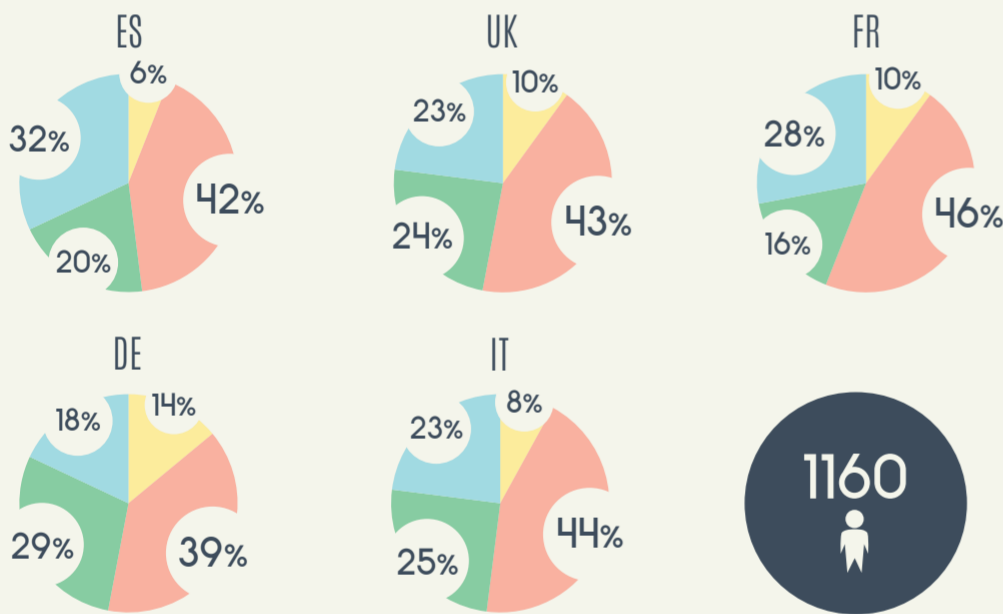
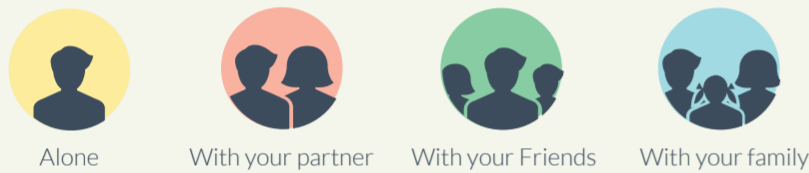


