



Travel Survey 2026

LANDING

The State of the Long Stay

Why Travelers Are Settling for Accommodations

Staying Somewhere for a While Should Feel Simple

Travelers have changed faster than the places built to host them. Trips stretch across work, family, relocation and leisure. More people are spending enough time away that the place they book has to work as part of everyday life. Yet the accommodation choices have not kept pace.

I have seen this firsthand. In 2016, I moved across the country and spent weeks living out of places that were never built for it. Hotel rooms with no kitchen and nowhere to work. An empty apartment that I had to furnish myself before it felt like anywhere at all. I remember thinking, “Why is it this hard to just stay somewhere for a while?”

We launched Landing because staying somewhere for a while should feel simple. It began as a way to live flexibly for months at a time, but we have seen that the same need exists across a much wider range of trips. Sometimes “a while” means a few months during a relocation. Other times, it means a week-long family visit, an extended work trip or a few extra days exploring a new city.

Landing has evolved with that demand. Today, guests can book our fully furnished apartments for a few nights, a few weeks, several months or longer – with the space and comforts of home and the consistency, amenities and support they expect from hospitality. But we wanted to understand how widespread this need was beyond our own guests.

So we surveyed 1,000 American travelers to find out. Are people actually changing how they book once a trip runs long? Where do hotels and vacation rentals fall short when a stay lasts longer than a couple of nights? And if a third



option existed at a similar price, would anyone take it?

Our clearest finding is that travelers have learned to settle. Among those who have taken a trip of five nights or more, one in five say they often or always have to compromise because no option fully meets their needs. They are making the available choices work, then absorbing the trade-offs when the stay runs longer.

But when we proposed a hypothetical booking scenario, in which there was a third option available, their preference became clear. For trips of more than five nights, at a similar price, nearly half would choose a professionally managed furnished apartment, compared with 31% who would go with a hotel, and 21% who choose a vacation rental.

Together, these findings point to both the problem and the opportunity.

Travelers shouldn't have to accept more trade-offs simply because a trip lasts longer than a few nights. Companies that build for how people actually stay, rather than how the category was drawn up decades ago, will be the ones defining hospitality over the next ten years. We intend to be one of them.

— Bill Smith, Founder and CEO, Landing

70%

of Landing bookings are for five nights or longer, and those stays account for 97% of nights sold.

SECTION 1

The Status Quo

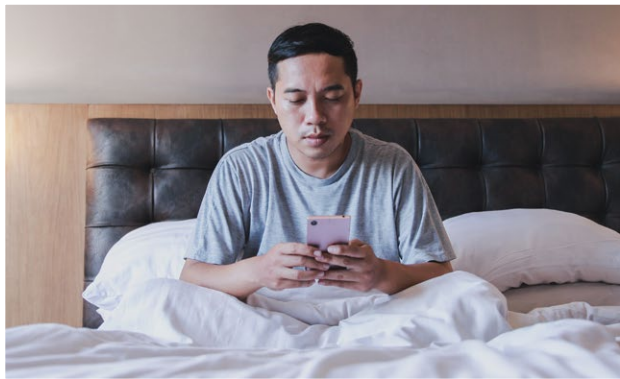
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Key Findings

The numbers that matter most

THE STATE
OF LONG STAYS

85%

of all travelers have stayed away from home for five or more consecutive nights in the past five years. We've deemed this segment of the 1,000 consumers surveyed "long-stay travelers."



THE CHALLENGE

58%

of long-stay travelers say no accommodation option fully meets their needs at least some of the time on a longer trip.



THE SHARED GAP

37%

agree hotels and rentals both have real strengths but neither fully meets their needs.



55%

say hotels lack comfort and space.



52%

say vacation rentals lack consistency and reliability.



THE SOLUTION



+



60%

of all respondents would often or always choose an option that combines hotel-level consistency with the space and comfort of a furnished home, at a comparable price.

46%

would choose a professionally managed furnished apartment over a traditional hotel at a similar price.



SECTION 1

The Status Quo

The search for a different kind of stay has already started

Travel patterns are shifting, but not in one uniform direction.

Zoom out, and the travel landscape is expanding, as U.S. travel spending is forecast to reach a record \$1.37 trillion this year, with domestic leisure accounting for \$909 billion of it, according to the U.S. Travel Association's Spring 2026 forecast.

