

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.



Exceptionally positive reviews

19%

Atypical, low pricing

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

Flexible policies to change bookings

Enhanced cleaning/disinfection methods and frequency

Contactless experience throughout trip

Environmentally friendly policies

Ability to earn reward program points





VR deals that land

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



Trust goes a long way

75%

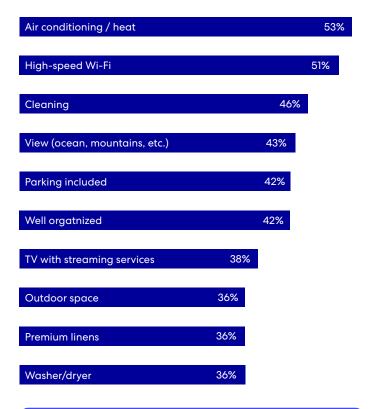
would pay more for a vacation rental with better customer reviews

85%

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

The most-wanted amenities

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





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.

Learn about Vrbo promotions 7

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.

Learn about Premier Host

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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.

Check out our case study

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