

SAMPLE REPORT

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Concept Test | Research Report

Airbnb Grocery Delivery

A concept test with nine recent short-term rental guests exploring whether pre-arrival grocery delivery solves a real trip pain point — and what must be true before guests will trust it.

RESPONSES
9 completed

FIELDWORK
April 2026

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THE VERDICT

What we found

Guests want pre-arrival groceries but won't use the service until cold-chain, order accuracy, and pricing feel solved. Appeal is genuine and broad, but adoption is conditional: every respondent attached specific operational requirements — perishable safety, brand-level product control, and Instacart-comparable fees — that function as hard gates, not preferences. The highest-value segments are families with young children, groups cooking together, and travelers headed to remote destinations.

TOP FINDINGS

- 01** Every respondent raised perishable safety — items sitting unrefrigerated before arrival — as a primary concern that must be solved before they would order.
- 02** Respondents consistently required the ability to select specific brands, quality tiers, and item variants — not just product categories.
- 03** Respondents benchmark acceptable fees against standard grocery delivery apps, with most setting a ceiling between \$10 and \$20 all-in.
- 04** Interest peaks when stores are far away or when children make the grocery run logistically painful.

RECOMMENDED ACTIONS

- Solve cold-chain before anything else ships
- Build the ordering interface on a real store's inventory, not a generic catalog
- Price at Instacart parity with a transparent flat fee — no per-item markup

WHY WE RAN THIS STUDY

The business question

Airbnb is evaluating a grocery delivery feature that would let guests order food to arrive at their rental before check-in. This study tested the concept with recent short-term rental guests to gauge genuine interest, surface the concerns that would block adoption, and understand which trip contexts make the service feel essential versus unnecessary.

DECISION SUPPORTED

Whether to advance the grocery delivery concept to operational design and pilot, and which guest segments and trip contexts to prioritize at launch.

IN SCOPE

- Understand how recent short-term rental guests react to the idea of having groceries delivered to their accommodation before arrival, and what makes the concept appealing or unappealing to them.
- Identify the specific concerns, objections, and practical barriers — such as cold storage, pricing, and the ordering process — that would prevent guests from using a grocery delivery service tied to their stay.
- Learn how different trip contexts — such as traveling with family, trip length, or destination type — shape guests' interest in and expectations for pre-arrival grocery delivery.

OUT OF SCOPE

- Quantitative willingness-to-pay measurement or price elasticity modeling
- Operational feasibility of cold-chain logistics or property-access coordination
- Host-side willingness to participate in delivery facilitation
- Competitive feature benchmarking against Instacart, Amazon Fresh, or similar services
- International market differences in grocery delivery expectations

HOW WE RAN THIS STUDY

Approach & sample

SAMPLE	9 completed semi-structured interviews. 0 partials excluded.
CRITERIA	Guests who stayed at Airbnb, VRBO, or other STR in past 60 days
FORMAT	AI-moderated 1:1 voice interviews. ~20 minutes each. Asynchronous, browser-based.
FIELDWORK	April 2026
ANALYSIS	Nine semi-structured interviews were conducted and processed through per-interview structured extraction covering themes, verbatims, objective-level findings, and concept-test signals (adoption drivers, barriers, optimisations). Cross-interview synthesis identified convergent patterns across postures ranging from enthusiastic to pragmatically skeptical, with human-reviewed verbatim de-duplication ensuring no single respondent's language was over-indexed.
AI MODERATION	Respondents were informed they were speaking with an AI moderator and consented before recording. No human moderator was present in the live session.

WHO WE SPOKE WITH

The sample at a glance

9	5	16
completed interviews	behavioral segments covered	avg minutes per interview

SEGMENT BREAKDOWN

pragmatic	5
enthusiastic-pragmatic	1
enthusiastic with practical caveats	1
pragmatic and open	1
enthusiastic	1

EXCLUSIONS

Guests who had not stayed at an Airbnb, VRBO, or other short-term rental within the past 60 days were screened out. No respondents were recruited from the host side, and guests whose most recent stay was in a traditional hotel were excluded.

FINDING 01 of 06

Cold-chain anxiety is the universal adoption gate across all respondent types

All nine respondents raised concerns about perishable items sitting unrefrigerated before arrival, making cold-chain anxiety the single most consistent barrier across the study. The concern surfaced unprompted in nearly every interview, often as the first practical objection after an otherwise positive initial reaction. Respondents described specific failure scenarios — yogurt left in the heat, meat spoiling during a flight delay, dairy going bad outside a cabin — and several noted that the problem worsens when travel delays are outside the guest's control. Proposed mitigations varied (timed delivery, insulated bags with ice packs, host-assisted refrigeration, shopper property access), but the underlying anxiety was universal regardless of trip type, destination, or traveler profile. Notably, multiple respondents said this concern would cause them to restrict first orders to shelf-stable items only, limiting the service's utility until trust is established.

“if you're getting anything that's perishable, like eggs or meat, it would need to be refrigerated right away because if it's sitting out for a few hours, then if it goes bad what's the point of getting it?”

Respondent R8 · Pragmatic group traveler

SO WHAT?

The service must offer a credible, visible cold-chain solution — whether timed delivery synchronized to arrival, insulated packaging with ice packs, or property-managed refrigeration — before launch; without it, guests will either avoid perishables entirely or decline to order at all.

FINDING 02 of 06

Guests demand brand-level product control, not curated category lists

Respondents consistently rejected the idea of ordering by generic product category and instead demanded the ability to select specific brands, quality tiers, and item variants. This requirement was driven by several distinct motivations: food allergies that make ingredient-level specificity a safety issue, children who refuse unfamiliar brands, personal dietary philosophies around ingredients like seed oils, and simple quality preferences such as prime versus non-prime steak. At least five respondents described past negative experiences with delivery app substitutions as the basis for their insistence on granular control. The pattern held across both enthusiastic and skeptical respondents — even those most excited about the concept conditioned their adoption on being able to specify exactly what they wanted.

