

What differentiates Airbnb users? An analysis of international visitors to Australia

Michael Volgger, Curtin University, Australia, & Eurac Research, Italy

Christof Pforr, Curtin University, Australia

Agnieszka Elzbieta Stawinoga, Eurac Research, Italy

Steve Matthews, Tourism Research Australia, Australia

michael.volgger@curtin.edu.au

(Short) Abstract

Airbnb is among the most prominent examples of peer-to-peer networks, which are strongly impacting on tourism. This novel form of accommodation provision may alter demand and supply structures in tourism destinations and has thus lead to concerns amongst established accommodation providers. In particular, it is questioned whether Airbnb creates additional demand in a destination or whether it diverts business away from existing providers. To inform the current debate, this paper investigates whether Airbnb users differ from guests making their booking through other channels. Second, it explores what differentiates those guests who choose to book their accommodations via the Airbnb platform from those who do not. The analysis is based on a logistic regression of data from the International Visitor Survey for 2015 and 2016 in Australia. Results indicate that (1) in Australia Airbnb users differ from guests in general, and (2) that, next to trip purpose, choosing Airbnb is strongly influenced by the guests' country of origin.

Key words: Airbnb, sharing economy, peer-to-peer networks, tourism, logistic regression, Australia

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