

TRAVELLER VALUE INDEX 2025

Key insights: holiday rentals

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

The Traveller Value Index data includes:

- 11,000 survey respondents
- 11 key markets 

Optimistic outlook

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

Top holiday rental booking values

Positive reviews, price and flexibility are top values when booking a holiday rental.

Exceptionally positive reviews

19%

Atypical, low pricing

19%

Ability to get a full refund on bookings if you need to cancel

13%

Flexible policies to change bookings

12%

Enhanced cleaning/disinfection methods and frequency

12%

Contactless experience throughout trip

10%

Environmentally-friendly policies

8%

Ability to earn reward programme points

7%



VR deals that land

Consumers find a varied set of VR deals appealing, with early booking discounts standing out.



47%

Early booking discount



42%

Mobile app booking discount



41%

Loyalty/rewards programme discount



40%

Long-term stay discount



37%

Last-minute booking discount

The most-wanted amenities

AC/heat and high-speed Wi-Fi are top amenities guests are looking for when choosing a holiday rental.

Air conditioning/heat 53%

High-speed Wi-Fi 51%

Cleaning 46%

View (ocean, mountains, etc.) 43%

Parking included 42%

Well organised 42%

TV with streaming services 38%

Outdoor space 36%

Premium linen 36%

Washer/dryer 36%



TVs with streaming services are more important to travellers in the US, UK and Australia. Those from Germany, Italy and Mexico are more likely to prioritise a fully stocked kitchen.

Trust goes a long way

75%

would pay more for a holiday rental with better customer reviews

85%

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

TOP TAKEAWAYS

Getting the right price 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.

Build up reviews and trust

Consumers are clear that positive reviews, proven great guest experiences and consistent communication are essential when it comes to developing trust and choosing where to stay.

Focus on flexibility

The ability to get a full refund and flexible policies are top values when booking holiday rentals—offering guests flexibility when booking can make your property more competitive.

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