International Seminar on New Technologies Applied to Tourism

New Platform Tourism Services

Steven Paganelli, CDME
Head of Destination Marketing, Americas
YEAR 2000
WHERE IT ALL BEGAN
TripAdvisor in 2017

- Over 7 million businesses listed
- Over 137,000 destinations
- Over 123 million members
- 390 million unique visitors a month
- 500 million reviews & opinions
- Over 287 user contributions every minute
- 49 markets in 28 languages

Source: TripAdvisor log files, Q1 2017
TripAdvisor helps millions of businesses leverage feedback to attract the right guests.
TripAdvisor is a Travel Influencer
People visit to be inspired! To discover, consider, compare, book, experience and share

**AWARENESS**
Not planning…
but open to inspiration

**ADVOCATE**
Reviews, Facebook, WoM

**CONSIDERATION**
Starting the process

**COMPARISON**
Short list of hotels

**EXPERIENCE**
Actively on vacation

**BOOKING**
Flight >> Hotel
Reach & Scale that Extends beyond Travel
One of the largest media properties in the world

TripAdvisor is the 30th most visited property on the web with monthly traffic comparable to:

*source: June Comscore, US Market
Our Site Traffic rivals ....

Combined Traffic of Next Top 5 Travel Sites

TripAdvisor secures 70% of website traffic from organic Search

THE RESULT:
INCREASE IN NET DESTINATIONS TRIPS, NIGHTS & SPENDING

$64 BILLION estimated travel industry revenue directly attributed to TripAdvisor

350 MILLION trips were influenced by TripAdvisor

1.8 MILLION nights were influenced by TripAdvisor

Source: Oxford Study 2014
## Destination Partnerships

Smart Partnerships with TripAdvisor Include Following Four Pillars:

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Education &amp; Communication</th>
<th>Content</th>
<th>Insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising &amp; Native Content</td>
<td>Annual Industry Communication Plan</td>
<td>Increasing Content (Bulk Listings)</td>
<td>Monthly Campaign Reports (including optimization opportunities)</td>
</tr>
<tr>
<td>Video Production &amp; Distribution</td>
<td>Master-Class</td>
<td>Integrating TripAdvisor Content (Licensing Agreement)</td>
<td>Bi-annual Data/Insights on MY</td>
</tr>
<tr>
<td>Permanent Placements</td>
<td>Hotel &amp; Restaurant Solutions, Viator for Attractions &amp; Experiences, plus other TAMG org present to Hoteliers, Restaurateurs &amp; Activities from local Destinations</td>
<td>Off-line Marketing Opportunities</td>
<td>Annual Review and Ratings Study</td>
</tr>
<tr>
<td>PR Opportunity</td>
<td></td>
<td>Increasing Bookable Products through partnership with Viator</td>
<td>Nielsen Brand Study – Results by Market (subject to volume)</td>
</tr>
</tbody>
</table>

- **National Report on Impact on Economy through TE Oxford**
- **Campaign Effectiveness Study**
Indonesia

Travelers' top-rated places in Indonesia:

Top 25 Destinations — the World
- Bali

Top 25 Beaches — Asia
- Gili Meno Beach
- Nusa Dua Beach
- Tanjung Tinggi Beach

(Photo provided by Indonesia)
### Media Effectiveness Insights

<table>
<thead>
<tr>
<th>Category</th>
<th>Unexposed</th>
<th>Exposed</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td># Total TA Users</td>
<td>298,631,505</td>
<td>3,734,393</td>
<td>+37%</td>
</tr>
<tr>
<td>% Viewing any of Destination's content</td>
<td>6.91%</td>
<td>9.47%</td>
<td>+27%</td>
</tr>
<tr>
<td>% Viewing any of Destination's restaurants</td>
<td>12.40%</td>
<td>17.06%</td>
<td>+21.5%</td>
</tr>
<tr>
<td>% Viewing any of Destination's attractions</td>
<td></td>
<td></td>
<td>+23%</td>
</tr>
<tr>
<td># of Pageviews per UU</td>
<td></td>
<td></td>
<td>.61%</td>
</tr>
<tr>
<td>Destination's hotels</td>
<td></td>
<td></td>
<td>+12%</td>
</tr>
<tr>
<td>% clicking to book any hotel</td>
<td>12.69%</td>
<td>14.22%</td>
<td>-19%</td>
</tr>
<tr>
<td>% clickers who book (est.)</td>
<td></td>
<td></td>
<td>0%</td>
</tr>
<tr>
<td>$ Average Nightly Rate (ADR)</td>
<td>$298.02</td>
<td>$240.33</td>
<td>-19%</td>
</tr>
<tr>
<td>Average # Nights</td>
<td>2.4</td>
<td>2.4</td>
<td>0%</td>
</tr>
<tr>
<td>$ Revenue / UU</td>
<td>$6.17</td>
<td>$7.30</td>
<td>+15.5%</td>
</tr>
</tbody>
</table>

**$2.9 Million in Revenues**

**$22:$1 ROI**
UNWTO – Online Review Recommendations

A Smart Partnership with TripAdvisor includes the following four pillars:

- Published in May 2017
- Contributions from TripAdvisor
- Sets important guidelines about what consumers should expect of any review platform, as well as clear advice for business owners on how best to engage with reviews

“Online ratings and reviews are now playing a major role in tourism. The purpose of these new recommendations by the World Committee on Tourism Ethics is to ensure that all actors are playing fair and transparent.”

- Pascal Lamy, Chair of the World Committee on Tourism Ethics.