Helping the Travel Industry Recover by Promoting Tourism Safety

42nd UNWTO AM Plenary Session
Best Practices: Adaptation and Mitigation:
Roadmap to New Business Models.

6.11.2020
What we’ll discuss today

3–6 The Travel Industry today

7–15 What is Tripadvisor doing for the industry: the Travel Safe initiative

16–19 How to adapt business models to the new normal
The Travel Industry
Travel Sites Globally in September 2020

1.8B Monthly Visits

14B Monthly Page views

8 Pages Per Visit (+10% YoY)

Source: SimilarWeb, September 2020
Tripadvisor has remained the #1 travel site throughout the pandemic.

With **more traffic and scale** than Booking.com, Airbnb, Yelp, Expedia, Skyscanner, Trivago, Kayak, Agoda, Priceline and Hotels.com

Source: SimilarWeb
Tripadvisor accounts for nearly 20% of global Travel traffic

Source: SimilarWeb, September 2020
What is Tripadvisor doing for the industry?
Tripadvisor response to the crisis

- **Financial Relief** in the time of need
- **Deep Connection** between owners & travelers
- **Guidance & Insights** to maneuver in crisis
Travel Safe Initiative
Safety is top of mind for travelers.

65% of respondents will not travel until they see physical changes that make them feel safer.

92% of travelers said cleanliness is the most important factor in selecting accommodations for their future trips.

84% of consumers mentioned that cleanliness or sanitization certificates are important when booking a travel experience.

74% of travelers said a checklist of safety measures on TripAdvisor listings would be very or extremely helpful.

Enter: Tripadvisor’s Travel Safe Initiative

On June 15, 2020, Tripadvisor launched this new free initiative dedicated to:

Putting travelers’ minds at ease while prioritizing their safety:
We provide travelers with digestible information & guidance pertaining to safety as they start to plan future travel

Supporting our partners:
Aid in recovery by helping owners to share their safety measures and overall COVID-19 response with travelers as they make their plans
Could you say a little more about it? (optional)

We'd love your opinion! Anything you can share will help other travelers choose their perfect hotel. Thanks!

Safety Amenities
- Does the hotel provide hand sanitizer?
- Are hotel employees required to wear masks?

Hotel Style & Amenities
- Does the hotel provide fax or photocopying services?
- Did your room have an iPod docking station?
- Does the hotel offer pool or beach towels?
- Is this hotel close to the convention center?

Traveler Reviews

Could you say a little more about it? (optional)

We'd love your opinion! Anything you can share will help other travelers choose their perfect hotel. Thanks!
Keeping you safe during COVID-19

What you can expect during your stay
- Linens sanitized between guests
- Hand sanitizer (60% alcohol)
- Employees have paid sick time
- Regularly sanitized high-traffic areas
- 24-hour minimum between guests
- Contactless employee temperature checks
- Employees must wear masks
- Floor indicators
- Regular hand washing required
- Regularly sanitized high-traffic areas
- Individually sealed linens
- Contactless check-in
- Contactless check-out
- Doctors available 24/7

A note from Sheraton Atlanta Hotel
We are working diligently to ensure that our hotel continues to provide essential services in this challenging environment.

We take standards for hygiene and cleanliness very seriously, we are closely monitoring and following the CDC and WHO guidance regarding COVID-19, as well as guidance from local health authorities. Our health and safety measures include everything from handwashing hygiene, to hospital grade cleaning product specifications for guest rooms and common area cleaning procedures. If a colleague exhibits symptoms of COVID-19, they are instructed not to return to work and instead seek appropriate medical attention. Should a guest exhibit symptoms, our priority is to safely relocate them to a place where they may receive appropriate medical attention.

With the COVID-19 situation rapidly evolving, we recommend that all guests consult local authorities to understand the latest travel restrictions before they commence their travel.

More questions? +1 404-699-6000  Email hotel
Community  Ask a question  Post a review
Travel Safe helps the industry recover

- 120K+ Businesses Worldwide
- 85K+ Restaurants Worldwide
- 35K+ Accommodations Worldwide

16% Higher Click-Through Rate
3x Faster Recovery
Help us help you!

Leveraging Tripadvisor’s Travel Safe, owners can:

- **Rebuild traveler confidence** and help them feel comfortable about planning their next trip.
- **Position their property** as a safe option to discerning travelers seeking reassurance.
- **Leverage the reach & scale** of Tripadvisor to highlight their property to travelers who are looking for inspiration for their next trip.

**TAKE ACTION:** Add your safety measures to the Management Center. Go to tripadvisor.com/Owners to get started.
How to adapt business models to the new normal
What this means for you

Reset & Prepare
Reset your business and improve your offer, take care of your online reputation and focus on data from the market today

Adapt your focus
Start with developing a robust set of hygiene protocols to show on Tripadvisor, then always remember to communicate with empathy

Stand out
Discover what motivates your customers to travel, offer them the added value they’re looking for, and make the unique aspects you’re offering stand out
History tells us that **the travel industry is incredibly resilient** and we all have a role to play into building back consumer confidence. Traveller demand will rebound, but we must ensure **traveler safety is given the highest priority**.