



Press Release – June 25, 2015

More last minute decisions and shorter stays this Summer on HomeExchange.com

55% of British people say they will go on holiday this summer, 4 points higher than in 2012, however, their methods are changing. According to the latest survey by Ipsos, 1 out of 10 Europeans consider home exchanging “an interesting budget solution”* during the summer holidays, as do 18% of families with two children and 26% of families with three or more children.

On HomeExchange, planning summer holidays tends to spread until early July, after a peak in January. Regardless, tourists also have grown accustomed to making last-minute bookings while still securing the quality of accommodation they expect. Members can indicate on their listing offer whether it is available for last minute exchanges. A filter allows to select only similar offers, which facilitates the search. As soon as an exchange is arranged, the “last minute” flag on the listing disappears.

For example, Sarah and her family offer a "Bright home in trendy East London, with easy access to the sights" and say they are "open to any destinations" between the later part of July and early August. This could be great news for Hind, who owns a beautiful home with pool on the outskirts of Toulouse, and pictures herself visiting London this summer with her family.

Also, Ted offers a spacious four bedroom modern home with pool on Australia's Sunshine Coast and is looking to stop over in the UK for around ten days this summer.



London, UK



Toulouse, France



Queensland, Australia

Short stays are also on the rise, especially among single-parents and blended families. Children who split their holidays between two homes, experience shorter stays. The primary reason people are choosing home swapping is the substantial savings on their vacation budget. British members have saved around 6.5 million pounds thanks to HomeExchange over the last 12 months, which allowed them to spend more on local entertainment than they would otherwise. Additional factors mentioned include comfort (a bedroom for each member of the family!), a chance to escape crowded resorts, since many homes are located outside tourist areas, and flexibility in the dates, as opposed to the mandatory "Saturday to Saturday" rental rule.

* Barometer Ipsos / Europ Assistance - "Intentions and Concerns of Europeans for the summer holidays" - June 2015

About HomeExchange.com

Founded in 1992 by Ed Kushins, HomeExchange.com was a pioneer, early adopter, and promoter of the "collaborative consumption" movement. Building upon a foundation of trust and enthusiasm, HomeExchange.com has evolved into the largest and fastest growing online home exchange travel community in the world. After one million+ successful exchanges, their 65,000+ members have done over 130,000 home swaps in 2014 across more than 150 countries, eluding the cost of traditional accommodation and saving over 50% on each vacation. HomeExchange.com makes it easy to plan and enjoy a home exchange vacation in almost any country, city, or area of interest, and offers travellers a memorable, authentic 'live like a local' experience. The site is now available in 15 different languages.

A yearly membership fee of £100 provides access to an unlimited number of exchanges, essentially allowing members to stay in the home of their choice for no additional cost beyond the annual rate.

For more information, testimonials and pictures, please feel free to contact:

Sue ROSSITER
UK & Ireland PR & Marketing
sue@homeexchange.com
Tel: 07956 253486

Stories and testimonials are also available on the HomeExchange.com [blog](#).