Zoom back in on individual travelers, and the picture is much more fragmented. Some are traveling more frequently or taking longer trips, while others are traveling less or shortening their stays. 11% have increased both their travel frequency and trip length.

The split gets sharper across age and income. 35% of travelers between 30 and 44 are taking more trips than they were three years ago, and so are 35% of those earning \$100,000 or more, against 17% of travelers over 60. One in five say part of what has changed is the type of place they book. For some travelers, the search for a different kind of stay has already started.



69%

of travelers have changed how often they take trips, how long they stay, or both, reflecting a travel market moving in increasingly different directions.

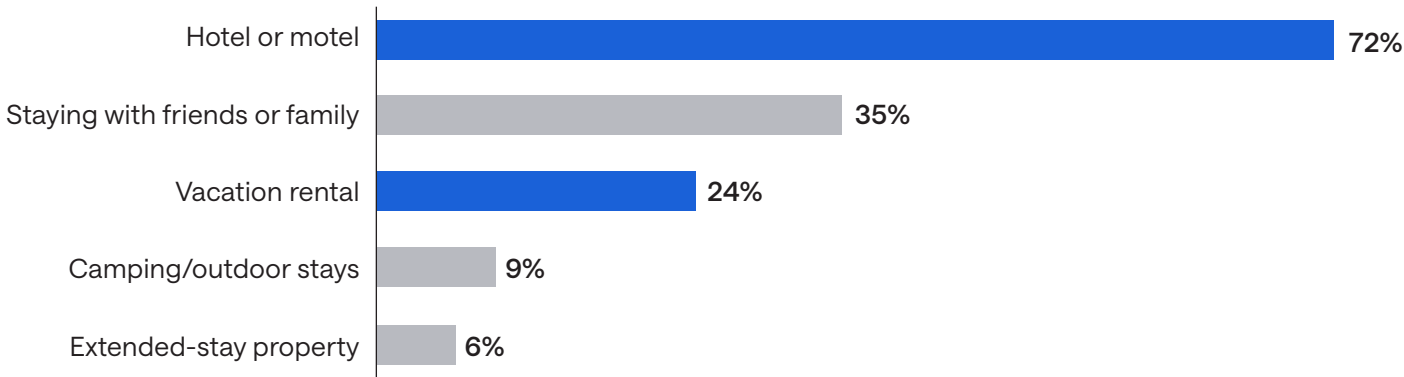
The Commercial Menu Still Has Two Main Options on It

Twenty years ago, there was one answer for nearly all accommodation needs: a hotel. Unless the trip called for something specific, a long project, or a relocation that pushed you toward an extended-stay property, hotels were the default. Then vacation rentals arrived, and a second item was added to the menu.

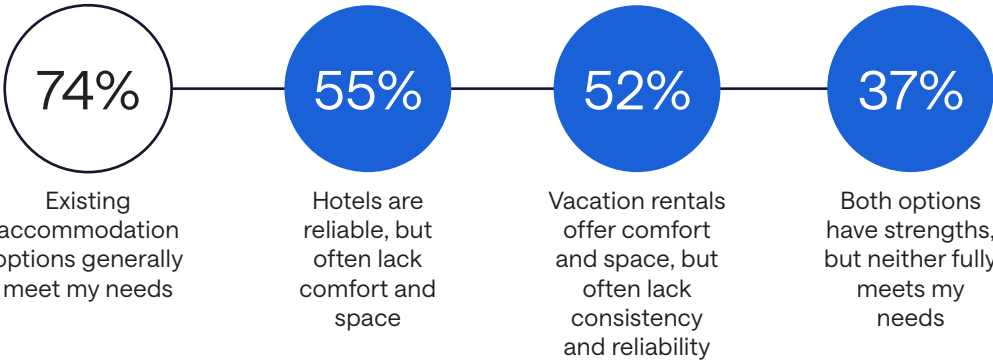
That's roughly where it still sits. Hotels remain the default for the clear majority, with vacation rentals a distant second among paid options; one in four travelers name them among the accommodations they book most often. Two choices might have been enough if travel habits had held still. But they've fragmented in half a dozen directions, and the strain shows up the moment travelers are asked a second question: do these accommodations truly meet your needs?



