



Universiteit Utrecht

Do guests of the lodging industry really differ?

A study into the users of shared and regular accommodations

Master's thesis

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Abstract

The accommodation sharing economy of which Airbnb is currently the best known and most widely used example, is generally viewed as an alternative within the accommodation sector. This has resulted in the image that the users of shared accommodations are different from the users of regular accommodations. A shared accommodation is the rental of a private residence or a room within a private residence to paying guests, while a regular accommodation is the rental of a place by a commercial enterprise. The aim of this study was to examine if and how the users of both types of accommodation differ within the Netherlands, and if the shared accommodations are used as a substitution for the regular accommodations. Besides, the impact of the corona pandemic on the accommodation choice has been examined. The data was used from a survey among 976 respondents that had made a trip with a least one overnight stay in the previous 24 months (from June 2021). After excluding all the missing cases, the final sample consisted of 529 cases, of which 95 respondents (sometimes) used shared accommodations and 434 respondents used regular accommodations. The author performed a logistic regression analysis and used descriptive statistics to examine the proposed model. The results indicated that the user profile and the interests in various activities were similar between the users of shared and regular accommodations, while the accommodation choice motives were slightly different. Moreover, most of the users of shared accommodations indicated that they would use a regular accommodation if there was no shared accommodation available which suggests substitution. Finally, the corona pandemic did not have an impact on the standard choice of accommodation. The findings implied that destinations should not focus on the accommodation type for attracting a certain type of tourist.

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1. Introduction

The general image of the accommodation sharing economy of which Airbnb is currently the best known and most widely used example, is that it provides an alternative way of traveling. Accommodation sharing allows for a local and authentic experience (Forgacs & Dimance, 2016; Guttentag & Smith, 2017). According to the platform itself, 79% of the Airbnb guests said that they chose an Airbnb accommodation because they wanted to “live like a local” (Airbnb, 2019a). Moreover, tourists often perceive Airbnb as a sustainable way to travel in comparison to other forms of accommodations (Cheng, Chen & Dolnicar, 2021). Airbnb (2019a) states that 66% of their guests say that the environmental benefits of accommodation sharing are important factors for choosing to stay at an Airbnb. Since shared accommodations (including Airbnb) are a different type of accommodation in comparison to traditional accommodations, it is often assumed by the general public that the users of shared accommodations are different from the users of regular accommodations (Polak, 2017; Volgger, Pforr, Stawinoga, Taplin & Matthews, 2018). For example, a former Airbnb host in a Dutch city called Groningen stated that the people that book an Airbnb have different expectations for their trip than someone that books an hotel (RTV Noord, 2018). However, research states that these differences should not be exaggerated (Volgger et al., 2018).

This assumption that the users of shared accommodations are different from the users of regular accommodations is not entirely unfounded. The emergence of Airbnb with its novel business model which is centred around cost savings, household amenities and local and authentic experiences has transformed the tourism market through its alternative and unique approach (Guttentag, 2015). Airbnb’s rapid growth has even resulted in the statement that Airbnb is a disruptive innovation (Guttentag & Smith, 2017). Airbnb promotes itself as an enabler of creating a different experience that is local and authentic, as if you are living in the destination yourself. The users are therefore identified as more open-minded travellers in contrast to the ordinary tourist that stands in lines and visits hotspots with their camera (Polak, 2017). Moreover, the shared accommodation user is sometimes seen as a more sustainable conscious tourist (Midgett, Bendickson, Muldoon & Solomon, 2018). This has an impact on cities and other destinations because the public opinion is focusing more and more on the avoidance of mass-tourism, decreasing the pressure on overcrowded places (partly) caused by tourism and a transition towards sustainable tourism (Koens, Postma & Papp, 2018; Kuščer & Mihalič, 2019). Moreover, sustainable tourism has become the main focus in planning, monitoring and managing tourism (Kuščer & Mihalič, 2019). If attracting the users of shared accommodations contributes to the solution for these issues, cities can act upon this.

As mentioned before, Airbnb is the best known market player of the accommodation sharing economy. Airbnb is an online platform part of the sharing economy meaning that “it is a cloud-based matchmaker that facilitates rentals of private homes (or rooms) for paying guests” (Forgacs & Dimanche, 2016, p. 3). The sharing economy refers to (digital) platforms where goods, services, skills and spaces are shared, exchanged, rented or leased, in Airbnb’s case the (short-term) rental of private homes/rooms. (Mont, Palgan, Bradley & Zvolška, 2020). Airbnb was founded in 2008 and now has welcomed over 800 million guests, has more than 4 million hosts spread across 100,000 cities in more than 220 countries, and hosts earned over \$110 billion dollar (all-time) while the average annual earnings per host is \$7,900 (Airbnb, n.d.). Moreover, Airbnb’s revenue growth was over 40% each year over the last 3 years (2017-2019), in comparison to approximately 12% each year for Expedia and Booking Holdings (Forbes, 2020). Besides, Airbnb is expected to continue to grow at high double-digit rates in the coming years too, even though Covid-19 hit Airbnb hard in 2020 (Forbes, 2020).

These large numbers show that accommodation sharing is becoming more and more popular, however, it is unclear from these numbers, what the type of tourist is that Airbnb attracts while this is

an important detail. As mentioned before, cities and other destinations are focusing more and more on sustainable tourism and decreasing the pressure on overcrowded places, while the general public often assumes that the users of shared accommodations are the alternative tourists that fit into this picture (the local tourist that is sustainably conscious). However, while it is clear from the supply side that more and more initiatives are taken by accommodations to become more sustainable, this is not the case for the demand side (Pereira, Silva & Dias, 2021). Research has shown that only a few tourists translate their declared positive attitude towards sustainable tourism into actual sustainable behaviour (Budeanu, 2007). Second, while various studies on the sustainable tourist have been conducted, no agreement has been made what the profile of this type of tourist is (Holmes, Dodds & Frochet, 2021). Research into the users of shared accommodations in comparison to the users of regular accommodations could be an interesting addition to this debate and could help cities to form a planning strategy based on the different types of tourist.

Moreover, the comparison of the two types of tourists is also an interesting addition to the debate if Airbnb attracts clients from the traditional accommodation sector such as hotels or if it is mere a niche market that appeals to a new type of consumer (Guttentag & Smith, 2017). For example, Forgacs & Dimanche (2016) mention that the question whether Airbnb attracts clients that would otherwise stay at hotels or if Airbnb attracts new customers that are different from hotel users, is not (yet) answered. Although, the authors do say that Airbnb does certainly take away some clients from hotels, they do not further elaborate on the numbers or any other specifics. Moreover, Guttentag & Smith (2017) argued that Airbnb serves a different market, and that Airbnb only attracts limited customers from the business travel market, suggesting that Airbnb does not take away customers from hotels but attracts other people. On the other hand the authors' study did show that nearly two-third of their 800 respondents had used Airbnb as a hotel substitute.

Moreover, there is not just a lack of research that compares the users of shared and regular accommodations but also the experiences, perceptions and preferences of those users. The literature on hotel users has mainly focused on the choice between different hotels and the values that hotel users attach to different services, while the literature on Airbnb users has mainly focused on the choice to use Airbnb in general (Guttentag & Smith, 2017). Notwithstanding, there is some research that compares Airbnb and hotels and the experiences, perceptions and preferences of users. For example, Mody, Suess & Lehto (2017) examined and compared the experiential consumption of both Airbnb and hotel users, Varma, Jukic, Pestek, Shultz & Nestorov (2016) examined the factors that have an impact on the accommodation preferences/choices of Airbnb and hotel users, and Guttentag & Smith (2017) examined how Airbnb users perceive the service quality relative to hotel users. However, Varma et al. (2016, p. 228) mentioned that the "nature, tendencies, attitudes, perceptions, commonalities and choice differences of those who are using Airbnb as a hotel or boarding service and those who are not using Airbnb are not well known". There is still no answer if the Airbnb users are a particular visitor group compared to the traditional tourists, and if this is the case, what that particularity entails (Volgger, et al., 2018). In short, there is a lack of research into the difference between the users of shared and regular accommodations, as well as into the question if shared accommodations are a substitute of regular accommodations. Sigala (2017) suggests to further examine the accommodation substitution and the users of Airbnb and hotels to provide more insights into the type of tourists that both parties attract. Gaining insight into both the users of shared and regular accommodations is needed in order to make comparisons between the two groups and is important for understanding if Airbnb is a real threat for hotels for example, or if Airbnb attracts customers from different market pools or even attracts new customers. This has finding has an important impact on destinations, because if Airbnb attracts customers that would not have taken the trip otherwise, this would mean that Airbnb generates additional economic value for the destination (Guttentag, 2015). On the other

hand, accommodation sharing has also been linked to negative sustainability effects due to increased travel frequency (Böcker & Meelen, 2017; Oliveira, Barbeitos & Calado, 2021). Therefore, this knowledge is important information for destinations since additional tourism activity would entail both economic benefits and sustainability drawbacks. On the other hand, if Airbnb attracts customers from the mainstream accommodation market, this would entail more competition in the lodging industry. So, if Airbnb is mere complementary it has different effects on the city than if it entails extra competition. This requires a different approach from public authorities.

Moreover, Volgger, et al. (2018) pointed out that there is a lack of research into the actual trip behaviour of Airbnb users compared to users of traditional accommodations while it is a common assumption that Airbnb attracts visitors with different trip behaviour than the visitors from the mainstream tourism. The authors even stated that to the best of their knowledge, this had not been examined at all. This research builds upon this finding and thus does not stop at examining the motives for choosing an accommodation but continues by examining the actual trip behaviour i.e. examining the activities that tourists engage in during their trip. This research provides new insights by looking at the relations between the interest in different trip activities and the type of accommodation used. Moreover, the distinction is made between city trips and non-urban trips. This study is not focused on one particular aspect, and is therefore less fragmented. This gives a more holistic understanding of the users of shared and regular accommodations. In addition, this relation is also important information for destinations, because this would mean that users of one type of accommodation engage in different activities within the city/area than users of another type of accommodation.

Further, literature has suggested to examine the motives of consumers to use Airbnb or not, besides profiling the travellers that engage in the sharing economy (Sigala, 2017; Tussyadiah, 2015). A better understanding of the motives behind choosing a shared or regular accommodation can provide valuable insights for the lodging industry in terms of marketing. In addition, this research also contributes to the knowledge of policy makers. Cheng, Houge Mackenzie & Degarege (2020) show that policy makers have concerns over the massive growth of Airbnb. The authors point out that a holistic understanding of Airbnb is needed to make informed and evidenced-based policies. Broadening the knowledge of public authorities might help substantiate policies because knowledge on the motives and trip activities/behaviour of the users of Airbnb can help public authorities decide whether those visitors are desired in their region/city and adjust their policies accordingly to support or discourage Airbnb, and through that, this type of tourist.

Finally, the Covid-19 crisis has hit the tourist industry hard including the accommodation (sharing) sector (Gerwe, 2021). Many tourism businesses want to go back to business as usual as fast as possible, however, the corona crisis has put the transformation of the tourism sector in (accelerated) motion (Brouder, 2020). This shift towards more sustainable tourism might be supported by the possible shift in the hearts and minds of tourists regarding crowdedness resulting in the avoidance of mass-tourism destinations in favour of more remote less crowded places (Zenker & Kock, 2020). Moreover, the corona crisis has increased the 'support your local' movements and reasoning (van Velzen, 2020). To my knowledge, no research has been done (yet) about the impact of corona on the choices in accommodation, however, it could be possible that peoples' choice of accommodation is shifting. Therefore, this research will contribute by providing new knowledge on the impact of the corona crisis on the accommodation choice. This research will provide insights into the thoughts and intentions of travellers before and during these pandemic times, and therefore contributes to the knowledge of the effect of the Covid-19 crisis on the tourist industry.

The last point to mention is that this research has applied these existing concepts to a new geographical area: The Netherlands. Existing research on the sharing economy in The Netherlands is still limited, although not non-existent. For example, Ioannides, Röslmaier & Van der Zee (2019) examined the implications of expanded tourism activity outside the city centre due to increased Airbnb activity.

By analysing the profile, motives and trip behaviour of users of both regular and shared accommodations, the aim is to expand the knowledge of the rapidly changing accommodation sector and provide insights into the type of tourists that both groups of users embody. In this research, a shared accommodation is defined as the rental of a private residence or a room within a private residence to paying guests, while a regular accommodation is defined as the rental of a place by a commercial enterprise (from the hospitality industry) such as a hotel, resort, camping, and bungalow. Moreover, the aim includes to examine if and how the users of both types of accommodation differ within the Netherlands, and if the shared accommodations are used as a substitution for the regular accommodations. Finally, the aim contains the exploration of the impact of the corona pandemic on the accommodation choice since the crisis has a large impact on the tourism and accommodation industry. Accordingly, the main research question is as followed:

To what extent do the socio-demographic characteristics, accommodation choice motives, trip activities and substitution tell us about the evolution of the accommodation sector, and how does the corona pandemic influence the transformation of the lodging industry?

This thesis is structured as follows. Chapter 2 first of all examines the sharing economy as a disruptive innovation whereupon the existing literature on the user profile, the motives for choosing a particular type of accommodation, and the trip activities that tourists engage in, are reviewed. Moreover, after it has been examined if the users of shared and regular accommodations are a different type of tourist, it is examined if the shared accommodations are used as a substitution for regular accommodations. Additionally, the impact of the corona pandemic on accommodation choices is discussed. Chapter 2 ends with a description of the conceptual model and hypotheses. Chapter 3 discusses the research design, the data collection, the survey design, and the analyses. Chapter 4 presents the results of the study. Finally, Chapter 5 and 6 contain the discussion, the conclusion of this study, some limitations of this research and the implications for destinations (e.g.) cities and the accommodation research.

2. Theoretical Framework

This chapter contains a literature review on the users of shared accommodations and regular accommodations of the leisure industry. Due to the large body of literature on accommodation choices a selection in the available literature has been made. The included literature was first of all selected on the condition that the article was peer-reviewed. Moreover, if there are many articles on the same topic, the literature was selected based on the quality of the journal in which the article was published and the number of citations of the article since this gives an indication that the article is of high quality. Moreover, since a great deal of literature on shared accommodations is about Airbnb and the literature on regular accommodations about hotels, Airbnb was used as a representative of shared accommodations and hotels as a representative of the regular accommodations.

This chapter is structured as follows. First of all, the sharing economy is examined as a disruptive innovation for both the lodging industry and destinations. Thereafter, the existing knowledge on the users of the shared and regular accommodations is discussed. This section will first of all provide a profile of the users. This profile consists of the most common socio-demographic characteristics of the users of Airbnb in comparison to hotels. Moreover, the third section will discuss the motives of users for choosing shared accommodations/Airbnb or regular accommodations/hotels. Additionally, an in-depth examination of the sustainability motives is included, because sustainable tourism is becoming more and more important in the public opinion but also in tourism planning strategies. The fourth section will discuss the actual trip behaviour meaning the activities that tourists do/find important during their trip. After the examination of the type of tourists, it is examined if the shared accommodations are used as a substitution for regular accommodations. Finally, the impact of the corona pandemic on the accommodation choice is discussed.

2.1 The sharing economy as a disruptive innovation

The emergence of shared accommodations of which Airbnb is the biggest player has had a big impact on both the lodging industry and the destinations. Airbnb has introduced a new business model built around internet technology. Property owners list their own apartments or spare rooms on the website and establish their own price for the accommodation, while the company's revenue comes from the charges paid by guests and hosts (Bashir & Verma, 2016). Moreover, Airbnb's market strategy centres on cost-savings, household amenities, and the potential for more local and authentic experiences (Guttentag, 2015). The new business model in combination with Airbnb's rapid growth has resulted in the status that Airbnb is a disruptive innovation (Guttentag, 2015). Guttentag (2015) described a disruptive innovations as follows. A disruptive product underperforms with regards to the prevailing product at first, however, it offers a set of benefits such as being cheaper, more convenient and being simpler. Therefore, the early product only appeals to the lower end of the market or even creates a completely new market. This initial market is limited in terms of size and profits at first, but after growing and attracting more and more customers of the mainstream market, the impact on the dominant firms is starting to show.

Research showed that the entry of Airbnb in the lodging industry has led to a decrease in the prices and revenues of the already present hotel industry (Bashir & Verma, 2016; Dogru, Mody & Suess, 2019; Guttentag & Smith, 2017). Moreover, Guttentag & Smith (2017) showed that Airbnb is used as a substitution for regular accommodations. Moreover, the establishment of Airbnb accommodations throughout the city has also had an impact on the destinations. On the one hand, the scattered listings of shared accommodations can lead to increased spending in neighbourhoods that typically do not receive much tourist expenditure (Guttentag, 2015). On the other hand, the increasing pressure of tourism activity on those neighbourhoods has led to a disturbance of everyday life due to crowdedness, noise and pollution (Koens et al., 2018). The disruptive impact on both the

accommodation sector and the destinations has therefore led to the conclusion that shared accommodations can be considered as a disruptive innovation.

As described above, the theory of disruptive innovation indicates that the product attracts a certain type of customer or even creates a new market (at least at first). The following sections will focus on the type of tourist that describes the users of shared accommodations in comparison to the users of regular accommodations.

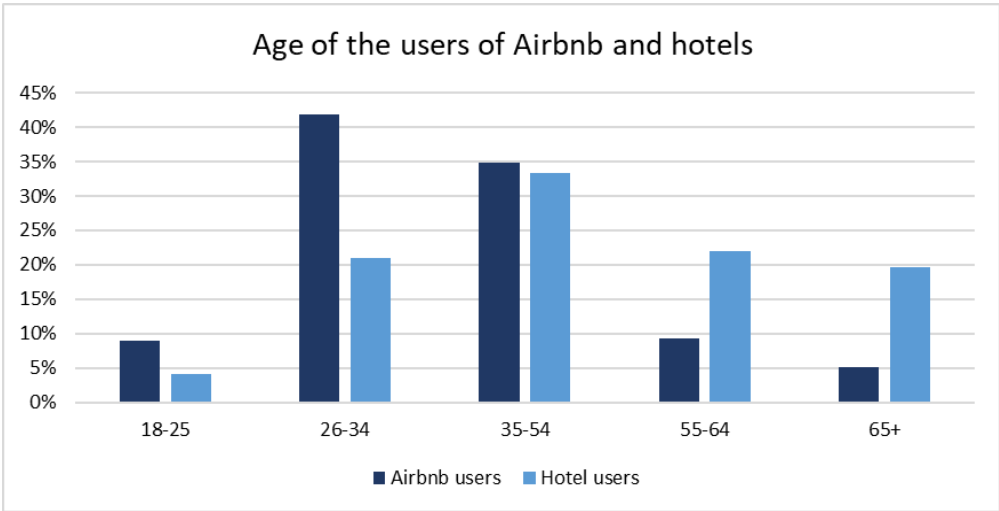
2.2 User profile

The socio-demographic characteristics of the average Airbnb user are found to be different from the average hotel user. For starters, research shows that hotel users are generally older than Airbnb users. The biggest group of Airbnb users is millennial (people that are currently between 25 and 40 years old) with a mean age of 33 years old (Airbnb, 2019b; AllTheRooms Analytics, 2021, Guttentag et al., 2018). On the other hand, the mean age of hotel users is 44 years old (Han, Hsu, Lee & Sheu, 2011). In a study among 630 customers who stayed at an Airbnb or a hotel in the United States, Mody et al. (2017) found that the percentage of users in the younger age groups is twice as high for Airbnb users in comparison to hotel users, while the percentage of users in the older age groups are more than double for hotel users compared to Airbnb users (see figure 2.1a).

