



## THE VACATION RENTAL OPPORTUNITY

“Vacation rentals represented a US **\$25 billion market** in 2008, equaling more than one-fifth of all hotel room revenue and eight percent of the total U.S. travel market.”

*PhoCusWright’s Vacation Rental Marketplace: Poised for Change (JAN. 2009)*

Other key findings from the PhoCusWright study that confirm the growth and popularity of vacation rentals include:

- 21.5 M vacation rental bookers (US adults) in 2008
- 115 M unit nights booked
- \$2.8 B in online vacation rental sales
- Online rental sales projected to double to \$4.6B by 2010
- 12% of vacation rental guests book online
- 64% research vacation rentals online

Percentage of vacation rental guests who:

- Intend to rent again within three years - 89%
- Would recommend a vacation rental to friends or relatives - 87%

Who is the Vacation Rental Customer?

- One-third have household incomes exceeding \$100K
- 60% have a college degree
- 90% take at least two leisure trips a year
- 75% use the internet for at least 1 hour per day
- 89% will rent again in 3 years
- 87% will recommend a vacation rental to a friend or relative
- 40% will write an online review / blog