Accommodations travelers book most often



How well current options meet traveler needs





HOTELS

55%

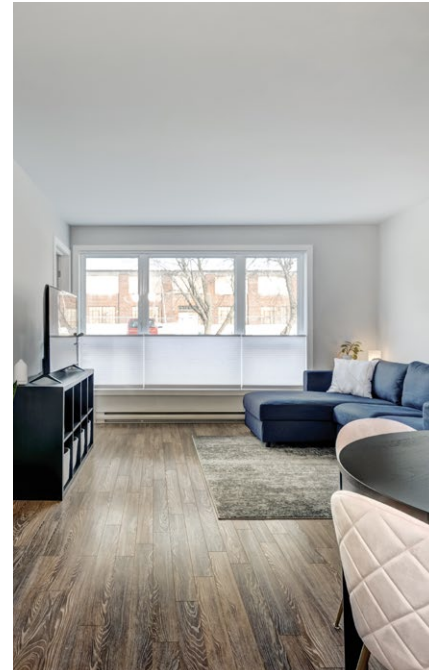
say hotels are reliable, but often lack comfort and space.



VACATION RENTALS

52%

think vacation rentals offer comfort and space, but often lack consistency and reliability.



THE OVERLAP

37%

agree hotels and rentals both have real strengths but that neither provides everything they're looking for.

SECTION 2

Where the Default Options Fall Short of Guest Expectations

Hotels and vacation rentals handle short trips pretty well. One provides reliable service quality and amenities for any given national brand, and the other provides a roomier and more home-like feel. For a weekend away or a two-night conference, either will do the job without forcing most travelers to spend much time thinking about what may be missing.

Push that same trip past five nights, and the trade-offs become harder to ignore. Travelers start asking more of the place they're staying, and what made it appealing in the first place no longer makes up for what's missing. "Good" quickly becomes "good enough."

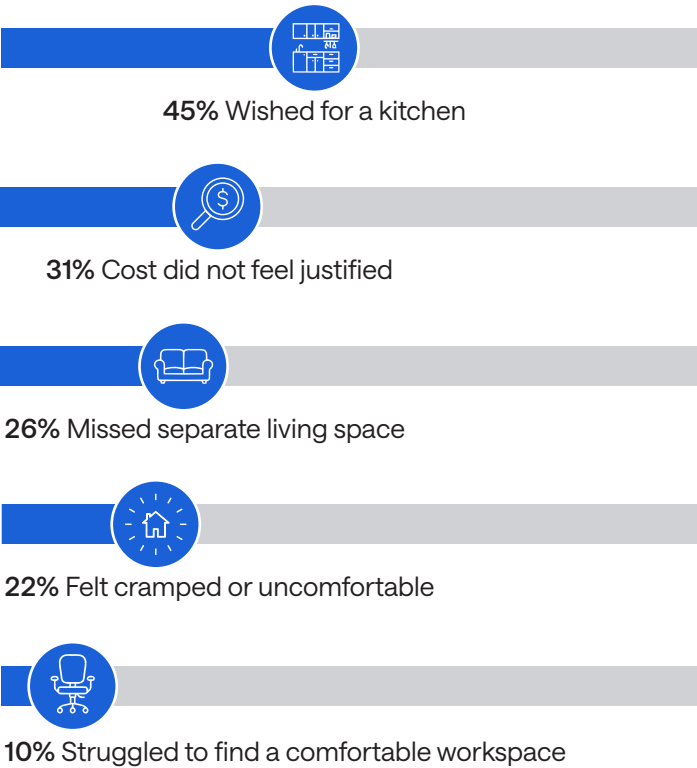
With Long Stays, Frustrations Emerge for Both Hotels and Vacation Rentals

Room service, housekeeping, and a front desk can make a short hotel stay feel easy. Stay long enough, though, and the room itself starts to matter more. When a stay extends beyond five nights, 51% of travelers say hotels are not ideal, with space and everyday amenities driving much of the frustration.

The specific issues raised are strikingly ordinary. 45% wished they had a kitchen, 26% missed having a separate living space, and 22% felt cramped or uncomfortable. 20% ran out of clean clothes with no suitable laundry option. The longer the trip gets, the more those small inconveniences start to resemble the basic requirements of daily life.

Against this backdrop, the appeal of a spacious vacation rental is easy to understand. But it has other weaknesses.

