



December 3, 2021

Ready to restart: The current state of the travel industry



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Travel recovery trends



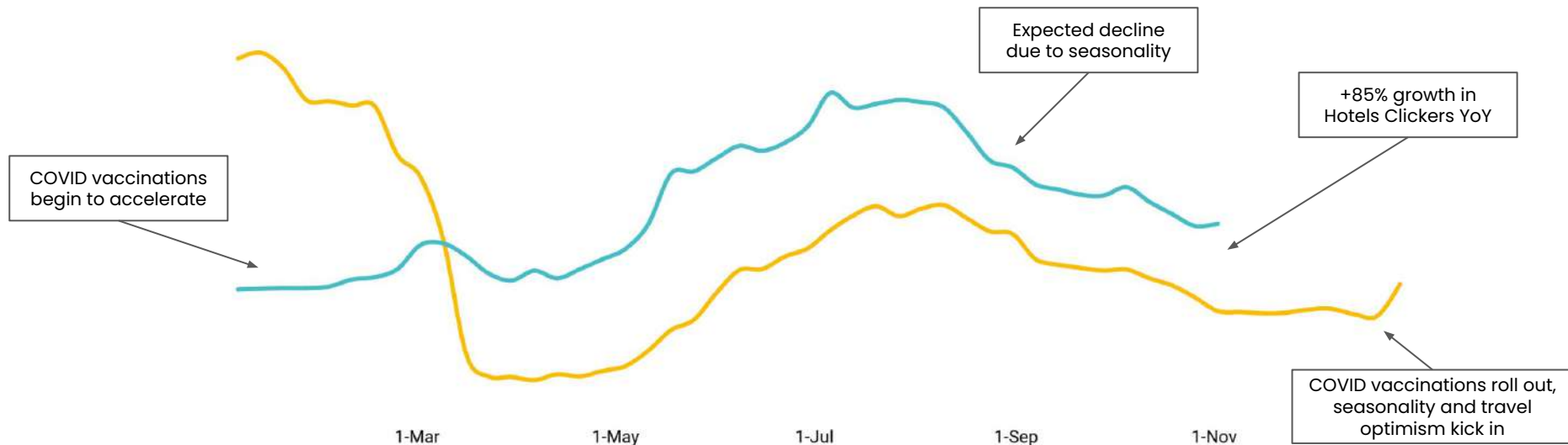
The gap between last year's travel intent and today remains healthy, exceeding +85% year on year

Even with the decrease in traffic due to expected seasonality trends, the number of users clicking to book hotels remains significantly higher versus this time last year

Weekly number of Hotel Clickers trending 2020 - 2021

Global IPs and Destinations

● Last Year (2020) ● This Year (2021)



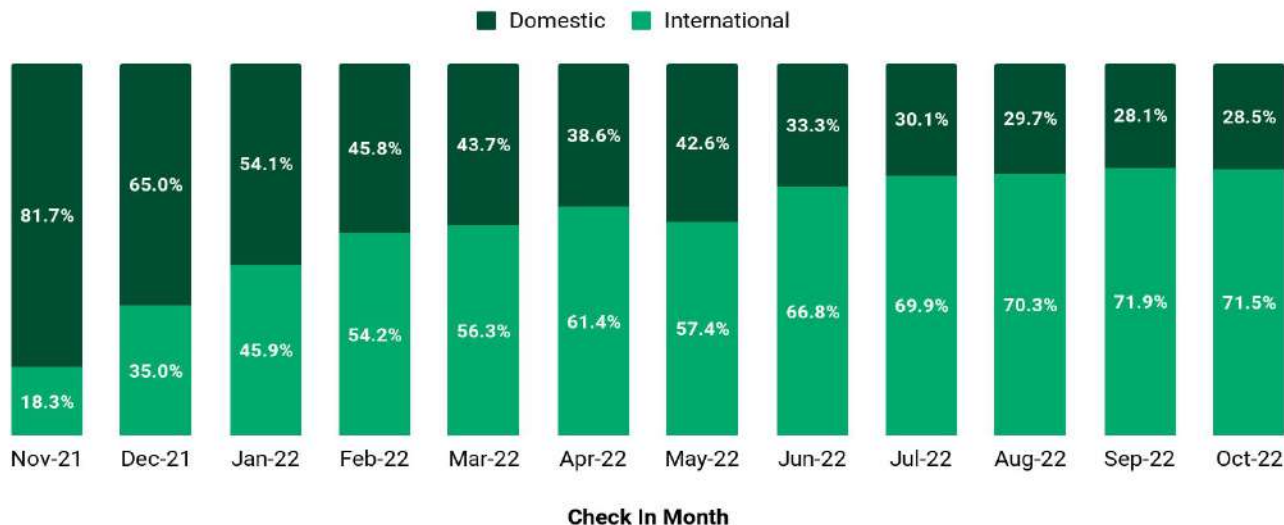
The vast majority of November and December travel plans are domestic but travel for next year looks a little different, with all signs pointing to international stays