# TRAVELLERS

INFOGRAPHIC SPRING 2015

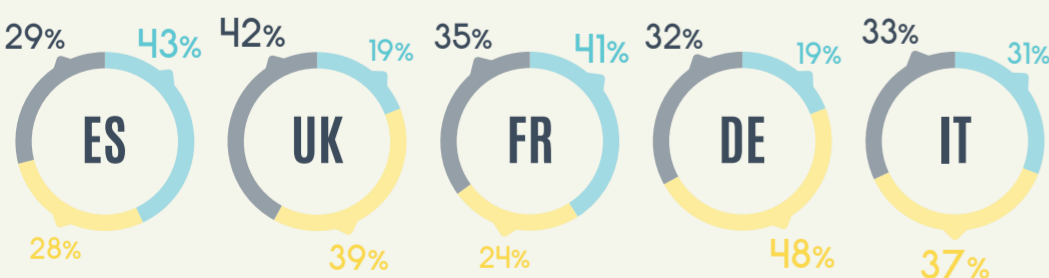
only-apartments GLOBAL SHORT RENTALS

## HOW DO YOU USUALLY TRAVEL?

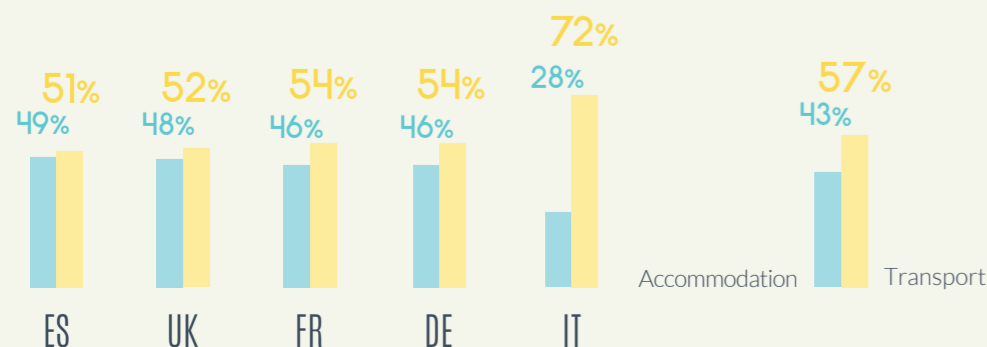


## WHEN DO YOU PREFER TO TRAVEL?

During the high season    On weekends / holidays    During the week

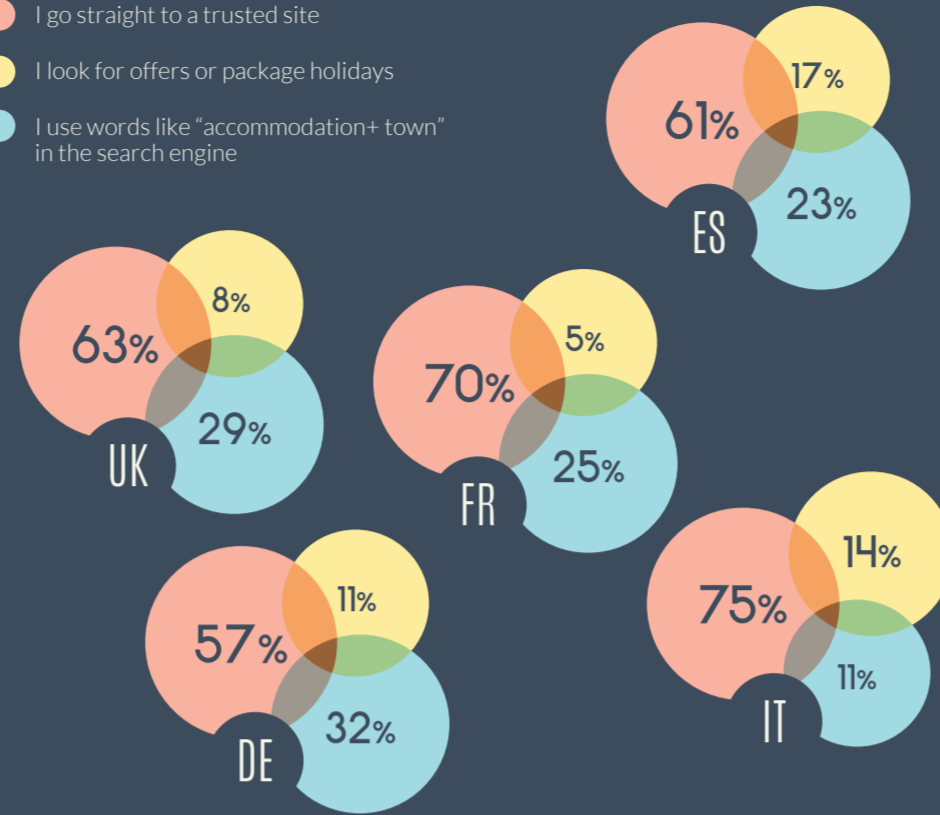


## WHEN ORGANIZING YOUR TRIP, WHAT'S THE FIRST THING YOU LOOK INTO?



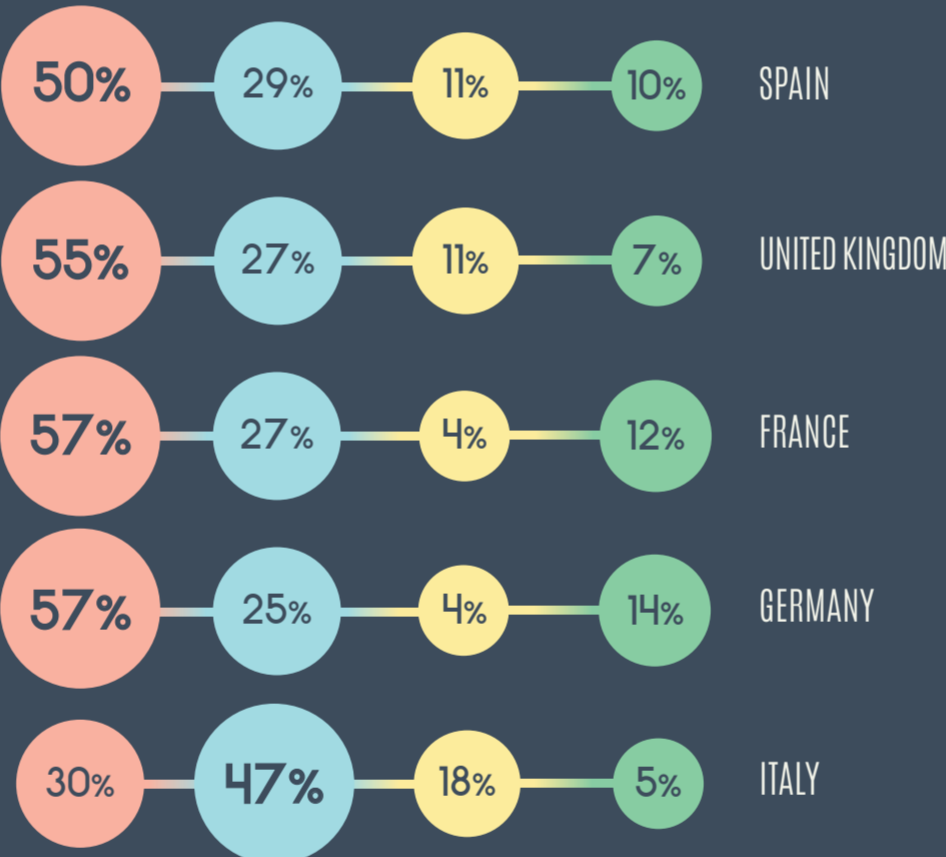
## HOW DO YOU START YOUR ONLINE SEARCH?

