

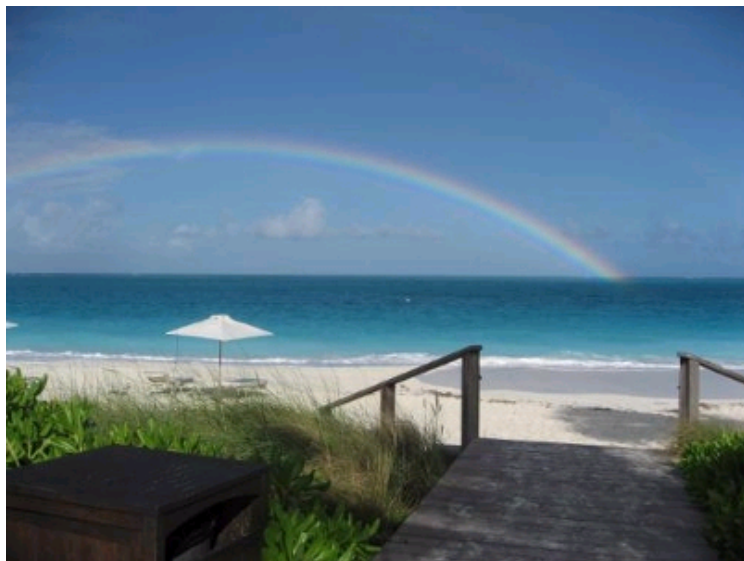
February 13, 2014

Vacation Rentals Even More Popular With U.S. Travelers In 2014, According To TripAdvisor Survey

52 Percent of Survey Respondents Planning a Rental Stay This Year, Up from 44 Percent Who Stayed in a Rental in 2013

NEWTON, Mass., Feb. 13, 2014 /PRNewswire/ -- [TripAdvisor®](#), the world's largest travel site*, today announced the results of its fifth annual vacation rental survey of more than 1,100 U.S. respondents, which shows that 52 percent plan to stay at a vacation rental in 2014, up eight percent compared to those who stayed in a rental last year. The top three reasons travelers will choose a vacation rental over a hotel stay this year are: more living space (67%), lower rates than hotels (53%), and better amenities (50%). Ninety-four percent of U.S. respondents who have previously stayed in a rental said they were satisfied with their experiences.

To view the multimedia assets associated with this release, please click: <http://www.multivu.com/mnr/63176-tripadvisor-vacation-rental-stays-up-eight-percent-in-2014>



(Logo: <http://photos.prnewswire.com/prnh/20080902/TRIPADVISORLOGO>)

@TripAdvisor survey reveals 52% of U.S. travelers planning a vacation rental stay in 2014. [Tweet](#)

Families Favor Vacation Rentals

Sixty-one percent said they have booked a rental home when traveling with family or a large group and of those respondents, 48 percent said the main reason they enjoy a rental is spending time together in common living space. Fifty-seven percent of respondents said they had an "excellent" vacation rental experience bonding with family.

Travelers Look to Rental for Value

Eighty-seven percent of all U.S. respondents maintain they would stay at a vacation rental instead of another accommodation if it meant saving money; of that group, 27 percent said they would not need to save money to choose a vacation rental over a hotel. Twenty-one percent said they have booked a vacation rental because they were on a budget.

Here's what travelers plan to spend per night at vacation rentals:

- \$100-200: 45%
- \$200-300: 22%
- Less than \$100: 14%

Settings and Seasons for the Sojourn

Most popular U.S. regions for vacation rental stays in 2014:

- Southeast - 33%
- Northeast and Southwest (tied) - 15%
- Hawaii - 11%

Thirty-two percent will stay at a rental outside of the U.S. and of those traveling internationally, 53 percent will rent in Europe; 30 percent in the Caribbean islands; and 13 percent in Mexico.

The top settings for vacation rental stays in 2014:

- Beach / ocean - 65%
- City - 27%
- Mountains - 18%
- Island and countryside (tied) - 17%
- Lake - 13%

Summer is the most popular season for vacation rentals as 65 percent plan stays between June and August. The most popular months for stays are: July (25%) and October (22%).

Amenities Snapshot

Most popular vacation rental amenities that attract travelers:	Top "luxury" vacation rental amenities that attract travelers:
Wi-Fi internet access (21%)	Amazing view (61%)
Washer and dryer (18%)	Private beach (51%)
Private pool (16%)	Large outdoor deck / patio (49%)
Outdoor living area (10%)	Housekeeping service (29%)
Professional-grade kitchen (5%)	Hot tub (26%)

"Travelers love vacation rentals for the at-home experience and amenities that make them ideal for family and group trips, not to mention the potential savings when compared to hotels," said Brooke Ferencsik, director of communications for TripAdvisor. "With the increased demand for vacation rentals, the best rental properties book quickly during the peak summer months; therefore travelers should plan as soon as possible to secure the best property for their travel needs."

TripAdvisor Vacation Rentals

With more than 550,000 listings available, TripAdvisor Vacation Rentals offer travelers access to reviews, extensive details, and photos of properties around the world. For families and large groups traveling for a week or more, a vacation rental can often offer significant savings compared to a hotel. To research and book a vacation rental on TripAdvisor, go to:

<http://www.tripadvisor.com/Rentals>.





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