

2025 Leisure Travel Study


TRAVELBOOM
HOTEL MARKETING





Data-Driven Strategies for Industry Success

The 2025 Leisure Travel Study by TravelBoom Hotel Marketing unveils critical insights into the evolving landscape of leisure travel. Designed to empower the travel and hospitality industry, **this research provides a deep dive into:**



The economic factors influencing travel decisions.



The growing demand for personalization and technology integration.



Shifts in traveler preferences, from wellness retreats to unique local experiences.



The balance between sustainability aspirations and affordability.

Conducted with a robust methodology, this study captures the voices of about 500 leisure travelers who embarked on at least one trip in the past year. The findings illuminate actionable trends and emerging opportunities, equipping travel professionals with the knowledge to adapt and thrive in a dynamic market.

Survey Framework and Methods

The leisure travel study was conducted to provide enhanced insights into travelers' preferences, behaviors, and attitudes across a range of topics—spanning economic influences, sustainability, technological integration, and themed travel. By utilizing a new data source from previous years and focusing on a broader, nationally representative audience, this year's study aims to capture more holistic industry trends and deliver a deeper, more comprehensive understanding of the modern leisure traveler.

SAMPLE SIZE

The survey achieved about 500 completes.

DATA COLLECTION PERIOD

December 2024

SCREENING CRITERIA

Respondents qualified for the survey if they had taken at least one leisure trip in the last 12 months.

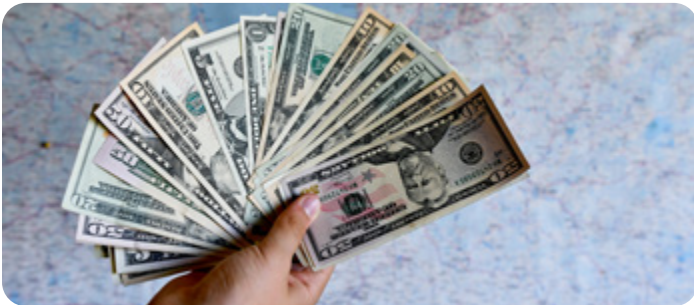
SURVEY CONTENT

The survey included a mix of closed-ended, multiple-choice, Likert scale, and open-ended questions, spanning topics such as:

- Travel frequency, preferences, and duration
- Economic and cost-related influences
- Sustainable and ethical travel considerations
- Technological tools in travel planning
- Social media and influencer impact
- Loyalty program importance
- Emerging travel trends and niche interests (e.g., solo travel, wellness, culinary experiences)



Key Findings



1 AFFORDABILITY AND FLEXIBLE TRAVEL OPTIONS DRIVE DECISIONS

Rising travel costs have led to increased demand for budget-friendly options, with discounts, bundled packages, and flexible booking policies being the top requests from travelers. Nearly **37% report no changes to their plans despite higher costs**, but **28% are actively seeking more affordable accommodations**, and **25% are reducing trips altogether**.



2 PERSONALIZATION DRIVES TRAVELER PREFERENCES

Travelers increasingly value unique and tailored experiences, with **56% showing interest in personalized travel options**. Preferences for unique local activities, solo travel opportunities, and adventure tourism highlight the growing demand for customized itineraries that cater to individual interests and aspirations.



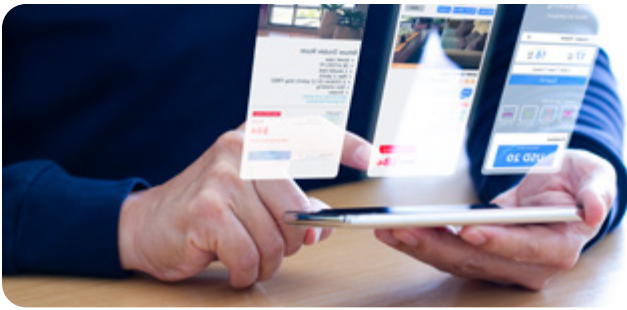
3 WELLNESS TRAVEL CONTINUES TO RISE

Wellness travel is gaining traction, as **43% of respondents express interest in wellness retreats and prioritize activities like spa treatments (83%), meditation (57%), and fitness classes (42%)**. This trend underscores the growing focus on health, relaxation, and self-care as integral aspects of leisure travel planning.



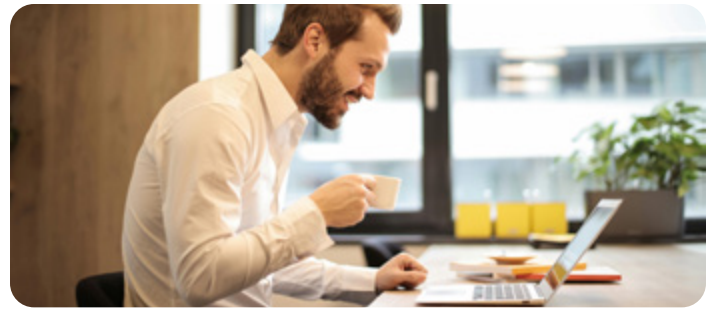
4 LOCAL AND UNIQUE EXPERIENCES MATTER

Travelers highly value engaging with local businesses and exploring authentic cultural experiences, with **46% prioritizing these options**. Culinary travel also aligns with this trend, as **73% of travelers emphasize the importance of food** in their destination choices, favoring unique, local culinary experiences over traditional fine dining.



5 ONLINE REVIEWS SHAPE DECISION-MAKING

Online reviews are a critical factor in travel planning, with **70.6% of respondents unwilling to book without consulting reviews**. Travelers prioritize trusted feedback early in their decision-making process, with **35.6% reading reviews at the beginning of their research**. This emphasizes the importance of maintaining a strong online reputation for accommodations and travel providers.



6 TECHNOLOGY PLAYS A GROWING ROLE IN TRAVEL PLANNING

Technology is increasingly influencing travel behaviors, with remote work flexibility enabling new travel opportunities for **over 36.8% of respondents**. High-speed internet, seamless booking platforms, and tech-driven personalization tools are shaping modern travel, creating opportunities for providers to enhance convenience and connectivity for travelers.



7 GENERATIONS EMBRACE TRAVEL TECH DIFFERENTLY

Younger generations, particularly Gen Z and Millennials, are at the forefront of adopting AI-powered tools and trusting AI for travel recommendations, with **64% expressing trust**. In contrast, Gen X and Boomers lean toward traditional planning methods and engage less with emerging tech.



8 SUSTAINABILITY BALANCES INTEREST AND COST

Travelers are moderately interested in eco-friendly practices, with **67% valuing sustainability in their choices**. However, only a small fraction are willing to pay a premium for these options, highlighting the need for affordable sustainability initiatives.



9 MUSIC DRIVES TRAVEL DECISIONS

Music plays a significant role in shaping travel plans, with **68% of respondents expressing interest in traveling to attend a music festival or concert**. For a quarter of travelers, music is an important or very important consideration in their travel decisions, highlighting its influence as a cultural and experiential motivator for travel.

Consumer Travel Habits



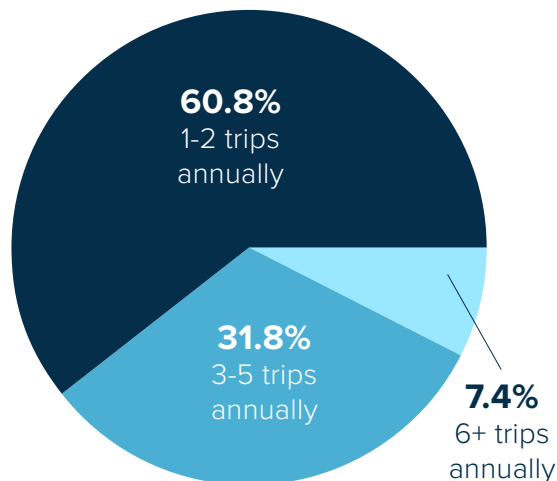


Travel Patterns

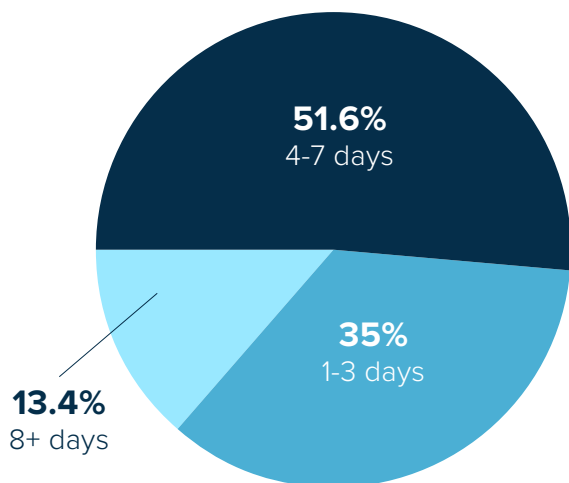
Leisure Travelers Embrace Variety: A Mix of Short Getaways, Week-long Escapes, and Diverse Planning Styles Shape Their Habits.