Concerns with hotels



52%

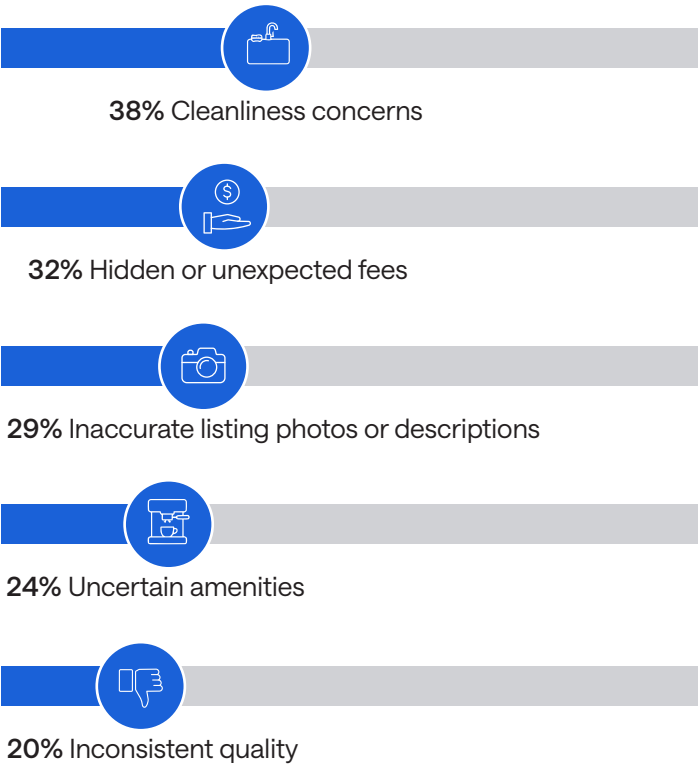
of vacation rental users have booked a property that looked significantly different in person than it did in the listing at least once.

Airbnb alone counts more than 5.5 million hosts, so unlike stays with major hotel conglomerates, the vacation rental experience can vary considerably from one property to the next.

From the data, a clear cluster of frustrations emerges with vacation rentals, centering on trust and predictability rather than square footage. The top issues cited regarding rentals are cleanliness, fees, and mismatched listings.

Space matters, but without consistency, more room doesn't mean a better stay. The reverse is true for hotels: reliability matters less when what you actually need is space and function. Each category is strong exactly where the other one is weak. The longer the stay, the harder those blind spots are to ignore.

Concerns with vacation rentals



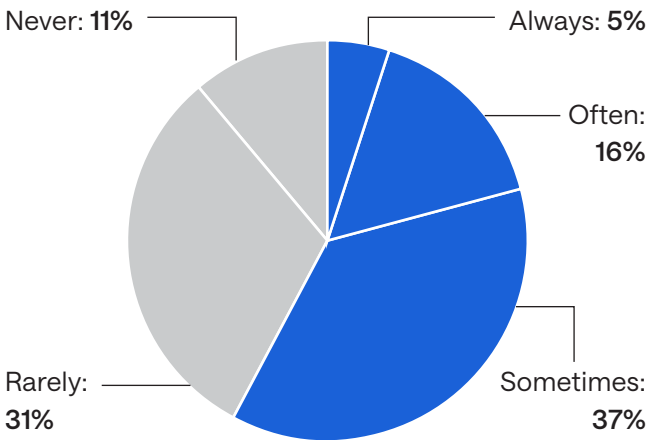


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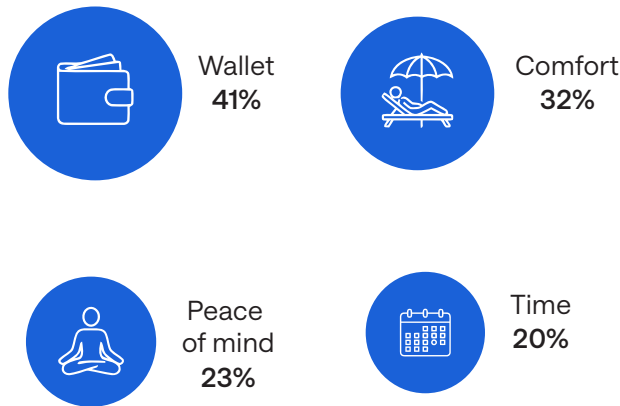
The Cost of Settling

Nobody books a bad stay on purpose, and it often starts fine. But the disappointment eventually seeps in.

