



 tripadvisor®

# TripAdvisor Travel Trends for the Silk Road 2017

*Guide prepared by TripAdvisor for the  
UNWTO Silk Road Programme 2017*



In absolute terms, the most researched Silk Road country by global travelers on TripAdvisor in 2016 was Italy, which was also the key source market for research of Silk Road countries in the same year.

**Top 10**  
Researched Silk Road countries

- 1 Italy
- 2 Spain
- 3 Japan
- 4 Greece
- 5 Indonesia
- 6 Turkey
- 7 Russia
- 8 China
- 9 Croatia
- 10 South Korea

**Top 10**  
Nationalities researching the Silk Road

- 1 Italy
- 2 Spain
- 3 United Kingdom
- 4 Japan
- 5 United States
- 6 Russia
- 7 Germany
- 8 France
- 9 China
- 10 Turkey

 *TripAdvisor Travellers' Choice*

- 2,689 Hotel winners
- 92 Beach winners
- 44 Island winners
- 130 Destination winners








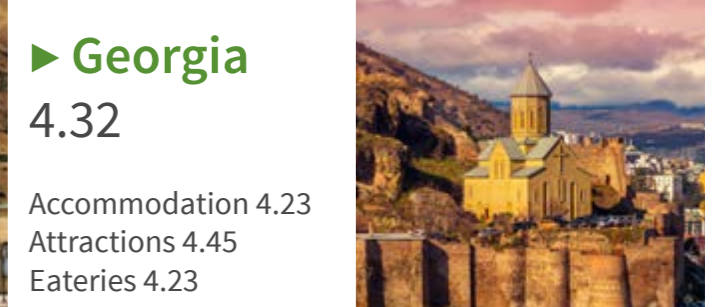
 *Certificate of Excellence 2016*

- 34,560 Accommodation recipients
- 21,388 Attraction recipients
- 69,506 Eatery recipients

*TripAdvisor Travellers' Choice Destinations on the Rise 2016*

- |                                   |                     |
|-----------------------------------|---------------------|
| Baku, Azerbaijan                  | Kiev, Ukraine       |
| Eilat, Israel                     | Kaliningrad, Russia |
| Las Palmas de Gran Canaria, Spain | Bologna, Italy      |
| Tbilisi, Georgia                  | Bucharest, Romania  |
| Malaga, Spain                     | Jeju, South Korea   |

Highest-rated Silk Road countries, based on TripAdvisor bubble rating (out of 5) in 2016.

	<p><b>◀ Egypt</b> 4.46</p> <p>Accommodation 4.42 Attractions 4.62 Eateries 4.31</p>	
<p><b>▶ Armenia</b> 4.43</p> <p>Accommodation 4.35 Attractions 4.49 Eateries 4.41</p>		<p><b>▲ Israel</b> 4.36</p> <p>Accommodation 4.34 Attractions 4.58 Eateries 4.22</p>
	<p><b>◀ Turkey</b> 4.36</p> <p>Accommodation 4.32 Attractions 4.49 Eateries 4.31</p>	
	<p><b>▶ Azerbaijan</b> 4.34</p> <p>Accommodation 4.26 Attractions 4.45 Eateries 4.30</p>	<p><b>▲ Greece</b> 4.32</p> <p>Accommodation 4.29 Attractions 4.46 Eateries 4.34</p>
	<p><b>▶ Georgia</b> 4.32</p> <p>Accommodation 4.23 Attractions 4.45 Eateries 4.23</p>	

# TripAdvisor TripBarometer 2016

## Understanding the Travel Consumer

The 2016 TripAdvisor TripBarometer report provides a comprehensive and global view of the complex modern travel ecosystem.

This research, incorporating feedback from over 36,000 global respondents, reveals the various influences travellers have at different phases of travel planning, as well as their booking behaviour and how much they spend.

# 74%

...of travellers begin by researching and choosing their destination

Of those who don't start with their destination...

