



US Consumers Going Home for the Holidays May Skip the Relatives and Go Straight to the Rental

December 5, 2019

New survey by trivago reveals 25% of Americans consider a rental or alternative accommodation their "ideal hotel" for the holiday season

DÜSSELDORF, GERMANY – December 5, 2019 – While the holidays can bring families together, squeezing multiple generations into one home doesn't always lead to joyous and peaceful celebrations. In some cases, family tensions are unwrapped sooner than the presents under the tree. This may explain why only half of holiday travelers (49%) say they prefer staying with relatives or friends, with more than four in 10 (42%) saying they choose to stay in a local hotel, according to a new survey by trivago N.V. (NASDAQ: TRVG), a leading global accommodation search platform.

The consumer omnibus survey, conducted from Nov. 14-17, polled more than 1,000 Americans on their lodging preferences during the holidays. The results reveal significant differences among households with kids and across generations.

Rentals are Greater Than Relatives

One-quarter of consumers says their "ideal hotel" for the holidays is a rental or alternative accommodation, and nearly one in five (19%) say they'd prefer to drive back to their own apartment/home than stay with relatives or pay for a hotel. This preference is even higher among Baby Boomers, with nearly one-quarter (23%) admitting they'd rather hit the road than crash with relatives.

"What the data reveals is the significance of apartments for all ages of travelers, even if a stay at their family home is available," said Axel Hefer, CEO of trivago. "It's clear that travelers are looking for that home-like feel during the holidays, maybe having a kitchen available or the coziness of living room. Rental owners and alternative accommodation sites have a great opportunity this holiday season to deliver on consumer expectations and desires for privacy and comfort during the busiest and sometimes most stressful time of the year."

Travelers with Kids Find Rentals More Realistic

Traveling with kids is often more demanding than taking a solo trip. In general, the added pressure of entertaining kids while trips tend to take longer because of crowds and inclement weather, can make the idea of traveling for the holidays not exactly jolly. This may explain why a larger percentage of households with kids admit that they prefer to stay on their own versus with relatives, compared to the national average. Nearly one-third (32%) of those with kids say they'd choose a rental as their "ideal hotel" this holiday season, compared to a quarter of overall respondents.

Peace and Quiet: The Greatest Gift of All

The trend of gifting experiences has continued to increase in popularity over the years; however, this year more people may purchase gift cards to alternative accommodation sites for Millennials based on what the trivago survey reveals. More than one-third of Millennials (36%) agree with the statement that the greatest gift they could receive this holiday season is the experience of staying in a rental. This is a substantial increase compared to the 29% of overall respondents who say they agree staying at a rental would be the ultimate gift this holiday season.

For more information, visit our [website](#) and [magazine](#).

About the survey

trivago commissioned Engine to conduct a demographically representative omnibus survey among a sample of 1,004 U.S. adults 18 years of age and older. This survey comprised 502 men and 502 women and was live on November 14-17, 2019.

About trivago

trivago is a leading global hotel search platform focused on reshaping the way travelers search for and compare hotels and alternative accommodations. Incorporated in 2005 in Düsseldorf, Germany, the platform allows travelers to make informed decisions by personalizing their hotel search and providing them access to a deep supply of hotel information and prices. trivago enables its advertisers to grow their businesses by providing access to a broad audience of travelers via its websites and apps. As of June 30, 2019, trivago has established 55 localized platforms connected to over 3.5 million hotels and alternative accommodations, in over 190 countries.

For more information, trivago's earnings releases and other financial information are available at ir.trivago.com or visit company.trivago.com/press for all corporate news.

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Forward looking statements

This press release contains certain forward-looking statements. Words, and variations of words such as "believe," "expect," "plan," "continue," "will," "should," and similar expressions are intended to identify our forward-looking statements. These forward-looking statements involve risks and uncertainties, many of which are beyond our control, and important factors that could cause actual events and results to differ materially from those in the forward-looking statements. For additional information factors that could affect our forward-looking statements, see our risk factors, as they may be amended from time to time, set forth in our public filings with the Securities and Exchange Commission. We disclaim and do not undertake any obligation to update or revise any forward-looking statement in this press release, except as required by applicable law or regulation.

As used herein, references to "we", "us", the "company", or "trivago", or similar terms shall mean trivago N.V. and, as the context requires, its subsidiaries