TRIP FREQUENCY

Leisure travel habits reveal a balanced mix of preferences and planning styles, with several notable patterns. **The majority of travelers, 60.8%, take 1-2 trips annually**, suggesting a preference for infrequent but potentially meaningful getaways. Meanwhile, 31.8% of respondents enjoy a more active travel lifestyle, embarking on 3-5 trips per year, and a smaller group (7.4%) embraces frequent travel with six or more trips annually.



How many leisure trips have you taken in the last 12 months?



What is your typical trip duration?

TRIP DURATION

Trip duration also provides insight into how travelers allocate their time. A significant portion, **51.6%, prefer vacations lasting 4-7 days**, highlighting a sweet spot for week-long getaways that balance relaxation and practicality. Shorter trips of 1-3 days, favored by 35%, may indicate a trend toward quick escapes or weekend getaways, while longer vacations of 8+ days, chosen by 13.4%, cater to those seeking more immersive or extended experiences.



PLANNING AND BOOKING

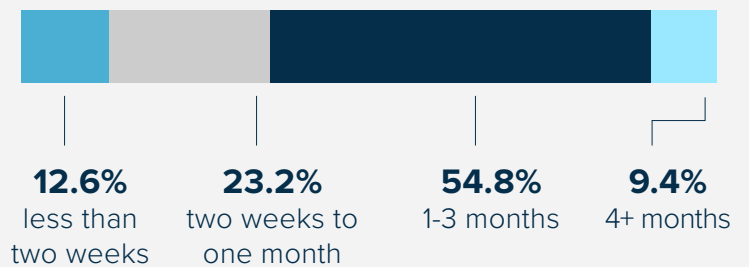
When it comes to planning, over half of travelers (**56.6%**) **start organizing their trips 1-3 months in advance**, reflecting a tendency to carefully prepare and secure arrangements ahead of time. However, a smaller group, 7.6%, plans less than two weeks before their departure, suggesting a spontaneous approach to travel that aligns with flexibility or last-minute opportunities.

How far in advance did you begin planning your travel?



Booking patterns follow a similar trend, with **54.8% confirming their travel arrangements 1-3 months in advance**, compared to 12.6% who finalize plans within two weeks. This blend of advance planners and spontaneous bookers showcases the diverse ways travelers approach their vacations, influenced by factors such as work schedules, budget considerations, and trip goals.

How far in advance did you book your accommodations?



Device Usage

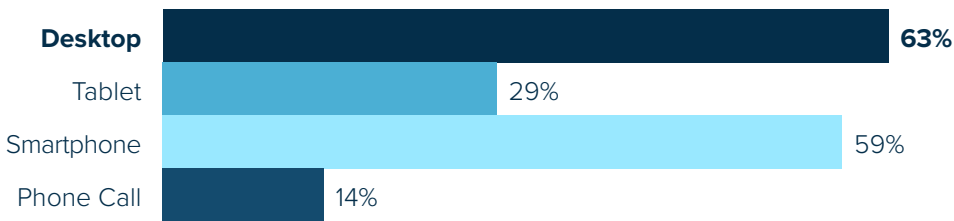
Across the Leisure Travel Journey

Travelers prioritize desktops for planning and booking, while smartphones take the lead during trips and for sharing experiences, emphasizing the need for seamless multi-device support throughout the journey.

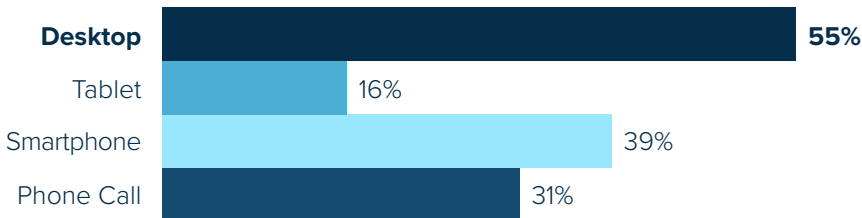
Please indicate which of the following you have used and how you used them during the vacation process:



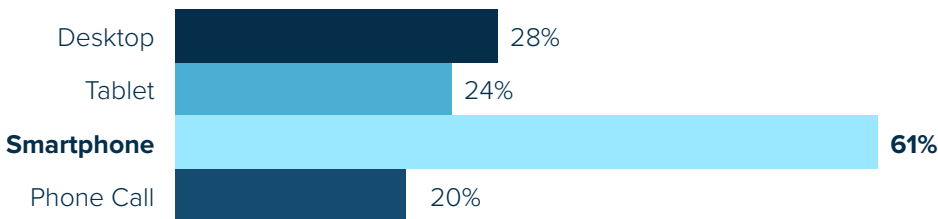
TO RESEARCH



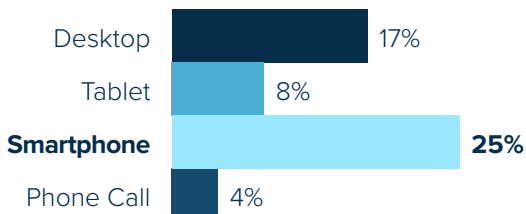
TO BOOK



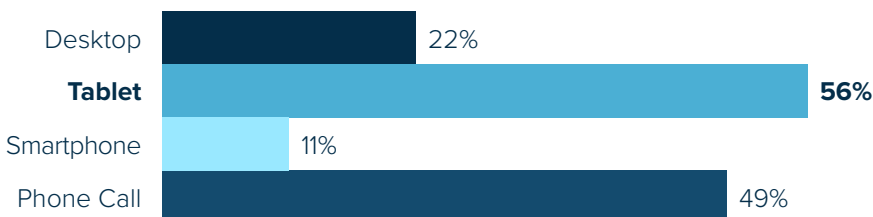
DURING STAY



SHARE, REVIEW, OR COMMENT



DID NOT USE

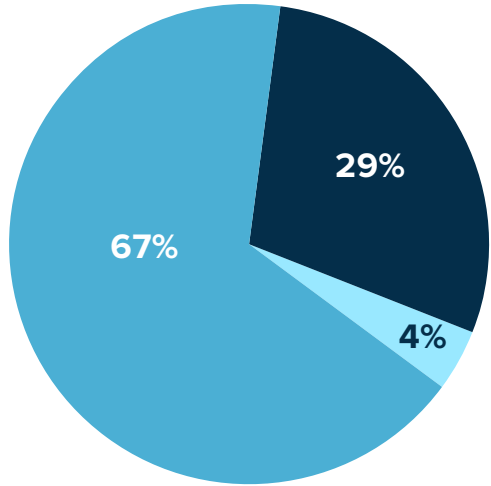




Leisure travelers are maintaining their vacation habits, with smaller-budget trips being the top choice, while big-budget dream vacations remain a priority for nearly a third.



TRIP TYPES BEING TAKEN



What types of leisure trips are you more likely to take this year?

- Smaller budget vacations
- Big budget/dream vacation
- Other

VACATION FREQUENCY

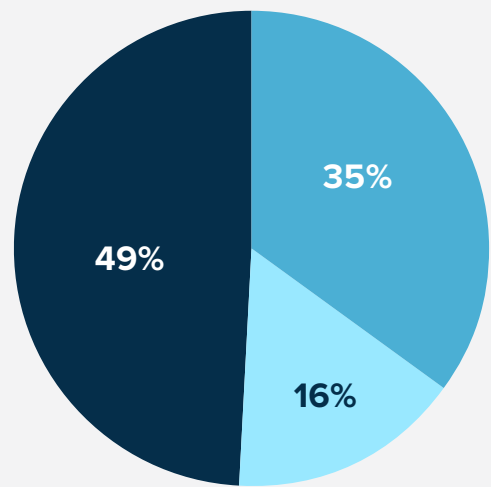
Are you likely to vacation more, or less this year?

