



# VRBO Trend Report **2022**



# Welcome to the 2022 Vrbo Trend Report

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In 2020, travel came to a screeching halt. In 2021, travel resumed, paused again, pivoted, and continually surprised us.

So, how will families travel in 2022?

For this year's Trend Report, Vrbo analyzed the current year's travel demand data to identify travel trends on the horizon for 2022, because there are strong indications that some pandemic-influenced travel behaviors will persist. We also invited families to participate in a survey to get a pulse on their outlook on travel, their motivations to vacation, and how those perspectives might have changed compared to pre-pandemic times.

The 2022 Vrbo Trend Report is based on a survey of 1,000 U.S. families as well as Vrbo travel demand for the 12-month period ending August 31, 2021 (unless otherwise indicated).

# Up-and-Coming Destinations

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What do Ohio, New York, and Alaska have in common? Destinations in these states all **doubled in vacation rental demand** year-over-year.

Within driving distance of major Midwest metros like Chicago, Indianapolis and Louisville, the city of Cincinnati was this year's top emerging destination for Vrbo vacation rentals. With a mix of outdoor recreation and urban tourist attractions, the Queen City experienced an increase in demand of nearly **125%**.



- 1 — Cincinnati, Ohio
- 2 — Yorktown, Va.
- 3 — Niagara Falls, N.Y.
- 4 — Harrisburg, Pa.
- 5 — Matanuska-Susitna, Alaska



## Niagara Falls

Those who wanted to skip visiting the Big Apple but couldn't cross the northern border into Canada made vacation rental bookings boom in this area.



## Yorktown, Va.

Not far from colonial Williamsburg and the location of the last Revolutionary War battle, this town proved a popular place for history buffs to witness a battle reenactment.



## Matanuska-Susitna, Alaska

Adventurous travelers trekked here to enjoy the wilderness of Denali National Park and Preserve, and the breathtaking glaciers and surrounding mountains.

# Chalet All Day

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Vrbo #1459696

We've heard of Cabincore and Cottagecore, but Chalet All Day might be the next trending dreamy aesthetic that inspires family travel.

On Vrbo, chalets experienced a nearly **85% increase** in demand year over year. Located on lakefronts or nestled in the woods, it's easy to see why these charming and idyllic properties are desirable lodging options for families.

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**Pro tip:** Ski bunnies who want prime access to the powdery slopes can use the Ski-in/ski-out filter on Vrbo to narrow down their search for the perfect chalet.



Vrbo #441360



Vrbo #140089



Vrbo #302046



Vrbo #743026



Vrbo #410737



# Kids Call the Shots

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Families have had a tough time transforming homes into classrooms, offices, and makeshift fitness studios. When it's finally time to take that long-awaited vacation, parents are planning to indulge their kids.

Parents have loosened up and are letting their kids have a bigger say in vacation planning. Compared to pre-pandemic times:

- Half of families said they're more likely to let their kids decide where they vacation
- 1 in 3 are more likely to let their kids invite a friend
- 43% of parents are more likely to let their kids skip school for vacation

While parents are planning to indulge their children and treat them to new travel experiences, they are also prioritizing quality time – **61%** of families surveyed said they're more likely to require their children to disconnect from their devices on vacation. That way, everyone can indulge in the change of scenery and enjoy the precious time away together.

# Traveling with the Pack

Many U.S. families adopted pandemic pets because they had much more time at home to spend with their new furry friends. And since they're not merely pets – they're four-legged members of the family – more people are bringing Fido and Fluffy along on vacation.

There has been a **40% increase** in demand year-over-year for pet-friendly vacation homes on Vrbo. Additionally, more than **70%** of survey respondents were pet owners, and **68%** of those pet parents have traveled, plan to travel, or would like to travel with their pets.

When asked why they want to bring their pets on vacation:

**32%**

said it's because they don't like leaving them

**25%**

said they want the whole family (including the furry members) to be together



## Doggone Destinations

Top Vrbo destinations for families traveling with pets include:

- Gatlinburg, Tenn.
- Outer Banks, N.C.
- Galveston, Texas
- Miramar & Rosemary Beach, Fla.
- Hilton Head, S.C.



# Early Bird Bookers

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As the age-old saying goes, the early bird gets the Vrbo. If 2021 was any indication, families will continue booking their vacations further in advance. Guests are taking longer vacations, travelers are booking multiple vacations, and Vrbo hosts are using their second homes for themselves.

In 2021, booking activity occurred – on average – **2-3 months earlier** than usual for several major travel seasons. Families booked summer travel in February, they booked their holiday trips in July, and snowbirds have already gotten a head start on booking their warm weather stays in early 2022.

Furthermore, our survey revealed that **60%** of respondents said they plan to book their vacations earlier than they did in pre-pandemic times. Of those, **43%** said they would book their vacations 3-5 months in advance.

# Work Hard, Vacation Harder

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## Focus on Flexibility

Over the course of the pandemic, remote work and virtual school allowed families to travel and combine work and vacation time – or what we dubbed the “flexcation.”

We anticipate families will continue taking flexcations – **44%** of families said they are more likely to work remotely from a place that’s not their home, and there has been a **68% increase** in demand for 21 - 30-day stays on Vrbo.

Undated searches also **rose by 33%** year over year, indicating that people care less about traveling during school breaks and company-wide holidays and are open to getting away whenever they want.



### Dreamy Destinations

When respondents were asked what kind of vacation destination they would choose for a monthlong stay:

**57%** ranked the beach as their top choice

**40%** chose lakes and rivers

**30%** would head to the mountains

# Prioritizing PTO

As people return to the office and employers introduce partial or even permanent work-from-home policies, families' outlooks on vacation time, flexibility, and work-life balance have profoundly changed.

Compared to pre-pandemic times:

- 77% of families agree that they have a greater appreciation for separating professional and personal life
- 84% say they have a greater appreciation for vacation time
- 91% shared that they have a greater appreciation for spending quality time with family

The survey data revealed that families are likely to take longer vacations and set clearer boundaries to separate their personal and professional lives. Of the respondents:

**59%** said they are more likely to take a two-week vacation

**30%** are more likely to take a sabbatical

**42%** are less likely to check work email on vacation





## Methodology

This research was fielded from September 29 – October 14, 2021, by Prodege, among 1,000 parents in the U.S. and has a margin of error of +/- 1.55% at a 95% confidence level.

For more information about Prodege, please visit [www.prodege.com](http://www.prodege.com).



# About Vrbo

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In 1995, Vrbo introduced a new way for people to travel together, pairing homeowners with families and friends looking for places to stay. We were grounded in one purpose: To give people the space they need to drop the distractions of everyday life and simply be together. Since then, we've grown into a global community of homeowners and travelers, with unique properties around the world. Vrbo makes it easy and fun to book cabins, condos, beach houses, and every kind of space in between.

Vrbo, the pioneer in vacation rentals with more than 2 million places to stay around the world, is part of Expedia Group. To learn more, visit [www.vrbo.com](http://www.vrbo.com).

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