“I would want 100% control over what's ordered. That's because I am picky. I like things done a certain way. So when I say oatmeal, I don't mean oatmeal that has brown sugar and vanilla in it. I want plain instant style oats, and there's so many different types.”

Respondent R3 · Enthusiastic-pragmatic extended traveler

SO WHAT?

The ordering interface must integrate with actual store inventory at the SKU level — showing real brands, sizes, and variants — rather than offering curated category lists or generic product names; anything less will erode trust before the first order is placed.

FINDING 03 of 06

Pricing tolerance is anchored to Instacart — not to a premium travel service

Respondents consistently anchored their pricing expectations to existing grocery delivery apps, with Instacart cited by name in at least four interviews. Most set an acceptable all-in fee ceiling between \$10 and \$20, with several explicitly stating they would abandon the service if costs exceeded what they already pay for standard delivery at home. One respondent set the floor even lower, calling a \$5–\$10 delivery fee the threshold for consideration. A few respondents acknowledged willingness to pay slightly more for remote destinations or first-day convenience, but none framed the service as a premium travel product deserving of premium pricing. Multiple respondents also flagged hidden per-item markups as a specific dealbreaker, preferring a transparent flat fee over embedded price inflation.

“I think if the price was anything greater than like what Instacart charges to grocery shop at home I don't think I would do it at all.”

Respondent R9 · Pragmatic, price-conscious traveler

SO WHAT?

Pricing must be positioned as a standard grocery delivery fee — not a travel convenience premium — with a transparent, flat service charge and no per-item markup; exceeding the \$10–\$20 range risks immediate opt-out from the majority of the target audience.

FINDING 04 of 06

Remote destinations and family travel are the two strongest adoption triggers

Two trip contexts emerged as the strongest and most consistent drivers of adoption interest: remote destinations where grocery stores are far away or have limited stock, and family travel with young children. At least six respondents identified remoteness as a primary trigger, describing scenarios where the nearest store was 35 minutes to an hour away and where missing a single item meant a significant logistical burden. Separately, respondents with children — and even those without — identified family travel as a context where the grocery run becomes disproportionately painful due to tired kids, unpredictable behavior, and the need to manage dietary requirements for multiple people. Several respondents noted that these two triggers often co-occur, compounding the service's value. Conversely, short urban trips and solo travel were consistently cited as contexts where the service felt unnecessary.

“Definitely for when we're traveling with kids. If it's me on my own or it's me and my wife, the rare occasions we do go away together, none of that's a real hassle. This is about having something there for when we've got kids in tow, because then it's just one thing we don't have to do or think about.”

Respondent R4 · Enthusiastic family traveler with practical caveats

SO WHAT?

Early go-to-market targeting should prioritize family bookings and properties in remote or rural locations, where the concept solves a felt problem rather than offering incremental convenience; urban and solo-traveler segments can be deprioritized until the core value proposition is proven.

FINDING 05 of 06

The concept's natural scope is first-day essentials, not a full weekly shop

When asked how they would use the service, most respondents spontaneously described a modest order covering the first 12–24 hours of basics — coffee, breakfast items, snacks, milk, eggs — rather than a full weekly grocery shop. This framing emerged organically across trip types and traveler profiles, including extended-stay travelers who acknowledged they would still visit a store themselves after settling in. Respondents offered several reasons for this natural scoping: they don't know the rental well enough to plan full meals in advance, they enjoy browsing local stores as part of the travel experience, and group meal planning is too exploratory to reduce to a pre-order list. Even the most enthusiastic adopters described the concept as bridging the gap between arrival and the first store visit, not replacing the store visit entirely.

“I'm not sure we'd use it for like a whole shop, but in terms of getting there and kind of seeing us through the first day and the following morning for breakfast, seems like a really good idea because that would kind of like speed up our ability to kind of get into the holiday proper.”

Respondent R4 · Enthusiastic family traveler with practical caveats

SO WHAT?

The service should be designed and marketed around a curated first-day essentials use case — not a full grocery replacement — with the ordering experience optimized for small, predictable baskets rather than extensive meal-planning lists.

FINDING 06 of 06

Property access by delivery personnel raises security concerns for some segments

Several respondents recognized that solving the cold-chain problem likely requires someone entering the property to refrigerate groceries, but this solution introduced a secondary trust concern: allowing a stranger access to the rental. The concern was most acute for one respondent who travels alone with her teenage daughter and described property access security as her single highest-priority barrier, specifically asking how the service would prevent a delivery person from re-entering the unit after drop-off. Another respondent articulated the dilemma directly — leaving groceries outside risks spoilage, but putting them inside means an unknown person had a key — saying he didn't want "all and sundry having access to the apartment." While not every respondent raised this concern with equal intensity, those who did framed it as non-negotiable, and the issue was particularly salient for solo parents and safety-conscious travelers.

"Access would probably be the one thing, because I travel alone with my teenage daughter, that security and safety piece is incredibly important."

Respondent R7 · Enthusiastic solo-parent traveler

SO WHAT?

Any in-unit delivery model must include a verifiable, one-time access mechanism that expires after drop-off — such as a temporary smart-lock code with photo confirmation — and the security protocol must be communicated clearly to guests before they opt in.

