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ONE OUT OF FOUR PLANNING A HOLIDAY GETAWAY WEEKEND, ACCORDING TO ANNUAL BEDANDBREAKFAST.COM WINTER TRAVEL TRENDS SURVEY

Majority prefer a weekend getaway over dinner, clothes or jewelry for holiday gift

AUSTIN, TX (November 11, 2014) – While Thanksgiving, Hanukkah and Christmas typically represent family get-togethers, B&B travelers are still planning romantic weekend getaways over the holidays, and high on their list for Santa is the gift of travel, according to BedandBreakfast.com™'s annual Winter Travel Trends survey*.

One out of four (25%) B&B travelers are planning a getaway for the holidays, and of those, more than a third plan to stay in a B&B. Most of them (42%) will choose a B&B because they are looking for a romantic escape for the holidays, while one-third (33%) want to get away from the holiday hustle and bustle.

When it comes to favorite holiday gifts, nearly three out of four preferred getting a weekend getaway as a holiday present compared to dinner at a restaurant (18%), clothes (5%) or jewelry (4%).

Among travelers considering a New Year's Eve getaway at a B&B, almost two-thirds (60%) prefer a quiet, romantic New Year's Eve with their partner, while 20 percent want to stay at a B&B offering special New Year's Eve activities.

"It's always fun to see a weekend getaway high on travelers' wish list for a holiday gift," says Matt Laessig, general manager of BedandBreakfast.com. "A B&B weekend provides a great opportunity for couples to recharge and keep the romance alive."

Winter Travel Trends

This winter (November through March), two thirds (66.5%) of B&B travelers plan to take two or more weekend getaways, with nearly three out of four (71%) returning to a destination they have previously visited. Nearly a third (31.77%) of B&B travelers plan to take more weekend getaways this winter compared to last – with one out of four saying they feel better about the economy and can afford to take more trips and they have vacation time they need to use.

While the majority (66%) of travelers planning weekend getaways are just looking to get away for the weekend, nearly 20 percent will celebrate a special occasion, such as birthdays (44%) and anniversaries (43%).

The top 10 winter destinations for B&B travelers, according to survey responses and destination search data on BedandBreakfast.com are:**

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| 1. New York, NY | 6. Asheville, NC |
| 2. London, England | 7. Savannah, GA |
| 3. Fredericksburg, TX | 8. New Orleans, LA |
| 4. Charleston, SC | 9. Key West, FL |
| 5. Boston, MA | 10. San Francisco |

Here are other findings from BedandBreakfast.com's winter travel trends survey:

- More than two-thirds of B&B travelers have stayed in the same number or more B&Bs than the previous year.
- Three out of four (78%) are looking for value travel and will stay in affordable accommodations, and agree that B&Bs provide more value than hotels (75%).
- While the majority of B&B travelers (71%) return to the same destinations for their winter weekend getaways, nearly three out of four choose a different B&B in the destination for new and different experiences.
- The top reasons B&B travelers choose B&Bs are the character of the B&B (27%), unique experiences (20%), intimate quality (12%) and free breakfast (10%).
- Three out of four B&B travelers (77%) are ages 35-65.

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*BedandBreakfast.com online survey of more than 800 B&B travelers in mid-October.

**Based on most popular BedandBreakfast.com page searches from September 1, 2014-November 2, 2014 and 2014 traveler survey

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