Domestic: 65% of all consumers clicking to book stays in December are domestic destinations

International: 72% of all consumers clicking to book stays for Sept 2022 are planning to travel internationally

Distribution of Travel Intent by Check In Month: Domestic vs International

Global IPs, data based on users searching for hotels > Nov 5, 2021



Booking flexibility remains a priority

The share of users interacting with the **'Free Cancellation'** filter on site has **increased** since last month (Oct vs Sept 2021), while filters like **'Beach'** property types have **decreased** a bit month over month

Popular Filters in October 2021

Hotels & Motels

Free Cancellation

Pool

Free Wifi

Free Breakfast

All Inclusive

Free Parking

Pay At Stay

B&Bs & Inns

Travel Safe Property

Beach

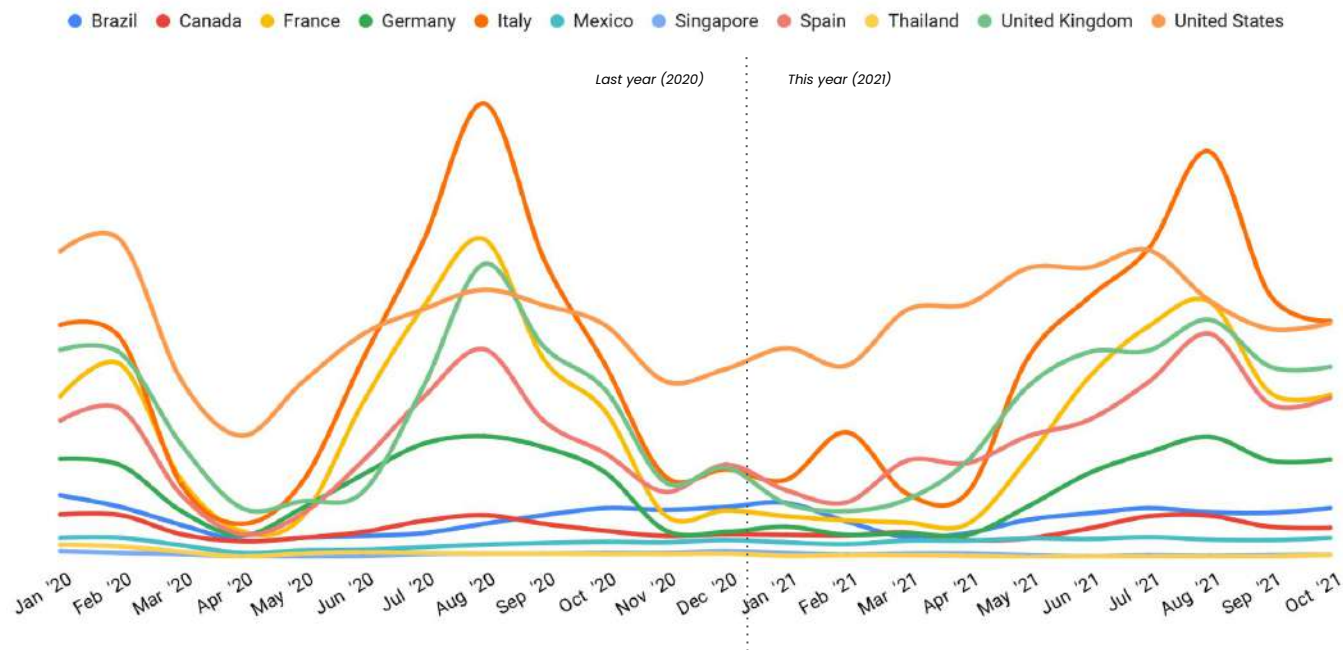
Share of filter usage is UP MoM

Share of filter usage is DOWN MoM

Restaurants shoppers in Spain continue to climb, as traffic jumps more than +50% since last October

While hotel clickers in the United States are up quite a bit year on year, restaurant shoppers in the US haven't changed much