REACTION SPECTRUM

Convenience wins fast; spoilage, control, and price gate adoption

Respondents split cleanly: the concept's time-saving and stress-reducing appeal landed immediately and often viscerally, but adoption hinges on whether the service can solve three operational problems guests already distrust from existing delivery apps. The recurring tension is that the same travelers who most want the convenience — parents, group cooks, remote-destination visitors — are also the ones with the highest standards for accuracy, freshness, and cost transparency.

WHAT RESONATED

Eliminates the painful first-day grocery run

The first-day grocery run was consistently described as dead vacation time — navigating unfamiliar stores, fighting parking, hauling bags with tired kids. One respondent called it the single task that delays the moment you "get into the holiday proper."

9 OF 9 RESPONDENTS, IDENTIFIED ELIMINATING THE ARRIVAL GROCERY RUN AS THE CONCEPT'S CORE VALUE

Psychological relief of knowing food is already there

Beyond logistics, respondents described an emotional layer: knowing food is already waiting reduced mental load on a tiring travel day. Parents especially valued not having to worry about feeding hungry children the moment they walk through the door.

6 OF 9 RESPONDENTS, SPONTANEOUSLY DESCRIBED PSYCHOLOGICAL RELIEF OR REDUCED STRESS AS A DISTINCT BENEFIT

Highest value in remote destinations and family travel

Appeal peaked when the nearest store was 35-plus minutes away or when the group included young children with predictable meal needs. One respondent visited six stores over a week searching for oats in a remote destination — the exact scenario where pre-arrival delivery feels indispensable.

8 OF 9 RESPONDENTS, NAMED REMOTE DESTINATIONS OR FAMILY TRAVEL AS THE HIGHEST-VALUE USE CASE

WHAT BLOCKED ADOPTION

Perishable spoilage risk during the unattended delivery window

Dairy, meat, and eggs sitting unrefrigerated during a flight delay was the single most vivid failure scenario respondents imagined. Several noted they would restrict first orders to shelf-stable items until the service proved it could handle cold chain.

8 OF 9 RESPONDENTS, RAISED PERISHABLE SPOILAGE DURING THE UNATTENDED WINDOW AS A CONCERN

Insufficient product control and substitution trust

Respondents with food allergies, dietary restrictions, or strong brand preferences said app-based ordering cannot replicate the in-store act of flipping a package to read ingredients. Prior bad experiences with delivery-app substitutions — wrong pasta, wrong oat variety — made this distrust concrete rather than hypothetical.

7 OF 9 RESPONDENTS, CITED INSUFFICIENT PRODUCT CONTROL OR SUBSTITUTION DISTRUST AS A BARRIER

Pricing above standard delivery app norms

Respondents anchored acceptable cost to Instacart-level fees, with stated ceilings ranging from a \$5 flat fee to roughly \$40 all-in depending on destination remoteness. Any per-item markup or hidden surcharge was framed as an immediate disqualifier, with one respondent calling a 30-percent adder a hard no.

7 OF 9 RESPONDENTS, BENCHMARKED PRICING AGAINST EXISTING DELIVERY APPS AND SET A FIRM CEILING

WHERE TO PLACE THE BET

On the table, and what could derail it

The concept sits at a clear inflection point: genuine guest demand exists, but it is gated by operational trust. The gap between interest and adoption is entirely solvable — but only if the service launches with the right operational foundations.

STRONGEST OPPORTUNITY

Capture the first-day arrival window as an owned Airbnb experience

Every respondent described a predictable, recurring friction point — the post-arrival scramble for food — that no platform currently owns end-to-end. Guests already solve this with workarounds (pre-trip bulk buying, Instacart on arrival, eating out by default). A well-executed pre-arrival grocery service would convert that friction into a loyalty-building moment that reinforces Airbnb's role as the trip platform, not just the booking platform.

BIGGEST RISK

A single spoiled-groceries experience will kill repeat usage and generate negative word-of-mouth

Respondents described their trust as fragile and front-loaded: they would try the service once, but a bad first experience — spoiled perishables, wrong items, or a security concern — would permanently disqualify it. R1 and R8 both used the phrase 'deal breaker' when describing order accuracy and food safety failures. The service has essentially one shot per customer to prove itself.

CRITICAL FACTORS

WHAT MUST BE TRUE

The service must reliably maintain cold-chain integrity and deliver accurate orders on the first use, because respondents will not give it a second chance after a failure.

WHAT COULD BREAK IT

Launching with a generic product catalog, premium pricing, or no cold-storage solution would confirm respondents' skepticism and position the service as inferior to Instacart rather than complementary to the Airbnb experience.

WHAT TO DO NEXT

Where to place the bets

01

Solve cold-chain before anything else ships

HIGH PRIORITY

All nine respondents raised perishable safety unprompted. Without insulated packaging, timed delivery, or property-managed refrigeration, adoption will stall at shelf-stable items only.

02

Build the ordering interface on a real store's inventory, not a generic catalog

HIGH PRIORITY

Respondents demand brand-level specificity and reject category-level ordering. Direct integration with a named local retailer's system was explicitly requested by R9 and implied by most others.

03

Price at Instacart parity with a transparent flat fee — no per-item markup

HIGH PRIORITY

Seven respondents anchored to Instacart fees. R3 and R9 both flagged hidden per-item markups as dealbreakers; a visible service-plus-delivery fee was the universally preferred model.

04

Launch with a first-day essentials bundle, not a full-shop experience

MEDIUM PRIORITY

Respondents spontaneously scoped the concept to 12–24 hours of basics. A curated essentials bundle lowers ordering friction, reduces substitution risk, and matches actual mental models.

05

Target families with young children and remote-destination bookings first

MEDIUM PRIORITY

These two segments showed the strongest and most consistent adoption signals across interviews. Urban solo travelers and short overnight stays showed minimal interest.