Second, Mody et al. (2017) found that Airbnb users generally have a higher income than hotel users (see figure 2.1b). This is a surprising finding because Airbnb accommodations are generally cheaper than hotels or other regular accommodations (Guttentag, 2015). Therefore, it appears to me that there are other factors that influence individuals' accommodation-choice that outweigh the economic benefit of booking an Airbnb.

On the other hand, gender and educational attainment are similar for the users of Airbnb and hotels. Research showed that the groups of male and female users of both Airbnb and hotels are around the 50%, so the division of the gender of the users is balanced for both Airbnb and hotels (Mody et al., 2017; Poon & Huang, 2017). Moreover, research showed that more than 90% of the users of both types of accommodation have at least a university, college or graduate degree (Guttentag et al., 2018; Mody et al., 2017). Although, it is important to note that the only category below college is high school education or less in these studies. Besides, the data for these studies was collected from respondents of the United States, Canada, the United Kingdom, Australia and New Zealand which are all developed countries where it is normal to complete at least some higher education after high school.

2.1a



2.1b

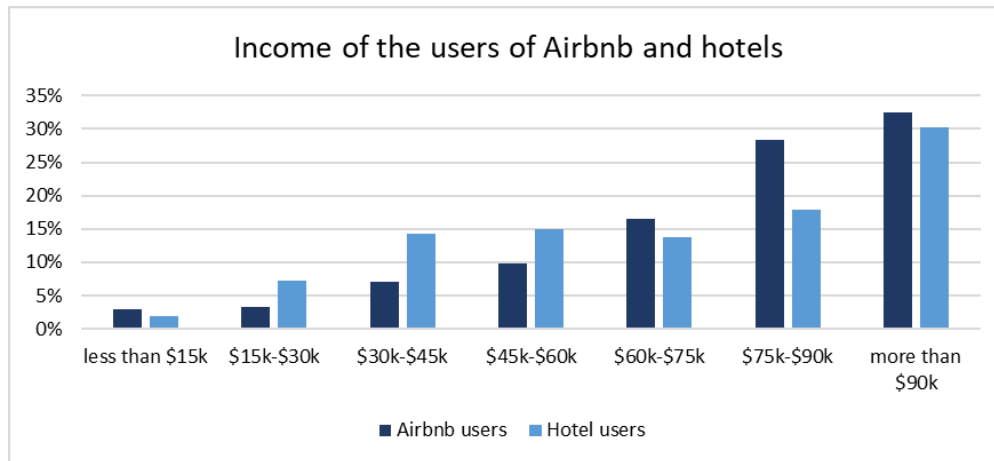


Figure 2.1 Distribution of age and income of the users of Airbnb and hotels. Source: Mody et al., 2017

2.3 Motives for choosing shared or regular accommodations

The motives for choosing shared or regular accommodations can be examined in three different ways. The first possibility is the most detailed and focuses on the practicalities of the facility including price, service, accommodation features, security, location, recommendation, reviews, image and reputation. The second possibility is to take into account behavioural psychological theories applied to accommodation choices. This second point of view is not the focus of this research since the behavioural psychological theories measure the motives as the willingness to use a certain accommodation, however, in this research the motives are directly linked to the accommodation choice. Therefore, the behavioural psychological theories are only discussed briefly. The third possibility is based on segmentation markets and focused on the experience that the user seeks. Table 2.1 provides a literature overview of the main results of the accommodation choice motives broken down by the three motive categories based on the author’s meta-analysis.

Table 2.1 Overview of accommodation choice motives and category based on author’s meta-analysis

Author(s)	Practical motives	Psychological motives	Experience-seeking motives	Main result
Amaro et al., 2019		X	(X)*	Subjective norms, attitude, economic benefits and desire for an unique accommodation and variety influence the intention to book on Airbnb
Böcker & Meelen, 2017			X	The importance of the economic, social and environmental motivations differ between sharing economy sectors. For the shared accommodations sector, the economic motivations are dominant. The social motivations also play a role, but the environmental motivations are mostly unimportant.
De Canio et al., 2020			X	Consumer intention of P2P accommodation use is determined by the co-existence of multiple motives: economic benefits, social

				interaction, social esteem, sustainability, and service quality.
Guttentag & Smith, 2017	X			Airbnb as a hotel substitute. Airbnb outperforms budget hotels, but underperform upscale hotels when considering traditional hotel attributes.
Guttentag et al., 2018			X	Five segmentation groups of Airbnb users were found based on their motivations: Money Savers, Home Seekers, Collaborative Consumers, Pragmatic Novelty Seekers and Interactive Novelty Seekers. Results indicated that the practical motives were more important than experiential motives (although not unimportant)
Mao & Lyu, 2017		X	(X)*	Attitude and subjective norm positively influence the behavioural intention. Perceived value and -risk have an indirect influence on behavioural intention through attitude.
Mody et al., 2017			X	Airbnb is valued higher by users in several experience dimensions than the hotel industry, however, it does not affect the intention to use a particular accommodation.
Oliveira, Barbeitos & Calado, 2021			X	Both intrinsic and extrinsic motivations are predictors of participating in the sharing economy. Environmental concerns can restrain people from the sharing economy. Enjoyment, social influence, economic benefits, and utility and mobile device capability also explain use behaviour.
So et al., 2018		X	(X)*	Price value, enjoyment and home benefits have a relatively big and important positive influence on attitude. Distrust negatively influences attitude towards Airbnb, while perceived insecurity of Airbnb accommodations negatively affects purchase intentions.
Tussyadiah, 2015			X	The use of P2P-accommodations is driven by community, sustainability and economic benefits while lack of trust, lack of technological efficacy and lack of economic benefits deter P2P accommodation use.

Tussyadiah, 2016			X	Satisfaction of P2P-users is influenced by enjoyment, monetary benefits, and accommodation amenities. Social benefits influence guest satisfaction of users of a private room with cohabitation of the host, but not of users of an entire home.
Tussyadiah & Zach, 2017	X			Accommodation attributes sought by P2P-guests are associated with location, host, and property.
Varma et al., 2016	X			There are significant differences in the type of motivations of Airbnb and hotel users but also similarities.
Woodside & Dubelaar, 2002			X	The prime motive for the trip influence the travellers' behaviours. This finding is in line with the theory of Tourism Consumption Systems.

**The psychological motive strand also include some experience-seeking variables in their model*

2.3.1 Practical motives

The first body of literature focuses on the various elements that people find important in an accommodation (cf. Guttentag & Smith, 2017; Tussyadiah & Zach, 2017; or Varma et al., 2016). This collection of motives for choosing an accommodation contains all the practicalities of the facility, and can therefore be classified as the practical motives. These practicalities contain the price, service, features of the accommodation, security, location, availability, recommendation, reviews, image, and reputation. There are many similarities in the practical factors that influence the choices of the users of shared and regular accommodations, however, there are also some differences.

Varma et al. (2016) have found various factors that were more important for either Airbnb or hotel users, but also factors that were equally important for both. The factors that came forward as important in the accommodation choice decisions-making in general were "price, image/reputation, reviews, availability of the facilities on the web, recommendation of friends, security, service quality, staff behavior, cleaning, appearance, location, access to transportation, and past experience" (Varma et al., 2016, p. 232). Figure 2.1 provides an overview of the factors that Airbnb and hotel users find more or equally important for the selection of an accommodation, while the factor parking is valued as equally unimportant by both groups. The findings of Guttentag & Smith (2017) and Varma et al. (2016) on the important features of the facility for hotel users were similar. Both studies found that the cleanliness/housekeeping, price, reviews, reputation, service quality, and security were important for the hotel users. Besides, Guttentag & Smith (2017) mentioned the location and room comfort as very important features for hotel users followed by some less important features including restaurant quality, fitness amenities, parking facilities, loyalty programs, and the check-in and -out procedures. Moreover, although Varma et al. (2016) showed that the hotel users placed more importance on service quality than Airbnb users, Tussyadiah & Zach (2017) found that service and hospitality were also very important for Airbnb guests. Furthermore, in compliance with Varma et al. (2016), Tussyadiah & Zach (2017) found that the factors location and property were also very important for Airbnb users. These findings show that there is not a substantial difference in the practicalities that an Airbnb or hotel user seeks.

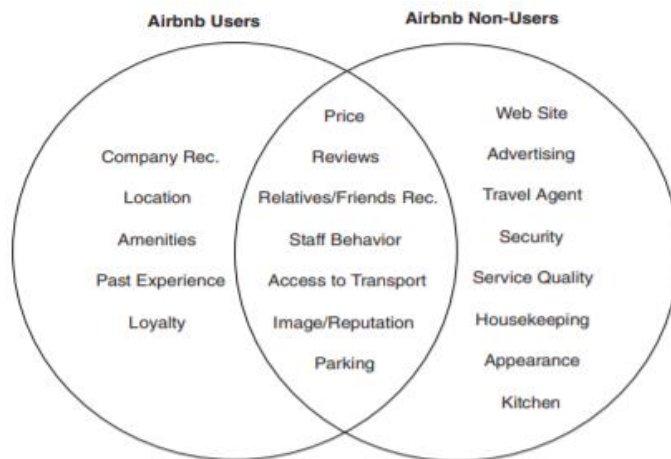


Figure 2.2 Differences and similarities in the factors considered (un)important for the selection of an accommodation by Airbnb and hotel users. Source: Varma et al., 2016, p. 233.

2.3.2 Experience-seeking motives

As mentioned in the beginning of this section (2.3), the second possibility to take into account the accommodation choice is to apply behavioural psychological theories (cf. Amaro, Andreau & Huang, 2019); Mao & Lyu, 2017); or So, Oh & Min, 2018). Examples of psychological theories that were used in these studies are the theory of reasoned action, the theory of planned behaviour, and the prospect theory. Additionally, the psychological behavioural theories are often complemented by other factors that have a possible influence in the decision-making such as a unique experience expectation, authenticity, reviews/recommendations, variety, and familiarity (Amaro et al., 2019; Mao & Lyu, 2017; So et al., 2018). Therefore, these studies already touched upon several experience motives for the Airbnb accommodation choice such as the desire of users for a unique experience, however, they approached these motives as an impact on attitude and behavioural intention (i.e. willingness) instead of treating these motives as the direct reason for booking at a shared or regular accommodation. The third body of literature does take the experience motives as the primary intention for choosing an accommodation. For example, Guttentag et al. (2018) took into account both the practical and experiential attributes of Airbnb. Therefore, some of the motives in this section overlap with practical motives, however, in this point of view these motives are approached from an experience perspective. For example, users might book an accommodation for its household amenities which is a practical motive, however, it can also be framed as an user that is searching for a home-like experience. In short, the second body of literature discussed in this research, builds on the practical and psychological motives but focusses on the experience that an user is looking for.

Since not every person is looking for the same experiences during their trip, some authors choose to make segmentation groups. For example, an experience off the beaten track might be the experience that some users of Airbnb are looking for, but it is presumable that this is not the case for every user. Guttentag et al. (2018) pointed out that most studies treat Airbnb users as a homogenous group, instead of treating Airbnb users as part of a motivation-based market segment. Segmentation is used to divide the market into groups that are internally similar (Guttentag et al., 2018). Segmentation is based on quantitative data analysis techniques that generate a classification often focussed on the consumers' purchase motivations (Guttentag et al., 2018). Criticism on segmentation is that motivations and activities are too complex and overlapping to put into categories (Hvenegaard, 2002). However, segmentation is often used as a strategic tool by tourism marketers because this gives them the ability to target a specific group. Therefore, market segmentation is frequently used and its importance in tourism is widely acknowledged (Ritchie, Tkaczynski & Faulks, 2010; Tkaczynski, Rundle-

Thiele & Beaumont, 2009). Tussyadiah (2016) has advocated the market segmentation of consumers in Peer-to-Peer platforms because the author has found that indeed not every user is looking for the same experiences. As an illustration, Tussyadiah (2016) found that there are two distinct groups that have different attitudes towards social experiences during their stay based on the type of accommodation (e.g. shared room or private apartment in Airbnb).

Guttentag et al. (2018) have described five segmentation groups of Airbnb users based on their motivations: Money Savers, Home Seekers, Collaborative Consumers, Pragmatic Novelty Seekers and Interactive Novelty Seekers. These profiles are built upon particular motives (see table 2.2). The Money Savers decide to stay at Airbnb for its comparatively low costs. Besides, the Money Savers had a neutral opinion or disagreed with most other motivations. This shows that this group is very practical and is driven by the search for a cheaply priced experience. The Home Seekers' main motivation to stay at Airbnb is for its home benefits. These home benefits consist of a large amount of space, the access to household amenities and a homely feel. So, the Home Seekers look for an experience where the accommodation compares to and feels like a home. The Collaborative Consumers' main motivation to choose an Airbnb accommodation is related to the participation in the sharing economy. The Collaborative Consumers have a wide variety of aspects that they find attractive in Airbnb. Their motives range from the Sharing Economy Ethos consisting of the motivation that the money spent goes to locals, that staying with Airbnb is environmentally friendly, and that the collaborative consumers prefer the philosophy of Airbnb, to the Local Authenticity motives consisting of the desire to have an authentic local experience and to stay in non-touristy neighbourhoods, and finally the Interaction motives consisting of the desire to interact with the host and other locals and to receive local information and tips from the host. The Collaborative Consumers thus seek for many experiences in their trip consisting of an economic and environmental sustainable experience that is also authentic, local and social. The Pragmatic Novelty Seekers' main motivation to stay at Airbnb is because of the novelty of the experience consisting of feelings of excitement and that the experience is new, different, unpredictable and unique in combination with the home benefits. So, the Pragmatic Novelty Seekers want a new and unique experience but with an accommodation that compares to a home. The Interactive Novelty Seekers' main motivation to stay at Airbnb also consists of the novelty of the experience, but this time in combination with the desire to interact with the host and locals. Thus, the Interactive Novelty Seekers want a new, unique and social experience. In addition, all profiles agreed that a convenient location is also important in the decision-making for an accommodation.

Table 2.2 Most important motives for staying at Airbnb per profile

Segmentation market	Motive category	Most important motives
Money Savers	Low Costs	For its comparatively low cost
	Convenient Location	For the convenient location
Home Seekers	Home Benefits	For the large amount of space
		For the access to household amenities
		For the homely feel
	Convenient Location	For the convenient location
Collaborative Consumers	Sharing Economy Ethos	I wanted the money I spent to go to locals
		Staying with Airbnb is environmentally friendly
		I prefer the philosophy of Airbnb
	Local Authenticity	To have an authentic local experience
		To stay in a non-touristy neighborhood
	Interaction	To interact with host, locals
To receive useful local info/tips from my host		
	Convenient Location	For the convenient location

Pragmatic Novelty Seekers	Novelty	I thought the experience would be exciting
		To do something new and different
		To have an experience I could tell friends/family about
		I thought the experience would be unpredictable
		To have a unique (nonstandardized) experience
	Home Benefits	For the large amount of space
		For the access to household amenities
For the homely feel		
Convenient Location	For the convenient location	
Interactive Novelty Seekers	Novelty	I thought the experience would be exciting
		To do something new and different
		To have experience I could tell friends/family about
		I thought the experience would be unpredictable
		To have a unique (nonstandardized) experience
	Interaction	To interact with host, locals
		To receive useful local info/tips from my host
Convenient Location	For the convenient location	

Source: Guttentag et al., 2018

This segmentation technique based on motives is not common in the literature on traditional tourism accommodation. However, general motives for a trip have been examined. Woodside & Dubelaar (2002) looked at a broad model of the decisions and behaviour of tourists and incorporated the prime motive for the trip and the trip behaviour in this framework. The trip behaviour includes the used accommodation of the tourist. The prime motives were categorized into family vacation, relax and escape, experience a different culture, entertainment, visit friends and family, sports and social activities, home away from home, and experience nature. These trip motives are based on the activities of the trip instead of the experience sought in an accommodation, however, the activity based motives might also affect the accommodation choice.

The theory of tourism consumption system states that “the thoughts, decisions, and behaviors regarding one activity influence the thoughts, decisions, and behaviors for a number of other activities” (Woodside & Dubelaar, 2002, p. 120). Following the ideas of the theory of tourism consumption, the motives behind the trip and the accommodation choice should also influence each other. Indeed, Woodside & Dubelaar (2002) found that the trip motives influenced the travellers’ behaviours (including the accommodation choice), however, the relation between the different type of motives and the behaviour were not discussed.

Other research such as Mody et al. (2017) has examined and compared how users of Airbnb and hotels perceive their experience, i.e. experiential consumption. The authors found that Airbnb performs better in several experience dimensions than the hotel industry. These experience dimensions are entertainment, education, escapism, esthetics, serendipity, localness, communitas and personalization. However, the findings showed that the outcomes of those experiences did not differ between Airbnb and hotels meaning that even though Airbnb users value their experiences higher than hotel users, this does not have an influence on the intentions to reuse the accommodation (these intentions are the same for Airbnb accommodations and hotels). “Hotels appear to be doing as good a job as Airbnb at translating customer experiences into extraordinary, memorable outcomes, which in turn produce desirable behavioral intentions” (Mody et al., 2017, p. 2394). Further research has to be done to examine the desired experiences of hotel users in relation to accommodation choice, also in comparison to Airbnb.

2.3.3 Sustainability

In this section the focus lies on the sustainability motives for choosing an accommodation. Sustainability is discussed more in-depth in this paragraph, because sustainable tourism becomes more and more important in both the academic world but also for destinations through the strategies and city plans from local governments (Wise, 2016).

Some research indicates that shared accommodations are a more sustainable alternative to traditional accommodations. For example, Midgett et al. (2018) discuss that shared accommodations are more sustainable than traditional accommodations in all three of the sustainability dimensions of the Triple Bottom Line: the economic, social and environmental dimension (also known as Profit, People and Planet) (Wise, 2016). Economic sustainability encompasses the generation of economic value for the long term in order to provide for future generations (Alhaddi, 2015). Social sustainability encompasses the creation of social value for the community and to ensure good working conditions (Alhaddi, 2015). Environmental sustainability encompasses the preservation of environmental resources and the minimization of the ecological footprint (Alhaddi, 2015). Midgett et al. (2018) propose that shared accommodations reduce energy usage, greenhouse gas emissions, water usage, and solid waste in comparison to traditional accommodations, and that the users of the sharing economy are more environmental conscious. Moreover, the sharing economy generates social ties between the visitors and the community (Midgett et al., 2018). Finally, it provides opportunities for individuals to generate income through listing their apartment, and 'buying local' means that the income generated will stay in the community which will further stimulate the local economy (Midgett et al., 2018).

