



02/04/2025

META ANALYSIS

Home Away from Home: Inside the Rental Mindset



QUERY

Can you please provide me overall insights from these three projects and highlight the similarities, differences in three countries.

PROJECTS

Home Away from Home: Inside the Rental Mindset
United States, size: 10

Home Away from Home: Inside the Rental Mindset
Brazil, size: 10

Home Away from Home: Inside the Rental Mindset
France, size: 10



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SUMMARY

Below is a concise overview of key insights from the three “Home Away from Home: Inside the Rental Mindset” studies, followed by the notable similarities and differences in the United States, Brazil, and France.

1. Key Factors Influencing the Choice of Short-Term Rentals over Hotels

- **Privacy & Freedom:** Across all three countries, travelers are drawn to rentals because they offer privacy and the freedom to set their own schedules—avoiding hotel rules, limited amenity hours, and frequent staff interactions.
- **Home-Like Comforts & Amenities:** Having a fully equipped kitchen, multiple bedrooms, and ample indoor/outdoor space consistently appeals. Cooking, doing laundry, and enjoying personal or family time in relaxed settings is a major draw.
- **Cost Effectiveness:** Price is a shared concern. Travelers compare short-term rentals favorably to hotels, particularly for larger groups or longer stays, where they can share costs and save on dining.
- **Authentic Local Experience:** Many value the chance to live “like a local,” whether that means enjoying unique architecture/design elements, meeting neighbors, or shopping in local markets.
- **Reliability Through Reviews & Photos:** An accurate, visually clear listing and strong reviews are essential. Hidden fees, unclear photos, or poor cleanliness deter potential guests.
- **Personal Touches & Unique Décor:** Thoughtful gestures (welcome baskets, local tips) and a distinctive style (local art, themed rooms) enhance the experience and set one rental apart from another.





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SUMMARY

2. Key Similarities

- **Consistent Focus on Space & Comfort:** Families and groups want multiple bedrooms, living areas, and possibly outdoor spaces for gatherings, no matter the country.
- **Shared Need for Essential Amenities:** Kitchens, laundry facilities, reliable Wi-Fi, and clean, well-maintained properties are universal priorities.
- **Desire for Authenticity:** Short-term rentals help travelers immerse themselves in local culture—be it cuisine, design, or simply living among locals—more than a typical hotel.
- **Reliance on Reviews & Trusted Platforms:** Cleanliness, accurate photos, and positive guest feedback build trust and encourage bookings across all three regions.

3. Notable Differences

United States

- **Emphasis on Outdoor Amenities:** Americans often seek properties with private pools, hot tubs, or waterfront locations. Avoiding shared spaces—including hotel pools—is a common motivator.
- **Self Check-In Preferences:** A desire for flexible, contact-free arrival is pronounced. Some prefer no interaction with staff at all.
- **Short vs. Long Stays:** For very brief stops, Americans might still opt for an inexpensive motel. But any longer stay or family gathering typically leads them to rent a house.

Brazil

- **Strong Cost-Benefit Calculations:** Brazilians frequently highlight that cooking at the rental and splitting costs among large families or groups offers significant savings.





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- **Importance of Yards & Outdoor Areas:** Many view a spacious outdoor area or yard as essential, especially for children.
- **Location & Security Concerns:** Proximity to markets or city centers and being in a safe neighborhood are explicit priorities.

France

- **Focus on Cultural or Scenic Immersion:** French travelers often choose rentals that reflect local architecture (e.g., chalets, historic buildings) or natural settings for inspiration and tranquility.
- **Tranquility & Creativity:** Many seek peaceful environments for painting, reading, or simply relaxing without disturbance.
- **Length of Stay Influences Choice:** For short domestic trips, hotels may feel more practical or cost-effective. For longer vacations, especially abroad, a rental that offers local immersion is preferred.

4. Key Takeaways

Overall, travelers from the United States, Brazil, and France look to short-term rentals for a blend of affordability, privacy, comfort, and local flavor. Cultural nuances—like Americans’ desire for private outdoor amenities, Brazilians’ focus on yards for large groups, and the French preference for immersive, scenic getaways—all underscore how each audience tailors rental choices to suit their unique priorities. Yet the common thread remains: the appeal of a flexible, welcoming “home away from home” that enriches the overall travel experience.





