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Millennials' accommodation preferences, traditional versus sharing economy

SECTION I

I. **Background:**

Millennials, also called generation Y (individuals born approximately between 1982 and 2002) and sharing economy accommodation (sharing platforms such as Airbnb and Wimdu) have become lately part of the most talked about topics in hospitality. The reason they are both current and important factors to design and decide the future of the hospitality industry is because the first represents a powerful market, as some argue, they will become the largest spending demographic in 2020 (Cowen 2016); and the second is a big threat because the rise of some of these companies has been remarkable, competing with well-established hotel companies in inventory and value (Ernst & Young 2015).

Regarding millennials, Watkins (2014) noted that by 2020 or sooner they might dominate the travel demographic, while Dorsey (in Hotel News Now 2014), chief strategy officer of The Center of Generational Kinetics (leader in generational research), added that by 2017 millennials will outspend baby boomers, which is the generation born between 1943 and 1960. During 2016 ITB in Berlin, which is one of the biggest travel trade shows in the world, Sabre's vice president of marketing for hospitality solutions, presented a preview of some research into millennials trends in hospitality saying they believe that millennials will be the hotel industry's most important market by 2017 or 2018 (Cowen 2016).

The rise to dominance of the millennials will mark an important and interesting milestone because the typical hotel experience today was designed for baby boomers, who have different expectations than millennials. This change in preferences from one generation to the next will inevitable bring changes in many levels of the hotel operation (Hotel News Now 2014). Ernst & Young, in their 2014 report Global Hospitality Insights dedicated one of the report chapters to talk about the millennials, because, they said, "they are poised to take the hospitality market by storm...approximately 20% of Millennials are entering their peak spending ages and 40% have yet to enter the full time workforce. Nevertheless, this customer segment is already accounting for one-third of all business travel expenses...as Millennials enter in their peak earning years, this generation will provide the majority of spending for travel and leisure."(Ernst & Young 2014, p.6). This quote reinforces the idea of how

powerful this segment is becoming and, as they enter their peak earning years, it is key for the industry to direct their efforts correctly in order to attract them.

It has also been said that millennials are characterized by distinctive travel preferences and that this segment is often using the sharing economy (World Economic Forum 2015). There is no surprise then, that being such a powerful market as previously explained, this trend has raised the concern of the traditional accommodation sector, particularly big hotel chains, which have dedicated efforts in order to provide the market with options that could attract millennials and gain back the market lost to the non-traditional options. For example, in 2013 Marriott unveiled a new brand identity for its Marriott brand followed by the tagline “Travel Brilliantly”, which objective was to target a new web savvy generation of travelers (Bremner 2013). Additionally, they launched a new brand called “Moxy”, which is designed to attract this segment (Marriott International 2016); Hilton International has followed the same steps by inaugurating earlier this year their Tru brand, which also target millennials (Hilton Worldwide 2016).

Regarding non-traditional accommodation, which includes vacation apartment rentals, hostels and sharing economy accommodation (Airbnb, Onefinestay, CouchSurfing, etc.), it has been reported to reach 40% of market share of the overall world outbound accommodation. Experts warn that hotels will only lose if they fail to see why people is using Airbnb (IPK International / ITB Berlin 2014), which is the biggest sharing economy accommodation platform today, competing in number of rooms with the big hotel chains. This comment highlights the importance of studying what are the factors that attract customers towards this segment and that deeper studies are necessary.

Because of the increasing importance of these two topics (millennials and sharing economy accommodation) this project attempts to understand the factors that might influence millennials when choosing accommodation and discover if this generation has any particular preference towards sharing economy, over the traditional accommodation.

II. Problem statement:

Based on the information found about millennials and the available accommodation services, the problem statement of this project is the following:

- What internal and external factors do millennials consider when choosing between traditional accommodation and sharing economy accommodation?

III. Aim and objective:

The following are the objectives pursued by this project:

1. To understand common patterns of millennials when choosing accommodation through the literature review.
2. To understand the internal and external factors that influence millennials to choose one type of accommodation over the other by conducting surveys.
3. To analyze the data collected through the surveys by using SPSS and applying objective judgement of the data results in order to understand the preferences of millennials when choosing accommodation services.
4. To formulate conclusions and recommendations regarding the factors that influence millennials when choosing accommodation.

IV. Originality and contribution:

Although millennials is a topic largely discussed, some authors believe that existing information regarding this group is not clear and not sufficiently supported. The terms used to refer to the different generations living today, such as “Baby Boomer”, “Gen X” and “Gen Y” (millennials) are common use in the media; however, this discussion has been problematic because it is often conducted by social commentators and journalists rather than social scientists, based on anecdotal evidence rather than sound empirical research, and speculative rather than critical and analytical (Moscardo & Benckendorff 2010). From these affirmations we can conclude that more specific academic research on this market segment is needed.

Even though most people are aware that millennials are tech-savvy and their travel style is different than previous generations, there has not been significant research concerning the trends and changes they will bring to the hospitality industry (Lee 2013a). A lot of noise has been added to the conversation with the same repetitive points being made but the one thing that has not changed is the huge spending potential from this age group and the need for the hotels to capture their business (Lee 2014).

According to Moscardo & Benckendorff (2010), generation Y is perhaps the most challenging generation to study because the range of years that covers this generation varies from author to author, also because some argue this generation is still too young to have had their defining experiences and the great number of characteristics assigned to them in the literature may be

different or even contradictory. The authors also noted that “...this review would suggest that we need to focus more research attention on this issue but with better methods, recognition of the possibility of cross-cultural issues and a more critical perspective on the claims made” (Moscardo & Benckendorff 2010, p.22).

Understanding the millennials will have long-term strategic management implications for companies across all industries, and its long-term sustainability will depend not only on whether its goods and services appeal to the new consumer market, but also whether the company culture resonates with its millennial work force (Corvi et al. 2007).

Regarding the choice of accommodation, the sharing economy, with platforms such as Airbnb, represents nowadays one of the major concerns for the hotel industry given its disruptive potential (Guttentag 2015).

A study in United States regarding sharing economy reveals that it appeals to younger generations. Members of generation X (born between 1961 and 1981) and millennials were the generational groups that found sharing economy more appealing with 62% of both groups responding they do versus 53% of Boomers (born between 1943 and 1960) (Olson 2013).

Some of the benefits that customers might see on this sector are that it is typically cheaper than traditional accommodation, and it also introduces additional benefits associated with staying in a residence. However, Guttentag (2015) notes in his article that more information is needed regarding the type of tourist attracted to a platform such as Airbnb, to research if these are appealing to all tourist and if there are other factors that attract them to this type of accommodation other than cost.

Additionally, another study revealed that travelers use this type of accommodation mainly for two reasons: cost saving and desire for social interaction with the local community, but in terms of demographic characteristics the results were not accurate to predict changes in travel pattern, indicating that future studies should capture other personal and behavioral characteristics, as well as to capture travel behavior between those staying at hotels and sharing economy accommodation (Tussyadiah & Pesonen 2015).

Many literature can be found about Airbnb since its global expansion has been the cause of concern for many hoteliers, but there is not sufficient academic research that compares what draws consumers to the different kind of accommodation services.

The present project will contribute to increase the much needed academic research regarding millennials in tourism, and it will focus on their preferences of accommodation and the factors that

influence their decision. It also will explore the millennials view of the sharing economy accommodation in order to understand if they might prefer it over traditional accommodation. This is a topic of major concern for the industry and the information obtained could be valuable for all the hospitality industry participants.

SECTION II

I. Literature review:

In order to understand the topic to be researched there are several concepts that need to be reviewed in the literature. First, it is important to understand what consumer behavior is and what factors can affect it; second, understanding generational theory and particularly millennials is key for the study as it is based on this population; and finally, the type of accommodation services that are being compared in this study.

A. Consumer behavior

Understand what the theory says about consumer behavior is important because it is consumer behavior of millennials what this study is analyzing, for the specific situation of choosing an accommodation service. The best definition found in the books says that “consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs or desires” (Solomon 2013, p.4).

It is an applied social science which emerged in the late 1940s when many firms shifted from only focusing on selling the products they produce to producing goods that consumers actually needed and wanted. Realizing that consumers engage prior to purchase, and during and after consumption, contemporary definitions are much broader and try to capture the full range of consumer activities (Kardes et al. 2011).

Consumer behavior is comprised of the processes and factors consumers use to make purchasing decisions. Many consumers vaguely recognize these factors and process that influence their choices, but to marketers, the understanding of consumer behavior is critical to create a successful marketing strategy (Folson 2004).

There is a growing interest in consumer behavior, not only in the field of marketing, but from the social sciences in general. This comes from the increased awareness of the importance of consumption in our daily lives, organization of daily activities, our identity formation, in politics and economic development and in the global culture (Solomon et al. 2006). The study of consumer behavior has become key for companies to improve business performance through customer-focused strategies; by understanding the customer's desires and needs, they can create better products and services, promote them more effectively and develop marketing plans and strategies that create a sustainable competitive advantage. Therefore, the focus now is to deliver customer perceived value and customer delight; being the first an overall assessment of the utility of a product based on perceptions of what is received and what is given, and the latter is going a step further to exceed expectations in unanticipated ways (Kardes et al. 2011).

Research is needed in order to understand the consumer. Consumer behavior's research is broad and performed by people from different fields, it is influenced by different perspectives and very interdisciplinary. One general way to classify consumer research is in terms of the fundamental assumptions the researchers make about what they are studying and how to study it; this set of beliefs is known as paradigm. The two main perspectives or paradigms dominating consumer research are: *positivism*, which emphasizes that human reason is supreme and that there's a single, objective truth that can be discovered; and *interpretivism*, which is newer and questions the assumptions of the positivism, stressing the importance of symbolic, subjective experience, and the idea that meaning is in the mind (Solomon et al. 2006).

It is also important to categorize consumer behavior by type of activity because the consumers' responses to stimuli may differ based on whether they are purchasing, using or disposing a product or service. Purchasing include everything leading up to the purchase of a good or service, such as gathering information, evaluating and choosing where to buy. Using refers to where, when and how consumption takes place. Finally, disposing are the ways consumers get rid of products and/or packages after consumption (Kardes et al. 2011).

Buying decision process

The consumer typically passes through five stages when buying, which Kotler & Keller (2012) call the Five-Stage Model of the Consumer Buying Process. These stages are:

- i. Problem recognition: Consumer recognizes a problem or need, triggered by internal or external stimuli.

- ii. Information search: There are two levels of engagement in the search process, *heightened attention*, which is a mild search where the individual simply becomes more receptive to information, and the *active information search*, in which the person is looking for reading material, calling friends, going online and visiting stores. The information can be internal (already in the consumer's memory) or external (friends' comments, internet, advertisement, etc.).
- iii. Evaluation of alternatives: Once the consumer has collected all the information, he will evaluate the alternatives based on two aspects, *the objective characteristics*, such as features and functionality, and *subjective*, which is the perception and perceived value of the brand or its reputation.
- iv. Purchase decision: The consumer has collected the information needed and evaluated what is the best option and now he is ready to make the purchase, but in this stage his decision can be also affected by the shopping experience and things like promotions available, return policy or other conditions of the sale.
- v. Post-purchase behavior: After the consumer has bought the good or service, he will form an opinion about it that will affect its future decisions and buying behavior. A satisfied customer can become loyal and recommend the product or service, while an unhappy customer can share its negative experience. This post-purchase evaluation has become even more important today, due to online reviews and social media, and it can have significant consequences for a brand.

During this buying decision process there are internal and external factors that influence the consumer, and these are the ones that this study is trying to identify in the accommodation buying process.

Factors that influence consumer behavior

According to Kotler and Keller (2012), a consumer's buying behavior is influenced by the following factors:

- a) Cultural Factors: Culture is the determinant factor of a person's wants and behavior and marketers must look closely at cultural values of every country in order to understand how to best market. Each culture consist of smaller subcultures that provide more specific identification for their members. These subcultures could include nationalities, religion, racial groups, and social class, among others.

- b) **Social Factors:** Social factors such as reference groups, family, social roles and statuses also affect the buying behavior of consumers:
- i. *Reference group* are those that have direct or indirect influence on a person's attitudes or behavior; these can be membership groups if they have direct influence, primary groups are those with whom the person interacts continuously in an informal way, such as friends, family, neighbors and coworkers, or secondary groups such as religious or professional groups which are more formal and require less interaction. People can also be influenced by groups to which they do not belong, such as aspirational groups, those a person hopes to join, or dissociative groups, those whose values a person rejects. They can influence members in at least three ways: Expose an individual to new behaviors and lifestyles, influence attitudes and self-concept, and create pressures for conformity that may affect product and brand choices.
 - ii. *Family* is the most important consumer buying organization in society. There are two families in the consumer's life: family of orientation, consisting of parents and siblings, and family of procreation, consisting of spouse and children.
 - iii. *Roles* consist of the activities a person is expected to perform. Each role connotes a *status*. People choose products that reflect and communicate their role and their actual or desired status in society.
- c) **Personal Factors:** Personal characteristics that can influence a buyer's decision are age and stage in the life cycle, occupation and economic circumstances, personality and self-concept, and lifestyle and values. People from the same subculture can lead quite different lifestyles, as this is a person's pattern of living in the world as expressed in activities, interest, and opinions. Core values are also important, as these are the belief systems and go much deeper than behavior and attitude; they determine, at a basic level, people's choices and desires over the long term.

Besides these factors to which all individuals are exposed to during their lives, marketers also understand that one aspect of consumer behavior is reaction to stimuli and people react to it based on perceptions, which are the process of receiving, organizing and assigning a meaning to a stimuli detected by the five senses. Consumers tend to pay selective attention to stimuli, screening out unpleasant or unfamiliar information and also changing its interpretation to be consistent with their beliefs. Part of the task of the marketer is to understand how people interpret stimuli (Folson 2004). For Kardes et al. (2011) consumer responses to stimuli can be emotional, mental and behavioral. The first ones reflect the consumer's emotions, feelings and moods towards a product or its marketing; the second, mental responses or cognitive responses, are the consumer's thought processes, opinions,

beliefs, attitudes and intentions about products and services; and finally, behavioral responses are the consumer's decisions and actions during all the consumer activities (purchase, use and disposal). As per Kotler & Keller (2012), the environmental stimuli enters the consumer's consciousness and combine with psychological processes and certain consumer characteristics to result in a purchase decision; they explain that there are four key psychological processes that influence consumer responses, and these are:

- a. *Motivation* refers to the processes that cause people to behave as they do. From a psychological perspective motivation occurs when the consumer has a need that wishes to satisfy. The need can be satisfied in multiple ways, but the specific path a person chooses is influenced by experiences and values. Personal and cultural factors combine to create a *want*, which is a manifestation of a need.
- b. *Perception* is the process by which physical sensations (stimuli) are selected, organized and interpreted. Such interpretations or assumptions stem from *schemas*, or collections of feelings and beliefs.
- c. *Learning* refers to a change in behavior which comes from experience. This experience doesn't have to be the learner's experience, as a person can also learn from observation. Learning can occur through an association between stimulus and a response of a more complex learning process.
- d. *Memory* involves a process of acquiring information and storing it over time so it will be available when needed; the way information is encoded when it is perceived determines how it will be stored (Solomon et al. 2006).

B. Generational theory

Now that it is clear what consumer behavior is and which factors can influence their buying decision process, it is important to get to know the consumer that is being studied. Consumers can be classified in many different ways, but for the purpose of this research it is being classified by the generation to which they belong. So first, it is important to understand what a generation is and how the generations are divided and in order to do that, we need to refer to Generational theory.

Generational theory explains that each generation presents some predictable traits, beliefs, values and even some common skills, attributes, interests, expectations and preferred modus operandi (Pendergast 2010). Generation refers to a cohort of people born within a similar span of time; the common characteristics are shaped by the similar events, trends and developments that

they have experienced and these are not merely a factor of life stage or a fad that will outgrow but that they will carry through their life (McCrindle 2011). For Howie & Strauss, (2000) a generation can be defined as “a society-wide peer group, born over a period roughly the same length as the passage from youth to adulthood, who collectively possess a common persona”. This generational persona that Howie and Strauss mention can be identified by looking at three attributes: perceived membership, which is the generational self-perception that is created during the formative years; common beliefs and behaviors and common location in history (Howe & Strauss 2000).

More than half a century ago, Mannheim (1952) developed the core of generational theory and it remains relevant today, as he explained the concepts of generational location, generational actuality and generation units. *Generational location* is a passive category based on the range of birth years of the generation. Those belonging to the same generation share a common location on the social and historical process, which predispose them to certain characteristic mode of thought. *Generational actuality* considers the way a generation responds to social changes; a group of individuals sharing a generational location also share a set of experiences during their formative years, which influence the generational collective and shape the way they think, their values and beliefs. *Generation units* are the subgroups within each generation, which acknowledge variations between those born closer to the previous generation, to those born in the middle years and during the later years (Pendergast 2010).

Additionally, Pendergast (2010), mentions four main elements that are important in generational theory:

- a. Four generation types: idealist, reactive, hero and artist. Generations follow a repeating cycle through the life cycle stages, following the order cited. There are characteristics that consistently appear on successive generations based on this factor.
- b. Generations acquires values and belief systems during the formative years. The events that take place during those years, help to shape such values and beliefs.
- c. Four life cycle stages are relevant: childhood, young adulthood, mid-adulthood and elder adulthood.
- d. The birth generation with its unique attributes (e.g. Baby Boomers, Generation Y).

Generational theory is often used by the tourism industry to investigate consumer behavior and predict preferences from each generation. It is believed that marketers who understand the characteristics of a specific cohort or generation are better positioned to anticipate consumer

preferences (Young & Hinesly 2015). Traits of generations are used to construct common patterns in behaviors, consumer preferences and values. However, it has several limitations and challenges, as it considers multiple assumptions. The first big challenge is reaching consensus on the calendar years that each generation covers, although many generational theorists consider 20-22 years the typical generation range (Moscardo & Benckendorff 2010).

Other challenges of studying consumer behavior based on generational theory are, first, that generations are not uniform across cultures and places; in a study comparing European and American members of Generation Y (Millennials), it was noted that there are core differences in the external events and social conditions they were exposed when growing up, the author also mentions that representativeness of different cultures in studies is questioned, as much of the existing research on the millennials has been conducted in the United States (Corvi et al. 2007). Additionally, taking into account the life-cycle stages is challenging, as preferences change as we move to adulthood and then into our elderly years and therefore, we must not confuse characteristics common to a life stage with traits from a generation (Moscardo & Benckendorff 2010).

Living generations

Living generations are those generations which are part of our society today (Pendergast 2010). There are four generations that have been identified and recognized by the mainstream and demographers and these are known as Silent Generation (born before 1945), Baby Boomers (born between 1946-1964), Generation X (1965-1980) and Generation Y (1981- 1990) (Li et al. 2013). Pendergast (2010) on the other hand, leaves out the Silent Generation, which preceded the Baby Boomers and names the four main living generations of our society as follows:

- Baby Boomers: Born between 1943 and 1960.
- Generation X: Born between 1961 and 1981.
- Generation Y (also called millennials): Born between 1982 and 2002.
- Generation Z: Born after 2002.

The years for each generation also changes from author to author, but for the purpose of this research we will use Pendergast's years as a reference, being one of the most cited author in the literature that was reviewed.

All these generations are said to have different traits and preferences, which makes it valid to study them and analyze their travel behaviors (Li et al. 2013). Nonetheless, the present research is oriented to understand the millennial generation or Generation Y, which is the focus of the following section.

C. Millennials

Millennials is the group of study of this research, which is referred by authors as Generation Y and by the media as Millennials. It is the last generation to have completed the birth cycle (1982 – 2002) and it is made up of three subgroups or generation units (Pendergast 2010):

- a. Generation Why: from 1982 to 1985. They were born right after the generation X, and therefore, share some common traits with this generation.
- b. Millennials: between 1985 and 1999. They are the central band of generation Y, so might exhibit most compellingly the traits of their generation (for the purpose of this project, we use the term millennials to refer to all generation Y members).
- c. iGeneration: from 1999 to 2002. They were the last individuals to be born before the generation Z and therefore, are likely to exhibit some of the traits of this generation.

Many different characteristics have been assigned to millennials, as summarized in Table 1 below. While these can provide a profile of Millennials, less is known about their behavioral motivations (Young & Hinesly 2015). As mentioned, different authors assign different birth years to millennials, as also shown in Table 1, where we can observe the different span of birth years assigned, being the earliest year 1977 and the latest 2003. These broad definitions and differences make it challenging to study this generation, define them and find a consensus with all the information available. However, it is important to note that regarding travel trends, many of them agree that millennials are looking for experiences, they like to share those experiences in the social media and they travel more frequently.

Table 1. Millennials in the bibliography

Source	Birth years	Travel trends	Characteristics	Influences	Keys to approach them
Ernst & Young, 2014 Global Hospitality Insights	1980 - 2000	<ul style="list-style-type: none"> * Document their life experiences in the social media. * Post feedback online. * Review sites and social media before booking. * Less important to face-to-face contact but desire to be actively social (isolated togetherness). * Seek experiences that help them understand foreign customs. * Smart spender, because they have more access to information 	Affluent. Demand instant gratification (speed, efficiency and convenience). Activist (imperative to address causes important to them). Very comfortable with last-minute decision-making.	Parents: Baby Boomers. Grew up in times of rapid technological advancement. Most educated generation ever.	<ul style="list-style-type: none"> * Build trusted relationships * Connect with a purpose * Realize the importance of experiences * Adopt an adaptive cross-industry perspective * Integrate new technologies and enhance social presence

D. Pendergast Chapter 1< Tourism and Generation Y	1982 - 2002	<ul style="list-style-type: none"> * Traveling more often. * Exploring more destinations. * Spending more on travel. * Booking more over internet. * Experience hungry. * Information hungry. * Intrepid travelers. * Getting a lot out of their travel. 	Uncertain spender, short-term wants. Beliefs & motivations: lifestyle, fun, self - discovery. Decision making: Friends, little brand loyalty	Digital revolution (Information Age). Terrorism (9/11). Financial uncertainty	Marketing and communication: Participative, viral, through friends
Several authors on Benckendorff et al. (2010) Chapter 2: Tourism and Generation Y	Strauss and Howe (1992): 1977 - 2003	<p>Richards (2007):</p> <ul style="list-style-type: none"> * Traveling more frequently to a wider range of destinations. * Looking for more cultural and social experiences. * Increasing the use of internet for travel information and booking. <p>Lang Research (2002):</p> <ul style="list-style-type: none"> * Holidays focused on personal indulgence. * Participation in outdoor and sport activities. * Interest in music events. <p>Contiki (2008):</p> <ul style="list-style-type: none"> * Interest in local cultural experiences. * Concern over social and environmental impacts of travel. <p>Van Dyck (2008) (on business travel):</p> <ul style="list-style-type: none"> * Prefer more casual, home-like, self-service options. 	Technology savvy. Flexible. Multicultural. Team-oriented. Questions rules and authority. Not brand loyal but brand conscious. Seek status and prestige. Confident, strong will. Optimistic. Close to family. Sheltered and indulged. Special and entitled. Seek autonomy. Strong individualism. Work-life balance is important. Pressured and competitive. Civic-minded. Entrepreneurial. Strong values. Not interested in politics. Extension of adolescence. Positive attitude towards diversity. Howe (2006): Seven core traits: Special, sheltered, confident, team-oriented, conventional, pressured, achieving,	Internet and globalization. Economic growth and prosperity. Baby boomer parenting (structured/scheduled lives, fewer siblings, more divorced parents and working mothers). Higher levels of education. Terrorism	
T. Lee (2013) Top 10 Trends of the Next Generation of Travel: The Millennials	1980- 1999	<ul style="list-style-type: none"> * The Now Generation. Seek immediate gratification and less interaction with staff. *Real time information, immediate share of life. *Peer review: check sources before booking. * Sociable online and offline. * Shorter booking window and mobile booking. *Business travelers want to work on a "third space", not room. * Looking for something extra, a "cool factor" in the hotel that they can share. Not big box hotel * Authentic local experiences * Volunteer travel/ social responsibility 			<ul style="list-style-type: none"> *Provide comprehensive material in hotel website. *Speed and efficiency in their travels. *Be present in social media, sharing events and responding to reviews. * Be mobile. * Provide areas for socialization and work. * Wi-Fi is a requirement. *Offer immersive experiences that are interactive and hands on

A.Young, M.Hinesly (2015): Identifying Millennials' key influencers from early childhood	1980 - 2000		Confident Technologically savvy Responsive to change Socially responsible Service Oriented Able to multitask Delay marriage for longer than previous generations		
S.Hein (2015) Catering to Millennials	1981 - 2000	<ul style="list-style-type: none"> * More eager to spend on luxuries. * Influence of social connection, convenience and 'elite' status. * Prefer technology over additional cost. * Prefer quality over quantity. * Need for sustainability. 	Aspire to see the world, full of enthusiasm, sense of adventure. Tech savvy		

Source: own elaboration based on the following bibliography: (Pendergast 2010; Ernst & Young 2014; Lee 2013b; Hein 2015; Moscardo & Benckendorff 2010; Young & Hinesly 2015)

Factors that shaped the Millennials

As mention before, it is believed that a generation is profoundly influenced during their formation or childhood years because the events that take place during that period help shape the values and belief systems (Pendergast 2010). It is usually agreed among researchers that the shared experiences during the formative years generate similar values, beliefs, preferences, motivations and behaviors within the generation and that these characteristics prevail throughout their lives (Young & Hinesly 2015).

In Table 1 there are some factors that authors said to influence the millennials and shape their character. But the author who define best the factors that influenced this generation is Pendergast (2010), who says that these formation years for the millennials aligned with a major transformation in society, when we witness the transition from industrial to information-based culture and economy. The author outlined the main factors that influenced this generation as, number one, the Information Age; millennials are even called digital natives for being the first generation born into this Age while other generations born before are called digital immigrants. This has created a larger than usual generation gap. Millennials operate at a different speed, prefer graphics than text, connect with the digital world to play and not only to work, and want to be connected. They highly value the opinions of others when it comes to consumer behavior, especially the opinions of their friends. Number two, the Age of terrorism; as they were in their childhood years when the terrorist attacks of 2001 occurred and the whole world saw the images and the coverage that the news had with all its consequences. Because of these events, they are particularly concern with security issues. And number three, global financial crisis of 2008, which impacted many members from millennials generation when they were

entering the workforce. It created uncertainty about the financial future. Many of them stayed longer in the family house and remained financially dependent of their parents for much longer than previous generations. Financially, the members of this generation are uncertain spenders with short term wants, they also have more temptations to spend the money, and are likely to rely on credit (Pendergast 2010).

