of satisfaction in social interactions and authenticity. These insights provide a valuable framework for Airbnb and hosts to refine their offerings and ultimately deliver more satisfying customer experiences.

Given the findings that price and location are the critical drivers for Airbnb selection, future strategies for Airbnb and its hosts should prioritize these areas to fulfill and exceed traveler expectations. However, it's important to note that while these aspects are deemed important, there is currently a gap in performance, suggesting that travelers' expectations are not always met. To improve satisfaction and encourage repeat bookings: First, Airbnb hosts should ensure transparent pricing and deliver value commensurate with the cost. Second, Listings should accurately reflect locations and proximity to key attractions or amenities. Third, Hosts are recommended to enhance guest experiences by promoting authentic local experiences and facilitating meaningful social interactions, as these factors, while not primary motives, have exceeded travelers' expectations and can lead to positive post-stay evaluations. Fourth, further research should be conducted to better understand the expectations of travelers in developing countries, where the dynamics of accommodation preference may differ.

By focusing on these areas, Airbnb can strengthen its market position by not only attracting budget-conscious travelers but also by satisfying the latent desire for authentic and socially enriching travel experiences**.**

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