However, research indicates that the motivations of travellers in choosing an accommodation are not driven by sustainability considerations. Böcker & Meelen (2017) found that for accommodation sharing, the economic motivations are dominant, while the social and environmental motivations were relatively unimportant, although, the social motivations did play a role and were more important than environmental motivations. In addition, De Canio, Nieto-Garcia, Martinelli & Pellegrini (2020) and Tussyadiah (2016) found that sustainability was not a relevant motive for the Peer-to-Peer accommodation use. However, when the sustainability motive is combined with economic benefits or social gains it does boost the consumers' intention to use Airbnb because Airbnb is often associated with sustainability benefits (De Canio et al., 2020). Both economic benefits and even more importantly social interaction and social esteem were the main drivers for the intention to use Airbnb (De Canio et al., 2020). However, even though Tussyadiah (2015, p. 828) has stated in earlier research that "Sustainability, Community and Economic Benefits motives drive participation in collaborative consumption", Tussyadiah (2016) later found that the influence of collaborative consumption, i.e. social benefits, community belonging and movement toward sustainability, depends on the type of sharing space, and is insignificant for users that rent an entire home/apartment, while sustainability has a negative effect on the intention to use Airbnb for private rooms. In line with the findings of Böcker & Meelen (2017) and De Canio et al. (2020), Tussyadiah (2016, p. 78) stated that users of shared accommodations are motivated by "self-interests and seek economic rewards from staying in a property with high-quality amenities".

2.4 Trip activity

One of the major aspects of tourism research is to examine trip activity and patterns. This research is conducted to view leisure travel behaviour and deepen the understanding of the thoughts and actions of tourists prior to, during and after their trip (Woodside & Dubelaar, 2002). Understanding what culminates and blocks tourists' visits and purchases could provide important (practical) information for tourism destinations and the hospitality industry (Li, Li & Hudson, 2013; Woodside & Dubelaar, 2002). Although not all visitors are the same, visitor segment groups can be formed based on the

dominant behaviour of the traveller to design successful marketing strategies to attract those visitors (Woodside & Dubelaar, 2002). An analysis of the visitors provides deep profiles containing socio-demographics, trip planning activities, trip behaviours, evaluation of the experienced trip services, global evaluations of services and destinations and the willingness to act a certain way (Woodside & Dubelaar, 2002). Woodside & Dubelaar (2002, p. 131) mention that as a result the marketing and communication strategies for destinations and the tourism industry can focus on “(1) the trip activities actually done by each segment and (2) the experiences they evaluate very positively”.

Existing research has identified a broad range of trip activities (cf. Li et al., 2013; March & Woodside, 2005; Woodside & Dubelaar, 2002). A large overview of activities can be excessive, so categorizing these activities into typologies can improve the clarity and comprehension. However, there is no clear-cut categorisation of tourism trip activities (see table 2.3). Studies often compose traveller categories based on the dominant activity patterns in the specific context of the current research.

Additionally, there is little knowledge (yet) on trip activity of users of shared accommodations. Nevertheless, Volgger et al. (2018) have examined the actual trip behaviour of Airbnb users compared to that of visitors who stayed in traditional accommodations (which is, to the best of their knowledge and mine, the first study to examine this). The authors included the following trip activity typologies: outdoor/nature, attraction points (tourist hotspots), arts/heritage, social/other, sports, and indigenous culture. Volgger et al. (2018) found that Airbnb users were a slightly alternative travel group, however, they were not overly interested in local or indigenous culture, seeking radically new experiences, or strictly avoiding the traditional tourism attraction points compared to the visitors staying in traditional accommodations. The authors therefore warn to not overly exaggerate the imposed different experiences and behaviour of the Airbnb users.

Table 2.3 Schematic interpretation of tourist activities

Level – authors	Typology type	Typology	Examples of activities
Very high detail – Li et al. (2013); March & Woodside (2005); and Woodside & Dubelaar (2002)	No typology, each activity is taken into account separately	-	Sightseeing within the city, sightseeing outside the city, touring the countryside, visiting museums or art galleries, sightseeing of cultural/heritage sites, sightseeing of historical places, visiting a sports event, local festivals, going to the beach, lobster supper, eating local cuisine, general shopping, antiques and handcrafts shopping, live theatre/concert, amusement/theme parks, guided tours, land tour or harbour cruise, visiting national parks, nightlife, casino/gambling, active sports, walking/hiking/cycling, water sports, golfing, environmental/ecological excursions, snow skiing, ranch vacations, hunting/fishing, watching wildlife
High detail – Fieger et al. (2019)	Activity-based typology	Nature-based activities	Animal watching (wildlife), nature attractions, nature parks
		Adventure	Rafting, air activity, mountain climbing, extreme ride and cycling
		Cultural	Life performance, local culture experience, cultural sights
		High-value rides	Jetboat, gondola, scenic flight, boat trip
		Museum activities	Museum, gallery, zoo, garden

		Walking-based activities	Walks or hikes in nature or important sites
		Golfing and fishing	Golfing, fishing, hunting
		Nightlife	Bars, casino
		Theme parks	Theme parks, water parks, farms, orchards
Medium detail – Volgger et al. (2018)	Activity-based typology	Outdoor/nature	No examples given by the authors
		Attraction points	No examples given by the authors
		Arts/heritage	No examples given by the authors
		Social/other	No examples given by the authors
		Sports	No examples given by the authors
		Indigenous culture	No examples given by the authors
Low detail – Oh et al. (2004)	Experience-based typology	People and setting	Participate in a hands-on learning experience (e.g. workshop), visit popular trendy places, casinos
		Urban entertainment	Fine cuisine, nightlife, shopping, experience (different) cultures
		Intimacy and romance	Activities that stimulate intimacy and romance
		Active outdoor	Participate in a hobby or sport (e.g. golfing, fishing)
		History and parks	Visit historical sites and important places in history, see natural wonders and important natural sites, experience nature
		Social with friends	Activities that can be done with a group to spend time together
		Relax with family	Relaxing activities, visit friends or relatives, activities for the whole family

Source: Author's representation of Fieger et al., 2019; Li et al., 2013; March & Woodside, 2005; Oh et al., 2004; Volgger et al., 2018; Woodside & Dubelaar, 2002.

2.5 Shared accommodations as a substitution for regular accommodations

After examining the differences regarding the profile, motivations and trip activities of the users of shared and regular accommodations, the question remains if shared accommodations are used as a substitution for regular accommodations or if shared accommodations draw additional tourism activity to the destinations, and thus acts complementary. However, the findings of the impact of shared accommodations on regular accommodations are contradictory (Sainaghi & Baggio, 2020).

Airbnb executives claim that the competition with hotels is overstated because it attracts customers from different market segments (Blal, Singal & Templin, 2018). Similarly, Heo, Blal & Choi (2019) stated that Airbnb and hotels are not in direct competition, because Airbnb and hotels have different seasonality patterns and dissimilarities in the geographical locations of the accommodations. However, Blal et al. (2018) showed that the customers of Airbnb and hotels overlap more than what might be expected, and that Airbnb has long term effects on the patterns of hotel sales. Moreover, in a study among 844 respondents, Guttentag & Smith (2017) found that nearly two-thirds of the respondents had used Airbnb as a hotel substitute. Besides, only 2.3% said that they would not have taken the trip without the Airbnb accommodation (Guttentag & Smith, 2017). The impact of Airbnb is driven by the pricing and price-to-value perceived by guests, but not related to the number of listings (Blal et al., 2018). Blal et al. (2018) say that guests consider both shared and regular accommodations, and choose the accommodation by comparing the review rates and prices, indicating substitution. However, if guests perceive the price of the shared accommodation to be too high, customers still choose hotels. Therefore, the authors stated that Airbnb shows substitute characteristics, instead of acting like a supplement to the market. On the other hand, some research has insisted that the

competition is limited to the lower scale hotels (cf. Blal et al., 2018; Guttentag & Smith, 2017; Zervas, Proserpio & Byers, 2017). Guttentag & Smith (2017) found that 43.1% of the 844 respondents would have stayed at a mid-range hotel if they had not stayed at an Airbnb, while upscale hotels were indicated much less. Moreover, Sainaghi & Baggio (2020) found that Airbnb’s impact is larger during weekends and holiday periods, and an absence of any substitution threat during working days, indicating that Airbnb appeals to leisure travelers but not to the business market segment. In short, research has indicated that shared accommodations are used as a substitution for regular accommodations, however, the substitution threat differs for various market segments and periods.

2.6 The impact of the corona pandemic on accommodation choices

Finally, the corona pandemic has changed the way we perceive the world, how we think, conduct our lives, and thus how we experience tourism (Pappas & Glyptou, 2021). The perception of risk plays a significant role in tourist decisions, and the outbreaks have made people concerned about their health and safety (Boros, Dudás & Kovalcsik, 2020). Zenker & Kock (2020) suggest that the corona pandemic can change the way tourists travel. Tourists might increasingly select domestic over foreign destinations due to collectivistic feelings to support their own economy. Besides, imposed travel constraints has limited travel opportunities. Moreover, people start to avoid crowded places (Zenker & Kock, 2020). A series of national surveys conducted by Mckinsey and Company on pandemic-induced consumer sentiment put forward that inhabitants of multiple countries were more comfortable with short-term home rentals than hotel or resort stays, although the underlying rationale was not taken into account (Pappas & Glyptou, 2021). Finally, the external shock of the COVID-19 crisis could result in a paradigm shift, meaning that the corona crisis will have long term effects in the tourism industry (Zenker & Kock, 2020). This paradigm shift could contain the avoidance of mass-tourism towards less crowded places. Although the literature has not mentioned a change towards less crowded accommodations, it could be plausible that the avoidance of crowdedness translates to the accommodation choice. Nevertheless, future research still has to indicate if the corona pandemic has caused or will cause an actual change in travel behaviour including accommodation choices.

2.7 Conceptual model and hypotheses

Based on the literature discussed, the following conceptual model is developed:

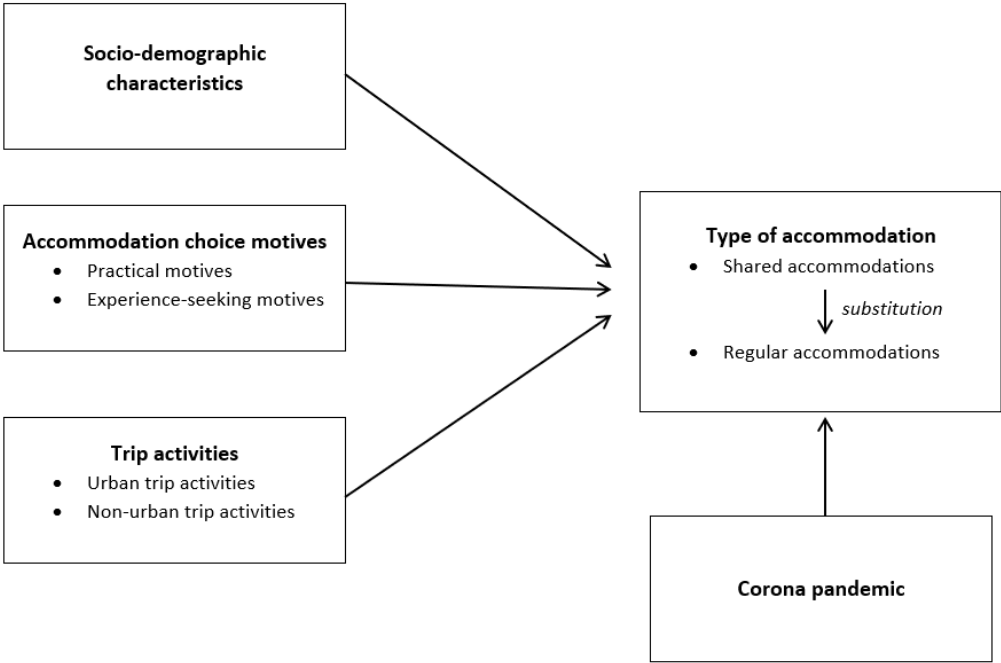


Figure 2.3 Conceptual model

First of all, Mody et al. (2018) showed that the users of shared accommodations have some distinct differences in the socio-demographic characteristics (mainly regarding age and income) in comparison to the users of regular accommodations, resulting in hypothesis 1:

Hypothesis 1: The socio-demographic characteristics have a significant effect on the type of accommodation selected

Moreover, research identified various accommodation choice motives containing both practical and experience-seeking motives. The practical motives consist of, as the name says, the practicalities of the facility including price, service, accommodation features, security, location, recommendation, reviews, image and reputation. Varma et al. (2016) found that some of these factors were equally important for both groups of users, but also some differences. Second, the experience-seeking motives consist of the actual experience individuals are looking for, such as an authentic and local visit. Guttentag et al. (2018) have described five segmentation groups of Airbnb users based on their motivations: Money Savers, Home Seekers, Collaborative Consumers, Pragmatic Novelty Seekers and Interactive Novelty Seekers. The traditional accommodation literature does not contain these experience-based segmentation groups, however, Woodside & Dubelaar (2002) did take the prime motive for taking the trip into account consisting of family vacation, relax and escape, experience a different culture, entertainment, visit friends and family, sports and social activities, home away from home, and experience nature. Following the ideas of the theory of tourism consumption, the authors stated that these prime motives for the trip could influence the accommodation choice. This has resulted in the following two hypotheses:

Hypothesis 2a: The practical accommodation choice motives have a significant effect on the type of accommodation selected

Hypothesis 2b: The experience-seeking accommodation choice motives have a significant effect on the type of accommodation selected

Third, although there is little knowledge (yet) on the interests in different trip activities of the users of shared accommodations, Volgger et al. (2018) found that the Airbnb users were a slightly alternative group in comparison to the users of regular accommodations. So, despite that there is only a modest difference, it is expected that the users of shared accommodations are an alternative group compared to the users of regular accommodations. Moreover, in this research the distinction is made between the importance of different activities in an urban and non-urban trip, while to the best of the author's knowledge this distinction has not been made before. This has resulted in the following two hypotheses:

Hypothesis 3a: The activities in an urban trip have a significant effect on the type of accommodation selected

Hypothesis 3b: The activities in a non-urban trip have a significant effect on the type of accommodation selected

Fourth, despite the described differences in the type of tourists of the shared and regular accommodations, research has indicated that shared accommodations are used as a substitution for regular accommodations (Blal et al., 2018; Guttentag & Smith, 2017). Although, the substitution thread differs for various market segments and periods. This has resulted in hypothesis 4:

Hypothesis 4: The shared accommodations are used as a substitute for regular accommodations

Finally, research has suggested that the corona pandemic has changed the way we experience tourism due to an increase in the perceived risks related to health and safety (Boros et al., 2020; Pappas & Glyptou, 2021; Zenker & Kock, 2020). An important factor that plays a role is that people start to avoid crowded places (Zenker & Kock, 2020). Pappas & Glyptou (2021) found that the people were more comfortable with short-term home rentals than hotel or resort stays due to the pandemic. Moreover, a paradigm shift could result in long term changes in the tourism industry (Zenker & Kock, 2020). This has resulted in the fifth and final hypotheses:

Hypothesis 5a: The corona pandemic has changed the accommodation choice of the users of shared and regular accommodations

Hypothesis 5b: The corona pandemic will change future accommodation choices of the users of shared and regular accommodations

3. Methodology

Since many voices, including shared accommodation users themselves, say that they are a different kind of tourist (Volgger et al., 2018), it is essential to test if this is the case for the whole shared accommodations community or only for a few exceptional cases.

3.1 Research design

To empirically test the conceptual model (figure 2.3), a quantitative online survey was conducted to measure the socio-demographic characteristics, accommodation choice motives, and trip activity of the users of shared and regular accommodations, the substitution of regular accommodations by shared accommodations, and the impact of the corona pandemic on the accommodation choice. The research was conducted in The Netherlands for data collection purposes. Moreover, to the author's knowledge, similar research has not been conducted in The Netherlands. Therefore, this research contributes to new geographically related knowledge on the users of shared and regular accommodations. The online survey was used to inquire about the various trips made by the Dutch population in the past 24 months and to collect the previous stated information. More on the survey design is discussed in section 3.3. A quantitative approach was selected, because first of all, a quantitative survey allows for a broad population to be reached that will give representative results that can be generalised. This is an important aspect of the method, because generalisation is needed in order to conclude if the shared accommodations community really differs from the mainstream tourists. Moreover, the quantitative method allows to make statements about the effect of the different explanatory variables. This ties in well with the main research question of this thesis.

The influence of the socio-demographic characteristics, accommodation choice motives and trip activities on the selected type of accommodation is tested with a logistic regression analysis, because this analysis can predict the chance of an individual to use one of the two types of accommodation. Therefore, this analysis will indicate which variables have a significant effect on the selected accommodation, and thus measures if there is a significant difference between the users of shared and regular accommodations. Additionally, the substitution of accommodations and the impact of the corona pandemic on the accommodation choice are examined with descriptive statistics, because these concepts require the actual answers of the respondents. For example, Guttentag & Smith (2017) used the percentage of the respondents that said they had used an Airbnb as a hotel substitute.

3.2 Data collection

The data collection was executed by I&O Research; an independent research agency in The Netherlands. I&O Research used their national research panel which ensured reliable and representative data. Although the data for this research was collected in The Netherlands, the trips taken by the respondents were national as well as international. The sample size consisted of 976 respondents. Out of the 976 respondents, more than a quarter had not taken any trip in the previous 24 months (survey date is June 2021) (see table 3.1). Of the remaining 708 respondents, 6.4% had used shared accommodations more often than regular accommodations, 84.3% had used predominantly regular accommodations, and 9.3% had used both types of accommodations equally.