Other factors cited by different authors as events that impacted the millennials are, the fall of the Soviet Union, the first Gulf War, the rise of the Information Age and the widespread use of internet (Li et al. 2013), while other mention the attention and raising style of their Baby Boomer parents, who overprotected them and gave them the sense of worthiness (the era of the worthy child) (Howe & Strauss 2000). For Howe & Strauss the common location in history of millennials has define them. Growing up in the '90s with the culture wars, new technologies, global markets and civic apathy. Also the experiences that millennials don't know, such as living without all the technological advances that they grew up with, miraculous vaccines, without internet, without complex video games and computers (Howe & Strauss 2000).

As anything related to this generation, there are several factors that coincide across the literature and some others that don't. But mainly, it can be concluded that there is some consensus that the dawn of the information era, internet with all its implication for connectivity, globalization and knowledge availability has played a significant role; as well, as the shift in the raising style of parents.

Character of Millennials

As previously observed in Table 1, there are many characteristics attributed to millennials. According to Howe (2007 on Pendergast 2010), there are 7 core traits typifying the Millennials, these are:

1. Special: Considered special by parents as they usually come from families with fewer members. They have been exposed to behavioral management of parents which has shifted from punitive to positive reinforcement.
2. Sheltered: Protected by parents and wider community. During their formative years there were several laws introduced to protect them, such as mandatory bike helmets and seat belts. There is some debate going whether they are overprotected. They are usually concern with safety and security.
3. Confident: They accept uncertainty and this confidence has not been impacted by the financial crisis, for them, the only certain thing is uncertainty. After the pessimism of Gen X, the previous generation, millennials are seen as a more optimistic generation; according to

surveys, nine in ten millennials said they are happy and confident people (Howe & Strauss 2000).

4. Team-oriented: More working mothers are taking to kids to childcare and many more parents are looking for their kids to participate in activities. Therefore, they have had more participation in organized sports and have experience formal childcare. Many schooling practices reinforce the value of teams. Many authors also define them as collaborators (Howe & Strauss 2000) and inclined towards group activity (Oblinger 2003)
5. Conventional: Previous generations had the tendency to commit excessively to achieve work goals sometimes at the expense of family balance. Millennials members don't want to repeat these patterns for themselves, and therefore, their aspirations are more conventional centered on career, work-life balance and citizenship.
6. Pressured: From their formative years, parents of millennials have put more emphasis on kids to participate in after school activities, so they are regarded as being pressured with formalized activities filling many hours of their days.
7. Achieving: Millennials are the most education-minded generation that has ever lived. Much emphasis has been placed on the relationship between education and success.

Other characteristics found in the literature attributed to millennials are:

- They are rule followers and accept authority, and this is evidenced in the lower juvenile crime rates reported in America, compared to those reported in the 90's; abortion, pregnancies among teens has also dropped (Howe & Strauss 2000). They also feel closer to their parents and identify with their values (Oblinger 2003).
- They are smart and show fascination for technologies. In schools, test scores have improved in all social groups (Howe & Strauss 2000). They believe it is cool to be smart (Oblinger 2003).

As explained before, there is not a definitive list of traits agreed by generational theorists. These emerge overtime and are shaped by events and time itself.

Importance of Millennials in Hospitality

The impact of millennials in the hospitality industry over the past years has been increasing and the industry has been questioning their products and offerings in order to satisfy their demands. Millennials are believed to be more cost conscious and experience focused, and based on this change in preferences, hoteliers are looking for innovative alternatives to traditional lodging products (Ernst & Young 2015).

Millennials are an important cohort to study for the tourism industry because they are the young people who are entering or have recently entered the workforce. Millennials as a whole have not reached their peak spending years but it is expected to start reaching it in 2017; however, they are already the fastest growing segment for travel spending (Lee 2013). They are proclaimed to be the next big group of consumers and they travel more frequently than the previous generations (Li et al. 2013). For Jan Freitag, Senior Vice President Strategic Development of STR, millennials will be a key demographic in 2020 (Hotel News Now 2014).

A study by the World Youth Student and Educational Travel Confederation (WYSETC) revealed that millennials travel more often, explore more destinations, spend more on travel, book more over the internet, are hungry for experience and information, are intrepid travelers, and are getting a lot out of their travel (Richards, 2007). This generation prioritizes international travel above owning a property, domestic travel or owning a car (TravelMole, 2008 on Pendergast 2010).

Dr. Stephanie Hein (Hein 2015), Department Head of Hospitality and Restaurant Administration at Missouri State University (USA), reveals key factors regarding millennials in the sector:

1. Millennials are more eager to spend on luxuries: her conclusion is based on a Chase Marriott Rewards survey from 2014, which shows that 48% of millennials prefer hotel experiences that offer luxury or ultra-premium services.
2. Influence of the social connection, convenience and 'elite' status: purchasing decision greatly influenced by social media and social connections. Chase Marriott Rewards survey revealed that 44% of them seek advice online and 97% share their experiences on their social media. Millennials also want to connect with others and seek opportunities to gather. Another important aspect is that they operate in an on-demand world, and therefore, value convenience and accessibility.
3. Millennials prefer technology over additional costs: Place important to the facility services that support their technology needs.
4. Maintaining quality over quantity.
5. The need for sustainability: millennials tend to prefer those hotels that practice corporate citizenship and establish environmental-friendly policies.

After knowing the consumer under study, which in this case is the millennials, it is important to broaden the knowledge about the product to be consumed, which for this research is the accommodation services.

D. Accommodation services

In this research project, accommodation services are defined as those lodging services paid on short-term basis, provided by establishments which facilities may range from a modest-quality mattress in a small room to large suites, with bigger higher quality beds and additional comforts. (Wikipedia Foundation Inc. 2016).

According to Morrison et al. (1996), definition problems are always common in tourism research because of the lack of coordination between public and private organizations and the constant changes in the industry. Hence, the hotels are classified and named in many different ways, but for the purpose of this study we will divide accommodation services is in two groups: the traditional accommodation, which are established businesses composed of different kinds and sizes of hotels; and the emergent non-traditional accommodation which includes sharing economy accommodation services such as Airbnb and other types of accommodation services such as hostels, where the consumer rents a bed, instead of a room as in traditional hotels.

Traditional accommodation

Traditional hotels are accommodation facilities such as hotels, motels, motor hotels and destination resorts, which are usually of a medium to large size and serve a variety of target markets including business and leisure (Morrison et al. 1996).

The precursor of the hotel is the inn of medieval Europe, which served as lodging for coach travelers. One of the first hotels in the modern sense opened in Exeter in 1768 and in the early 19th century the hotels began to proliferate in Western Europe and North America. By the later part of that same century, the luxury hotels started to appear, catering to an extremely wealthy clientele (Wikipedia Foundation Inc. 2016).

The hotels vary in size, function, cost, level of services, concepts, target market, etc. One way to categorize them is based on the level of service, and even though there is no worldwide standard for official hotel classification, there are common aspects which unite accommodation of various standards. Hotel classification systems are widely used to provide an indicator on the service and product to be found at individual establishments; there are at least five approaches to rate hotels, being the most common the five and four stars which, according to a 2015 report by World Tourism Organization, they found little to no difference between them (UNWTO 2015). Based on common understanding of the 5 star rating and for the purpose of this study, we can divide hotels in the following:

- 5 star hotels or luxury hotels: They target wealthy clientele by providing luxurious accommodation and services, upscale restaurants and lounges, valet, concierge, fitness center, spa and many other amenities. Examples of these hotels are brands such as Four Season, The Ritz-Carlton and St. Regis.
- 4 star hotels or full service hotels: They offer upscale full service facilities, restaurant, high level of service and many amenities like fitness center, meeting spaces and others. They are less luxurious than a 5 star hotel and target high income individuals. Example of these hotels are brands such as Marriott, Hilton and Hyatt.
- 3 star hotels or select service hotels: these are small to medium size hotels which cater to the largest segment of travelers. They provide uniform service but not elaborated, they may have amenities such a restaurant and fitness center but in a lower scale. Examples of these hotels are Courtyard by Marriott, Crowne Plaza and Hilton Garden Inn.
- 2 and 1 star hotels or economy/limited service hotels: these hotels provide clean, safe an inexpensive rooms and meet only the basic needs of the guests. They offer very limited to no additional services and cater for the budget-minded traveler. Examples of these hotels are Fairfield Inn, Holiday Inn and Four Points by Sheraton (Wikipedia Foundation Inc. 2016) (Setupmyhotel.com 2016)

Non-traditional accommodation

Alternative lodging products to the traditional hotels, such as serviced apartments, apartment rentals and hostels, emerged in past decades to serve budget-minded guests looking for alternatives; however, today these options are not only targeting and attracting these tight budget customers, but have gained recognition for those travelers looking for more flexibility and social interaction than found in a traditional hotel. Serviced apartments and apartment rentals are gaining popularity, especially in the United States, while hostels products in an upscale version are capturing attention around the world (Ernst & Young 2014). Moreover, it has been reported that non-traditional accommodation reached 40% of market share of the overall world outbound accommodation, according to World Travel Monitor from IPK International (IPK International / ITB Berlin 2014).

Hoteliers are now seeking for ways to match these offerings to meet millennials demand for cost-conscious and experience-focused accommodation. Some products that initially emerged in Europe are now spreading to other markets in Asia and United States, such as low-cost, amenity rich hostel, lifestyle budget hotel and hostel/hotel combination, which are aligned with the desires of millennials. These products have removed some high cost elements in order to decrease cost, and have replaced

them for more practical alternatives and pay-as-you-go amenities, they also emphasize common areas that are often intended to be inviting to guests (Ernst & Young 2015).

Types of non-traditional accommodation

These are some examples of non-traditional accommodation (Ernst & Young 2014):

Serviced apartments are temporary (long term or short term), furnished accommodations in a residential setting. The difference with the traditional accommodation offering is usually an equipped kitchen, workspace and living room.

Apartment rentals offer similar amenities than the serviced apartments, but the main difference is that while serviced apartments are usually designed exclusively for rent, the apartment rentals are often inhabited by the owner, who offers either a single room or the entire apartment.

Hostels provide shared rooms ranging from 4 to 10 or more people per room. They emerged in early 20th century offering inexpensive accommodation for less amenities. Nowadays hostels are also appealing to guests seeking for socially driven experiences offering extensive public spaces, group events and high technology. They allow guests to meet other guests and locals, which can be very attractive for millennials.

In the latest years we have also seen the emergence of **sharing economy accommodation**, also called collaborative consumption, collaborative economy or the peer economy (Bremner 2013). The sharing economy is casting the consumers as service providers, allowing them to profit from their underutilized assets. The leading companies in this new market started focusing in transportation (Uber, Lyft), and later the trend followed in the hospitality industry, connecting travelers with home or apartment owners (Ernst & Young 2015).

E. Sharing economy accommodation

The sharing economy emerged as a socioeconomic system, facilitated by online social network platforms where people can easily share access to different resources, for example, transportation, accommodation, food or skills (Tussyadiah & Pesonen 2015). Most of the sharing economy websites were set up after 2008, in the aftermath of the global financial crisis. While some see it as the post-crisis antidote, others stress that it is not a trend or a reaction to the crisis but a surge that will transform the way companies think about their value proposition and the way people fulfill their needs (Bremner 2013).

Types of sharing economy accommodation

Rachel Botsman, co-author of the book “What is Mine is Yours” identifies three types of sharing economy (Bremner 2013):

- a. Product service systems: enables companies to offer products as services instead of selling them as products. Privately owned goods can be rented or shared peer to peer.
- b. Redistribution markets: Goods are moved from somewhere they aren't needed to somewhere they are, for example sold on EBay.
- c. Collaborative lifestyle: People with similar needs or interest share and exchange less tangible assets, such as time, space or skills.

Sharing economy has entered the hospitality industry, giving ways to successful businesses. In this new market, Airbnb is the most prominent company of this type, but only represents part of a more general emergence of internet-based companies that allow ordinary people to offer tourism accommodation. Some examples are Wimdu, 9flats, and Roomorama, plus niche competitors like Onefinestay. There are also several major companies, including HomeAway, HouseTrip, and FlipKey (a subsidiary of TripAdvisor), which function similarly but focus on vacation homes instead of primary residences. Additionally, there are various ‘hospitality networks’ in which hosts offer tourists accommodation free of charge, being CouchSurfing the largest of these networks (Guttentag 2015).

A survey conducted by PWC in the United States revealed that 44% of the consumers are familiar with the sharing economy; of them, 57% agree that they are intrigued by it but have some concerns but 72% said that they could see themselves using sharing economy in the next two years. Additionally, it was found that the population that is most excited about sharing economy are young people between 18 and 24 years old, household with income between \$50 -75 thousand per year and those with kids in the house under the age of 18 (Price Waterhouse Cooper 2015).

Importance of sharing economy accommodation

The rise of many of these businesses has been impressive, Airbnb added more listings to its inventory in a year than the largest hotel companies have added new units in the same period (Ernst & Young 2015). In 2014 alone, Airbnb served 18 million guests, 75 million room nights and \$5.5 billion in bookings (Melloy, 2015 on Tussyadiah & Pesonen 2015, p.1). Nowadays, Airbnb averages 425,000 guests per night, which is 22% more than Hilton Worldwide, and it is valued at \$13 billion, more than mature companies such as Hyatt and Wyndham Worldwide (Price Waterhouse Cooper 2015).

There are legal issues that threatens the future growth of platforms such as Airbnb. Much of its rental activity is illegal and there are claims that it is avoiding its full tax obligations, as guests generally avoid paying accommodation taxes that are typically charged by traditional accommodation (Guttentag 2015). Despite these difficulties, some say sharing economy isn't going anywhere. It is hard to stop because consumers seek authentic experiences and value for money, and the technology is already there to make this happen (Bremner 2013). Michelle Grant, research manager from Euromonitor International said that they predict that sales for private accommodation in the United States for 2018 will be \$1.6 billion (Hotel News Now 2014).

Jason Clampet, co-founder of New York-based travel industry intelligence company Skift warned that hotels will only lose if they fail to see why people is using platforms such as Airbnb, which is competing in number of rooms with the big hotel chains (IPK International / ITB Berlin 2014). In this competitive battle between traditional hotels and sharing economy, the first have customer service to their advantage but regarding the millennials, which is a generation looking for experiences, hotels must rethink the experiences offered both inside and outside the hotel, as surroundings and the neighborhood where they are located will also be important for the experience they can deliver in order to immerse the customer in the local community, as Airbnb does (Hosteltur 2016). Hotel brands could benefit from studying Airbnb approach of 'acting global and thinking local' (Bremner 2013).

Some argue that the rise of Airbnb should not be alarming for hotels because vacation rentals have existed for a long time and this type of accommodation is more appealing to leisure travelers, while business travelers will continue loyal to the hotels. (Bremner 2013). Furthermore, Airbnb will always have somewhat limited appeal because some tourist will be discouraged by security concerns, others prefer a more predictable experience and also quality concerns in Airbnb stay are legitimate (Guttentag 2015). The service is not readily available as it is in a hotel, for example, in most of the cases, the check in time varies based on the availability of the host and not on the convenience of the guest.

The main concern from US consumers interviewed by PWC is that experience is not consistent (72%) and they also admitted that they would not trust in these companies until they are recommended by someone they trust (69%) (Price Waterhouse Cooper 2015).

Ancillary businesses have born to support host to provide a better service to guests, such as Propriety, which is a cleaning and key delivery service, or Guesthop, which also provides check-in services, key management and cleaning (Price Waterhouse Cooper 2015); while these are not wide spread between hosts, their usage could help to narrow the service gap to the traditional accommodation.

There are other claims dismissing the impact of Airbnb on hotels on the grounds that it exists in parallel with the traditional accommodation and it complements hotels by attracting a different type of customer, making the market bigger instead of stealing part of the market share (Guttentag 2015). That is, the advantages of using sharing economy accommodation stimulate more people to travel, travel more frequently and stay longer in the destinations, thus changing the travel patterns or behaviors (Tussyadiah & Pesonen 2015). However, study from Zerdas et al. (2014) on the impact of Airbnb to the hotel' revenues in Texas suggests that they have found empirical evidence that the sharing economy is changing consumption patterns rather than generating purely incremental activity, hence having a negative impact in the revenues of the hotels in Texas since the emergence of Airbnb.

Characteristics of sharing economy accommodation

The pillars of sharing economy are summarized by Price Waterhouse Cooper (2015) as follows:

- a. Digital platforms that connects spare capacity and demand.
- b. Transactions that offer access over ownership.
- c. More collaborative forms of consumption.
- d. Branded experiences that drive emotional connection.
- e. Understanding an economy build on trust.
- f. Rethinking value exchange.
- g. The push for less friction – owning today feels like a burden.

The most successful of all sharing economy accommodation sites is Airbnb. This company describes itself as “a trusted community market place for people to list, discover and book unique accommodations around the world” (Airbnb, 2013b on Guttentag 2015, p.3), it is basically an online platform where normal people can offer their private spaces as accommodation for tourist (peer-to-peer accommodation), which makes them part of the product service system type of the collaborative or sharing economy.

It derives its revenue from both guests and hosts for the service, charging guests around 9 to 12 percent service fee every time a reservation is booked (depending on the length of stay), and charging hosts 3 percent service fee to cover the cost of processing the payment (Zervas et al. 2014).

This platform has provided to hosts with the technological infrastructure that allows them to reach potential guests. Accommodation with these hosts is typically cheaper than traditional accommodation, plus it introduces additional benefits associated with staying in a residence, such as the feeling of being in a home, which offers the chance to have a more 'local' experience, and often,

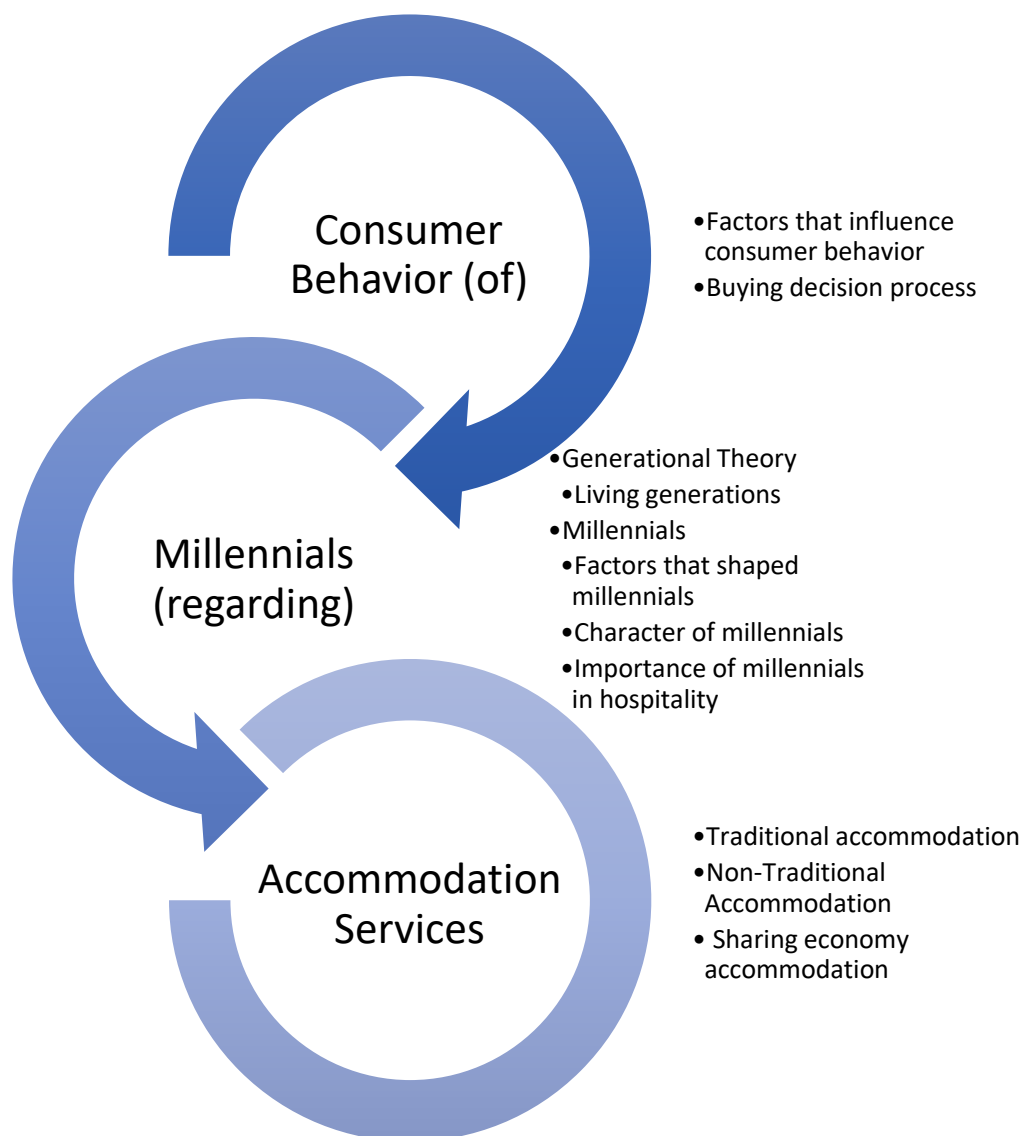
the access to practical residential amenities such as kitchen, washing machine and a dryer (Guttentag 2015).

Another important characteristic is their reliance on reviews. Many websites promoting this type of transactions have embrace the use of online reviews, encouraging the users to provide detailed reviews after the transaction has been completed (Zervas et al. 2014). It is argued that the web-power of sharing economy relies on ratings and reciprocal reviews to build trust among their users (Bremner 2013). In fact, 89% of consumers interviewed in the US said that sharing economy is based on trust between providers and users (Price Waterhouse Cooper 2015).

II. Conceptual framework

In Table 2 below is explained how all topics developed in the literature review interact with each other. Consumer behavior is the main field of study of this project, which is focused on one segment of the market, which is the millennials and their behavior when choosing to an accommodation service, which can be traditional or non-traditional. Therefore, it is important to be familiarized with these three main topics: Consumer behavior, millennials and accommodation service.

Table 2. Conceptual framework



Source: Own Elaboration

SECTION III

I. Overall research design

Business research is defined as “the application of the scientific method in searching the truth about business phenomena. These activities include defining business opportunities and problems, generating and evaluating ideas, monitoring performance, and understanding the business process” (Zikmund, 2015 p.5 on Kalafatoglu 2016). Business research is multi-disciplinary, can be conducted in different levels and is conducted to achieve a practical outcome (Greener 2008). A good research generates dependable data through professionally conducted practices (Blumberg et al. 2005).

There are three main questions in research (Kalafatoglu 2016):

- a. The **ontological** question. Deals with the study of being and the nature of reality.
- b. The **epistemological** question. Deals with the sources of knowledge. Questions possibilities, nature, sources and limitations of knowledge. Sources of knowledge can be intuitive, authoritarian, logical or empirical (Dudovskiy 2016).
- c. The **methodological** question. Deals with the methods that the researcher uses to find out whatever he believes that can be known.

Research philosophy

Research philosophy depends on the way the researcher think about the development of knowledge. Three views about the research process dominate the literature: **positivism, interpretivism and realism** (Saunders et al. 2003). Being the first two the most distinguished and their characteristics explained in Table 3 below:

Table 3. Positivism vs. Interpretivism

Positivism	Interpretivism
<ul style="list-style-type: none">• Philosophical stance of the natural scientist.• Observe social reality to create law-like generalizations.• Social world exist externally and is viewed objectively by collecting objective facts.• Research is value-free• Researcher is independent, an objective analyst.	<ul style="list-style-type: none">• Believes that is necessary to explore the subjective meanings that motivate actions.• Argue that business and management are too complex to reduce them to generalizations.• Social world is constructed and is given a meaning subjectively by people.• Researcher is part of what is observed.• Research is driven by interest.

Source: Own elaboration based on the following bibliography: (Saunders et al. 2003; Blumberg et al. 2005)

The philosophical position of this project is **positivism**, because the objective is to answer the proposed questions or problems by applying a structured observation and collection of quantitative data in order to form conclusions from an objective analysis.

Research approach

The approach of a research project can be **inductive** or **deductive**. The distinction is the relevance of hypotheses to the study. Deductive approach tests the validity of hypotheses proposed and inductive approach contributes to the emergence of new theories and generalizations (Dudovskiy 2016).

Table 4. Deductive vs. Inductive

Deductive methods	Inductive methods
<ol style="list-style-type: none"> 1. Stronger link between reasons and conclusions. 2. Principles based on science. 3. Movement is done from theory to data. 4. Casual relationships between variables need to be explained. 5. Quantitative type of data is mainly collected. 6. Measures of control are applied in order to ensure the validity of data. 7. Concepts are operationalized in order to ensure the clarity of definitions. 8. The approach is highly structured. 9. Researcher is independent from the research process. 10. Samples need to be selected of a sufficient size in order to be able to generalize research conclusions. 	<ul style="list-style-type: none"> • Doesn't have the same strength of relationship between reasons and conclusions. • The meaning of human attachment to events are aimed to be explored • Research context is understood in a deeper manner • Qualitative type of data is collected • More flexible approach to research structure to ensure provisions for changes during the research • Researcher is perceived to be a part of the research process • Research findings do not have to be generalized

Source: Own elaboration based on the following bibliography: (Dudovskiy 2016; Blumberg et al. 2005)

The approach of this project is **deductive** because it explores hypothesis regarding the factors that influence on millennials when choosing accommodation and test them to be able to draw conclusions. In order to test them, data will be collected in quantitative form and analyzed objectively.

Research methods

Research methods usually refers to specific activities designed to generate data (Greener 2008). It includes define and redefine problems, formulate hypothesis, collect, organize and evaluate data, make deductions and reach conclusions (Kalafatoglu 2016).

These methods can be **quantitative or qualitative**. The main distinction between them is the kind of information used in the study (Blumberg et al. 2005). In Table 5 below it is explained the characteristics of each.