- I go straight to a trusted site
- I look for offers or package holidays
- I use words like "accommodation+ town" in the search engine



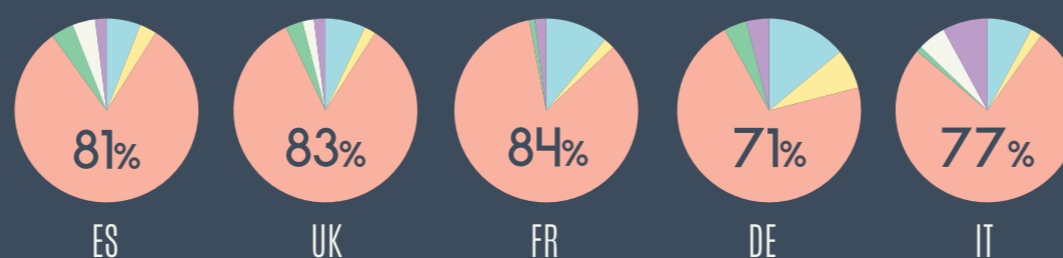
## WHAT TYPE OF FILTERS DO YOU USE ONCE YOU'RE ON THE SITE?

- Location
- Lowest price
- Recommended by the web
- Popularity



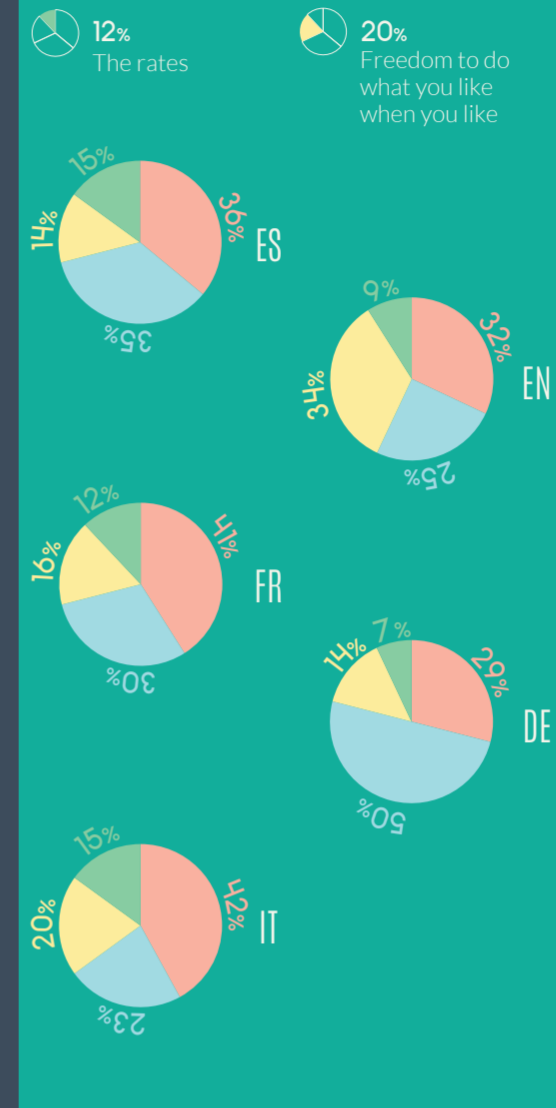
## FOR YOU, WHAT'S THE MOST IMPORTANT FACTOR WHEN LOOKING FOR ACCOMMODATION?

