Silk Road Travel Trends

UNWTO Silk Road Task Force Meeting – Valencia, Spain
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MISSION
HELP TRAVELERS
PLAN AND BOOK
THE BEST TRIP
TripAdvisor Today

- **390** MILLION** Unique visitors a month
- **over 7** MILLION businesses listed
- **over 287** user contributions every minute
- **465** MILLION reviews & opinions
- **123** MILLION members
- **over 137,000** destinations
- **over 287** user contributions every minute
- **49** markets in **28** languages

Source: TripAdvisor log files, Q2 2016
TripAdvisor Highlights

First ever traveler review is posted on TripAdvisor

2001

First ever traveler review is posted on TripAdvisor

2002

Restaurants added to the site for the first time

TripAdvisor forums are created

2004

TripAdvisor launches first iPhone app

2009

Vacation Rentals are added to the site

A flights search feature is launched on the site

2010

TripAdvisor launches Vacation Rentals

2013

Hotel price comparison launches

2014

TripAdvisor acquires Viator and Lafourchette

Today

TripAdvisor reaches 390 million unique monthly users
Reserve a restaurant everywhere over 200,000 restaurants bookable through TripAdvisor.
Recent investment in Eatigo – online restaurant booking platform in Thailand & Singapore and EatWith for “home chefs”
Access to tours and attractions

• The Viator acquisition positioned TripAdvisor as the world’s largest tours & attractions marketplace

• Over 54,000 products!
Vacation Rental Expansion

TripAdvisor Vacation Rentals is a global leader in the space with over 835,000 rental properties listed – 70% of which are bookable online.
HALF OF ALL TRIPADVISOR TRAFFIC IS MOBILE AND TABLET OPTIMISED USER EXPERIENCE ON ALL DEVICES

390 MILLION WORLD’S MOST DOWNLOADED TRAVEL APPS

LEADING THE INDUSTRY ON MOBILE

Source: comScore Media Metrix for TripAdvisor Sites, worldwide, February 2016; Source: TripAdvisor log files, Q1 2016
Mobile use – 75% will not leave without

- 72% Looking for restaurants
- 67% Looking for things to do
- 64% Reading reviews
- 50% Looking for hotels

Source: (Connected Traveller TripBarometer 2015)
More than 80% of users feel that TripAdvisor reviews help them feel more confident in their travel decisions and have a better trip.
Understanding the motivation to share

Most TripAdvisor users write reviews because they want to share a positive experience.

- 73% of TripAdvisor users report that they wrote a review in the past year because they wanted to share a good experience with travellers.
- 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.
- 4 out of 5 is the average bubble rating on TripAdvisor.

Source: Phocuswright's TripAdvisor Custom Survey 2015: Global
The Power of Reviews for Hotels

96% of travellers consider reviews important when planning & booking hotels

83% will “usually” or “always” reference TripAdvisor reviews before making a booking decision on a hotel

Source: 2015 ‘Custom Survey Research Engagement’ conducted by Phocuswright on behalf of TripAdvisor.
Key factors influencing traveller ranking

- **QUALITY**
- **QUANTITY**
- **RECENCY**

Consistency over time
FairmontPacificRim, General Manager at Fairmont Pacific Rim, responded to this review, 3 days ago

Thank you for taking the time to share your experience and feedback on your recent stay with us. We are glad to hear you enjoyed our guestrooms, the fitness centre, and our complimentary BMW bikes for a ride around Stanley Park. We do, however, regret to hear we may have missed any opportunities to ensure your check in was smooth and seamless. I would welcome you to contact me directly at Philip.Barnes@Fairmont.com should you wish to discuss your experience in further detail. We look forward to the opportunity to welcome you back to experience the high standard of service we have become known for.

Sincerely,

Philip M. Barnes
General Manager Fairmont Pacific Rim & Regional Vice President, Pacific Northwest

This response reinforces the importance of guest feedback and demonstrates the company's commitment to addressing customer concerns. It also invites the guest to reach out if they wish to discuss their experience further.
Sometimes Negative Reviews Can be Prevented

1. “We brought the issue to staff’s attention, but they did nothing.”

2. “They said they would try to fix it, but they obviously didn’t care.”

3. “They couldn’t fix it, but they really tried their best.”

4. “They resolved it right away and apologized profusely.”
Management responses influence decisions

65% of TripAdvisor users are more likely to book a hotel which responds to traveller reviews.

85% agree that a thoughtful management response to a bad review improves their impression.
SILK ROAD TRENDS
Working together since 2015

TripAdvisor's Travel Trends Guide for the Silk Road now available

Source: TripAdvisor 205 – 2016 UNWTO Silk Road Travel Trends Guides
2017 edition – launched at ITB 2017

TripAdvisor Travel Trends for the Silk Road 2017

Guide prepared by TripAdvisor for the UNWTO Silk Road Programme 2017
Highest rated Silk Road countries

- Egypt holds the top spot overall with highest ratings on both accommodations and attractions.
- Armenian eateries are top rated on TripAdvisor.
Traveller survey reached 15,711 people

VISA
- 47% more likely to travel to the region if they could obtain single visa to travel to Kazakhstan, Kyrgyzstan, Tajikistan & Uzbekistan

Travel preferences
- 46% would visit as part of a tour
- 39% would travel with family
- 29% would go with friends
- 21% would travel solo

Source: TripAdvisor consumer survey Feb 2017
Key findings from the traveller survey

61% of respondents said they were interested in exploring the ancient Silk Road cities.

58% of respondents said they were interested in visiting UNESCO World Heritage Sites on the Silk Road.

44% of respondents said they were interested in trying local Silk Road gastronomy.

39% of respondents said they were interested in attending local festivals and events.
New type of Chinese travellers

Who are China’s FITs?

- 89% 18-44 years old
- 77% undergraduate degree holders or higher
- 44% US $3,117 monthly earnings or more

What are their travel aspirations and motivations?

- 56% rest & relaxation
- 47% nature, culture & history
- 42% shopping

The Free Independent Travellers

Source: TripAdvisor/China National Tourism Administration, 2016 research
Top tips | How businesses can make the most of TripAdvisor

- Encourage travellers to leave reviews
- Monitor and participate in forum discussions
- Learn more about how to maximise your presence on the site
- Add photos and videos
- Use TripAdvisor content wherever possible
- Make use of stickers, Travellers’ Choice awards and Certificate of Excellence recognitions

Visit: www.tripadvisor.co.uk/TripAdvisorInsights
Thank You!

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