Monthly Restaurant Pageviews by Market trending 2020 - 2021



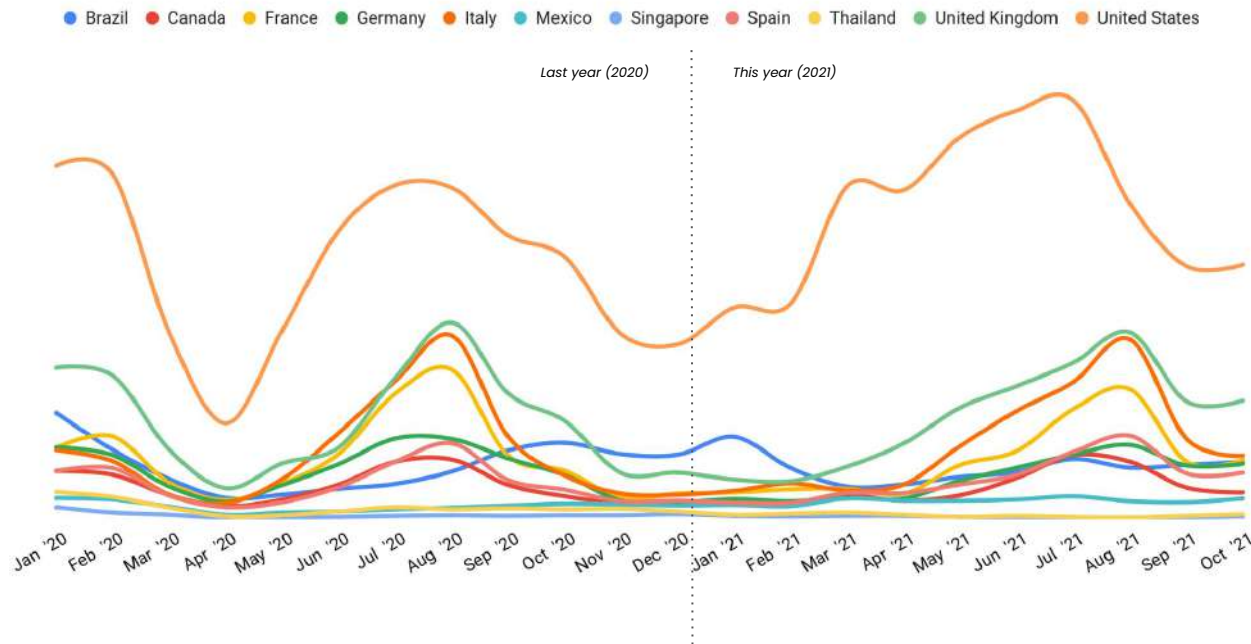
Country	YoY
Spain	+52.5%
Mexico	+25.3%
Italy	+22.5%
Germany	+14.5%
United Kingdom	+13.3%
France	+11.1%
Canada	+10.4%
United States	+0.87%
Brazil	-0.10%
Thailand	-21.0%
Singapore	-35.0%

Data based on Restaurant Pageviews

Similar to restaurants traffic, attractions pageviews have increased across all major European countries

Attractions traffic in the US is slightly down year on year, but has begun to plateau which is a great sign of recovery for the upcoming year

Monthly Attractions Pageviews by Market trending 2020 - 2021



Country	YoY
Spain	+57.6%
Italy	+45.8%
Mexico	+37.1%
Germany	+26.5%
France	+21.9%
United Kingdom	+21.1%
Canada	+16.4%
United States	-2.9%
Brazil	-24.8%
Singapore	-32.7%
Thailand	-50.6%

Data based on Attractions Traffic



2022 Consumer Travel Plans

The opening of international borders will likely have a significant impact in future travel plans, particularly in APAC & EMEA

Q: What impact would the opening of international borders have on your future travel plans, if any?
[Large/Moderate impact]

