

# TRAVELER VALUE INDEX 2025

## Key Insights: Hotels

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

### The Traveler 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 program 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 lodging 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 beverage  

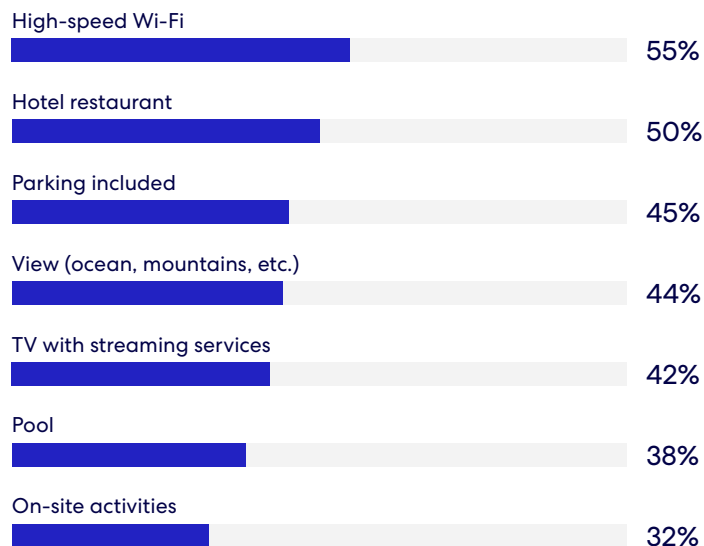
- 3** Free parking  

- 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 air, car, or activity purchases

### TOP TAKEAWAYS

#### Distribute your inventory with Expedia Group

Ensure you're capturing travelers 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 travelers looking for deals.

Learn more about promotions



#### Stand out to travelers taking all kinds of trips

Leverage visibility boosters to meet travelers 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

