



Research Findings

VRBO – Traveler Sentiment 2019

Most Americans Who Plan to Travel in 2019 Say They Are Doing So to Relax or to Spend Time Together as a Family

Washington, DC, January 28, 2019 — According to a recent online survey conducted by Ipsos on behalf of VRBO among Americans who traveled in 2018 and plan to travel in 2019, the top two reasons for planning leisure travel this year are relaxing (56%) and taking a family vacation (52%). More than a third want to travel so they can explore (36%) and one in five are traveling for a special occasion (18%). Nearly half (44 percent) of Americans who traveled in 2018/plan to travel in 2019 will travel in groups with four or more people this year — and one-third (30 percent) of those respondents are going even bigger by traveling with seven people or more.

These are the findings from an Ipsos poll conducted January 10 - 14, 2019 on behalf of VRBO. For the survey, a sample of 1,067 adults ages 18 and over from the continental U.S., Alaska and Hawaii was interviewed online, in English. To qualify for the survey, respondents had to have traveled in 2018 and plan to travel in 2019. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of ±3.4 percentage points for all respondents.

1. What is the **hardest** part of planning travel? (Select one)

	All Respondents (n=1,067)
Coordinating schedules/timing	34%
Deciding where to travel	18%
Finding lodging that meets all my needs/criteria/wish list	16%
Figuring out what to do while I'm there (where to eat, what to see, etc.)	10%
Figuring out how to get around once I am in my destination	9%
Figuring out how to get to my destination	6%
Other	8%

2. If you could eliminate all pain points and obstacles of traveling, what is your **dream destination**? Start by choosing the continent, then you will be asked for the country and city next. (Select one)

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Research Findings – continued –

	All Respondents (n=1,067)
Europe	38%
North America (includes Central America & Carribean)	21%
Australia & Oceana	20%
Asia	9%
Africa	6%
South America	5%
Antarctica	2%

2A. Which country in [CONTINENT SELECTED] is your dream destination? (Select one)

	All Respondents (n=1,049)
Australia	13%
Italy	11%
United States of America (USA)	10%
United Kingdom (UK)	6%
Ireland	4%
Japan	4%
France	3%
Greece	3%
New Zealand	3%
Spain	3%
Bahamas	2%
Fiji	2%
Canada	2%
Peru	2%
Switzerland	2%
Antigua and Barbuda	1%
Argentina	1%

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Research Findings – continued –

	All Respondents (n=1,049)
Aruba (Netherlands)	1%
Austria	1%
Barbados	1%
Belgium	1%
Brazil	1%
China	1%
Cook Islands (New Zealand)	1%
Ecuador	1%
Egypt	1%
French Polynesia (France)	1%
Germany	1%
Iceland	1%
Jamaica	1%
Kenya	1%
Mexico	1%
Netherlands	1%
Nigeria	1%
Norway	1%
South Africa	1%
Thailand	1%
US Virgin Islands (USA)	1%

2B. Which city in [INSERT COUNTRY SELECTED] is your dream destination?

	All Respondents (n=1,049)
Sydney	6%
London	5%
All/ the whole country	4%

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Research Findings – continued –

	All Respondents (n=1,049)
Rome	4%
Tokyo	3%
Paris	3%
Dublin	2%
Venice	2%
Hong Kong	1%
Cancun	1%
Lima	1%
Barcelona	1%
Wellington	1%
Auckland	1%
Honolulu	1%
Florence	1%
Rio de Janeiro	1%
Australia	1%
Melbourne	1%
New York	1%
Athens	1%
Hawaii	1%
Madrid	1%
Safari	1%
Other	19%
Don't Know	25%

3. Other than safety, price, cleanliness, and location, what are the most important aspects of your lodging accommodation?
(Select all that apply)

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	All Respondents
	(n=1,067)
Comfort	72%
Proximity to attractions and entertainment	59%
Rooms/space for everyone	43%
Privacy	42%
Customer service	42%
Noise	29%
Design and architecture	18%
Other	3%

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4. For your next trip, what are the amenities you seek in your lodging accommodation? (Select all that apply)

	All Respondents (n=1,067)
Internet/Wifi	75%
Air conditioning	70%
Television	59%
Meals included (breakfast, etc.)	56%
Parking	44%
Pool/hot tub	42%
Daily housekeeping	41%
Kitchen/kitchenette	34%
Washer/dryer	23%
Gym	18%
Concierge service	17%
Pet-friendly	12%
Automated service (self check-in, etc.)	11%
Backyard	3%
Childcare	3%
Other	2%

5. What are the reasons for the leisure travel you have planned for 2019? If you have more than one trip planned, please think about your main vacation in 2019. (Select all that apply)

	All Respondents (n=1,067)
Relaxing	56%
Family vacation	52%
Exploration	36%
Special occasion (family reunion, wedding, high school reunion, etc.)	18%
Hobby/activity (skiing, hiking, surfing, etc.)	15%
Learning	14%

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	All Respondents (n=1,067)
Other	5%

5b. You indicated that the reason for your main leisure travel trip in 2019 is a special occasion—what is the special occasion?

