

# Airbnb: Popularity Among Young Travellers

Opeepl 2017



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# Introduction

400  
respondents

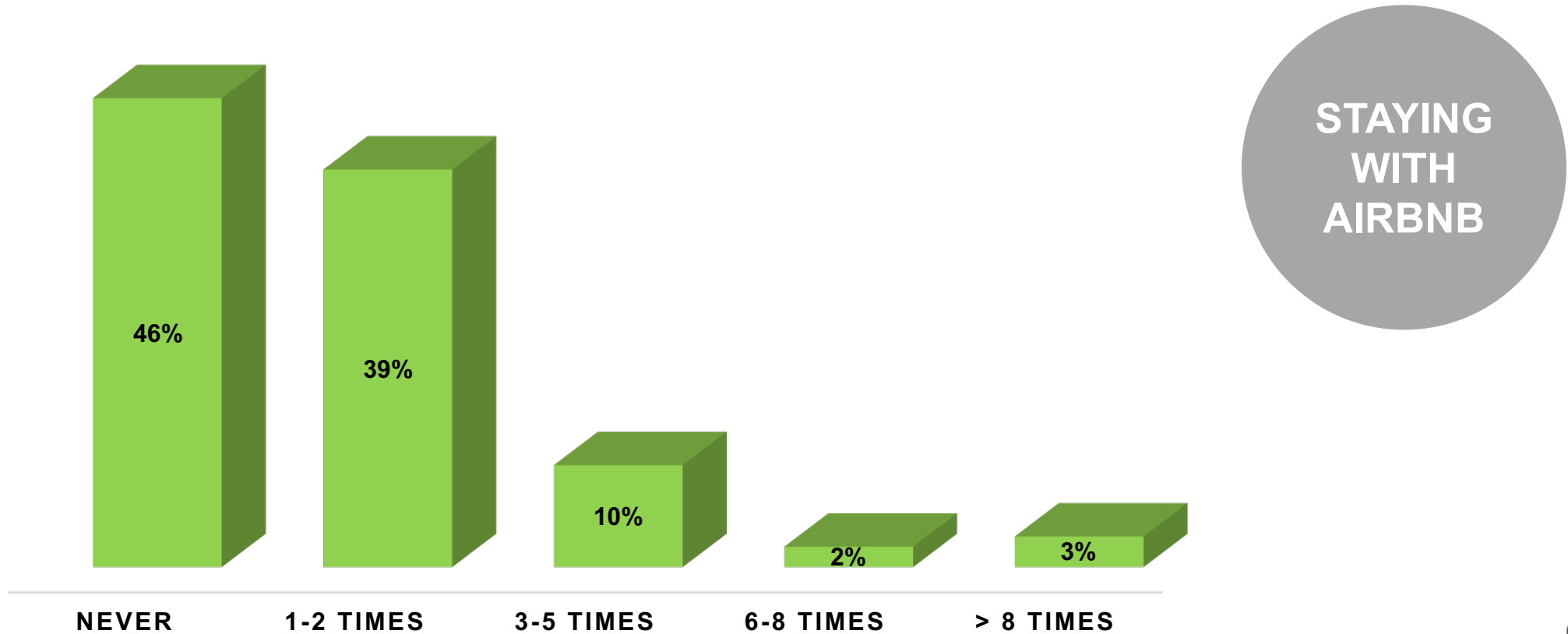
Men and  
women  
aged 18-29

Norway  
Sweden  
Denmark  
Finland

The report is based on the survey that Opeepl conducted in October 2017. Scandinavian consumers from Norway, Sweden, Denmark and Finland aged 18-29 participated in the research. 100 respondents in each country were asked about their usage of Airbnb. Only respondents who travel by air at least once a year participated.