06

Design automatic delay-handling so guests never coordinate logistics mid-travel

LOW PRIORITY

R4 described delay coordination as a burden he refuses to accept. Flight-aware delivery rescheduling or delay-tolerant packaging would remove this friction entirely.

WHERE TO LOOK NEXT

What we still don't know

This concept test surfaced strong directional signals but left three questions unresolved that would need answers before committing to a pilot design.

COLD-CHAIN SOLUTION PREFERENCE TEST

Which cold-storage approach — insulated packaging, timed delivery, or host-managed refrigeration — do guests trust most?

Present 3–4 specific cold-chain solutions (e.g., insulated lockbox left at door, host places items in fridge, delivery timed to arrival window) to 15–20 respondents using a forced-rank preference exercise. This would move from 'cold chain matters' to a specific operational design recommendation.

WILLINGNESS-TO-PAY QUANTIFICATION

What is the maximum all-in fee guests will pay across different trip contexts and order sizes?

Run a Van Westendorp or Gabor-Granger pricing study with 150–200 recent STR guests, segmented by trip type (family, group, solo) and destination (remote vs. urban). This study surfaced directional ranges (\$10–\$40) but cannot support a pricing decision at scale.

ORDERING UX PROTOTYPE TEST

Does a store-integrated interface outperform a curated-bundle approach on trust and completion rate?

Build two low-fidelity prototypes — one with direct retailer inventory browsing, one with pre-built essentials bundles — and run moderated usability sessions with 8–12 participants. Measure task completion, perceived control, and stated purchase intent to determine the right ordering model for launch.

WHAT THIS STUDY CAN AND CAN'T TELL US

Limitations

This research is qualitative and directional. Findings reflect strong, repeated signals across a small, purposive sample — not statistically representative readings of the wider population. Treat the conclusions as hypotheses to validate at scale.

- Sample size of 9 is appropriate for surfacing strong patterns but cannot reliably size segment differences or estimate prevalence beyond 'most/some/few'.
- All behavior is self-reported. Respondents may overstate likelihood to act, especially in the moment of being asked.
- Recruitment via a single panel introduces opt-in bias.
- AI moderation is consistent but lighter-touch on emergent threads than a skilled human moderator.

WHO WE SPOKE WITH

Respondent index

R1	pragmatic	This respondent is a pragmatic, cost-conscious traveller who sees clear value in...
R2	pragmatic	This respondent is a pragmatic, cost-conscious traveler who sees genuine...
R3	enthusiastic-pragmatic	This respondent is a highly engaged, health-conscious traveler on an extended...
R4	enthusiastic with practical caveats	This respondent is a family traveler with two young children who relies on...
R5	pragmatic	This respondent is a pragmatic, cost-conscious traveler who sees clear but...
R6	pragmatic and open	This respondent is a pragmatic, convenience-oriented traveler who had a smooth...
R7	enthusiastic	This respondent is an enthusiastic, high-confidence adopter who already uses...
R8	pragmatic	This respondent is a pragmatic, experienced group traveler who already has a...
R9	pragmatic	This respondent is a pragmatic, price-conscious traveler who had genuine...

VOICE OF THE CUSTOMER

Additional verbatims by theme

RECENT TRIP CONTEXT

“We had to go grocery shopping before getting there just because the nearest grocery store is an hour away. So we basically just did all the food ourselves and we didn't end up eating out during our stay.”

Respondent R1 · pragmatic

“It was a studio. They had a kitchen. It was a full kitchen, but we actually ended up eating out.”

Respondent R2 · pragmatic

“the kitchen wasn't very clean, the shared spaces are big but they also aren't very clean... we just decided to stay here and force ourselves to get comfortable, and I'm happy we did.”

Respondent R3 · enthusiastic-pragmatic

“We get groceries from a local market which is not walking distance. We do— we drive scooters here, so we have to get on our scooter. We drive about 8 minutes to a local market to get our vegetables and to get oats and fruits.”

Respondent R3 · enthusiastic-pragmatic

“one of the reasons why we go to Airbnbs rather than say hotels is that we need cooking facilities. We do eat out a lot, but at the same time, like, you know, we need the option, especially breakfast. We need to be able to do breakfast and then obviously pack lunches and snacks and that sort of stuff. So we always need a kind of like fully, fully equipped kitchen.”

Respondent R4 · enthusiastic with practical caveats

“generally when I'm traveling for work, I will just, you know, Uber Eats or DoorDash meals. But there was a kitchen and fridge, a whole setup there for me to cook if I wanted to. Um, so it was there if I needed it, but I did not need it at this point.”

Respondent R5 · pragmatic

“We stopped at a few local Catskill farmers markets and the butcher in the area which we were staying.”

Respondent R6 · pragmatic and open

“The kitchen came fully stocked with a pots and pans set, a brand new outside barbecue for use, and a fridge with complimentary drinks and snack basket.”

Respondent R6 · pragmatic and open

“Kitchen was beautiful. Um, it wasn't very well stocked, so I'm not sure what you would do if you were going to cook, but aesthetically wise it was beautiful.”

Respondent R7 · enthusiastic

“One of my friends has a Sam's Club membership, so she bought groceries in Denver ahead of time and brought everything there.”

Respondent R8 · pragmatic

“With Airbnbs and VRBOs, you never know what kind of seasonings that they'll have, so especially since we were driving, we just brought stuff with us.”

Respondent R8 · pragmatic

“We did some cooking at the house, but her family was also there in a house, and so we did more cooking there, but we did eat out a few times as well.”

Respondent R9 · pragmatic

ARRIVAL & SETTLING IN

“It was a little inconvenient to have major grocery stores far away, but this is also a property up in the mountains where that is to be expected.”