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INSIGHTS

Travellers Choose Short-Term Rentals for the Feeling of Home

- Across all countries, participants emphasized the comfort and coziness of short-term rentals, making them feel like a 'home away from home.'
- Features such as kitchens, multiple rooms, and a private space allow for greater freedom and flexibility, catering to individual routines and preferences.
- Personalized touches from hosts, like welcome baskets or local recommendations, enhance the welcoming atmosphere and create a sense of connection.

Quotes:

The house style format, bedroom, kitchen, living room - Age 31, Female - Brazil

Having my own room having a kitchen my own bathroom cable tv - Age 35, Male - United States

A Comfy couch - Age 19, Male - United States





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INSIGHTS

Privacy is a Key Driver for Choosing Short-Term Rentals

- Participants across all three countries highlighted privacy as a major factor in choosing short-term rentals over hotels.
- The ability to avoid interaction with staff, noisy neighbors, and shared amenities contributes to a sense of security and relaxation.
- Short-term rentals offer control over personal space and allow for greater freedom in terms of dress, noise levels, and daily routines.

Quotes:

There's no staff which I like I'm very independent and I like to follow my own criteria - Age 35, Male - United States

I get more privacy at a short term rental. Hotels are always loud. - Age 43, Male - United States

Privacy is very important to me in a short term rental because I don't want to be bothered and escape from my own reality - Age 29, Female - United States





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INSIGHTS

Location Matters: Proximity to Attractions and Safety are Priorities

- A good location in a safe neighborhood is consistently ranked as a top priority across all countries.
- Participants seek proximity to local attractions, public transportation, and essential amenities like supermarkets and pharmacies.
- The desire for a safe environment is particularly pronounced in the responses from participants in Brazil and France, where concerns about crime and security are prevalent.

Quotes:

Distance from desired location and quality - Age 19, Male - United States

Good location in a local neighbourhood; A private space; Washer and dryer in-unit; A fully equipped kitchen; Strong Wi-Fi and workspace - Age 19, Male - United States

When planning a trip, the first thing I consider when choosing where to stay is the evaluation of the place made by other users within the search platform. It always needs to be full of positive points, as this will convince me to rent. - Age 26, Female - Brazil





COMPARISONS

Travellers Choose Short-Term Rentals for the Feeling of Home

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Home Away from Home: Inside the Rental Mindset - United States	Participants in the United States often cited specific amenities that create a homey feeling, such as fully equipped kitchens, comfortable beds, and private outdoor spaces like yards or pools. They also emphasized the ability to maintain their own routines and schedules, making the rental feel like their own space.
Home Away from Home: Inside the Rental Mindset - Brazil	Brazilian participants emphasized the importance of a clean, organized, and welcoming environment in short-term rentals. They appreciated personalized touches from hosts and the ability to cook their own meals, which creates a sense of familiarity and comfort.
Home Away from Home: Inside the Rental Mindset - France	French participants sought a sense of warmth, coziness, and personalization in short-term rentals. They appreciated unique architectural styles, local decorations, and personalized touches from hosts, contributing to a more authentic and memorable experience.





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COMPARISONS

Privacy is a Key Driver for Choosing Short-Term Rentals

Home Away from Home: Inside the Rental Mindset - United States	Privacy was a dominant theme in the United States, with participants expressing a strong desire to avoid interactions with hotel staff, noisy neighbors, and shared amenities. They valued the control over their personal space and the ability to relax without feeling observed.
Home Away from Home: Inside the Rental Mindset - Brazil	Safety and security were significant concerns for Brazilian participants. They valued the privacy of short-term rentals, allowing them to avoid potential risks associated with hotels, particularly in unfamiliar cities.
Home Away from Home: Inside the Rental Mindset - France	French participants emphasized the importance of privacy and the freedom to enjoy their stay without disturbances from hotel staff, cleaning services, or other guests. They appreciated the autonomy and control that short-term rentals offered.





COMPARISONS

Location Matters: Proximity to Attractions and Safety are Priorities

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Home Away from Home: Inside the Rental Mindset - United States	While a good location was important, safety concerns were not as pronounced in the United States compared to Brazil and France. Participants often prioritized proximity to attractions, local neighborhoods, and essential amenities like grocery stores and restaurants.
Home Away from Home: Inside the Rental Mindset - Brazil	Location was paramount for Brazilian participants, who prioritized safety and convenience. They sought short-term rentals in central locations with easy access to transportation, attractions, and amenities, while also being mindful of crime rates and security measures in the surrounding neighborhood.
Home Away from Home: Inside the Rental Mindset - France	French participants, like their Brazilian counterparts, prioritized safety and a good location. They sought rentals in safe neighborhoods close to attractions, transportation, and cultural experiences, while also valuing a sense of tranquility and isolation from urban chaos.