# Frequency of staying with Airbnb

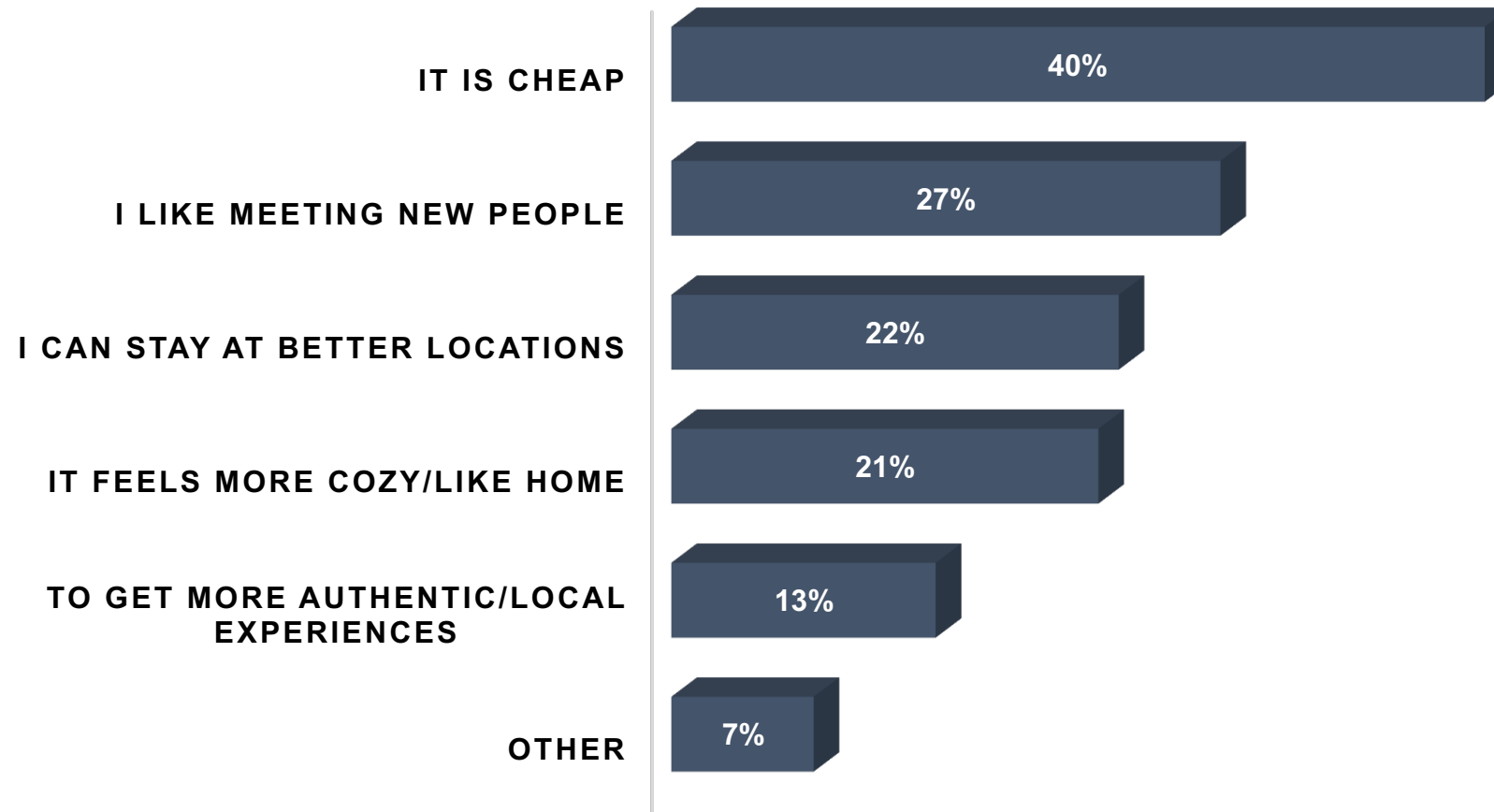
| How many times have you stayed with Airbnb as a guest within the last year? |



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# Reasons for staying with Airbnb