	Traveling for Special Occasion (n=198)
Milestone (anniversaries, birthdays, etc.)	34%
Family reunion	31%
Wedding	16%
School reunion	5%
Bachelor/bachelorette celebration	2%
Other	11%

6. What type of location are you planning on traveling to in 2019? If you have more than one trip planned, please think about the main vacation you will go on in 2019. (Select one)

	All Respondents (n=1,067)
Beach	31%
Urban/large city	29%
Mountain	13%
Lake	5%
Other	8%
Haven't decided yet	14%

7. Thinking about your main vacation from 2018, how much did you spend in total (including transportation, lodging, activities, etc.)? If you had more than one main vacation in 2018, please think about the most recent one. (Select one)

	All Respondents (n=1,067)
\$500 or less	17%

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	All Respondents (n=1,067)
\$501-\$1,000	21%
\$1,001-2,000	21%
\$2,001-3,000	15%
\$3,001- 4,000	9%
\$4,001- \$5,000	6%
\$5,001 or more	9%
I don't know	2%

8. Still thinking about the same main vacation from 2018, how much did you spend on lodging per night? (Select one)

	All Respondents (n=1,067)
Under \$49	16%
\$50-\$99	19%
\$100-\$199	33%
\$200-\$299	12%
\$300-\$399	5%
\$400 - \$499	3%
\$500 or more	4%
I don't know	7%

9. Still thinking about the same main vacation from 2018, how long did you save for it? (Select one)

	All Respondents (n=1,067)
Less than a month	13%
1 to 6 months	35%
6 to 12 months	19%
Over 1 year	7%
I didn't save	26%

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Research Findings – continued –

10. Did you borrow money or use credit (that you couldn't immediately pay off) for any trips you took in 2018? (Select one)

	All Respondents (n=1,067)
Yes	26%
No	74%

11. For the trip(s) you took in 2018, what type of lodging accommodation did you stay in? (Select all that apply)

	All Respondents (n=1,067)
Hotel	65%
With friends/family	34%
Vacation rental	17%
Bed & breakfast	8%
Tent	5%
Hostel	4%
RV/camper	4%
Other	7%

12. For all of your planned trips in 2019, what type of lodging accommodation(s) will you be staying in? (Select all that apply)

	All Respondents (n=1,067)
Hotel	68%
With friends/family	33%
Vacation rental	23%
Bed & breakfast	13%
RV/camper	7%
Tent	5%
Hostel	5%



Research Findings – continued –

	All Respondents (n=1,067)
Other	8%

13. Thinking about any of the trips you took in 2018, were any of them with four or more people? (Select one)

	All Respondents (n=1,067)
Yes	42%
No	58%

14. Are any of the trips you have planned in 2019 with four or more people? (Select one)

	All Respondents (n=1,067)
Yes	44%
No	56%

14B. For the trip you plan to take in 2019 with four or more people, how many people will you travel with? If there is more than one trip planned with four or more people, think about the next trip. (Select one)

	Plan to Travel with 4+ People (n=446)
4-6 people	70%
7-9 people	16%
10 or more people	14%

15. For the trip(s) you have planned so far for 2019, who are you planning on traveling with? (Select all that apply)

	All Respondents (n=1,067)
Spouse/partner/significant other	62%



Research Findings – continued –

	All Respondents (n=1,067)
Family member(s) (other than spouse/partner/significant other)	45%
Friends	23%
No one (alone)	13%
Other	2%

16. How many leisure travel trips will you take in 2019? If you don't know exactly, please provide your best guess based on what you know now. (Select one)

	All Respondents (n=1,067)
1 (1)	22%
2 (2)	37%
3 (3)	26%
4 (4)	7%
5 (5)	3%
6 or more (6)	5%
MEAN	2.5

17. Would you consider staying in a unique lodging accommodation, like a tiny home, houseboat or treehouse? (Select one)

	All Respondents (n=1,067)
Yes	58%
No	42%



Research Findings – continued –

About the Study

The sample for this study was randomly drawn from Ipsos’s online panel (see link below for more info on “Access Panels and Recruitment”), partner online panel sources, and “river” sampling (see link below for more info on the Ipsos “Ampario Overview” sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, and region.

Statistical margins of error are not applicable to online nonprobability sampling polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,067, DEFF=1.5, adjusted Confidence Interval=4.9).

For more information about conducting research intended for public release or Ipsos’ online polling methodology, please visit our [Public Opinion Polling and Communication](#) page where you can download our brochure, see our public release protocol, or contact us.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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