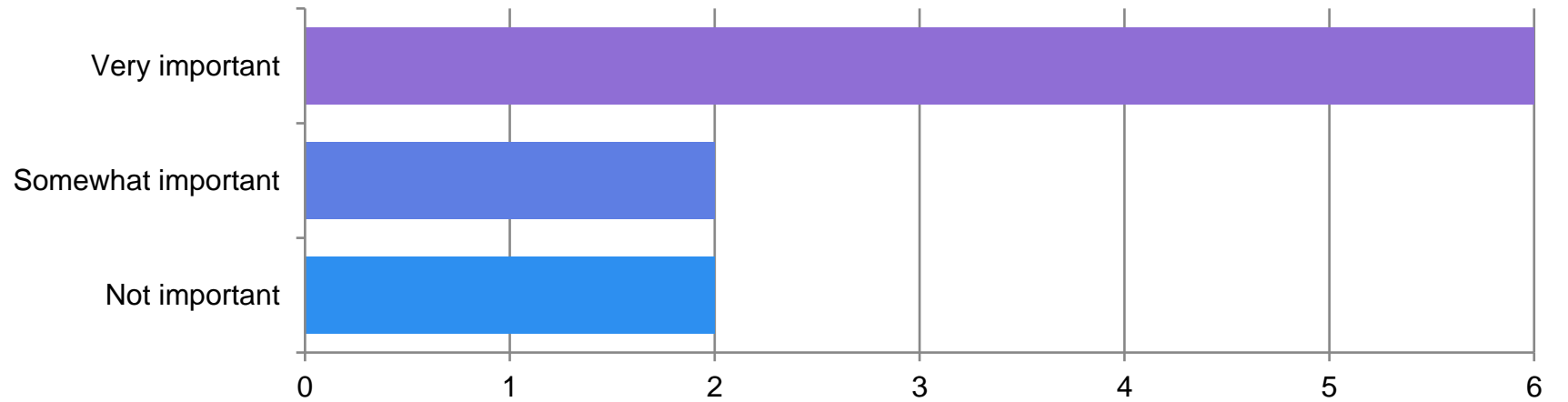
AUDIENCE

Demographics

Brazil, Age 18 to 45

METRICS

How important is it for you that a rental has a unique or personalised style?



