


Rochester Market Review

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Market Manager

A photograph of two young women embracing outdoors. The woman on the left is wearing a light pink shirt and has sunglasses with orange frames on her head. The woman on the right is wearing a denim jacket, a red bandana, and round sunglasses, and is holding a smartphone. They are both smiling. A large blue circle is overlaid on the right side of the image, containing white text.

**Uncertainty
caused by the
pandemic
dramatically
shifted traveler
priorities.**

Poll Time!

What do you think is the #1 priority for travelers when it comes to booking travel plans?

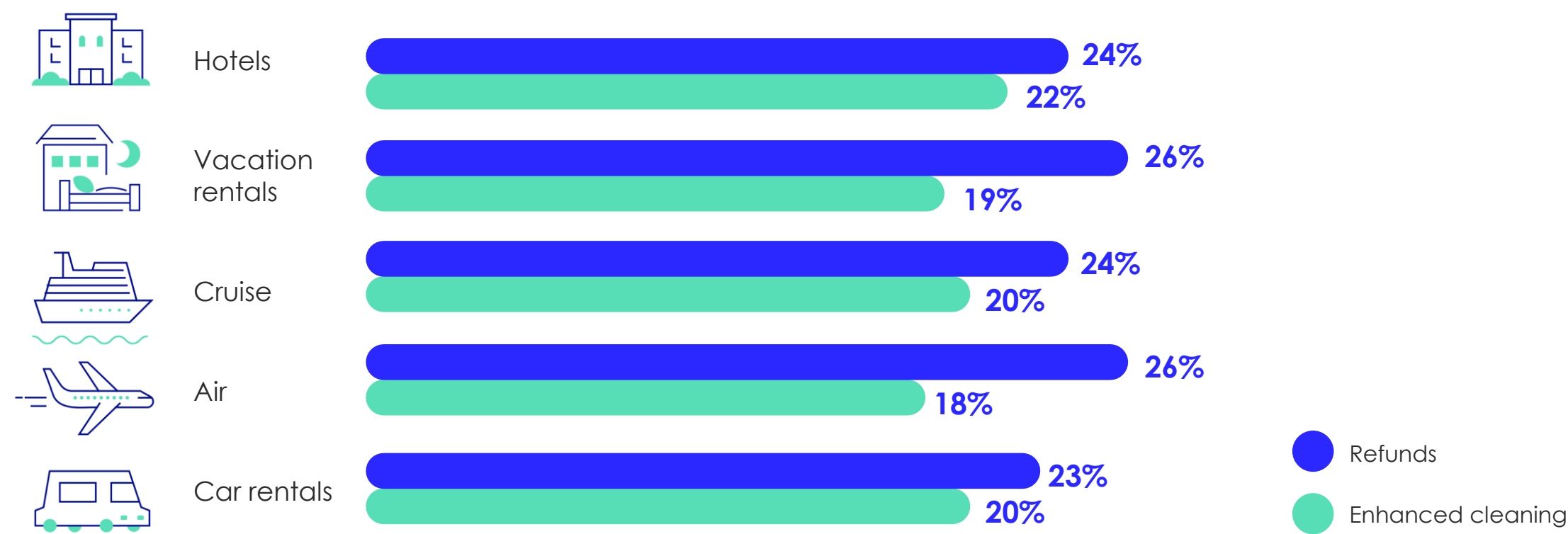
- A. Price
- B. Flexibility
- C. Cleanliness
- D. Location



**#1 value
to travelers:
Flexibility.**

**The ability to get
a refund if their
plans change.**

About 1 in 4 rank the ability to get a full refund as most valued, followed by enhanced cleaning



Source: Expedia Group, Traveler Value Index 2021

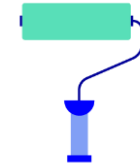
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A man and a woman are sitting at a table, looking at a map. The man is pointing at the map. On the table, there is a white cup, a camera, and some papers. A large green donut chart is overlaid on the image, showing 97% in the center.

97%

Refundable rates in Rochester

**Nearly one in five
expect travel to
be the thing they
spend the most
on in 2021.**



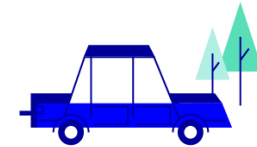
18%

Home
renovation



12%

Entertainment



11%

Car or car
maintenance



11%

Healthcare

Price, nearly always
the top spot, fell to
third — behind
full refunds and
enhanced cleaning.