GEN Z / MILLENNIALS

45% increasingly likely to travel more

GEN X / BABY BOOMERS

56% likely to continue with the same vacation frequency



- More
- About the same
- Less

Travelers Prefer Flexible Plans

Trips with advanced planning but open agendas offer the perfect balance of structure and spontaneity.

TRIPS WITH THE MOST APPEAL

Which style of trip is most appealing to you?

Trips **planned in advance** with an **open agenda** upon arrival

46%

Spontaneous trips with an **open agenda** upon arrival

20%

Spontaneous trips with a **well-planned agenda** upon arrival

19%

GEN Z:
43% of respondents

Trips **planned in advance** with an **well-planned agenda** upon arrival

15%

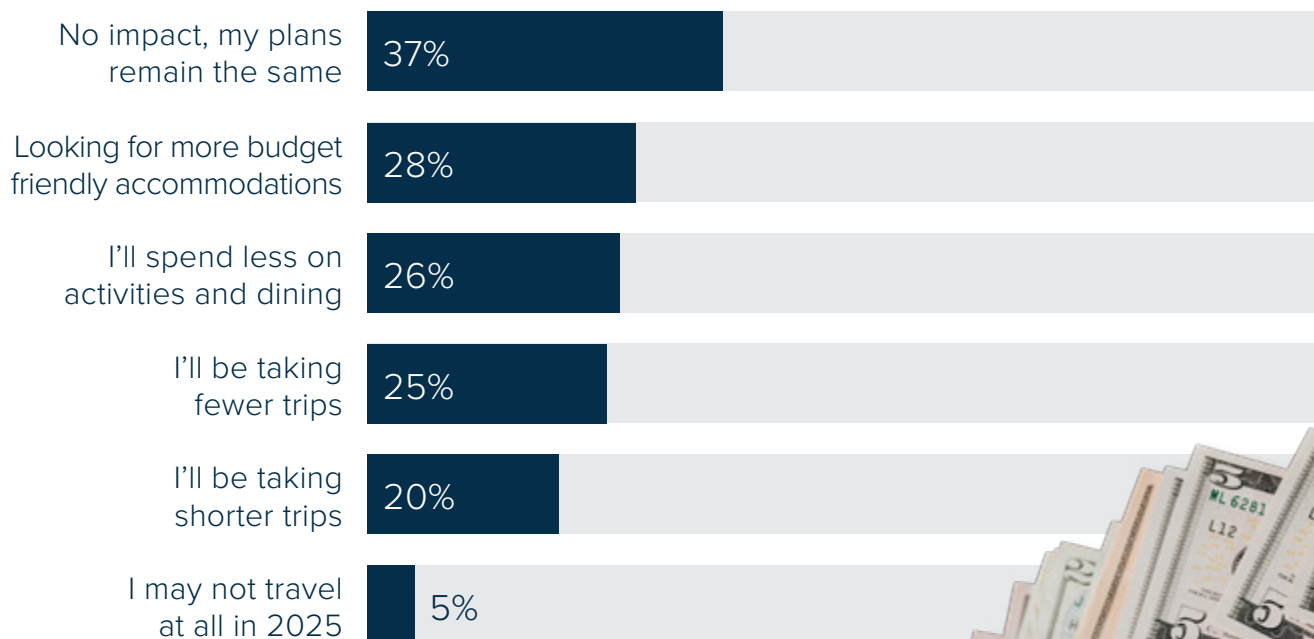


Impact of Rising Travel Costs

Discounts and bundled packages are the most desired offerings from travel providers to offset the impact of rising travel costs. These options stand out as the primary ways travelers feel providers can support affordability and encourage bookings, emphasizing the importance of value-driven promotions in today's travel market.

RISING COSTS' IMPACT ON TRAVEL PLANS

How have rising travel costs impacted your travel plans for 2025?



MOST LIKELY ADJUSTED EXPENSES

What travel expenses are you most likely to adjust due to rising costs?



51%

DINING/ENTERTAINMENT



48%

SOUVENIRS/SHOPPING



35%

ACTIVITIES/EXCURSIONS



33%

ACCOMMODATIONS



27%

TRANSPORTATION



7%

I WON'T BE ADJUSTING MY BUDGET

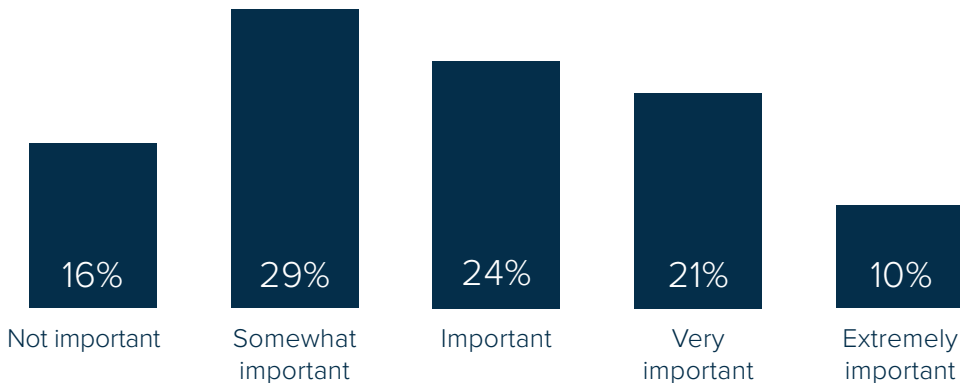


Balancing Sustainability

Moderate Interest in Eco-Friendly Practices,
But Limited Willingness to Pay a Premium

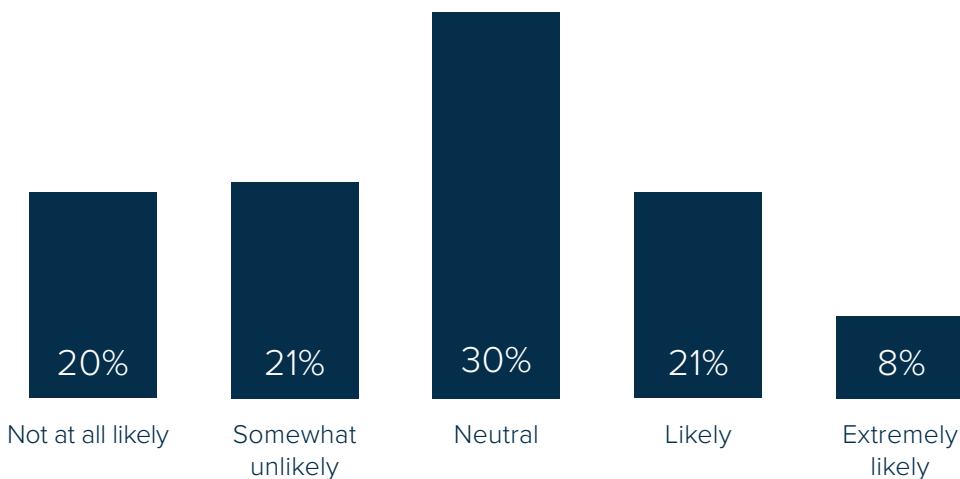
IMPORTANCE OF ENVIRONMENTAL SUSTAINABILITY

How important are environmentally sustainable practices when choosing a travel destination or accommodation?



LIKELIHOOD TO PAY FOR ECO-FRIENDLY ACCOMMODATIONS

How likely are you to pay a premium for eco-friendly accommodations?