How often long-stay travelers say they settle



Where the impact of settling is felt



The Biggest Cost Lands in the Wallet, But It Is Not the Only Place Travelers Feel It

Not every traveler describes this as a meaningful trade-off. But when accommodations do fall short, the effects are tangible: 41% report spending more on food, backup arrangements or upgrades when their accommodations miss the mark. Travelers may not always call that compromise, but they are paying for it — in added costs, reduced comfort and time spent researching, adjusting or troubleshooting.



Bad Vacation-Rental Experiences Build a Stronger Case for Consistency

The frustrations travelers report with vacation rentals are less about how much room the property has and more about whether it delivers what was promised. Cleanliness, unexpected additional fees, photos that flattered, uncertainty about which amenities will actually be there. Nearly four in five rental users name at least one, and the common thread is the difference between the listing and the experience waiting at the door.

Half of travelers who have stayed in a vacation rental have arrived somewhere that looked significantly different in person than it did online, and for a quarter of them it has happened more than once.

Still, few abandon rentals altogether. Most compensate. The largest group, 43%, spends significantly more time researching before booking next time, and more than a quarter retreat to hotels because “at least they knew what they were getting.”



43%

spend
significantly more
time researching
vacation rentals
following a
mismatch in
expectations.



FAMILIES

79%

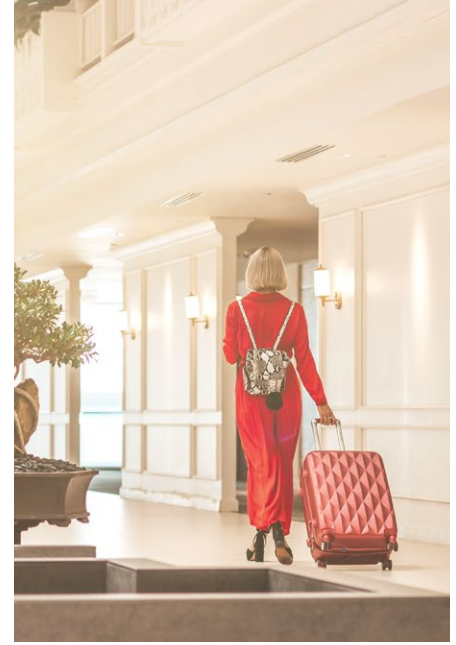
of parents change how they choose accommodations for a five-plus-night stay, against 68% of long-stay travelers without children.



PROFESSIONALS

87%

of frequent business travelers say they settle at least sometimes on longer trips, more than any other group in the survey.



HIGH-INCOME EARNERS

35%

of travelers earning \$100,000 or more are taking more trips than three years ago, against 13% of those earning under \$50,000.

SECTION 4

Who Feels It Most

A parent needs a kitchen. A business traveler needs a desk. What's required for any given accommodation depends entirely on why you're there and who you are. Across these groups, the more the stay has to support everyday life, the easier it is to notice what is missing.

Trips with children have more moving parts and far less room to absorb problems. Parents are more likely (48% vs 34%) than non-parents to experience a bad booking, and they weigh comfort and livability considerably higher when deciding where to stay.

At the same time, frequent business travelers provide the

sharpest signal of where discomfort is felt over time. Across all categories, they carry the most time spent away from home and have the most specific complaint to show for it. A quarter say they have struggled to find a decent place to work during a longer hotel stay, against 9% of everyone else. For a group traveling specifically to work, that gap is hard to dismiss as a minor inconvenience.

Higher earners are among the most likely to take more trips, and place noticeably more weight on comfort and livability when they book. That raises the bar for accommodations among a group whose travel is expanding.



SECTION 5

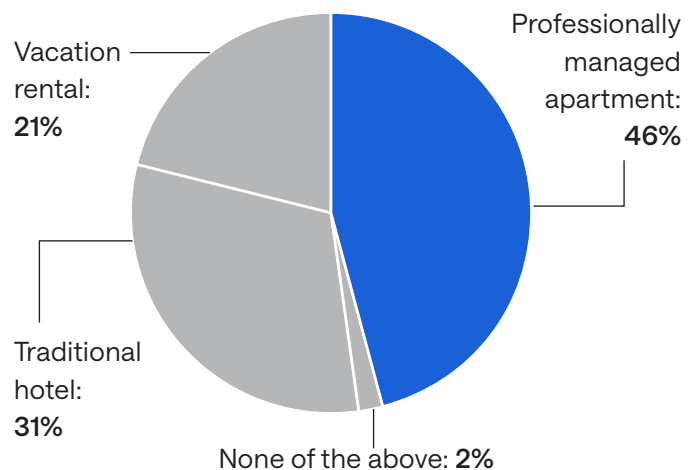
What Travelers Choose When the Mix of Options Expands

After seeing where the trade-offs show up and who feels them most, the next question is simple: what do travelers choose when a third option is available and placed on similar footing? The answer isn't particularly close.