Table 5. Quantitative vs. Qualitative

Quantitative research	Qualitative research
<ul style="list-style-type: none"> • Rely on quantitative information (numbers and figures) • Collecting and converting data into numerical form to obtain statistical data and draw conclusions from it. • Assumes the meaning and refers to a measure of it. • Are based in mathematical calculations in various formats. 	<ul style="list-style-type: none"> • Rely on qualitative information (words, sentences, narratives) • Aims at discovering the underlying motives and desires. • Important in the behavioral sciences. • Refers to the meaning, the definition or analogy characterizing something. • Do not involve mathematical calculations. It aims to ensure greater level of depth of understanding.

Source: Own elaboration based on the following bibliography: (Kalafatoglu 2016; Blumberg et al. 2005; Dudovskiy 2016)

The method that will be used in this project is **quantitative** because the data will be collected through surveying a sample of the millennials population in order to test some hypothesis regarding the factors that makes them choose certain type of accommodation.

II. Data collection techniques and research instruments

Data collection is the gathering of information, which may range from a single observation to a big survey in different parts of the world; it depends on the method selected to conduct the research (Blumberg et al. 2005).

Data can be understood as the facts presented to the researcher from the study's environment. Its characteristics are that it is abstract; verifiable, if consistently produces the same result it is said to be trustworthy because it can be verified; it is elusive because the speed at which events occur is usually faster than the observation time; and it reflects its truthfulness by the proximity (closeness) to the phenomena studied (primary data is deemed more truthful than secondary data) (Blumberg et al. 2005)

Data collection can be divided in two categories: **secondary data collection**, which is data that already exists, in books, magazines, journals, etc.; and **primary data collection**, which consists in acquiring new data through qualitative or quantitative research methods.

The different type of primary data collection divided by qualitative and quantitative is shown in Table 6 below.

Table 6. Quantitative and Qualitative Methods for data collection

Quantitative methods	Qualitative Methods
<ul style="list-style-type: none"> • Questionnaires with closed-ended questions. • Methods of correlation and regression. • Mean, mode and median. • Others. 	<ul style="list-style-type: none"> • Questionnaires with open-ended questions. • Focus groups. • Observation. • Game or role playing. • Case studies. • Others.

Source: Own elaboration based on the following bibliography: (Dudovskiy 2016)

Questionnaires with closed-ended questions is the method chosen to gather primary data for this project because it aims towards gathering sufficient data in order to test the hypothesis; additionally, due to time and economical limitations, it is the method that was deemed more advantageous to accomplish the objectives under the present conditions. The questionnaires were mainly done online, in order to extend the reach and not limit the research to one geographic location. The questionnaire used for this project is in **Appendix A**.

Questionnaires are one of the most popular methods of collecting data among hospitality and tourism researchers. In this, researchers use pre-determined and structured questions to obtain information from a sample (Altinay & Paraskevas 2008). They are conducted in order to gather a large size of information in a short period of time (Dudovskiy 2016). The advantages and disadvantages of this method are presented in Table 7 below.

Table 7. Questionnaires' advantages and disadvantages

Questionnaire's Advantages	Questionnaire's Disadvantages
<ul style="list-style-type: none">• Members of the sample group can remain anonymous.• Cheaper than the other primary data collection methods.• Possibility of generating large amount of data.	<ul style="list-style-type: none">• Difficulties of ensuring greater depth.• The problem of 'first choice selection'

Source: Own elaboration based on the following bibliography: (Dudovskiy 2016)

III. Research context and participants

Defining the participants of a research project or the unit of analysis is a very important step. The unit of analysis is the object or individuals that are researched, which is also called population. In the case of this project, the **population** are all the millennials of any nationality, which in our case we will define as individuals born between 1982 and 2002.

As it is not possible to survey all the millennials because the population chosen is too large, it is necessary to choose a sample. This is usually called sampling and the main advantages of sampling are (Blumberg et al. 2005; Dudovskiy 2016):

- Lower cost.
- Greater accuracy of results.
- Greater speed of data collection.
- Makes a research of any type and size manageable.
- Provides opportunity to process data more efficiently.

Sampling can be done following four stages (Dudovskiy 2016):

- a. Defining target population: Target population is the segment of the wider population that will be studied.

For this particular study the **target population** are millennials that have reached an age to make decisions regarding their accommodation when they travel, and have used an accommodation service before. Therefore, we will focus on individuals who are currently above 20 years old; in other words, individuals who were born between 1982 and 1996, of any nationality.

- b. Choosing sampling frame: It is a list of people within the target population that can contribute to the research.

In the present project the **sampling frame** is formed by millennials born between 1982 and 1996, who have stayed in both traditional accommodation and non-traditional accommodation.

- c. Determine a sampling size: It means to choose the number of individuals that will participate in the primary collection data.

In this step it is important to consider, first, that the magnitude of error is reduced with the size of the sample; second, that a large initial sample size should be provisioned for questionnaires because the response rate can be as low as 20 or 30 percent; and finally, that availability of the individuals and cost should be taking in consideration as well.

For the purpose of this project the **sample size** is around 200 individuals. Although millennials is a big population to study, there are limitations regarding time and resources which affect the sampling of the project.

- d. Selecting sampling method: This refers to how are the participants of the sample going to be selected.

There are two sampling methods: probability, in which every member of the population has a chance to be selected; and non-probability, in which members of the sample are selected on non-random manner.

For this project the **sampling method** used is probability, as any member of our chosen population has a chance of being selected. The population for this research are millennials who have previously stayed in an accommodation service and are between 20 and 35 years old.

IV. Data analysis

There are differences between the quantitative and qualitative data analysis. Since this project will be conducting quantitative research, the first analysis will be applied. In quantitative data analysis is necessary to critically analyze and interpret the numbers, and find a rationale behind the results; that is, by applying critical thinking and a fair and careful judgement, turn raw numbers into meaningful data (Dudovskiy 2016).

Software is usually used as a tool to assist in the analysis process of quantitative data. From Excel Spreadsheets to Microsoft Access and SPSS. The **data analysis** for this project will be done using SPSS.

The advantages and disadvantages of using this software are described in Table 8 below.

Table 8. SPSS Advantages and Disadvantages

SPSS Advantages	SPSS Disadvantages
<ul style="list-style-type: none">• Broad coverage of formulas and statistical routines.• Data files can be imported through other programs.• Annually updated.	<ul style="list-style-type: none">• Expensive cost.• Limited license duration.• Confusion among different versions.

Source: (Dudovskiy 2016)

V. Ethical Considerations

“Ethics is the study of the ‘right behavior’ and [in the field of research methods it] addresses the question of how to use the methodology in a moral and responsible way” (Blumberg et al. 2005, p.92).

They are the moral principles, norms and standards that guide the researcher’s choices regarding behavior and relationships with others. There are two main philosophical positions: deontology and teleology. The first, defends that ends never justify the means, if these are ethically questionable. The second, postulates that the morality of the means must be judge by the ends served (Blumberg et al. 2005).

Ethical treatment of participants

It means to protect the rights, integrity, privacy and dignity of the participant, no matter what type of research is being conducted. There are three guidelines to follow (Blumberg et al. 2005):

- i. Explain the purpose and benefits of the study (don’t overstate or understate the benefits).
- ii. Explain the rights and protection of the participant, such as right to privacy.
- iii. Obtain the participant’s consent (for most business research, oral consent is sufficient).

Ethics and the sponsor

There are ethical considerations regarding dealing with a research client or sponsor, as it has the right to receive research that has been conducted ethically. The considerations to bear in mind in this respect are (Blumberg et al. 2005):

- i. Confidentiality: Some sponsors do not want to reveal their identity for different reasons and they have the right to several types of confidentiality. *Sponsor non-disclosure*, if they wish to dissociate themselves from the research. *Purpose non-disclosure*, to protect the purpose of the study or its details. And finally, *findings non-disclosure*, if sponsors wish to maintain findings confidential, at least until a decision is made about them.
- ii. Right to quality search: It includes, providing an appropriate research design for the research question, maximizing the sponsor's value for the resources expended and providing data-handling and reporting techniques appropriate for the data collected.
- iii. Sponsor's ethics: Researchers may be asked by sponsors to participate on unethical behavior, which would be a breach of ethical standards and should be avoided. Some conducts to avoid are:
 - Violating participant confidentiality.
 - Changing data or creating false data to meet a desired objective.
 - Changing data presentations or interpretations.
 - Interpreting data from a biased perspective.
 - Omitting sections of data analysis and conclusions.
 - Recommendations beyond the scope of the data collected.

Ethical obligations to the research community

A researcher has an ethical obligation towards the research community as a whole because every piece of research is an attempt to find what is true. General public usually refers to scientific research to prove a claim, showing the great confidence they place in the accuracy of research. This has been earned by the research community by repeatedly showing that they can trust in the results of sound research. However, some findings are often questioned due to improperly conducted research; producing poor research has an ethical element because it could damage the credibility of research in general. A researcher must be aware that other will use the results produced to make decisions or convince others; therefore, must ensure that people are not misled by the results and conclusions (Blumberg et al. 2005).

Table 11 below shows examples of behavior that leads to poor research and must be avoided.

Table 11. Examples of Unethical Behavior

Speculative interpretation of the results

- Expand the answers provided beyond the original research question.

Neglecting the limitations of the research

- Measurement problems.
- Sample biases.
- Design deficiencies.

Capitalizing on chance (reporting the best)

- Not analyzing or reporting insignificant effects.
- Selecting the 'best' model out of the thousands estimated

Fabrication of data

- Deleting observations (to alter results).
- Modifying the answers of respondents.
- Faking the results of the analysis.

Source: (Blumberg et al. 2005, p.104)

Plagiarism

Plagiarism is a hot issue in university communities. It means to copy from other sources and present them as your own. New research is usually built on previous research or exiting bibliography, but researchers must mention the ideas and results from others acknowledging their previous work using a reference system (Blumberg et al. 2005). It is also defined in more strong terms as “the theft of words and ideas, beyond of what would be regarded as general knowledge”(Park 2003). Some forms of plagiarism are passing material written by others as their own, copying ideas from others without proper acknowledgement, omitting quotation marks and not supplying references when paraphrasing material written by others (Park 2003).

Summary of ethical considerations

The following is a compilation of principles of ethical considerations, which is the result of analyzing the ethical guidelines of nine professional social sciences research associations (Bryman and Bell, 2007 on Dudovskiy 2016):

1. Research participants should not be subjected to any harm.
2. Prioritize the respect for the dignity of research participants.
3. Obtain full consent from the participants prior to the study.
4. Ensure the protection of the privacy of research participants.
5. Ensure an adequate level of confidentiality of the research data.

6. Ensure the anonymity of individuals and organizations participating in the research.
7. Avoid any deception or exaggeration about the aims and objectives of the research.
8. Declare affiliations in any forms, sources of funding, as well as any possible conflicts of interests.
9. Always communicate with honesty and transparency any topic related to the research.
10. Avoid any type of misleading information, as well as representation of primary data findings in a biased way.

SECTION IV

I. Findings and discussion

The questionnaire was responded online by 254 people, all of them Millennials with ages ranging between 20 and 35 years old. The following are the findings from this sample:

A. Descriptive characteristics:

The main descriptive characteristics from the sample analyzed are shown in the tables and comments below. The complete descriptive information and graphics can be reviewed in **Appendix B**.

Sample: 254 respondents.

Gender: 133 Female (52.4%) and 121 Male (47.6%)

Age: 105 participants are 20 to 25 years old (41.3%), 67 participants are between 26 and 30 years old (26.4%), while 82 are between 31 and 35 years old.

Region: The majority of the respondents live in Europe or USA/Canada. The rest of the geographical areas have a small participation; therefore, the rest of the analysis based on region only considers Europe and USA/Canada. Table 12 below shows the distribution.

Table 12. Region distribution of the sample

Europe	USA/Canada	Latin America / Caribbean	Asia Pacific/ Oceania	Middle East / Africa
118	106	23	6	1
46.5%	41.7%	9.1%	2.4%	0.4%

Source: Own elaboration

Income range: The majority of the participants earn between US\$800 and US\$3000 per month, and 18% of the sample has no fixed income or are students. This question was optional and only 234 participants of the 254 answered it. The income range of participants is shown in Table 13 below.

Table 13. Income range of respondents.

No income/ Students	US\$800-1500 monthly	US\$1501- 3000 monthly	US\$3001 – 6000 monthly	>US\$6000 monthly	No respond
47	62	66	38	21	20
18.5%	24.4%	26.0%	15.0%	8.3%	7.9%

Source: Own elaboration

Frequency of use of accommodation: When asked how often they use an accommodation service of any type, 112 responded that they use it several times each year, which is 44.1% of the sample. 67 use them less than once a year (26.4%), 47 people use accommodation once a year (18.5%) and 11% use the services at least once a month, which corresponds to 28 people of the sample. This means that the majority of the sample are frequent users of accommodation services, as we have 55% of the sample who use it several times per year (112 responded several times per year plus 28 who use it at least once a month). If we add those who use it a least once a year, we have 74% of the sample.

Information about the respondents' last stay in an accommodation establishment: Several questions were asked about the last time they used an accommodation service of any kind. From the 254 millennials who answered the survey, 242 responded to these questions, while 12 didn't complete them. These questions revealed that 62.2% (158 participants) travelled for vacation, 15% to visit family or friends (38 people), and 11% for business (28 respondents); the rest of the sample travelled for other reasons or didn't respond to the question.

Regarding the type of destination they visited, 138 visited a city on their last trip (57%); 71 went to the beach (29.3%) and the rest visited the mountain or the countryside.

They were also asked about the type of accommodation service that they choose on their last trip, and the answers are shown in the table 14 below:

Table 14. Accommodation selected by respondents in last trip

Luxury Hotel (4 or 5 stars)	Hotel of 3 stars or less	Hostel	Airbnb, Wimdu or similar	No respond
62	120	18	42	12
24.4%	47.2%	7.1%	16.5%	4.7%

Source: Own elaboration

In addition to the questions described above, further questions were asked regarding factors and motivations for their selection, as well as their opinion regarding the sharing economy accommodation services. The complete results of all the survey can be reviewed in Appendix B.

B. Relationship between variables and discussion:

The information gathered from the survey was analyzed in SPSS with cross tabs and using chi square test in order to find relationships between the different variables and establish if the findings are significant or not. The analysis of the most important tables and variables are discussed in this segment and the complete cross tabs analyzed in SPSS are shown in **Appendix C**.

The cross tabs analyze how the variables are affected or relate to each other and the chi-square test indicates if the results are significant (if the test is below 0,05) or if it is not significant (if the result is above 0,05).

The following are the variables analyzed in cross tabs that had not a significant relationship between them:

1. Relationship between type of accommodation service selected in the last trip and range of age: The general result to the question “What type of accommodation did you select in your last trip?” is seen in Table 14 above, but in order to find if the answers are affected by the age of the millennial, these two variables are compared on a cross tab. In this case the results are **not significant**, which means that the accommodation selection doesn’t seem to be influenced by the age of the group. Pearson’s Chi-square result for these two variables is 0.496.
2. Relationship between type of accommodation service selected in the last trip and gender: The Chi-square result in this case is 0.746 which is **not significant** and means gender does not has a significant relation to the selection of accommodation of millennials.
3. Relationship between type of accommodation service selected in the last trip and the region where they live: The region is not a factor that influences the selection of accommodation. Pearson’s Chi-square result for this cross tab is 0.436, which means it is **not significant**.

4. Relationship between type of accommodation service selected in the last trip and frequency of use: Millennials were asked how often they use an accommodation service and it was observed that those who use accommodation service several times a year are the group who choose sharing economy in a bigger proportion; however, these results are **not significant** as the Chi-square result is 0.143.
5. Relationship between type of accommodation service selected in the last trip and purpose of trip: Purpose of trip is a factor that is not influencing the selection of accommodation; whether they travel for business, vacation, visit family or friends, or other purpose, the majority chose a hotel of 3 stars or less. The Chi-square result is **not significant** (0.510).
6. Relationship between type of accommodation service selected in the last trip and type of destination visited: The results of this analysis was that this relationship is **not significant** as the Chi-square is 0.364. The type of the destination they visit (city, beach, mountain or countryside) doesn't have an influence in the type of accommodation service chosen.
7. Relationship between the most unattractive accommodation service for millennials and range of age: Millennials were asked "What type of accommodation you would not choose for your next vacation? Choose the less attractive to you"; 236 people responded to the question and 126 (53%) of them chose Hostel as the less attractive option, while 48 people (20%) chose luxury hotel and the same amount of people chose sharing economy accommodation. In this case range of age is not a factor that affects their view of accommodation services, Chi-square result of this analysis is 0.560, which means it is **not significant**.
8. Relationship between the most unattractive accommodation service for millennials and gender: This factor is **not significant** in this case either. The Chi-square result is 0.827.
9. Relationship between the most unattractive accommodation service for millennials and region where they live: The results of this analysis show that this relationship is **not significant**, as the Chi-square result is 0.144.

10. Relationship between the most unattractive accommodation service for millennials and income range: The income range of participants is not a factor affecting their opinion regarding which option is the least attractive to them. The Chi-square result of this analysis is 0.447, which means it is **not significant**.
11. Relationship between the most unattractive accommodation service for millennials and frequency of use: This analysis also returned **not significant** results, with a Chi-square of 0.141.
12. Relationship between the most unattractive accommodation service for millennials and purpose of trip: The purpose of the trip showed to be a factor that has no influence in the millennials choice of the most unattractive accommodation service. The Chi-square result is **not significant** as it is 0.774.
13. Relationship between the most unattractive accommodation service for millennials and type of destination visited: This variable was **not significant** either. The Chi-square result is 0.571.
14. Relationship between millennials' main motivation to choose certain accommodation service on their last trip and range of age: After indicating the type of accommodation service that they used in their last trip, the participants had to answer the question "What was your main motivation to choose this accommodation service during your last trip?" the options given where:
- *Reasonable price.*
 - *Convenient location.*
 - *Good combination of price and location.*
 - *I have been there before and I liked it.*
 - *It offers a different experience.*
 - *It adapts better to my lifestyle or offers what I need.*
 - *Other.*

41% answered "Good combination of price and location" (100 people of 242 who responded), 27% answered "Reasonable price" (65 people), and the rest of options received 20 or less responses, being the lowest "It offers a different experience" with 2.5%. When the relation between this question and range of age was analyzed in a

cross tab it returned a Pearson's Chi-square result of 0.080, which is **not significant** to consider it as a variable that affects the motivation when choosing accommodation.

15. Relationship between millennials' main motivation to choose certain accommodation service on their last trip and gender: Gender once again is not a variable that plays a role on influencing the motivation of the millennials when choosing accommodation. The Chi-Square result is 0.647, which is **not significant**.

16. Relationship between millennials' main motivation to choose certain accommodation service on their last trip and region where they live: The region where participants live is neither a variable that affects the main motivation. The Chi-square result is **not significant** (0.608).

17. Relationship between millennials' main motivation to choose certain accommodation service on their last trip and income range: The income range in this case is not a factor affecting the selection, as the Chi-square result is 0.584, which is **not significant**.

18. Relationship between other factors that influenced millennials' selection of accommodation service on their last trip and range of age: Another question asked after they indicated what type of accommodation they chose for their last trip was "What other factor influenced your selection of accommodation?" and the options given were:

- *It is a known and trustworthy brand.*
- *It was fashionable at the moment.*
- *It is a company's preferred choice.*
- *There was a special offer at the moment.*
- *Loyalty program.*
- *References from friends or other guests.*

The most common answer was the brand (33%), followed closely by references (30%) and special offer (25%). Range of age of the sample has no relationship with these factors and these are **not significant** as Chi-square result is 0.452.

19. Relationship between other factors that influenced millennials' selection of accommodation service on their last trip and gender: Gender is not a variable affecting this variable as the result of the Chi-square test is **not significant** (0.116).
20. Relationship between other factors that influenced millennials' selection of accommodation service on their last trip and region where they live: The region is not influencing the factor the millennials value when choosing accommodation. The Chi-square result is 0.520, which is **not significant**.
21. Relationship between other factors that influenced millennials' selection of accommodation service on their last trip and income range: For this analysis the income range is **not significant**, as shown in the result of the Chi-square, which is 0.411.
22. Relationship between opinion regarding sharing economy accommodation (Airbnb, Wimdu, CouchSurfing or similar) and range of age: The sample of millennials were asked "Which of the following statement reflects your opinion regarding accommodation services such as Airbnb, Wimdu, CouchSurfing or similar?" the options given were:
- *I love it! It is the only option I use.*
 - *It is a good option. I use it or I am willing to use it.*
 - *I don't feel totally comfortable with it but I might try it.*
 - *It is an illegal business. I would never use it.*
 - *I don't know them*

A total of 236 people answered the question of which 76 (32%) chose the second option, 73 (31%) chose the third option, 68 (29%) chose the last option, 16 (7%) chose the first option and only 3 people (1%) chose the first option. In this case, the cross tab of this variable with the range of age had a result of Pearson's Chi-square of 0.545, which means it is **not significant**.

23. Relationship between opinion regarding sharing economy accommodation (Airbnb, Wimdu, CouchSurfing or similar) and gender: The Chi-square result is **not significant** (0.333), so we cannot conclude this factor has any influence in the opinion of the sharing economy accommodation.

24. Relationship between opinion regarding sharing economy accommodation (Airbnb, Wimdu, CoachSurfing or similar) and region where they live: The region where participants live is not a factor that influences the opinion of millennials regarding the sharing economy accommodation. The Chi-square results 0.475, which are **not significant**.

25. Relationship between opinion regarding sharing economy accommodation (Airbnb, Wimdu, CoachSurfing or similar) and income range: In this analysis of the opinion of millennials regarding sharing economy accommodation the income range does not influence such opinion as the result of Pearson's Chi-square result is 0.159, which is **not significant**.

26. Relationship between opinion regarding sharing economy accommodation (Airbnb, Wimdu, CoachSurfing or similar) and purpose of trip: This factor has no influence in the opinion regarding sharing economy accommodation. The Chi-square result is **not significant** as it is 0.480.

27. Relationship between opinion regarding sharing economy accommodation (Airbnb, Wimdu, CoachSurfing or similar) and type of destination visited: The Pearson's Chi-square results of this analysis was **not significant** (0.705), which means that the type of the destination they visit (city, beach, mountain or countryside) doesn't have an influence in their opinion of sharing economy accommodation service.

The following are the variables analyzed in cross tabs that have a **significant** relationship between them:

1. Relationship between type of accommodation service selected in the last trip and income range: The result of this analysis is a **significant** relationship, as Pearson's Chi-square result is 0.002.

This means that the amount of income earned by a millennial influenced their selection of accommodation in their last trip. Income range was an optional question which was answered by 234 participants and 50% of them chose a hotel of 3 stars or less, being the lower income segment the one who chose this type of accommodation in a larger proportion. Luxury hotel was chosen by 57% of the higher income segment. Hostel was the option less selected (only 18 participants) but the majority

who selected this option were from the lower income segment (10 participants) and none of the participants earning more than US\$6000 per month chose it.

Sharing economy (Airbnb, Wimdu or similar) was selected by only 16% of the respondents (38 participants), almost half of them (16) earn between US\$1501 and US\$3000, while 11 of them have no fixed income or are students. Table 15 below shows all these results.

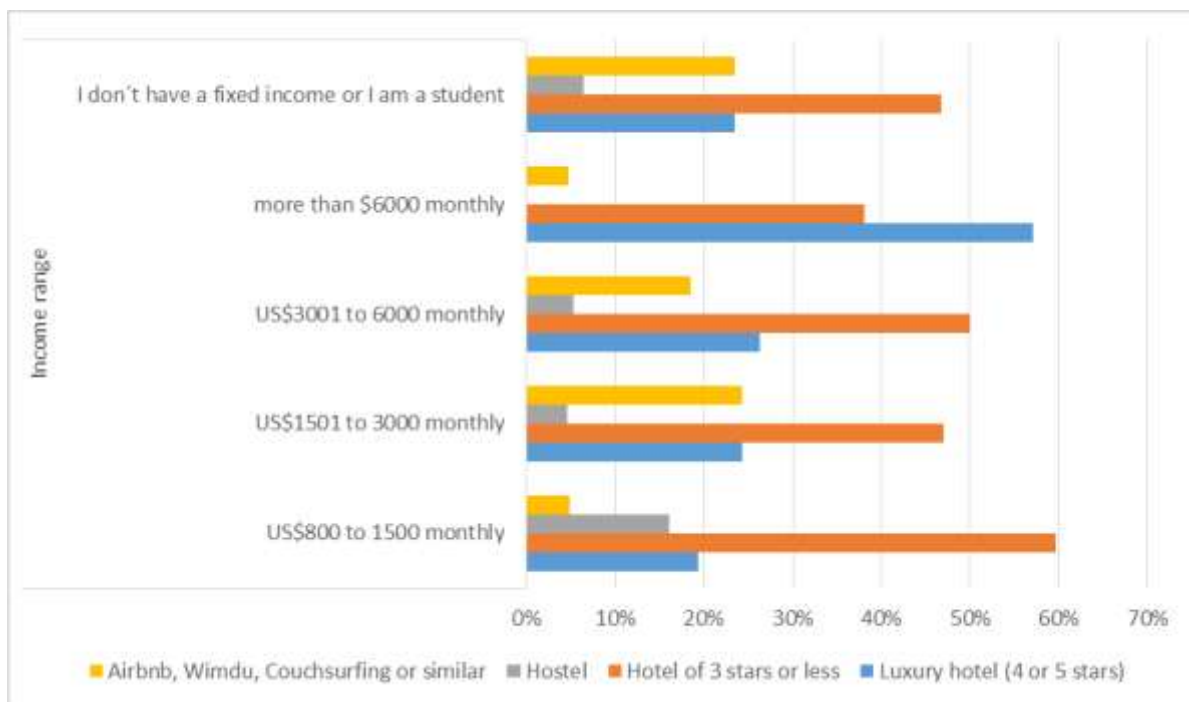
Table 15. Relationship between accommodation type chosen in last trip and income range

Type of accommodation	Income range										Total	
	US\$800 to 1500 monthly		US\$1501 to 3000 monthly		US\$3001 to 6000 monthly		more than \$6000 monthly		I don't have a fixed income or I am a student			
Luxury hotel (4 or 5 stars)	12	19%	16	24%	10	26%	12	57%	11	23%	61	26%
Hotel of 3 stars or less	37	60%	31	47%	19	50%	8	38%	22	47%	117	50%
Hostel	10	16%	3	5%	2	5%	0	0%	3	6%	18	8%
Airbnb, Wimdu, Couchsurfing or similar	3	5%	16	24%	7	18%	1	5%	11	23%	38	16%
Total	62	100%	66	100%	38	100%	21	100%	47	100%	234	100%

Source: own elaboration

The same results shown are summarized in Figure 1 below. The graphic is presented in percentages in order to show the proportion in which each group prefers one type of accommodation from the other.