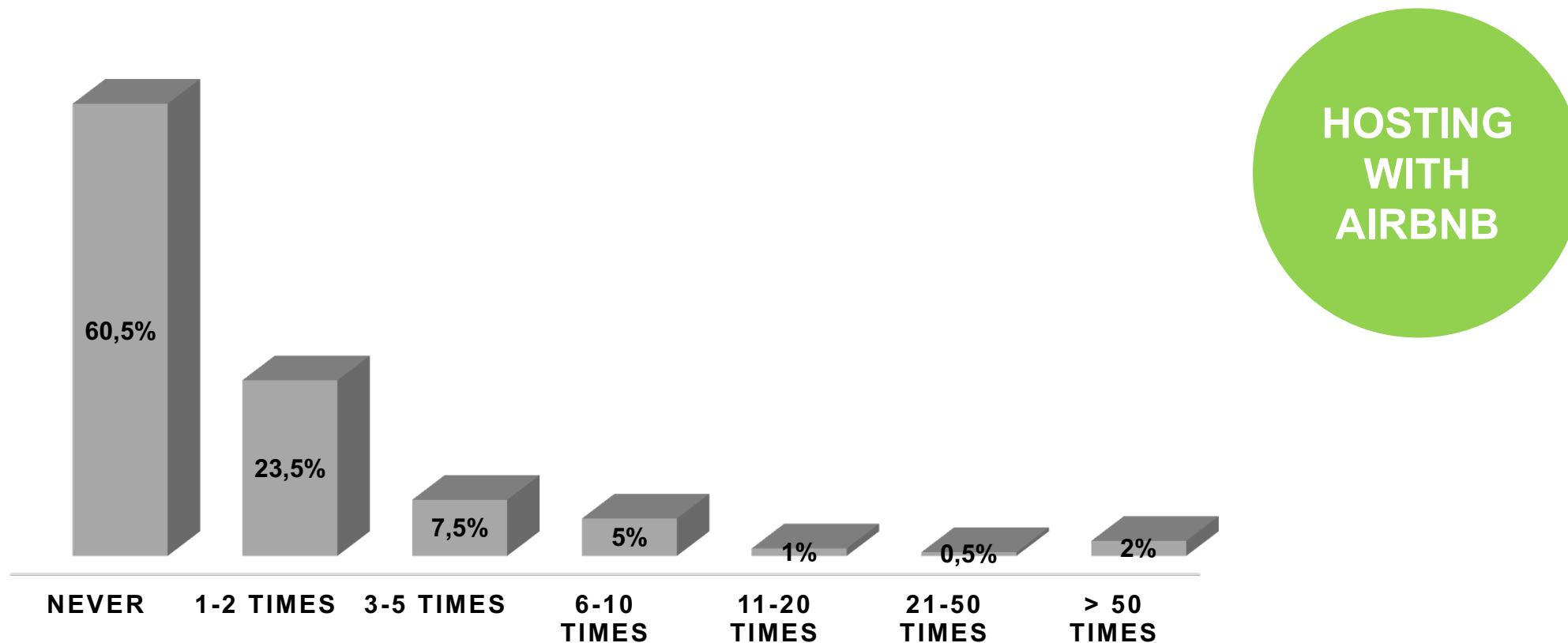
| Why do you choose to stay with Airbnb? |



