

Evolving Family Preferences: A Study of Airbnb Evaluations in New Zealand (2018-2023)

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AGENDA

- Objectives Of The Study
- The Context And Relevance Of The Research
- Methodology
- Results And Findings
- Significance And Implications
- Conclusion

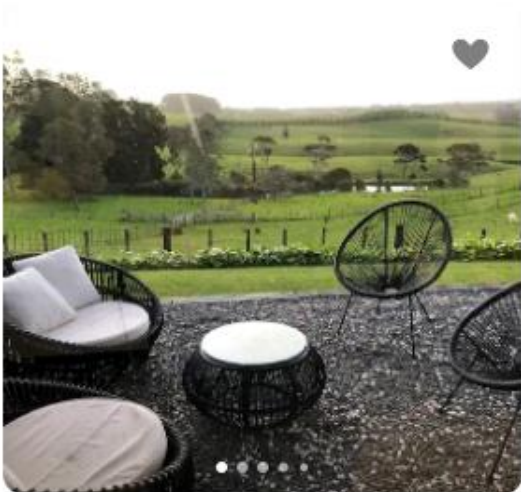


HOW HAVE FAMILY PREFERENCES IN AIRBNB ACCOMMODATIONS EVOLVED IN NEW ZEALAND FROM 2018 TO 2023?

OBJECTIVES:

- Explore factors influencing families' evaluation of Airbnb in New Zealand.
- Analyse trends in family preferences from 2018 to 2023.
- Assess the impacts of the COVID-19 pandemic on Airbnb guest evaluations.

AIRBNB FAMILY GETAWAYS IN NEW ZEALAND



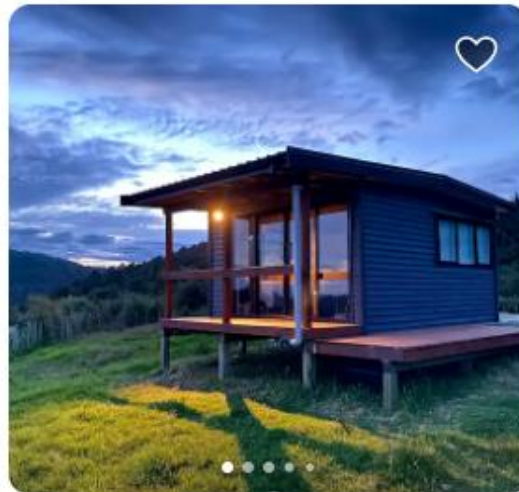
Clevedon, New Zealand
Garden and valley views

★ 4.94



Mangawhai, New Zealand
81 kilometres away

★ 5.0



Whangaripo, New Zealand
62 kilometres away

★ 4.96



Mangawhai, New Zealand
Mountain views

★ 4.94

RELEVANCE AND CONTEXT OF THE RESEARCH

- Academic Contribution
- Significance Of Understanding Family Preferences For Accommodations
- Yields Valuable Insights For The Hospitality Industry, Aiding Airbnb Hosts And Lodging Providers
- Contribution to Tourism Management Dynamics
- Marketing and Resource Implications