Table 3.1 The used accommodations of the research units

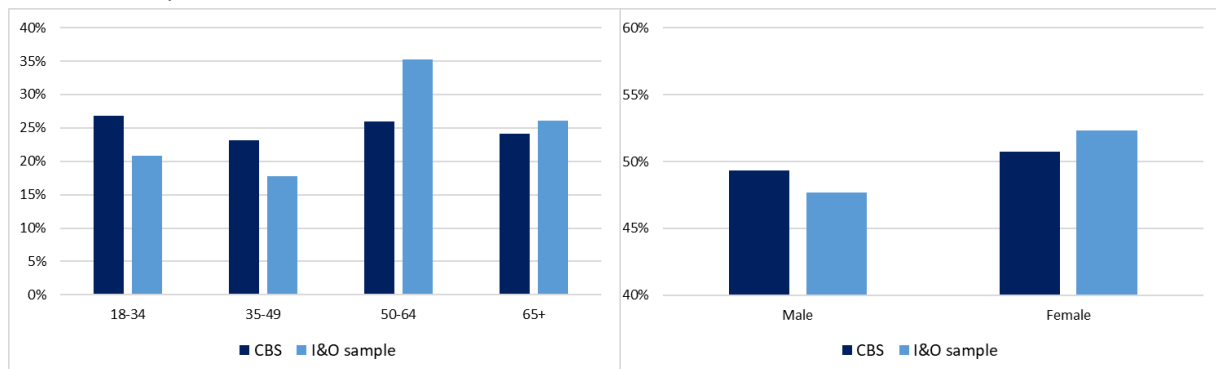
The used accommodation(s)	Frequency	Percent	Valid percent
Predominantly shared accommodations	45	4.6	6.4
Predominantly regular accommodations	597	61.2	84.3
Both types of accommodations equally	66	6.8	9.3
Not taken a trip in the research period	268	27.5	-
Total	976	100	100

3.2.1 Representativeness of the data

Following the research of Guttentag et al. (2018), the general representativeness of the sample was assessed by comparing various sample characteristics to the national population. First of all, a comparison of the national population and the sample showed that the age categories were roughly the same (see figure 3.1). Although, the sample had a slight underrepresentation of the younger age groups (18-34 and 34-49), and a slight overrepresentation of the older age groups (50-64 and 65+). When controlling this observation with the Chi-square test, the observed and expected observations were found to be too dissimilar ($p = 0.000$), so although at first glance the age categories looked similar (enough), the sample did not have a statistical representative age distribution. This could affect the generalizability of the findings. Moreover, it was a gender-balanced sample: 47.7% of the respondents was male and 52.3% of the respondents was female which is close to the national gender distribution which also shows a higher percentage of female than male inhabitants (see figure 3.1). This time, the Chi-square test indicated that the observed and expected observations were similar ($p = 0.321$), indicating that the proportions of the sample were equal to the proportions of the population.

In addition, the number of users of shared accommodations in the sample corresponds with the number of Airbnb users in The Netherlands (CBS 2019a). Airbnb had a total of 1.9 million guests in 2018, while the population in 2018 contained 17.18 million people in The Netherlands (CBS, 2019a; Eurostat, 2021). This means that 11% of the population had used Airbnb in 2018, although, some of the guests might have used Airbnb multiple times in a year. The 11.4% of the respondents in the sample that had used shared accommodation the same amount or more than regular accommodations therefore seems right. However, this finding could not be controlled by the Chi-square test due to the unavailability of reliable data for the population.

Figure 3.1 Age and gender distribution of the Dutch population that is over 18 years old (2020) and of the I&O sample



Source: CBS, 2020

3.3 Survey design

During the process of the survey design, input and feedback from various stakeholders, i.e. the public authorities, the lodging industry and academia, was gathered and processed. The next section will discuss the development of the survey per topic. Annex 1 provides the complete survey.

3.3.1. Defining the users of shared and regular accommodations

The aim of this research is to examine the chance that someone is a user of a shared accommodation (and thus also the chance that someone is a user of a regular accommodation) predicted through various factors. So, first of all, the distinction has to be made between the users of shared and regular accommodations (and users of both or neither). The first question sorted out these groups. The first question is based on the research of Guttentag et al. (2018) and So et al. (2018) and asked if respondents made one or more of five different types of trips during the previous 24 months. Unlike

the research of Guttentag et al. (2018) and So et al. (2018), who used the previous 12 months, this research extended the time period to 24 months to incorporate a period before the COVID 19-pandemic (date of survey is June 2021). Moreover, this research made a distinction between five different types of trips which has not been done before. A distinction is made between city trips, trips to non-urban areas, and business trips. Moreover, the length of the trip is incorporated. A distinction is made between short city and non-urban trips and long city and non-urban trips. Since business trips are different from leisure trips, the distinction between short and long is not made for this type of trip. A short city/non-urban trip is operationalized to a stay of 3 nights or less, while a long city/non-urban trip is operationalized to a stay of 4 nights or more. This threshold of 3 nights or less and 4 nights or more is based on the average length of stay. The average length of stay at Airbnb is approximately 3 to 4 nights per trip while the average length of stay a regular accommodation is 2 nights per trip in The Netherlands (AllTheRooms Analytics, 2021; CBS, 2019a; Gössling, Scott & Hall, 2018). The respondents answered if they used predominantly shared accommodations, predominantly regular accommodations or used both types of accommodations equally in each of the type of trips that they said that they had taken in the last 24 months.

3.3.2 Influence of the corona pandemic

The corona pandemic has (had) a large impact on the world including the travel industry. In this research the influence of the corona pandemic on the standard choice in accommodations is examined. Respondents are asked what their standard choice in accommodations is, consisting of shared accommodations, regular accommodations or no standard choice, and if their standard choice has changed by the corona pandemic (1 = certainly not and 5 = certainly yes). Lastly, respondents are asked if they think that the corona pandemic will have an influence on their future accommodation choices (1 = certainly not and 5 = certainly yes).

3.3.3 Motivations

In this research the focus lies on both practical- and experience motives for choosing a particular type of accommodation. The literature has put forward the following practical motives: price, location, service, accommodation, safety, reputation, habits, ease, and availability. The experience motives contains locality, sustainability, and experience. Table 3.2 shows the statements that each factor consists of. The items and statements were based on the research from Guttentag et al. (2018), Guttentag & Smith (2017), Paolinelli (2020), Varma et al. (2016), and Tussyadiah & Zach (2017). The statements have been adjusted to the local context of The Netherlands. Moreover, additional statements have been added after multiple consultations with experts (public authorities, hoteliers, and academia). The safety and the contribution to employment motivations were mentioned as important to include in the survey by the hoteliers

The survey contained three routings based on the answers of question 1 discussed in section 3.2.1. A respondent got route 1 if the respondent had answered that he/she has used predominately shared accommodations in the majority of the taken trips in question 1. A respondent got route 2 if the respondent had answered that he/she has used predominately regular accommodations in the majority of the taken trips in question 1. A respondent got route 3 if the respondent had answered that he/she has used both types of accommodations equally in the majority of the taken trips or if the respondent has equally answered both predominately shared accommodations and predominately regular accommodations and/or both types of accommodations. Some statements fit better with shared accommodations and some statements with regular accommodations, but the statements have been kept the same in every routing to ensure that the results are comparable. Following the research of Guttentag et al. (2018), the motivations are based on statements designed with a 5 point Likert scale (1 = completely disagree and 5 = completely agree).

Table 3.2 Motivation factors with corresponding statements

Factor	Statements - I book an accommodation ...
Price	... for the relatively low price
Location	... for the convenient location
Service	... for the service quality
Accommodation	... for the quality of the accommodation
	... for the facilities / amenities of the accommodation
	... for a homely feel
Safety	... if the accommodation is fire proof
	... if the accommodation is safer than other accommodations
	... if the accommodation has 24-hours security
Locality	... to have contact with local inhabitants
	... to contribute to the employment of the destination
	... to receive local information and tips
	... to ensure that the generated income goes to the local community
	... for an authentic and local experience
Sustainability	... if the accommodation has an environmental friendly certificate
	I book a particular accommodation because it is important to me to travel conscious and sustainable
	I book a particular accommodation because I feel personally responsible for the impact of tourism on its surroundings
	... if the accommodation is situated in a non-touristy neighbourhood
	I book a particular accommodation to decrease the impact on the local culture / community
Experience	... if it is an exciting and new experience
	... if it is an unique (nonstandardized) experience
Reputation	... if the accommodation has a good reputation
	... because people have recommended the accommodation to me
Habits	... because I am familiar with this type of accommodation
	... because I have had good experiences with this type of accommodation in the past
	... because this type of accommodation is my standard choice in accommodations
Ease	... if it is easy to find on the internet
	... if it is easy to book the accommodation
Availability	I booked a particular accommodation because there were no alternative accommodations available (fully-booked or not extant in the destination)

3.3.4. Trip activity

Finally, following the research of Volgger et al. (2018), the trip activities will be inquired. However, instead of asking if the respondents engage in particular activities during the trip by ticking the box with yes or no, the respondents are asked how important the listed activities are during their trip using a 5 point Likert scale (1 = Very unimportant and 5 = Very important). In this way, it is possible to examine different degrees in the importance of the different activities for the users of shared and regular accommodations instead of only examining if both user groups engage in particular activities. Moreover, this research takes into account the interests in activities in both urban and non-urban trips since it is plausible that different activities come forward in a city trip and for example a nature based holiday. However, to ensure comparability the same activities are listed for the urban and non-urban trips. The trip activities consist of:

- Indoor Culture and heritage (e.g. museums, galleries, churches)
- Outdoor Culture and heritage (e.g. buildings, squares, historic landscapes)
- Beach/Sea
- Sports (e.g. canoeing, mountain biking, E-step)
- Walks
- Bicycling
- Hotspots (well-known places of interest)
- Local places (deviate from the beaten path)
- Dining out
- Café / bar
- Shopping
- Social activities (e.g. events, festivals, night clubs)
- Creative activities (e.g. participate in workshops)

3.3.5. Socio-demographic characteristics

The socio-demographic characteristics are provided by I&O research, because I&O research has the background information of their panel readily available. Therefore, it is unnecessary to include separate questions into the questionnaire about this topic. This is beneficial since survey response rates can drop when a questionnaire is long (Ikart, 2019, Punch, 2003). Moreover, respondents can become more inaccurate which jeopardizes validity (Punch, 2003). So, since I&O research had the necessary socio-demographic characteristics for this research available, there were no separate questions included in the questionnaire. However, the provided socio-demographic characteristics were included in the dataset. Table 3.3 shows the socio-demographic characteristics that are included.

The categories of each variable are immediately clear, instead of the urbanity of the residential area. This variable is based on the urbanity degree from CBS (2019c) based on the density of the addresses in the municipality. The five categories are based on class boundaries of 2500, 1500, 1000 and 500 addresses per km². Very high urbanity means an address density of more than 2500 per km², high urbanity means an address density of 1500-2500 per km², moderate urbanity means an address density of 1000-1500 per km², low urbanity means an address density of 500-1000 per km², and no urbanity means an address density of less than 500 per km².

Table 3.3 The variables and categories of the socio-demographic characteristics from I&O research

Variable	Categories
Gender	Male
	Female
Age	In years
Educational attainment	No education / basis education / integration course / course in Dutch language
	LBO / VBO / VMBO / MBO 1
	MAVO / HAVO or VWO (first 3 years) / ULO / MULO / VMBO (TL or GL) / VSO
	MBO 2, 3, 4 or MBO old structure (before 1998)
	HAVO of VWO (4th class and higher) / HBS / MMS / HBO propedeuse of WO Propedeuse
	HBO (except HBO-master) / WO-pre-master or WO-bachelor
	WO-doctoral or WO-master or HBO-master / postdoctoral education
Bruto annual household income	Minimum (less than €14.100)
	Below average (€14.100 - €29.500)
	Close to average (€29.500 - €36.500)
	Average (€36.500 - €43.500)
	Between 1 and 2 times average (€43.500 - €73.000)
	Twice the average (€73.000 - €87.100)
	More than twice the average (more than €87.100)
	I don't know / Don't want to say
Household composition	I live alone
	I live alone with children at home
	I am married / live together without children at home
	I am married / live together with children at home
	I live with my parent(s) / caregiver
	Different
	I Don't know / Don't want to say
Urbanity of residential area	Very high urbanity
	High urbanity
	Moderate urbanity
	Low urbanity
	No urbanity

The variables educational attainment, income and household composition have more categories than necessary for this research. Therefore, these variables are reclassified to less categories. Firstly, the educational attainment is reclassified into three classes: low, intermediate and high. Following the CBS (2019b) classification of educational attainment, the first three categories are reclassified as low educational attainment, the fourth and fifth categories are reclassified as intermediate educational attainment, and the sixth and seventh categories are reclassified as high educational attainment. Second, income is reclassified into four classes. The average income is taken as the reference category while the first three categories are reclassified to low income and the fifth till seventh categories are reclassified to high income. The fourth class stays the unknown consisting of "I don't know / don't want to say". Finally, the household composition is reclassified into households without children consisting of the first and third category, households with children consisting of the second and fourth category, and a third category consisting of living with parent(s) / caregiver, different and "I don't know / don't want to say".

3.3 Data analyses

Various analyses were done to answer the research questions of this study. First, to translate separate statements into overarching components three factor analyses were done. Second, some relevant descriptive statistics were discussed. Lastly, a logistic regression analysis was executed. All the analyses were conducted in the program IBM SPSS Statistics 26.

The dependent variable in the data analyses is the type of accommodation used. In the survey, a distinction had been made between three groups of users, namely users that had used predominantly shared accommodations, users that had used predominantly regular accommodations and users that had used both types of accommodations equally in the last 24 months. However, in the analyses only a distinction between two groups of users is used, namely users of shared accommodations and users of regular accommodations, because the groups of users that had used shared accommodations and the users that had used both types of accommodations equally are quite small (45 respondents had used predominantly shared accommodations, and 66 respondents had used both types of accommodations equally). Combining these two groups will provide better estimation results. Moreover, the aim of this research is to measure if the people that never use shared accommodations are different from the people that do use shared accommodations. Therefore, the people that sometimes use shared accommodations are taken together with the people that (almost) always use shared accommodations.

3.3.1 Factor analyses

A factor analysis is a useful method if there are a large number of variables since it decreases the number of variables used in the analysis by combining the variables that correlate and that together explain part of the variance of the dependent variable (Field, 2013; Vogt, 2014). Combining the variables in a smaller set, makes the data easier to interpret. For example, Guttentag et al (2017) mentioned that a factor analysis on motivations eases the interpretation of the data. Therefore, first of all, a factor analysis on the 29 accommodation choice motivations was conducted to identify underlying factors. Second, two factor analyses on 13 trip activities were conducted where the distinction was made between an urban trip and a non-urban trip. These factor analyses were done, because it is presumable that some of the activities on the list have a high correlation such as the indoor and outdoor culture and heritage activities, and thus jointly explain part of the variance of the dependent variable. Combining the activity variables was done with the same goal as the motivation factors, i.e. to make the analysis easier to interpret. Moreover, the last analysis in this research is a logistic regression analysis and one of the conditions of this analysis is that there is no multicollinearity (so no strong underlying relations) between the independent variables. The factor analyses prevent this multicollinearity from happening.

3.3.2 Descriptive statistics

The analysis also contains some descriptive statistics since part of the aim of this study is to provide an image on the importance of the various accommodation choice motives and trip activities for the two groups of users (users of shared accommodations versus regular accommodations). The descriptive statistics are suitable to first of all provide insights into the values that the users of the shared and regular accommodations attach to the various motivations and trip activities. Moreover, the descriptive statistics will include information on the standard choice of the users, and if this standard choice has changed or will change due to the corona pandemic. This is a relevant component since the impact of the corona crisis on the accommodation choices of tourists is still unknown.

3.3.3 Logistic regression analysis

Finally, the analysis consists of a multiple logistic regression to test the influence of the socio-demographic characteristics, the accommodation choice motives, and the trip activity on the type of

accommodation selected. The dependent variable is the selected type of accommodation consisting of the users of shared accommodations and the users of regular accommodations. The independent variables consist of the above discussed socio-demographic characteristics, accommodation choice motives, and trip activities (see sections 3.3.3, 3.3.4. and 3.3.5). The independent variables predict the chance of an individual to use one of the two types of accommodation. With the logistic regression, the question can be answered what factors significantly have an effect on the used accommodation, and thus how and if the users of the shared and regular accommodations really differ.

4. Results

4.1 Sample statistics

There were a total of 976 respondents, however, 268 of those respondents said they have not made a trip with at least one overnight stay in the past 24 months (see figure 4.1, pie chart on the left). Moreover, some of the respondents said they had never made a city trip and/or non-urban trip with at least one overnight stay: 110 respondents said they never made a city trip with one overnight stay and 106 respondents said they never made a non-urban trip with one overnight stay (including some overlap). In this analysis, only the respondents that have completed the entire survey are used, so only the respondents that have taken both an urban and a non-urban trip were used in the analyses. This criterion was made to ensure that possible differences in results in separate analyses did not stem from the loss of cases. After excluding all missing cases, the final sample consisted of 529 cases, of which 95 respondents (sometimes) used shared accommodations and 434 respondents used regular accommodations (see figure 4.1, pie chart on the right).

Figure 4.1 Percentage of respondents in the final sample

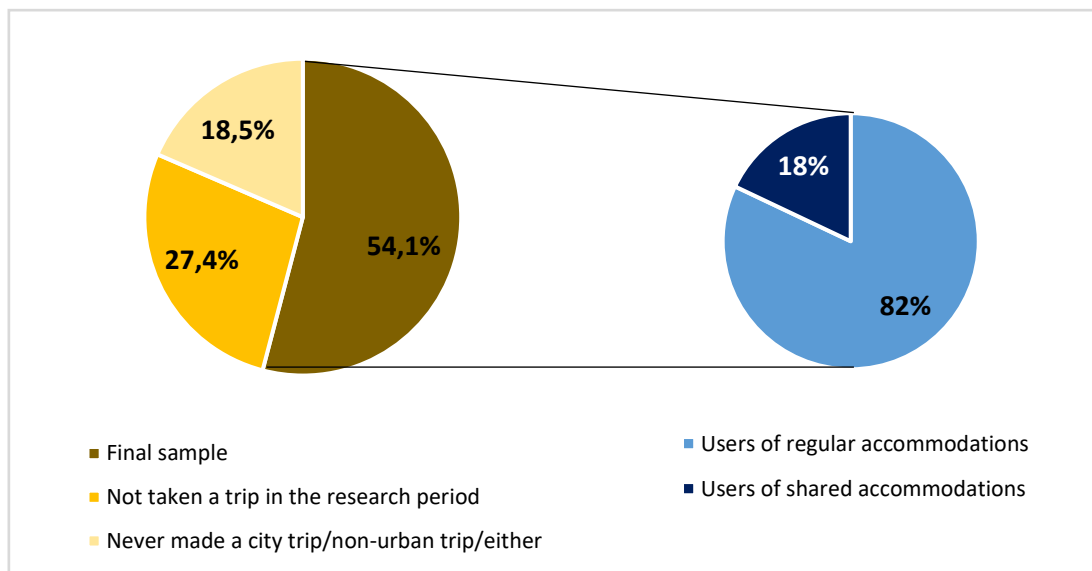


Table 4.1 shows the sample characteristics of those 529 cases split by type of accommodation used. The gender division of both the users of the shared and regular accommodations is rather balanced. Although, the users of the shared accommodations were more often female than male in comparison to the total sample. Moreover, the users of the shared accommodations were younger and higher educated in comparison to the total sample. Besides, the users of regular accommodations more often have a middle income, while the users of the shared accommodations fall more often in the outer categories (lower and higher income), especially for the lower income category. Although, for both groups, most respondents have a high income. Further, by far most of the respondents of both groups belong to a household without children, meaning single or with a partner. On the other hand, the users of regular accommodations more often have a household with children, meaning single or with a partner with children living at home, while the users of shared accommodations more often live with their parents or caregiver in comparison to the total sample. Finally, most of the respondents of both groups live in areas that have a very high or high urbanity degree, however, the users of shared accommodations more often live in an area with a very high urbanity degree while the users of regular accommodations more often live in an area with a low to no urbanity degree.

