

HOLIDAY ACCOMMODATION



2019 Market Monitoring Survey

The Consumer Market Monitoring Survey (MMS) assesses the performance of a range of goods and services markets across the European Union, the UK, Iceland and Norway. It looks at consumers' experiences and perceptions of the markets using a standard set of indicators to allow consistent and comparable monitoring across markets, countries and survey waves. The indicators include both 'core' items, asked for all markets, as well as market-specific indicators that are asked for selected markets only (and in varying combinations). This factsheet covers the core indicators only.



CORE INDICATORS

85% trust providers

96% report positive experiences

76% find it easy to compare goods or services

9% of consumers have experienced a problem in this market

81% of those who have experienced a problem suffered detriment

55% of those who have experienced a problem made a complaint

53% of complainants were satisfied with the outcome



TECHNICAL NOTE

The MMS is conducted using CATI (Computer Assisted Telephone Interviews) and the target population is the general public aged 18 and older. Around 50,000 people are interviewed each wave across the 30 countries in scope. The 2019 wave of the survey was conducted between 18 December 2019 and 19 May 2020.



FURTHER INFORMATION

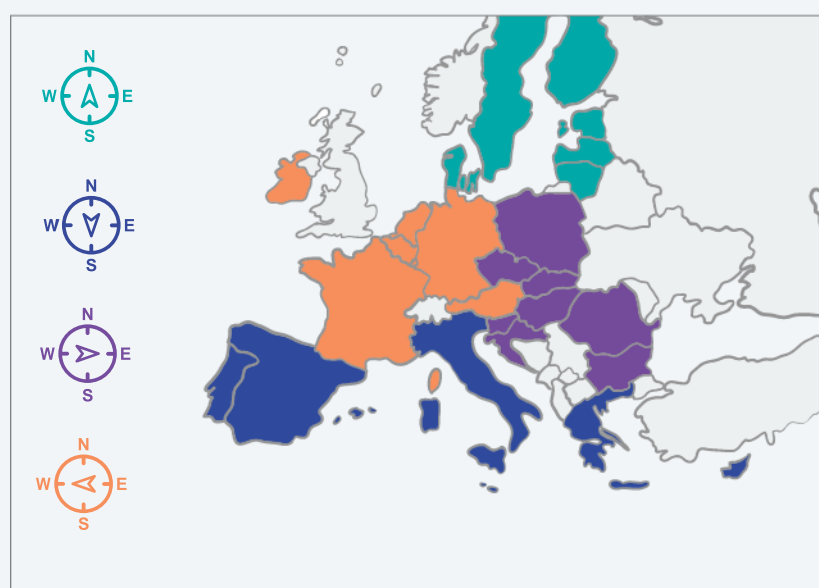
Survey microsite:

<https://public.tableau.com/views/ConsumerMarketMonitoringSurvey/Start?:showVizHome=no>

EC website:

https://ec.europa.eu/info/policies/consumers/consumer-protection/evidence-based-consumer-policy/market-monitoring_en

Email: JUST-E3@ec.europa.eu



OVERVIEW OF FINDINGS

Overall, 85% of consumers trust providers in the holiday accommodation market, while 14% do not.