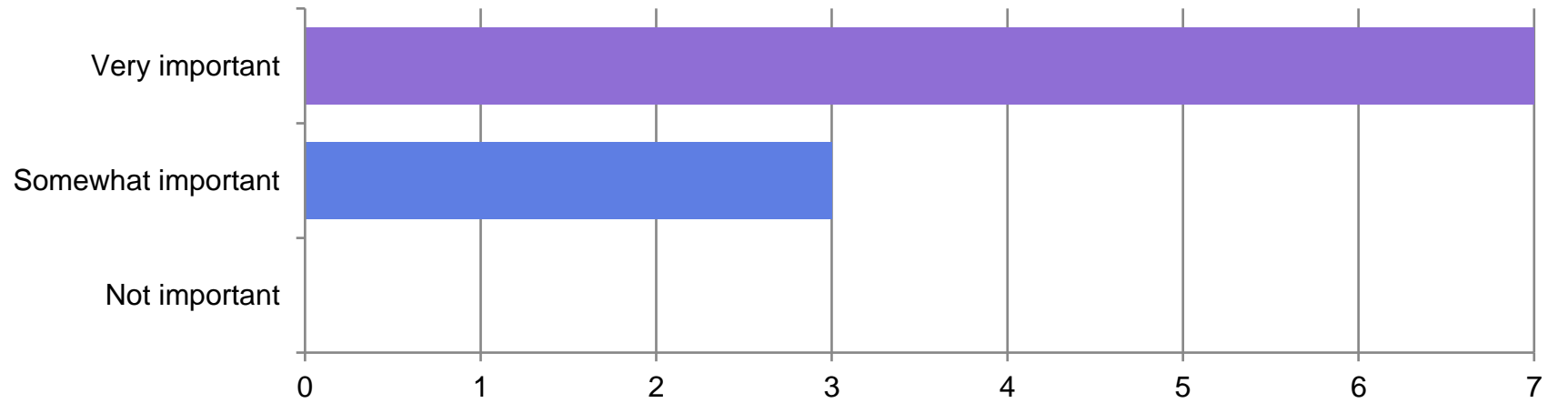
AUDIENCE

Demographics

France, Age 18 to 45

METRICS

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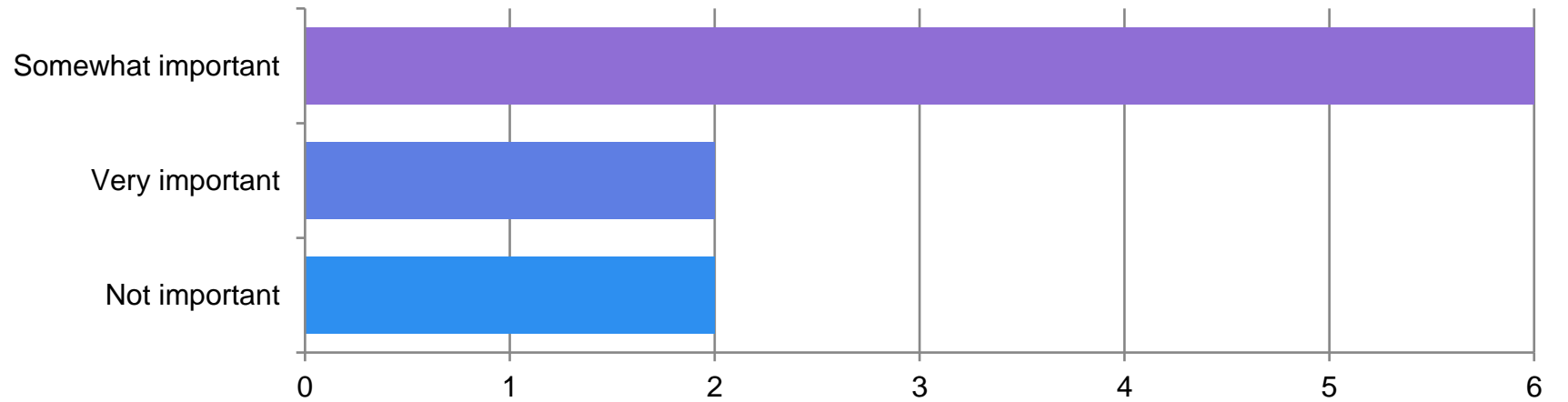
AUDIENCE

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United States, Age 18 to 45

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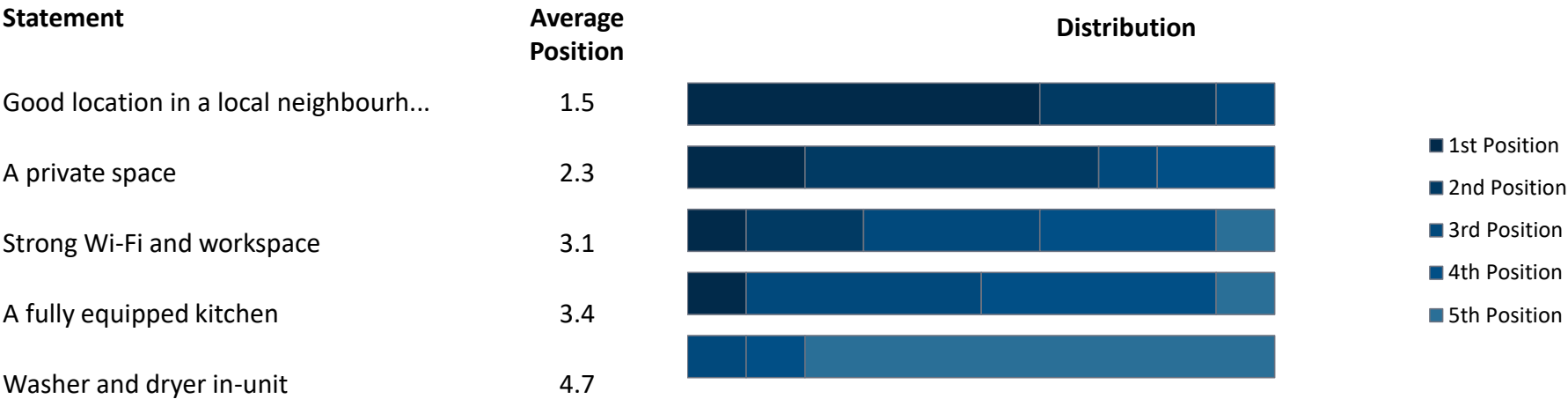


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Demographics
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METRICS

Please rank the following features in order of importance when booking a short-term rental.



