Due Diligence Report: Airbnb Engagement Quality (Q4 2025)

To: Internal Investment Committee, Product Management Team

From: Manus AI, Software Equity Analyst

Date: January 15, 2026

Subject: Analysis of Airbnb Q4 2025 User Engagement Metrics as a Proxy for LTV and Cohort Health

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1. Executive Summary: Engagement Quality Assessment

This report analyzes Airbnb's digital engagement quality for the period of October 1, 2025, to December 31, 2025, using data sourced from SimilarWeb. The overall engagement quality trend is assessed as **stable with positive momentum**. Despite a seasonal dip in November, traffic and engagement recovered strongly in December, driven by improving visit frequency and a consistently low bounce rate. These trends suggest healthy user behavior and provide a supportive leading indicator for long-term value (LTV) and cohort retention assumptions, particularly within the core U.S. market.

Key findings indicate that Airbnb's brand loyalty is a significant asset, with nearly 65% of desktop traffic coming directly to the site. Engagement in the dominant U.S. market is exceptionally strong. However, a notable performance gap exists in international markets, which presents both a risk to growth assumptions and an opportunity for operational improvement. While the web engagement data is robust, a complete picture requires incorporating native app analytics and internal conversion data.

Metric	Q4 2025 Result	Trend	Implication for LTV	Assessment
Visit Frequency	1.41 Visits/Visitor	**Improving**	Positive	Users are returning more often, signaling stickiness.
Bounce Rate	~30.6% (Average)	**Stable & Low**	Positive	High-quality traffic with strong user intent.
Direct Traffic	64.7% (Desktop)	**Stable & High**	Positive	Exceptional brand loyalty

				and repeat usage.
International Engagement	41.5% Avg. Bounce	**Mixed**	Potential Risk	Lags significantly behind the U.S. market.

2. Per-Domain Engagement Metrics Analysis

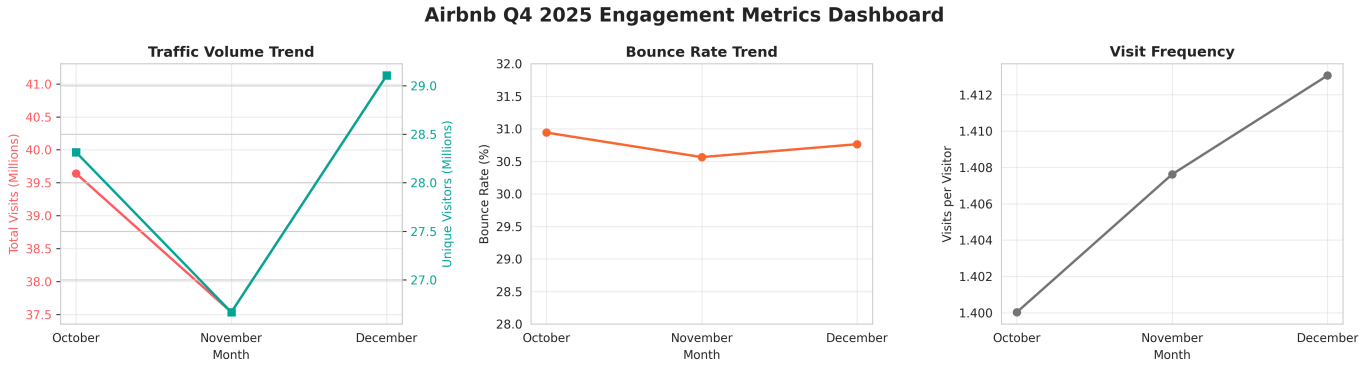
The following analysis covers engagement metrics for `https://www.airbnb.com/` during Q4 2025.

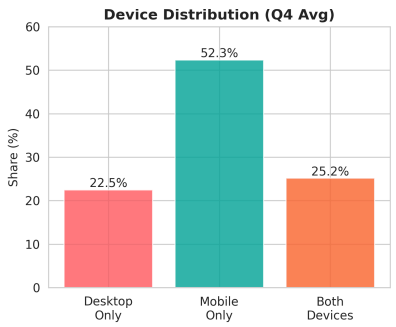
2.1. Core Metrics Over Time

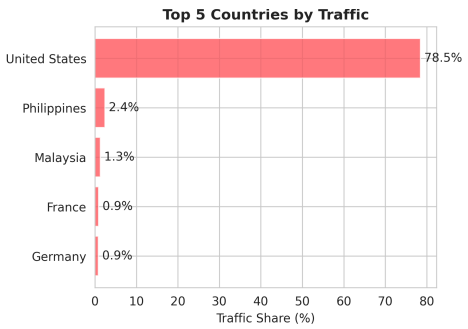
Analysis of month-over-month trends reveals a seasonal dip in November, followed by a strong recovery in December, which aligns with typical holiday travel planning cycles. The most critical positive indicator is the steady increase in **Visits per Visitor**, a proxy for repeat engagement, which grew consistently through the quarter.

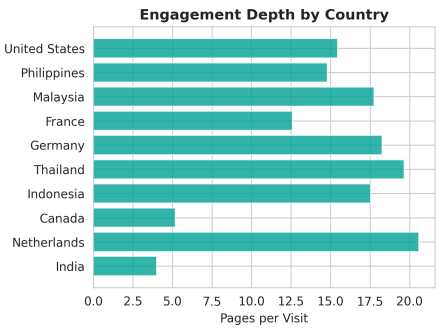
Metric	October 2025	November 2025	December 2025	Q4 Trend
Total Visits	39.6 Million	37.5 Million	41.1 Million	**Recovering**
Unique Visitors	28.3 Million	26.7 Million	29.1 Million	**Recovering**
Bounce Rate	30.94%	30.56%	30.76%	**Stable**
Visits per Visitor	1.400	1.408	1.413	**Improving**

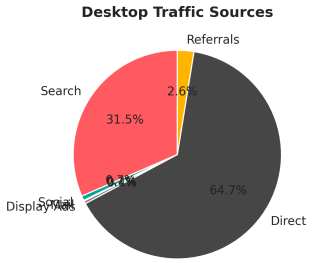
Note: Global `Pages per Visit` and `Average Visit Duration` time-series data were not available via the API. These metrics are analyzed in the geographic slice below.