Figure 1. Relationship between accommodation selected and income range (in percentage)



Source: Own elaboration

Though it seems obvious that those with higher income will not be as concerned with the price they pay for accommodation as those in the lower income range, it is interesting to note how these results follow such expected outcome, except for the group which don't have a fixed income which is more unpredictable in their selections.

From this relationship and the percentages shown in the results, we can argue that millennials preference of non-traditional accommodation is related to a lower cost than traditional hotels, and the most cost-conscious or cost-concern population, who are the segments with lower income, are the ones who tend to favor this type of accommodation. Particularly for sharing economy accommodation, they lose ground to hostels in the lower income group as hostels are the less expensive option, but for the next income range (US\$1501-3000 monthly) it is preferred in the same proportion as luxury hotels. Furthermore, luxury hotels' preference increase with the increase in income, while sharing economy's preference decreased with the increase in income. Hotels of 3 stars or less have a good share in all income range groups, being the highest earners the least drawn to this option.

A study published in 2015 by Tussyadiah & Pesonen analyzed the factors why people from United States and Finland use sharing economy accommodation, and concluded that travelers are driven to use sharing economy accommodation or peer-to-peer accommodation, as they call it, mainly for two reasons: Social appeal, which was a factor for 49.7% of the respondents of such study, and Economic appeal, which was a factor for 68.9% of them; they observe that these millennials were motivated by getting quality accommodation with lower cost (Tussyadiah & Pesonen 2015). This cost driven reason can be perceived in the responses given in our study by those using sharing economy accommodation. When the individual earn less and needs to look after the cost, it is more likely they will choose this type of accommodation than an individual who has a higher income.

Moreover, in an article published in *Current Issues in Tourism*, Guttentag (2015) discusses Airbnb's appeal to tourists saying that it is a typically cheaper alternative than traditional accommodation and introduces additional benefits associated with staying in a residence. Being cost a predictable factor in hotel decisions, it is no surprise Airbnb's low cost is a major draw. The author also compares Airbnb cost to traditional accommodation and hostels in six different destinations showing that hostels are the cheapest option but Airbnb prices are very competitive compared to hotels of 1,2,3 stars and very attractive compared to luxury hotels.

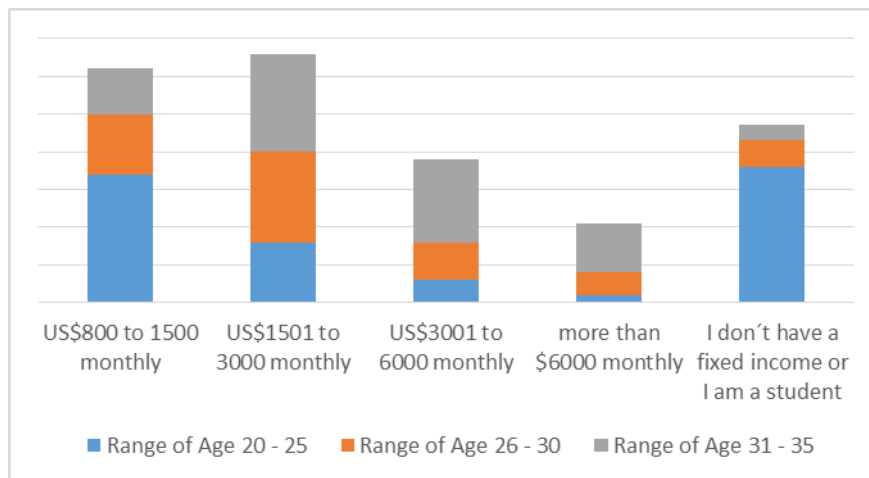
It is also interesting to note that no one from the highest income rate choose hostel as an option, which could be unexpected for a group of millennials, who are usually characterized as

sociable people looking to share with others, or as Hein (2015) put it Millennials want to connect with others and seek opportunities to gather. These characteristics can be part of the millennial culture but it doesn't seem a reason to choose a hostel as accommodation preference, since given the chance, as in this case, it seems millennials prefer a more luxurious approach to their travel.

To give an answer to the research question of this study it can be said that cost is one factor that influences the selection of accommodation services, but especially when deciding between traditional and non-traditional accommodation, where the income of the individual seems to be a variable and the cost a driver in the selection process.

Although age was discarded as a factor that influences the selection of accommodation, it is important to note that income range and age are significantly linked. A cross tab of income range by range of age had a Chi-square of 0.000 which means there is a significant relationship. It shows that the highest income group is composed by the older population of millennials and the majority of the youngest are in the lower income range or no income group. This is displayed in Figure 2 below:

Figure 2. Relationship between age composition and income range segments.



Source: Own elaboration

The close relation between age and income range raises one important question; when this group of millennials reach their maturity and their higher acquisition power, when all of them reach a higher pay rate, will the overall numbers of accommodation selection change to favor those that the higher income group chooses at this moment in time? If the income range has influence over the choice of accommodation, then this is a possibility and one that the industry should pay attention to.

2. Relationship between millennials’ main motivation to choose certain accommodation service on their last trip and the type of accommodation chosen on the last trip: In this cross tab we analyze how the type of accommodation chosen during the last trip has a relation with their main motivation when choosing such accommodation. The result is **significant** as the Chi-square result is 0.001 for these variables.

The two main motivations chosen in general by millennials were “Good combination of price and location” in first place and “Reasonable price” in second. Millennials who stayed in a luxury hotel, 34% chose as their main motivation the “good combination of price and location”, followed by 15% who chose a “convenient location”; 43% of participants who stayed in a hotel of 3 stars or less chose also the “good combination of price and location” as their main motivation, followed by a 30% who said their main motivation was a “reasonable price”. In the case of the Millennials who chose to stay in a hostel in their last trip, they chose as their main motivation “reasonable price” (50%), and a 28% chose “good combination of price and location”. Finally, millennials who stayed in sharing economy accommodation, chose by majority (52%) the “good combination of price and location” as their main motivation, and 31% of them chose “reasonable price”.

There were other motivations listed as options in the question (“I have been there before and I liked it”, “it offers a different experience”, “it adapts better to my lifestyle”) but none of them was selected by more than 8 people from any group. All the answers are shown in the Table 16 below.

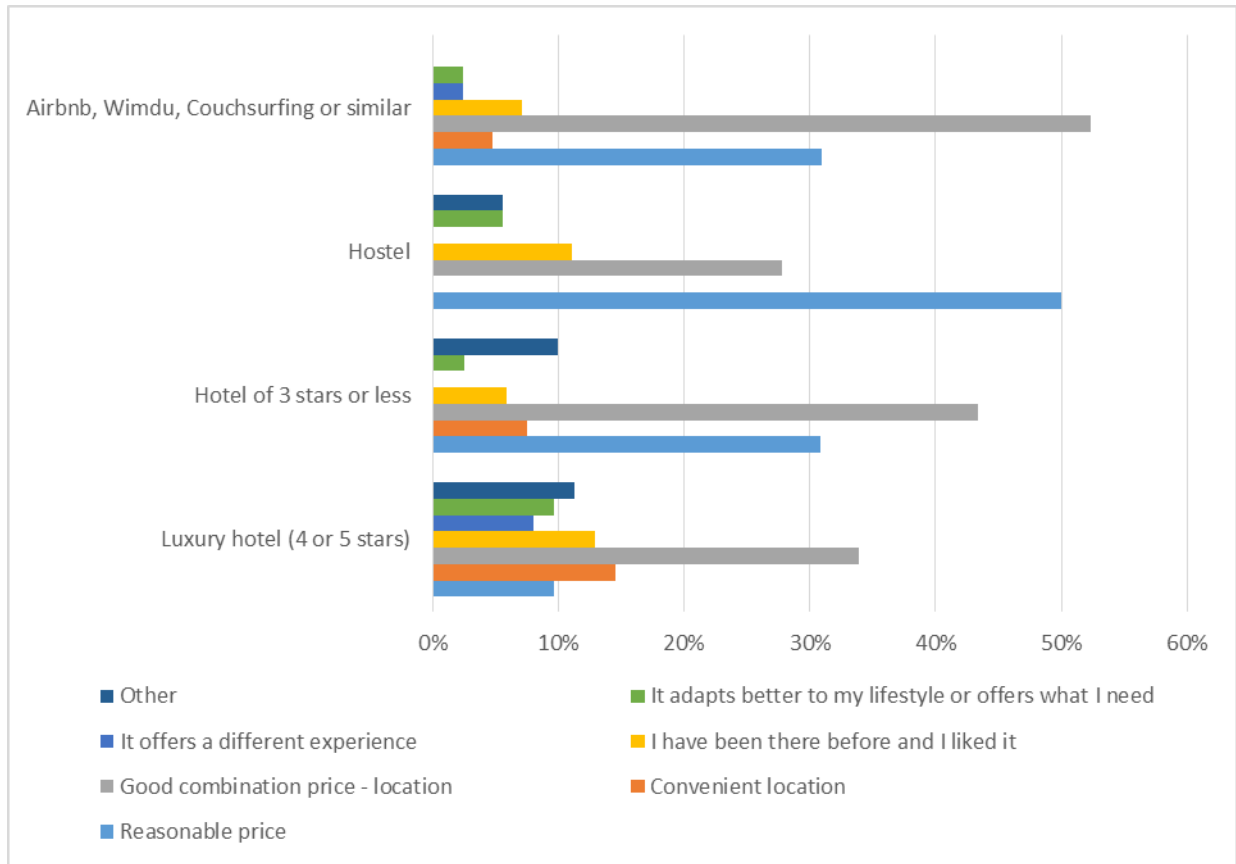
Table 16. Relationship between Millennials’ main motivation to choose accommodation service and type of accommodation service chosen.

Main motivation	What type of accommodation did you choose on your last trip?									
	Luxury hotel (4 or 5 stars)		Hotel of 3 stars or less		Hostel		Airbnb, Wimdu, Couchsurfing or similar		Total	
Reasonable Price	6	9,7%	37	30,8%	9	50,0%	13	31,0%	65	26,9%
Convenient location	9	14,5%	9	7,5%	0	0,0%	2	4,8%	20	8,3%
Good combination price – location	21	33,9%	52	43,3%	5	27,8%	22	52,4%	100	41,3%
I have been there before and I liked it	8	12,9%	7	5,8%	2	11,1%	3	7,1%	20	8,3%
It offers a different experience	5	8,1%	0	0,0%	0	0,0%	1	2,4%	6	2,5%
It adapts better to my lifestyle or offers what I need	6	9,7%	3	2,5%	1	5,6%	1	2,4%	11	4,5%
Other	7	11,3%	12	10,0%	1	5,6%	0	0,0%	20	8,3%
Total	62	100,0%	120	100,0%	18	100,0%	42	100,0%	242	100,0%

Source: Own elaboration

These results are also summarized in Figure 3 below and they are shown in percentages in order to show the proportion in which each group is motivated by the different options provided.

Figure 3. Relationship between millennials’ main motivation to select accommodation type and accommodation type selected (in percentage)



Source: Own elaboration

In the descriptive statistics it can be seen that “good combination of price and location” received 100 responses from a total of 242 being the most voted option of the 7 options given. This coincides with what many authors have said, that location and rate are determinant when a consumer is selecting a hotel (Choi & Chu 2001).

Nevertheless, this motivation, though important for all groups regardless of the accommodation selected, is not the main motivation for all of them. The main motivation for those millennials who chose to stay in a hostel was “reasonable price”, and this has a connection with the first finding analyzed in Figure 1, as it shows that the main population who chose to stay in a hostel are the millennials earning less than US\$1500 per month, the lowest income range and the one that are, perhaps, the most cost-conscious.

The second most chosen option was “reasonable price”, which took second place for millennials staying in sharing economy (31%) and hotel of 3 stars or less (31%), first place for millennials staying in hostels (50%), and fifth place for millennials staying in luxury hotels (10%, tied with “adapts better to my lifestyle”). As “price” ranked lower among the luxury segment, the location became the most important motivation for 15% of this group.

Other important observations in this analysis are, first, that after “price-location” combined or by themselves, the next motivation chosen is “I have been there before and I liked it”, which shows that many millennials based their decision on past experiences and thus, the importance of focusing on delivering a service that create loyalty and repeat customers; for that hotels must strive to have a differentiator that can make them memorable above all other hotels were millennials have stayed.

Second, it was a surprise to receive so few responses on the option “it offers a different experience” from a group of millennials which are often branded as experience seekers or “experience hungry” as Pendergast defined them (2010); it is especially interesting that only participants who stayed in a luxury hotel (8%), and, in very little proportion, participants staying in sharing economy accommodation (2%) chose this option as their main motivation. There’s no clear indication of the cause but it could mean that those who chose the other two options (hotel of 3 stars or less and hostels) only see them as an affordable choice to stay in a destination and not as a source of “experiences” during their trip, maybe they seek experiences from other aspect of their travel and not from their accommodation service, which in many cases is only used to sleep while the rest of the time is spent on exploring the destination. It could also be concluded that for millennials with a constricted travel budget, the “experience” take second place to a reasonable price, while for those who can afford it the “experience” can very well be a motivation when deciding where to stay but not the main motivation.

3. Relationship between other factors that influenced millennials’ selection of accommodation service on their last trip and the type of accommodation chosen on the last trip: This analysis shows the type of accommodation chosen during the last trip and its relation with the factors that influenced such selection. The Chi-square test result for this cross tab is 0.029, which means it is **significant**.

The responses to the factors given as option in the question were split between three main factors being the most dominant, trustworthy brand (33%), references (30%) and special offer (25%); but the allocation of this selection varies depending on the type of accommodation chosen. For those

using traditional accommodation the most influential factor was the brand, but within this group, for the participants who stayed in hotel of 3 stars or less the brand was in second place (27%) and the factor with more responses was the special offer (33%); the ones who went to a luxury hotel valued the references (29%) after the brand (40%). The majority of millennials using the non-traditional accommodation said that the factor that influenced their selection were the references; this was most important for those staying in a hostel (50%), than those staying in sharing economy accommodation (43%), who in equal proportion said the brand was the factor that influenced their selection (43%). These results are shown below in Table 17.

Table 17. Relationship between factors that influenced selection of accommodation service and type of accommodation chosen.

Factors that influenced selection	What type of accommodation did you choose on your last trip?									
	Luxury hotel (4 or 5 stars)		Hotel of 3 stars or less		Hostel		Airbnb, Wimdu, Couchsurfing or similar		Total	
It is a known and trustworthy brand	25	40,3%	32	26,7%	4	22,2%	18	42,9%	79	32,6%
It was fashionable at the moment	3	4,8%	5	4,2%	1	5,6%	1	2,4%	10	4,1%
It is a company's preferred choice	3	4,8%	11	9,2%	1	5,6%	0	0,0%	15	6,2%
There was a special offer at the moment	12	19,4%	40	33,3%	3	16,7%	5	11,9%	60	24,8%
Loyalty program	1	1,6%	5	4,2%	0	0,0%	0	0,0%	6	2,5%
References of friends or other guests	18	29,0%	27	22,5%	9	50,0%	18	42,9%	72	29,8%
Total	62	100,0%	120	100,0%	18	100,0%	42	100,0%	242	100,0%

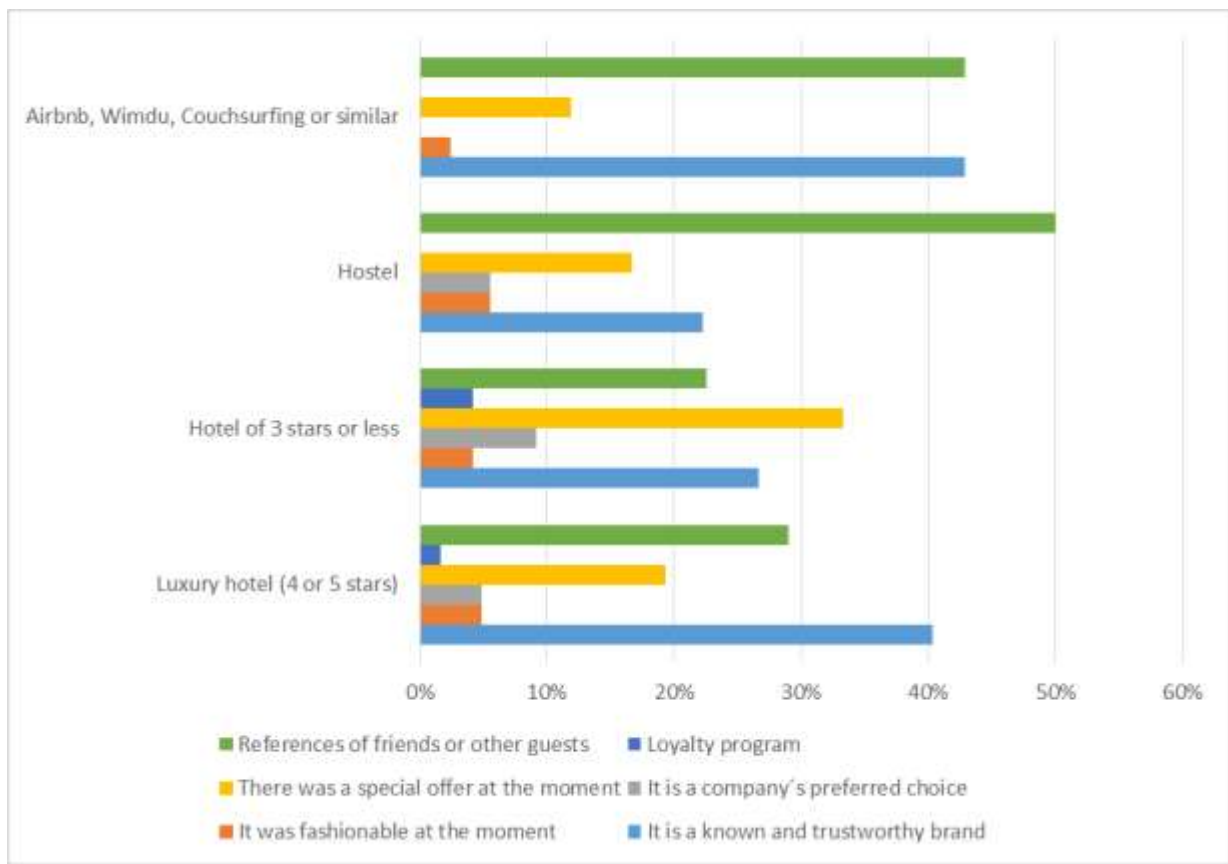
Source: Own elaboration

Regarding the most popular selection, the brand, this analysis shows that it is more important to those millennials who stayed at a luxury hotel and, surprisingly, even more for sharing economy accommodation users. Surprisingly because their stay happens in a private home not with a particular business or brand, but it might suggest that Airbnb (which is the biggest brand among sharing economy) has earned the trust of the millennials who see it as a known and trustworthy brand. The importance of the brand for millennials staying at luxury hotels could be driven by the status they seek; in a study published in 2012, Eastman and Liu (2012) found differences in the level of status consumption between generational cohorts, being Millennials the group with highest level of status consumption, followed by Generation X and finally Baby Boomers. This could explain why the brand is so important for millennials, as they could see staying in a known and prestigious brand as a sign of

status. This however would need to be tested because our research didn't interview members from other generational cohorts to conclude that millennials have a higher preference for a known and trustworthy brand than other generations.

These results are also summarized in Figure 4 below and are presented in percentages to be able to visualize better in which proportion each option was selected by each group.

Figure 4. Relationship between factors influencing selection of accommodation and accommodation type selected (in percentage)



Source: Own elaboration

It can also be observed in Figure 4 that references are more important for those who stayed in non-traditional accommodation (hostels and sharing economy accommodation) than for those who stayed in traditional accommodation, although for a big percentage of the latter it is also important. This makes sense as nowadays online references are the new word of mouth and managing the brand reputation has become a key task for all businesses, not only hotels. The user-generated content usually in form of reviews for the use of other peers has gain much credibility in the eyes of the costumers as an impartial and relevant feedback to be considered when making a decision (Sweeney

et al. 2008 in O'Connor 2010). Moreover, social network plays an important role, particularly among millennials. According to Hein (2015), a Chase Marriott Rewards survey revealed that 44% of millennials seek advice online. Without the limitations of physical location, individuals can now interact and form communities online with others who share similar interests and concerns; hence, one of the key effects of social networks is the support they provide to the decision making process, allowing a two-way communication about all kinds of services and products (O'Connor 2010). Especially for platforms such as Airbnb, these reviews are key for the business, because these are the unbiased opinion of other customers, which provide the confidence for the traveler to make the decision to stay with one host or the other within the community of sharing economy. As per Bremner (2013), it is argued that the web-power of sharing economy relies on ratings and reciprocal reviews to build trust among their users.

The other option that was widely chosen is "special offer available", which was selected by 33% of the millennials who stayed in a hotel of 3 stars or less and 19% of those who stayed in luxury hotel. It was also a popular selection among those who stayed in non-traditional accommodation but in a lower proportion. On this topic, Ernst & Young (2015) said millennials are believed to be more cost conscious and experience focused, and based on this result it seems to confirm their statement regarding cost; millennials are looking for a good deal when booking accommodation and it is definitely an influencing factor as our questionnaire's results show.

Concerning loyalty programs, our research indicates that very few millennials consider loyalty programs as a factor that would influence their selection; actually, only 6 participants of the total 242 chose this option, which is less than 3%. About millennial's loyalty Watkins (2015) shares some insights of a research conducted by a travel marketing agency MMGY Global that shows that millennials tend to be as loyal to the hotel brands as other generational groups, but according to Tina Edmundson, global officer for luxury and lifestyle brands at Marriott International (in Watkins 2015), in many cases millennials have yet to develop brand loyalties, as they are now in their formative years and it is time for them to experience a variety of brands before making a loyalty decision. Another expert argues that current loyalty programs may not be suitable for millennials as they are based on the number of nights or stays and millennials are looking for shorter-term rewards (Dorsey in Watkins 2015).

4. Relationship between the most important features needed in order to be satisfied with accommodation and the type of accommodation chosen: The participants were asked to choose one feature of their accommodation service that is needed for them to be satisfied with their selection. This analysis compared those responses with the

type of accommodation selected. The Chi Square test result is 0,010 and consequently, it is **significant**.

The question was answered by 236 participants of which 110 said that cleanliness was the most important feature for them, but it can be observed that the proportion is the highest for those staying in luxury hotel and the lowest for those staying in sharing economy accommodation. Another trend easily observed is that good location is more important to the respondents who chose non-traditional accommodation and safety and security matters more for millennials staying in sharing economy accommodation. The table 18 below shows the results:

Table 18. Relationship between the most important feature for satisfaction and the accommodation type chosen.

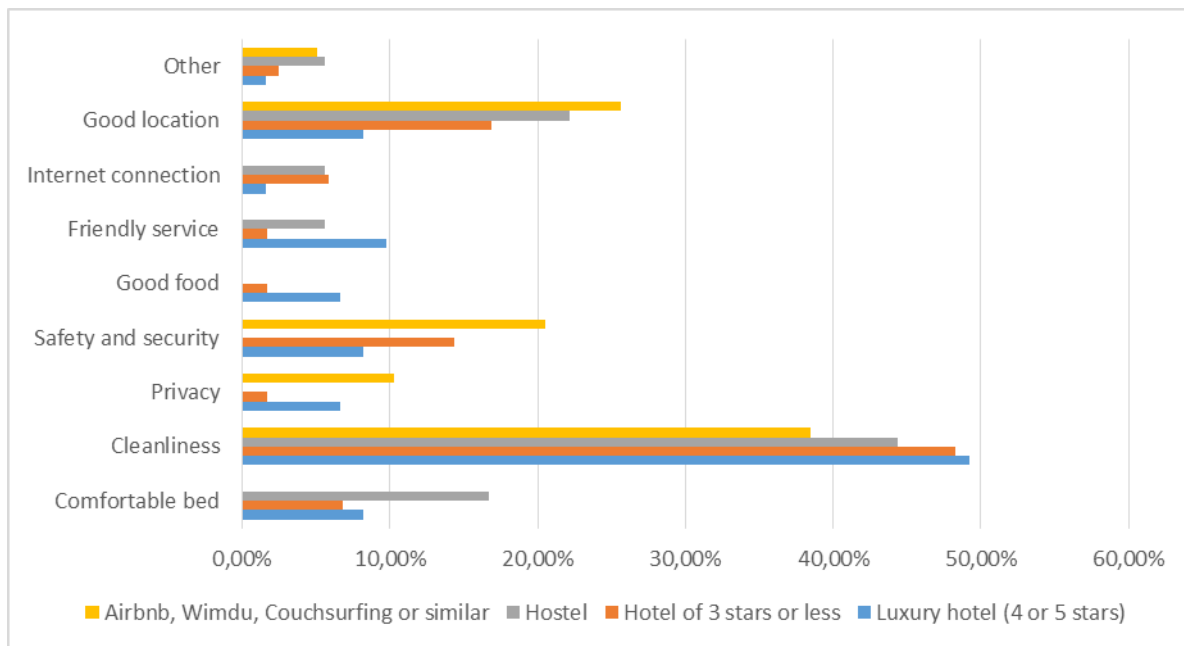
What is the most important feature the accommodation must offer for you to feel satisfied?	What type of accommodation did you choose on your last trip?									
	Luxury hotel (4 or 5 stars)		Hotel of 3 stars or less		Hostel		Airbnb, Wimdu, Couchsurfing or similar		Total	
Comfortable bed	5	8,2%	8	6,8%	3	16,7%	0	0,0%	16	6,8%
Cleanliness	30	49,2%	57	48,3%	8	44,4%	15	38,5%	110	46,6%
Privacy	4	6,6%	2	1,7%	0	0,0%	4	10,3%	10	4,2%
Safety and security	5	8,2%	17	14,4%	0	0,0%	8	20,5%	30	12,7%
Good food	4	6,6%	2	1,7%	0	0,0%	0	0,0%	6	2,5%
Friendly service	6	9,8%	2	1,7%	1	5,6%	0	0,0%	9	3,8%
Internet connection	1	1,6%	7	5,9%	1	5,6%	0	0,0%	9	3,8%
Good location	5	8,2%	20	16,9%	4	22,2%	10	25,6%	39	16,5%
Other	1	1,6%	3	2,5%	1	5,6%	2	5,1%	7	3,0%
Total	61	100,0%	118	100,0%	18	100,0%	39	100,0%	236	100,0%

Source: Own elaboration

Besides location and rates, cleanliness is another factor that is known to be key for guests when evaluating and choosing hotels, and also key for customer satisfaction (Choi & Chu 2001). It is interesting, though, that this option was by far the more selected, and others that seem important for millennials, such as “internet connection” and “friendly service” were not considered by a bigger number of participants.