65% Global

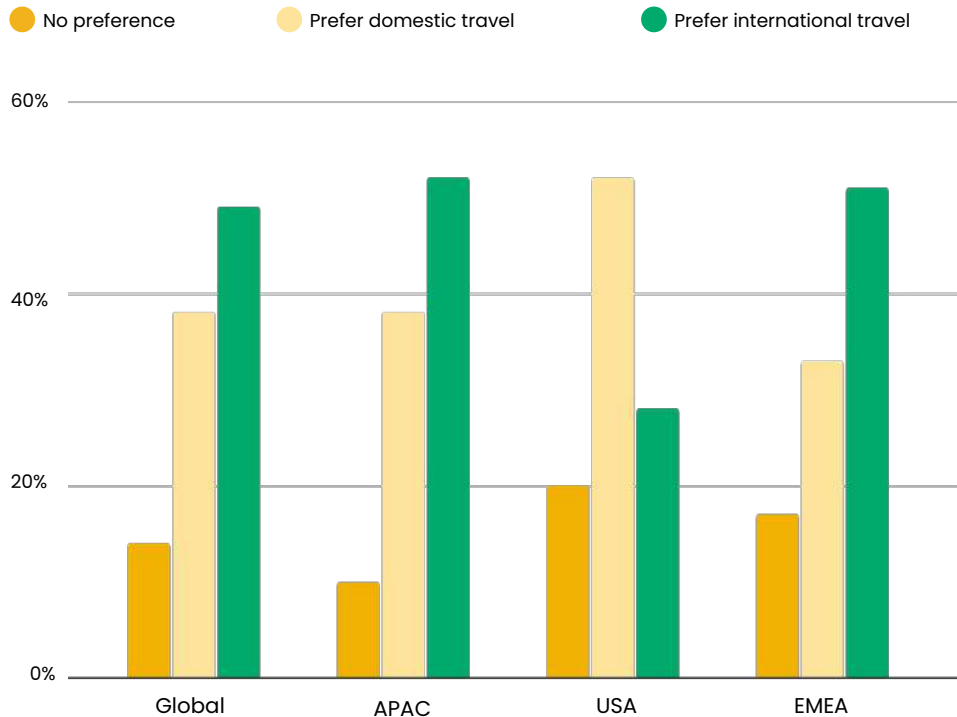
65% EMEA

67% APAC

57% USA

Source: 2021 Consumer Sentiment; n=3,200; United States, United Kingdom, Italy, Australia, Germany, India, Japan, Singapore; 08/12/21-08/26/21





Source: 2021 Consumer Sentiment; n=3,200; United States, United Kingdom, Italy, Australia, Germany, India, Japan, Singapore; 08/12/21-08/26/21

Once borders reopen, consumers in EMEA and APAC will prefer a return to international travel, while those in the US favor domestic

Q: Once most international borders are open again, would you generally prefer international travel for your leisure trips of more than 3 days?

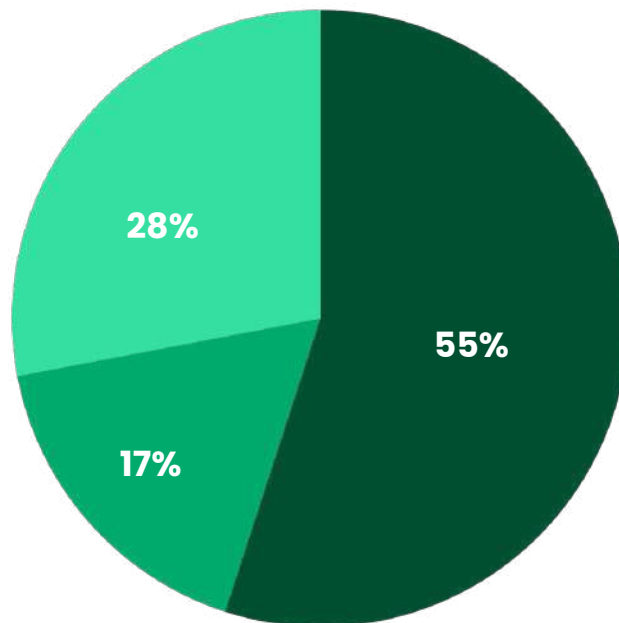


Consumers intending to travel are most excited to explore new places, not return to the familiar

Q: Looking ahead to your 2022 travel plans, do you plan on visiting old destinations you have visited before, new destinations, or a mix of both?

[answers excludes undecided travelers]

- Mostly/all new destinations
- Mostly/all old destinations
- Equal mix of old and new destinations



Source: 2021 Consumer Sentiment; n=3,200; United States, United Kingdom, Italy, Australia, Germany, India, Japan, Singapore; 08/12/21-08/26/21



Nearly half of those who spent more did so in pursuit of luxury

Top 4 reasons cited for higher 2021 spending

43%

I wanted to treat myself to a more luxurious trip

36%

I took a longer trip this year

35%

I did nothing different, things were just more expensive than pre-pandemic

34%

I was desperate for a vacation/holiday, regardless of the cost

Source: "You said you spent more on your biggest trip this year (between June - August 2021) than you did pre-pandemic (June - August 2019). Why is that?"; 2021 Consumer Sentiment Survey; n=2,386; United States, United Kingdom, Italy, Australia, Japan, Singapore; 09/3/21-09/14/21





The Covid-19 pandemic caused a drastic decline in cash usage due to the risk of contamination

Q: Compared to trips that you took before the Coronavirus (COVID-19) pandemic, how important are the following factors when making travel destination decisions?