We asked travelers about choosing between traditional incumbents and professionally managed, furnished apartments if all were offered at a similar price. 46% selected the furnished apartment, compared to 31% for a traditional hotel and 21% for a vacation rental. That puts the apartment 15 points ahead of the hotel in the hypothetical choice.

Even those most loyal to hotels show openness to something different. Among travelers who report booking hotels exclusively, 42% select the furnished apartment when presented with the similar-price scenario.

What respondents choose for a stay of five or more nights, at a similar price





What Travelers Actually Want Cuts Across Both Incumbents

When asked what they look for on a longer trip, two descriptions account for two-thirds of long-stay travelers. One is a reliable, hotel-quality experience with more space. The other is a place that feels like home: familiar, comfortable, and functional.

The desires are revealing because neither answer fits neatly within the traditional category lines. Travelers are describing the strongest qualities of hotels **and** homes.

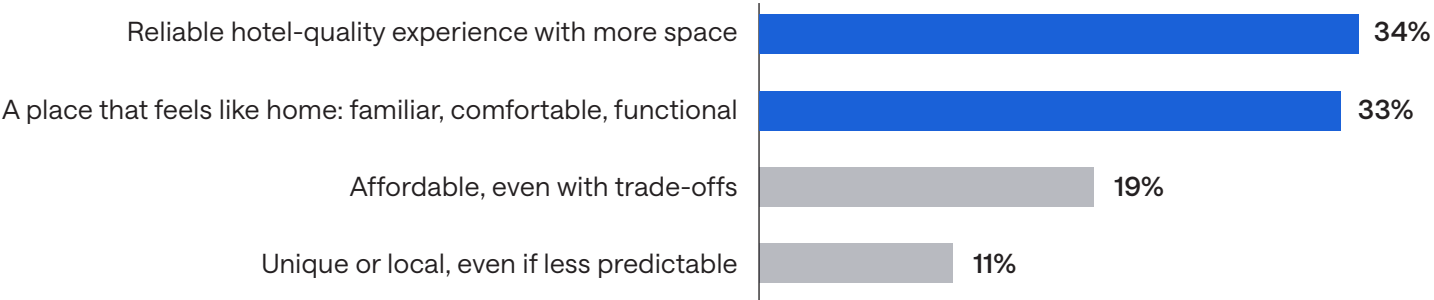




60%

of all respondents say they would often or always choose an option combining hotel-level consistency and support with the space, kitchen, laundry, and comfort of a furnished home at a comparable price.

What long-stay travelers say they want the most





SECTION 6

The Third Option

Hotels, vacation rentals, extended-stay properties. The accommodation market is largely organized around what a property **is**. Longer-stay travelers appear to be organizing their choices around something different: what the stay **needs**.

For a trip of five or more nights, 73% of long-stay travelers book differently than they would for a shorter stay. Nearly half make one of the most substantial shifts measured in the survey, either applying a completely different set of criteria or spending significantly more time researching where to stay.



23%

of Landing stays initially booked for five nights or more are extended beyond their original length.

That is an important distinction. A longer trip is not simply a short trip with more nights added. The accommodation itself takes on a bigger role in the experience. It may need to function as a kitchen in the morning, a workspace during the day, and a place to actually spend time at night.