**Note**  
Multiple choice question

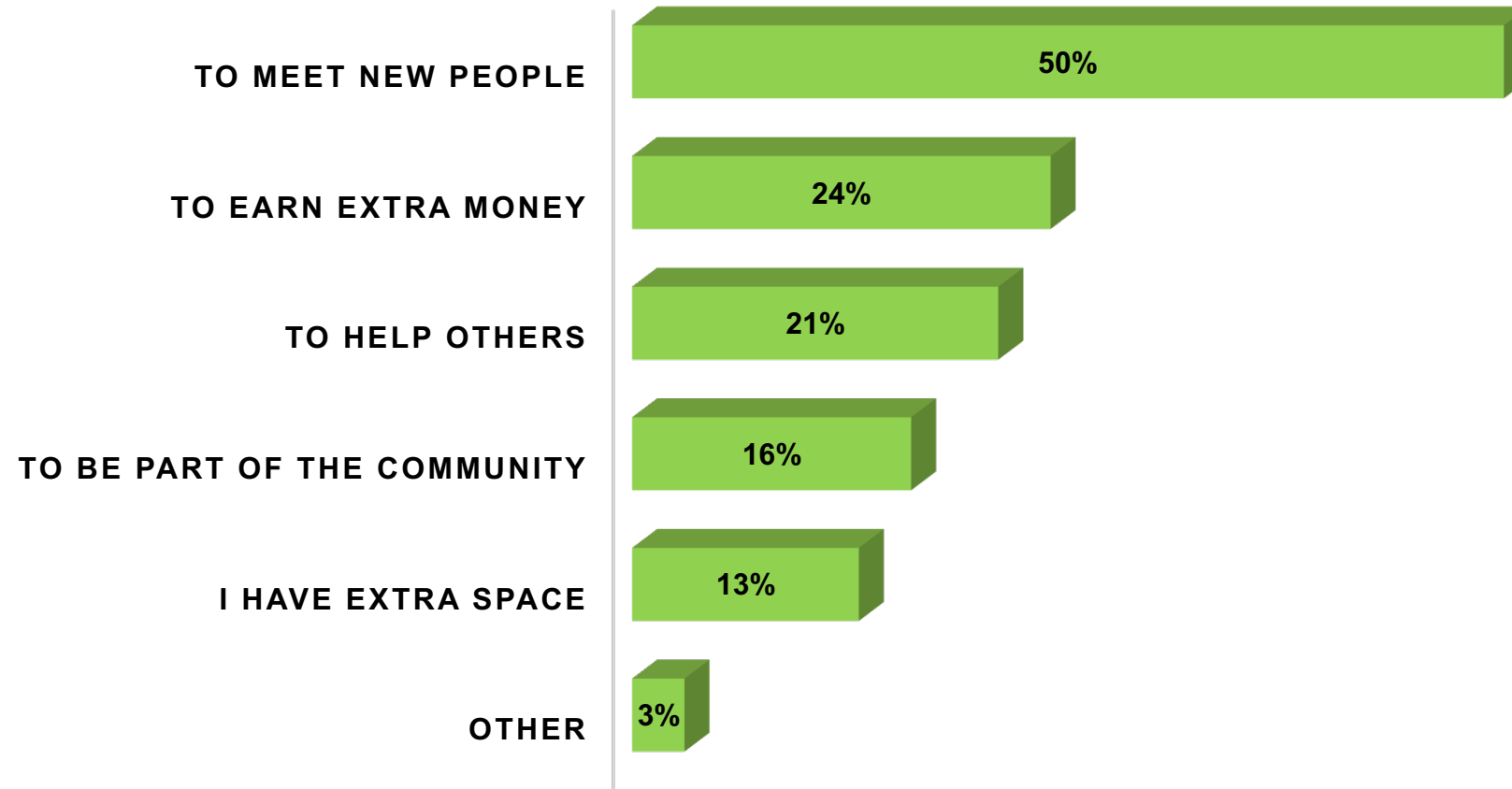
# Frequency of hosting people with Airbnb

| How many times have you hosted people at your home with Airbnb within the last year? |