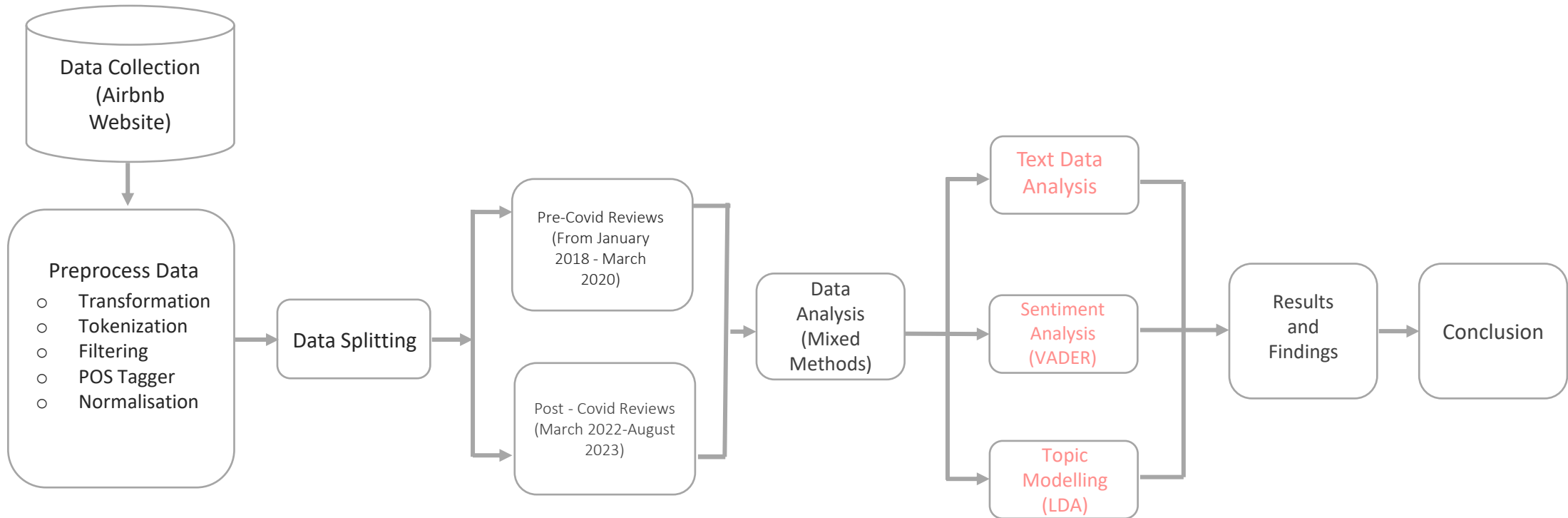
THE VALUE OF FAMILY TRAVEL IN THE RESEARCH LANDSCAPE



Source: Airbnb



RESEARCH METHODOLOGY

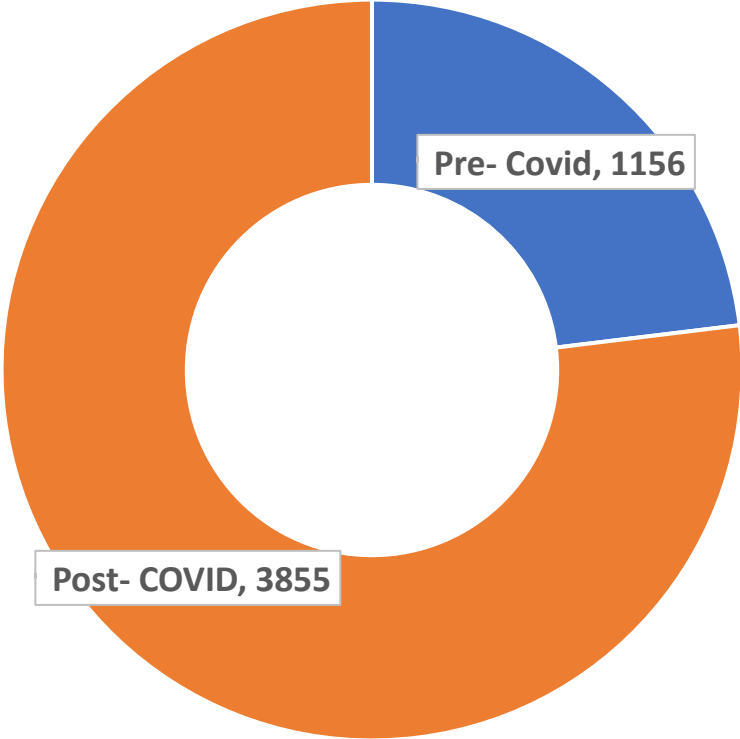


DATASET

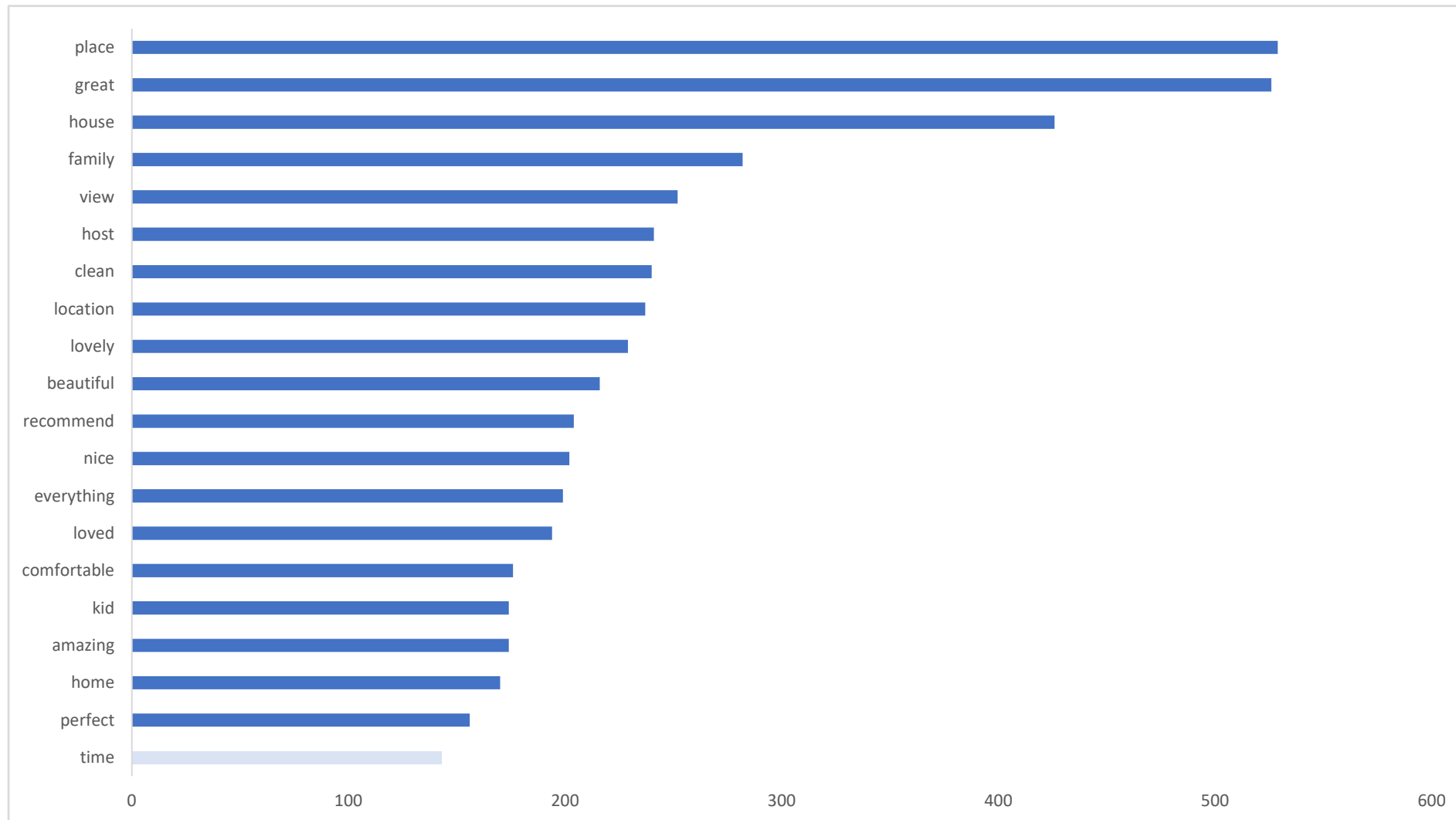
REGION	NUMBER OF LISTINGS	NUMBER OF REVIEWS
Canterbury	51	1324
Otago	48	1031
Auckland	10	337
Wellington	12	315
Waikato	15	371
Bay of Plenty	20	741
West Coast	11	172
Northland	11	355
Southland	3	31
Tasman	4	151
Marlborough	2	36
Manawatu-Wanganui	4	103
Hawke's Bay	2	44
Total	193	5011

