



National Dog Owner Statistics

- It's estimated that 70-80 million dogs are owned in the United States. Approximately 37-47% of all households in the United States have a dog. (Source: American Pet Products Association, 2014)
- 51% of pet parents take their pets with them when they travel (Source: 2014 Study by AAA and Best Western International)
- In 2011, six-out-of-ten pet owners (63.2%) considered their pets to be family members. (Source: U.S. Pet Ownership & Demographics Sourcebook 2012)
- 54% consider themselves "pet parents" instead of "pet owners" (Source: 2011 Study by Mintel)
- The number of minority (i.e., other than White Non-Hispanic) dog or cat households rose 30% from 2006 to 2011, representing the addition of 2.6 million minority households as pet owners. (Source: Experian Simmons Consumer Survey)
- Twenty percent of pet owners admit to ringing home to "speak" to their pet while they're away and four percent of pet owners have even sent their dog or cat a postcard while away.
- The amount of pet owners who chose to stay at pet-friendly hotels jumped by 10 percent from 2010 to 2011 with 78% of the respondents indicating that they had stayed at a hotel because it was pet-friendly (Source: GoPetFriendly.com)
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2014 TripsWithPets.com Online Survey Results

- 89% of respondents have stayed at a pet friendly accommodation at least once in the past 2 years. And pet travelers aren't afraid to venture far from home. Over 65% travel anywhere from 50 to 500 miles from home.
- 42% of pet travelers like to call the hotel so that they can request a room on the first floor, close to an exit to make it easier to walk their pet.
- 41% of respondents have at some point snuck their pet into accommodations during their travels. Aside from the lodging not being pet friendly, other reasons for the sneak-ins include; their pet was too big, the accommodation did not accept their type of pet, cost was too much extra for their pet.
- 84% of respondents reported that they actually compare pet amenities offered by accommodations when selecting where to stay. On the top of the list of preferred amenities is pet-sitting services. Although most accommodations don't offer these services themselves, some high-end properties' concierge do provide guests with a directory of local pet sitters that will come to the hotel room to watch pet guests while their people step out. In response to this, TRIPSwithPETS.com now offers a nationwide directory of pet sitters. Other preferred pet amenities that are at the top of discriminating pet travelers lists include; clean-up bags (21%) pet recreation listings (12%), in-room feed bowls (7%), and pet walking services (5%).
- Pet travelers are willing to pay for these special amenities. Over 95% of respondents would pay extra to accommodate their animal companions with most willing to pay up to \$50 per night and some actually willing to pay over \$50 extra per night for their pets.

• 2014 GoPetFriendly.com Online Survey Results

- 51% of respondents always take their pets with them when they travel. Another 44% said they "sometimes" include their pets, 5% said they were planning their first pet-friendly vacation, and only 0.5% said they "never" take their pets along when they travel.
- 78% of respondents travel by car with their pets, with 19.5% traveling by RV. Only 1.5% report traveling by plane. Other modes of transportation, including trains and motorcycles, accounted for just 1% of travel plans.
- The most commonly reported pet travel challenge (41%) was finding things to do and places to eat with your pet.
- 15% of respondents report "finding accommodations" as their primary obstacle to pet travel.
- 51% of the respondents said that their top priority when planning a trip is their own desires and convenience, followed by people who plan their trip around their pet's fun and comfort (40%). Keeping costs down is the most important factor for 6% of people, and the remaining 3% make their decisions based on other considerations.

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