Table 4.1 Sample statistics of the total sample and per type of accommodation

Characteristics	Total sample		Shared accommodations		Regular accommodations	
	%	n	%	n	%	n
Gender						
Female	52.7	279	54.7	52	52.3	227
Male	47.3	250	45.3	43	47.7	207
Age						
18-34	24.8	131	36.8	35	22.1	96
35-49	18.3	97	17.9	17	18.4	80
50-64	35.2	186	33.7	32	35.5	154
65+	21.7	115	11.6	11	24.0	104
Education						
Low	15.5	82	10.5	10	16.6	72
Intermediate	36.1	191	36.8	35	35.9	156
High	48.4	256	52.6	50	47.5	206
Income						
Low	26.7	141	34.7	33	24.9	108
Middle	14.0	74	9.5	9	15.0	65
High	43.7	231	45.3	43	43.3	188
Unknown	15.7	83	10.5	10	16.8	73
Household						
Household without children	69.2	366	70.5	67	68.9	299
Household with children	23.8	126	16.8	16	25.3	110
Living with my parent(s)/ caregiver or different	7.0	37	12.6	12	5.8	25
Urbanity						
Very high	27.0	143	38.9	37	24.4	106
High	34.6	183	31.6	30	35.3	153
Moderate	11.9	63	11.6	11	12.0	52
Low	18.3	97	14.7	14	19.1	83
No	8.1	43	3.2	3	9.2	40

4.2 Factor analyses

There were three factor analyses performed to limit the amount of variables for the regression analysis and to prevent underlying correlations. First of all, a factor analysis was performed on the defined 29 accommodation choice motivations. Second, a factor analysis was performed on the importance of a range of 13 activities for an urban trip. Third, a factor analysis was performed on the importance of the same range of 13 activities for a non-urban trip.

4.2.1 Motivation factors

Upon initial examinations of the communalities matrix, none of the 29 motivations have been eliminated, because all correlations were higher than the threshold of 0.3. Moreover, some of the items did load on multiple components, however, after examination it was not necessary to eliminate

the factors because the defined components stayed the same with or without the factors. In addition, the factor values were far enough apart to be able to put the factor into one component. The 29 variables were appropriate for factor analysis; the Kaiser–Meyer–Olkin measure of sampling adequacy had a very high value of 0.852, and Bartlett’s test of sphericity was significant ($\chi^2(406) = 8359.435, p < 0.001$). The factor analysis put forward 8 components with an eigenvalue of at least 1.081. The eight components explain 64.9% of the variance. Table 4.2 shows the rotated component matrix.

The first component consist of motivations related to sustainability, not just environmental sustainability but sustainability concerning all the dimensions of the Triple Bottom Line. The motivation that the generated income goes to locals is part of economic sustainability, the motivations that the accommodation has an environmental friendly certificate, that it is a sustainable way of travelling and because the individual feels personally responsible for the impact of tourism on the destination are part of environmental sustainability, while the motivation to decrease the impact on the local culture/community is part of social sustainability. The second component is related to the experience that the accommodation can give, more specifically an experience that allows contact with the locals, that is in a non-touristic neighbourhood so it is local and authentic, and an experience that is unique, new and exciting. The third component relates to the benefits that are generally assigned to hotels. Hotels have to comply to fire and other safety rules. Moreover, hotels often have employees, so booking at a hotel means that you contribute to local employment. Besides, hotels often have touristic knowledge, so they can provide the guests with information and tips. The fourth component consists of the reputation, familiarity, pasts experiences, and the habits i.e. the standard choice in accommodation of the guests. Therefore, this component relates to the behaviour that the user is accustomed to exhibit and feels comfortable with. The fifth component consists of the quality of the service and the accommodation including the available facilities. This component relates most to the actual exterior of the accommodation, but also to the hospitality and quality of the staff. The sixth component consists of the ease of finding and booking an accommodation. If ease is an important motivation, this means that people do not want to spend much time searching for and booking an accommodation. The seventh component consists of the price, location and (home-like) ambience of the accommodation. The price and location are very practical factors, while a homely feel is more an experience that an individual seeks in an accommodation. This is therefore a surprising combination, however, it is common that the last components of the factor analysis are more a collection of the remaining variables. The last component consists of the recommendation and availability.

Table 4.2 Rotated component matrix

Motivations	1. Sustainability	2. Social and local experience	3. Hotel benefits	4. Reputation, familiarity and habits	5. Quality of service and accommodation	6. Ease	7. Price, location and homely feel	8. Recommendation and availability
Price							0.592	
Location							0.657	
Service quality					0.804			
Accommodation quality					0.826			
Facilities of accommodation					0.563			
Homely feel							0.565	
Fire safety			0.757					

Comparative safety			0.766					
24 hour security			0.759					
Contact with locals		0.596						
Contribute to local employment			0.560					
Information and tips from owner/employees			0.507					
Generated income to locals	0.556							
Authentic local experience		0.666						
Environmental friendly certificate	0.769							
Sustainable way of travelling	0.853							
Feeling personally responsible for impact of tourism on destination	0.857							
Situated in a non-touristic area		0.436						
Decrease the impact on the local culture/community	0.648							
Exciting and new experience		0.830						
A unique (non-standardized) experience		0.828						
Good reputation				0.449				
Recommended by people								0.749
Familiarity				0.806				
Had good experiences in the past				0.792				
Standard choice of accommodation				0.680				
Easy to find on the internet						0.739		
Easy to book						0.705		
No alternatives available								0.592

4.2.2 Activities in an urban trip

Upon initial examinations none of the activity variables in an urban trip have been eliminated, because the communalities matrix showed that all the variables had correlations that were above the threshold of 0.3. Additionally, the values of the factors that double loaded had a large difference of at least 0.114. Therefore, none of the 13 activity variables were excluded. The 13 variables were appropriate for factor analysis; the Kaiser–Meyer–Olkin measure of sampling adequacy had a mediocre value of 0.642, and Bartlett’s test of sphericity was significant ($\chi^2(78) = 1489.625, p < 0.001$). The factor analysis put forward 5 components with an eigenvalue of at least 1.030. The five components explain 64.5% of the variance. Table 4.3 shows the rotated component matrix.

The first component consist of the culture and heritage activities, e.g. visiting museums, galleries, churches, historic buildings, and squares. The second component is gastronomy consisting of the activities going out to dinner and having drinks at an outdoor café. The third component contains the social and creative activities such as going to events, festivals, or participate in workshops, however, the activity to go to the beach/sea is also correlated with the social and creative activities. The third component consists of the active activities, e.g. sport activities, walks and hikes, and bicycling through the area. The last component consists of sightseeing of the hotspots (generally known sights) and local places (less well-known, from the beaten track), and shopping.

Table 4.3 Rotated component matrix for an urban trip

Activities	1. Culture and heritage	2. Gastronomy	3. Social and creative activities + beach	4. Active	5. Sightseeing and shopping
Indoor culture and heritage	0.879				
Outdoor culture and heritage	0.849				
Beach/Sea			0.425		
Sports				0.594	
Walks				0.693	
Bicycling				0.809	
Hotspots					0.623
Local places					0.591
Dinner		0.887			
Drinks at an outdoor café		0.876			
Shopping					0.544
Social activities (events, festivals, nightclubs)			0.741		
Creative activities (e.g. workshops)			0.804		

4.2.3 Activities in a non-urban trip

Upon initial examinations the activity “shopping” was eliminated from the activities factor list of a non-urban trip, because it had correlation values in two components that were very close to each other (a difference of 0.035). All the other variables were kept in the factor analysis, because the communalities matrix showed that the correlation values were all higher than the threshold of 0.3, and the variables that double loaded had a large difference in the factor values (at least a difference of more than 0.080). The remaining 12 variables were appropriate for factor analysis; the Kaiser–Meyer–Olkin measure of sampling adequacy had a mediocre value of 0.601, and Bartlett’s test of sphericity was significant ($\chi^2(66) = 1509.622, p < 0.001$). The factor analysis put forward 4 components with an eigenvalue of at least 1.198. The four components explain 59.8% of the variance. Table 4.4 shows the rotated component matrix.

The first component consists of activities related to relaxing, namely visiting the beach/sea, going out for dinner and having drinks at an outdoor café. The second component consists of activities that relate to sightseeing, namely visiting hotspots (generally known sights), local places (less well-known sights, from the beaten track), and culture and heritage, both indoor places such as museums and churches and outdoor places such as squares and historical views. The third component consists of the active activities, namely sports, walks/hikes, and bicycling through the area. The fourth and last component consists of activities that include social and creative participation, such as events, festivals and workshops.

Table 4.4 Rotated component matrix for a non-urban trip

Activities	1. Relaxing	2. Sightseeing	3. Active	4. Social and creative participation
Indoor culture and heritage		0.855		
Outdoor culture and heritage		0.886		

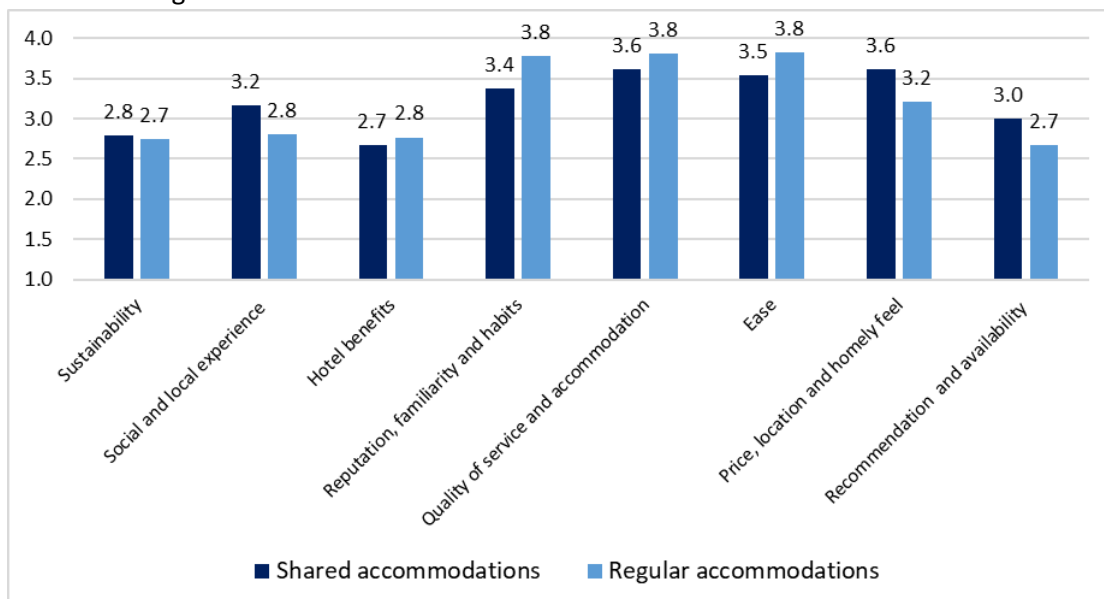
Beach/Sea	0.570			
Sports			0.668	
Walks			0.793	
Bicycling			0.691	
Hotspots		0.404		
Local places		0.441		
Dinner	0.814			
Drinks at an outdoor café	0.853			
Social activities (events, festivals, nightclubs)				0.804
Creative activities (e.g. workshops)				0.883

4.3 Descriptive statistics

In this section the most important descriptive statistics are discussed to provide an image on the importance of the various accommodation choice motives and trip activities in both an urban and a non-urban trip for the users of shared and regular accommodations.

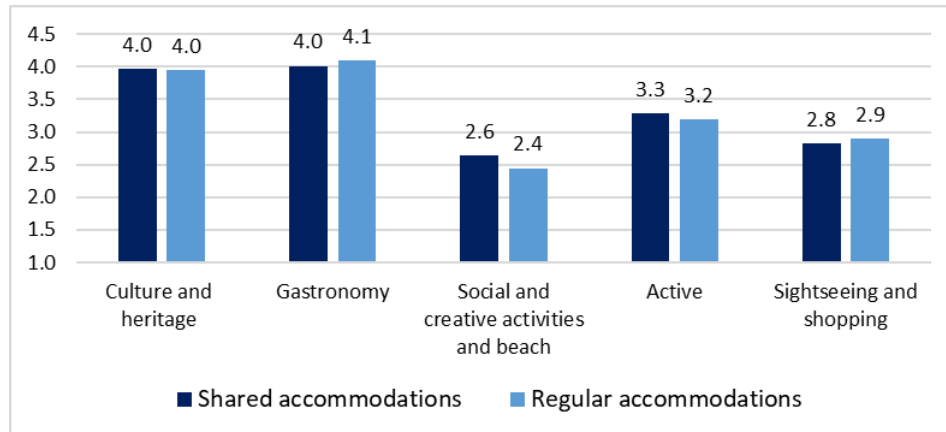
First of all, the mean scores of the accommodation choice motives of the users of shared and regular accommodations are examined (see figure 4.2). The scores are based on a 5 point Likert scale (1 = completely disagree and 5 = completely agree). The users of shared accommodations find the motivations to have a social and local experience (motivation 2), the price, location and homely feel (motivation 7), and the recommendation and availability (motivation 8) more important than the users of the regular accommodations. On the other hand, the users of regular accommodations find the motivations reputation, familiarity and habits (motivation 4), quality of service and accommodation (motivation 5), and the ease of finding and booking the accommodation (motivation 6) more important than the users of shared accommodations. The motivations sustainability (motivation 1) and hotel benefits (motivation 3) are found almost equally important (a difference of 0.1) by the users of shared and regular accommodations. Overall, the most important motivations were the reputation, familiarity and habits, the quality of the service and accommodation, the ease, and the price, location, and homely feel.

Figure 4.2 Mean score on the importance of the accommodation choice motives for the users of shared and regular accommodations



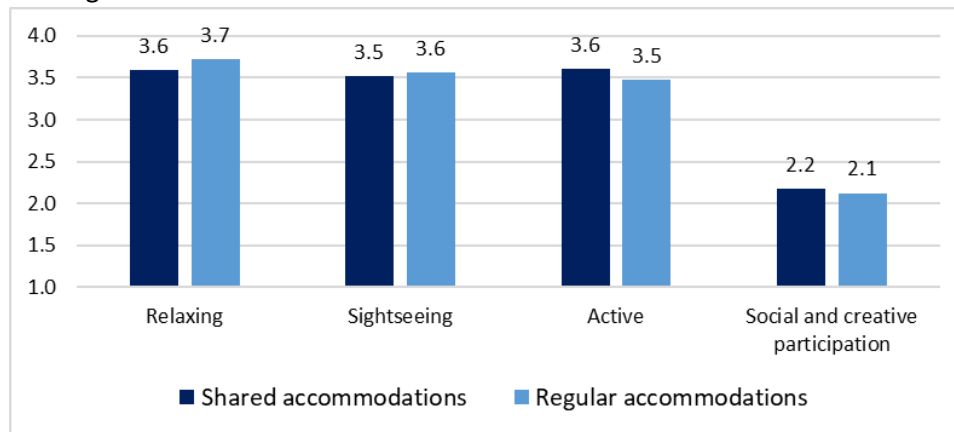
Next, the mean score on the importance of the activities in an urban trip are examined. Again, the scores are based on a 5 point Likert scale (1 = Very unimportant and 5 = Very important). Figure 4.3 shows that the activities are valued almost the same by the users of the shared and regular accommodations. Culture and heritage is valued 4.0 by both groups. Gastronomy, active, and sightseeing and shopping only have a difference of 0.1. The category social and creative activities and the beach has the largest difference of 0.2 (2.6 for the users of shared accommodations and 2.4 for the users of regular accommodations), although this is also a minimal difference. Overall, the activities culture and heritage and gastronomy were most important in an urban trip for both groups.

Figure 4.3 Mean score on the importance of the activities in an urban trip for the users of shared and regular accommodations



Furthermore, the mean scores on the importance of the activities in a non-urban trip are examined (1 = Very unimportant and 5 = Very important). Figure 4.4 shows similar results as the activities in an urban trip (figure 4.3). All four activity categories only have a difference of 0.1 in the scores. This means that there is not really a difference in the importance of activities between the groups of users of shared and regular accommodations. Moreover, the activities relaxing (which includes gastronomy and the beach), sightseeing, and active were valued most important in a non-urban trip, while the activity social and creative participation is valued as fairly unimportant. This is in line with the importance of activities in an urban trip, although each activity is valued slightly lower in a non-urban trip than in an urban trip. Although, the category sightseeing containing the culture and heritage activities, visiting the hotspots, and the local places is valued higher in a non-urban trip than in an urban trip. Note that in the non-urban trip, this category does include the activity culture and heritage which is valued relatively high in an urban trip, but after further examination it was found that the culture and heritage activities are valued lower in a non-urban trip than in an urban trip, while the sightseeing activities (visiting hotspots and/or local sights) are valued higher in a non-urban trip than in an urban trip. Moreover, the activity shopping was excluded from this category, however, the mean score of sightseeing without shopping in an urban trip stays the same. This indicates that this score is not affected by the change in activity categories, so the sightseeing activities really are valued higher in a non-urban trip than in an urban trip. This means that tourists are more interested in the hotspots and local sights of rural destinations than the hotspots and local sights of cities.

Figure 4.4 Mean score on the importance of the activities in a non-urban trip for the users of shared and regular accommodations



4.4 Logistic regression analysis

In this section, the results of the logistic regression analysis are presented. The type of accommodation used is the dependent variable, whereas the shared accommodations are the reference category in contrast to the regular accommodations. Model 1a shows the binary logistic regression results in which only the effect of the socio-demographic characteristics is tested to see how individual characteristics matter for the probability of using a shared or regular accommodation. Model 1b includes the motivation factors to test if and what motivations influence this probability too, and assess if the socio-demographic characteristics remain significant. Model 1c is the complete binary logistic regression with the socio-demographic characteristics, the accommodation choice motives and the trip activities of urban and non-urban trips. Table 4.5 shows the results of all three models.

As model 1a shows, only the age of an individual and living in a non-urbanized residential area have a significant effect on the chance that someone uses a shared accommodation. The rest of the socio-demographic characteristics do not have a significant effect on the type of accommodation selected. The results show that older people have a higher chance to use a regular accommodation, and vice versa younger people have a higher chance to use a shared accommodation. Moreover, people living in non-urbanized areas have a higher chance to use a regular accommodation than people living in very highly urbanized areas. Hypothesis 1 *“The socio-demographic characteristics have a significant effect on the type of accommodation selected”* is therefore partly supported. The socio-demographic characteristics gender, educational attainment, income, and household composition do not have a significant effect on the type of accommodation selected. Moreover, only the category non-urbanized has a significant effect on the type of accommodation selected, while the other categories do not significantly predict the type of accommodation selected. Finally, the socio-demographic characteristic age does have a significant effect on the type of accommodation selected. On top of that, model 1a only explains 8.6% of the variance, indicating that the socio-demographic characteristics are not a solid predictor of the selected type of accommodation.