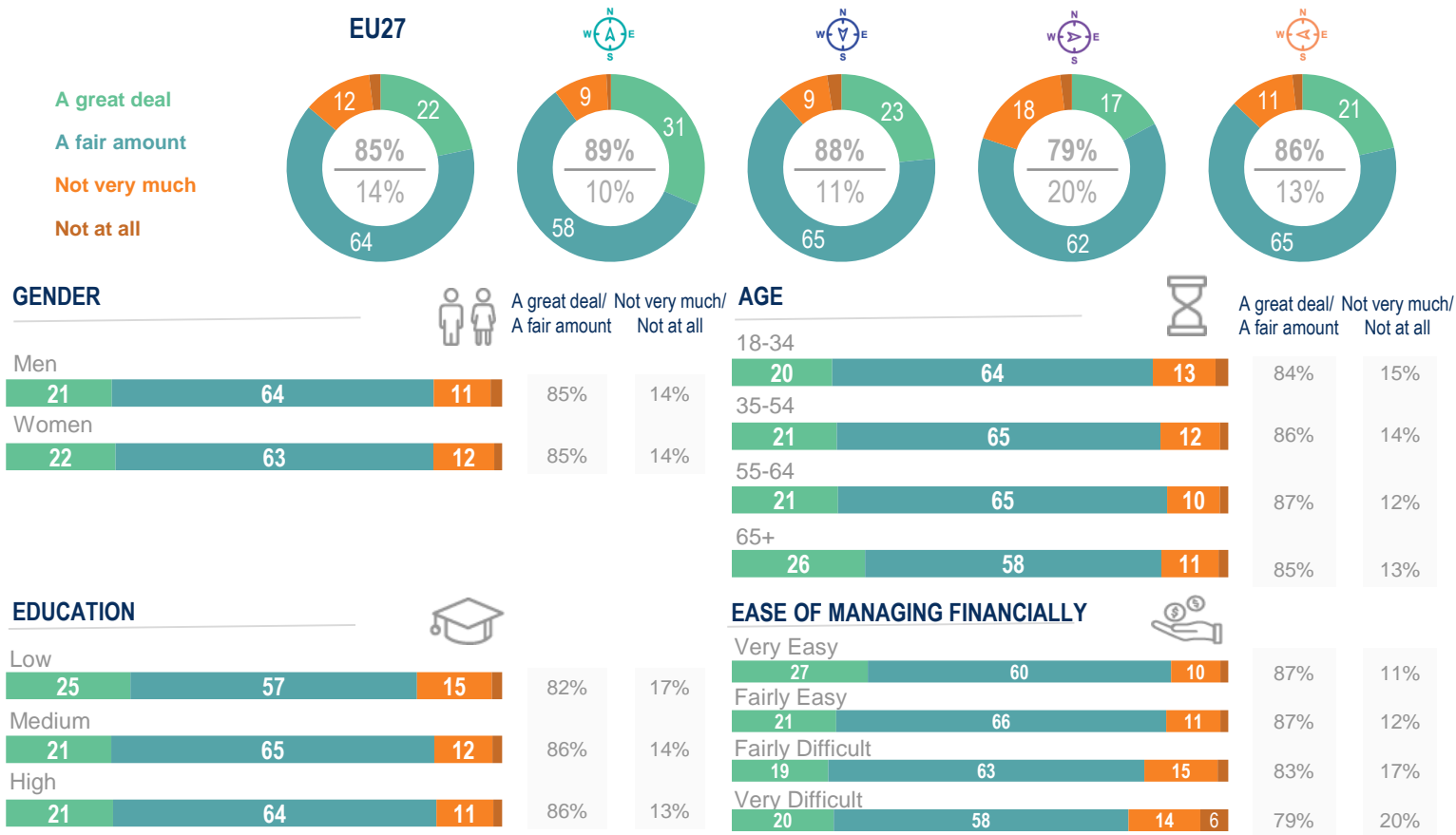
96% of consumers report positive experiences of making purchases in the market, while 3% report negative experiences. A total of 76% find it easy to compare the offers of different providers, while 4% find it difficult.

A total of 9% of consumers have experienced problems with services they purchased, or with providers, that they feel gave legitimate cause for complaint. Of this group, 25% have experienced financial loss while 81% have experienced other, non-financial impacts such as a loss of time, anger, frustration, stress or anxiety.

