

## **Photos: Travelers Eye Summer Savings at Vacation Rental Homes**

### **TripAdvisor Survey Shows 43% Believe There are Good Vacation Rental Deals this Summer; 24% Staying at a Vacation Rental this Season 43% of Travelers Planning to Stay in a Vacation Rental in the Next 12 Months**

NEWTON, Mass., July 16 /PRNewswire/ -- TripAdvisor®, the world's most popular and largest travel community, today announced its vacation rentals survey of more than 2,800 travelers. Forty-three percent of travelers said they are staying at a vacation rental in the next 12 months, and 24 percent are staying or have stayed at a vacation rental this summer. Forty-three percent believe there are good deals to be had on vacation rentals this summer.

To view the Multimedia News Release, go to: <http://www.prnewswire.com/mnr/tripadvisor/37968/>

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080902/TRIPADVISORLOGO> )

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This spring, TripAdvisor announced the availability of vacation rentals and the innovative Vacation Rentals Calculator ([www.tripadvisor.com/#Calculator](http://www.tripadvisor.com/#Calculator)) on tripadvisor.com. More than 90,000 vacation rental listings in more than 2,000 destinations are now available on the site, powered by FlipKey. According to FlipKey data, there has been a 43 percent increase in unique visits in April-June 2009, compared to January-March 2009. Email inquiries saw a 59 percent increase in June over May.

#### **Let's Make a Deal**

Sixty percent of travelers would take advantage of a great last minute deal at a vacation rental this summer, and 41 percent would require a 50 percent discount or more to entice them to book. Eighty-seven percent of travelers would choose a vacation rental over a hotel if it were a better deal.

The following survey data reflects the opinions of respondents that have stayed at a vacation rental home.

#### **Size Matters**

The top reason travelers like vacation rentals is that they offer more space, according to 78 percent of travelers. Seventy-seven percent cited access to a full kitchen, while 57 percent noted the benefit of a vacation rental home's privacy.

#### **Goin' South**

Among travelers that have already stayed at a vacation rental this summer, the south is the most popular U.S. vacation rental region, according to 37 percent of respondents, followed by the west at 18 percent and northeast at 14 percent.

#### **Repeat Customers**

Twenty-four percent of travelers have stayed at vacation rentals more than 10 times in their lifetime and 14 percent stay at the same property every year.

#### **Family Focus**

Sixty-six percent said that the top activities that vacation rentals allow travelers to do is sleep more people, 64 percent said they enjoy the ability to have homemade family or group meals, and 60 percent identified common areas for hanging out. Twenty-three percent believe the best benefit is more privacy for romance.

#### **All Washed Up**

Fifty percent of travelers wash items upon arrival at vacation rentals to ensure they are clean. Forty-three percent make sure to clean flatware, glassware and dishes and 33 percent make sure to take a sponge to pots, pans and spatulas. Eighteen percent wipe down the bathrooms.

#### **Damaged Goods and Constructive Criticism**

Ten percent of travelers have damaged something at a vacation rental, nine percent of which told the owner. Forty-one percent of respondents have given vacation rental owners critical feedback on the condition of their homes.

## I Spy

Thirty-three percent of travelers admitted to "snooping around" a vacation rental, investigating items in places like drawers or closets.

## Something for Everyone

### [Vacation Rental for the High Roller - \\$181,000 per week in Provence, France](#)

This luxury villa on the stunning southern French coast, complete with exquisitely landscaped grounds, an inviting naturally-shaped pool, and daily breakfast, even offers on-site chef's services for an extra fee. The owners' description reads, "This luxury villa in Cote D'Azur is truly a hideaway for the rich, the famous... and you." Indeed.

### [Vacation Rental for the Cash-Strapped - \\$202 per week in Quezon City, Philippines](#)

Just over \$200 can sleep you and 19 of your friends in this vacation rental that includes some of the comforts of a hotel, like maid service and high-speed internet. Who says the high life is only for the high roller?

"Travelers on the hunt for a hot summer deal should take a closer look at vacation rentals," said Bryan Saltzburg, general manager of new initiatives at TripAdvisor. "Many rentals offer comparable amenities to hotels but with more space, privacy and similar comforts of home."

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\*Source: comScore Media Metrix, March 2009

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