Model 1b shows that after including the motivations the explained variance has considerably increased to 39.5%, indicating that the accommodation choice motivations are an important predictor for the selected type of accommodation. Moreover, the model shows that the same two socio-demographic characteristics, age and non-urbanized residential areas, still have a significant effect on the type of accommodation selected after including the motivation factors. In addition, model 1b shows that five of the eight motivation factors have a significant effect on the type of accommodation selected. The people that value a social and local experience (motivation 2), the price, location and a home-like ambience (motivation 7), and the recommendation and availability (motivation 8) higher have a higher chance to use a shared accommodation. On the other hand, the people that find the

reputation, familiarity and habits (motivation 4), and the ease of finding and booking an accommodation (motivation 6) more important have a higher chance to use a regular accommodation. Finally, the sustainability (motivation 1), hotel benefits (motivation 3), and quality of service and accommodation (motivation 5) motivations do not have a significant effect on the type of accommodation selected. Since most of the tested motivations, both practical and experiential, have a significant effect on the type of accommodation selected, both hypothesis 2a *“The practical accommodation choice motives have a significant effect on the type of accommodation selected”* and hypothesis 2b *“The experience-seeking accommodation choice motives have a significant effect on the type of accommodation selected”* are supported.

Model 1c shows that after including the activities in the regression model, the same socio-demographic characteristics and motivation factors have a significant effect on the type of accommodation selected. Moreover, model 1c shows that most of the activities in both an urban trip and a non-urban trip have no significant effect on the type of accommodation selected. Only the social and creative activities have a significant effect on the chance that someone uses a shared accommodation. However, the people that find the social and creative activities (and the beach) more important in an urban-trip have a higher chance to use a shared accommodation, while the people that find the social and creative activities more important in a non-urban trip have a higher chance to use a regular accommodation. Surprisingly, this factor works the other way around, which is difficult to explain. Note that the effect of the social and creative activities do have a lower significance in a non-urban trip than the effect in an urban trip, moreover it even decreased to a minimal significance. Since most (except one) of the activities do not have a significant effect on the type of accommodation selected in both an urban and a non-urban trip, both hypothesis 3a *“The activities in an urban trip have a significant effect on the type of accommodation selected”* and hypothesis 3b *“The activities in a non-urban trip have a significant effect on the type of accommodation selected”* are rejected. This means that the interest for certain activities is not a predictive factor of the selected type of accommodation. This result is affirmed by the Nagelkerke R Square since the explained variance of the model has only increased from 39.5% in model 1b to 41.8% in model 1c.

Table 4.5 Estimation results: explaining the effects of socio-demographic characteristics, accommodation choice motives and trip activity on the type of accommodation selected

	Model 1a		Model 1b		Model 1c		
	β	SE	β	SE	β	SE	Wald
Effects of the socio-demographic characteristics							
Gender (ref: male)	-0.153	0.238	-0.074	0.280	-0.044	0.290	0.023
Age	0.020**	0.009	0.024**	0.011	0.024**	0.011	4.886
Education (ref: low)							1.238
<i>Intermediate</i>	-0.346	0.410	0.050	0.460	0.159	0.475	0.113
<i>High</i>	-0.114	0.422	0.282	0.475	0.483	0.514	0.885
Income (ref: middle income)							3.818
<i>Low</i>	-0.595	0.421	-0.320	0.494	-0.193	0.509	0.144
<i>High</i>	-0.456	0.409	-0.470	0.484	-0.547	0.495	1.226
<i>Unknown</i>	0.068	0.510	0.211	0.606	0.312	0.619	0.254
Household (ref: household without children)							0.699

<i>Household with children</i>	0.420	0.315	0.306	0.359	0.267	0.367	0.530
<i>Parent(s)/caregiver or different</i>	-0.102	0.437	0.023	0.519	-0.127	0.554	0.052
Urbanity (ref: very highly urbanized)							5.003
<i>Highly urbanized</i>	0.359	0.292	0.361	0.341	0.362	0.349	1.077
<i>Moderately urbanized</i>	0.136	0.408	0.265	0.473	0.311	0.488	0.407
<i>Little urbanized</i>	0.459	0.373	0.462	0.448	0.514	0.461	1.241
<i>Non urbanized</i>	1.183*	0.647	1.547**	0.707	1.512**	0.712	4.509
Effects of the accommodation choice motives							
Sustainability			0.393	0.286	0.305	0.300	1.034
Social and local experience			-0.758***	0.242	-0.742***	0.250	8.826
Hotel benefits (safety, contribution to employment and tips)			0.268	0.296	0.317	0.314	1.025
Reputation, familiarity and habits			1.308***	0.285	1.359***	0.299	20.605
Quality of service and accommodation			0.233	0.231	0.184	0.247	0.555
Ease			0.454**	0.217	0.409*	0.227	3.236
Price, location and homely feel			-1.445***	0.288	-1.532***	0.301	25.827
Recommendation and availability			-0.990***	0.219	-1.002***	0.227	19.489
Effects of the trip activities							
Activities in an urban trip							
Culture and heritage					-0.293	0.245	1.434
Gastronomy					-0.048	0.278	0.029
Social and creative activities and beach					-0.771**	0.318	5.890
Active: sports, walks and bicycling					0.102	0.310	0.107
Sightseeing (hotspots, local places) and shopping					0.060	0.319	0.035
Activities in a non-urban trip							
Relaxing					0.392	0.296	1.756
Sightseeing					0.300	0.278	1.168
Active					0.176	0.274	0.411
Social and creative participation					0.412*	0.245	2.827
Constant	0.813	0.726	1.140	1.509	0.362	1.912	0.036
Number of observations	529		529		529		
-2 Log Likelihood	469.688		352.343		342.264		

Nagelkerke R Square	0.086	0.395	0.418
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* p < 0.1, ** p < 0.05, *** p < 0.01

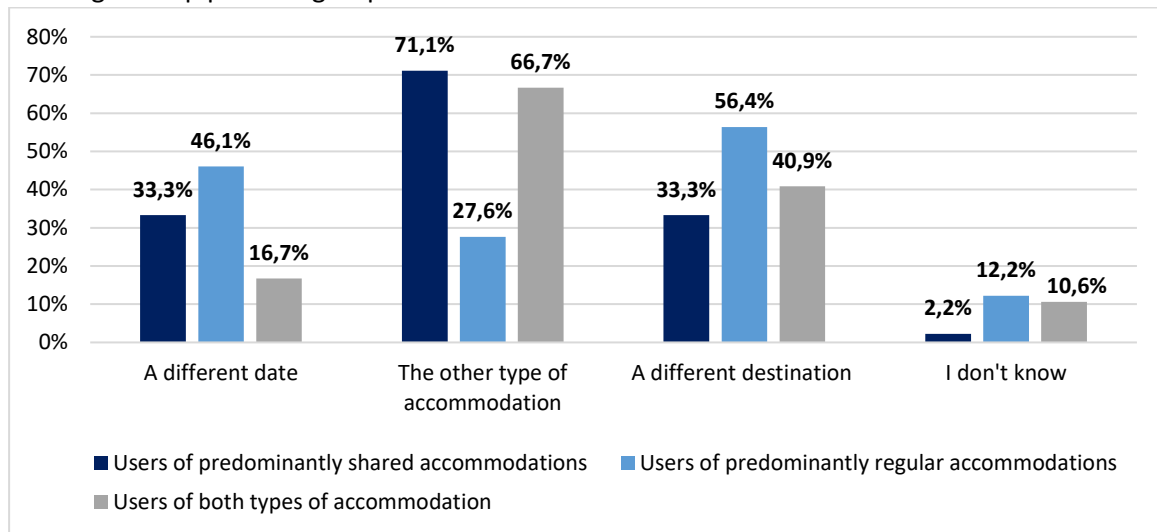
4.5 Shared accommodations as a substitution for regular accommodations

Besides measuring the influence of the profile, motivations, and trip activities on the selected type of accommodation, this research also has the aim to examine if the shared accommodations are used as a substitute for regular accommodations. The respondents have answered which of the alternatives they would select if the (planned) type of accommodation is unavailable while booking a trip consisting of a different date, the other type of accommodation, a different destination and I don't know.

In this section, the three groups of users are used consisting of users of predominantly shared accommodations, users of predominantly regular accommodations, and users of both types of accommodation, instead of the two groups of users (users of shared and regular accommodations), because it is interesting to compare the selected alternatives of the users of predominantly shared accommodations and of the people that sometimes use shared accommodations but also sometimes use regular accommodations. The users of predominantly shared accommodations have answered the question: Please select which option you prefer if no shared accommodation is available while booking your trip. The users of predominantly regular accommodations have answered the question: Please select which option you prefer if no regular accommodation is available while booking your trip. Lastly, the users of both types of accommodation have answered the question: If you had a particular type of accommodation (shared accommodation or regular accommodation) in mind, but this type of accommodation is not available while booking your trip, which of the options would you choose? Note that multiple answers were possible, so the results show the percentage of people that would consider the alternative as a viable option.

Figure 4.5 shows that the users of predominantly shared accommodations and the users of both types of accommodation have answered quite similar, indicating that these two groups can indeed be taken together. Most of the respondents that had used predominantly shared accommodations or both accommodations answered that if the accommodation is unavailable, they would book the other type of accommodation, while the options a different date or a different destination were less popular. On the other hand, only 27.6% of the users of predominantly regular accommodations would book a shared accommodation if there is no regular accommodation available, while around 50% of those users would consider a different date or destination. These results show that the shared accommodations are used as a substitution for regular accommodations since approximately 70% of the shared accommodation user (both predominant users and irregular users) would book a regular accommodation if no shared accommodation is available. Hypothesis 4 "*The shared accommodations are used as a substitute for regular accommodations*" is therefore supported.

Figure 4.5 The selected alternatives if the (planned) type of accommodation is unavailable while booking the trip per user group



4.6 The impact of the corona pandemic on accommodation choices

Lastly, the influence of the corona pandemic on the standard choice of accommodations is examined. Again in this section, the three groups of users are used consisting of users of shared accommodations, users of regular accommodations, and users of both types of accommodation, instead of the two groups of users (users of shared and regular accommodations), because it is interesting to include the perceived standard choice of the users of both types of accommodation.

Table 4.6 shows the standard choice of accommodation of the three groups. The users of the shared accommodations mainly answer that they have no standard choice (46.7%) or say that their standard choice is the shared accommodation (44.4%). However, 8.9% of the users of the shared accommodations say that their standard choice is the regular accommodations, even though they had used predominantly shared accommodations in the past 24 months. Second, most of the users of the regular accommodations (82.2%) answer that their standard choice is the regular accommodation, while only 16.8% says that they do not have a standard choice. Besides, 1.0% of the users of the regular accommodations say that their standard choice is the shared accommodation, while they had used predominantly regular accommodations in the past 24 months. Third, most the users of both types of accommodations (60.6%) answer that they do not have a standard choice, which corresponds with the fact that they use both types of accommodations equally. Moreover, 18.2% says that the shared accommodation is their standard choice, and 21.2% says that the regular accommodations is their standard choice.

Table 4.6 The standard choice of accommodation of the users of the shared accommodations, the users of the regular accommodations, and the users of both types of accommodation

	Users of predominantly shared accommodations		Users of predominantly regular accommodations		Users of both types of accommodations equally	
	n	%	n	%	n	%
Shared accommodations	20	44.4	6	1.0	12	18.2
Regular accommodations	4	8.9	491	82.2	14	21.2
No standard choice	21	46.7	100	16.8	40	60.6

Table 4.7 shows if the standard choice of the accommodation has changed over the last five years, and if the corona pandemic has changed or will change the standard choice in the future. Most of the users of all three groups have answered that their standard choice did not change over the last five years. Only 15.2% of the users of regular accommodations said their standard choice had changed, while 44.4% of the users of the shared accommodations and 34.8% of the users of both types of accommodation said their standard choice had changed. This could be explained by the fact that shared accommodations are a relatively new invention.

Second, table 4.7 shows that only a small group of people answered that the corona pandemic has changed their standard choice. 26.7% of the users of the shared accommodations answered that the corona pandemic changed their standard choice, 12.7% of the users of the regular accommodations said that the corona pandemic changed their standard choice, and only 3.0% of the users of both types of accommodations said that the corona pandemic changed their standard choice. Therefore, hypothesis 5a *“The corona pandemic has changed the accommodation choice of the users of shared and regular accommodations”* is rejected.

Finally, table 4.7 shows that even a smaller group of people answered that the corona pandemic will (probably) influence their accommodation choices in the future. Only 17.7% of the users of the shared accommodations answered that the corona pandemic will change their accommodation choices in the future, 9.8% of the users of the regular accommodations answered that the corona pandemic will change their accommodation choices in the future, and none of the users of both types of accommodations said that the corona pandemic will change their future accommodation choices. Hence, hypothesis 5b *“The corona pandemic will change future accommodation choices of the users of shared and regular accommodations”* is also rejected.

Table 4.7 Has the standard choice of accommodation changed?

	Users of predominantly shared accommodations		Users of predominantly regular accommodations		Users of both types of accommodations equally	
	n	%	n	%	n	%
Has your standard choice changed over the last five years?						
Yes	20	44.4	91	15.2	23	34.8
No	25	55.6	506	84.8	43	65.2
Has the corona pandemic changed your standard choice?						
Certainly not	10	22.2	203	34.0	21	31.8
Not	11	24.4	256	42.9	34	51.5
Neutral	12	26.7	62	10.4	9	13.6
Yes	9	20.0	48	8.0	2	3.0
Certainly yes	3	6.7	28	4.7	0	0.0
Do you think that the corona pandemic will influence your accommodation choices in the future?						
Certainly not	9	20.0	192	32.2	22	33.3
Not	13	28.9	262	43.9	30	45.5
Neutral	15	33.3	84	14.1	14	21.2
Yes	6	13.3	51	8.5	0	0.0
Certainly yes	2	4.4	8	1.3	0	0.0

5. Discussion

This study has provided valuable insights regarding the demand side of the tourist industry. The answer on the main research question *“To what extent do the socio-demographic characteristics, accommodation choice motives, trip activities and substitution tell us about the evolution of the accommodation sector, and how does the corona pandemic influence the transformation of the lodging industry?”* will indicate the current state of the sharing economy in the accommodation sector by examining if the users of shared accommodations are an alternative group of tourists in comparison to the users of regular accommodations or if the growth of the sharing economy has resulted in a (somewhat) identical consumer. Both the descriptive statistics and the logistic regression analysis have shown that the users of shared and regular accommodations are very similar to each other, but still search for different aspects in a trip.

First of all, this research examined the profiles of the users of shared and regular accommodations. The sample statistics showed that there were some differences in the socio-demographic characteristics of the two groups of users. Similar to the research of Mody et al. (2017) and Poon & Huang (2017) the gender division was rather balanced, although the users of the shared accommodations are slightly more often female than male. Moreover, in line with the research of Mody et al. (2017), the users of shared accommodations were generally younger than the users of regular accommodations, and vice versa. On the other hand, unlike the research of Mody et al. (2017) and Guttentag et al. (2018) who found that more than 90% of the users of both types of accommodation have at least a university, college or graduate degree, this research showed that the users of shared accommodations were slightly higher educated. However, this might be explained by the fact that the Dutch education system has a different and more elaborate distribution of low, intermediate and high educational attainment. For example, the Dutch MBO levels that are classified as low for MBO1 and intermediate for MBO2,3,4 can be compared to career schools/vocational degrees in the United States that are classified as college degrees in these studies. Additionally, Mody et al. (2017) found that the users of shared accommodations generally had a higher income than the users of regular accommodations. This is partly in line with this research since the users of shared accommodations did have a slightly larger share in the high income class than the average of the total sample and the users of regular accommodations, however, the difference in the share of the high income class between the users of shared and regular accommodations was much smaller than the difference in the low income class. The users of shared accommodations had a much larger share (34.7%) in the low income class than the average of the total sample (26.7%) and thus the users of regular accommodations (24.9%). Therefore, it should also be said that the users of shared accommodations generally have a lower income than the users of regular accommodations. In short, the users of regular accommodations more often have an average income against the generally high and low ranging incomes of the users of shared accommodations. Further, although most people of both groups belong to a household without children, the users of regular accommodations more often belong to a household with children living at home while the users of shared accommodations more often lived with their parent(s) or caregiver in comparison to the average of the total sample. This finding might be linked to the fact that the users of shared accommodations are generally younger while the users of regular accommodations are generally older which might explain why the users of shared accommodations more often still live with their parent(s) or caregiver while the users of regular accommodations more often have a household with children. Finally, although most people in both groups live in areas that have a very high or high urbanity degree, the users of shared accommodations more often live in areas with a very high urbanity degree while the users of regular accommodations more often live in areas with a low to no urbanity degree.

Apparent from these sample statistics are the differences in the socio-demographic characteristics, however, the logistic regression analysis showed that most of these socio-demographic characteristics do not significantly predict the selected type of accommodation. Only the age and living in a non-urbanized residential area in comparison to a very high urbanized residential area have a significant effect on the chance that someone uses a shared or regular accommodation. Therefore, hypothesis 1 *“The socio-demographic characteristics have a significant effect on the type of accommodation selected”* was only partly supported. Despite the observed differences in the profile of the users, the socio-demographic characteristics only have a limited distinguishing effect for the type of accommodation used. This is also emphasized by the small explained variance of 8.6% of model 1a which only includes the socio-demographic characteristics.

Second, the accommodation choice motives of the users of shared and regular accommodations were examined. Following the research of Guttentag et al. (2018), the motives consisted of both practical and experience-seeking motives. A factor analysis identified 8 underlying motivation constructs consisting of sustainability; social and local experience; hotel benefits; reputation, familiarity and habits; quality of service and accommodation; ease; price, location and homely feel; and recommendation and availability.

In line with the comparison of the studies of Varma et al. (2016), Guttentag & Smith (2017) and Tussyadiah & Zach (2017), the descriptive statistics showed that the importance of the different motives were quite similar for both groups. The motives reputation, familiarity and habits; quality of service and accommodation; ease; and price, location and homely feel were the most important accommodation choice motives for both the users of shared and regular accommodations. However, the scores of the various motivation constructs were slightly different. The motivations social and local experience; price, location and homely feel; and recommendation and availability were valued higher by the users of shared accommodations, while the motivations reputation, familiarity and habits; quality of service and accommodation; and ease were valued higher by the users of regular accommodations. On the other hand, the motivations sustainability and hotel benefits were valued almost equally unimportant by both groups. Consistent with the findings of Böcker & Meelen (2017), De Canio et al. (2020) and Tussyadiah (2016), sustainability is not a driving factor for selecting an accommodation. On the other hand, the unimportance of the hotel benefits which contains three safety motivations among the contribution to employment and the possibility to receive tips, is a more surprising finding. Varma et al (2016) and Guttentag & Smith (2017) indicated that security is an important factor for at least hotel users. Moreover, Guttentag et al. (2018) found that the interaction with the host (in case of Airbnb), which includes receiving local tips, was a fairly neutral to a rather important factor for staying at a shared accommodation.