NUMBER OF REVIEWS

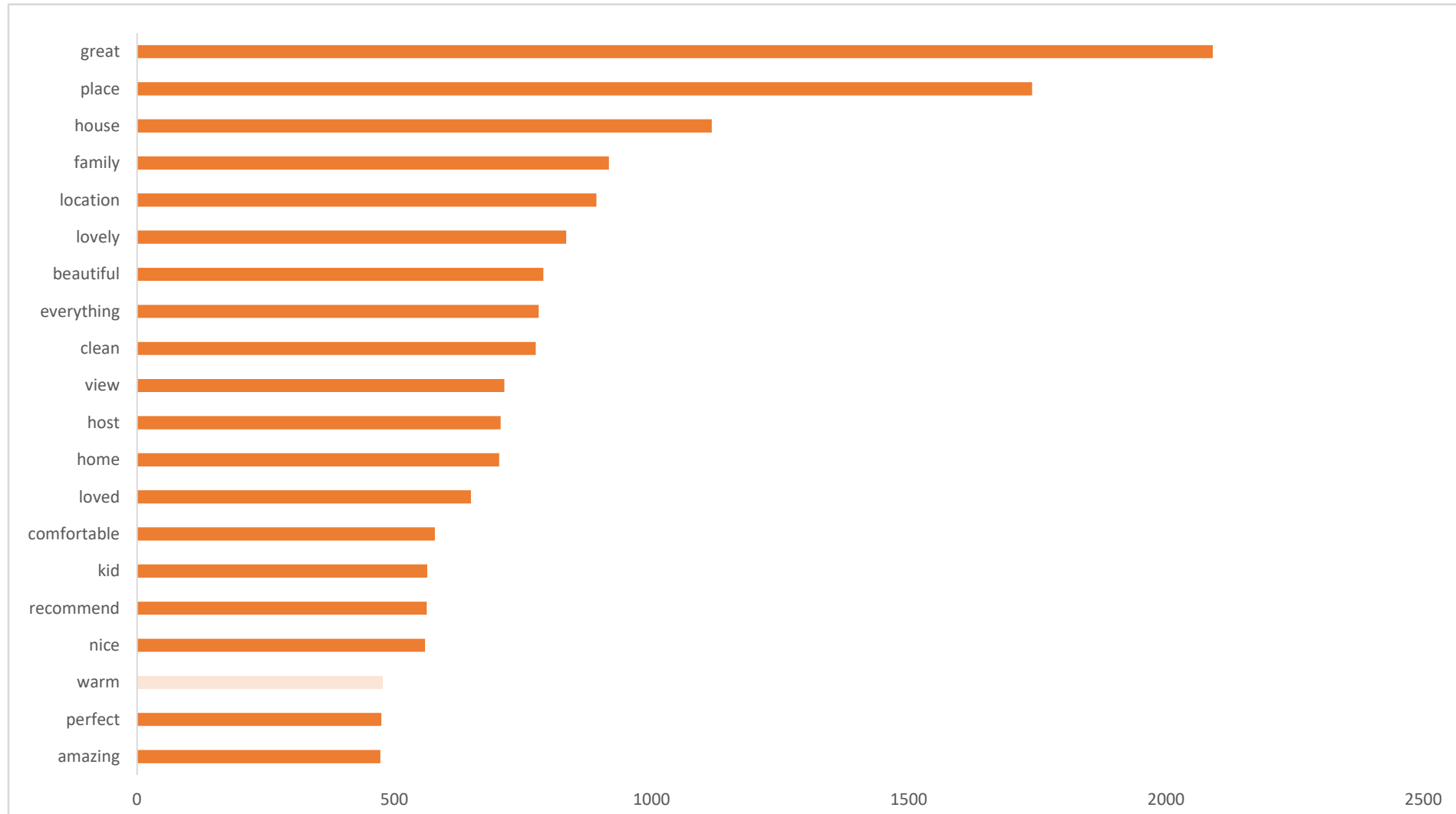
Total Number of Reviews: 5011



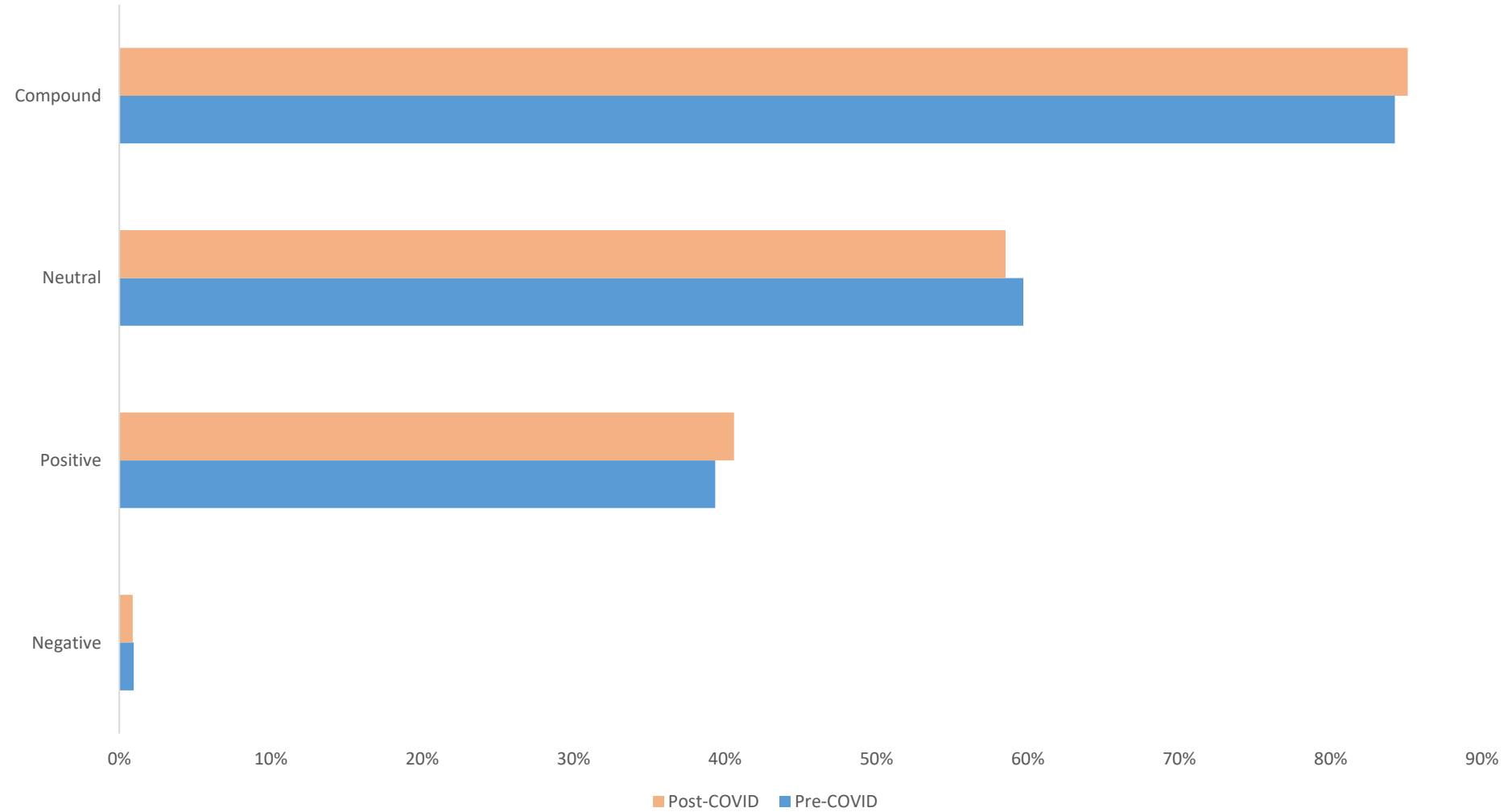
PRE- COVID WORD COUNT



POST- COVID WORD COUNT



SENTIMENT SCORE



PRE- COVID TOPICS

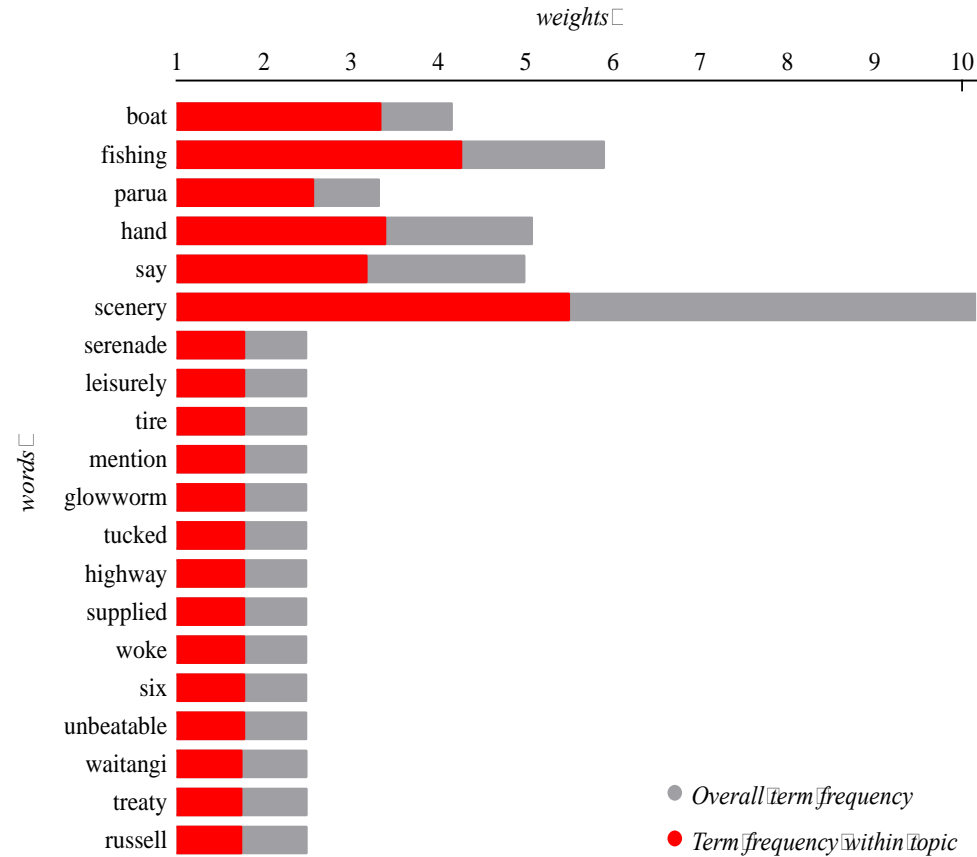


POST- COVID TOPICS

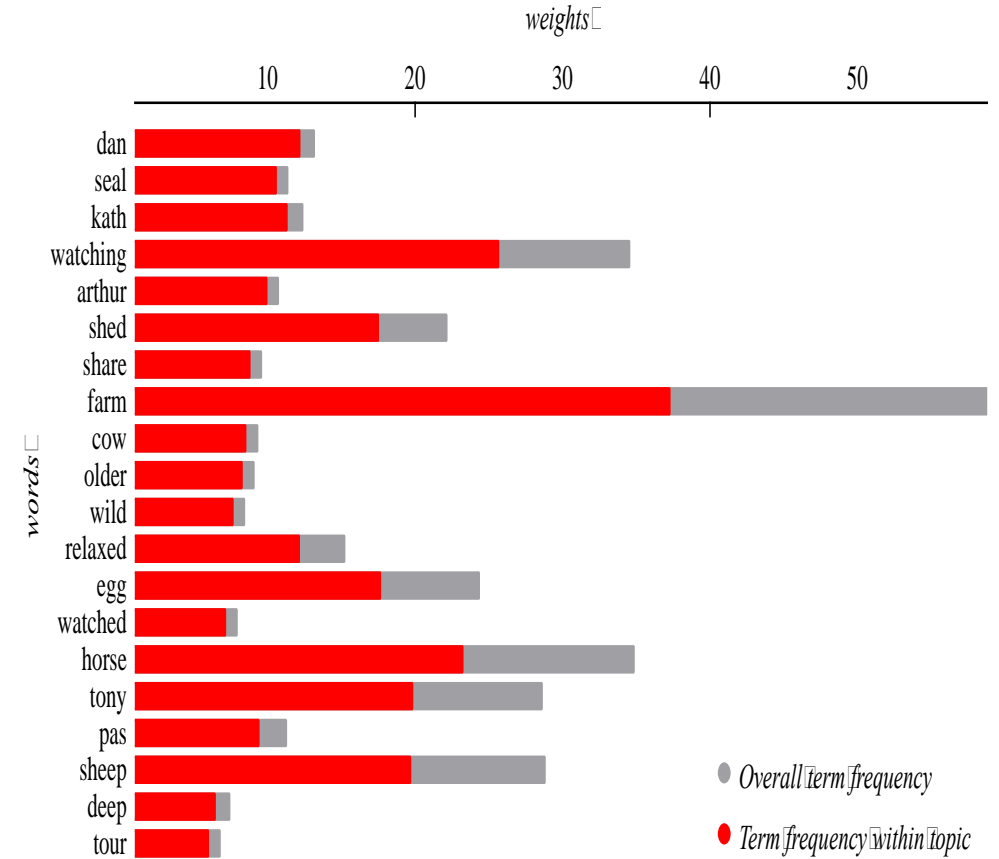


UNIQUE TOPICS FROM THE REVIEWS

PRE- COVID



POST- COVID



RESULTS AND FINDINGS

- There is a distinct trend Post-COVID of more people engaging online and actively sharing their positive experiences.
- Shift from focusing primarily on physical features (such as views or comfort) towards emphasizing the complete experience. Families are increasingly valuing accommodations that provide significant and memorable experiences (family friendly activities such as farm tours) outside of the physical setting.
- Positive emotions are centered on host friendliness, reflecting a desire for a more personalized and welcoming experience.
- Cleanliness and tidiness in lodgings are constantly highlighted in post-COVID reviews.

CONCLUSION

- The study uncovers post-pandemic shifts in family preferences through the analysis of reviews and the application of natural language processing tools.
- Significant trends in New Zealand family choices for Airbnb accommodations are revealed, reflecting dynamic responses to global occurrences.
- The findings carry practical implications for Airbnb hosts, accommodation providers, and the tourism sector, emphasizing the need to adapt to evolving customer preferences in the dynamic short-term lodging market.