

Vrbo is top of mind for millions of families and friends searching for the perfect rental to stay on their next vacation.

It's an engaged travel audience, ready to book, ready to travel.



15.9M

Monthly Unique Visitors



257M

Monthly Page Views



+2M

Properties Available Worldwide

Who is the Vrbo Audience?



Families & Groups Of Friends

67% are parents



Older & Affluent

52% earn over 100K



Stays Longer

3X more than other travelers*



Spends More

5X more than other travelers*



Brings More People

2X more than other trips*

Shared Audience

Vrbo is Expedia Group's only vacation rental brand.



Only **29%**

of Hotels.com shoppers also visit Vrbo

Only **22%**

of Expedia shoppers also visit Vrbo

Vrbo Traveler Habits



85%

travel as a family or group



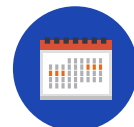
65%

travel by car



35%

travel by air



6 days

average trip length

*When compared to travelers across Expedia Group's portfolio of brands
*ComScore January 2020
*Homeaway Internal data 2019