**Bed-and-Breakfast 2018**

**Travel Trends Should Boost Bed-and-Breakfasts**

* Based on the latest information, the bed-and-breakfast industry hasn’t grown much during the past three years and will continue to face challenges from the dynamics of the formal (hotel) and the informal (Airbnb, etc.) hospitality sectors.
* With total travel expenditures in the US among US residents and international visitors to increase a minimum of 4.0% during the 2018–2020 period, there should also be many opportunities for bed-and-breakfast owners to offer specialized accommodations.
* The U.S. Travel Association’s 6-month (November 2017–April 2018) Leading Travel Index (LTI) for international and domestic leisure travel were also trending positive.

**US Travel Trends, by Percentage, 2017–2020**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Travel Metric | 2017 | 2018 | 2019 | 2020 |
| US residents’ total travel expenditures | * +3.5%
 | * +4.1%
 | * +4.0%
 | * +4.1%
 |
| International visitors’ total travel expenditures | * +0.9%
 | * +4.2%
 | * +4.8%
 | * +5.6%
 |
| Total international visitors to the US | * -0.1%
 | * +1.9%
 | * +4.0%
 | * +4.3%
 |
| Overseas arrivals to the US | * +0.2%
 | * +2.9%
 | * +4.2%
 | * +4.4%
 |

U.S. Travel Association, July 2017

**Identifying Bed-and-Breakfast Guests**

* One of MMGY Global’s micro-segments of travelers in its 2017–2018 Portrait of American Travelers Study is “Groundlings,” who are 34% of all travelers, use their personal automobiles on vacation and 66% of their vacations are repeat visits.
* Millennials are very active travelers and almost 20% are international travelers. Unique experiences are what Millennials seek most during their travels and bed-and-breakfast owners have an advantage with their local knowledge.
* Baby Boomers are a very important market for bed-and-breakfast owners and AARP’s 2018 Travel Trends survey reported that 49% only traveled domestically during 2017. Plus, they were more likely to be luxury travelers, paying more for lavish features.

**US Travelers’ Most Important Considerations**

**When Choosing a Travel Destination, 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| Consideration | Ranking Points | Consideration | Ranking Points |
| #1: Activities during trip | * 202
 | * #8: Food experience
 | * 118
 |
| #2: Once-in-a-lifetime experience | * 159
 | * #9: To vacation with friends
 | * 115
 |
| #3: Deals and/or special offers | * 147
 | * #10: Recommendations from family/friends
 | * 102
 |
| #4: Lowest price | * 139
 | * #11: Being pampered
 | * 97
 |
| #5: The cultural experience | * 143
 | * #12: Other travelers’ online reviews
 | * 90
 |
| #6: To take memorable photos | * 132
 | * #13: A unique location for photos
 | * 96
 |
| #7: Outdoor activities | * 128
 |  |  |

Expedia Media Solutions, March–April 2017

**The Airbnb Factor**

* Airbnb and other accommodation-sharing services have become new competitors of bed-and-breakfasts, as AlphaWise/Morgan Stanley research found that leisure travelers using Airbnb increased from 12% during 2015 to an estimated 25% during 2017.
* Skift’s 2017 US High-Income Traveler Survey revealed that the top reason travelers chose an Airbnb accommodation instead of a traditional hotel was “it was in a better location,” at 40%, with “it was cheaper” second at 30% and “it was nicer,” 24%.
* Another 2017 survey from Skift (US Experiential Travel Survey) found that 63% of respondents (who were classified as avid travelers) said they had never used Airbnb; however, 33% said they had at least once.