How decision-making changes for stays of five or more nights



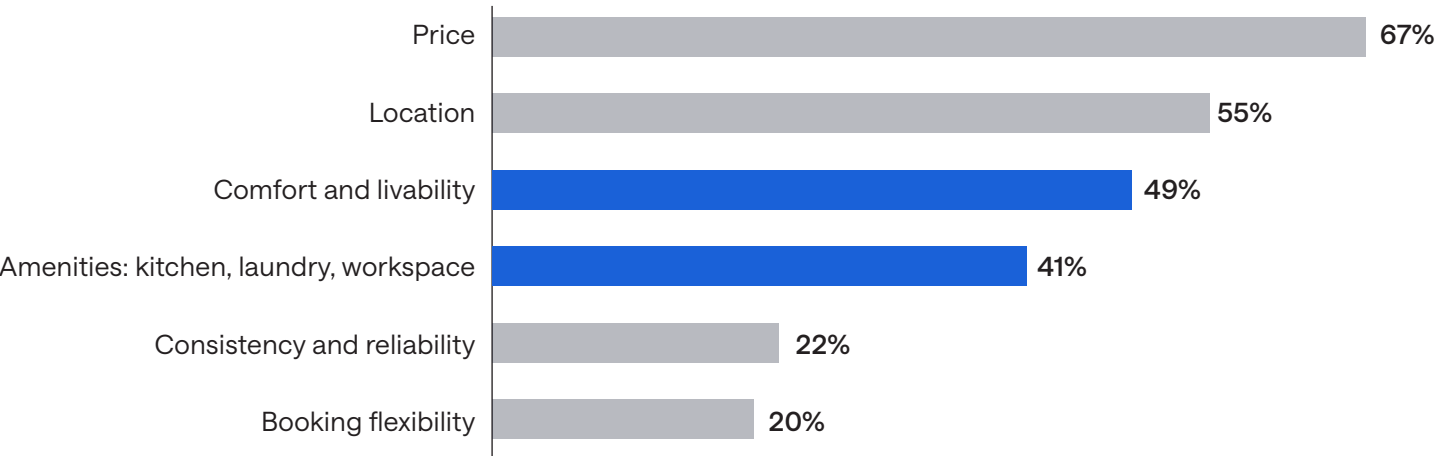


Longer Stays are Judged Against a Broader Set of Needs

Price and location still come first. But 49% of long-stay travelers put comfort and livability among their top booking factors, and 41% prioritize amenities such as a kitchen, laundry, and workspace.

That helps explain why the space between hotels and vacation rentals is getting more interesting. Hotels have the consistency travelers trust. Vacation rentals tend to offer more of the space and everyday functionality they want. For a longer trip, many travelers would rather not choose between the two.

Top booking factors for stays of five or more nights





Hotel companies are investing in apartment-style stays with more residential features.



Vacation rental platforms are developing tools to help guests identify more reliable stays.

An Industry Moving Toward Middle Ground

Recent investments by both hotel companies and vacation rental platforms suggest the hospitality industry increasingly recognizes the gap between what existing accommodations provide and what travelers need.

Hotel companies are investing in apartment-style stays with more residential features. At the start of 2026, Wyndham and Reside opened a 96-unit Philadelphia property with full kitchens and in-suite laundry, while Marriott and Hilton have expanded their extended-stay and apartment-style offerings.

Vacation rental platforms are working to address their shortcomings, too. Airbnb's Global Quality Report says the company removed more than 400,000 listings that failed to

meet its quality standards and expanded tools to help guests identify more reliable stays.

These efforts address some of the weaknesses travelers identify, but only partially. Apartment-style hotel options remain limited, while stronger quality controls do not eliminate the variability of the vacation-rental experience.

That gap matters more as a stay gets longer. Meals, work, laundry and changing plans all become part of the experience. **Longer stays are creating room for an accommodation experience that brings residential comfort and professional hospitality together, instead of asking travelers to decide which matters more.**

Methodology

Landing commissioned Censuswide to survey 1,000 U.S. adults who have traveled in the past two years.

Censuswide is a member of the Market Research Society and the British Polling Council, and a signatory of the Global Data Quality Pledge.

Two bases recur throughout this report. The full sample includes all 1,000 respondents. “Long-stay travelers” are the 853 respondents who have stayed away from home for five or more consecutive nights in the past five years.

AUDIENCE DESCRIPTIONS USED IN THE REPORT

- **Frequent business travelers:** Long-stay travelers who travel overnight for business at least once a month (n = 39).
- **Parents:** Long-stay travelers living in households with children (n = 360).
- **Higher-income travelers:** Respondents with annual household income of \$100,000 or more (n = 312).



About Landing

Landing is changing the way the world stays, offering elevated, fully furnished apartments for a few days to a few months or longer. Every space is designed to feel like home with full-sized kitchens, thoughtful details, separate bedrooms, and a familiar, inviting ambiance. A seamless digital platform offers guests

instant access to thousands of premium apartments across the country. Whether it's a weekend getaway, temporary relocation or an extended stay, guests feel like a local, anywhere. For more information about Landing or to explore apartments in a city near you, visit www.hellolanding.com.