



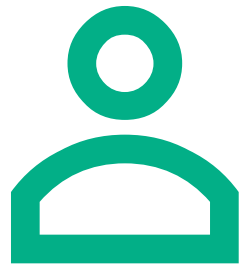








TripAdvisor – World's Largest Travel Site



455M
average unique
monthly visitors **



4.6M
Restaurants
Worldwide



630M
Reviews and
Opinions



130M+
Candid Traveller Photos

*Source: TripAdvisor log files, average monthly unique visitors, Q3 2017

**Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2017

TripAdvisor is providing travellers with an end-to-end travel solution.



4.8M+ Restaurants



945,000+ Attractions



2M Accommodations



Users have
downloaded TripAdvisor
apps more than **460+**
million times.

JOURNEY STEPS



**DEFINING THE
DESTINATION**



**RESEARCHING
+ BOOKING
KEY
ELEMENTS**



**PRE-TRIP
PLANNING**



ON-TRIP



**DREAMING OF
THE NEXT TRIP**



The Power of Reviews for Restaurants and Attractions

85%

Of travellers will “usually” or “always” reference TripAdvisor reviews before booking a restaurant

79%

will “usually” or “always” reference TripAdvisor reviews before deciding on an attraction to visit



Travellers Behaviour on TripAdvisor



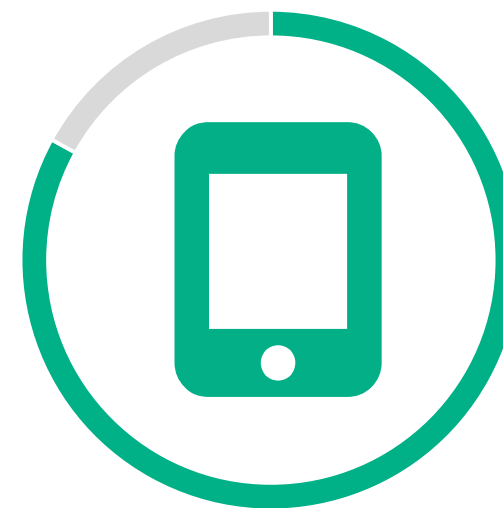
72%

Travellers are looking for
restaurants



43%

Year On Year growth in
bookable restaurants



24%

increase in booking interest
for their restaurants



Recommending Places

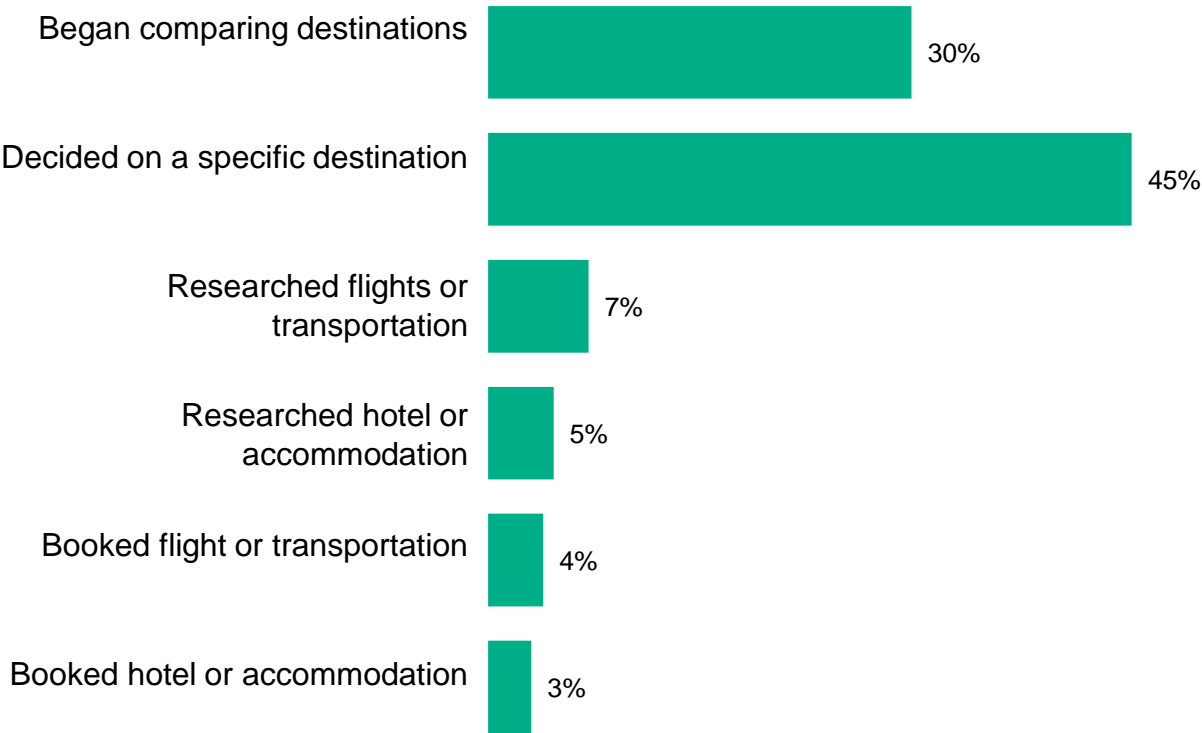
- Contextual Recommendations
- TripAdvisor has also updated its “Restaurants” categories, which now adapt to user preferences and make customized recommendations based on machine learning.

Most Trips are Destination-led

How did you start planning this trip?



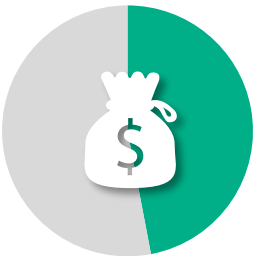
74% of travelers begin by researching and choosing their destination



Culture, cost and climate are key draws when choosing a destination



31% of travelers select a destination for its culture



Almost half (47%) of travelers choose a destination because of price



One in five travelers state that weather was an important factor in choosing their destination

Top ten reasons for choosing a destination



Photos





know better ● book better ● go better