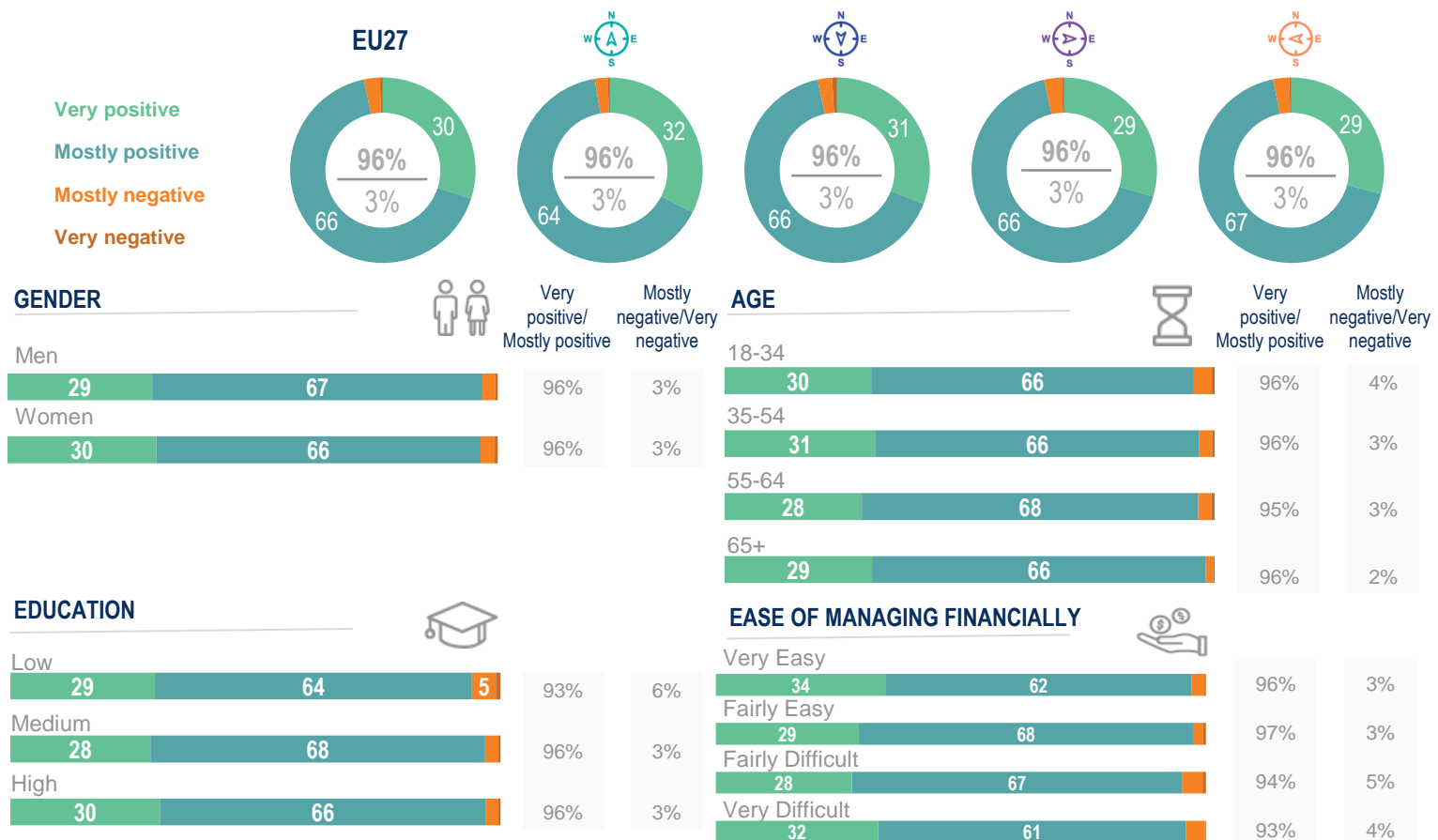
Of all those who have experienced problems just over half (55%) have gone on to make a complaint. Just over half (53%) reported being satisfied with the outcome of the complaint, while 44% reported being dissatisfied.



How much do you trust the providers overall?