Local Experiences and Culinary Interests Drive Traveler Engagement

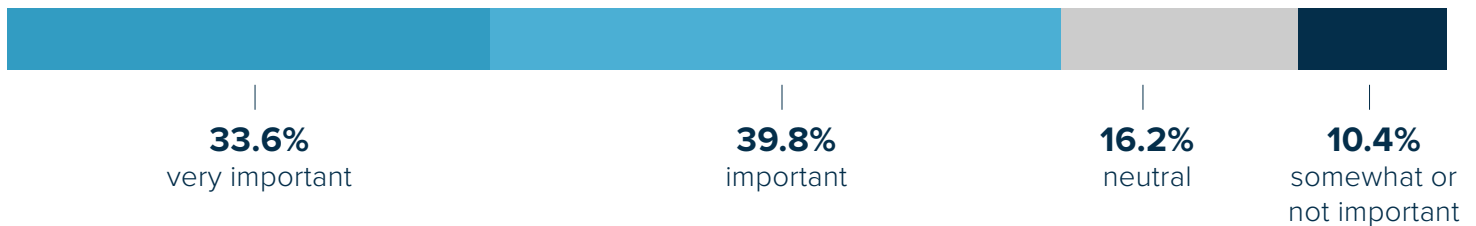
Strong Interest in Supporting Local Businesses and Experiences

Travelers show a meaningful interest in engaging with local businesses and cultural experiences, **with nearly half (46.2%) actively seeking them out during their trips**. Additionally, 47.2% sometimes consider these options, indicating a significant opportunity for travel providers to promote and highlight authentic, local offerings to attract and engage this audience.

IMPORTANCE OF FOOD IN TRAVEL DECISIONS

Food is a major factor in destination choice, with **73.4% of respondents rating it as either important (39.8%) or very important (33.6%)**. Only a small portion (10.4%) consider food somewhat or not important at all, underscoring its influence on travel planning.

How important is food in your choice of travel destination?



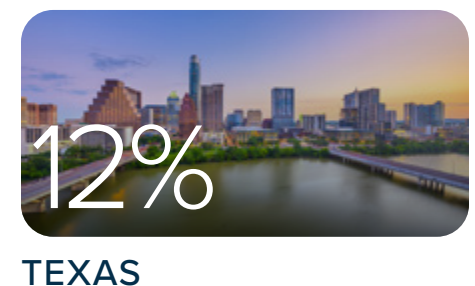
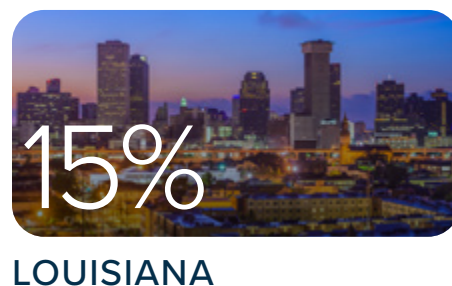
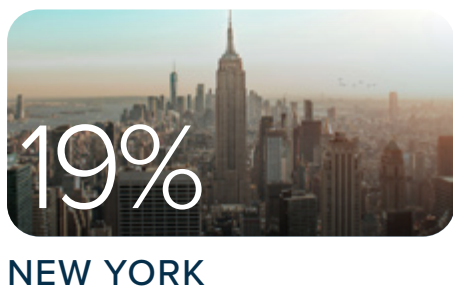
PREFERRED CULINARY EXPERIENCES

Unique, local experiences are the top culinary interest, preferred by 72.6% of travelers.

Other popular choices include:



TOP STATES FOR CULINARY TRAVEL



Remote Work Flexibility and Amenities Influence Modern Travel Preferences

Remote Work Unlocks New Travel Opportunities for Some Travelers

While nearly half (49.8%) of respondents currently do not have remote flexibility, remote work is creating new travel opportunities for others. **Over a third (36.8%) say remote work sometimes influences their travel plans**, and 13.4% report traveling more because of their ability to work remotely. This highlights the growing role of remote work in enabling travel for those with flexible work arrangements, offering opportunities for travel providers to target this emerging segment.

TOP WORK-FRIENDLY ACCOMMODATIONS

What amenities do you look for when choosing a work-friendly accommodation?

High Speed Internet



74%

Coffee/Refreshments



44%

Comfortable workspaces



39%

Quiet areas for focused work



31%

Business services



13%

Private meeting rooms



7%





Travelers Show Growing Interest in AI and Virtual Reality (VR)

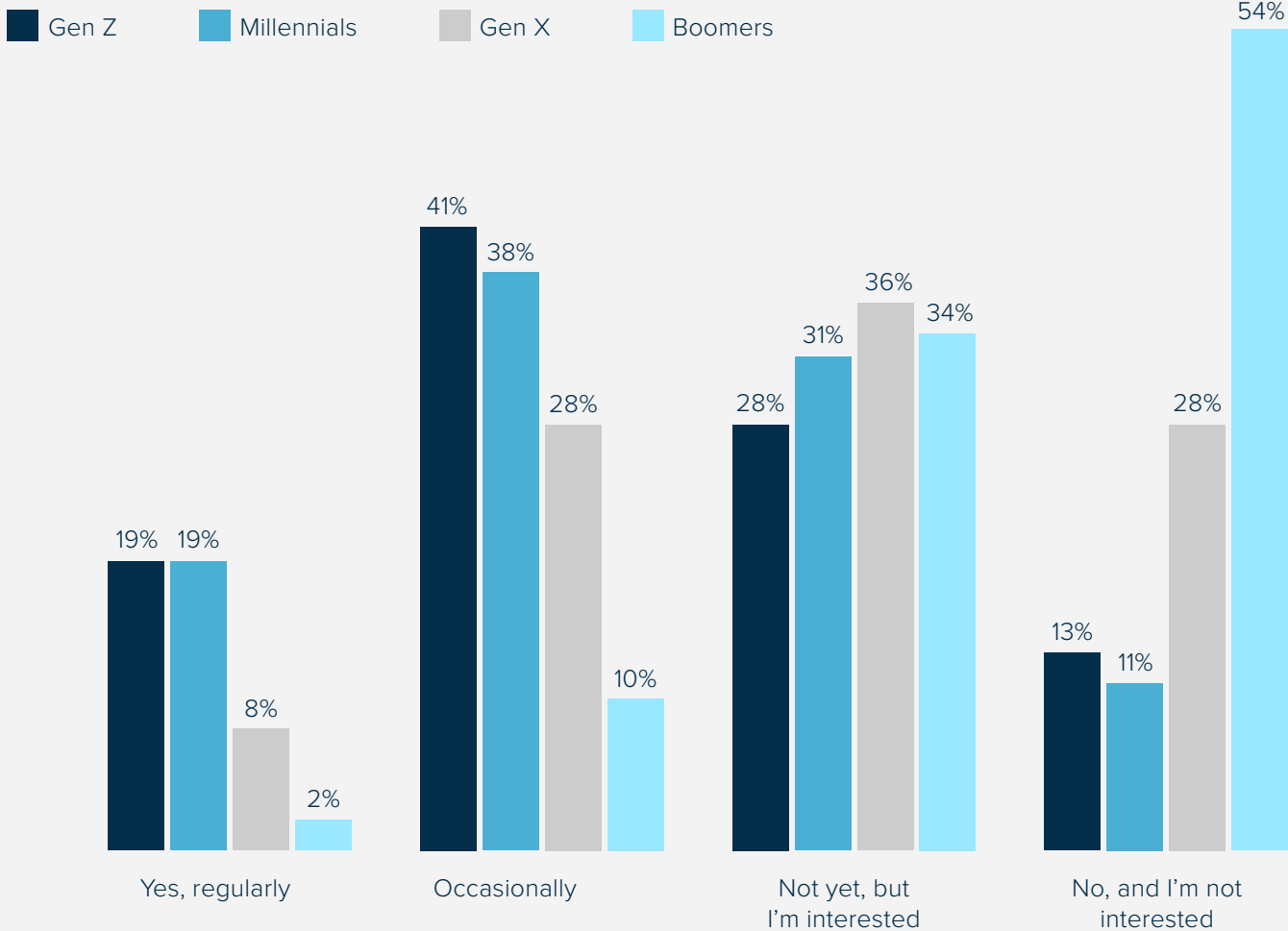
...to Enhance Planning and Destination Experience

GROWING INTEREST IN AI-POWERED TRAVEL TOOLS

AI-powered travel tools are gaining traction, with 38.4% of travelers already using them occasionally (27%) or regularly (11.4%). An additional 32.6% are interested in trying these tools, highlighting their growing appeal. While 29% remain uninterested, the majority demonstrate curiosity or engagement, offering travel providers opportunities to leverage AI for enhanced planning experiences.

