The most researched Silk Road country by global travellers on TripAdvisor in 2015 was Italy followed by Spain, Japan and Greece.

The key source market for research of Silk Road countries in 2015 on TripAdvisor was Italy, followed by Spain and UK – Russia featured as the fourth, USA as the fifth and China as the sixth key source market.

**Global research trends on Silk Road and award winners**

**Top 10 Researched Silk Road Countries**

1. Italy
2. Spain
3. Japan
4. Greece
5. Turkey
6. Indonesia
7. China
8. Russia
9. Egypt
10. Croatia

**Top 10 Source Markets Researching the Silk Road Countries**

1. Italy 34%
2. Spain 15%
3. United Kingdom 13%
4. Japan 10%
5. Russia 7%
6. United States 6%
7. China 4%
8. France 4%
9. Germany 4%
10. Turkey 3%

**TripAdvisor Traveller’s Choice**

• 1,701 Hotel winners
• 59 Beach winners
• 33 Island winners
• 100 Destination winners
• 5 Destination on the Rise winners:
  – Yerevan, Armenia
  – Oia, Greece
  – Sanur, Indonesia
  – Granada, Spain
  – Valencia, Spain

**Certificate of Excellence**

• 26,483 Accommodation winners
• 13,374 Attraction winners
• 45,723 Eatery winners

**Highest rated Silk Road countries**

Based on TripAdvisor bubble ratings (out of 5) in 2015

- **Armenia 4.42**
  - Accommodation 4.32
  - Attraction 4.54
  - Eatery 4.36

- **Egypt 4.38**
  - Accommodation 4.33
  - Attraction 4.54
  - Eatery 4.31

- **Greece 4.34**
  - Accommodation 4.28
  - Attraction 4.44
  - Eatery 4.33

- **Georgia 4.31**
  - Accommodation 4.24
  - Attraction 4.45
  - Eatery 4.21

- **Ukraine 4.28**
  - Accommodation 4.16
  - Attraction 4.50
  - Eatery 4.18

- **Azerbaijan 4.31**
  - Accommodation 4.25
  - Attraction 4.46
  - Eatery 4.22

- **Croatia 4.26**
  - Accommodation 4.21
  - Attraction 4.46
  - Eatery 4.22

- **Kyrgyzstan 4.28**
  - Accommodation 4.33
  - Attraction 4.29
  - Eatery 4.21

Source: TripAdvisor site data 2015
**Key findings from the 10,678 respondents**

**Awareness of the Silk Road:**
- **Eight in ten (81%)** travellers have heard of the Silk Road
- **62%** of travellers indicate that they are aware of the Silk Road as a tourism destination
- Out of those who are aware of the Silk Road as a tourism destination, **55%** of travellers are slightly aware and **7%** of them are very aware

**Tourist visas and impact on travel:**
- **71%** of travellers indicate that tourist visa requirements do not impact their destination choice
- **41%** of travellers indicate that they are more likely to travel to the region if they could obtain one single tourist visa to travel to Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
- The cost of a tourist visa is a consideration, but not a deterrent in their destination choice for **55%** of travellers. In fact, **34%** of travellers indicate that the cost of a tourist visa has no impact at all on their destination choice

---

**Top 5 Silk Road experiences that travellers are most interested in:**
- **62%** Explore ancient Silk Road cities
- **60%** Visit UNESCO World Heritage Sites on Silk Road
- **50%** Try local Silk Road gastronomy
- **44%** Shop in local bazaars and markets
- **41%** Visit art galleries and museums

---

**Top 10 countries associated with the Silk Road that travellers have visited:**
- Italy
- Spain
- Greece
- Turkey
- Egypt
- Russia
- San Marino
- Croatia
- China
- Israel

**Top 10 countries associated with the Silk Road that travellers plan to visit in the next five years:**
- Russia
- Italy
- Spain
- Greece
- Turkey
- Croatia
- Japan
- China
- Israel
- Indonesia

**Top 10 countries that travellers identify as being Silk Road destinations:**
- Mongolia
- Kazakhstan
- Turkey
- Azerbaijan
- Uzbekistan
- Turkmenistan
- China
- Tajikistan
- Kyrgyzstan
- Iran
Key findings from the 7,747 respondents

Awareness of the Silk Road:
- Nearly nine in 10 (87%) APAC travellers have heard of the Silk Road
- 85% of APAC travellers indicate that they are aware of the Silk Road as a tourism destination
- Out of those who are aware of the Silk Road as a tourism destination, 64% of APAC travellers are slightly aware and 22% of them are very aware

Tourist visas and impact on travel:
- 73% of APAC travellers indicate that tourist visa requirements do not impact their destination choice
- 50% of APAC travellers indicate that they are more likely to travel to the region if they could obtain one single tourist visa to travel to Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan.
- The cost of a tourist visa is a consideration, but not a deterrent in their destination choice for 58% of APAC travellers. In fact, 34% of APAC travellers indicate that the cost of a tourist visa has no impact at all on their destination choice.

