

2022–2023

U.S. Fall/Winter Travel Trend Forecast

Travel predictions based on external survey responses and internal HomeToGo data from U.S. travelers



U.S. Fall and Winter Travel Trend Forecast

After a summer where surging international travel was accompanied by a wave of airport delays, flight cancellations and rising costs, this coming fall and winter is predicted to see unique shifts in how the world is traveling.

HomeToGo tapped into its wealth of internal search data, combined with a survey of travelers across the United States, to uncover the travel trends on the horizon for the 2022 autumn and 2023 winter seasons.

*For more information on how we created this forecast, please see the [methodology](#).



High Demand for Fall and Winter Travel

Similar to the summer travel season, a sense of confidence is returning for this fall and winter as plans become more predictable and the desire to visit new places grows.

- **80% of U.S. survey respondents** are planning to travel in the next six months
- The average U.S. traveler plans to take **2-3 trips overnight trips** the next six months
- **Millennials are eager to explore** – **86%** are planning at least one overnight trip this fall or winter



Emerging Escapes for Fall & Winter

As the days become shorter and the temperatures cooler, a growing number of U.S. travelers are searching for stays in these quiet beach communities, mountain villages, and lakeside towns.



-  **Bar Harbor, ME**
923% vs 2021
-  **Lake Cumberland, KY**
813% vs 2021
-  **Keuka Lake, NY**
714% vs 2021
-  **Watersound, FL**
525% vs 2021
-  **Steamboat Springs, CO**
482% vs 2021

*Top emerging destinations based on traveler search volume.



Bar Harbor, ME

Many travelers are planning fall and winter getaways to Bar Harbour this year, especially Mount Desert Island along Maine's Frenchman Bay. Travelers can expect mountainous towns with breathtaking views of the cliffs of nearby Acadia National Park.



Lake Cumberland, KY

Adventurers looking for the perfect lake haven can explore one of the largest and most visited lakes in the Eastern U.S. with more than 1,200 miles of shoreline and some of the best striped bass fishing in the U.S.



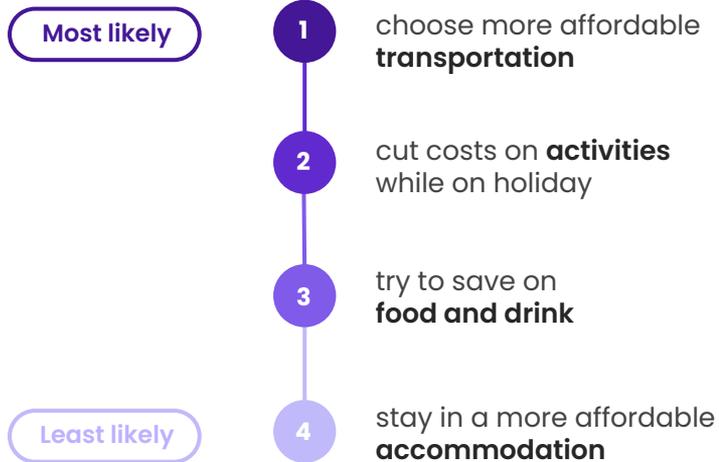
Keuka Lake, NY

Nestled in the heart of New York wine country, travelers can enjoy beautiful lake views and a charming small-town feel with unique excursions that are perfect for an outdoor retreat.

Rising Demand Meets Rising Prices

Despite the rising cost of living, more than half (**52%**) of respondents said their travel plans would *not* be affected by inflation over the next six months—indicating that many travelers still want to travel!

Those who said their travel plans would be affected by rising prices were asked **where they would be most likely to cut costs:**



Perfect accommodation for the savvy traveler

Vacation rentals are the ideal accommodation for those looking to stay domestic, visit natural attractions or cook meals at home with full cost control.

The Fall Shoulder Season Gets Bolder

This summer had a turbulent start with many experiencing flight delays, lost luggage, and long lineups for attractions.

As we move into the quieter months before the holidays, we're seeing a **28% year-over-year uplift** in travelers searching for fall getaways on HomeToGo.com, signaling strong momentum for the season ahead.



TRAVELER TIP:

The average daily rate for a vacation rental is **14% less expensive** in fall compared to summer.

*Autumn shoulder season:
September to November

Most searched destinations for fall travel:



[Hilton Head Island, South Carolina](#)



[Destin, Florida](#)



[Nashville, Tennessee](#)



[Gulf Shores, Alabama](#)



[Myrtle Beach, South Carolina](#)

Cleanliness Over Price Tags

Beyond price, what are the top considerations when booking a vacation rental?



#1 Cleanliness



#2 Price



#3 Location



#4 Free cancellation



TRAVELER TIP:

The HomeToGo App lets users compare **multiple homes simultaneously** based on price, location, ratings, amenities, and more.



Hygiene is the top priority for travelers when booking accommodations. **63% of respondents ranked 'cleanliness' as very important factor when booking an accommodation**, prioritized over other factors including price, location, free cancellation, amenities, and guest reviews.



Key Takeaways



Busy Autumn and Winter!

80% of surveyed U.S. travelers are planning to travel this fall and winter



Fall foliage destinations on the up-and-up; destinations known for their vibrant autumn colors are seeing the biggest uplift in demand



Accommodations are the most resilient category among travelers looking to save money this fall and winter



Fall shoulder season is heating up for travelers looking to book trips with fewer crowds and lower prices

Methodology

This forecast focuses on vacation rental travel trends and search behaviors for the fall and winter seasons in the United States, taking place between 1 September 2022 and 28 February 2023. Findings are based on a combination of internal HomeToGo search data and external survey findings. More detailed information can be found below:

Survey Insights

Research conducted by HomeToGo among a sample of 500 U.S. respondents. To participate in this survey, respondents had to be 18 or older. The survey was carried out online between 3 August 2022 - 5 August 2022.

HomeToGo Internal data

Most Searched Destinations:

Findings for the most searched destinations are based on traveler searches for vacation rentals on HomeToGo.com with following parameters:

Search Period 1: 1 June - 1 September 2022 with check-in dates between 1 September 2022 - 28 February 2023

Search Period 2: 1 June - 1 September 2021 with check-in dates between 1 September 2021 - 28 February 2022

Data was collected on 9 September 2022. Top emerging destinations have a minimum of 500 searches per year.

Shoulder Season Search Data:

Findings for the annual year-over-year increase in international searches are based on travelers searching for vacation rentals on HomeToGo.com with the following parameters:

Search Period 1: 1 June 2022 - 1 September 2022 with a check-in date between 1 September 2022 - 22 November 2022

Search Period 2: 1 June 2021 - 1 September 2021 with a check-in date between 1 September 2021 - 22 November 2021

Data was collected on 6 September 2022.

making **incredible homes** easily accessible to everyone



HomeToGo is the marketplace with the **world's largest selection of vacation rentals**, listing millions of offers from thousands of trusted partners, including Booking.com, Vrbo and TripAdvisor. From vacation homes, cabins, beach houses, apartments, condos, house boats, castles, farm stays and everything in between, HomeToGo combines price, destination, dates and amenities to find the perfect accommodation for any trip worldwide.

Founded in 2014, HomeToGo **operates local apps & websites in 25 countries across Europe, North America, South America, Australia and Asia-Pacific**. HomeToGo also operates brands such as Agriturismo.it, AMIVAC, Casamundo, CaseVacanza.it, e-domizil, EscapadaRural, Tripping.com and Wimdu. To learn more, visit www.hometogo.com or download the [HomeToGo app](#).

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