

## **Pet Travelers Flex Their Online Muscles: TRIPSwithPETS.com Poll Reveals their Demands and Habits**

*To better understand the demands and habits of this booming market, TRIPSwithPETS.com conducted an online survey of pet travelers and the results are in!*

South Portland, Maine – There are more pets than people in the U.S. In fact, Americans own more pets than ever before. Approximately 65% of American households now own a pet, which is the highest level in recorded history. Approximately 78% of them are hitting the road and skies each year with their furry friends. This growing market has made itself known and the travel industry has responded as more and more accommodations across the U.S. are rolling out the red carpet for these traveling pets. To better understand the demands and habits of this booming market, TRIPSwithPETS.com conducted an online survey of pet travelers and the results are in!

When it comes to booking pet friendly accommodations online, a whopping 71% of people who travel with their pets indicated that they just wouldn't do it. While 87% say that they do indeed go online to research pet friendly accommodations and plan their trip they still do not feel comfortable booking online. The #1 reason for their discomfort is that booking online does not allow them to alert the hotel that they are traveling with their pet. Instead, after going online to find pet friendly lodging, they prefer to call the hotel to book their stay so that they can be certain that the lodging expects their traveling pet. In addition, 42% of pet travelers like to call the hotel so that they can request a room on the first floor, close to an exit to make it easier to walk their pet. So what would make pet traveling people less reluctant to book online? Including pet information in the hotel's booking engine would make 76% more apt to book pet travel online. Even given the growing number of pet friendly accommodations, you may be surprised to find that 41% of respondents have at some point snuck their pet into accommodations during their travels. Aside from the lodging not being pet friendly, other reasons for the sneak-ins include; their pet was too big, the accommodation did not accept their type of pet, cost was too much extra for their pet.

Not all pet friendly accommodations are created equal and pet travelers are well aware of this. Eighty-four percent of respondents reported that they actually compare pet amenities offered by accommodations when selecting where to stay. On the top of the list of preferred amenities is pet sitting services. Although most accommodations don't offer these services themselves, some high-end properties' concierge do provide guests with a directory of local pet sitters that will come to the hotel room to watch pet guests while their people step out. In response to this, TRIPSwithPETS.com now offers a nationwide directory of pet sitters at <http://www.tripswithpets.com/petsitters.asp>. Other preferred pet amenities that are at the top of discriminating pet travelers lists include; clean-up bags (21%) pet recreation listings (12%), in-room feed bowls (7%), and pet walking services (5%).

It appears that pet travelers are willing to pay for these special amenities. Over 95% of respondents would pay extra to accommodate their animal companions with most willing to pay up to \$50 per night and some actually willing to pay over \$50 extra per night for their pets.

It is apparent that people love to vacation with their pets and care a great deal about accommodating them. Eighty-nine percent of respondents have stayed at a pet friendly

accommodation at least once in the past 2 years. And pet travelers aren't afraid to venture far from home. Over 65% travel anywhere from 50 to 500 miles from home.

America's love affair with their pets is evident in their habits and preferences when it comes to traveling with their furry and four-legged companions. Their mounting numbers and financial muscle is destined to continue to raise the bar when it comes to pet travel.

TRIPSwithPETS.com is the premier online resource for pet travel. They offer resources for pet travelers to ensure they are welcome, happy, and safe when traveling. Visit <http://www.tripswithpets.com>, to find a directory of pet friendly accommodations across the U.S., pet recreational activities, airline pet policies, pet sitters, pet travel supplies, along with other pet travel resources. For more information, contact Ann Kelly at 207-767-1613.

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