

BedandBreakfast.com Survey Shows Americans Poised to Travel Memorial Day Weekend and Beyond

2008-05-22

Nearly 65% of innkeepers say Memorial Day and summer bookings ahead of last year, crediting increases to more international visitors, economic stimulus checks, and one-tank trips

While gas prices continue rising, B&B travelers refuse to give up their vacations. Whether fueled by economic stimulus checks or benefiting from one-tank destinations, more than 66% of U.S. innkeepers responding to a BedandBreakfast.com survey stated that bookings for Memorial Day were even or had increased since last year. Similarly, 61.5% of respondents said that even in an unstable economy, bookings for the summer will be up over last year, based on advance reservations.

The survey, conducted by BedandBreakfast.com, the leading online B&B directory and reservation network worldwide, was sent to 5300 innkeepers in the United States. Over 1000 innkeepers responded from every region of the country. More than 29% of respondents reported that Memorial Day bookings are ahead of last year, while over 37% noted that they are even with last year's bookings -- a notable achievement in an unstable economy. Innkeepers' comments explaining the reasons for increased reservations ranged from proximity to scenic attractions to travelers' preferences for one-tank getaways. Additional explanations for positive B&B travel trends included savvy marketing, an increase in Canadian and international visitors, use of economic stimulus checks for travel, and proximity to public transportation. The majority of American B&Bs are a one-tank drive from a city, making them an excellent getaway choice for Memorial Day and beyond.

While most innkeepers reported increases in reservations for the Memorial Day weekend and the summer, 37% of BedandBreakfast.com survey respondents stated that bookings were down for Memorial Day travel. Among those responding, 82% attributed the decrease to the price of gas. More than 71% claimed that the unstable economy was affecting travel and over half pointed to strengthening last-minute travel trends (respondents answered more than one reason).

With the heightened focus on the price of gas, smart B&B travelers who fill up on hearty breakfasts are finding themselves being treated to their own fill-up through the BedandBreakfast.com "Tanks a Lot!" promotion, where free gas is offered to B&B travelers. More than 175 B&Bs from 40 states, Canada, and the Caribbean have posted creative offers through BedandBreakfast.com's "Tanks a Lot!" program. Offers of up to \$75 are being offered for consecutive night stays.

This article comes from Hotel News Resource

<http://www.hotelnewsresource.com>

The URL for this story is:

<http://www.hotelnewsresource.com/article32759.html>

© 1998 - 2008 Nevistas and the author.

Brought to you by Hotel News Resource

Distribute your news on our Network

See what all the buzz is about at:

http://www.hotelnewsresource.com/Info-news_account_info.html