

Helping the Travel Industry Recover by Promoting Tourism Safety

42nd UNWTO AM Plenary Session
Recovering Tourism. Rebuilding Trust.
Reinforcing Partnerships.
*Best Practices: Adaptation and Mitigation:
Roadmap to New Business Models.*



Tripadvisor

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



Fabrizio Orlando
Global Industry Relations
Associate Director
Tripadvisor



The Travel Industry



Travel Sites Globally in September 2020

1.8B

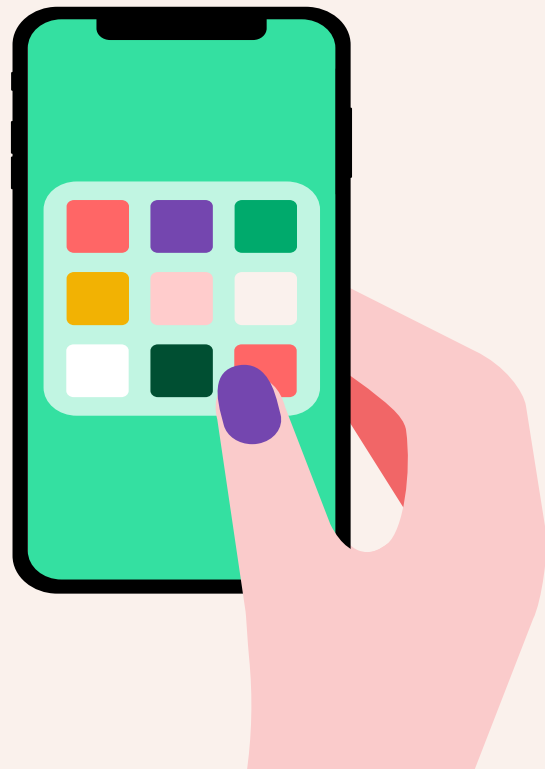
Monthly
Visits

14B

Monthly
Page views

8

Pages
Per Visit
(+10% YoY)



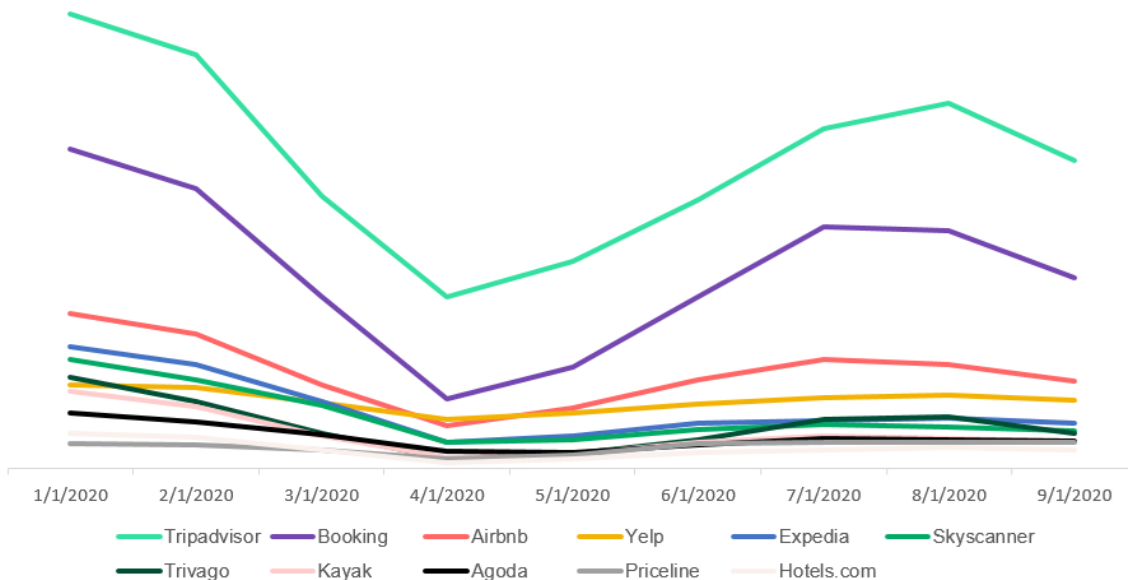
Tripadvisor

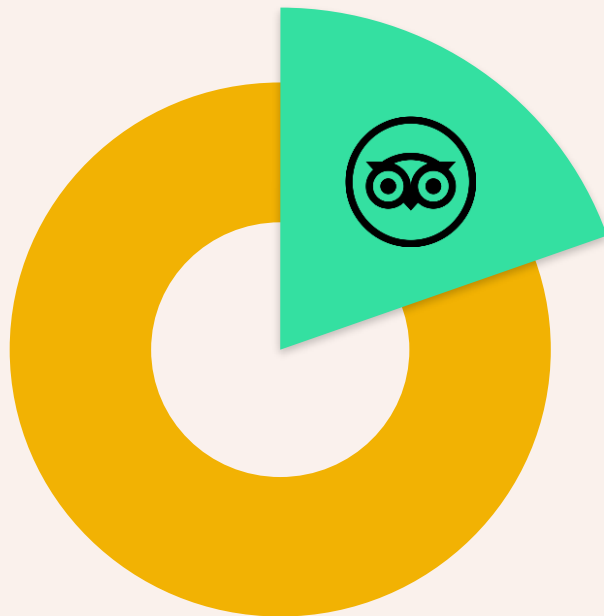
has remained the #1 travel site throughout the pandemic.

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

Travel Sites Globally in 2020

De-duplicated unique users





**[Tripadvisor
accounts for
nearly 20% of
global Travel
traffic]**

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.