# 42%

...start by looking at or booking flights

# 30%

...start by looking at or booking accommodation

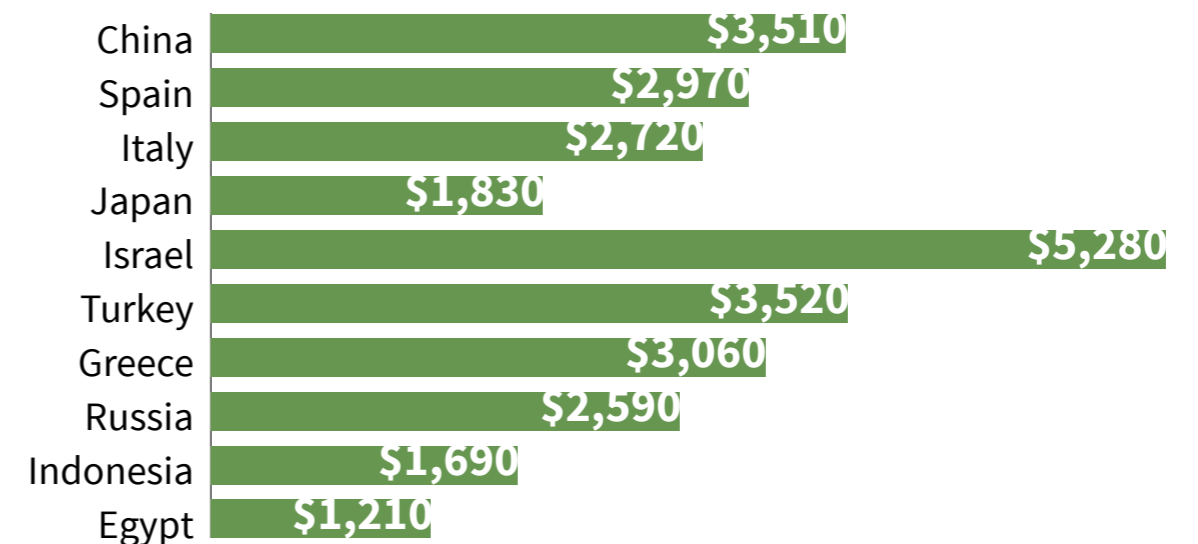
# 12%

...just travelled to their destination

# \$3,401

...is the average amount (in USD) spent on trips by travellers in the previous 12 months

Average annual travel spend by travellers from the Silk Road countries listed below (in USD):



“According to the 2016 TripBarometer, most trips are destination-led...”

TripAdvisor ran a consumer survey in February 2017 to discover travellers' opinions of the Silk Road. 15,711 people responded, and the key findings from the survey are explored over the following pages.

## Top 10 Countries that travellers associate with the Silk Road

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



### Tourist visas

**47%** of travellers would be more likely to travel to this region, if they could obtain one single tourist visa to travel to Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan.

### Travelling preferences

**46%** of respondents said they would visit the Silk Road as part of a tour, while **39%** said they would travel with family. **29%** said they would go with friends, while **21%** said they would go as a solo traveller.

Source: TripAdvisor consumer survey of 15,711 participants, February 2017

“46% of respondents said they would visit the Silk Road as part of a tour...”

## The Silk Road | Consumer Experiences

The Silk Road has been described as the 'greatest route in the history of mankind' and has richly diverse cultural and natural heritage spanning across thousands of kilometres of ancient routes. We asked the TripAdvisor consumer panel which Silk Road experiences are of interest to them.



**61%**

of respondents said they were interested in exploring the ancient Silk Road cities



**39%**

of respondents said they were interested in visiting art galleries and museums



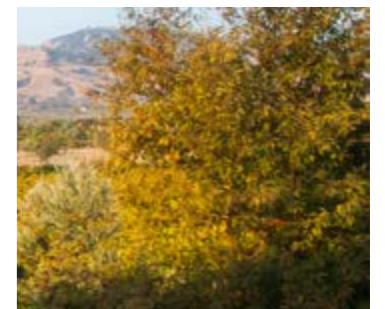
**58%**

of respondents said they were interested in visiting UNESCO World Heritage Sites on the Silk Road



**29%**

of respondents said they were interested in visiting some of the oldest wine regions in the world



**44%**

of respondents said they were interested in trying local Silk Road gastronomy



**16%**

of respondents said they were interested in travelling with nomads and staying in a yurt



**39%**

of respondents said they were interested in attending local festivals and events



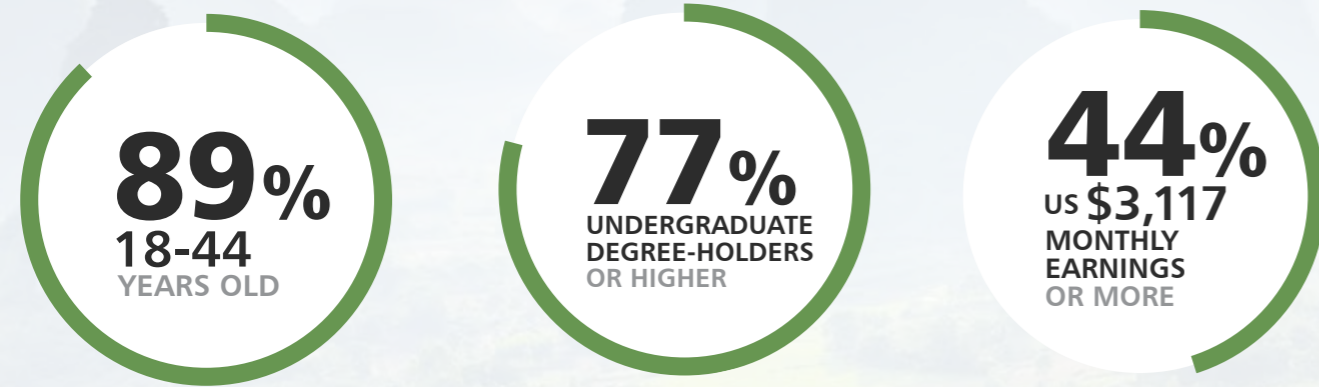
**11%**

of respondents said they were interested in hiking in the Pamir mountains – some of the world's highest mountain peaks

