

AIRBNB'S FUTURE IN THE LODGING SECTOR: BALANCING GUEST PREFERENCES, HOST ADAPTATION, AND SUSTAINABLE GROWTH

ABSTRACT

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KEYWORDS

*guest preferences; host
adaptation; sustainable
growth; short-term rentals;
airbnb; airbnb future*

ARTICLE ID

AASGBCPJMRA-B32528

This study investigated Airbnb's impact on the lodging sector at Trees Residences in Fairview, Quezon City, by examining the interplay of guest preferences, host adaptation strategies, and sustainable growth. The research seeks to identify the factors that influence guest choices, evaluate how hosts adjust their offerings to meet evolving demands, and uncover the challenges faced by both guests and hosts within the local short-term rental market. A quantitative survey design was employed to collect data from thirty respondents, comprising both Airbnb guests and hosts. A validated structured questionnaire measures demographic profiles, booking motivations, service preferences, and encountered challenges. Data analysis utilizes frequency distributions, percentage calculations, and weighted means to present a comprehensive interpretation of adoption patterns and performance outcomes. Respondents were primarily young travelers, with Generation Z representing 43 percent and Millennials 40 percent, most coming from low to lower-middle income brackets (86 percent). Family travel accounted for 63 percent of bookings, while affordability, convenient location, and complete amenities were the leading decision factors. Guests showed strong preferences for customizable accommodations, transparent pricing structures, and technological integrations such as contactless check-in. Key challenges identified included unsanitary conditions (13 percent), malfunctioning amenities (12 percent) and unexpected charges (12 percent). Findings underscored the need for host adaptation strategies, including loyalty or reward programs, real-time communication channels, and clear pricing disclosures. The study illuminated critical drivers of guest satisfaction and operational hurdles within the short-term rental ecosystem. By combining insights into technological innovation and consumer expectations, it provided a strategic framework for hosts to enhance competitiveness and ensure sustainable growth. As a result, hosts are encouraged to adopt targeted adaptations that leverage digital tools, improve service transparency, and refine amenity reliability to align with market dynamics and elevate the Airbnb experience in Quezon City.

RECOMMENDED CITATION

Acabal, V., Dela Paz, R. R., Hertez, J. P., Macabangun, N. K., & Naling, H. J. (2025). Airbnb's Future in the Lodging Sector: Balancing Guest Preferences, Host Adaptation, and Sustainable Growth. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 74.