Respondent R1 · pragmatic

“The only thing I could think of is sometimes I like to browse the store, see what stuff is there, or be able to be picky about things of like meat expiration dates and stuff like that.”

Respondent R1 · pragmatic

“Nothing felt like a hassle. There was a lot of stores and restaurants close by, so it was really easy.”

Respondent R2 · pragmatic

“Google Maps doesn't work so well here. It's hard to trust things regardless, so it's, it's always a risk. Um, and having to drive around places to see what is too busy, what has enough people to make it feel like the place is clean.”

Respondent R3 · enthusiastic-pragmatic

“we always accept that we're going to spend a little bit more money and spend a little bit more time for something that's mediocre, and that's just the way it is.”

Respondent R3 · enthusiastic-pragmatic

“we didn't really have a good idea of what we wanted to buy. And so we tend to find ourselves kind of going up and down each aisle, just almost like getting inspiration about what to buy. We kind of don't plan that far ahead, which is a bit of a pain.”

Respondent R4 · enthusiastic with practical caveats

“often we'll overbuy and, you know, end up either leaving food there or throwing it away.”

Respondent R4 · enthusiastic with practical caveats

“Not particularly. I ordered food, I think, for one or two of the days, but also because at the conference they fed us for most of the meals for the 3 or 4 days we were there.”

Respondent R5 · pragmatic

“No, nothing had gone wrong since our Airbnb host provided a full kitchen with utensils, pots and pan sets, a water cooler with ice maker, and things of that nature.”

Respondent R6 · pragmatic and open

“I also, first thing, I look at the coffee maker to determine what type of coffee maker it is and if they have any coffee or if I need to go purchase some.”

Respondent R7 · enthusiastic

“smooth, came straight to the door, and I had them because when we arrived it was already late, like at 8 o'clock at night, so that way I would have it before I woke up in the morning.”

Respondent R7 · enthusiastic

“No, not really. Sam's Club is a big store, so they have a lot of things that are needed, and it's good for bulk because we were a group of 7, so good to have like enough food for everyone. So no, it wasn't hassle. Everything was pretty smooth.”

Respondent R8 · pragmatic

“Due to a late arriving airplane, we did not stop for food, um, and we got food the second day.”

Respondent R9 · pragmatic

CONCEPT INTRODUCTION & INITIAL REACTIONS

“The convenience of that would have been really great of not having to take extra time out of our day to do that. Or even if there's a way of getting groceries halfway through a trip, if it was going to be longer, because there was obviously only so much that we could buy and transport for us.”

Respondent R1 · pragmatic

“Sometimes you look at the back, you see seed oils, preservatives, something that you don't want to have, and there's a better option. But sometimes you can't necessarily see that, or at least not see it quickly if you're trying to scroll through an app and do grocery shopping.”

Respondent R1 · pragmatic

“That would be very nice. My reaction would be expensive, but otherwise, convenience-wise, really nice.”

Respondent R2 · pragmatic

“I like the idea that we wouldn't have to worry about it before going. Going grocery shopping and packing everything up in the car and then loading it, it would be nice to not have to worry about that and get things easily delivered when we arrive.”

Respondent R2 · pragmatic

“Some wine would have been nice to have when we arrived. Some snacks when we got back would have been nice. Because it was just one night, that didn't make it a big deal, but thinking about longer trips, it would be really helpful.”

Respondent R2 · pragmatic

“That would be so helpful. I would have loved that because actually that first week when we were looking for oats, we went to 6 different places looking for oats and I was convinced there was no oats on this island.”

Respondent R3 · enthusiastic-pragmatic

“I get really unsure with delivery on groceries for fruits and vegetables because of the quality. I don't know if whoever is picking them is actually choosing the right ripeness, if they're too ripe or not ripe enough, or if they're bruised. And if I get something like yogurt that needs to be cold, how long has it been sitting out.”

Respondent R3 · enthusiastic-pragmatic

“I love that. Uh, that sounds like a really good idea. And yeah, I'm not sure we'd use it for like a whole shop, but in terms of getting there and kind of seeing us through the first day and the following morning for breakfast, seems like a really good idea because that would kind of like speed up our ability to kind of get into the holiday proper, if you know what I mean.”

Respondent R4 · enthusiastic with practical caveats

“it means we wouldn't have to get into the car and go grocery shopping, so we could go and do something more fun instead. I think also it probably takes a little bit of pressure off, you know, psychologically, knowing that, you know, there's some food already there.”

Respondent R4 · enthusiastic with practical caveats

“I actually do like that idea. I think that would be helpful if I was on a vacation at the Airbnb and I was— if I was with friends. But I think if I was alone at the Airbnb, I would probably just order food.”

Respondent R5 · pragmatic

“when you're with friends, like, you'll want to cook, you'll want to hang out with them. So I would actually really like that idea.”

Respondent R5 · pragmatic

“when you have to cook, you have to go get groceries. And so I think if I was able to just order groceries, it kind of takes away that barrier to entry.”

Respondent R5 · pragmatic

“I also think at some of the smaller towns, they have a lot of locally sourced products that are just kind of fun to look around and try when you're traveling. Um, and I think that's part of the experience is being able to find all those things in the grocery store when you're traveling.”

Respondent R5 · pragmatic

“That would be an interesting option that I'm open-minded to try, for it would cut down preparation time for cooking for the weekend.”

Respondent R6 · pragmatic and open

“I would feel unsure about who shopped for the order. I would want the order to be accurate and make sure all produce and meats are packed correctly in insulated bag with maybe some ice packs in the time between it's delivered and when we arrive, which might be a window of time.”