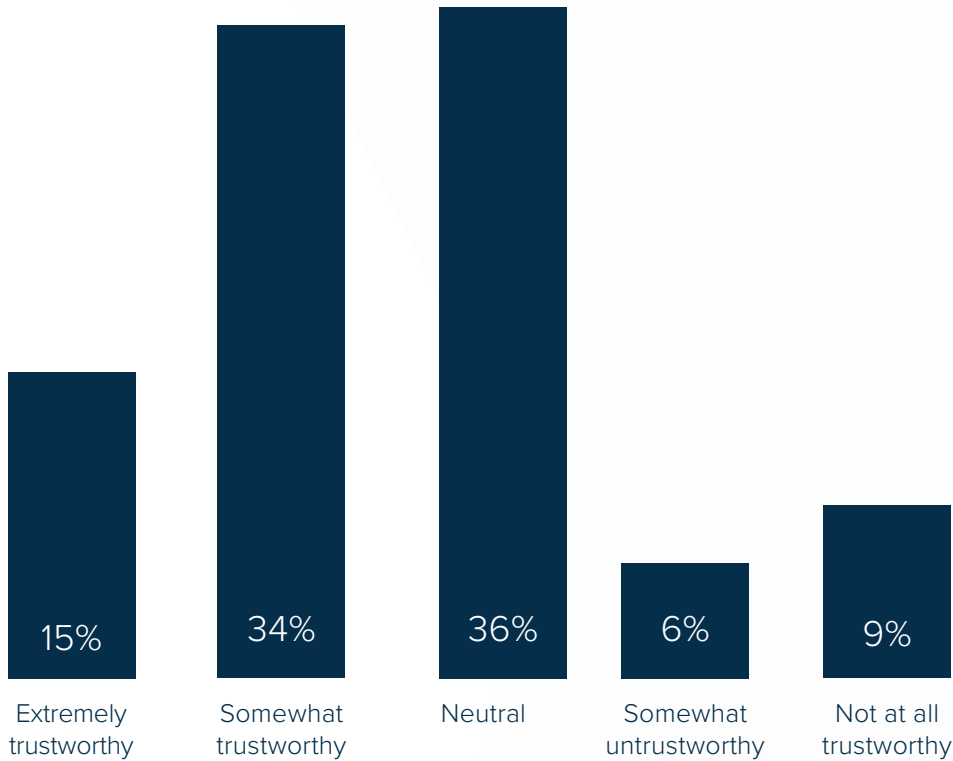
AI USE BY GENERATION

Have you used AI-powered tools (like ChatGPT or AI-based travel apps) to help plan your trips?



TRUST IN AI FOR TRAVEL TIPS AND RECOMMENDATIONS

How trustworthy do you believe AI to be when it comes to leisure travel tips/recommendations and planning?

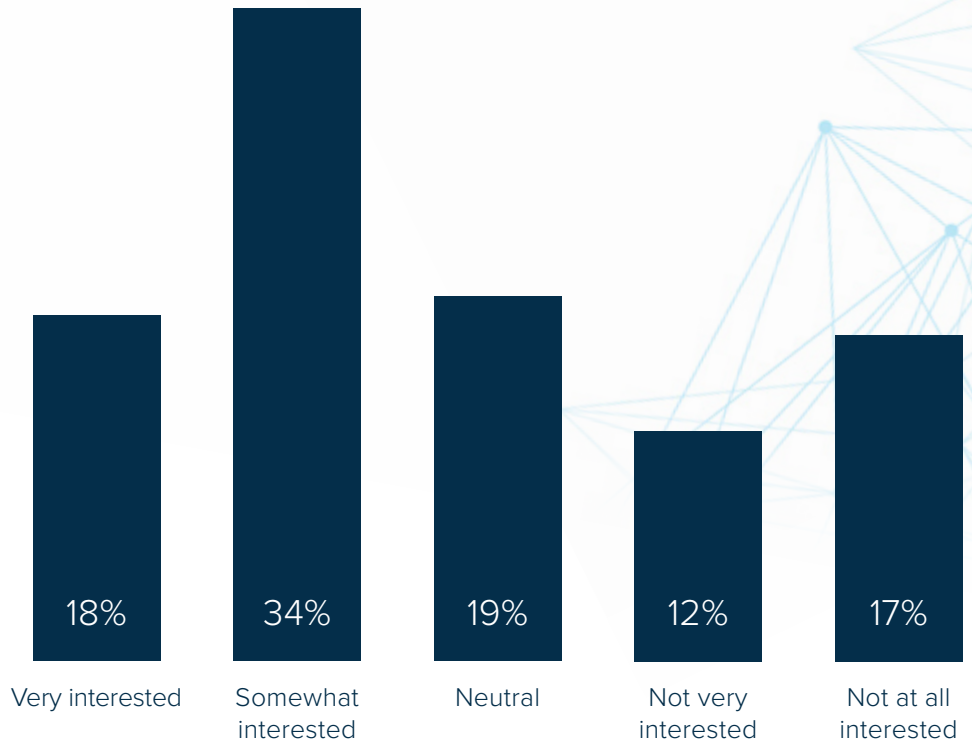


Gen Z/ Millennials are more likely to trust AI, with 44% somewhat trusting and 20% finding AI extremely trustworthy.



INTEREST IN VR TO PREVIEW DESTINATIONS BEFORE BOOKING

How interested are you in using virtual reality (VR) to preview destinations before booking?



Consumer Decision-Making and Influences



Price, location, and flexible options drive traveler decisions, with a focus on adaptable booking policies and balancing peak season challenges.



FLEXIBILITY IN TRAVEL BOOKINGS

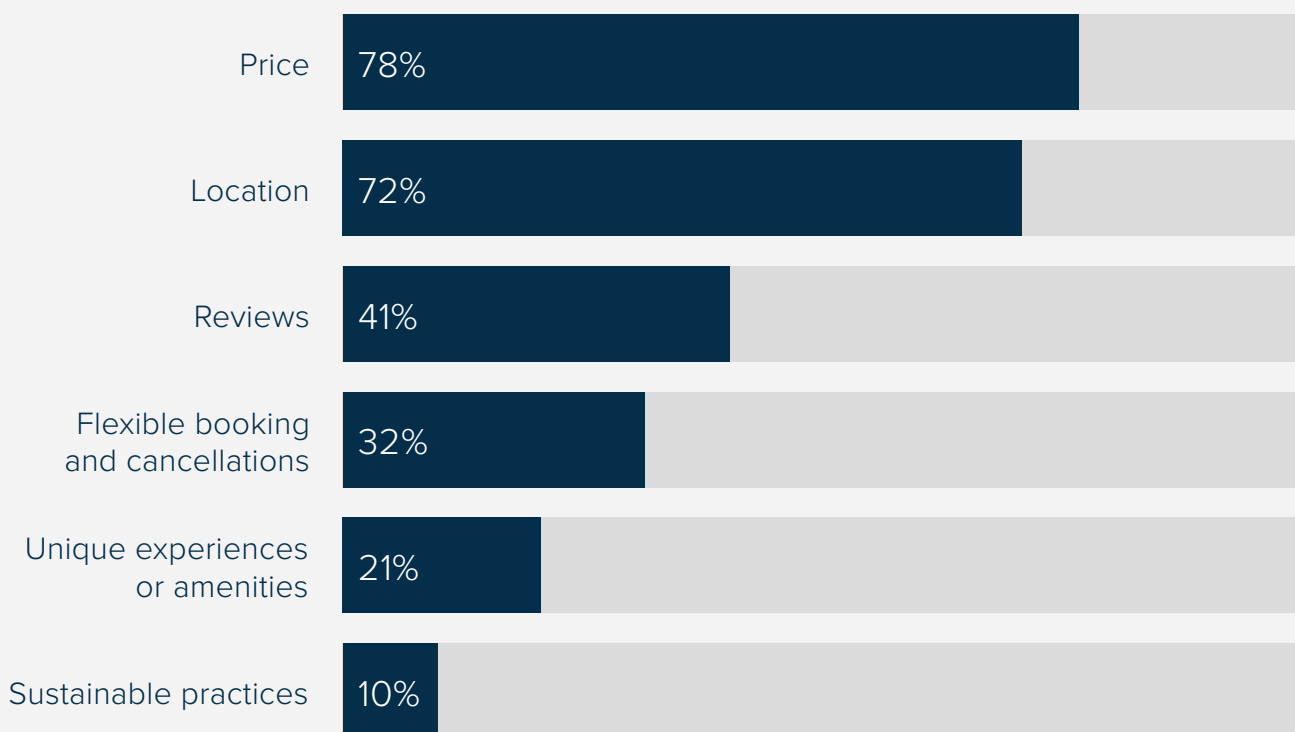
Nearly half of travelers (49%) prefer somewhat flexible bookings, where limited changes or fees are acceptable, **while 43.8% prioritize very flexible options, such as free cancellations or rescheduling.** Only 7.2% are willing to book non-refundable rates, highlighting the importance of offering adaptable booking policies to meet the needs of most travelers.