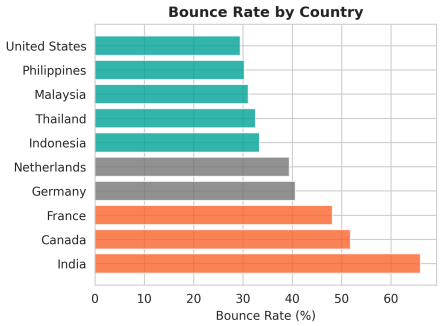


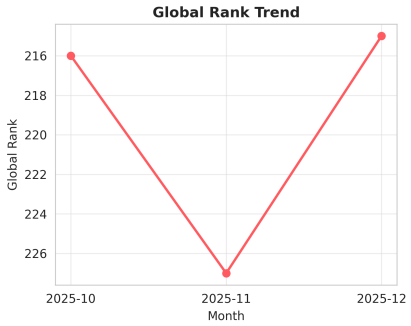












2.2. Sliced Analysis

Geographic Analysis

The U.S. remains Airbnb's core market, accounting for a staggering **78.5% of traffic** and exhibiting significantly stronger engagement than the international average. This highlights both the strength of the core business and the challenges in replicating that success globally.

- **Core Market (U.S.):** Engagement is excellent, with a low bounce rate (29.5%) and high engagement depth (15.5 pages per visit). This suggests strong product-market fit and high user intent.
- **International Markets:** Performance is highly variable. While some markets like the Netherlands and Thailand show outstanding engagement depth, others like India and Canada exhibit alarmingly high bounce rates (66% and 52%, respectively), indicating potential issues with localization, pricing, or market fit.

Country	Traffic Share	Pages per Visit	Avg. Visit Duration (min)	Bounce Rate
United States	**78.5%**	**15.45**	**7.04**	**29.5%**
Philippines	2.4%	14.80	9.77	30.3%
Malaysia	1.3%	17.75	7.88	31.1%
France	0.9%	12.58	5.14	48.1%

Germany	0.9%	18.27	6.38	40.7%
Canada	0.6%	5.18	3.58	51.8%
India	0.5%	4.01	2.90	66.0%

Device Analysis

Airbnb's user base is predominantly mobile-oriented, with over 77% of users engaging via mobile web. The significant portion of **cross-device users (25.2%)** is a strong positive signal, as these users typically represent a high-value segment that interacts with the brand across multiple touchpoints, suggesting a high-consideration purchase journey.

- **Mobile Web Only:** 52.3%
- **Desktop Only:** 22.5%
- **Both (Cross-Device):** 25.2%

This distribution remained stable throughout Q4, indicating a mature user base with established behavioral patterns.

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3. Leading Indicators & Risk Assessment

Positive Leading Indicators (LTV Upside)

- **Improving Visit Frequency:** The consistent quarter-over-quarter growth in visits per unique visitor is a strong indicator of increasing user habituation and platform stickiness, which is a primary driver of LTV.
- **High Direct Traffic (64.7% Desktop):** This demonstrates powerful brand equity and a loyal user base that does not rely on paid acquisition for return visits. This lowers the blended customer acquisition cost (CAC) and supports higher cohort retention.
- **Strong Cross-Device Usage (25.2%):** A large segment of users who engage on both desktop and mobile web are typically more invested and have higher LTVs. This reflects a complex user journey involving both discovery and booking phases.

Early Warning Signals (LTV Risk)

- **International Market Underperformance:** The significantly higher bounce rates and lower engagement in key international growth markets (e.g., France, Canada, India) pose a risk to LTV assumptions in those regions. This may signal issues with localization, competitive pressure, or inadequate supply.

- **Data Gap on Engagement Depth:** The lack of time-series data for global `Pages per Visit` and `Average Visit Duration` obscures the view of whether user engagement depth is improving or deteriorating over time, which is a critical component of LTV modeling.
- **App Data Blindspot:** This analysis is confined to web traffic. Given the prevalence of mobile usage, a significant portion of user activity likely occurs on the native app. Without this data, the full engagement picture is incomplete.

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4. Follow-Up Questions & Data Needs

To further refine this diligence, the following data and clarifications are critical:

1. **Internal Analytics on Engagement Depth:** Can you provide internal data for the monthly trend of `Pages per Visit` and `Average Visit Duration` for the global user base during 2025? This is crucial to validate whether engagement depth is improving alongside visit frequency.
2. **Native App Engagement Metrics:** What are the key engagement metrics (e.g., daily active users, session duration, booking conversion rate) for the Airbnb native mobile app? How has this trended YoY and QoQ?
3. **Conversion Rate & Average Order Value (AOV):** What is the booking conversion rate, and how does it segment across key geographies and devices? How has this trended over Q4?
4. **Historical Data (YoY Comparison):** Can you provide the same SimilarWeb metrics for Q4 2024? A year-over-year comparison is essential to control for seasonality and assess true growth.
5. **Cohort Retention Data:** What are the 6-month and 12-month retention curves for user cohorts acquired in early 2025? This would provide direct evidence of long-term value.

References

[1] SimilarWeb. (2026, January 15). Airbnb.com Website Analysis. Data retrieved from SimilarWeb API.