These results are also summarized in Figure 5 below and are presented in percentages to be able to visualize better in which proportion each option was selected by each group.

Figure 5. Relationship between most important feature for satisfaction and accommodation type selected (in percentage)



Source: Own elaboration

Regarding safety and security, the literature says that millennials are usually concern about this topic because one of the defining moments of this generation has been the terrorist attacks in New York, which coverage was worldwide; the author also defined millennials as “sheltered” (Pendergast 2010). This concern is reflected in the results to this question, being the third most selected option, just behind cleanliness and location.

- Relationship between the least attractive type of accommodation service and the type of accommodation service chosen: in one of the questions the participants had to choose the type of accommodation where they *would not* stay or the *least attractive* type of accommodation for them. In this analysis the responses to this questions are divided by the type of accommodation they chose in their last trip. The results are **significant** as the Chi-square test result of this cross tab is 0.000.

The least attractive accommodation type for the majority of respondents was hostel, except for those who chose hostel for their last stay; 126 respondents choose this option as the one they would not select. The detailed results of this analysis are shown in the table 19 below.

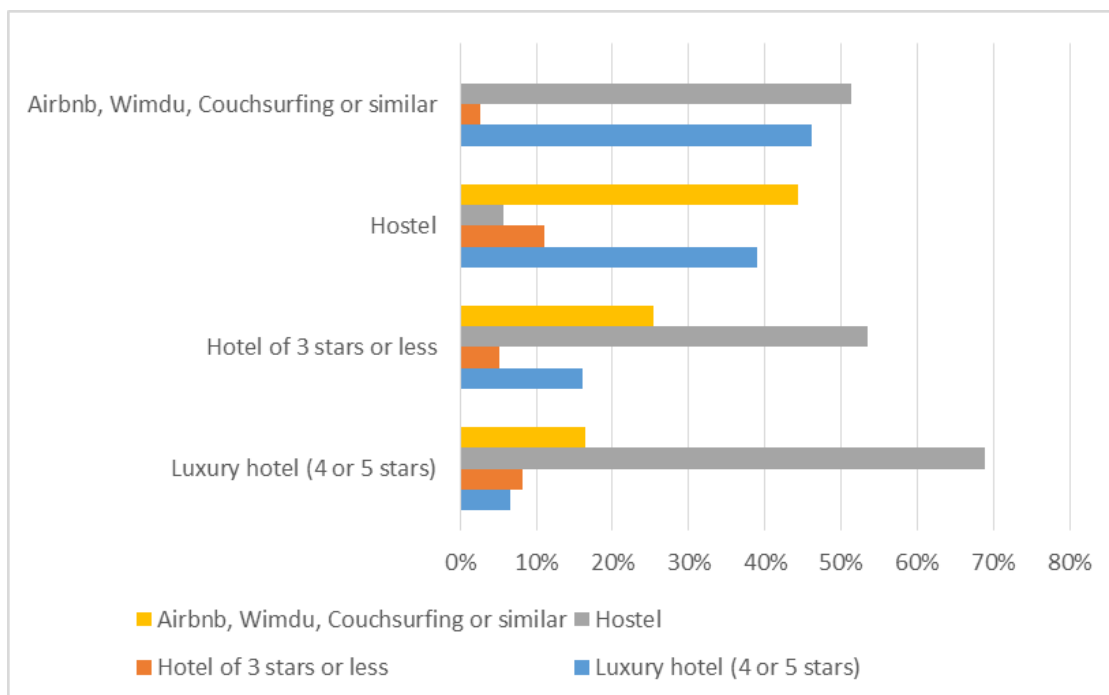
Table 19. Relationship between the least attractive type of accommodation service type and the type of accommodation chosen

What type of accommodation you would not choose for vacation? Choose the less attractive to you	What type of accommodation did you choose on your last trip?									
	Luxury hotel (4 or 5 stars)		Hotel of 3 stars or less		Hostel		Airbnb, Wimdu, Couchsurfing or similar		Total	
Luxury hotel (4 or 5 stars)	4	6,6%	19	16,1%	7	38,9%	18	46,2%	48	20,3%
Hotel of 3 stars or less	5	8,2%	6	5,1%	2	11,1%	1	2,6%	14	5,9%
Hostel	42	68,9%	63	53,4%	1	5,6%	20	51,3%	126	53,4%
Airbnb, Wimdu, Couchsurfing or similar	10	16,4%	30	25,4%	8	44,4%	0	0,0%	48	20,3%
Total	61	100,0%	118	100,0%	18	100,0%	39	100,0%	236	100,0%

Source: Own elaboration

The results are also presented in Figure 6 below. These are in percentage in order to show the proportion in which each group rejects each type of accommodation service.

Figure 6. Relationship between the least attractive type of accommodation and the type of accommodation selected (in percentage)

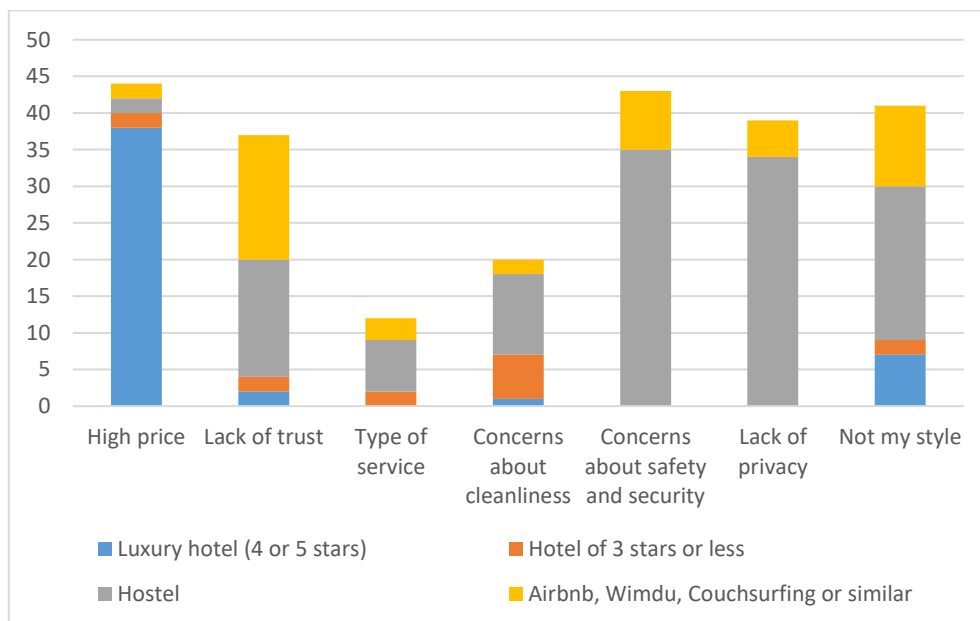


Source: Own elaboration

The accommodation service in the vertical axis is the type of service chosen by millennials on their last trip and the color-coded accommodation type is the accommodation type they chose as the least attractive to them. Thus, Figure 6 shows that for those who stayed in traditional accommodation or sharing economy accommodation it is hostel the least attractive option. Luxury hotel is disliked by users of sharing economy accommodation and hostel, and sharing economy accommodation is very disliked by hostel users and in less proportion by those who stayed in traditional options. It is important to note that luxury hotel and sharing economy accommodation are tied in second place as the most disliked option, while hotel of 3 stars or less had only 14 millennials who mentioned it as the least attractive option.

In order to find out the reasons why millennials don't find those options attractive, the survey had a follow up question. It was asked why they disliked these options, as this could shed some light into factors that could impact negatively the selection of accommodation. The results are shown in Figure 7 below:

Figure 7. Why do you find the accommodation service not attractive?



Source: Own elaboration

These results show again the importance of price for a group of millennials, in this case for those who selected luxury hotel as their least attractive option (44 people of 236). A great group of people showed concerns about safety of security (43) and not my style was the third most popular option. Regarding safety and security, it was previously discussed in another finding that it has been mentioned in the literature as one factor that millennials worry about (Pendergast 2010), and once

again those affirmations are displayed in the survey results, this time as the second biggest concern for millennials when objecting an accommodation service. Likewise, it is important to note that such concerns are concentrated among the group who chose hostels and, in a lower proportion, those who chose sharing economy accommodation as their least attractive option.

6. Relationship between opinion of sharing economy accommodation and the frequency of use of accommodation services: This cross tab analyzes the opinion of millennials about sharing economy accommodation based on how frequent they use an accommodation service. In this case the Chi-square result shows the relation is **significant**, as the result is 0.007.

The group which responded with more general favorable opinions is the group that travels several times per year; the most frequent travelers which travel at least once per month are in second place regarding favorable opinions. The groups of millennials which travel once a year or less than once a year are the groups with a higher proportion of respondents who don't know these accommodation services and they are also the two groups with lower proportion of favorable opinions. Based on this result, the frequency of use of accommodation services seem to influence the opinion of the groups regarding sharing economy accommodation, and one possible explanation or hypothesis might be that the frequency of travel allows them to try different options and being more open to experience something different. The results of this cross tabs are shown in detail in Table 20 below:

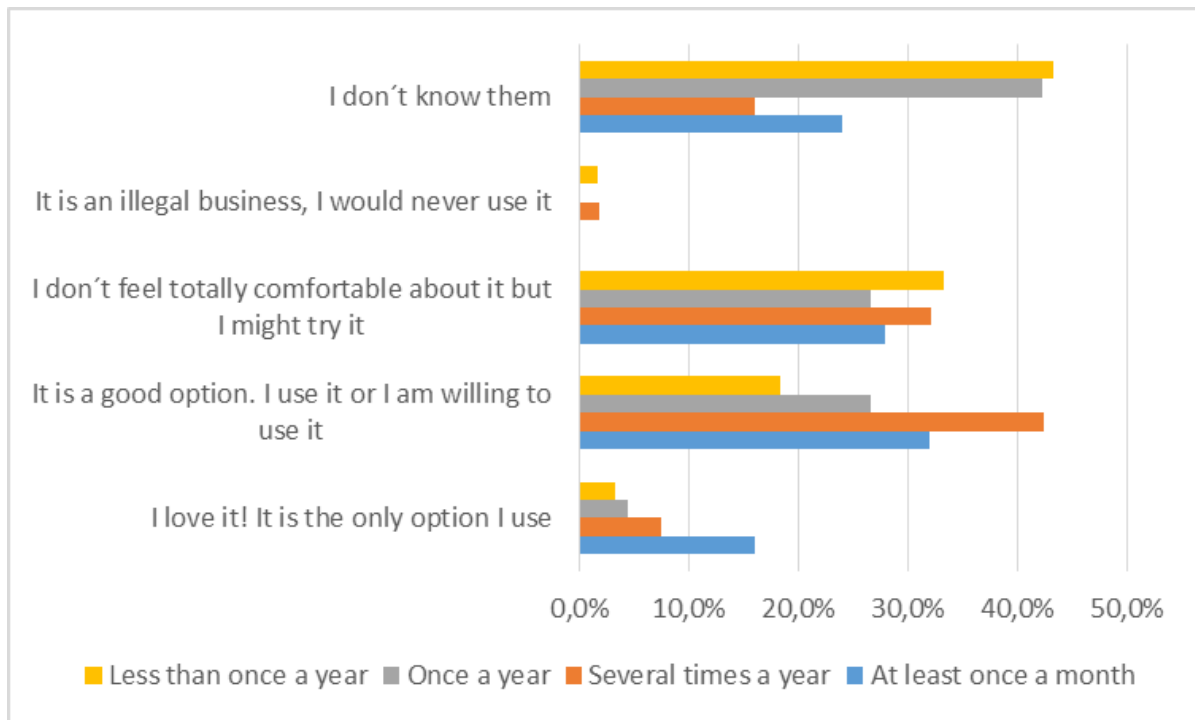
Table 20. Relationship between opinion of sharing economy accommodation and frequency of use of accommodation services of any kind.

Opinion regarding sharing economy accommodation	How often do you use accommodation service of any type?									
	At least once a month		Several times a year		Once a year		Less than once a year		Total	
I love it! It is the only option I use	4	16,0%	8	7,5%	2	4,4%	2	3,3%	16	6,8%
It is a good option. I use it or I am willing to use it	8	32,0%	45	42,5%	12	26,7%	11	18,3%	76	32,2%
I don't feel totally comfortable about it but I might try it	7	28,0%	34	32,1%	12	26,7%	20	33,3%	73	30,9%
It is an illegal business, I would never use it	0	0,0%	2	1,9%	0	0,0%	1	1,7%	3	1,3%
I don't know them	6	24,0%	17	16,0%	19	42,2%	26	43,3%	68	28,8%
Total	25	100,0%	106	100,0%	45	100,0%	60	100,0%	236	100,0%

Source: Own elaboration

These results are also illustrated in Figure 8 below, showing the results in percentages in order to show which proportion of each group has certain opinion and how it varies from the other groups.

Figure 8. Relationship between the opinion of sharing economy accommodation and the frequency of travel (in percentage)



Source: Own elaboration

These results are showing that those millennials who travel more often are more open to use sharing economy accommodation service than those who travel less than once per year or only once a year. These two groups who travel less frequently have more than 40% of their respondents saying that they don't know this type of service, which can be a result of the low frequency of travel for being less exposed to the offering in the hospitality market, which makes them less aware. It can be argued, from these results, that a factor that influences a millennial to select sharing economy accommodation is how frequently they travel.

This finding is also connected to the cost factor of travelling and hence, of accommodation, and to the previous finding discussed. According to Eugenio-Martin's five-stage process of tourism decision (2003 on Tussyadiah & Pesonen 2015), decisions on travel frequency and length of stay are made after individuals have made decisions on travel participation (whether to travel or not) and budget constrain (how much to spend for travel). The lower cost on accommodation will reduce the travel cost and this could incentive travel, as the budget of the individual could accommodate more trips (Tussyadiah & Pesonen 2015). Therefore, going back to the first finding discussed, the higher income of an individual allows him to dispose of a higher budget available for travel and thus, travel

more frequently; frequent travelers have better opinion of sharing economy accommodation, maybe because they have more opportunities to try different options, and consequently, use it more frequently than those who only travel once a year.

To support the relation between income and travel frequency, we put these two questions together in a cross tab and the result was a Chi-square result of 0.003, which means it is significant; the results show that those who higher income travel more often.

It may seem logical that higher income means higher frequency of travel and frequency of travel increases the willingness to try sharing economy accommodation; however, as previously seen, the preference of the majority of millennials are hotels of 3 stars or less and as income increase and the cost is not the most important factor for the individual, the individual's preference seems shifts to the traditional luxury hotel. These deductions leave the middle income earning groups as the segments with a higher preference for sharing economy accommodation, which is exactly what the results in Figure 1 show.

II. Conclusions and implications

The findings discussed in the previous section allows us to respond to the research question by concluding that some external factors that influence millennials' decision when choosing accommodation services are the references from other customers, special offers and the brand of the company. The location and the price are the two most important motivations to decide between one type of accommodation or the other, but it can be argued that this is not an exclusive treat of millennials. The income of the individual also plays an important role to determine their preferred type of accommodation; especially, it gives some indication that the preference of non-traditional accommodation is mainly cost related, especially for those staying in hostels. The frequency of travel affects their opinion and openness to use sharing economy accommodation, but since the frequency of travel is related to a travel budget, it is the middle income range the group more inclined to use this type of accommodation.

Variables such as age within this generational cohort, gender, region where they live, destination and purpose of travel do not influence the decision regarding accommodation type. Age, on the other hand, is related to the level of income and as it was explained, level of income is related

to the type of accommodation chosen, so when the group reaches an older age and very possible a higher income among the majority of their population we might see some changes in their preferences.

As mentioned, non-traditional accommodation preference seems to be driven only by economic reasons based on the answers received; and of the two non-traditional options studied, hostels are highly unpopular. Platforms such as Airbnb benefit from the lack of legislation in most countries to regulate their activities, which allows them to avoid paying taxes or charge taxes to the guests. As many cities are starting to create mechanisms to regulate them, the prices they offer might increase in the future and it will be interesting to observe how the consumers behave when having these two options (traditional hotels and Airbnb) competing with similar rates.

Among the other variables studied, the experience offered by an accommodation service is not a top priority for millennials, especially on budget constraints; it is more often sought after by those staying in luxury accommodation. Past experiences, though, could influence the selection of some millennials who would come back to places they have liked. Nevertheless, loyalty programs were not considered by the group as an important factor when making their decision. These variables are important for hotel managers to consider when making decisions about their product.

For future research it is important to consider that the present study was only responded by millennials, so these factors and characteristics reported might not be exclusive of this generational cohort, they could be present within other generations and further research will be needed to determine the differences between them. For instance, it would be interesting for future research to ask the same questions to other generational groups and find out if their answers follow the same pattern and in which proportion they do compared to millennials. The same for the opinion regarding sharing economy accommodation to find other generations' view of this segment and compare the results to the millennials' view in order to conclude if this factor is exclusive of this generation. Future research could also be focused on reaching a conclusion regarding some of the traits that are usually assigned to millennials, such as the "experience hungry", which was not revealed in the present study as key factor when choosing accommodation.

A possible implication of this study is to have a clearer scenario of the target markets of each accommodation type and what each of them can do to attract them effectively. Hotels of 3 stars or less are the preferred accommodation option among the group studied and takes an important share in all groups, no matter the amount of income. Luxury hotels are preferred by high income earners, while sharing economy accommodation had bigger share of the mid-range income earners. The lower

income earners preferred by far hotels of 3 stars or less and are also the group who chose hostels in a higher proportion, although hostels are the least preferred option for millennials. This information could benefit the hotel industry by giving a better panorama among millennials with different income ranges and for each type of accommodation.

The best recommendation for hotel managers is to analyze how these results affect their strategy towards millennials. They showed concern regarding price of the accommodation, most of them chose a hotel of 3 stars or less, very few considered a “different experience” as a key factor, the main feature for satisfaction was cleanliness and some answered that they return to places they like; based on this information a hotel of 3 stars or less could consider that maybe for them it is not necessary to spend a lot of time and money in creating a whole new experience for guest, and instead, focus their efforts in getting right all the basics and providing a “seamless perfection at an affordable price” which, according to Sullivan (2015), is what millennials expect; she says they have a preference for efficiency over “friendly” service and our study shows the same outcome.

It is also said that millennials’ look for shorter-term rewards, so instead of points-driven loyalty programs (which were not popular in this study) it could be more attractive for millennials some rewards for their second visit, which they can take advantage when such visit occurs, plus they are cost conscious, so a discount for a second stay or a free breakfast could be a factor to attract them for a repeat stay. The results also show that many considered a special offer as a factor which influenced their selection and one of the motivations that received considerable responses was the past experience in a place they liked; thus, it is important to be memorable and incentive the repeat stay. Hotels could focus on being unforgettable because of their cleanliness, which is important for millennials, and attention to basic details. Moreover, never forget that they care about references and most authors say that millennials also like to share their experiences, so getting the stay right and problem free should be a priority.

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Zervas, G., Byers, J. & Proserpio, D., 2014. The Rise of the Sharing Economy: Estimating the Impact of Airbnb on the Hotel Industry. *Boston University School of Management Research Paper Series*, 16(2013–16), pp.1–36. Available at: <http://papers.ssrn.com/abstract=2366898>.

Accommodation preferences

Thank you for agreeing to participate in this survey which is part of my thesis to conclude my master studies in Hospitality Management with the School of Tourism Sant Ignasi in Barcelona, Spain. Through this survey, I will be gaining your thoughts and opinions about some of your preferences in accommodation. It will take 3-4 minutes to complete. All answers you provide will be kept in the strictest confidentiality.

* ₁ Range of Age

20 - 25
26 - 30
31 - 35

* ₂ Gender:

Female
Male

* ₃ Region where you live:

USA - Canada
Latin America - Caribbean
Europe
Asia Pacific - Oceania
Middle East - Africa

* ₄ How often do you use an accommodation service of any kind?

At least once a month
Several times a year
Once a year
Less than once a year

Please answer the questions on this page considering the last time you used an accommodation service of any kind.

* ₅ What was the purpose of your trip?

Business
Vacation
Visit family and friends
Other

* ₆ What type of destination did you visit?

City
Beach
Mountain
Countryside

* ₇ What type of accommodation service did you choose?

Luxury hotel (5 or 4 stars)
Hotel of 3 stars or less
Hostel
Airbnb, Wimdu, CouchSurfing or similar

* ₈ Which of the following was your main motivation to choose that type of accommodation?

Reasonable price
Convenient location
Good combination of price and location
I have been there before and I liked it
It offers a different experience
It adapts better to my lifestyle or offers what I need for my stay
Other

* ₉ What other factor influenced your selection of accommodation?

It is a known and trustworthy brand
It was fashionable at the moment
It is a company's preferred choice
There was a special offer at the moment
Loyalty program
References from friends or other guests

* ₁₀ How often do you use this type of accommodation?

Always
Only for business
Very often
Once in a while
First time

Preferences

* ₁₁ Which of the following is the **most important** feature for you, in order to feel satisfied with your accommodation service?

Comfortable Bed
Cleanliness
Privacy
Safety and Security
Good Food
Friendly service
Interaction with locals
Internet connection
Good location
Other

* ₁₂ Which one of the following type of accommodations would you **not** consider for a **vacation** trip? Choose the less attractive for you

Luxury hotel (5 or 4 stars)
Hotel of 3 star or less
Hostel
Airbnb, Wimdu, Coachsurfing or similar

* ₁₃ Why don't you consider the option chosen in the previous question attractive?

High Price
Lack of trust
Type of service
Concerns about cleanliness
Concerns about safety and security
Lack of privacy
"Not my style"

* ₁₄ Which of the following statements reflects your position regarding non-traditional accommodation such as Airbnb, Wimdu and CouchSurfing?

I love them! They provide a different experience and they are the only option I use for accommodation.
It is a good option and I have used them (or I am willing to use them).
I don't feel totally comfortable about them, but I might try them at some point.
These are illegal businesses and I would never use them.
I don't know them.

Optional

* 15 Please indicate your income range

US\$800 - US\$1500 monthly (or equivalent)
US\$1501 - US\$3000 monthly (or equivalent)
US\$3001 - US\$6000 monthly (or equivalent)
More than US\$6000 monthly (or equivalent)
I don't have fixed income - I am a student

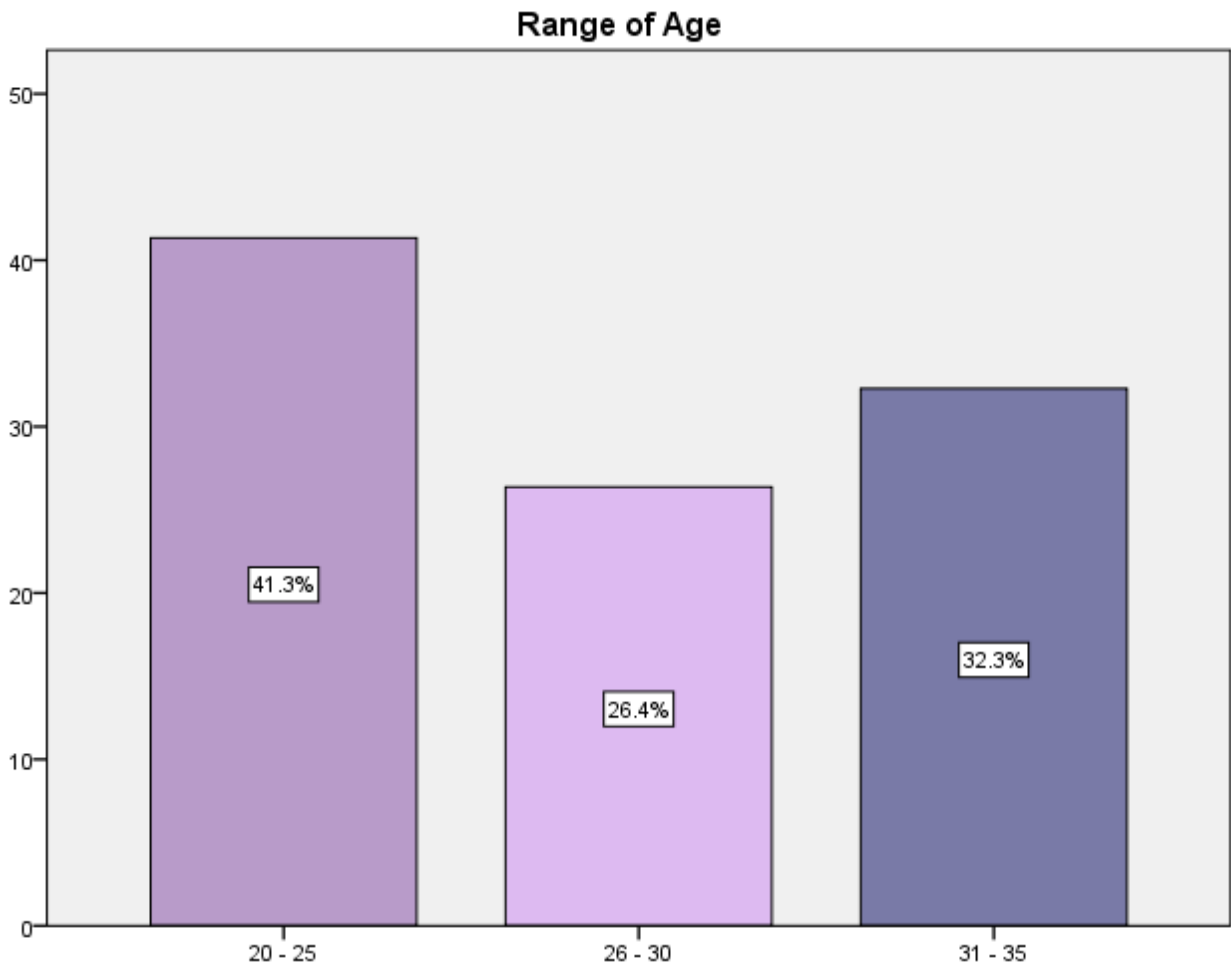
Thank you for your time in answering this questionnaire!

