**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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