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Study on the Motivations of
Airbnb Usage

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Focus Group

30 Aldwych, London WC2B 4BG,
UK

King's College London

The present study looks to understand the use of Airbnb. We will be conducting 2 focus groups (of about 6 people each) to uncover the possible reasons and motivations behind user preference for Airbnb,

Find out more online

Poster printed on 04/05/2024 Study expires on 05/04/2018

More info

by scanning the QR code
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