

TRAVELLER VALUE INDEX 2025

Key insights: hotels

Understand the key values, preferences and influences of consumers that drive hotel booking decisions.

The Traveller Value Index data includes:

- 11,000 survey respondents
- 11 key markets 

Travel is essential

50% of consumers say **travel is more important to them now** compared to five years ago.

Hotel deals that land

Consumers find a varied set of hotel deals appealing.



Early booking discount (45%)



Package booking discount (43%)



Price drop protection (43%)



Mobile app booking discount (37%)



Loyalty/rewards programme discount (37%)

Top hotel booking values

Price and positive reviews are top values when booking a hotel.

Positive reviews



Low pricing



Ability to get a full refund



Flexible policies to change bookings



Contactless experience



Enhanced cleaning



Ability to earn loyalty/reward points



Premium, first-class benefits and upgrades



Environmentally-friendly policies



Trust goes a long way

76%

would pay more for a hotel with better customer reviews

85%

would be more likely to book accommodation that has been proven to consistently deliver great experiences

Perks that seal the deal

The top perks that encourage customers to book with a hotel.

- 1 Free breakfast for two

- 2 20% off food and drink

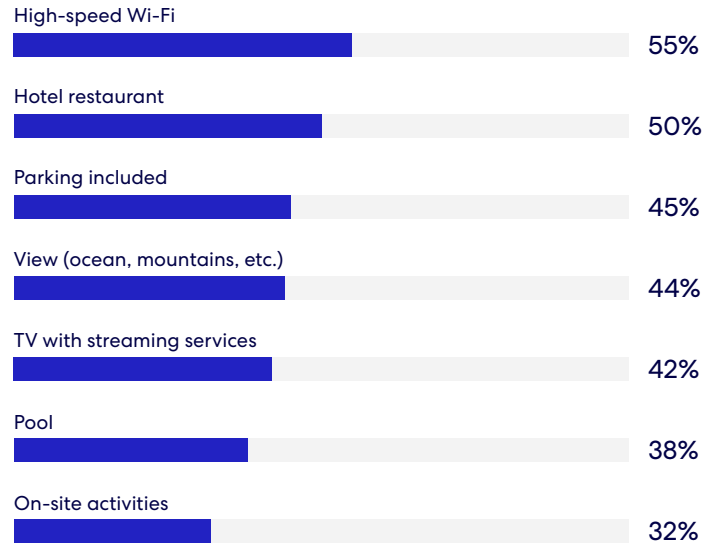
- 3 Free parking

- 4 Airport transfers

- 5 Property/resort credit


The most-wanted amenities

Wi-Fi and hotel restaurants are top amenities guests are looking for when choosing a hotel.



The power of packages

69%

combine their hotel purchase with flight, car or activity purchases

TOP TAKEAWAYS

Distribute your inventory with Expedia Group Ensure that you're capturing travellers searching for hotels beyond your site by leveraging the combined power of our travel brands, B2B distribution network, technology and tools.

[List your property](#)



Getting the right price and promotions is important While consumers are planning for more travel in 2025, they are price-sensitive with each of their trips. Ensure you are leveraging promotions to best connect with travellers looking for deals.

[Learn more about promotions](#)



Stand out to travellers taking all kinds of trips Leverage visibility boosters to meet travellers where they are and explore options for custom content and targeting. This can be powerful during the times you need it most to gain maximum visibility.

[Learn about TravelAds and Accelerator](#)



Focus on building up reviews and trust Consumers are clear that positive reviews and proven great guest experiences are essential when choosing where to stay—VIP Access offers proof that your hotel has a strong history of this.

[Learn about VIP Access](#)



[Download the global report](#)