Please help us by sharing the link with others.

APPENDIX B. DESCRIPTIVE ANALYSIS OF SAMPLE

Range of Age

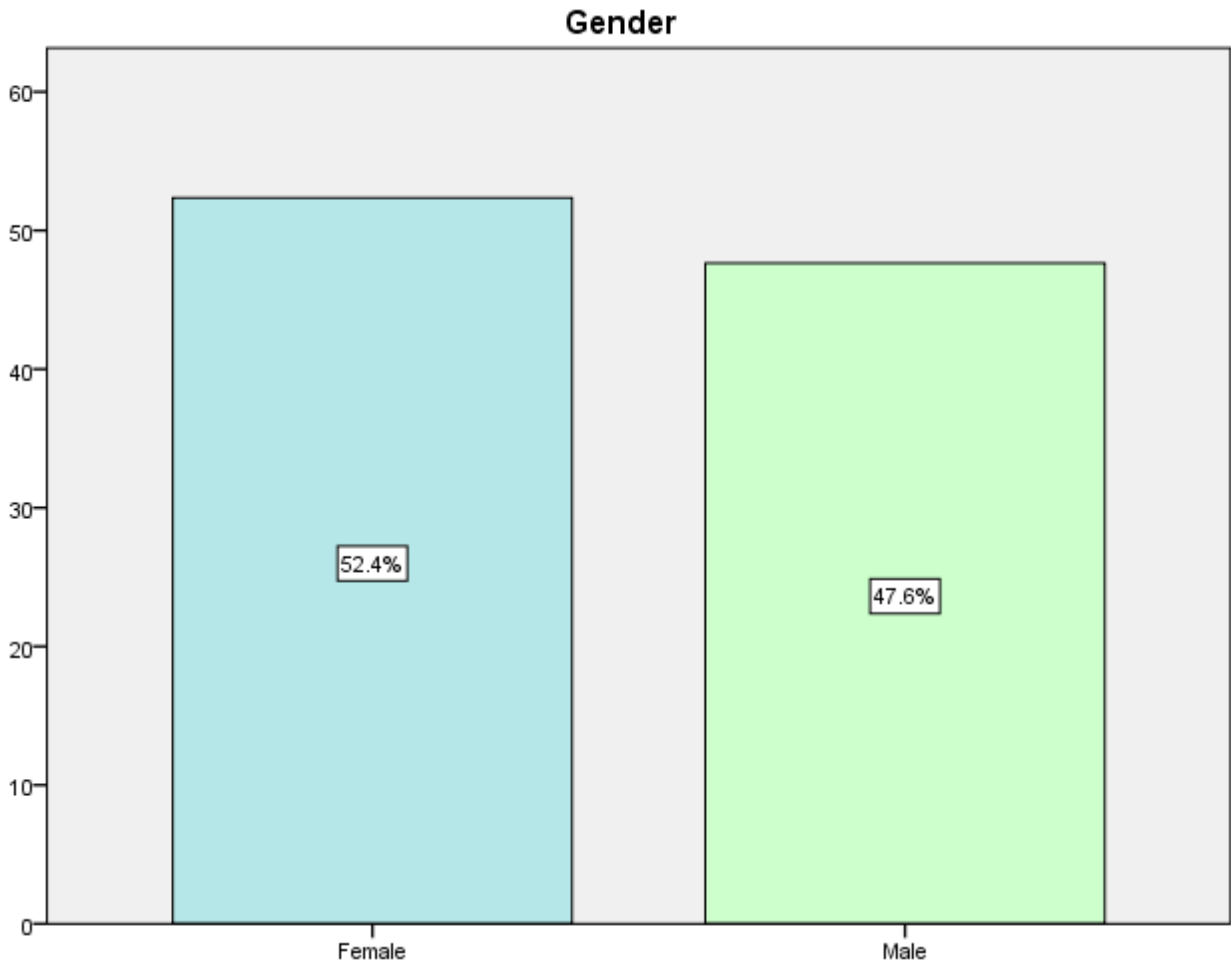
Answer Options	Response Percent	Response Count
20 – 25	41,3%	105
26 – 30	26,4%	67
31 – 35	32,3%	82
	<i>answered question</i>	254
	<i>skipped question</i>	0



From 254 millennials who responded the questionnaire, 41% are 20 to 25 years old, 26% are between 26 and 30 years old and the remaining 32% are between 31 and 35 years old.

Gender

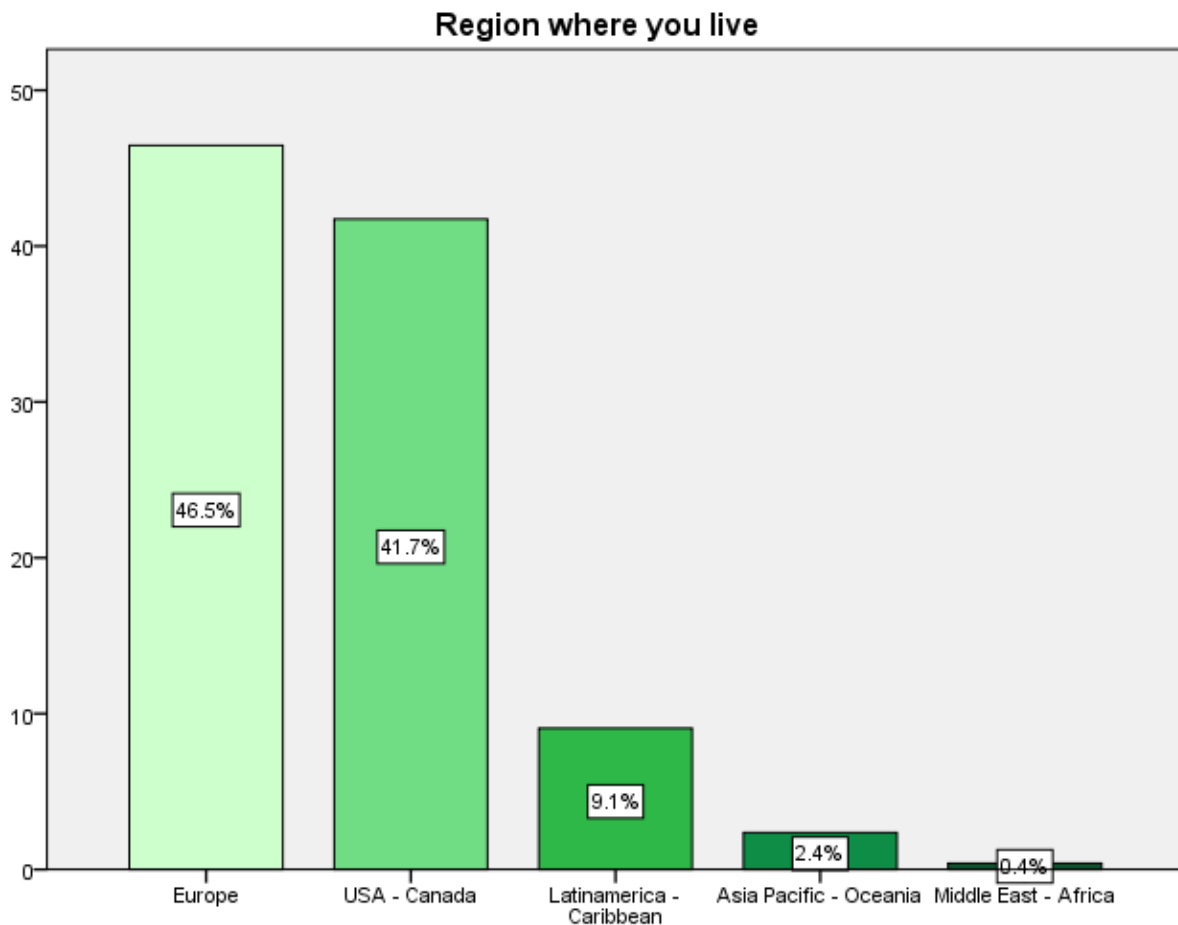
Answer Options	Response Percent	Response Count
Female	52,4%	133
Male	47,6%	121
	answered question	254
	skipped question	0



The female participation was 52%, while 48% were male respondents.

Region where you live

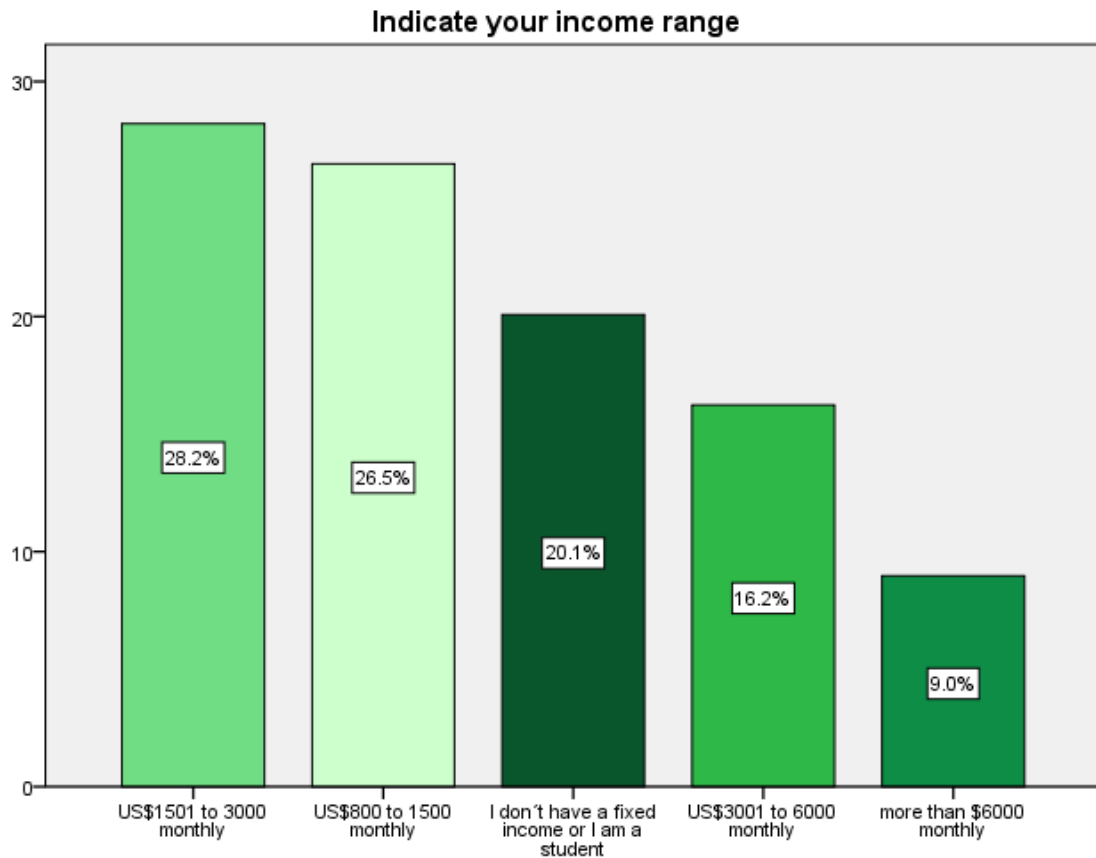
Answer Options	Response Percent	Response Count
USA – Canada	41,7%	106
Latin America – Caribbean	9,1%	23
Europe	46,5%	118
Asia Pacific - Oceania	2,4%	6
Middle East - Africa	0,4%	1
<i>answered question</i>		254
<i>skipped question</i>		0



Most of the respondents live in 2 areas; 46% in Europe and 42% in USA/Canada. Smaller percentages are from Latin America/Caribbean with 9%, followed by Asia Pacific/Oceania with 2% and Middle East/Africa with less than 1%.

Income range

Answer Options	Response Percent	Response Count
US\$800 - US\$1500 monthly (or equivalent)	26,5%	62
US\$1501 - US\$3000 monthly (or equivalent)	28,2%	66
US\$3001 - US\$6000 monthly (or equivalent)	16,2%	38
More than US\$6000 monthly (or equivalent)	9,0%	21
I don't have fixed income - I am a student	20,1%	47
	answered question	234
	skipped question	20

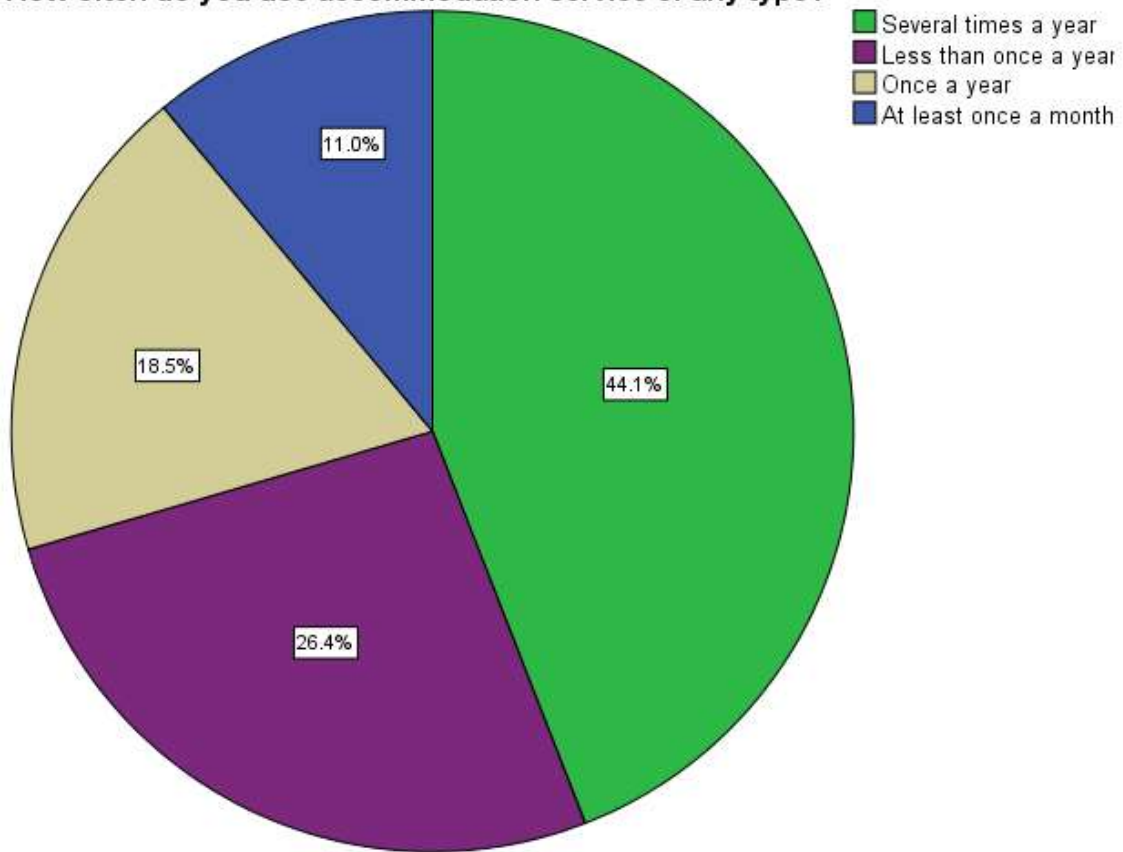


The majority of the respondents (28%) earn between US\$1501 to US\$3000 per month, in the second group are those who earn less than US\$1500 per month (26%), followed by 20% that don't have a fixed income or are students. 16% earn between US\$3001 and US\$6000 monthly, while 9% earn more than US\$6000 per month.

How often do you use an accommodation service of any kind?

Answer Options	Response Percent	Response Count
At least once a month	11,0%	24
Several times a year	39,0%	85
Once a year	20,2%	44
Less than once a year	29,8%	65
answered question		218
skipped question		36

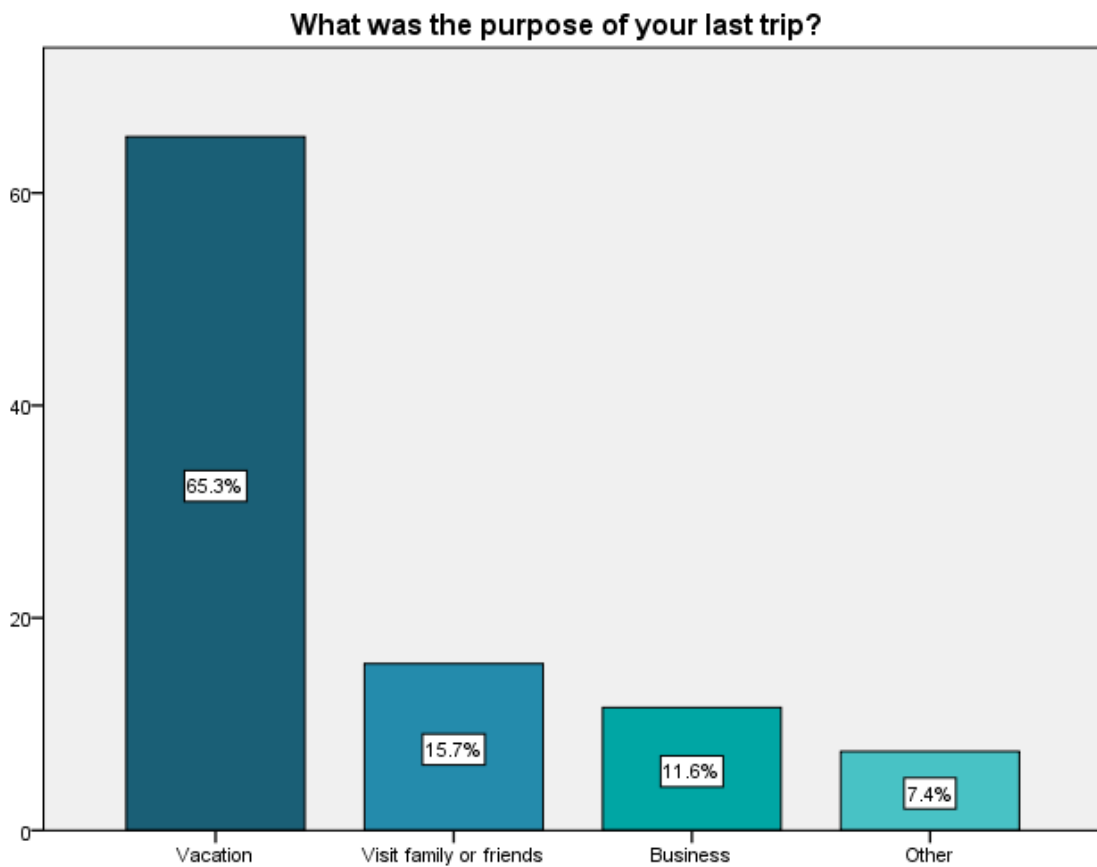
How often do you use accommodation service of any type?



55% of the 254 respondents are frequent travelers as 44% of them travel several times a year and 11% travel at least once a month. Among the other 45%, the majority travel less than once a year (26%) and the remaining 19% travel at least once a year.

What was the purpose of your trip?

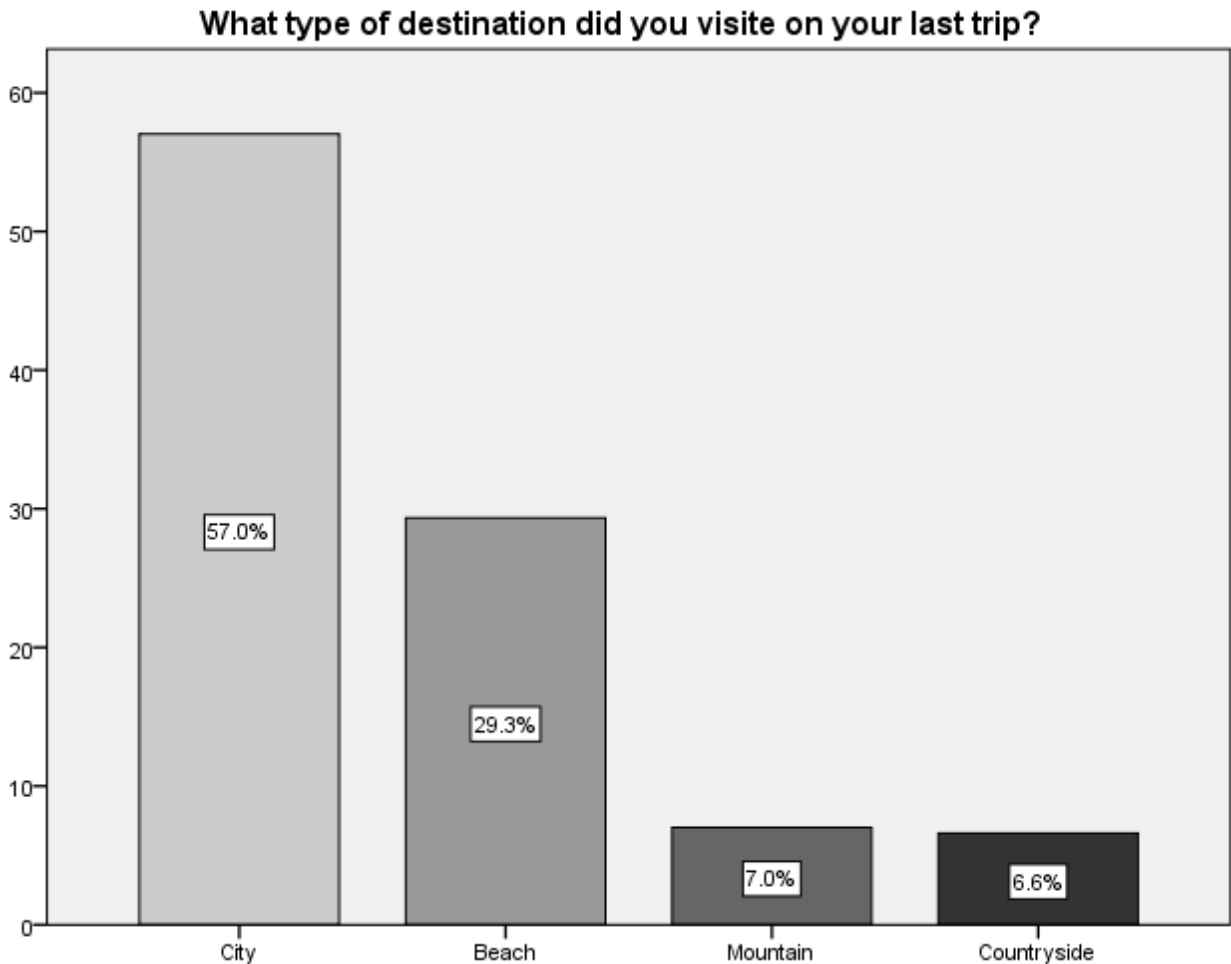
Answer Options	Response Percent	Response Count
Business	11,6%	28
Vacation	65,3%	158
Visit family and Friends	15,7%	38
Other	7,4%	18
	answered question	242
	skipped question	12



This question was responded by 242 millennials of which 65% responded that the purpose of their last trip was vacation, followed by 16% who were visiting family or friends, 12% traveled for business reasons and 7% for other purposes.

What type of destination did you visit?

Answer Options	Response Percent	Response Count
City	57,0%	138
Beach	29,3%	71
Mountain	7,0%	17
Countryside	6,6%	16
	answered question	242
	skipped question	12

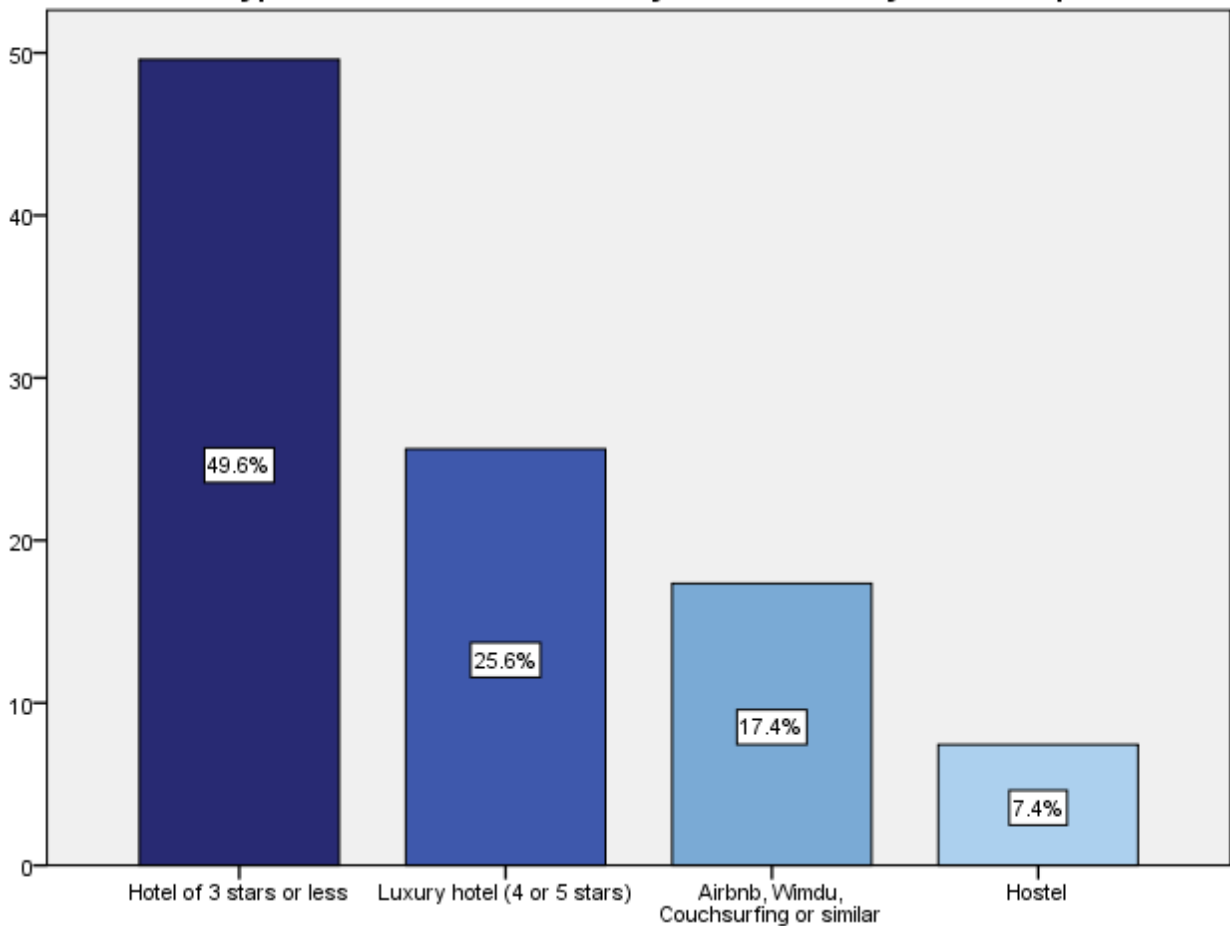


When asked about the last destination they visited, 57% responded they visited a city, 29% visited a beach, 7% went to the mountain and another 7% to the countryside.

