

# TRAVELER VALUE INDEX 2025

## Key Insights: Vacation Rentals

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

### The Traveler 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 vacation rental booking values

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

Air conditioning / heat 53%

High-speed Wi-Fi 51%

Cleaning 46%

View (ocean, mountains, etc.) 43%

Parking included 42%

Well organized 42%

TV with streaming services 38%

Outdoor space 36%

Premium linens 36%

Washer/dryer 36%

## Trust goes a long way

**75%**

would pay more for a vacation rental with better customer reviews

**85%**

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



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

### 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 travelers 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 vacation rentals – offering guests flexibility when booking can make your property more competitive.

[Learn about Vrbo promotions](#)

[Learn about Premier Host](#)

[Check out our case study](#)

[Download the global report](#)