MISSION
HELP TRAVELERS
PLAN AND BOOK
THE BEST TRIP
TripAdvisor in 2017

- **4.3 million** Restaurants
- **390 million** Unique visitors a month
- **500 million** reviews & opinions
- **287** user contributions every minute
- **7 million** businesses listed
- **49 markets in 28 languages**

Source: TripAdvisor log files, Q1 2017
Consumer behaviour

58% Travellers will read at least 6-12 reviews before choosing a restaurant

87% Travellers consider reviews important when booking restaurant

31% Avoid eating at restaurants that do not have any reviews

Top consumer searched restaurant content online

1. Number of consumer photos
2. Number of professional photos
3. Number of reviews
4. Restaurant responses to reviews
5. ‘Opening hours’ displayed
Top Countries searched for restaurants

1. United States
2. Italy
3. UK
4. France
5. Spain
6. Germany
7. Canada
8. Brazil
9. Australia
10. Japan

Top countries researched based on restaurant offering (ranked by number of unique views on restaurant pages per country):
Key trends Spain
Barcelona, Madrid and Valencia – most booked Spaniards followed by people from UK, USA and Canada, France and Italy.
Most bookings go for Mediterranean-style cuisine, followed by traditional Spanish cuisine and creative world cuisine.
Most Booked Restaurants

1. Zen Market (Madrid)
2. Botin (Madrid)
4. Antigua (Barcelona)
5. Sumo Azca (Madrid)

Perimeter: All bookings in 2016
Days With More Bookings

1. 17 December 2016
2. 13 February 2016
3. 12 November 2016

Perimeter: All bookings in 2016
Key trends from select countries
# Average Price

Based on The Fork Bookings, the average price is determined by the average price for a starter and main course or for a main course and a dessert from the menu.

<table>
<thead>
<tr>
<th>Country</th>
<th>Average Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switzerland</td>
<td>53,93 CHF (50,37€)</td>
</tr>
<tr>
<td>Belgium</td>
<td>37,85€</td>
</tr>
<tr>
<td>France</td>
<td>34,12€</td>
</tr>
<tr>
<td>Netherlands</td>
<td>30,25€</td>
</tr>
<tr>
<td>Portugal</td>
<td>31,72€</td>
</tr>
<tr>
<td>Spain</td>
<td>28,47€</td>
</tr>
<tr>
<td>Italy</td>
<td>27,86€</td>
</tr>
<tr>
<td>Sweden</td>
<td>203,35 DKK (27,35€)</td>
</tr>
<tr>
<td>Denmark</td>
<td>235,45 SEK (24,47€)</td>
</tr>
<tr>
<td>Turkey</td>
<td>89,19 TRY (24,34€)</td>
</tr>
</tbody>
</table>
Gastronomy Tours

There are currently over 2,300 bookable gastronomy-related tours on Viator including courses on cooking tapas in Barcelona, pizza walking tours across Italy, and a chicken and beer tour in Seoul, South Korea.