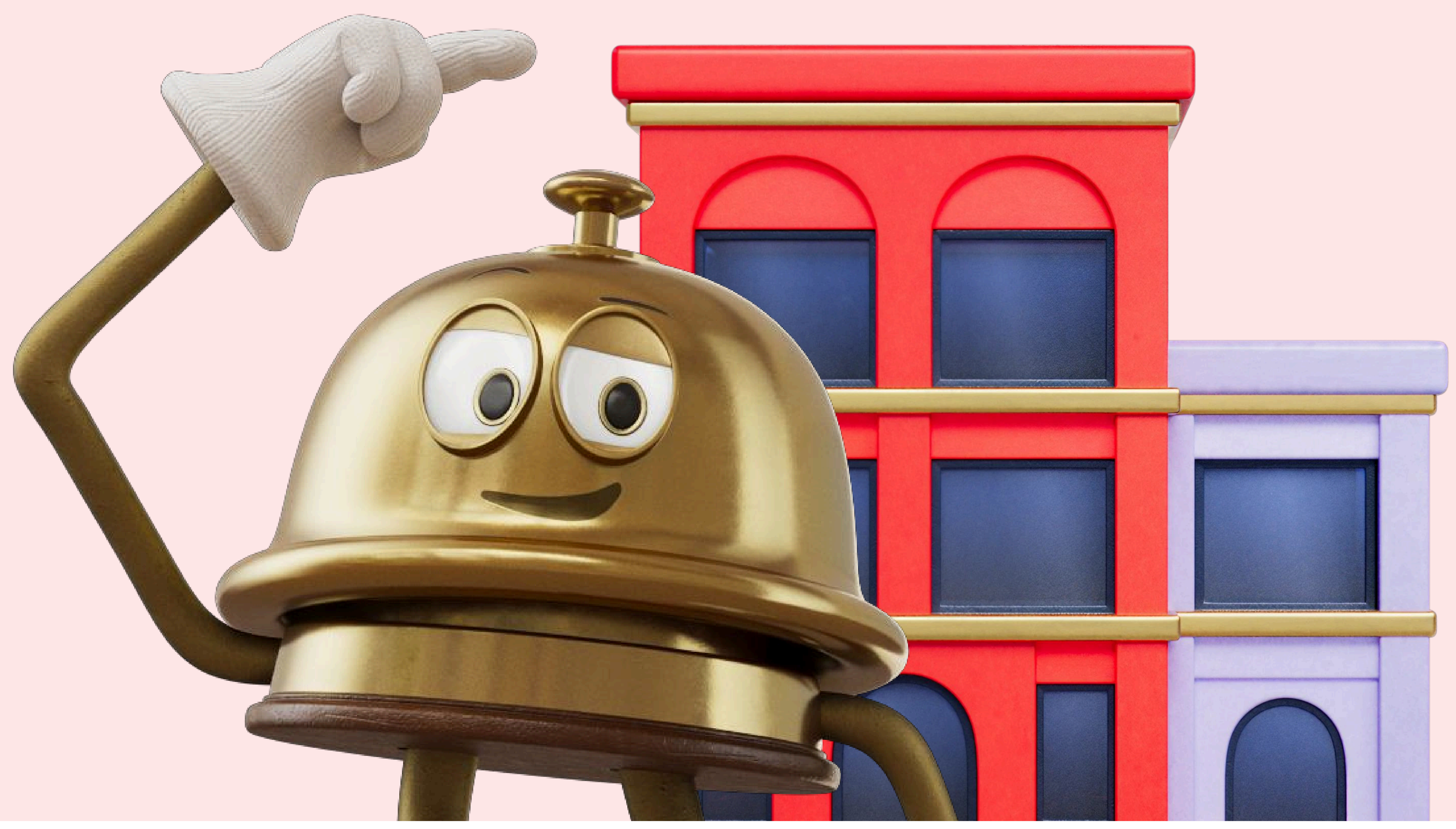


2026 Hotel Price Index



Booking Sweet Spot

8-14

DAYS OUT

23% saved

Last-minute bookers saved an average of 23% versus those who booked 4+ months out.

Sunday Night Savings

Sunday

15% saved

Save 15% by starting stays on Sundays vs. Fridays.

Priciest Check-In Day

Friday (U.S.)



Saturday (INT)

Cheapest Time to Stay

January

January has the lowest average daily rates, while October has some of the highest.

Priciest rates:
October



Redefining Luxury

It's no longer about star-ratings; travelers say they book 4-star hotels most often and associate luxury with:



27%

A great view from their room



26%

Room service



24%

A spa

5-Star Savings Abroad

\$450

International 5-star hotels are, on average, 23% cheaper than their U.S. counterparts.



5-Star Stays for Less

01 Porto Alegre, Brazil

 \$90


02 Nha Trang, Vietnam

 \$119

03 Phuket, Thailand

 \$144

04 Wrocław, Poland

 \$175

05 Canberra, Australia

 \$188

06 Atlantic City, New Jersey

 \$264

07 Portland, Oregon

 \$313

08 New York City, New York

 \$332

09 San Antonio, Texas

 \$351

10 Las Vegas, Nevada

 \$355

11 Lahaina, Hawaii

 \$355

Year-Over-Year Hotel Pricing Trends

01 Alassio, Liguria, Italy

 -31%

02 Lahaina, Hawaii

 -27%

03 Leipzig, Germany

 -25%

04 Hanoi, Vietnam

 -22%

05 Bournemouth, United Kingdom

 -16%

06 Dundee, Scotland

 -15%

07 Burlington, Vermont

 -13%

08 North Myrtle Beach, South Carolina

 -10%

09 Las Vegas, Nevada

 -10%

10 Bozeman, Montana

 -9%

