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.

Source: 2015 ‘Custom Survey Research Engagement’ conducted by Phocuswright on behalf of TripAdvisor.
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
• 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

- Began comparing destinations: 30%
- Decided on a specific destination: 45%
- Researched flights or transportation: 7%
- Researched hotel or accommodation: 5%
- Booked flight or transportation: 4%
- Booked hotel or accommodation: 3%
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

- Experience the culture/society/people: 31%
- Accommodation had a good price: 22%
- For the weather: 20%
- Recommended by a friend/relative: 16%
- Flight had a good price: 16%
- Family-friendly: 15%
- Cheap holiday/vacation option: 14%
- Great for my age group: 12%
- Family ties: 11%
- A good price for a luxury destination: 10%
Photos

“Food as Art with a Nod to Indonesian Flavors”

Traveler photo by TravelerC3480: “photo7.jpg” (Dec 2015)