WHERE DO TRAVELERS WANT TO STAY? Hotels top private accommodations (for now)

HOTELS ARE KING

We asked 2,500 TRAVELERS IN FIVE COUNTRIES about their lodging preferences.

Both BUSINESS TRAVELERS (74%) and LEISURE TRAVELERS (84%) prefer hotels over all other options.
**CHOICE RULES**

**THE PRICE IS RIGHT**
- **21%**
- choose private accommodations for better pricing.

**LOCATION, LOCATION, LOCATION**
- **14%**
- find the location of private accommodations more appealing.

**A ONE-OF-A-KIND EXPERIENCE**
- **13%**
- are drawn to the unique experience of a private accommodation.

**A WORLD OF DIFFERENCE**

**CHINA**
- 93% of Chinese business travelers exclusively/usually choose a hotel, compared to 74% across geographies.
- China has the highest percentage of respondents most likely to have booked a hotel over a private accommodation in the last six months.

**FRANCE**
- 5% of French travelers chose "unique experience" as a driver for private accommodations, compared to 13% across all geographies.
- France has the highest number of travelers choosing private accommodations based on price.

**JAPAN**
- Japan has the highest number of business travelers and leisure travelers exclusively choosing hotels.
- Japan has the highest percentage of travelers who identify “better pricing” as key influence on consideration of private accommodations.

**UNITED KINGDOM**
- The United Kingdom has the highest percentage of respondents say they would never consider a hotel for a business trip.
- More UK leisure travelers (85%) exclusively/usually consider a hotel than business travelers (60%) do.

**UNITED STATES**
- The United States has the highest number of business travelers exclusively choosing private condos (18%) and private houses (18%).
- The United States has the highest number of leisure travelers exclusively choosing private condos (23%) and private houses (19%).
- The unique experience of a private accommodation is the top driver of choosing to stay there for US travelers.

**ROOM FOR CHANGE**

**FORGET ABOUT ONE-SIZE-FITS ALL.**
The importance of pricing, location and guest experience reflect individuals’ preferences, but also, geographic realities—from the cost of a hotel room to the availability of properties for short-term rent. Broad brush strategies easily fall flat.

**STRETCH THE BRAND WITH MORE OPTIONS.**
By developing targeted brand offerings that appeal to different traveler groups—from the price sensitive to the fearless adventurer to the luxury traveler—hotels can extend their reach and strengthen their value proposition.

**CURATE GUEST EXPERIENCES WITH LOCAL FLAVOR.**
The immersive, embedded aspect of private accommodations is a powerful lure, even for guests who prioritize price in purchase decisions. Hotels can deliver this too with experiences rich in local customs, cuisines, people and events.

**KNOW WHAT’S COOL AND COMING WITH “THE KIDS.”**
Travelers who prefer private accommodations skew young. Attracting Millennial and Gen Z guests—a growing segment in hospitality—means being agile and infusing the stay with what they like about private accommodations.