TIMING OF TRAVEL

More than 40% of travelers (40.8%) try to avoid peak seasons but face challenges due to family schedules, while 29.8% consistently avoid peak seasons altogether. However, 29.4% still prefer traveling during peak times, such as summer or holidays. This underscores a diverse range of preferences, with opportunities to cater to off-peak and peak season travelers by providing flexible scheduling options.

TOP FACTORS WHEN CHOOSING ACCOMMODATIONS

What factors are most important to you when choosing accommodations?





Weather-Driven Travel Plans and Top Destination Preferences

VACATION PLANS BASED ON WEATHER



42% prefer visiting warmer climates during the winter months.



41.4% plan a beach trip during warm weather.



17.8% visit cooler climates during the summer months.



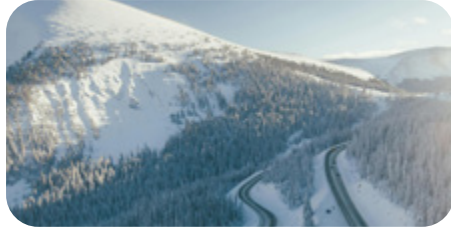
10.8% plan a ski trip (or similar) during the winter.

22.6% do not plan vacations based on the weather.

FAVORITE STATES FOR...



WARM WEATHER | 33%
Florida



SNOW OR SKIING | 27%
Colorado

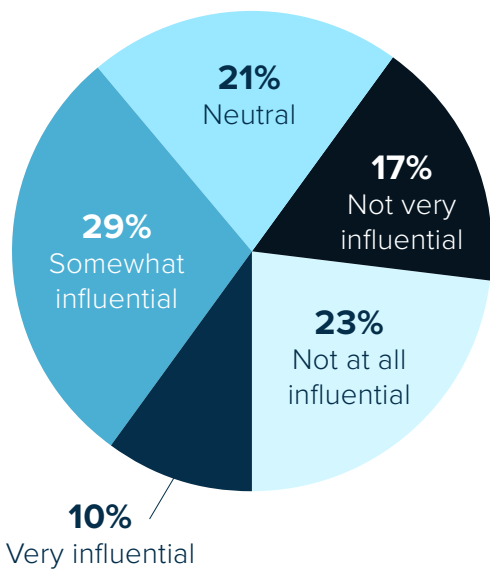


COOLER WEATHER | 10%
New York

Social Media's Influence on Travel:

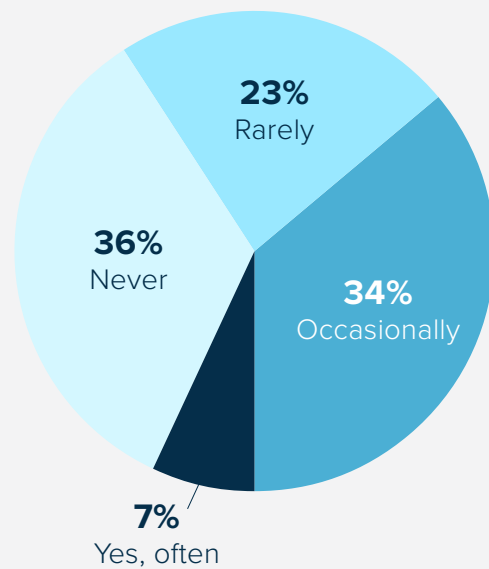
YouTube and Facebook Lead All Platforms, and Influencers Occasionally Shape Decisions.

INFLUENCE OF SOCIAL MEDIA IN TRAVEL PLANNING



Gen Z/Millennials find influencers more influential, with **42% finding them somewhat influential and 17% noting they are very influential.**

DO INFLUENCERS INFLUENCE TRAVEL CHOICES?

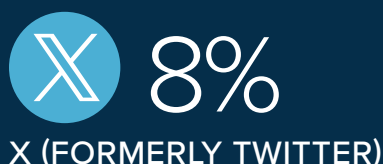
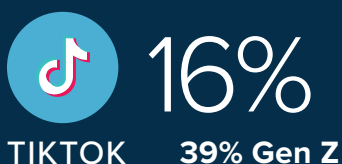


Similarly this group is inspired more by influencers, with **11% noting they often influence them and 52% occasionally.**

MOST INFLUENTIAL PLATFORMS



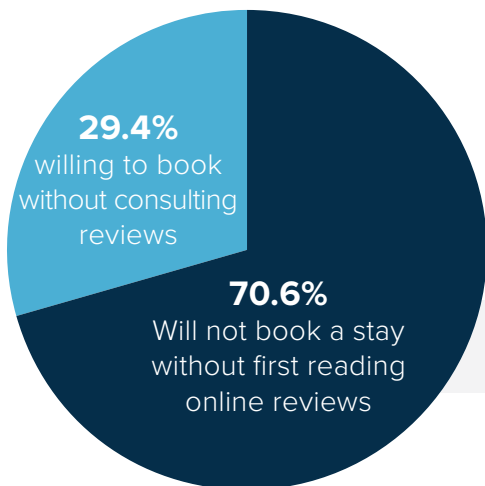
39% Gen Z, 35% Millennial





Online Reviews Are Essential

Most Travelers Use Reviews Early in Planning, with Internet Searches Leading Decision-Making



IMPORTANCE OF ONLINE REVIEWS

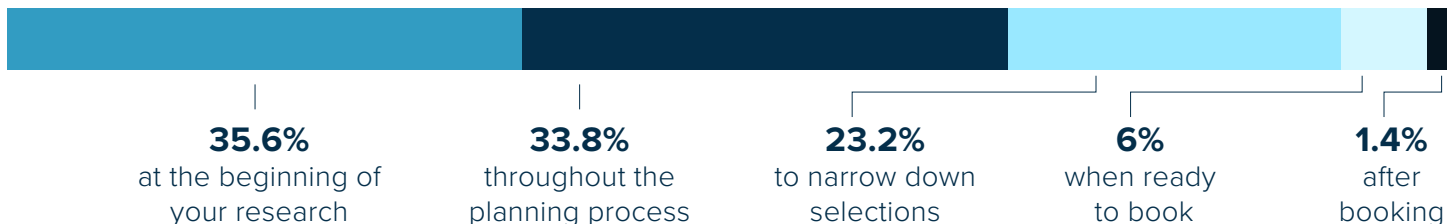
The majority of travelers (70.6%) will not book a stay without first reading online reviews, highlighting the critical role of reviews in decision-making. Only 29.4% are willing to book without consulting reviews, emphasizing the value of maintaining a strong online reputation.

In the future, will you book a stay without first reading online reviews?

WHEN DO TRAVELERS READ REVIEWS?

Most travelers consult hotel reviews early in their planning process, with 35.6% reading reviews at the beginning of their research and 33.8% doing so throughout the planning process. An additional 23.2% use reviews specifically to narrow down their selections, while smaller groups consult reviews when ready to book (6%) or after booking (1.4%). This underscores the importance of reviews as a foundational element in shaping traveler preferences and building trust from the start.

At what stage of your research do you read hotel reviews?



MOST INFLUENTIAL SOURCES FOR PLANNING WHERE TO STAY ON VACATION

Internet Search



70%

Online travel agents



39%

The hotel's own site



26%

Destination's site



25%

Vacation rental site



20%



2023: RESPONSES WHEN ASKED "WHAT IS THE MOST INFLUENTIAL SOURCE FOR PLANNING WHERE TO STAY ON VACATION?"