**Baby Boomers’ Domestic Travel Accommodation Choices, September 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| Accommodation Choice | Percent | Accommodation Choice | Percent |
| Hotel/Motel | * 62%
 | * Airbnb, VRBO, etc.
 | * 10%
 |
| Cruise ship cabin | * 7%
 | * Bed-and-breakfast
 | * 6%
 |
| Resort | * 22%
 | * Company-managed rental home
 | * 6%
 |
| With family/friends | * 44%
 | * RV/Campground
 | * 5%
 |

AARP, November 2017

**At Home**

* Two of the mistaken myths about bed-and-breakfasts are they do not have private bathrooms, but 94% do, and they aren’t a good choice for business travelers, but 93% have high-speed Internet service and offer a homier atmosphere than hotels.
* Most bed-and-breakfast owners are couples, 72%, and another 18% are single women; 5%, single men; and 5%, non-couple partnerships.
* Although most bed-and-breakfasts are located in a village, 43%, and rural locations, 29%, almost one-quarter (23%) are located in urban settings, which is conducive to business travelers and those who want to be close to a city’s culture and activities.

**Guest Amenities Found at Most Bed-and-Breakfasts, 2015**

|  |  |
| --- | --- |
| Common Areas | Guest Rooms |
| Internet | * Internet
 |
| Magazines | * Magazines
 |
| Hot/Cold beverages | * Televisions
 |
| Board games | * Fireplace
 |
| Fireplace | * Luxury bed linens
 |
| Televisions | * Robes
 |
| Refrigerator | * Premium branded toiletries
 |
| Newspapers | * Jetted tub
 |
| Telephone |  |
| Cookies/Cakes/Candies/Fruit |  |
| Fresh flowers |  |

 Little Hotelier, June 2015

**B&Bs at Their Best**

* The better bed-and-breakfasts distinguish themselves from hotels, motels and accommodation-sharing services by offering complementary transportation services, afternoon snacks, an entertainment library and beach supplies.
* Many successful bed-and-breakfasts are highlighting their pet-friendly policies, especially with the constant increase in the number of pets and people traveling with pets. These B&Bs feature potty areas and treats.

**Best Bed-and-Breakfast in All 50 States, 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| Name | Location | Name | Location |
| Crenshaw Guest House | * Auburn, AL
 | * Good Medicine Lodge
 | * Whitefish, MT
 |
| Black Bear Inn | * Ketchikan, AK
 | * Westview Bed and Breakfast
 | * Lincoln, NE
 |
| The Inn at 410 | * Flagstaff, AZ
 | * Cobb Mansion
 | * Virginia City, NV
 |
| Lookout Point Lakeside Inn | * Hot Springs, AR
 | * Sugar Hill Inn
 | * Sugar Hill, NH
 |
| Inn on Randolph | * Napa, CA
 | * Peter Shields Inn & Restaurant
 | * Cape May, NJ
 |
| Avenue Hotel Bed and Breakfast | * Manitou Springs, CO
 | * Old Taos Guesthouse
 | * Taos, NM
 |
| Simsbury 1820 House | * Simsbury, CT
 | * The Roxbury
 | * Roxbury, NY
 |
| Bewitched & BEDazzled B&B | * Rehoboth Beach, DE
 | * Small B&B Café
 | * Pittsboro, NC
 |
| The Mermaid & The Alligator | * Key West, FL
 | * The Sanctuary
 | * Walhalla, ND
 |
| Catherine Ward House Inn | * Savannah, GA
 | * Wishmaker House
 | * Bellville, OH
 |
| What a Wonderful World | * Kihei, HI
 | * Whispering Pines
 | * Norman, OK
 |
| Cedar Mountain Farm | * Athol, ID
 | * A’ Tuscan Estate
 | * McMinnville, OR
 |
| Inn at Irish Hollow | * Galena, IL
 | * Pineapple Hill
 | * New Hope, PA
 |
| Market Street Inn | * Jeffersonville, IN
 | * Cliffside Inn
 | * Newport, RI
 |
| The Brown City Inn | * Iowa City, Iowa
 | * 1837 Bed & Breakfast
 | * Charleston, SC
 |
| Boot Hill | * Dodge City, KS
 | * Circle View Guest Ranch
 | * Scenic, SD
 |
| Chateau Bourbon B&B | * Louisville, KY
 | * River Inn of Harbor Town
 | * Memphis, TN
 |
| Ashton’s Bed and Breakfast | * New Orleans, LA
 | * Kimber Modern
 | * Austin, TX
 |
| Berry Manor Inn | * Rockland, ME
 | * Under the Eaves Inn
 | * Springdale, UT
 |
| Rachel’s Dowry Bed and Breakfast | * Baltimore, MD
 | * Made Inn Vermont
 | * Burlington, VT
 |
| The Platinum Pebble Boutique Inn | * West Harwich, MA
 | * Foster Harris House
 | * Washington, VA
 |
| Kalamazoo House | * Kalamazoo, MI
 | * 11th Avenue Inn
 | * Seattle, WA
 |
| A G Thompson House | * Duluth, MN
 | * The Angler’s Inn
 | * Harpers Ferry, WV
 |
| Shack Up Inn | * Clarksdale, MS
 | * SevenOaks
 | * Lake Geneva, WI
 |
| Alpenhorn Gasthaus | * Hermann, MO
 | * The Alpine House Lodge
 | * Jackson, WY
 |

