



# Rochester Market Review

**Madison Hutt**  
Market Manager

A photograph of two women embracing outdoors. The woman on the left has sunglasses on her head and is wearing a light-colored top. The woman on the right is wearing a red bandana, a denim jacket, and sunglasses, and has her eyes closed in a happy expression. A hand holding a smartphone is visible in the background, suggesting they are taking a selfie. 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?

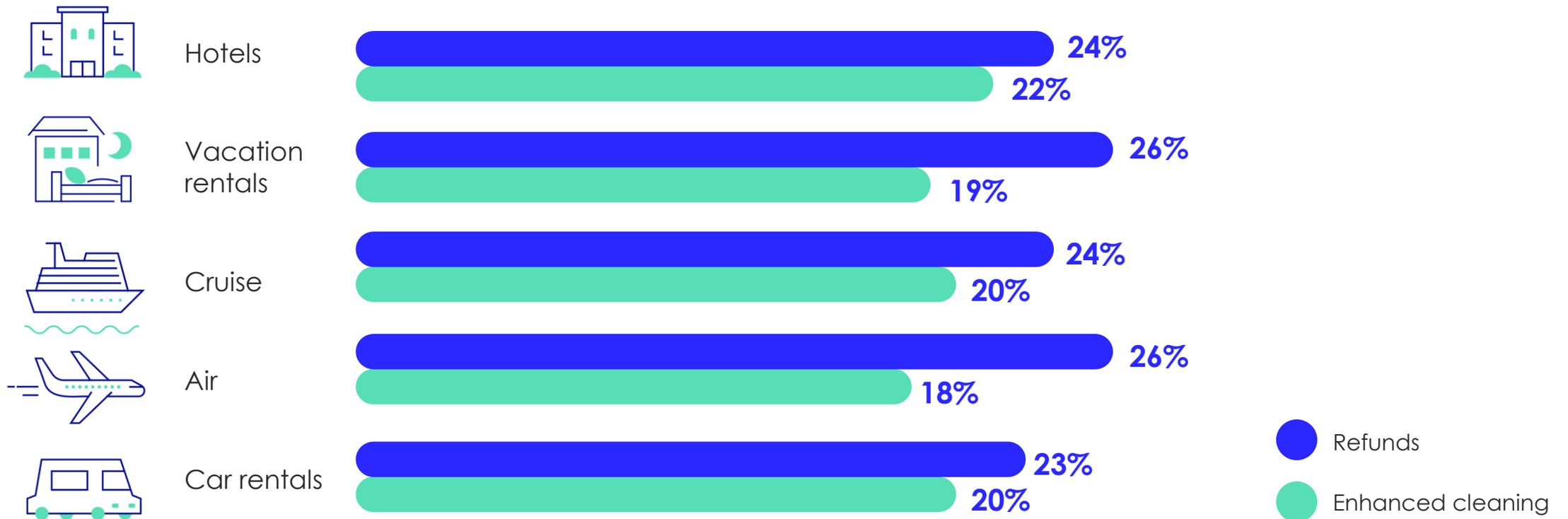
- A. Price
- B. Flexibility
- C. Cleanliness
- D. Location

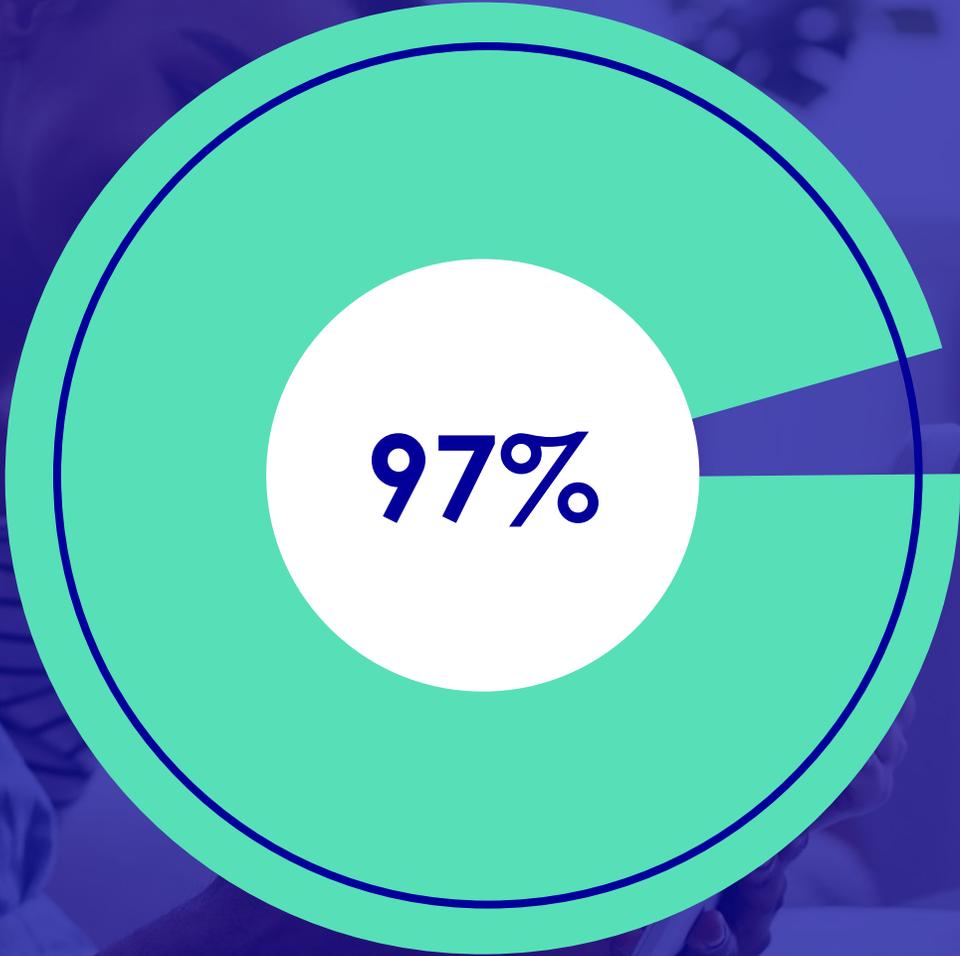


**#1 value  
to travelers:  
Flexibility.**

**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

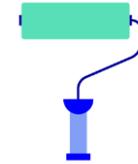




**97%**

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.