- Includes Breakfast
- Parking
- AC / heating
- Good Location
- Wifi
- Other

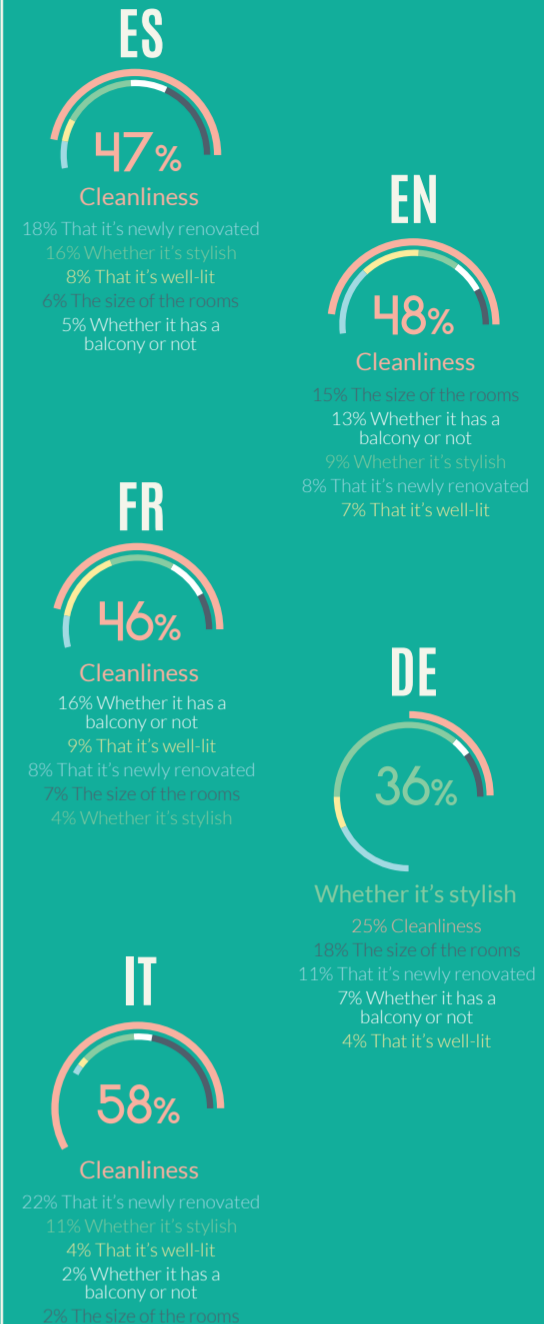


## WHY IS STAYING AT AN APARTMENT MORE ADVANTAGEOUS THAN STAYING IN A HOTEL, IN YOUR OPINION?

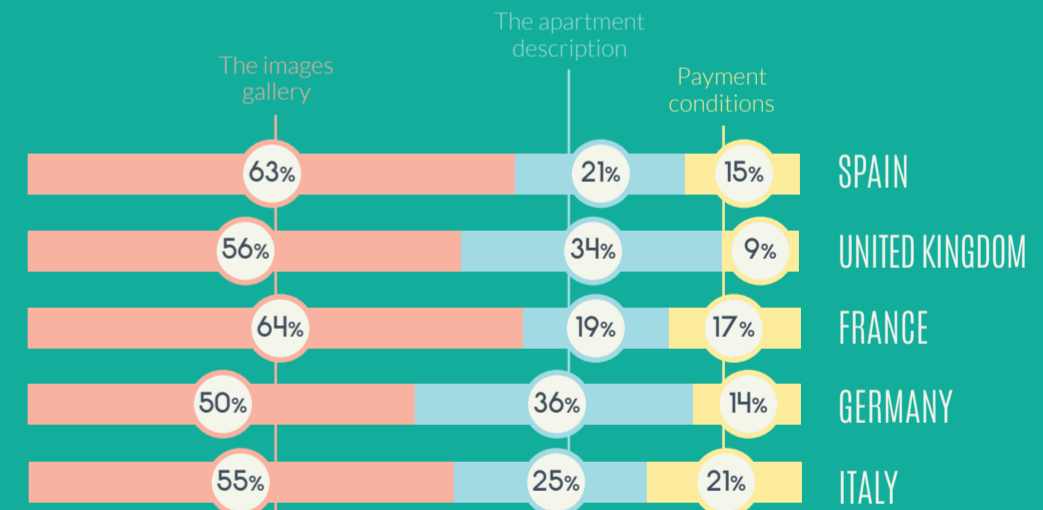
- The kitchen: I can eat what I want, when I want and this helps me to save money (36%)
- Comfort and privacy: The feeling that I'm in my own home (32%)
- The rates (12%)
- Freedom to do what you like when you like (20%)



## WHAT'S THE FIRST THING YOU THINK OF WHEN VIEWING THE APARTMENT'S PHOTOS?



## WHAT DO YOU CONSIDER MOST?



## WHAT DO YOU EXPECT FROM THE OWNERS?