What type of accommodation service did you choose?

Answer Options	Response Percent	Response Count
Luxury hotel (5 or 4 stars)	25,6%	62
Hotel of 3 stars or less	49,6%	120
Hostel	7,4%	18
Airbnb, Wimdu, CouchSurfing or similar	17,4%	42
	answered question	242
	skipped question	12

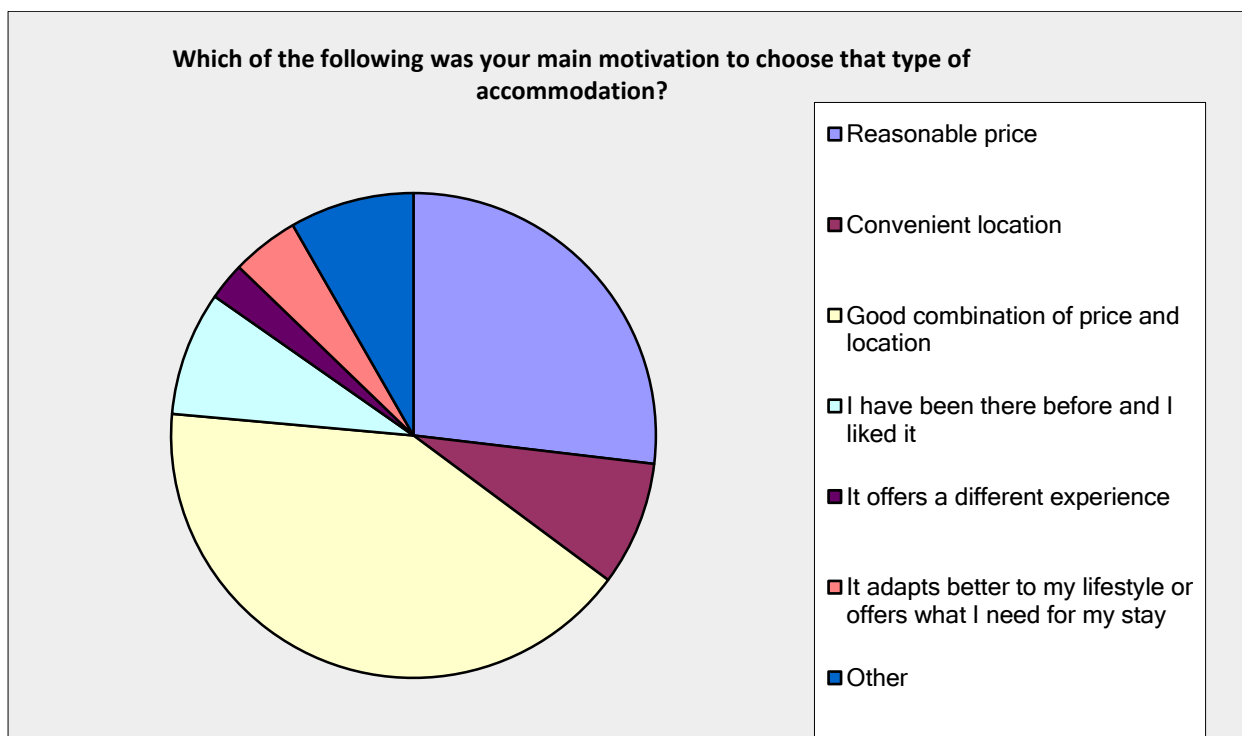
What type of accommodation did you choose on your last trip?



The type of accommodation that 50% of respondents preferred in their last trip was a hotel of 3 or less stars, followed by 26% of millennials who preferred a luxury hotel, 17% which chose Airbnb or similar for their last trip and 7% stayed at a hostel.

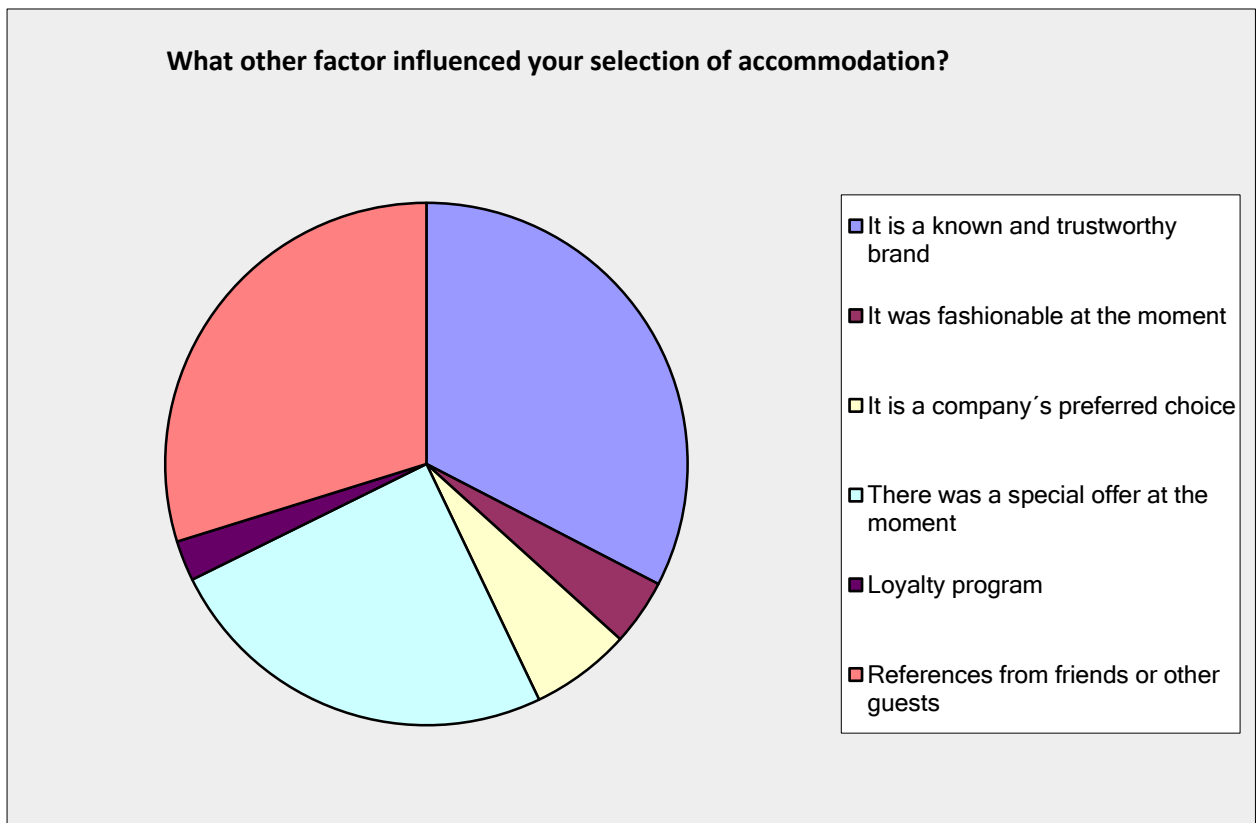
Which of the following was your main motivation to choose that type of accommodation?

Answer Options	Response Percent	Response Count
Reasonable Price	26,9%	65
Convenient location	8,3%	20
Good combination of price and location	41,3%	100
I have been there before and I liked it	8,3%	20
It offers a different experience	2,5%	6
It adapts better to my lifestyle or offers what I need for my stay	4,5%	11
Other	8,3%	20
	answered question	242
	skipped question	12



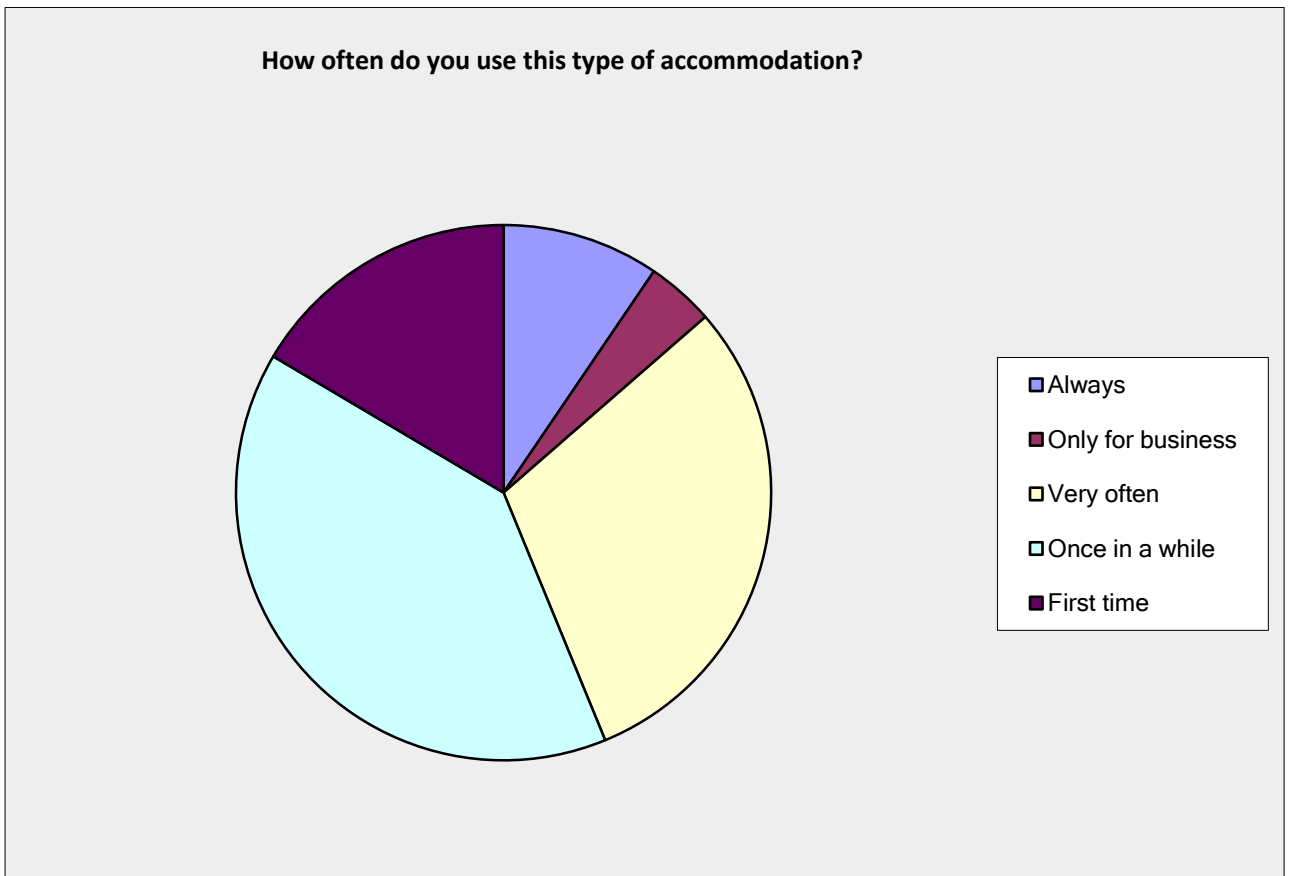
What other factor influenced your selection of accommodation?

Answer Options	Response Percent	Response Count
It is a known and trustworthy brand	32,6%	79
It was fashionable at the moment	4,1%	10
It is a company's preferred choice	6,2%	15
There was a special offer at the moment	24,8%	60
Loyalty program	2,5%	6
References from friends or other guests	29,8%	72
<i>answered question</i>		242
<i>skipped question</i>		12



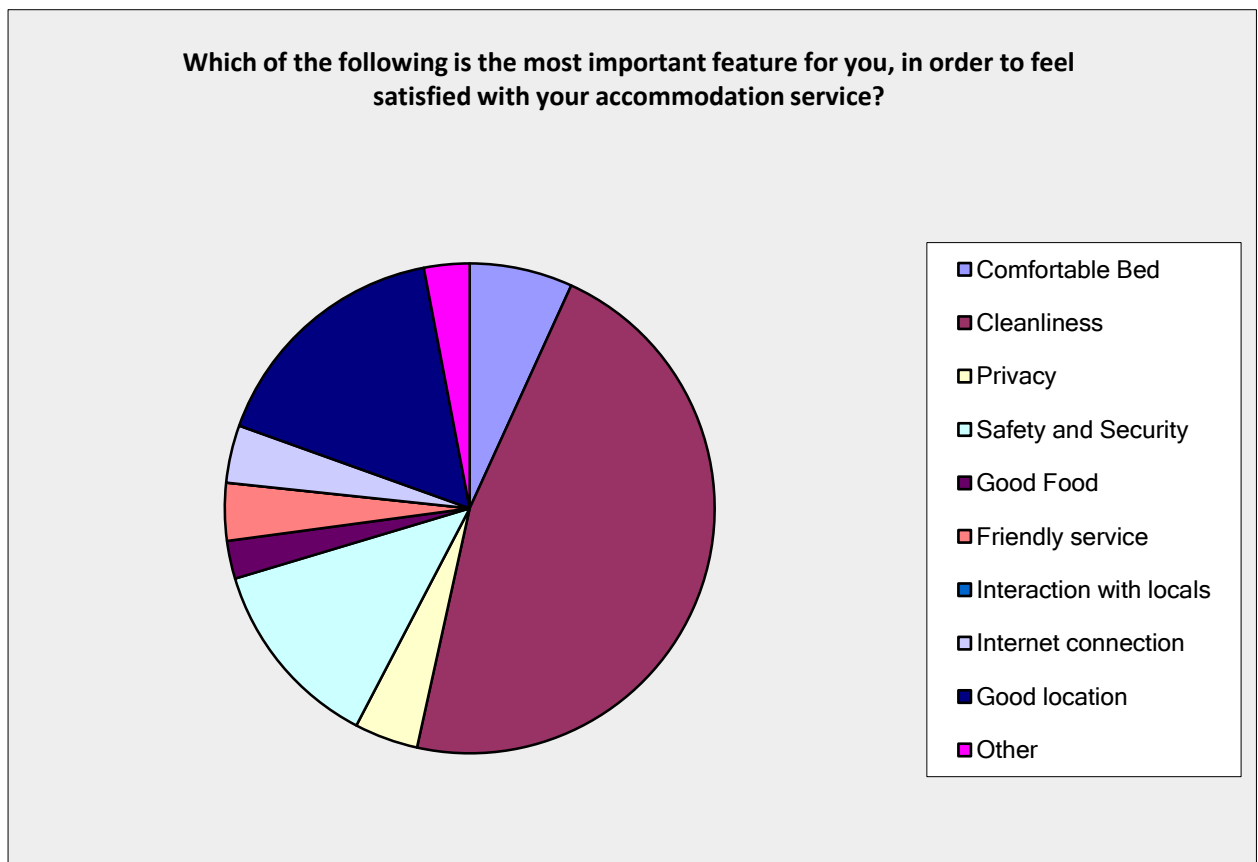
How often do you use this type of accommodation?

Answer Options	Response Percent	Response Count
Always	9,5%	23
Only for business	4,1%	10
Very often	30,2%	73
Once in a while	39,7%	96
First time	16,5%	40
	answered question	242
	skipped question	12



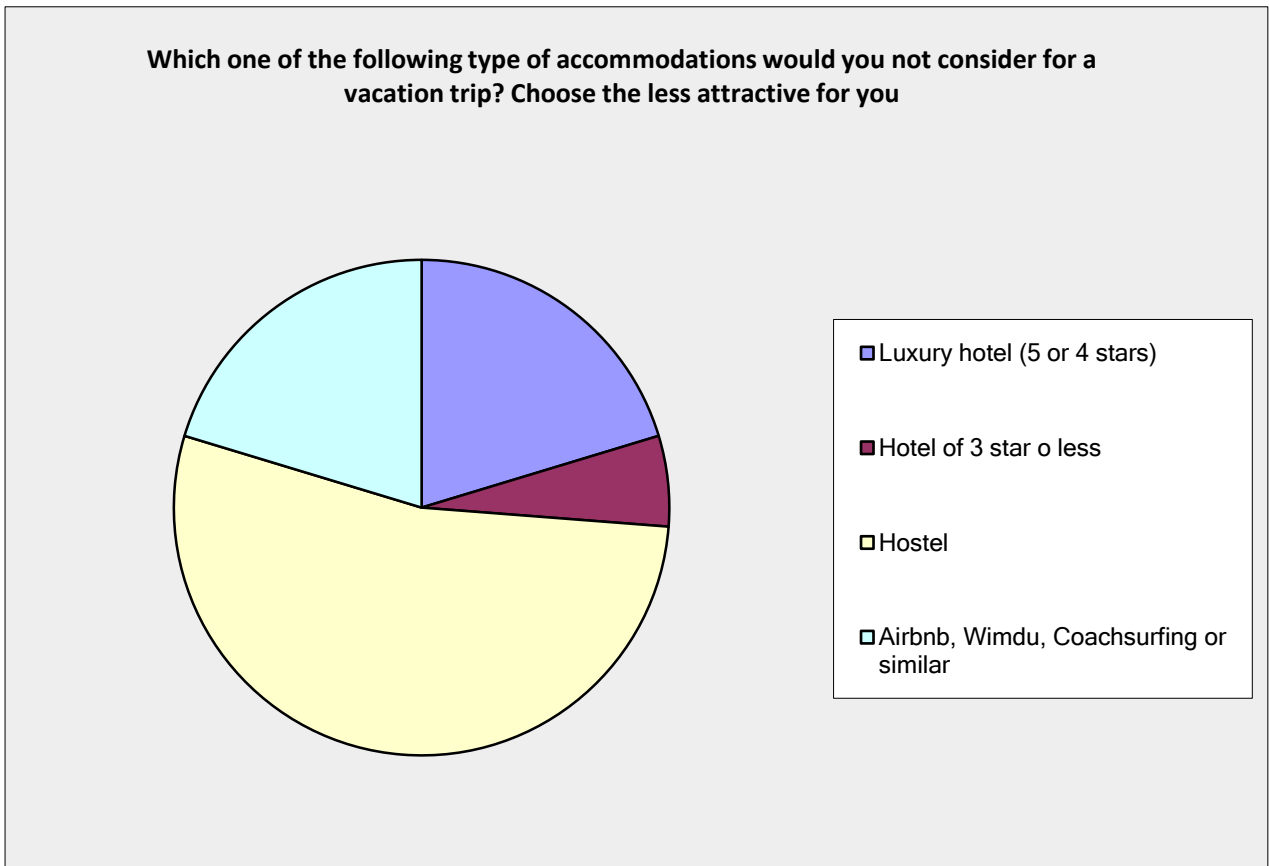
Which of the following is the most important feature for you, in order to feel satisfied with your accommodation service?

Answer Options	Response Percent	Response Count
Comfortable Bed	6,8%	16
Cleanliness	46,6%	110
Privacy	4,2%	10
Safety and Security	12,7%	30
Good Food	2,5%	6
Friendly service	3,8%	9
Interaction with locals	0,0%	0
Internet connection	3,8%	9
Good location	16,5%	39
Other	3,0%	7
	answered question	236
	skipped question	18



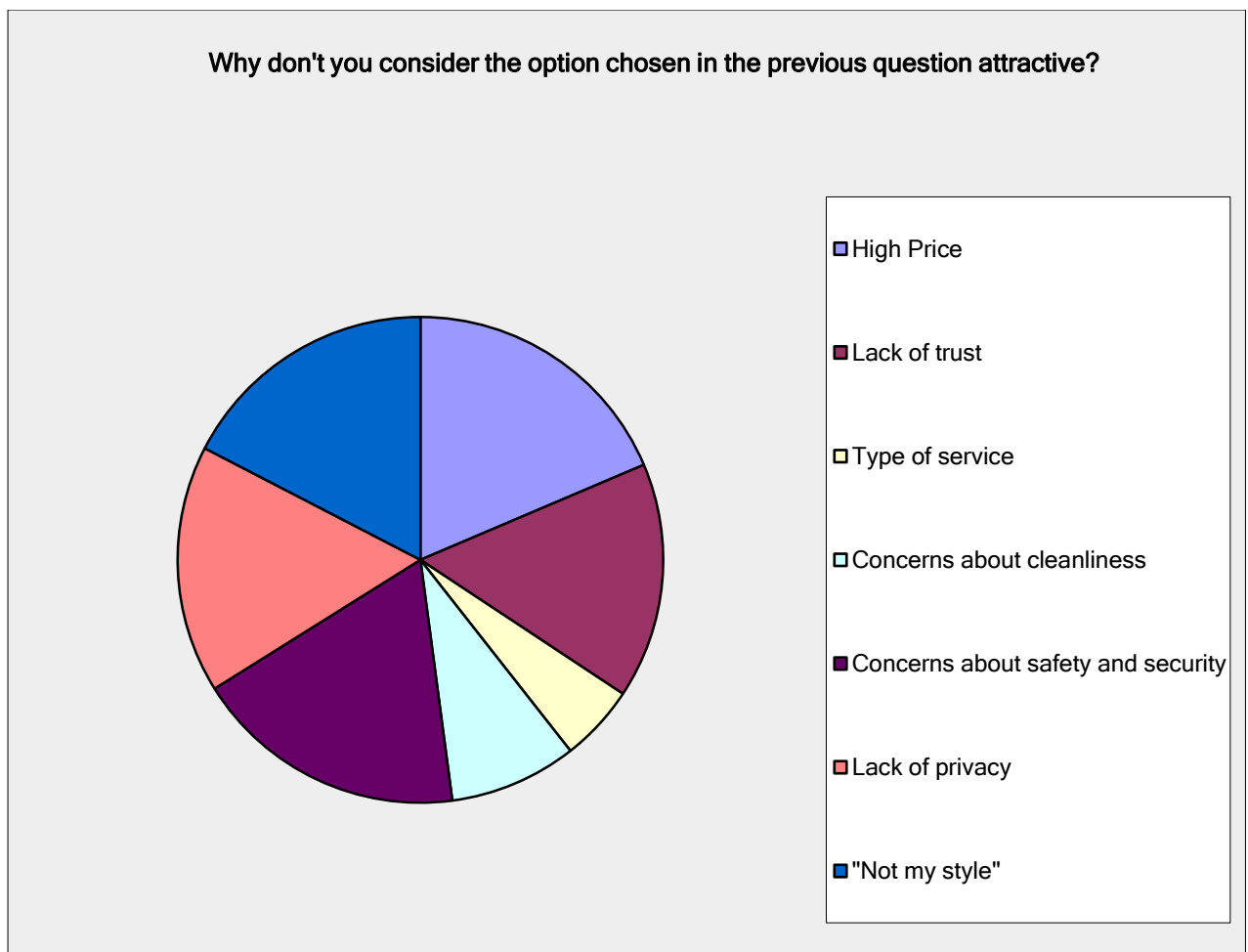
Which one of the following type of accommodations would you not consider for a vacation trip? Choose the less attractive for you

Answer Options	Response Percent	Response Count
Luxury hotel (5 or 4 stars)	20,3%	48
Hotel of 3 star o less	5,9%	14
Hostel	53,4%	126
Airbnb, Wimdu, Coachsurfing or similar	20,3%	48
	<i>answered question</i>	236
	<i>skipped question</i>	18



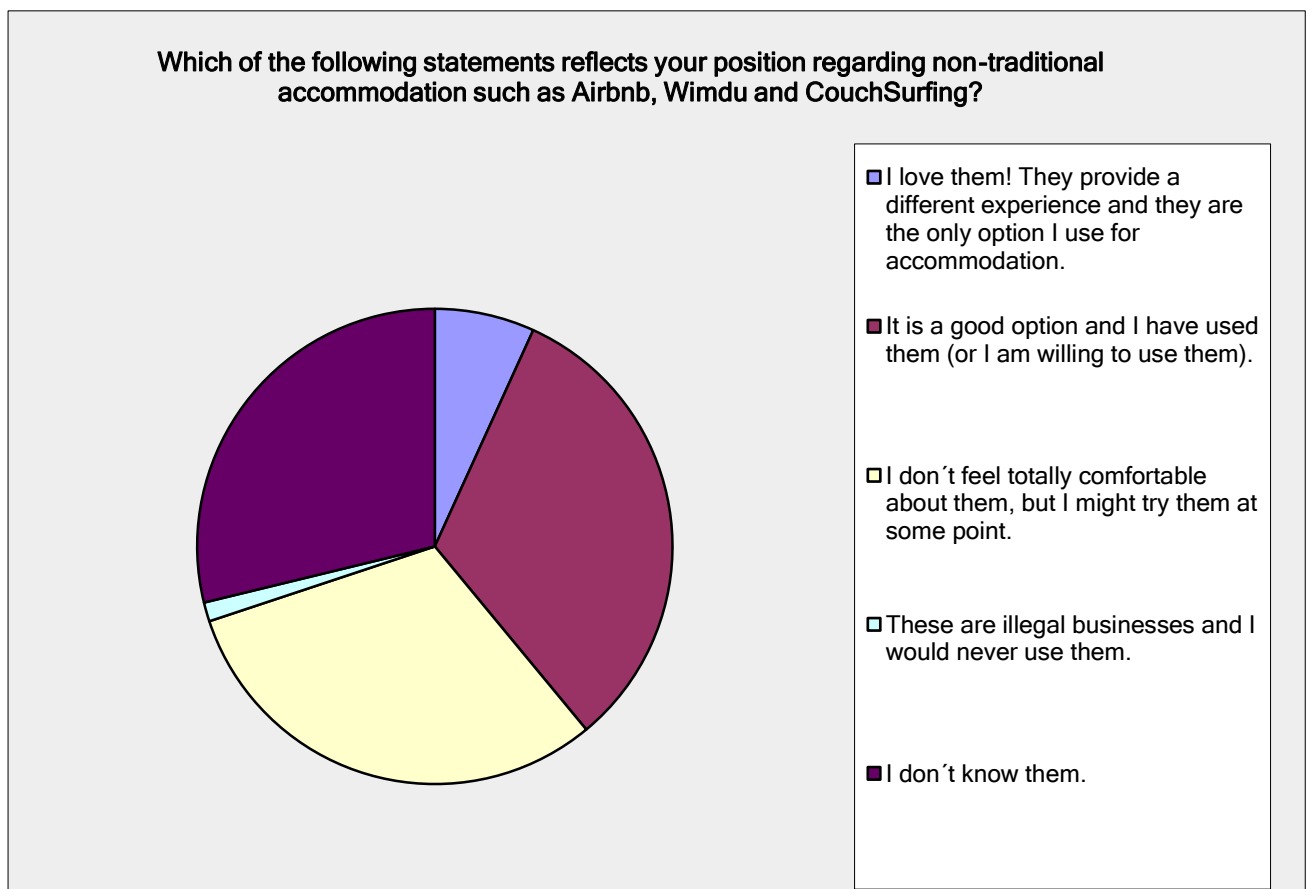
Why don't you consider the option chosen in the previous question attractive?