Source: Tripadvisor Consumer Sentiment Survey Wave 3, Qualtrics; 2,190 respondents, U.S., U.K., Australia, Italy, Japan, Singapore; 4/22-4/27; Tripadvisor Covid-19 Pandemic Survey Wave 4, Qualtrics; 1,088 respondents, U.S., U.K., Australia, Singapore; 5/13-5/18

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



Search Filter

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!

Safety Amenities

Does the hotel **provide hand sanitizer**?

Are hotel **employees required to wear masks**?

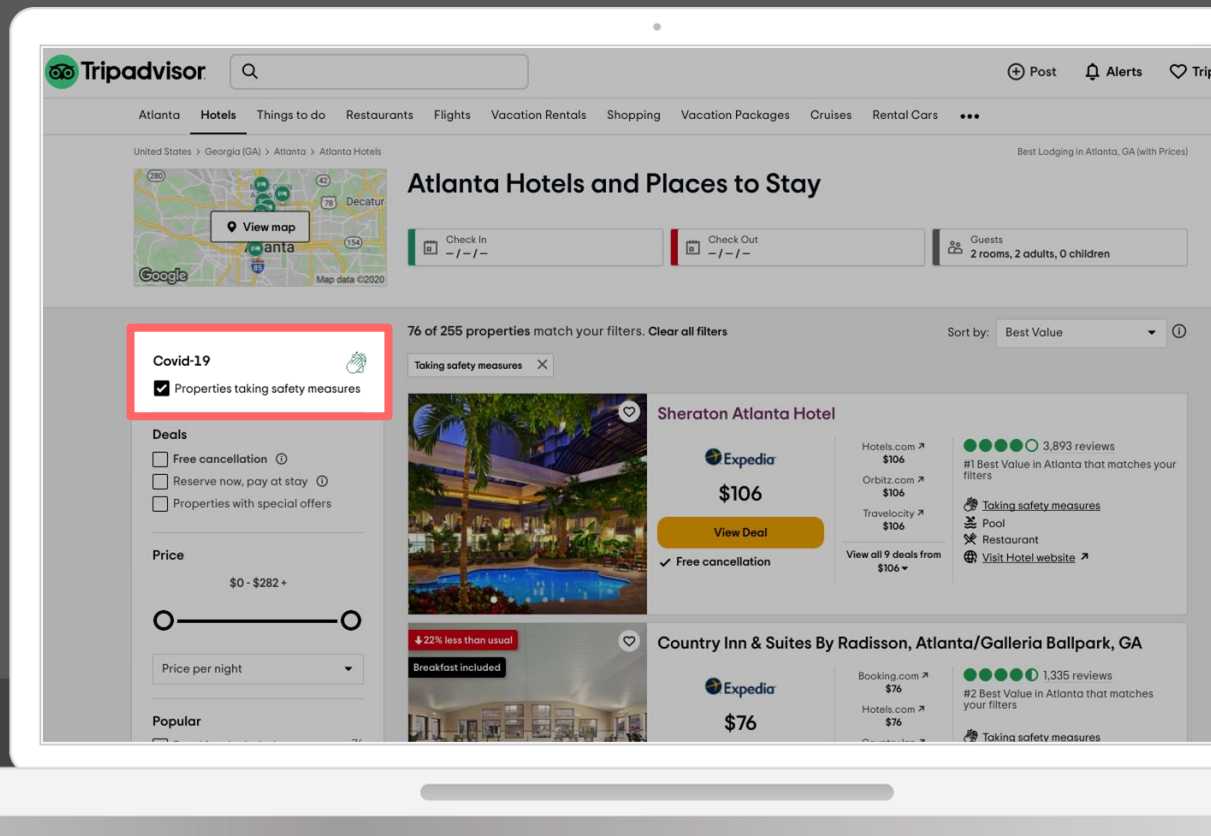
Hotel Style & Amenities

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**?



Listing Page Updates



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 amenities
- Contactless check-in
- Contactless check-out
- Doctors available 24/7

Show Less ^

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 room 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.

Show Less ^

More questions?

+1 404-659-6500

Email hotel

Community

Ask a question

Post a review

Updated 5/21/20 Safety precautions are provided by the property and are not checked by TripAdvisor for accuracy.



Atlanta **Hotels** Things to do Restaurants Flights Vacation Rentals Shopping Vacation Packages Cruises Rental Cars ...

United States > Georgia (GA) > Atlanta > Atlanta Hotels

Sheraton Atlanta Hotel

3,893 reviews #72 of 186 Hotels in Atlanta
165 Courtland Street NE, Atlanta, GA 30303 1 (404) 659-6500 Visit hotel website

Save Share

COVID-19 update: See the added precautions this property is taking to keep you safe.

Read more

Lowest prices for your stay

Check In — f — f — Check Out — f — f —

Guests
2 rooms, 2 adults, 0 children

Lock in the lowest price from these sites

Booking.com \$116

Free cancellation until 10/11/20

View Deal

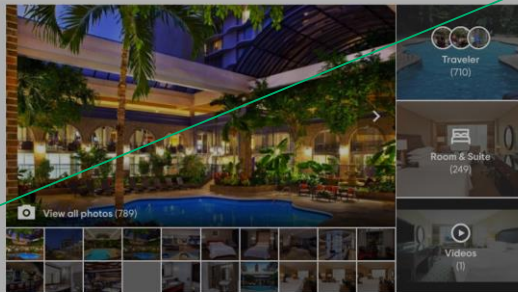
Hotels.com \$116 Expedia.com \$116

TripAdvisor \$116 Travelocity \$116

Orbitz.com \$116

View all 10 deals

Prices are the average nightly price provided by our partners.



View all photos (78)

Traveler (710)

Room & Suite (249)

Videos (1)



Keeping you safe during COVID-19

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.**



**There's
good
out
there**



**Descubre
lo bueno
que hay
en el
mundo**