Top 5 Silk Road experiences that travellers are most interested in:
- 72% Explore ancient Silk Road cities
- 70% Shop in local bazaars and markets
- 65% Visit UNESCO World Heritage Sites on the Silk Road
- 52% Attend local festivals and events
- 50% Visit art galleries and museums

Top 10 countries that travellers identify as being Silk Road destinations:
- Kazakhstan
- Uzbekistan
- Turkey
- Turkmenistan
- Pakistan
- Tajikistan
- Iran
- Mongolia
- China
- Kyrgyzstan
According to the 2015 TripBarometer going somewhere new influences three-quarters of travellers vacation plans and emerging markets lead the way in trying something new in 2016.

Millennials are engaged, adventurous and open to new ideas, and therefore are more highly influenced by a variety of factors than other generations.

**Influence when making travel plans (top 5)**

- **Going somewhere I’ve never been before**: 74% (Global), 68% (Millenials), 71% (Generation X), 63% (Baby Boomers)
- **Flight Prices**: 80% (Global), 75% (Millenials), 72% (Generation X), 63% (Baby Boomers)
- **Accommodation Prices**: 72% (Global), 70% (Millenials), 68% (Generation X), 63% (Baby Boomers)
- **Being able to learn something new on trip**: 68% (Global), 66% (Millenials), 67% (Generation X), 66% (Baby Boomers)
- **Trying something new (activity, etc)**: 74% (Global), 60% (Millenials), 59% (Generation X), 53% (Baby Boomers)

**Highlights from the TripAdvisor TripBarometer**

- **87%** of Indonesian and **86%** Thai travelers want to try something new - with Chinese and Indian travelers slightly behind them (**83%** and **82%** respectively).
- Globally, nearly one in five travelers (**19%**) plan to go on a cruise for the first time.

Source: TripAdvisor TripBarometer 2015
By 2030, 49% of all passenger traffic globally will be within the Asia-Pacific (APAC) region or between APAC and the rest of the world. China will account for around 40% of Asian outbound (international) travellers.

**Dream Destinations for Chinese Travellers**

Australia, France, Hong Kong, Italy, Japan, Korea, Malaysia, Maldives, New Zealand, Spain, Taiwan, Thailand, UK, USA

China outbound travel spend will reach 250Bn in 6 years

China Travel Market money spent on travel (in US$Billion)

<table>
<thead>
<tr>
<th>Year</th>
<th>Outbound travel</th>
<th>Domestic travel</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>260</td>
<td>80</td>
</tr>
<tr>
<td>2020</td>
<td>711</td>
<td>250</td>
</tr>
<tr>
<td>2030</td>
<td>1750</td>
<td>700</td>
</tr>
</tbody>
</table>

Top 4 Cities account for <30% of outbound travellers

The Other Cities (Roughly 300) account for the remaining 73% and show growth of 2-3x that of mega cities

The 4 Mega Cities Beijing, Shenzhen, Shanghai, Guangzhou account for only 27% of traffic

**What would make their hotel stay more enjoyable?**

- Wifi
- Air-con
- Menu with pictures
- City map or travel-related brochures
- Kettle
- Free airport pick-up/drop-off
- Chinese speaking staff
- Cash machine that accepts UnionPay card
- Chinese & Western-style breakfast

**Where are Chinese travellers willing to pay more?**

- **Dining**: 70%
- **Shopping**: 57%
- **Hotel**: 54%
- **Entertainment**: 43%
- **Airline**: 16%

About the UNWTO Silk Road Programme

The UNWTO Silk Road Programme is a collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route. It aims to maximize the benefits of tourism development for local Silk Road communities, while stimulating investment and promoting the conservation of the route’s natural and cultural heritage. Additionally, it is working to foster greater co-operation between Silk Road stakeholders, with the established aim of creating a seamless and memorable Silk Road travel experience. 33 UNWTO Member States currently participate in the UNWTO Silk Road Programme: Albania, Armenia, Azerbaijan, Bangladesh, Bulgaria, China, Croatia, DPR Korea, Rep. Korea, Egypt, Georgia, Greece, Indonesia, Iran, Iraq, Israel, Italy, Japan, Kazakhstan, Kyrgyzstan, Mongolia, Pakistan, Romania, Russia, San Marino, Saudi Arabia, Spain, Syria, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan.

TripAdvisor has been an Affiliate Member of UNWTO since 2015.

About TripAdvisor

TripAdvisor® is the world’s largest travel site*, enabling travellers to plan and book the perfect trip. TripAdvisor offers advice from millions of travellers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find great hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million unique monthly visitors**, and 320 million reviews and opinions covering more than 6.2 million accommodations, restaurants and attractions. The sites operate in 48 countries worldwide.


*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2015
**Source: TripAdvisor log files, average monthly unique users, Q3 2015

©2015 TripAdvisor, Inc. All rights reserved