Answer Options	Response Percent	Response Count
High Price	18,6%	44
Lack of trust	15,7%	37
Type of service	5,1%	12
Concerns about cleanliness	8,5%	20
Concerns about safety and security	18,2%	43
Lack of privacy	16,5%	39
"Not my style"	17,4%	41
	<i>answered question</i>	236
	<i>skipped question</i>	18



Which of the following statements reflects your position regarding non-traditional accommodation such as Airbnb, Wimdu and CouchSurfing?

Answer Options	Response Percent	Response Count
I love them! They provide a different experience and they are the only option I use for accommodation.	6,8%	16
It is a good option and I have used them (or I am willing to use them).	32,2%	76
I don't feel totally comfortable about them, but I might try them at some point.	30,9%	73
These are illegal businesses and I would never use them.	1,3%	3
I don't know them.	28,8%	68
answered question		236
skipped question		18



APPENDIX C. CROSS TABS – RELATIONSHIPS BETWEEN VARIABLES

What type of accommodation did you choose on your last trip? * Indicate your income range

What type of accommodation did you choose on your last trip?	Indicate your income range					I don't have a fixed income or I am a student	Total
	US\$800 to 1500 monthly	US\$1501 to 3000 monthly	US\$3001 to 6000 monthly	more than \$6000 monthly			
Luxury hotel (4 or 5 stars)	12	16	10	12		11	61
Hotel of 3 stars or less	37	31	19	8		22	117
Hostel	10	3	2	0		3	18
Airbnb, Wimdu, Couchsurfing or similar	3	16	7	1		11	38
Total	62	66	38	21		47	234

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	30.502 ^a	12	0,002
Razón de verosimilitud	31,069	12	0,002
Asociación lineal por lineal	0,005	1	0,943
N de casos válidos	234		

a. 5 casillas (25.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.62.

What type of accommodation did you choose on your last trip? * Range of Age

What type of accommodation did you choose on your last trip?	Range of Age			Total
	20 - 25	26 - 30	31 - 35	
Luxury hotel (4 or 5 stars)	22	20	20	62
Hotel of 3 stars or less	56	28	36	120
Hostel	7	3	8	18
Airbnb, Wimdu, Couchsurfing or similar	14	13	15	42
Total	99	64	79	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	5,380 ^a	6	0,496
Razón de verosimilitud	5,372	6	0,497
Asociación lineal por lineal	0,391	1	0,532
N de casos válidos	242		

a. 1 casillas (8.3%) han esperado un recuento menor que 5. El recuento mínimo esperado es 4.76.

What type of accommodation did you choose on your last trip? * Gender

What type of accommodation did you choose on your last trip?	Gender		Total
	Female	Male	
Luxury hotel (4 or 5 stars)	29	33	62
Hotel of 3 stars or less	62	58	120
Hostel	11	7	18
Airbnb, Wimdu, Couchsurfing or similar	22	20	42
Total	124	118	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	1,228 ^a	3	0,746
Razón de verosimilitud	1,234	3	0,745
Asociación lineal por lineal	0,500	1	0,479
N de casos válidos	242		

a. 0 casillas (0.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es 8.78.

What type of accommodation did you choose on your last trip? * How often do you use accommodation service of any type?

What type of accommodation did you choose on your last trip?	How often do you use accommodation service of any type?				Total
	At least once a month	Several times a year	Once a year	Less than once a year	
Luxury hotel (4 or 5 stars)	9	30	13	10	62
Hotel of 3 stars or less	11	46	26	37	120
Hostel	2	7	2	7	18
Airbnb, Wimdu, Couchsurfing or similar	3	26	5	8	42
Total	25	109	46	62	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	13,463 ^a	9	0,143
Razón de verosimilitud	13,597	9	0,137
Asociación lineal por lineal	0,018	1	0,894
N de casos válidos	242		

a. 4 casillas (25.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.86.

What type of accommodation did you choose on your last trip? * Region where you live

What type of accommodation did you choose on your last trip?	Region where you live					Total
	USA - Canada	Latin America - Caribbean	Europe	Asia Pacific - Oceania	Middle East - Africa	
Luxury hotel (4 or 5 stars)	27	4	30	1	0	62
Hotel of 3 stars or less	55	9	53	3	0	120
Hostel	6	2	9	1	0	18
Airbnb, Wimdu, Couchsurfing or similar	12	7	21	1	1	42
Total	100	22	113	6	1	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	12.118 ^a	12	0,436
Razón de verosimilitud	10,446	12	0,577
Asociación lineal por lineal	2,247	1	0,134
N de casos válidos	242		

a. 10 casillas (50.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .07.

What type of accommodation did you choose on your last trip? * What was the purpose of your last trip?

What type of accommodation did you choose on your last trip?	What was the purpose of your last trip?				Total
	Business	Vacation	Visit family or friends	Other	
Luxury hotel (4 or 5 stars)	7	47	4	4	62
Hotel of 3 stars or less	16	72	24	8	120
Hostel	2	11	3	2	18
Airbnb, Wimdu, Couchsurfing or similar	3	28	7	4	42
Total	28	158	38	18	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	8.242 ^a	9	0,510
Razón de verosimilitud	9,109	9	0,427
Asociación lineal por lineal	2,077	1	0,150
N de casos válidos	242		

a. 6 casillas (37.5%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.34.

What type of accommodation did you choose on your last trip? * What type of destination did you visit on your last trip?

What type of accommodation did you choose on your last trip?	What type of destination did you visit on your last trip?				Total
	City	Beach	Mountain	Countryside	
Luxury hotel (4 or 5 stars)	30	25	3	4	62
Hotel of 3 stars or less	73	33	8	6	120
Hostel	9	4	2	3	18
Airbnb, Wimdu, Couchsurfing or similar	26	9	4	3	42
Total	138	71	17	16	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	9,831 ^a	9	0,364
Razón de verosimilitud	8,895	9	0,447
Asociación lineal por lineal	0,003	1	0,959
N de casos válidos	242		

a. 6 casillas (37.5%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.19.

Which of the statements reflects your opinion regarding non-traditional accommodation? * Indicate your income range

Which of the statements reflects your opinion regarding non-traditional accommodation?	Indicate your income range					Total
	US\$800 to 1500 monthly	US\$1501 to 3000 monthly	US\$3001 to 6000 monthly	more than \$6000 monthly	I don't have a fixed income or I am a student	
I love it! It is the only option I use	4	2	4	1	5	16
It is a good option. I use it or I am willing to use it	15	30	12	6	12	75
I don't feel totally comfortable about it but I might try it	19	17	16	8	13	73
It is an illegal business, I would never use it	1	0	1	1	0	3
I don't know them	23	17	5	5	17	67
Total	62	66	38	21	47	234

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	21.531 ^a	16	0,159
Razón de verosimilitud	22,395	16	0,131
Asociación lineal por lineal	0,149	1	0,699
N de casos válidos	234		

a. 10 casillas (40.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .27.

Which of the statements reflects your opinion regarding non-traditional accommodation? * Range of Age

Which of the statements reflects your opinion regarding non-traditional accommodation?	Range of Age			Total
	20 - 25	26 - 30	31 - 35	
I love it! It is the only option I use	10	4	2	16
It is a good option. I use it or I am willing to use it	28	20	28	76
I don't feel totally comfortable about it but I might try it	27	21	25	73
It is an illegal business, I would never use it	1	0	2	3
I don't know them	28	19	21	68
Total	94	64	78	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	6.923 ^a	8	0,545
Razón de verosimilitud	7,834	8	0,450
Asociación lineal por lineal	0,087	1	0,768
N de casos válidos	236		

a. 4 casillas (26.7%) han esperado un recuento menor que 5. El recuento mínimo esperado es .81.

Which of the statements reflects your opinion regarding non-traditional accommodation? * Gender

Which of the statements reflects your opinion regarding non-traditional accommodation?	Gender		Total
	Female	Male	
I love it! It is the only option I use	9	7	16
It is a good option. I use it or I am willing to use it	34	42	76
I don't feel totally comfortable about it but I might try it	34	39	73
It is an illegal business, I would never use it	2	1	3
I don't know them	41	27	68
Total	120	116	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	4.584 ^a	4	0,333
Razón de verosimilitud	4,612	4	0,329
Asociación lineal por lineal	2,556	1	0,110
N de casos válidos	236		

a. 2 casillas (20.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.47.

Which of the statements reflects your opinion regarding non-traditional accommodation? * How often do you use accommodation service of any type?

Which of the statements reflects your opinion regarding non-traditional accommodation?	How often do you use accommodation service of any type?				Total
	At least once a month	Several times a year	Once a year	Less than once a year	
I love it! It is the only option I use	4	8	2	2	16
It is a good option. I use it or I am willing to use it	8	45	12	11	76
I don't feel totally comfortable about it but I might try it	7	34	12	20	73
It is an illegal business, I would never use it	0	2	0	1	3
I don't know them	6	17	19	26	68
Total	25	106	45	60	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	27.285 ^a	12	0,007
Razón de verosimilitud	28,152	12	0,005
Asociación lineal por lineal	17,615	1	0,000
N de casos válidos	236		

a. 7 casillas (35.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .32.

Which of the statements reflects your opinion regarding non-traditional accommodation? * Region where you live

Which of the statements reflects your opinion regarding non-traditional accommodation?	Region where you live					Total
	USA - Canada	Latin America - Caribbean	Europe	Asia Pacific - Oceania	Middle East - Africa	
I love it! It is the only option I use	6	1	9	0	0	16
It is a good option. I use it or I am willing to use it	26	9	37	3	1	76
I don't feel totally comfortable about it but I might try it	27	4	42	0	0	73
It is an illegal business, I would never use it	2	0	1	0	0	3
I don't know them	36	6	24	2	0	68
Total	97	20	113	5	1	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	15.691 ^a	16	0,475
Razón de verosimilitud	17,733	16	0,340
Asociación lineal por lineal	5,322	1	0,021
N de casos válidos	236		

a. 14 casillas (56.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .01.

Which of the statements reflects your opinion regarding non-traditional accommodation? * What was the purpose of your last trip?

Which of the statements reflects your opinion regarding non-traditional accommodation?	What was the purpose of your last trip?				Total
	Business	Vacation	Visit family or friends	Other	
I love it! It is the only option I use	1	11	3	1	16
It is a good option. I use it or I am willing to use it	11	50	12	3	76
I don't feel totally comfortable about it but I might try it	8	53	7	5	73
It is an illegal business, I would never use it	0	1	1	1	3
I don't know them	8	39	13	8	68
Total	28	154	36	18	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	11.584 ^a	12	0,480
Razón de verosimilitud	11,009	12	0,528
Asociación lineal por lineal	2,625	1	0,105
N de casos válidos	236		

a. 7 casillas (35.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .23.

Which of the statements reflects your opinion regarding non-traditional accommodation? * What type of destination did you visit on your last trip?

Which of the statements reflects your opinion regarding non-traditional accommodation?	What type of destination did you visit on your last trip?				Total
	City	Beach	Mountain	Countryside	
I love it! It is the only option I use	8	6	1	1	16
It is a good option. I use it or I am willing to use it	48	23	2	3	76
I don't feel totally comfortable about it but I might try it	39	20	8	6	73
It is an illegal business, I would never use it	3	0	0	0	3
I don't know them	38	19	5	6	68
Total	136	68	16	16	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	8.971 ^a	12	0,705
Razón de verosimilitud	10,438	12	0,578
Asociación lineal por lineal	0,856	1	0,355
N de casos válidos	236		

a. 11 casillas (55.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .20.

What type of accommodation you would not choose for vacation? Choose the less attractive to you * Indicate your income range

What type of accommodation you would not choose for vacation? Choose the less attractive to you	Indicate your income range					Total
	US\$800 to 1500 monthly	US\$1501 to 3000 monthly	US\$3001 to 6000 monthly	more than \$6000 monthly	I don't have a fixed income or I am a student	
Luxury hotel (4 or 5 stars)	9	16	7	2	14	48
Hotel of 3 stars or less	7	3	2	0	2	14
Hostel	31	36	20	14	23	124
Airbnb, Wimdu, Couchsurfing or similar	15	11	9	5	8	48
Total	62	66	38	21	47	234

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	11.978 ^a	12	0,447
Razón de verosimilitud	12,805	12	0,383
Asociación lineal por lineal	0,700	1	0,403
N de casos válidos	234		

a. 7 casillas (35.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.26.

What type of accommodation you would not choose for vacation? Choose the less attractive to you * Range of Age

What type of accommodation you would not choose for vacation? Choose the less attractive to you	Range of Age			Total
	20 - 25	26 - 30	31 - 35	
Luxury hotel (4 or 5 stars)	22	14	12	48
Hotel of 3 stars or less	8	2	4	14
Hostel	44	36	46	126
Airbnb, Wimdu, Couchsurfing or similar	20	12	16	48
Total	94	64	78	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	4.876 ^a	6	0,560
Razón de verosimilitud	5,017	6	0,542
Asociación lineal por lineal	1,443	1	0,230
N de casos válidos	236		

a. 2 casillas (16.7%) han esperado un recuento menor que 5. El recuento mínimo esperado es 3.80.

What type of accommodation you would not choose for vacation? Choose the less attractive to you * Gender

What type of accommodation you would not choose for vacation? Choose the less attractive to you	Gender		Total
	Female	Male	
Luxury hotel (4 or 5 stars)	25	23	48
Hotel of 3 stars or less	7	7	14
Hostel	61	65	126
Airbnb, Wimdu, Couchsurfing or similar	27	21	48
Total	120	116	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	.893 ^a	3	0,827
Razón de verosimilitud	0,895	3	0,827
Asociación lineal por lineal	0,039	1	0,843
N de casos válidos	236		

a. 0 casillas (0.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es 6.88.

What type of accommodation you would not choose for vacation? Choose the less attractive to you * How often do you use accommodation service of any type?

What type of accommodation you would not choose for vacation? Choose the less attractive to you	How often do you use accommodation service of any type?				Total
	At least once a month	Several times a year	Once a year	Less than once a year	
Luxury hotel (4 or 5 stars)	5	26	7	10	48
Hotel of 3 stars or less	2	4	2	6	14
Hostel	16	57	28	25	126
Airbnb, Wimdu, Couchsurfing or similar	2	19	8	19	48
Total	25	106	45	60	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	13.512 ^a	9	0,141
Razón de verosimilitud	13,453	9	0,143
Asociación lineal por lineal	2,675	1	0,102
N de casos válidos	236		

a. 3 casillas (18.8%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.48.

What type of accommodation you would not choose for vacation? Choose the less attractive to you * Region where you live

What type of accommodation you would not choose for vacation? Choose the less attractive to you	Region where you live					Total
	USA - Canada	Latin America - Caribbean	Europe	Asia Pacific - Oceania	Middle East - Africa	
Luxury hotel (4 or 5 stars)	17	3	24	3	1	48
Hotel of 3 stars or less	10	0	4	0	0	14
Hostel	51	14	59	2	0	126
Airbnb, Wimdu, Couchsurfing or similar	19	3	26	0	0	48
Total	97	20	113	5	1	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	17.155 ^a	12	0,144
Razón de verosimilitud	17,179	12	0,143
Asociación lineal por lineal	0,544	1	0,461
N de casos válidos	236		

a. 11 casillas (55.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .06.

What type of accommodation you would not choose for vacation? Choose the less attractive to you * What was the purpose of your last trip?

What type of accommodation you would not choose for vacation? Choose the less attractive to you	What was the purpose of your last trip?				Total
	Business	Vacation	Visit family or friends	Other	
Luxury hotel (4 or 5 stars)	7	28	8	5	48
Hotel of 3 stars or less	1	8	3	2	14
Hostel	15	85	20	6	126
Airbnb, Wimdu, Couchsurfing or similar	5	33	5	5	48
Total	28	154	36	18	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	5.655 ^a	9	0,774
Razón de verosimilitud	5,692	9	0,770
Asociación lineal por lineal	0,321	1	0,571
N de casos válidos	236		

a. 5 casillas (31.3%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.07.

What type of accommodation you would not choose for vacation? Choose the less attractive to you * What type of destination did you visit on your last trip?

What type of accommodation you would not choose for vacation? Choose the less attractive to you	What type of destination did you visit on your last trip?				Total
	City	Beach	Mountain	Countryside	
Luxury hotel (4 or 5 stars)	31	10	3	4	48
Hotel of 3 stars or less	7	6	0	1	14
Hostel	70	41	7	8	126
Airbnb, Wimdu, Couchsurfing or similar	28	11	6	3	48
Total	136	68	16	16	236

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	7,640 ^a	9	0,571
Razón de verosimilitud	8,131	9	0,521
Asociación lineal por lineal	0,187	1	0,666
N de casos válidos	236		

a. 7 casillas (43.8%) han esperado un recuento menor que 5. El recuento mínimo esperado es .95.

What was your main motivation to choose this accommodation service on your last trip? * What type of accommodation did you choose on your last trip?

What was your main motivation to choose this accommodation service on your last trip?	What type of accommodation did you choose on your last trip?				Total
	Luxury hotel (4 or 5 stars)	Hotel of 3 stars or less	Hostel	Airbnb, Wimdu, Couchsurfing or similar	
Reasonable price	6	37	9	13	65
Convenient location	9	9	0	2	20
Good combination price - location	21	52	5	22	100
I have been there before and I liked it	8	7	2	3	20
It offers a different experience	5	0	0	1	6
It adapts better to my lifestyle or offers what I need	6	3	1	1	11
Other	7	12	1	0	20
Total	62	120	18	42	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	43.353 ^a	18	0,001
Razón de verosimilitud	49,084	18	0,000
Asociación lineal por lineal	11,171	1	0,001
N de casos válidos	242		

a. 14 casillas (50.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .45.

What was your main motivation to choose this accommodation service on your last trip? * Range of Age

What was your main motivation to choose this accommodation service on your last trip?	Range of Age			Total
	20 - 25	26 - 30	31 - 35	
Reasonable price	33	20	12	65
Convenient location	7	6	7	20
Good combination price - location	39	21	40	100
I have been there before and I liked it	8	4	8	20
It offers a different experience	2	2	2	6
It adapts better to my lifestyle or offers what I need	1	3	7	11
Other	9	8	3	20
Total	99	64	79	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	19.360 ^a	12	0,080
Razón de verosimilitud	20,814	12	0,053
Asociación lineal por lineal	2,330	1	0,127
N de casos válidos	242		

a. 6 casillas (28.6%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.59.

What was your main motivation to choose this accommodation service on your last trip? * Gender

What was your main motivation to choose this accommodation service on your last trip?	Gender		Total
	Female	Male	
Reasonable price	37	28	65
Convenient location	7	13	20
Good combination price - location	53	47	100
I have been there before and I liked it	9	11	20
It offers a different experience	2	4	6
It adapts better to my lifestyle or offers what I need	6	5	11
Other	10	10	20
Total	124	118	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	4.218 ^a	6	0,647
Razón de verosimilitud	4,261	6	0,641
Asociación lineal por lineal	0,297	1	0,586
N de casos válidos	242		

a. 2 casillas (14.3%) han esperado un recuento menor que 5. El recuento mínimo esperado es 2.93.

What was your main motivation to choose this accommodation service on your last trip? * Region where you live

What was your main motivation to choose this accommodation service on your last trip?	Region where you live					Total
	USA - Canada	Latin America - Caribbean	Europe	Asia Pacific - Oceania	Middle East - Africa	
Reasonable price	26	1	35	2	1	65
Convenient location	9	1	9	1	0	20
Good combination price - location	35	16	46	3	0	100
I have been there before and I liked it	10	2	8	0	0	20
It offers a different experience	2	1	3	0	0	6
It adapts better to my lifestyle or offers what I need	6	0	5	0	0	11
Other	12	1	7	0	0	20
Total	100	22	113	6	1	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	21.516 ^a	24	0,608
Razón de verosimilitud	24,796	24	0,417
Asociación lineal por lineal	4,254	1	0,039
N de casos válidos	242		

a. 22 casillas (62.9%) han esperado un recuento menor que 5. El recuento mínimo esperado es .02.

What was your main motivation to choose this accommodation service on your last trip? * Indicate your income range

What was your main motivation to choose this accommodation service on your last trip?	Indicate your income range					Total
	US\$800 to 1500 monthly	US\$1501 to 3000 monthly	US\$3001 to 6000 monthly	more than \$6000 monthly	I don't have a fixed income or I am a student	
Reasonable price	19	18	10	2	15	64
Convenient location	5	6	4	2	2	19
Good combination price - location	22	28	17	9	19	95
I have been there before and I liked it	6	5	2	2	5	20
It offers a different experience	0	2	1	2	1	6
It adapts better to my lifestyle or offers what I need	3	2	3	3	0	11
Other	7	5	1	1	5	19
Total	62	66	38	21	47	234

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	21.913 ^a	24	0,584
Razón de verosimilitud	23,991	24	0,462
Asociación lineal por lineal	0,042	1	0,837
N de casos válidos	234		

a. 19 casillas (54.3%) han esperado un recuento menor que 5. El recuento mínimo esperado es .54.

What other factor influenced your selection of accommodation on your last trip? * What type of accommodation did you choose on your last trip?

What other factor influenced your selection of accommodation on your last trip?	What type of accommodation did you choose on your last trip?				
	Luxury hotel (4 or 5 stars)	Hotel of 3 stars or less	Hostel	Airbnb, Wimdu, Couchsurfing or similar	Total
It is a known and trustworthy brand	25	32	4	18	79
It was fashionable at the moment	3	5	1	1	10
It is a company's preferred choice	3	11	1	0	15
There was a special offer at the moment	12	40	3	5	60
Loyalty program	1	5	0	0	6
References of friends or other guests	18	27	9	18	72
Total	62	120	18	42	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	27.008 ^a	15	0,029
Razón de verosimilitud	30,624	15	0,010
Asociación lineal por lineal	0,910	1	0,340
N de casos válidos	242		

a. 12 casillas (50.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .45.

What other factor influenced your selection of accommodation on your last trip? * Range of Age

What other factor influenced your selection of accommodation on your last trip?	Range of Age			Total
	20 - 25	26 - 30	31 - 35	
It is a known and trustworthy brand	32	27	20	79
It was fashionable at the moment	5	3	2	10
It is a company's preferred choice	6	2	7	15
There was a special offer at the moment	29	12	19	60
Loyalty program	2	1	3	6
References of friends or other guests	25	19	28	72
Total	99	64	79	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	9,867 ^a	10	0,452
Razón de verosimilitud	9,990	10	0,441
Asociación lineal por lineal	1,968	1	0,161
N de casos válidos	242		

a. 8 casillas (44.4%) han esperado un recuento menor que 5. El recuento mínimo esperado es 1.59.

What other factor influenced your selection of accommodation on your last trip? * Gender

What other factor influenced your selection of accommodation on your last trip?	Gender		Total
	Female	Male	
It is a known and trustworthy brand	39	40	79
It was fashionable at the moment	5	5	10
It is a company's preferred choice	3	12	15
There was a special offer at the moment	30	30	60
Loyalty program	3	3	6
References of friends or other guests	44	28	72
Total	124	118	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	8.825 ^a	5	0,116
Razón de verosimilitud	9,232	5	0,100
Asociación lineal por lineal	2,207	1	0,137
N de casos válidos	242		

a. 3 casillas (25.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es 2.93.

What other factor influenced your selection of accommodation on your last trip? * Region where you live

What other factor influenced your selection of accommodation on your last trip?	Region where you live					Total
	USA - Canada	Latin America - Caribbean	Europe	Asia Pacific - Oceania	Middle East - Africa	
It is a known and trustworthy brand	39	5	35	0	0	79
It was fashionable at the moment	3	1	6	0	0	10
It is a company's preferred choice	6	0	9	0	0	15
There was a special offer at the moment	22	8	27	3	0	60
Loyalty program	5	0	1	0	0	6
References of friends or other guests	25	8	35	3	1	72
Total	100	22	113	6	1	242

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	19,032 ^a	20	0,520
Razón de verosimilitud	22,876	20	0,295
Asociación lineal por lineal	2,598	1	0,107
N de casos válidos	242		

a. 19 casillas (63.3%) han esperado un recuento menor que 5. El recuento mínimo esperado es .02.

What other factor influenced your selection of accommodation on your last trip? * Indicate your income range

What other factor influenced your selection of accommodation on your last trip?	Indicate your income range					Total
	US\$800 to 1500 monthly	US\$1501 to 3000 monthly	US\$3001 to 6000 monthly	more than \$6000 monthly	I don't have a fixed income or I am a student	
It is a known and trustworthy brand	20	22	14	7	14	77
It was fashionable at the moment	1	3	0	2	3	9
It is a company's preferred choice	1	7	2	3	2	15
There was a special offer at the moment	16	18	7	4	13	58
Loyalty program	0	1	2	1	2	6
References of friends or other guests	24	15	13	4	13	69
Total	62	66	38	21	47	234

Pruebas de chi-cuadrado

	Valor	df	Significación asintótica (bilateral)
Chi-cuadrado de Pearson	20.763 ^a	20	0,411
Razón de verosimilitud	23,294	20	0,275
Asociación lineal por lineal	0,267	1	0,606
N de casos válidos	234		

a. 15 casillas (50.0%) han esperado un recuento menor que 5. El recuento mínimo esperado es .54.