Although the descriptive statistics only showed a modest difference in the importance of the different motives, the logistic regression indicated that the accommodation-choice motives are an important factor for predicting the selected type of accommodation. The first indication is the Nagelkerke R Square since the explained variance increased from 8.6% in model 1a, which only included the socio-demographic statistics, to 39.5% in model 1b which also included the motives. Moreover, five of the eight motivation constructs have a significant effect on the type of accommodation selected.

Firstly, the people that value a social and local experience higher have a higher chance to use a shared accommodation. Although the literature has not compared this motive construct between the users of shared and regular accommodations, this is an expected outcome since the social and local experience is part of the sharing economy philosophy. Second, the people that value the price, location and a homely feel higher also have a higher chance to use a shared accommodation. Consistent with the research of Varma et al. (2016), location was valued as a more important factor by

Airbnb users than non-users. Moreover, although the literature has not compared the motive to have a homely feel between the two user groups, this finding is as expected since a homely feel applies more to a shared accommodation than a regular accommodation. On the other hand, Varma et al. (2016) found that Airbnb users and non-users find the factor price equally important. Third, the people that value the recommendation and availability higher have a higher chance to use a shared accommodation. Contrarily, Varma et al. (2016) found that the recommendation is equally important for both user groups. Moreover, the literature has not yet examined the availability as a motive to book a certain type of accommodation, however, this finding makes sense when looking at the substitution statistics. The users of shared accommodation would often book the other type of accommodation if the preferred accommodation is unavailable, while much less users of regular accommodations consider this as a reasonable option.

On the other hand, the people that value reputation, familiarity and habits higher have a higher chance to use a regular accommodation. Although Varma et al. (2016) found that recommendation is equally important for both user groups, Guttentag & Smith (2017) did also indicate that reputation is an important factor for hotel users. The motives familiarity and habits have to the author's knowledge not been examined and compared between the users of shared and regular accommodations in the existing literature. Lastly, the people that value the ease of finding and booking an accommodation higher also have a higher chance to use a regular accommodation. This finding is consistent with Varma et al. (2016), who found that the availability of the facilities on the web was more important for the users of regular accommodations than for the users of shared accommodations.

Finally, similar to the descriptive statistics, the sustainability and hotel benefits do not have a significant effect on the type of accommodations selected, however, the logistic regression analysis also showed that the quality of service and accommodation is insignificant. Since the descriptive statistics showed that the difference in the mean scores of these three motivation constructs is only 0.1 and 0.2 for the two user groups, it seems that these motivations are equally (un)important for the users of shared and regular accommodations, and therefore do not have a significant effect on the chance that someone uses a shared or regular accommodation.

However, since most of the motivation constructs of both the practical and the experiential motives had a significant effect, both hypothesis 2a *"The practical accommodation choice motives have a significant effect on the type of accommodation selected"* and hypothesis 2b *"The experience-seeking accommodation choice motives have a significant effect on the type of accommodation selected"* are supported. This means that both the practical and experiential motives are an important factor for explaining and predicting the selected type of accommodation.

In conclusion, these findings indicate that the users of shared accommodations are more focused on the experiential attributes of an accommodation than the users of regular accommodations, although various practical attributes such as price, location and availability are also very important to the participants of the sharing economy. On the other hand, the users of regular accommodations are more focused on past behaviour since familiarity, habits and reputation are important factors, and this group of users do not want to have a hard time finding and booking an accommodation.

Third, this research examined the interests in various trip activities of the users of shared and regular accommodations in both an urban and a non-urban trip. This is a relevant addition since this also includes the behaviour during the trip, and will contribute to the understanding if the users of shared accommodations are a different kind of tourist than the users of regular accommodations (Volgger et al., 2018). Moreover, the distinction was made between an urban and non-urban trip, because it is plausible that different activities are important in both types of trip.

The descriptive statistics showed that the activities were valued almost equal by the users of shared and regular accommodations both in an urban and in a non-urban trip. The activities culture and heritage and gastronomy had the highest scores in an urban trip, while the social and creative activities including the beach were valued as fairly unimportant by both user groups. The active activities (sports, walks and bicycling), and sightseeing (visiting hotspots and/or local sights) and shopping were valued rather neutral in the urban trip. Moreover, the activities relaxing (gastronomy and the beach) and sightseeing (culture and heritage, visiting hotspots and local sights) were also valued highest in a non-urban trip, however, this time the active activities were valued highest along with these two categories. Besides, the social and creative activities were valued even more unimportant in a non-urban trip. Due to these slight differences, it is relevant to take the urban and non-urban trip into account separately, although the differences are limited.

In addition, the almost non-existent differences in the descriptive statistics have most likely led to the finding that the accommodation-choice motives are not an adequate factor for predicting the selected type of accommodation which is indicated by the logistic regression analysis. This is supported by the Nagelkerke R Square since the explained variance only increased from 39.5% in model 1b, which included the socio-demographic statistics and accommodation choice motives, to 41.8% in model 1c which also included the various trip activities of an urban and non-urban trip. Moreover, all variables with the exception of the social and creative activities, do not significantly predict the selected type of accommodation. Besides, it is surprising that the people who value the social and creative activities in an urban trip higher, have a higher chance to use a shared accommodation, while the people who value the social and creative activities higher in a non-urban trip, have a higher chance to use a regular accommodation. This is a difficult finding to explain. Since most of the trip activities do not have a significant effect in both an urban and a non-urban trip, both hypothesis 3a *“The activities in an urban trip have a significant effect on the type of accommodation selected”* and hypothesis 3b *“The activities in a non-urban trip have a significant effect on the type of accommodation selected”* are rejected. This means that the interest for certain activities is not a predictive factor of the selected type of accommodation.

Consequently, this research is in conformity with the research of Volgger et al. (2018), who stated that the imposed different experiences and behaviour (i.e. the trip activity) of the users of shared accommodations in comparison to the users of regular accommodations should not be exaggerated, and that the users of shared accommodations cannot be considered as an alternative tourist group in comparison to the mainstream in regards to behaviour.

So, the logistic regression analyses have shown that the users of shared accommodations are actually very similar to the users of regular accommodations in terms of socio-demographic characteristics and the interests in various trip activities. The exceptions are the age and the urbanity of the residential area (very high versus no urbanity) in terms of the socio-demographic characteristics, and the social and creative activities regarding the trip activities in both an urban and a non-urban trip. On the other hand, the accommodation choice motives did explain a large part of the variance in the model, and thus are an important factor for predicting the selected type of accommodation. This indicates that the users of the shared accommodations have similar characteristics and act very similar during the trip in comparison to the mainstream tourist (i.e. the users of the regular accommodations), but still search for different aspects in an accommodation. This might suggest that despite the similarities in the profile and the behaviour, the shared accommodations are still complementary.

On the other hand, consistent with the research of Guttentag & Smith (2017), the results indicated that a large share (around 70%) of the users of shared accommodations (both of the predominant and irregular users) would book a regular accommodation if the shared accommodation is unavailable which suggests that the shared accommodations are used as a substitution for regular

accommodations. The alternatives to choose a different date or a different destination were far less popular among the users of shared accommodations, while the users of regular accommodations found these options the best alternatives. Only 27.6% of the users of regular accommodations would consider booking the other type of accommodation. Therefore, hypothesis 4 *“The shared accommodations are used as a substitute for regular accommodations”* was supported. However, this research has only examined the substitution of accommodations very briefly. To come to a reliable and more definite conclusion, the substitution of regular accommodations with shared accommodations should be examined further.

Since the findings on the different aspects vary, the answer of the first part of the main research question *“To what extent do the socio-demographic characteristics, accommodation choice motives, trip activities and substitution tell us about the evolution of the accommodation sector, (...)?”* is rather complicated. The socio-demographic characteristics, trip activities and substitution suggest that the sharing economy has matured and has blended in with the mainstream. This is in compliance with the theory of disruptive innovation that indicates that initially the product attracts a certain type or even a new type of customer, but after growing it attracts more and more customers from the mainstream market (Guttentag, 2015). So, the shared accommodations and its users including Airbnb might have started as an alternative community as described by Volgger et al. (2018) as tourists overly interested in local and indigenous culture, authenticity, and tourists that avoid traditional tourism hotspots, but now as the innovation has matured and grown the mainstream swarm has entered the sharing economy market who non-stop rent out their property to tourists for profit-making purposes. This transition to the mainstream market has made the users of shared accommodations similar to the users of regular accommodations, although there could still be exceptions that act as the alternative tourist. On the other hand, the difference in the accommodation-choice motives suggest that the shared accommodations are complementary to the traditional supply. Further research should be conducted to examine this relation.

Lastly, the final part of the main research question *“(…), and how does the corona pandemic influence the transformation of the lodging industry?”* is answered. Although Zenker & Kock (2020) suggested that the corona pandemic could change the way tourists travel, and while Pappas & Glyptou (2021) revealed that the inhabitants of multiple countries were more comfortable with short-term home rentals than hotel or resort stays due to the pandemic, the results showed that the corona pandemic did not change the standard choice of accommodations of most of the respondents. Therefore, hypothesis 5a *“The corona pandemic has changed the accommodation choice of the users of shared and regular accommodations”* was rejected. Moreover, Zenker & Kock (2020) suggested that the corona pandemic could result in a paradigm shift which would result in long term changes in the tourism industry. However, the results showed that even less of the respondents thought that the corona pandemic would change future accommodation choices. Hence, hypothesis 5b *“The corona pandemic will change future accommodation choices of the users of shared and regular accommodations”* was also rejected. In conclusion, the corona pandemic does not influence the transformation of the lodging industry.

6. Conclusion

This research has examined the similarities and differences of the users of shared and regular accommodations. The results showed that the users of shared and regular accommodations are not very different regarding the profile and the trip behaviour (i.e. interest in activities). Therefore, it cannot be concluded that the tourists that use one type of accommodation are better for a destination than the tourists that use the other type of accommodation. Tourism policy and planning should therefore not focus on accommodation type when it comes to attracting a certain type of person. Rather, destinations should focus on marketing the desired outcomes such as marketing certain activities such as bicycling or museums in the city or area.

6.1 Limitations of the study

This study has several limitations, beginning with the sample. The quantitative method allowed for generalization of the results which is an important aspect for concluding if the users of shared accommodations were really different from the users of regular accommodations. Therefore, this approach has led to interesting results. However, the sample did not have a statistical representative age distribution, and when a sample is not representative, the generalizability of the data can be questioned. Although, for example Guttentag et al. (2018) assessed the general representativeness of the sample by comparing various sample characteristics to the national population. Following this approach, the sample does look quite similar to the national population, but it has to be kept in mind that it is not statistically representative and should therefore be treated more carefully.

Furthermore, the questionnaire might have been too long since respondents did answer they had taken a trip in the past 24 months, but at the end of the questionnaire they answered that they had never made either a city trip or a non-urban trip. This has resulted in the loss of numerous cases since only the completed questionnaires were included in the analyses. Moreover, this highlights a drawback of the quantitative method, the results are dependent on the quality of the responses.

Additionally, the categories shared accommodations and regular accommodations are very broad. A distinction between the many different types of accommodation within these two categories might bring forward different results. For example, a hotel is a very different accommodation than a campsite but both are part of the regular accommodations. It is plausible that the users of hotels have a different profile, different motives, and different interest in activities than the users of campsites. However, the aim of this research was to distinguish between the users of shared and regular accommodations, and this approach has achieved that goal.

Further, this research was conducted among Dutch inhabitants and the results are therefore applicable to Dutch tourists only. The profile, motives and interest in activities of international tourists had not been taken into account, while 20 million of the almost 46 million tourists in The Netherlands were international in 2019 (CBS, 2021). Moreover, the results of this study should not be generalized to different countries due to the possibility of different outcomes as a result of cultural differences.

Finally, the questionnaire covered only one question on substitution, while more information could improve the understanding of this subject. This research examined which alternatives the respondents would consider including the substitution, however, exploring if respondents have used a shared accommodation as a substitute for a regular accommodation in the past and if it is likely that they will use a shared accommodation as a substitute in the future would have made this finding more concrete.

6.2 Recommendations

This thesis also highlights multiple avenues for future research. First of all, similar research could be conducted that includes other types of accommodation such as B&Bs. A B&B falls in a bit of a grey area, because it has both characteristics of a shared and a regular accommodation. Similar to Airbnb,

a B&B has a host, however, the host of a B&B lives in the accommodation per definition and provides breakfast, which is not the case with Airbnb. The purpose of an Airbnb is to rent out spare rooms and accommodations, while a B&B is designed for touristic purposes. The inclusion of B&Bs in future research could therefore provide valuable insights. Moreover, future research could also make a larger distinction in accommodations within the shared and regular accommodations categories since these categories are very broad. Examining the users on a lower level could bring forward new insights.

Furthermore, future research could examine different cluster profiles as done by Guttentag et al. (2018). Clusters are useful for making segmentation groups based on numerous similarities. This is a useful approach for marketing purposes. The accommodation sector can use segmentation groups based on motivations to target a specific clientele, and the destinations can attract the type of tourists that are interested in specific activities.

Additionally, the existing theory does not have a clear tourism activity list or activity based typology. Most research adjust the research activities to the local context, however, this is at the expense of comparability between different studies. For example, the touristic hotspots/hallmarks of the destination and the local sights/sights of the beaten track are often neglected. Therefore, a complete and holistic activity-based trip typology is a topic that is interesting for future research.

Besides, as mentioned in the limitations of this study, the substitution of regular accommodations has only been examined shortly. Future research could focus on the use of shared accommodations as a substitute of regular accommodations, because this has important implications for the lodging industry. Moreover, research could look into the type of accommodation that the users of the sharing economy use as a substitute. Most research has focussed on various hotel classes (cf. Guttentag & Smith, 2017; Zervas et al., 2017), however, other types of accommodation have not been examined yet.

Finally, although the results of this research indicated that the corona pandemic does not have an influence on the standard choice of accommodation, future research could examine if the corona pandemic has caused people to shift to a different type of accommodation in specific occasions indicating a temporary change in selected accommodation. Moreover, the impact of the corona crisis on other aspects of the tourism industry such as the activities undertaken by tourists in this uncertain time could be examined as well.

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Annex 1 – The Survey

Note that the survey was conducted online, so the presentation and layout was different from this document. The respondents could click on their answer in boxes.

Onderzoek over de gebruikers van de twee type vakantieaccommodaties

Hartelijk dank voor uw interesse in dit onderzoek! Dit onderzoek wordt uitgevoerd voor de Universiteit Utrecht en de Gemeente Utrecht. Het onderzoek gaat over de keuze voor bepaalde types vakantieaccommodatie, namelijk deelaccommodaties (bijv. Airbnb) en reguliere vakantieaccommodaties, en de achterliggende motivaties voor deze keuze. Het tweede deel gaat over het type activiteiten die u doet tijdens een stedentrip en tijdens een reis naar een niet-stedelijk gebied.

Er bestaan geen goede of foute antwoorden in dit onderzoek. Uw antwoorden zijn volstrekt anoniem en niet terug te leiden naar u persoonlijk. Uw antwoorden worden alleen gebruikt voor onderzoeksdoeleinden. Bovendien is uw deelname aan dit onderzoek geheel vrijwillig. Dit betekent dat u op elk gewenst moment kunt besluiten om te stoppen met het invullen van de vragenlijst.

Het invullen van de vragenlijst zal maximaal 10 minuten duren. Als u vragen of opmerkingen hebt over het onderzoek kunt u contact opnemen met a.nelemans@students.uu.nl

Alvast bedankt voor het invullen van de vragenlijst!

- 1) De eerste vraag gaat over het type vakantieaccommodatie dat u gebruikt. Selecteer welke type vakanties u heeft gemaakt en welk type accommodatie u voornamelijk heeft gebruikt **in de afgelopen 24 maanden** voor de verschillende type vakanties.
 - ① -Een deelaccommodatie is de verhuur van een particuliere woning (zoals uw eigen huis) óf een kamer in een woning aan betalende gasten. Deze verhuur gebeurt vaak (maar niet uitsluitend) via online platforms zoals Airbnb en Booking.com (let op: daarnaast verhuren deze platforms ook reguliere vakantieaccommodaties zoals bijvoorbeeld hotels, een deelaccommodatie is uitsluitend de verhuur van een particuliere woning).
 - Een reguliere vakantieaccommodatie is de verhuur van een overnachtingsplek door een commercieel bedrijf uit de gastvrijheidsindustrie zoals een hotel, resort, campingplek, bungalow, etc.
 - ① -Een stedentrip is een reis naar een stad als toerist waarbij ten minste één overnachting plaatsvond.
 - Een reis naar een niet-stedelijk gebied is een toeristische vakantie buiten de stad, naar een landelijk gebied, waarbij ten minste één overnachting plaatsvond.

Type vakantie	Bent u op dit type vakantie geweest in de afgelopen 24 maanden?	Van welk type accommodatie heeft u gebruik gemaakt?
Stedentrip van 3 nachten of minder	Ja / Nee	Overwegend deelaccommodaties (bijv. Airbnb) / Overwegend reguliere vakantieaccommodaties / Beide type accommodaties even vaak

Stedentrip van 4 nachten of meer	Ja / Nee	Overwegend deelaccommodaties (bijv. Airbnb) / Overwegend reguliere vakantieaccommodaties / Beide type accommodaties even vaak
Reis naar een niet-stedelijk gebied van 3 nachten of minder	Ja / Nee	Overwegend deelaccommodaties (bijv. Airbnb) / Overwegend reguliere vakantieaccommodaties / Beide type accommodaties even vaak
Reis naar een niet-stedelijk gebied van 4 nachten of meer	Ja / Nee	Overwegend deelaccommodaties (bijv. Airbnb) / Overwegend reguliere vakantieaccommodaties / Beide type accommodaties even vaak
Zakelijke reis	Ja / Nee	Overwegend deelaccommodaties (bijv. Airbnb) / Overwegend reguliere accommodaties / Beide type accommodaties even vaak

- 2) Heeft u deze reizen (voornamelijk) binnen Nederland of buiten Nederland gemaakt?
 - a. Alleen binnen Nederland
 - b. Voornamelijk binnen Nederland
 - c. Reizen in zowel binnen als buiten Nederland
 - d. Voornamelijk buiten Nederland
 - e. Alleen buiten Nederland
- 3) Wat is uw standaardkeuze in het selecteren van één van de twee types vakantieaccommodaties?
Deelaccommodaties (bijv. Airbnb) / Reguliere vakantieaccommodaties / Ik heb geen standaardkeuze
- 4) Is uw standaardkeuze voor het type vakantieaccommodatie gewijzigd in vergelijking met 5 jaar geleden?
Ja / Nee
- 5) Heeft de coronapandemie uw standaardkeuze voor het type vakantieaccommodatie veranderd?
Zeker niet / niet / neutraal / wel / zeker wel
- 6) Denkt u dat de coronapandemie uw toekomstige keuzes in het type vakantieaccommodaties zal beïnvloeden?
Zeker niet / niet / neutraal / wel / zeker wel

Route 1 – Overwegend deelaccommodaties

- 7) U heeft in de eerste vraag van de enquête aangegeven in de afgelopen 24 maanden gebruik gemaakt te hebben van een deelaccommodatie. Wat waren uw motivaties voor het selecteren van dit type accommodatie? Selecteer in welke mate u het eens bent met de volgende stellingen. (1 Volledig oneens 2 Oneens 3 Neutraal 4 Eens 5 Volledig eens)

① -Een deelaccommodatie is de verhuur van een particuliere woning (zoals uw eigen huis) óf een kamer in een woning aan betalende gasten. Deze verhuur gebeurt vaak (maar niet uitsluitend) via online platforms zoals Airbnb en Booking.com (let op: daarnaast verhuren

deze platforms ook reguliere vakantieaccommodaties zoals bijvoorbeeld hotels, een deelaccommodatie is uitsluitend de verhuur van een particuliere woning).