Respondent R6 · pragmatic and open

“I think I would definitely want to try this because it would eliminate the stress of planning first day meal prep.”

Respondent R6 · pragmatic and open

“Love that. Um, I would definitely do that ahead of time, especially though they would need to specify some of the specifics, like what type of coffee maker they had, that way you order the right coffee, because some places are only, um, pods. But I love it.”

Respondent R7 · enthusiastic

“ease. Uh, it would be nice to have everything already there, um, so that, that way you don't have to go back out and try to fight traffic in an unknown area or parking or get back in parking. We were downtown Austin, so parking was already, um, a little bit of a challenge.”

Respondent R7 · enthusiastic

“If it's a place I've never been before, I'd worry about like if the delivery person is able to find it and get in there. Maybe if the property arranged it and they like dealt with those logistics, but if I was just ordering from like Uber Eats, for example, I would worry that they wouldn't be able to find it or it wouldn't be able to be at the right location.”

Respondent R8 · pragmatic

“If we knew about that option ahead of time, we might have done it, but we kind of planned out what grocery we were gonna buy in advance, like a week or so... if it was just something like the day of check-in, that probably wouldn't have worked.”

Respondent R8 · pragmatic

“We actually had that option as part of the rental. It was in the messaging that was communicated to us. I did not take them up on that, but thought it was interesting.”

Respondent R9 · pragmatic

“I didn't have a really good exact plan of, of the 3 days. We mostly were getting to tag along and just celebrate, uh, so not enough of a plan to really think about groceries beforehand.”

Respondent R9 · pragmatic

“It would be time-saving, maybe not money-saving, and I often travel with more than just my wife, and I don't know how you shop for 5 people on a list. Mostly we just wander the store.”

Respondent R9 · pragmatic

CONCERNS, OBJECTIONS & PRACTICAL BARRIERS

“I feel like if there is a large inconvenience, then I'm willing to pay the extra amount. If it was an additional anywhere between like \$10 to \$40, maybe I would have gone for it for something that's an hour drive or out of the way... \$20 is enough for me to be like, Yeah, for something like this, I'll pay that. 40 is getting to be a little bit push it.”

Respondent R1 · pragmatic

“I would imagine something very similar to Instacart where you can select whatever store you want and then whatever products from there and get a shopper assigned who's able to

contact you or do the substitutions, things like that. I would want a good amount of control just because I'm picky about what I eat, especially having food allergies.”

Respondent R1 · pragmatic

“I mean, initially I think things need to be refrigerated, um, or put certain places. And so I don't love the idea that people— things would be waiting several hours before I arrive. Um, I wouldn't want them to go bad.”

Respondent R2 · pragmatic

“I select an appropriate delivery time to come when or a little after I arrive, um, or the Airbnb host being available to at least bring things in and put the perishables away.”

Respondent R2 · pragmatic

“I guess I would say if there was like a \$20 delivery fee with all fees and taxes included, that would be fair. But anything much more, if there's grocery stores nearby, it wouldn't feel worth it.”

Respondent R2 · pragmatic

“I think on the first day I would be willing to pay a premium, but moving forward I would not pay a premium because I would better understand how much things cost here.”

Respondent R3 · enthusiastic-pragmatic

“if that \$20 was split in between the food items, I wouldn't, like psychologically, really wouldn't see it as a problem right away.”

Respondent R3 · enthusiastic-pragmatic

“I would want 100% control over what's ordered. That's because I am picky. I like things done a certain way. So when I say oatmeal, I don't mean oatmeal that has brown sugar and vanilla in it. I want plain instant style oats, and there's so many different types.”

Respondent R3 · enthusiastic-pragmatic

“Let's say we were delayed by, I don't know, 4, 5, 6 hours, for example, right? You know, that's already pretty stressful. I wouldn't want to then be having to coordinate that delay with some food delivery service in order to kind of like make sure that, I don't know, the food is not left outside for too long or something else... I don't want my delay to prompt me or make it incumbent on me to do anything about that.”

Respondent R4 · enthusiastic with practical caveats

“I don't quite know whether other groceries being left outside, in which case I've got kind of like food spoilage concerns. If they're being put into the Airbnb, then who was that person who had access, right? Is it some, you know, random store picker or is it the kind of

proprietor or the manager of the property? You know, I don't want kind of like all and sundry having access to the apartment.”

Respondent R4 · enthusiastic with practical caveats

“I would assume that, you know, it's just like local delivery, you know, a bit like Instacart. It's local delivery charges, local grocery store prices, plus, you know, an additional charge for delivery. I wouldn't expect it to be much more than that.”

Respondent R4 · enthusiastic with practical caveats

“if we get to the Airbnb the first night very, very late, and if they're like dairy products or frozen things, um, I think that could be a problem in case, you know, they melt or go bad. Uh, I also wonder if it was a place near a lot of wildlife, like in the woods or something like that, like, or is it going to attract animals or something?”

Respondent R5 · pragmatic

“I know sometimes like for Instacart they will tell you like you'll buy like \$15 worth of groceries and then they'll say, oh, here's like a \$20 delivery charge. Um, at that point I think it'd be kind of stupid, but maybe if the delivery fee was like \$5 or \$10, I would consider it.”

Respondent R5 · pragmatic

“I probably would not expect to order groceries and everything I need when I'm booking it. I would assume that this would be coming up like as a part of the check-in process, like, you know how Airbnb texts you a reminder, I think a couple hours before check-in time, and gives you all the instructions? I would hope this is like a link that comes with that.”

Respondent R5 · pragmatic

“Perhaps travel delays getting there would cause the package to sit outside unrefrigerated for too long.”

Respondent R6 · pragmatic and open

“Someone from the outside stealing the package.”