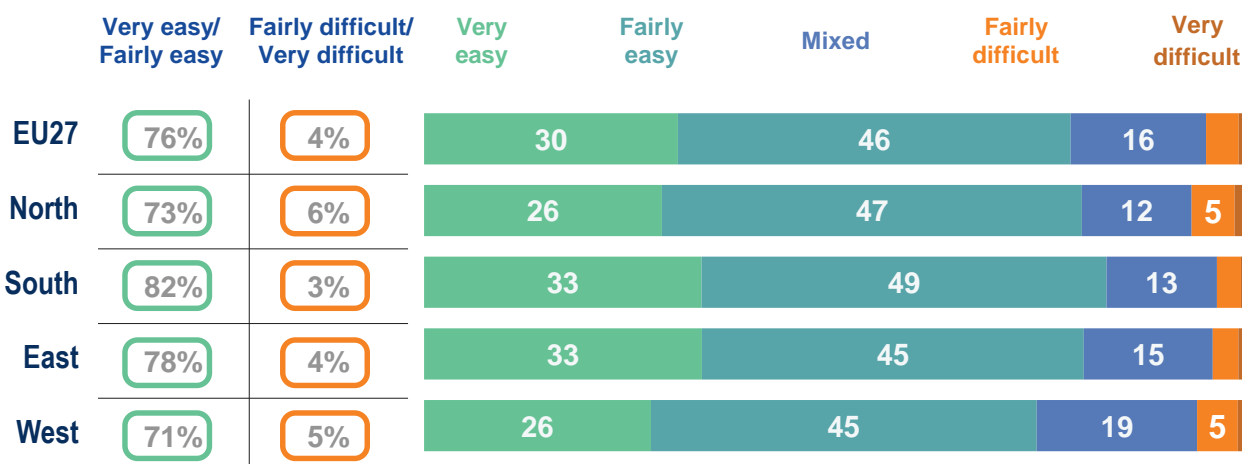


How would you rate your experiences of purchasing products/services in this market?





How easy or difficult was it to compare the services or products of different providers?



GENDER



Men



Very easy/
Fairly easy

77%

Fairly difficult/
Very difficult

4%

Women



75%

4%

EDUCATION



Low



71%

6%

Medium



77%

3%

High



76%

5%

AGE



18-34



77%

5%

35-54



78%

4%

55-64



74%

4%

65+



72%

5%

EASE OF MANAGING FINANCIALLY



Very Easy



78%

3%

Fairly Easy



77%

4%

Fairly Difficult



75%

5%

Very Difficult



67%

8%



Have you experienced problems with the products or services you purchased? (% yes)

Did you personally experience financial loss? (% yes)

Did you personally experience other non-financial impacts such as loss of time, anger, frustration, stress, anxiety? (% yes)



North



South



East



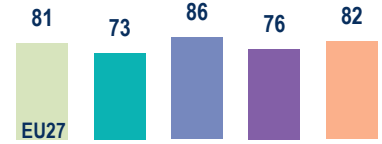
West



Base: Adults (18+)



Base: Adults (18+) who experienced a problem



Gender

Men | Women



Gender

Men | Women

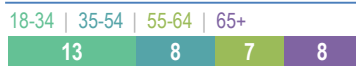


Gender

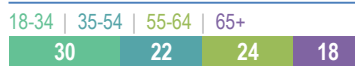
Men | Women



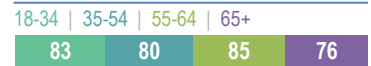
Age



Age



Age



Education

Low | Medium | High



Education

Low | Medium | High



Education

Low | Medium | High



Ease of Managing Financially

Very Easy | Fairly Easy | Fairly Difficult | Very Difficult



Ease of Managing Financially

Very Easy | Fairly Easy | Fairly Difficult | Very Difficult



Ease of Managing Financially

Very Easy | Fairly Easy | Fairly Difficult | Very Difficult



Still thinking about the most recent problem did you make a complaint? (% yes)

EU27 55%



64%



62%



49%



51%

Base: Adults (aged 18+) who experienced a problem

Gender

Men | Women



Age

18-34 | 35-54 | 55-64 | 65+



Education

Low | Medium | High



Ease of Managing Financially

Very Easy | Fairly Easy | Fairly Difficult | Very Difficult



How satisfied were you with the complaint outcome? (% yes)

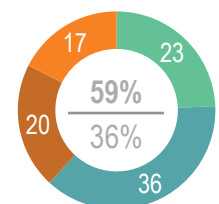
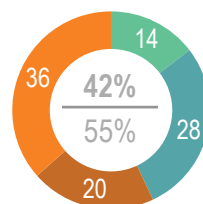
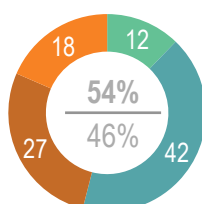
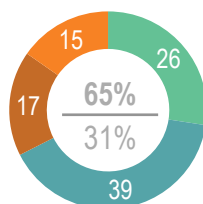
Very satisfied

Fairly satisfied

Fairly dissatisfied

Very dissatisfied

EU27



Base: Adults (18+) who made a complaint
Data label not shown <5%

*Base size < 50