2023 RESULTS:

Internet search



31.9%

Online travel agents



12%

The hotel's own site



14.4%

Destination's site



7.7%

Vacation rental site



9.5%

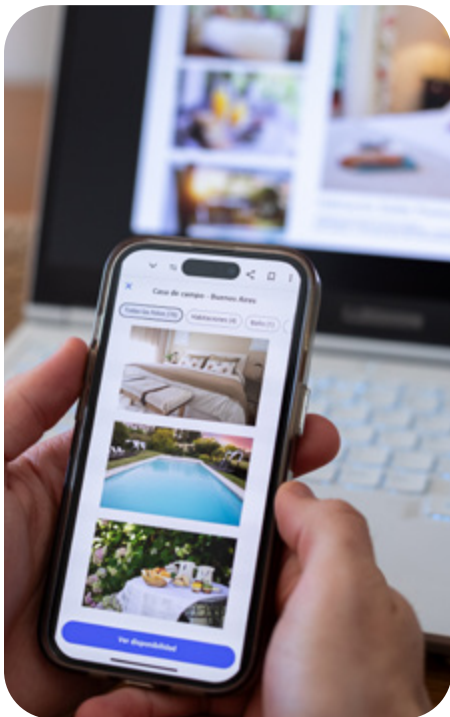
Other sources: 23.6%



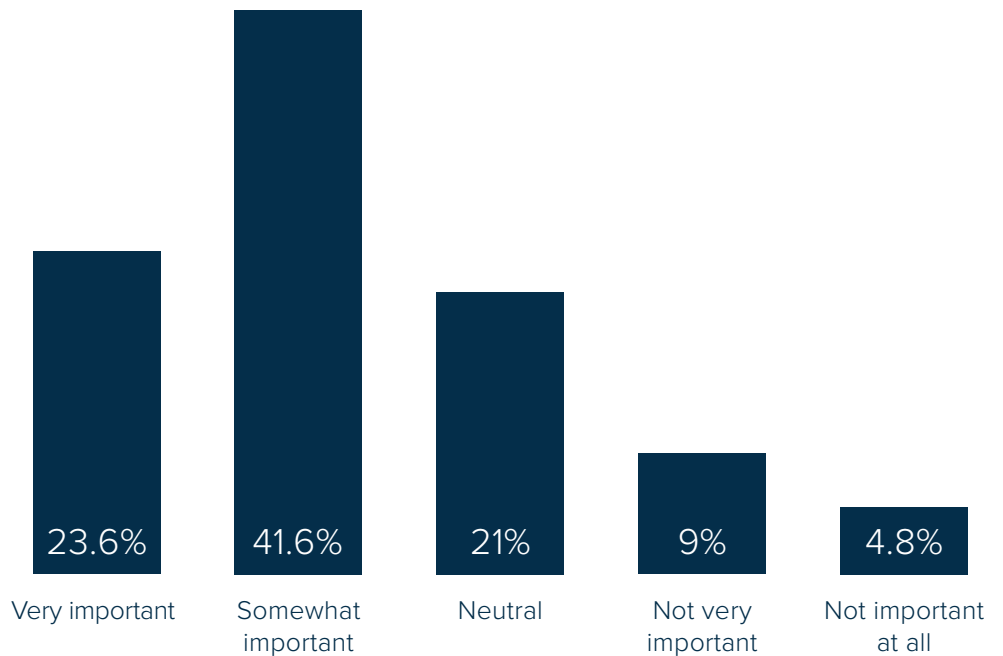
Loyalty Programs Are Important

...with Instant Discounts and Free Perks Leading Traveler Preferences

Loyalty programs are continuing to grow in importance for independent properties. Check out our key takeaways on [page 37](#).



How important are loyalty or reward programs in your travel choices?



MOST APPEALING LOYALTY BENEFITS

What benefits are most appealing to you in a loyalty program?



INSTANT DISCOUNTS
ON BOOKINGS

65%



FREE PERKS

59%



SPECIAL AMENITIES

49%



POINTS FOR
FUTURE STAYS

43%



DEDICATED CUSTOMER
SUPPORT

7%



Travel Trends





Personalized Travel Experiences...

Lead Emerging Trends with Solo Travel Being Popular

TOP TRAVEL TRENDS

What travel trends or new experiences are you most interested in exploring?



PERSONALIZED TRAVEL EXPERIENCES



ADVENTURE OR ECO-TOURISM



SOLO TRAVEL OPTIONS



GROUP TOURS WITH LIKE-MINDED TRAVELERS



WELLNESS AND HEALTH FOCUSED TRIPS



MULTI-GENERATIONAL TRAVEL



REMOTE WORK WITH TRAVEL



DIGITAL DETOX TRIPS

46% have traveled solo in the past 5 years, with Millennials the most likely to travel solo (37%).



Wellness Retreats Emerge with **Spa Treatments as the Top Activity**

PREFERRED CULINARY EXPERIENCES

43% of respondents would consider a wellness retreat.

Another 21% remain unsure with a little over a third (36%) not showing any interest.

TOP WELLNESS ACTIVITIES FOR A WEEKEND TRIP



SPA TREATMENTS
83%



MEDITATION
57%



FITNESS CLASSES
42%

FAVORITE STATES FOR WELLNESS TRAVEL

 **13%**

FLORIDA

 **11%**

CALIFORNIA

 **6%**

ARIZONA



Participation in **Sports or Fitness Events**

While Most Travelers Avoid Sports-Specific Trips, Activities Like Hiking Still Enhance Travel Experiences

TOP SPORTING EVENTS PEOPLE WOULD TRAVEL TO SEE

To what type of sporting events would you consider traveling?



FOOTBALL
30%



BASEBALL
23%



BASKETBALL
22%

TOP SPORTS OR FITNESS ACTIVITIES TO INCORPORATE INTO TRAVEL

The majority of respondents (**67.6%**) would not travel specifically to participate in a sports or fitness event, while 32.4% expressed interest in doing so.

Which sports or fitness activities would you incorporate into your travels?



56.17%
Hiking



47.53%
Working out



44.44%
Swimming



33.33%
Cycling



25.93%
Skiing



27.16%
Golf



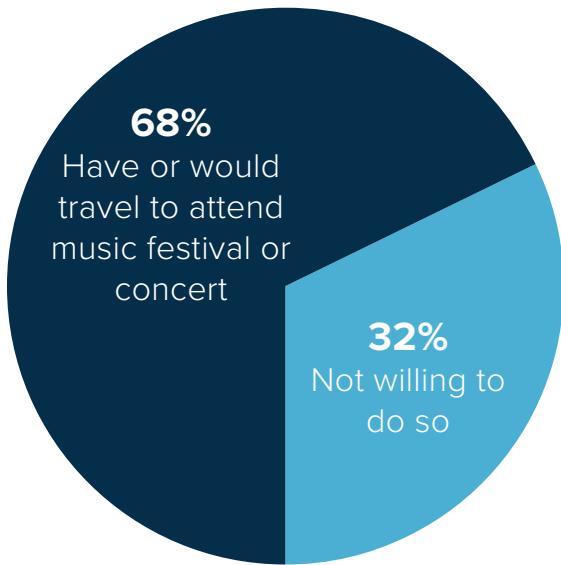
20.37%
Tennis



10.49%
Marathons

Music Drives **Travel Interest**

...While Movies and TV Draw Limited Appeal



MUSIC ATTRACTS PEOPLE TO TRAVEL

Have you or would you travel to attend a music festival or concert?

For 68% of respondents, attending a music event is so important that they are willing to travel for the privilege, with 32% not willing to do so.

THIRD-PARTY INSIGHT

Megatrends' "Defining Travel" report for 2023 highlighted a **shift in traveler behavior toward seeking genuine cultural authenticity. Among the experiences that travelers increasingly prioritize are live music events and local music traditions.** The report noted that post-pandemic travelers view music as a means to engage more deeply with a place's culture and social fabric, thereby influencing their selection of travel destinations that offer distinctive musical scenes or festivals.