Respondent R6 · pragmatic and open

“I would want the grocery packer and the delivery driver to be compensated well through a tip, leading the price to be a little bit more, but saving time is saving money.”

Respondent R6 · pragmatic and open

“Access would probably be the one thing, um, because I travel alone with my teenage daughter, that security and safety piece is incredibly important.”

Respondent R7 · enthusiastic

“about having access into the unit for safety-wise, and then how do you make sure they don't have access to re-enter?”

Respondent R7 · enthusiastic

“I think cost should be similar to what it is for grocery delivery. I mean, that's pretty commonplace and standard these days, um, to have it delivered. So I think it should be similar to that.”

Respondent R7 · enthusiastic

“I've used like delivery apps for food or like groceries before, and often they have to substitute something or they can't find something versus if you do it yourself, you can find it, or if that one store doesn't have it, you can go to another store.”

Respondent R8 · pragmatic

“I think it would depend on how much your groceries are. Like tip, like some— I feel like that the standard is usually like 10% tip on something. And then delivery fees on the apps are usually maybe like \$6 or \$7, so I would probably say something in that price point for it to be worth it. Like, if it's going to be more expensive than regular delivery, then I would— like, it's not really worth it. I'd rather just do it myself.”

Respondent R8 · pragmatic

“I would want to be able to pick that, and I don't know, like probably a week in advance. And I mean, yeah, I would want a lot of control over it, especially like to make sure that everyone can eat. And if we have specific things in mind of what we want, we want it to actually be that, not just like a general idea of something.”

Respondent R8 · pragmatic

“I think if the price was anything greater than like what Instacart charges to grocery shop at home, uh, maybe a little bit more, I don't think I would do it at all.”

Respondent R9 · pragmatic

“I think you'd have to explain the process a little bit, maybe declare the grocery store, like, and, you know, how you help someone pick, like, name brand shopping. You know, some people are, you know, I want Frosted Flakes, I don't want the store store brand. I want, you know, prime steak. I don't want not prime steak.”

Respondent R9 · pragmatic

HOW TRIP TYPE SHAPES INTEREST

“Anything that is remote, that's going to take a significant amount of time to get to the store, I feel like this would be helpful. If there was a store right by my hotel or something like that, I don't mind swinging by to pick up a thing or two.”

Respondent R1 · pragmatic

“I think it would probably be convenient if people were able to order their own food. Like if I had a party of 9 and then a few different couples, or they know what their kids eat, that kind of stuff where they can be in control of that, that would maybe be helpful versus just me having to try to order everything.”

Respondent R1 · pragmatic

“I think like the trip I just took where it was an overnight or something quick, like even to the next city, yeah, unnecessary. Also, if you're already staying in a town, in maybe a big city, um, and there's a ton of stuff nearby, I don't know how necessary it would be.”

Respondent R2 · pragmatic

“I think if you're kind of removed, it would feel more helpful to have everything and know that you won't run out of anything. I can see it still being helpful in a city, but I would say it would be less useful in a city.”

Respondent R2 · pragmatic

“I want to make sure I had all that stuff before going and not relying maybe on just what the delivery service has to offer.”

Respondent R2 · pragmatic

“My immediate thought is a longer stay makes much more sense compared to a shorter one... my vision is anything over 3 days, I will buy groceries and stuff to keep in the house.”

Respondent R3 · enthusiastic-pragmatic

“if I had young children, I would definitely do this because I know that takes more time to handle them and to plan to go get groceries with them is just way, way more difficult.”

Respondent R3 · enthusiastic-pragmatic

“Definitely for kids, when we're traveling with kids. You know, if it's me on my own or it's me and my wife, the rare occasions we do go away together, none of that's a real hassle. For me, definitely, this is about having something there for when we've got kids in tow, because then it just makes things, you know, just one thing we don't have to do or think about.”

Respondent R4 · enthusiastic with practical caveats

“I'd say it's probably most useful for a weekend getaway with a group of people... I think if it was with my partner, we would probably just say like, let's go out to dinner, if it was like a date situation for the weekend.”

Respondent R5 · pragmatic

“if it's a remote town, um, I'd probably prefer to have the groceries delivered at least on the first day. Um, if it's a bigger city, then yeah, I think stores are open much later. Um, you're also more interested in like exploring the town later at night as well, so I think that would be less appealing.”

Respondent R5 · pragmatic

“If I was more far away from the grocery shops, I would prefer it be delivered to save the stress of a long trip. And if I was in the city, I could see both options being viable—exploring shops myself or long-term having them delivered.”

Respondent R6 · pragmatic and open

“I think it would make it more likely that I would use the service, as I could pick online and be more specific to my needs.”

Respondent R6 · pragmatic and open

“I don't think that that matters because when I travel normally, it's in, um, a, a location I'm not familiar with. Um, I do travel in Europe with my kids and we stay at Airbnbs. Like, we were in Paris, um, over Christmas. And so having to find a grocery store and navigate all of that, it would have been so much easier to have something delivered.”

Respondent R7 · enthusiastic

“It would definitely feel most necessary for like a larger group for sure to make sure again everyone has things that they can eat and that you have enough food... If it's just like a short trip, like if you're just going for a weekend and you're not really planning to cook very much, it's not as useful.”

Respondent R8 · pragmatic

“I think it would be better if you're somewhere more remote because I'm just assuming it'd be harder to have access to groceries... if you're missing like one or two things that you need, then that's more of a bigger deal.”

Respondent R8 · pragmatic

“If they only— they didn't have any gluten-free pasta, I feel like they'd need to let you know and not just substitute it with like a regular pasta.”

Respondent R8 · pragmatic

“I think I could use it for the small group. Like, I know I— we, you know, always buy eggs, uh, but any kind of extensive list, I just don't think I would use the service.”