Prijs

- a. Ik boek een deelaccommodatie omdat het een relatief goedkope optie is

Locatie

- b. Ik boek een deelaccommodatie om de gunstige ligging van de accommodatie

Service

- c. Ik boek deelaccommodatie voor de kwaliteit van de service

Accommodatie

- d. Ik boek een deelaccommodatie voor de kwaliteit van de accommodatie
- e. Ik boek een deelaccommodatie voor de faciliteiten die de accommodatie tot zijn beschikking heeft (gehele woonruimte inclusief keuken en andere voorzieningen)
- f. Ik boek een deelaccommodatie voor een huiselijk gevoel

Veiligheid

- g. Ik boek een deelaccommodatie omdat het brandveilig is
- h. Ik boek een deelaccommodatie omdat het veiliger dan andere accommodaties is
- i. Ik boek een deelaccommodatie omdat er dan 24 uur per dag bewaking aanwezig is

Lokaliteit

- j. Ik boek een deelaccommodatie omdat ik dan meer contact heb met de lokale inwoners
- k. Ik boek een deelaccommodatie omdat ik dan bijdraag aan de werkgelegenheid van de bestemming
- l. Ik boek een deelaccommodatie zodat de eigenaar mij lokale informatie en tips kan geven
- m. Ik boek een deelaccommodatie zodat de inkomsten naar de lokale bevolking gaan
- n. Ik boek een deelaccommodatie voor een authentieke lokale belevenis

Duurzaamheid

- o. Ik boek een deelaccommodatie omdat de deelaccommodatie een milieu vriendelijk certificaat heeft
- p. Ik boek een deelaccommodatie omdat het belangrijk voor mij is om op een duurzame en bewuste manier te reizen
- q. Ik boek een deelaccommodatie omdat ik mij persoonlijk verantwoordelijk voel voor de impact van toerisme op de omgeving
- r. Ik boek een deelaccommodatie omdat de accommodatie in een niet-toeristische buurt ligt
- s. Ik boek een deelaccommodatie om de impact op de lokale cultuur/gemeenschap te verkleinen

Belevenis

- t. Ik boek een deelaccommodatie omdat ik het een spannende en vernieuwende belevenis vind
- u. Ik boek een deelaccommodatie zodat ik een unieke (niet-gestandaardiseerde) belevenis heb

Reputatie

- v. Ik boek een deelaccommodatie omdat de deelaccommodatie een goede reputatie heeft
- w. Ik boek een deelaccommodatie omdat mensen mij dit hebben aanbevolen

Gewoonten

- x. Ik boek een deelaccommodatie omdat ik met deelaccommodaties vertrouwd ben
- y. Ik boek een deelaccommodatie omdat ik goede ervaringen met deelaccommodaties heb gehad in het verleden
- z. Ik boek een deelaccommodatie omdat deelaccommodaties mijn standaardkeuze zijn in het selecteren van een accommodatie

Gemak

- aa. Ik boek een deelaccommodatie omdat het gemakkelijk te vinden is op het internet
- bb. Ik boek een deelaccommodatie omdat het gemakkelijk te boeken is

Beschikbaarheid

- cc. Ik boek een deelaccommodatie omdat er geen alternatieve accommodaties beschikbaar zijn (vol geboekt of niet aanwezig op de gekozen bestemming)

- 8) Selecteer waar u voor kiest als er geen deelaccommodatie beschikbaar is tijdens het boeken van uw reis. U kunt meerdere antwoorden selecteren.
- a. Een andere datum
 - b. Het andere type accommodatie (een reguliere vakantieaccommodatie zoals bijvoorbeeld een hotel)
 - c. Een andere bestemming
 - d. Weet ik niet

Route 2 – Overwegend reguliere vakantieverhuur

- 7) U heeft in de eerste vraag aangegeven in de afgelopen 24 maanden gebruik gemaakt te hebben van een reguliere vakantieaccommodatie. Wat waren uw motivaties voor het selecteren van dit type accommodatie? Selecteer in welke mate u het eens bent met de volgende stellingen. (1 Volledig oneens 2 Oneens 3 Neutraal 4 Eens 5 Volledig eens)
- ① -Een reguliere vakantieaccommodatie is de verhuur van een overnachtingsplek door een commercieel bedrijf uit de gastvrijheidsindustrie zoals een hotel, resort, campingplek, bungalow, etc.

Prijs

- a. Ik boek een reguliere vakantieaccommodatie omdat het een relatief goedkope optie is

Locatie

- b. Ik boek een reguliere vakantieaccommodatie om de gunstige ligging van de accommodatie

Service

- c. Ik boek een reguliere vakantieaccommodatie voor de kwaliteit van de service

Accommodatie

- d. Ik boek een reguliere vakantieaccommodatie voor de kwaliteit van de accommodatie

- e. Ik boek een reguliere vakantieaccommodatie voor de faciliteiten die de accommodatie tot zijn beschikking heeft (bijv. restaurant, keuken of zwembad)
- f. Ik boek een reguliere vakantieaccommodatie voor een huiselijk gevoel

Veiligheid

- g. Ik boek een reguliere vakantieaccommodatie omdat het brandveilig is
- h. Ik boek een reguliere vakantieaccommodatie omdat het veiliger dan andere accommodaties is
- i. Ik boek een reguliere vakantieaccommodatie omdat er dan 24 per dag uur bewaking aanwezig is

Lokaliteit

- j. Ik boek een reguliere vakantieaccommodatie omdat ik dan meer contact heb met de lokale inwoners
- k. Ik boek een reguliere vakantieaccommodatie omdat ik dan bijdraag aan de werkgelegenheid van de bestemming
- l. Ik boek een reguliere vakantieaccommodatie zodat het personeel mij lokale informatie en tips kan geven
- m. Ik boek een reguliere vakantieaccommodatie zodat de inkomsten naar de lokale bevolking gaan
- n. Ik boek een reguliere vakantieaccommodatie voor een authentieke lokale belevenis

Duurzaamheid

- o. Ik boek een reguliere vakantieaccommodatie omdat de reguliere vakantieaccommodatie een milieu vriendelijk certificaat heeft
- p. Ik boek een reguliere vakantieaccommodatie omdat het belangrijk voor mij is om op een duurzame en bewuste manier te reizen
- q. Ik boek een reguliere vakantieaccommodatie omdat ik mij persoonlijk verantwoordelijk voel voor de impact van toerisme op de omgeving
- r. Ik boek een reguliere vakantieaccommodatie omdat de accommodatie in een niet-toeristische buurt ligt
- s. Ik boek een reguliere vakantieaccommodatie om de impact op de lokale cultuur/gemeenschap te verkleinen

Belevenis

- t. Ik boek een reguliere vakantieaccommodatie omdat ik het een spannende en vernieuwende belevenis vind
- u. Ik boek een reguliere vakantieaccommodatie zodat ik een unieke (niet-gestandaardiseerde) belevenis heb

Reputatie

- v. Ik boek een reguliere vakantieaccommodatie omdat de reguliere vakantieaccommodatie een goede reputatie heeft
- w. Ik boek een reguliere vakantieaccommodatie omdat mensen mij dit hebben aanbevolen

Gewoonten

- x. Ik boek een reguliere vakantieaccommodatie omdat ik met reguliere vakantieaccommodaties vertrouwd ben
- y. Ik boek een reguliere vakantieaccommodatie omdat ik goede ervaringen met reguliere vakantieaccommodaties heb gehad in het verleden

- z. Ik boek een reguliere vakantieaccommodatie omdat reguliere vakantieaccommodaties mijn standaardkeuze zijn in het selecteren van een accommodatie

Gemak

- aa. Ik boek een reguliere vakantieaccommodatie omdat het gemakkelijk te vinden is op het internet
- bb. Ik boek een reguliere vakantieaccommodatie omdat het gemakkelijk te boeken is

Beschikbaarheid

- cc. Ik boek een reguliere vakantieaccommodatie omdat er geen alternatieve accommodaties beschikbaar zijn (vol geboekt of niet aanwezig op de gekozen bestemming)

- 8) Selecteer waar u voor kiest als er geen reguliere vakantieaccommodatie beschikbaar is tijdens het boeken van uw reis. U kunt meerdere antwoorden selecteren.
- a. Een andere datum
 - b. Het andere type accommodatie (een deelaccommodatie zoals bijvoorbeeld een Airbnb)
 - c. Een andere bestemming
 - d. Weet ik niet

Route 3 – Beide soorten vakantieverhuur

- 7) U heeft in de eerste vraag aangegeven in de afgelopen 24 maanden van beide type accommodaties gebruik gemaakt te hebben. Wat waren uw motivaties voor het selecteren van een accommodatie in het algemeen? Selecteer in welke mate u het eens bent met de volgende stellingen. (1 Volledig oneens 2 Oneens 3 Neutraal 4 Eens 5 Volledig eens)

Prijs

- a. Ik boek een accommodatie omdat het een relatief goedkope optie is

Locatie

- b. Ik boek een accommodatie om de gunstige ligging van de accommodatie

Service

- c. Ik boek een accommodatie voor de kwaliteit van de service

Accommodatie

- d. Ik boek een accommodatie voor de kwaliteit van de accommodatie
- e. Ik boek een accommodatie voor de faciliteiten die de accommodatie tot zijn beschikking heeft (bijv. restaurant, keuken of zwembad)
- f. Ik boek een accommodatie voor een huiselijk gevoel

Veiligheid

- g. Ik boek een accommodatie als het brandveilig is
- h. Ik boek een accommodatie als een accommodatie veiliger dan andere accommodaties is
- i. Ik boek een accommodatie als er 24 uur per dag bewaking aanwezig is

Lokaliteit

- j. Ik boek een accommodatie om contact te hebben met de lokale inwoners

- k. Ik boek een accommodatie als ik daarmee een bijdrage lever aan de werkgelegenheid van de bestemming
- l. Ik boek een accommodatie als ik lokale informatie en tips kan krijgen vanuit de eigenaar/het personeel van de accommodatie
- m. Ik boek een accommodatie als de inkomsten naar de lokale bevolking gaan
- n. Ik boek een accommodatie voor een authentieke lokale belevenis

Duurzaamheid

- o. Ik boek een accommodatie als de accommodatie een milieu vriendelijk certificaat heeft
- p. Ik boek een bepaalde accommodatie omdat het belangrijk voor mij is om op een duurzame en bewuste manier te reizen
- q. Ik boek een bepaalde accommodatie omdat ik mij persoonlijk verantwoordelijk voel voor de impact van toerisme op de omgeving
- r. Ik boek een accommodatie als de accommodatie in een niet-toeristische buurt ligt
- s. Ik boek een bepaalde accommodatie om de impact op de lokale cultuur/gemeenschap te verkleinen

Belevenis

- t. Ik boek een accommodatie als het een spannende en vernieuwende belevenis is
- u. Ik boek een accommodatie als het een unieke (niet-gestandaardiseerde) belevenis is

Reputatie

- v. Ik boek een accommodatie als de accommodatie een goede reputatie heeft
- w. Ik boek een accommodatie omdat mensen mij dit hebben aanbevolen

Gewoonten

- x. Ik boek een accommodatie omdat ik met deze accommodaties vertrouwd ben
- y. Ik boek een accommodatie omdat ik goede ervaringen met deze accommodaties heb gehad in het verleden
- z. Ik boek een bepaald type accommodatie omdat dat type accommodatie op dat moment mijn standaardkeuze in het selecteren van een accommodatie is

Gemak

- aa. Ik boek een accommodatie als het gemakkelijk te vinden is op het internet
- bb. Ik boek een accommodatie als het gemakkelijk te boeken is

Beschikbaarheid

- cc. Ik heb een bepaald type accommodatie geboekt omdat er geen alternatieve accommodaties beschikbaar waren (vol geboekt of niet aanwezig op de gekozen bestemming)

- 8) Als u een bepaalde accommodatie (deelaccommodatie of reguliere vakantieaccommodatie) in gedachten had, maar dit type accommodatie is niet beschikbaar tijdens het boeken van uw reis, voor welke van de onderstaande opties kiest u dan? U kunt meerdere antwoorden selecteren.
- a. Een andere datum
 - b. Het andere type accommodatie
 - c. Een andere bestemming
 - d. Weet ik niet

Deel 2 – Activiteiten (bij deel 2 komen alle 3 de routes weer bij elkaar en zijn de vragen gelijk)

De volgende 5 vragen gaan over de mate waarin u verschillende activiteiten belangrijk vindt om te doen tijdens een stedentrip en tijdens een trip naar een niet-stedelijk gebied.

- ① -Een stedentrip is een toeristische reis naar een stad waarbij ten minste één overnachting plaatsvond.
-Een reis naar een niet-stedelijk gebied is een toeristische vakantie buiten de stad, naar een landelijk gebied, waarbij ten minste één overnachting plaatsvond.

- 9) Geef aan in welke mate u het (on)eens bent met onderstaande stellingen. (1 Volledig oneens 2 Oneens 3 Neutraal 4 Eens 5 Volledig eens)
 - a. Als ik op reis ben vind ik het belangrijk om op mijn uitgaven te letten
 - b. Als ik op reis ga, ben ik bewust bezig met de economische duurzaamheid van de bestemming
 - ① Het creëren van economische waarde in de bestemming voor de lange termijn
 - c. Als ik op reis ga, ben ik bewust bezig met de ecologische duurzaamheid van de bestemming
 - ① Het verkleinen van de toeristische impact op de natuurlijke leefomgeving en het bijdragen aan het oplossen van milieuproblemen
 - d. Als ik op reis ga, ben ik bewust bezig met de sociale duurzaamheid van de bestemming
 - ① Een leefbare omgeving voor de nabije bevolking en respect voor mensenrechten en arbeidsomstandigheden
 - e. Als ik op reis ben vind ik het belangrijk om ontspannende activiteiten te doen
 - f. Als ik op reis ben vind ik het belangrijk om activiteiten te doen waarmee ik de bestemming kan ontdekken
 - g. Als ik op reis ben vind ik het belangrijk de bekende bezienswaardigheden (hotspots) te bezoeken
 - h. Als ik op reis ben vind ik het belangrijk de onbekende lokale plekken te bezoeken (van de gebaande paden af)
 - i. Als ik op reis ben, houd ik er rekening mee dat ondernemingen (bijv. winkels en restaurants) lokaal zijn
 - ① Een lokale onderneming is een onderneming die is geworteld in de omgeving die u bezoekt waardoor de inkomsten volledig naar de omgeving gaan waar u het geld uitgeeft

10) Bent u ooit op een stedentrip geweest?

Ja / Nee

- ① Een stedentrip is een toeristische reis naar een stad waarbij ten minste één overnachting plaatsvond.

Als mensen “Ja” hebben ingevuld naar vraag 11, anders door naar vraag 12.

11) Welke activiteiten vindt u belangrijk tijdens een **stedentrip**? Selecteer in welke mate u de onderstaande activiteiten belangrijk vindt om te doen tijdens een **stedentrip**.
(1 Heel onbelangrijk 2 Onbelangrijk 3 Neutraal 4 Belangrijk 5 Heel belangrijk)

① Een stedentrip is een toeristische reis naar een stad waarbij ten minste één overnachting plaatsvond.

- a. Het bezoeken van musea, galleries, kerken, en andere indoor plekken in het thema van cultuur en erfgoed
- b. Het bezoeken van pleinen, gebouwen, historische landschappen, en andere outdoor plekken in het thema van cultuur en erfgoed
- c. Strand/zee
- d. Sport activiteiten (bijv. kanoën, mountainbiken, steppen)
- e. Wandeltochten maken (inclusief een stadswandeling)
- f. Fietstochten maken in de omgeving
- g. Toeristische hotspots bezoeken
 - ① Hotspots zijn de algemeen bekende plekken/bezienswaardigheden van een bestemming
- h. Lokale plekken bezoeken (onbekendere plekken / van de gebaande paden af)
- i. Uit eten gaan
- j. Een terrasje pakken
- k. Winkelen
- l. Sociale activiteiten (bijv. evenementen, festivals, nachtclubs)
- m. Creatieve activiteiten (bijv. participeren in workshops)

12) Bent u ooit op een niet-stedelijke trip geweest?

Ja / Nee

① Een reis naar een niet-stedelijk gebied is een toeristische vakantie buiten de stad, naar een landelijk gebied, waarbij ten minste één overnachting plaatsvond.

Als mensen "Ja" hebben ingevuld naar vraag 13, anders einde.

13) Welke activiteiten vindt u belangrijk tijdens een **niet-stedelijke trip**? Selecteer in welke mate u de onderstaande activiteiten belangrijk vindt om te doen tijdens een **niet-stedelijke trip**. (1 Heel onbelangrijk 2 Onbelangrijk 3 Neutraal 4 Belangrijk 5 Heel belangrijk)

① Een reis naar een niet-stedelijk gebied is een toeristische vakantie buiten de stad, naar een landelijk gebied, waarbij ten minste één overnachting plaatsvond.

- a. Het bezoeken van musea, galleries, kerken, en andere indoor plekken in het thema van cultuur en erfgoed
- b. Het bezoeken van pleinen, gebouwen, historische landschappen, en andere outdoor plekken in het thema van cultuur en erfgoed
- c. Strand/zee
- d. Sport activiteiten (bijv. kanoën, mountainbiken, steppen)
- e. Wandeltochten maken (natuurwandeling)
- f. Fietstochten maken in de omgeving
- g. Toeristische hotspots bezoeken
 - ① Hotspots zijn de algemeen bekende plekken/bezienswaardigheden van een bestemming
- h. Lokale plekken bezoeken (onbekendere plekken / van de gebaande paden af)
- i. Uit eten gaan

- j. Een terrasje pakken
- k. Winkelen
- l. Sociale activiteiten (bijv. evenementen, festivals, nachtclubs)
- m. Creatieve activiteiten (bijv. participeren in workshops)