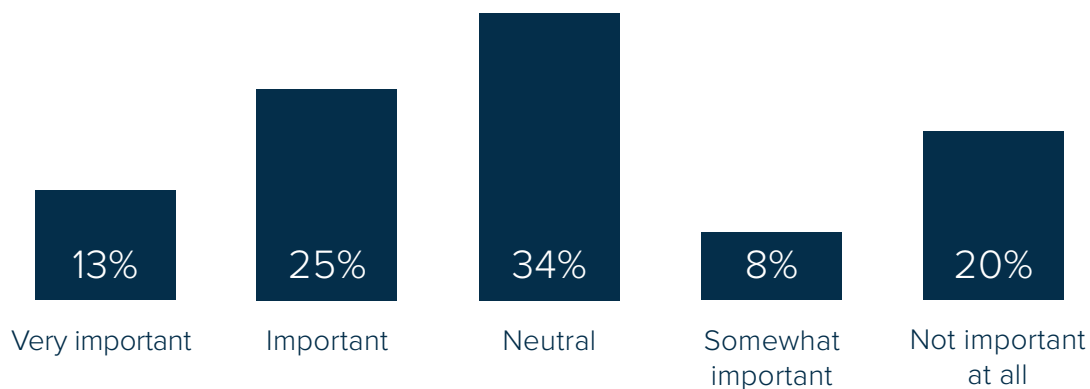
Source: Skift Megatrends 2023





IMPORTANCE OF MUSIC IN TRAVEL PLANS

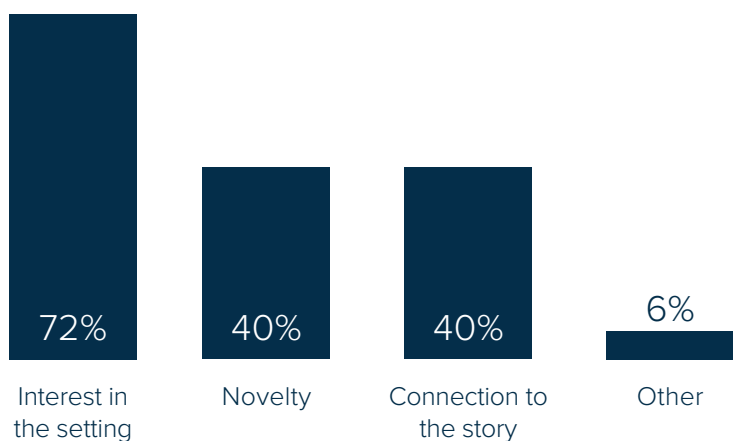
How important is music in shaping your travel plans?



TRAVELING FOR MOVIES AND TV IS LESS PREVALENT

Only 25% noted that they have or would consider visiting a filming location of a movie or TV show, **with 75% not showing any interest.**

What motivates you to visit filming locations?



Consumer Wants Desired Changes



Desired Travel Trends and Industry Changes

What travel trends or changes would you like to see in the industry over the next few years?

What's one thing accommodations (like hotels, resorts, or vacation rentals) could do to improve your leisure travel experience?

Travelers are increasingly seeking **affordability and transparency** in the travel industry. The most common desire is for reduced costs across accommodations, flights, and vacation packages, with many expressing frustration over hidden fees and rising travel expenses. Respondents also highlighted the need for **flexible booking options** and cancellation policies to adapt to unpredictable circumstances. These preferences reflect a strong demand for better value and simplicity in travel planning.

A growing emphasis on **sustainability and personalized experiences** is shaping future travel trends. Many respondents expressed interest in eco-friendly destinations and seamless, tech-driven booking systems that make travel easier and more sustainable. Personalized options catering to solo travelers, families, and other niche groups were also frequently mentioned, indicating a desire for tailored experiences and inclusive packages.

Finally, **safety and bundling convenience** remain important considerations. Travelers expressed interest in improved safety measures at destinations and more affordable all-inclusive or bundled packages that combine accommodations, transportation, and activities. The travel industry has an opportunity to meet these evolving needs by offering transparent, value-driven solutions that prioritize both customer satisfaction and environmental sustainability.





Actionable Strategies **for Success**

This study equips hotel and travel marketers with actionable strategies to navigate today's evolving travel landscape. By focusing on value, personalization, and innovation, you can meet traveler expectations and turn industry challenges into opportunities. These insights are designed to empower you to create campaigns that drive direct bookings, build guest loyalty, and set your business apart in a competitive market.

Key Takeaways For Hoteliers To Implement Immediately:



Key Takeaways For Hoteliers To Implement Immediately:

PRIORITIZE VALUE AND FLEXIBILITY

72% of travelers cite generous cancellation policies as critical to reducing booking uncertainty. Flexibility remains essential in 2025.



ACTION STEPS

- **Feature Cancellation Policies Prominently:** Use reassuring terms like “Worry-Free Cancellation Guarantee” or “Book with Confidence” across your website and booking flow.
- **Enhance Direct Booking Benefits:** Offer exclusive perks (for example, extended cancellation windows or penalty-free changes) for direct bookers.
- **Bundle Value and Flexibility:** Combine flexible policies with incentives like dining credits or activity vouchers to reduce perceived risk.

LEVERAGE PERSONALIZATION FOR HIGHER CONVERSIONS

TravelBoom’s research shows 64% of travelers are more likely to book a property that tailors offers and amenities to their personal travel habits. 58% will return to properties offering curated packages that align with their interests.



ACTION STEPS

- **Intelligent Audience Segmentation:** Utilize your CRM and Property Management System to send hyper-targeted offers rather than generic messages.
- **Personalized Digital Funnels:** Ensure your CRM integrates seamlessly with your website to provide customized booking paths based on past behavior.
- **Niche Packages:** Create packages for interests like wellness or adventure travel to boost perceived value.
- **Enhanced Post-Booking Communication:** Send personalized messages pre-arrival, during stays, and post-departure to increase upsells and repeat bookings.

Key Takeaways For Hoteliers To Implement Immediately:

BALANCE SUSTAINABILITY AND COST

67% of travelers value eco-friendly practices, but only 28% will pay more for them. Position green initiatives as cost-effective, adding value to the guest experience. 72% of respondents prioritizing eco-friendly practices also ranked value as very important. This further highlights that most guests see eco-friendly initiatives as a way to add perceived value to a booking.



ACTION STEPS

- **Highlight Initiatives:**
Showcase efforts like energy-saving programs and refillable water stations online and on-property.
- **Engage Guests in Green Practices:**
Use incentives to encourage towel reuse or participation in local eco-activities.
- **Collaborate with Local Eco-Organizations:**
Partner to amplify your community impact.

EMBRACE LOCAL CULTURE AND WELLNESS

Demand for authentic local experiences and wellness amenities has surged, with 54% prioritizing local culture and 45% seeking wellness options when booking.



ACTION STEPS

- **Partner Locally:**
Collaborate with artists, farmers, and wellness experts for on-site events.
- **Promote Local Attractions:**
Showcase festivals, markets, or concerts to enhance the guest's sense of place.
- **Wellness Packages:**
Offer yoga sessions, spa treatments, and culinary experiences featuring local ingredients.

Key Takeaways For Hoteliers To Implement Immediately:

USE LOYALTY PROGRAMS TO DRIVE DIRECT BOOKINGS

More than 60% of travelers prefer hotels with instant loyalty rewards. Independent properties can leverage this trend to reduce OTA reliance.



ACTION STEPS

- **Guarantee the Best Price:**
Offer a price-match promise to ensure direct bookers always get the lowest rate available.
- **Provide Free Perks:**
Delight guests with free amenities at check-in, such as welcome drinks, room upgrades, or dining credits.
- **Add Value Through Flexibility:**
Include benefits like free cancellations, late check-outs, and exclusive upgrade opportunities to enhance the guest experience and drive direct bookings.

MAXIMIZE SOCIAL MEDIA AND INFLUENCER IMPACT

62% of travelers turn to platforms like YouTube, Facebook, and Instagram for travel inspiration, with 29% influenced by partnerships.



ACTION STEPS

- **Collaborate with Local Influencers:**
Leverage their niche audiences for authenticity.
- **Showcase Real Experiences:**
Post staff spotlights, behind-the-scenes tours, or guest testimonials to build authenticity and trust.
- **Encourage User-Generated Content (UGC):**
Incentivize guests to share their experiences, and feature this on your channels.

How TravelBoom Can **Help You Thrive**

At TravelBoom, we deliver tailored strategies that empower independent hoteliers to:

- Increase direct bookings, reducing OTA commissions.
- Optimize key metrics like ADR, RevPAR, and customer lifetime value.
- Adapt to evolving market trends with data-driven agility.





Let's Create Your **Customized** **Marketing Plan!**

Contact us today to build a campaign that achieves your goals and transforms challenges into opportunities.

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