Respondent R9 · pragmatic

“I suppose if a family had a bunch of young kids, uh, just that makes the hassle of grocery shopping more so. Uh, mine are all older, so I don't have a problem anymore.”

Respondent R9 · pragmatic

FINAL THOUGHTS & CLOSE

“It has to be able to get the grocery list correctly, or as close to correct as possible with substitutions. If things were missing from the order, that would be a little bit of a deal breaker because then it's, you know, you bought cereal, but then they forgot the milk or something where now we still have to go to the store in order to be able to use the other products that we got.”

Respondent R1 · pragmatic

“Another way of going around that would be if there was a way for the shopper to get into the property and put the food in the fridge or freezer. That would be helpful. I know some people sometimes have concerns about was it sitting in a hot car for an extended period of time.”

Respondent R1 · pragmatic

“I think it would have to have options like backups, like you see on delivery services now. If there's not this thing you want available, or this thing you want, what are the options available that someone could substitute that you'd be okay with?”

Respondent R2 · pragmatic

“being upfront about all the costs would make me reuse this service and it would be a credible service and a trustworthy service. So I know exactly what I'm paying for compared to— I mean, when you use Airbnb, you hit purchase and then at the very end you see all these additional fees.”

Respondent R3 · enthusiastic-pragmatic

“making it as accessible in terms of not having to plan too much ahead, but being able to request this just a few hours before landing or arriving at the Airbnb would be so, so helpful because just people like to plan last minute.”

Respondent R3 · enthusiastic-pragmatic

“allow to order on booking, you know, choose your own brands specifically. But the selection doesn't have to be amazing. Honestly, just something to get us through those first kind of like 12, 24 hours, right? And that can be like the basics, the sundries, right? And then, you know, making sure that if it is left outside, you know, the storage solution is good. And, you know, survives a delay, a delayed arrival.”

Respondent R4 · enthusiastic with practical caveats

“I am more curious though, like, if this would be within the Airbnb app or if this is a separate service, because in that case I do wonder, like, how is this different from just Instacart? Um, like, what is the uniqueness factor?”

Respondent R5 · pragmatic

“I would want to know that the prices— like, I'm not going to be paying more for this than I would be for Instacart... if I'm in a— like, when I travel, like, you do want to try more of the local stuff. And so I would really love to see like the local products shown on this app as well.”

Respondent R5 · pragmatic

“I would think that delivery should be tracked hour by hour, and if that is a reliable part of the service, then the idea is a great one.”

Respondent R6 · pragmatic and open

“Something that could be helpful is like, for example, you like going back to the Uber Eats example, if you place an order on it, you can talk to the person, like send them messages in real time. So that would probably be helpful for the delivery person or if the property is arranging it... because you can like pre-pick on the app what you want, but sometimes you do like want to have those conversations in real time.”

Respondent R8 · pragmatic

“If I'm paying a premium for it and the things I get is not what I wanted, then it doesn't feel worth it to do the service. And something else too that'd be really important is, like, if you're getting anything that's perishable, like eggs, for example, or like meat, like it would need to be refrigerated right away because if it's sitting out for like a few hours, then if it goes bad, then it's like, what's the point of getting it?”

Respondent R8 · pragmatic

“I think number one thing is selection, like being able to really pick what you want and the price transparency. There can't be a 30% adder on every item you buy at a grocery store. You need to pay, you know, a bit for the service. A bit for the delivery, and that's, that's about it.”

Respondent R9 · pragmatic

WHAT WE ASKED

Interview guide

AI-moderated semi-structured guide. Probing depth set per section. Adapted to respondent flow during conversation.

01 · Recent Trip Context

- Tell me about your most recent short-term rental stay. Where did you go, and what was the occasion?
- Who were you traveling with, and how long was the trip?
- What was the kitchen or food situation like at that place? How did you handle meals during the stay?

02 · Arrival & Settling In

- Walk me through what it was like when you first arrived at the rental. What were the first things you did to get settled?
- How did you handle getting food or groceries for that first day or evening? What was that experience like?
- Was there anything about the food or grocery situation on that trip that felt like a hassle, or that you wish had gone differently?

03 · Concept Introduction & Initial Reactions

- Imagine that when you booked that stay, you had the option to order groceries and have them delivered to the rental before you arrived so they'd be waiting for you when you walked in. What's your gut reaction to that idea?
- What about that idea is appealing to you, if anything? And what, if anything, makes you hesitate or feel unsure about it?
- If this had been available for that recent trip, how likely would you have been to actually use it? What would have tipped you one way or the other?

04 · Concerns, Objections & Practical Barriers

- When you think about groceries sitting in a rental before you get there, what practical concerns come to mind?

- How would you think about the cost of a service like this? What would feel like a fair price, and at what point would the cost make you say 'I'll just do it myself'?
- How do you imagine the ordering experience would look like for something like this? For example, when in the booking process might you expect to see it, and how much control would you want over what's ordered?

05 · How Trip Type Shapes Interest

- Think about different kinds of trips you take, maybe a weekend getaway versus a longer stay, or traveling solo versus with kids or a group. For which type of trip does this grocery delivery idea feel most useful, and for which does it feel unnecessary?
- Does the destination matter? For instance, would your interest change if you were staying somewhere remote versus in the middle of a city with stores nearby?
- If you were traveling with young kids or with people who have specific dietary needs, might that change what you'd want from a service like this?

06 · Final Thoughts & Close

- Is there anything about this idea, good or bad, that we haven't talked about yet that you'd want the team building this to know?
- If you could design this service exactly the way you'd want it, what's the one thing it absolutely has to get right?