Delish, August 2017

**Additional Analysis**

Bed-and-breakfast operators will find the following detailed data from AARP’s Travel Research: 2018 Travel Trends insightful and the basis for a number of marketing campaigns and message platforms.

**2018 Baby Boomer Traveler Audience Profiles, September 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| Profile Metric | International Only | Domestic Only | International & Domestic |
| AARP member | * 46%
 | * 57%
 | * 59%
 |
| Non-AARP member | * 54%
 | * 43%
 | * 41%
 |
| Male | * 36%
 | * 44%
 | * 52%
 |
| Female | * 64%
 | * 56%
 | * 48%
 |
| 53–59 | * 28%
 | * 34%
 | * 34%
 |
| 60–69 | * 55%
 | * 51%
 | * 51%
 |
| 70+ | * 17%
 | * 15%
 | * 15%
 |
| Caucasian American | * 78%
 | * 77%
 | * 76%
 |
| African American | * 6%
 | * 12%
 | * 9%
 |
| Latino American | * 6%
 | * 8%
 | * 11%
 |
| Asian American | * 10%
 | * 3%
 | * 4%
 |
| Average income | * $101,000
 | * $86,000
 | * $107,000
 |
| Singe/never married | * 11%
 | * 8%
 | * 4%
 |
| Married/living together | * 75%
 | * 72%
 | * 81%
 |
| Divorced/separated | * 6%
 | * 13%
 | * 12%
 |
| Widow | * 8%
 | * 6%
 | * 3%
 |

 AARP, November 2017

**Baby Boomers’ Types of Domestic Trips, September 2017**

|  |  |  |  |
| --- | --- | --- | --- |
| Type of Trip | Percent | Type of Trip | Percent |
| Summer vacation | * 12%
 | * Girls’ getaway
 | * 3%
 |
| Multi-generational | * 12%
 | * Wedding/Graduation
 | * 3%
 |
| Weekend getaway | * 11%
 | * Spring break
 | * 2%
 |
| Holiday travel | * 8%
 | * Adventure travel
 | * 2%
 |
| Bucket list | * 7%
 | * To attend a sporting event
 | * 1%
 |
| Solo travel | * 7%
 | * Guys’ getaway
 | * 1%
 |
| Romantic getaway | * 6%
 | * Heritage trip
 | * 1%
 |
| Celebration vacation | * 6%
 | * Food-focused trip
 | * 1%
 |
| Family reunion | * 6%
 | * Other
 | * 8%
 |
| Obligation/Required | * 5%
 |  |  |

 AARP, November 2017

*Sources:* U.S. Travel Association Website, 12/17; Expedia Media Solutions Website, 12/17; MMGY Global Website, 12/17; Little Hotelier Website, 12/17; AARP Website, 12/17; Skift Website, 12/17; *USA Today* Website, 12/17; Delish Website, 12/17.

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