

# Study: People who use Airbnb don't go back to hotels

By Riley McDermid, San Francisco Business Times

A survey conducted by Goldman Sachs has found that only 40 percent of consumers polled were likely to return to hotels after using San Francisco-based Airbnb or other "peer-to-peer" services.

That compared to 79 percent of travelers who hadn't used the service, who said they were likely to prefer formal lodging, Bloomberg reports.

"If people have stayed in peer-to-peer lodging [P2P] in the last five years, the likelihood that they prefer traditional hotels is halved (79 percent vs. 40 percent)," said the survey.

**Read the whole story**