# Reasons for hosting people with Airbnb

| Why do you host people at your home with Airbnb? |

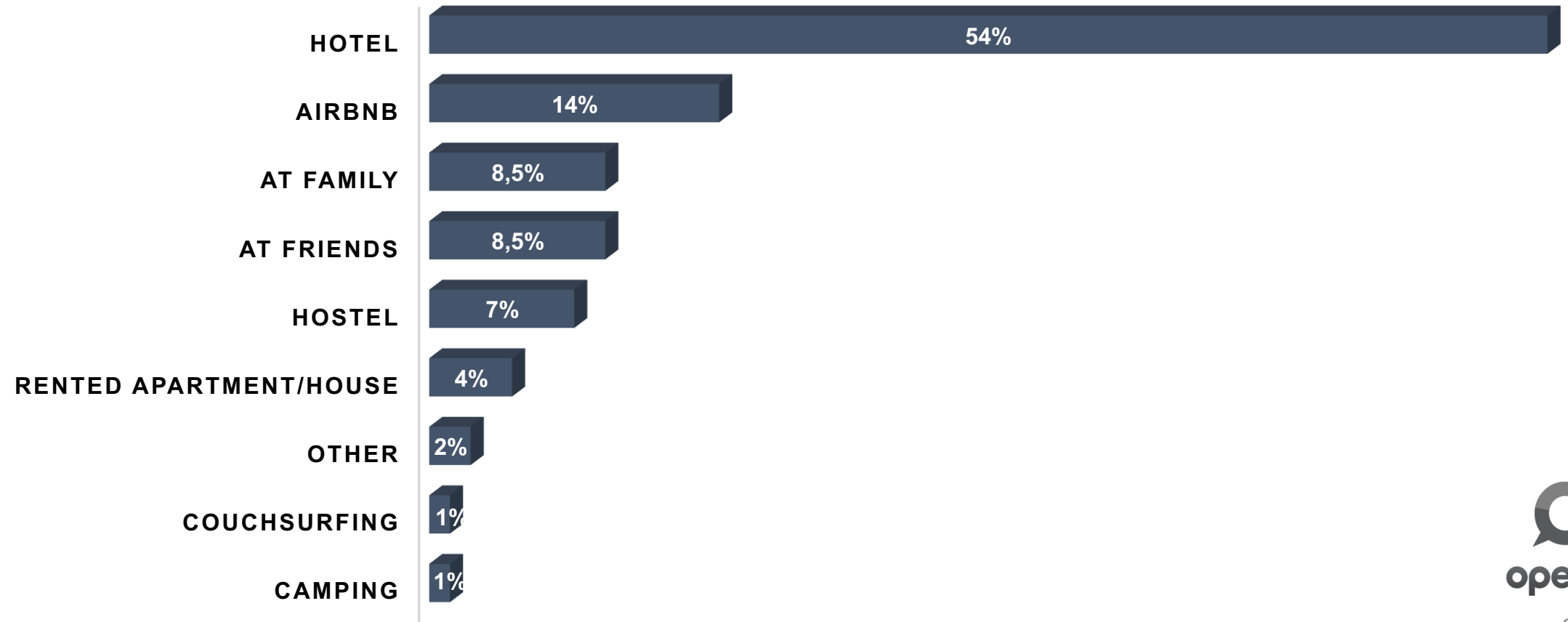


**Note**  
Multiple choice question

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# Choice of accommodation

| Where did you stay last time you travelled overnight? |

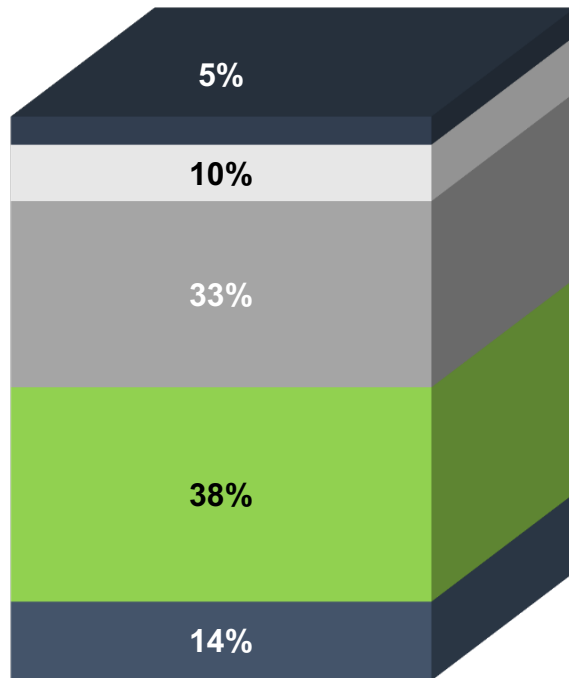




# Price paid for an overnight stay

| How much did you pay for an overnight stay last time you travelled? |

■ €0-25 ■ €26-50 ■ €51-100 ■ €101-200 ■ >€200



## Note

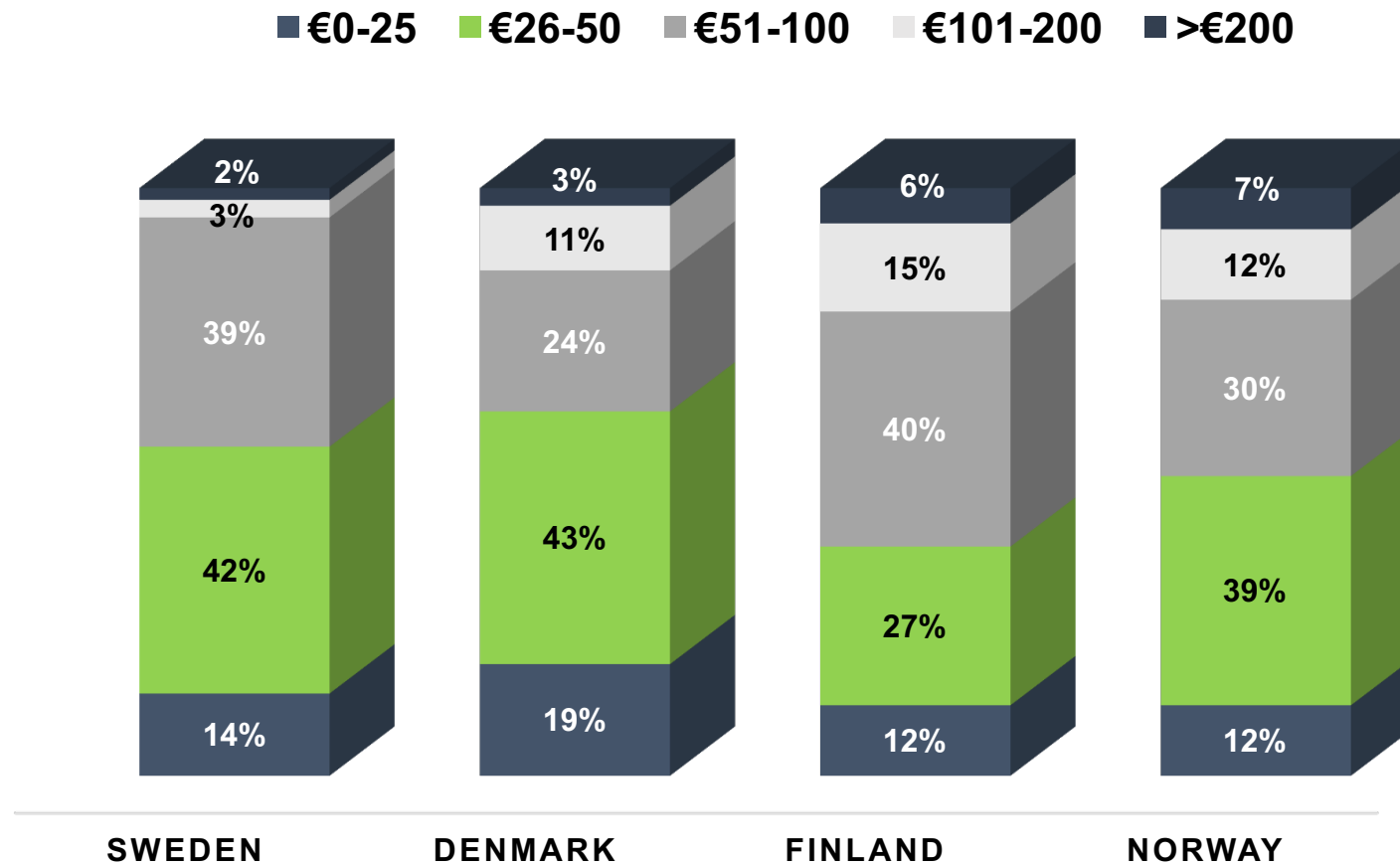
Regardless of accommodation type

## Note

Average price for Airbnb in Europe is €53 per night per guest

# Price paid for an overnight stay by country

| How much did you pay for an overnight stay last time you travelled? |



**Note**  
Regardless of accommodation type

**Note**  
Average price for Airbnb in Europe is €53 per night per guest

# About the Research

Conducted  
by Opeepl

Mobile data  
gathering

October  
2017

The research was conducted by Opeepl in October 2017 using dynamic sampling technology.

- **Countries:** Norway, Sweden, Denmark, Finland
- **Number of completes:** 400
- **Initiated:** 2017-10-24
- **Finished:** 2017-10-26
- **Age group:** 18 - 29
- **Gender:** Male, Female



# About Opeepl



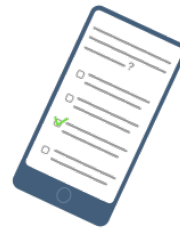
Opeepl is a consumer insights tech company which provides clients with agile and automated insights worldwide. We are working with clients such as Danone, Opera.com and Diageo.

## TRUE GLOBAL REACH



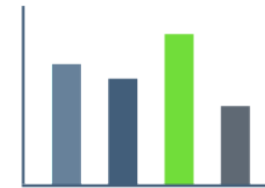
Get insights from consumers everywhere in the world. Our proprietary technology ensures a true global reach.

## MOBILE



Opeepl's respondent interface is 100% mobile and ensures the best possible interaction with the respondent in their natural mobile habitat.

## INSTANT INSIGHTS



Instant delivery and live reporting gives you solid insights in hours increasing your decision velocity.

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