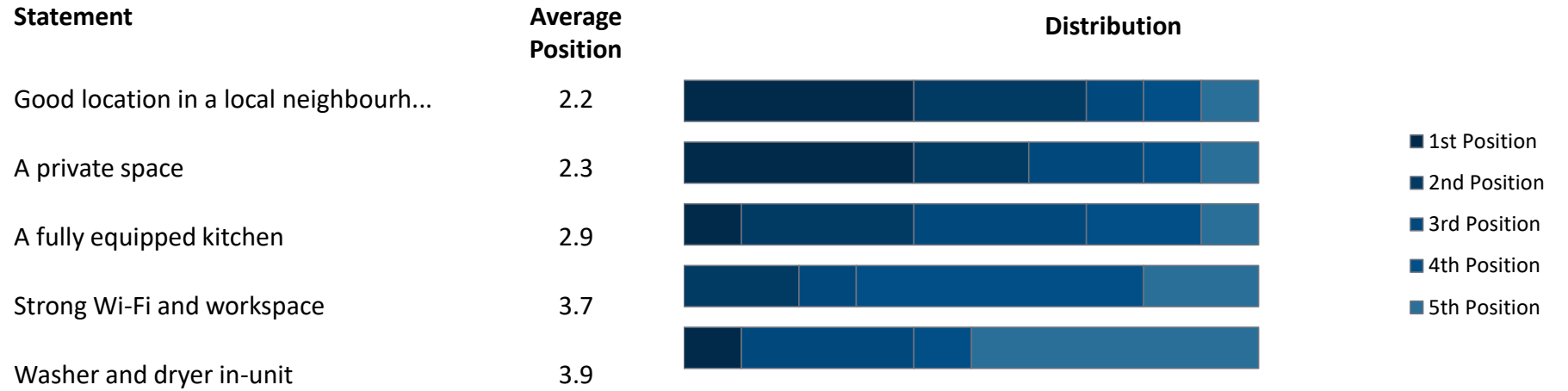
AUDIENCE

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METRICS

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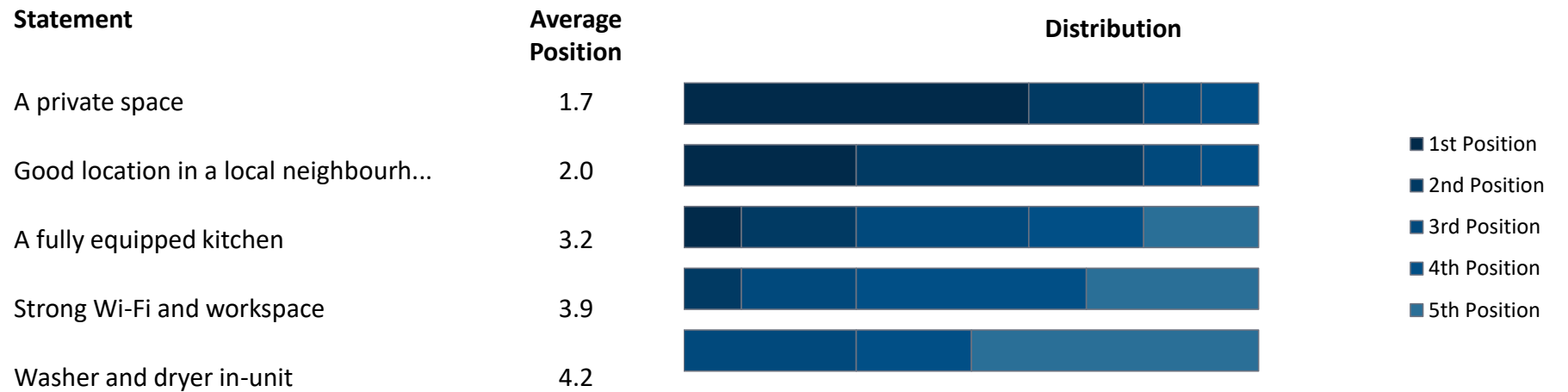
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METRICS

Please rank the following features in order of importance when booking a short-term rental.





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REPORT**

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