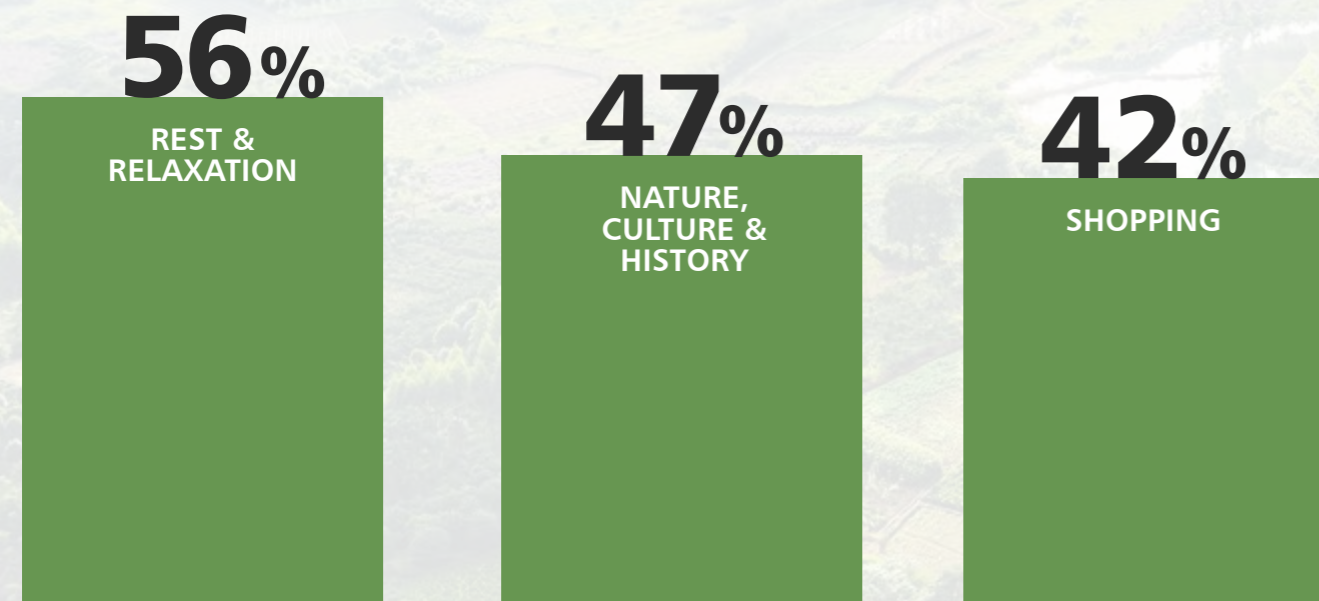
By 2030, 49% of all passenger traffic globally will be within the Asia-Pacific (APAC) region or between APAC and the rest of the world. China will account for around 40% of Asian outbound travellers.

A new breed of Chinese travellers is starting to emerge – dubbed the Free Independent Travellers (FITs), these individuals are craving the adventure away from group tours, with their wallets ever at the ready.

Who are China's FITs?



What are their travel aspirations and motivations?



Source: TripAdvisor/China National Tourism Administration 2015 research

*“ A new breed of Chinese travellers is starting to emerge – dubbed the Free Independent Travellers...”*

## Top tips | How businesses can make the most of TripAdvisor

- **Encourage travellers to leave reviews**
- **Monitor and participate in forum discussions**
- **Learn more about how to maximise your presence on the site**
- **Add photos and videos**
- **Use TripAdvisor content wherever possible**
- **Make use of stickers, Travellers' Choice awards and Certificate of Excellence recognitions**

Visit: [www.tripadvisor.co.uk/TripAdvisorInsights](http://www.tripadvisor.co.uk/TripAdvisorInsights)

**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®** is the world's largest travel site\*, enabling travellers to unleash the potential of every trip. TripAdvisor offers advice from millions of travellers, with 465 million reviews and opinions covering 7 million accommodations, restaurants and attractions, and a wide variety of travel choices and planning features — checking more than 200 websites to help travellers find and book today's lowest hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 390 million average unique monthly visitors\*\* in 49 markets worldwide. TripAdvisor: Know better. Book better. Go better.

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2016

\*\*Source: TripAdvisor log files, Q3 2016

**TripAdvisor has been an Affiliate Member of UNWTO since 2015**