UNWTO Seminar on New Business Models
TripAdvisor Overview and 2016 Key Trends

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TripAdvisor Today

- **350 MILLION** reviews & opinions
- **over 128,000+ destinations**
- **over 1,000,000+** businesses listed
- **over 6.5 MILLION** members
- **230** user contributions every minute
- **775,000** vacation rentals
- **340 MILLION** Unique visitors a month
- **48** Domains in **28** languages
- **4 MILLION** restaurants
- **655,000** attractions
- **1,000,000+** hotels, B&B & specialty lodging

Source: comScore Media Metrix for TripAdvisor Sites, worldwide, February 2016; Source: TripAdvisor log files, Q1 2016
Understanding the motivation to share

People want to share positive experiences and pay it forward for the advice they received from others.

- **73%** of TripAdvisor users report that they wrote a review in the past year because they wanted to share a good experience with travellers.
- **4 out of 5** is the average bubble rating on TripAdvisor.
- **70%** of TripAdvisor users wrote a review in the past year because they received good advice from reviews and wanted to give back to the community.
Understanding the motivation to share

The drive to share positive experiences far outweighs that of negative or average experiences

<table>
<thead>
<tr>
<th>Service</th>
<th>😊 (%)</th>
<th>😞 (%)</th>
<th>😡 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurants</td>
<td>93</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Local attractions and destination activities</td>
<td>91</td>
<td>5</td>
<td>4</td>
</tr>
<tr>
<td>Hotels</td>
<td>84</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Airlines</td>
<td>84</td>
<td>9</td>
<td>7</td>
</tr>
<tr>
<td>Home or apartment rentals</td>
<td>80</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>Car Rental Companies</td>
<td>72</td>
<td>15</td>
<td>13</td>
</tr>
</tbody>
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Source: Phocuswright’s U.S. Traveler Technology Survey 2015
KEY TRAVEL TRENDS FOR 2016
Trend #1 – Seeking new experiences

Almost 7 in 10 global travelers are planning to try something new in 2016 (69%).

1 in 5 global travelers said they would try a cruise for the first time in 2016.

17% will try solo travel for the first time in 2016.

15% will try adventure travel for the first time.

Source: TripBarometer, October 2015. A study by TripAdvisor and global research firm, Ipsos.
Trend #2 – One third of travelers are increasing their spend in 2016

Of those spending more, almost 1 in 2 travelers are doing so because they feel they deserve it.

49% said they will do so because “because I or my family deserve it”

31% said they would spend more on travel because “it’s important for my health and well-being”

Source: TripBarometer, October 2015. A study by TripAdvisor and global research firm, Ipsos
Trend #3 – Culture, Special Offers and Media influence destination choices

Today’s travelers **choose destinations** for a number of reasons, including accommodation special offers.

- **47%** chose a destination because of the **culture and people** of the specific country.
- **21%** have chosen a destination because a **hotel** had a **special offer or package**.
- **20%** visited a destination because they **saw it on a TV show**.

Source: TripBarometer, October 2015. A study by TripAdvisor and global research firm, Ipsos
Trend #4 – Travelers want to stay cool and connected

Among the amenities that travelers look for when booking accommodation in 2016, air conditioning and WiFi stand out.

63% say **air conditioning** is a must-have when choosing a place to stay.

46% of global travelers will look elsewhere if **free in-room WiFi** is not offered

Source: TripBarometer, October 2015. A study by TripAdvisor and global research firm, Ipsos
Trend #5 – Smartphones are the #1 travel essential globally

75% of global travelers will not leave home without their smartphones

Source: TripBarometer, October 2015
Trend # 6: Business owners are optimistic about 2016

73% of accommodation business owners globally are optimistic about profitability in 2016

Top 3 positive influences according to businesses

- 65% believe local events/congress will impact business positively
- 61% believe a decrease in flights will have a positive impact on business
- 64% believe that changes to tourist attractions in the area will benefit their businesses

Source: TripBarometer, October 2015. A study by TripAdvisor and global research firm, Ipsos
Trend # 7 – Rising room rates

Nearly half (47%) of hoteliers globally plan to increase room rates in 2016.

65% of accommodations are increasing rates to compensate for increased overhead costs

35% of accommodations are increasing rates because of increased demand

37% of accommodations are increasing rates due to recently completed renovations

Source: TripBarometer, October 2015. A study by TripAdvisor and global research firm, Ipsos
Trend #8 – Online Reputation Management is a top priority for businesses in 2016

93% of hoteliers said that online traveler reviews are important for the future of their business.

59% of accommodation owners are investing more in Online Reputation Management than they did last previous year.

Source: TripBarometer, October 2015. A study by TripAdvisor and global research firm, Ipsos
“The impact of TripAdvisor on travel and the economy”

Study commissioned by TripAdvisor and undertaken by Oxford Economics, quantifying the economic impacts of TripAdvisor globally.

<table>
<thead>
<tr>
<th>Empowered Spending</th>
<th>Employment Goes Up</th>
<th>More Trips, Better Trips</th>
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</thead>
<tbody>
<tr>
<td>TripAdvisor’s credibility and breadth of content creates and informs emboldened traveler spending.</td>
<td>The more travelers take trips, and the longer they stay, the more jobs are created across the travel industry.</td>
<td>TRIPADVISOR CONTENT INFLUENCED TRIPS:</td>
</tr>
<tr>
<td><strong>TripAdvisor Influenced $478B of tourism spend in 2014</strong></td>
<td></td>
<td>350M</td>
</tr>
<tr>
<td><strong>TripAdvisor Generated $64B of tourism spend in 2014</strong></td>
<td></td>
<td><strong>DOMESTIC TRAVEL GLOBALLY 8%</strong></td>
</tr>
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</table>

TripAdvisor reassures and inspires travel decisions, leading to travelers taking a greater number of worldwide trips, trips to new destinations and increased spending in their destinations.

| **900,000 JOBS DIRECTLY SUSTAINED BY TRIPADVISOR** |

| **22M TOURISM TRIPS GENERATED** |

| **13% INTERNATIONAL TRAVEL GLOBALLY** |
THANK YOU