Contactless payments are widely accepted

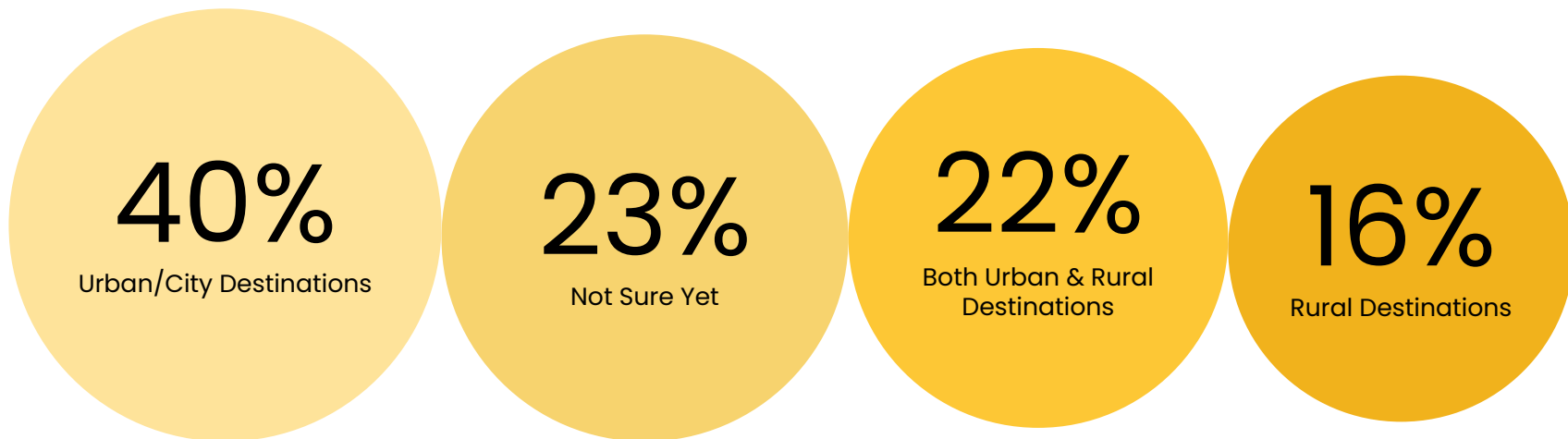
61%

Of the consumers responded that it is **more important** than it was before the coronavirus pandemic.



Most travellers are eager to return to city/urban travel in 2022

Q: Looking ahead to your 2022 plans, which of the following best describes where you plan to visit?

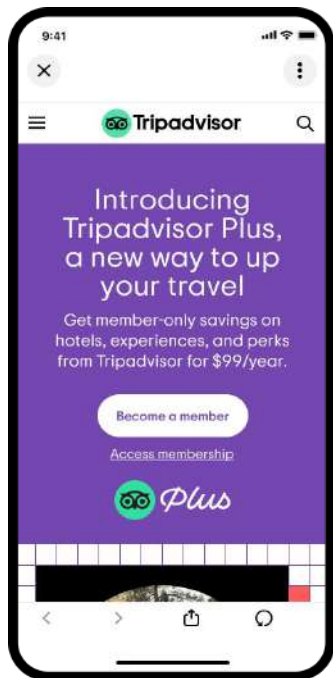




How Tripadvisor is
supporting the recovery
of the industry



TRIPADVISOR SOLUTIONS



Tripadvisor Plus

Get member-only savings on hotels, experiences, and perks from Tripadvisor for \$99/year.



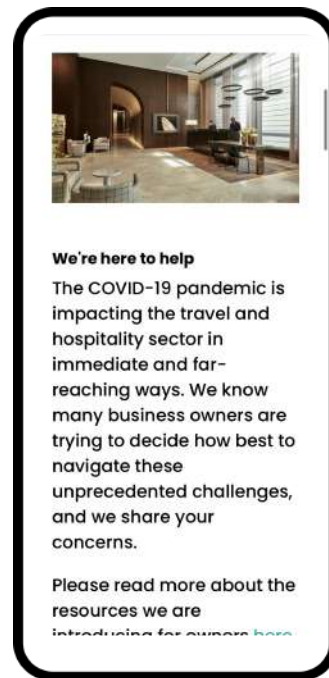
Travel Safe

A program dedicated to putting travelers' minds at ease while prioritizing their safety



Recovery Packages

A wide range of discounted products to help businesses stay afloat & recapture traveller demand



Review Guidelines Updated

During these unprecedented times, we are taking extra steps to ensure our platform is used responsibly



2021 Tripadvisor Transparency Report

The 2021 Tripadvisor Review Transparency Report is an in-depth report which reveals all details about **how Tripadvisor assesses and moderates reviews**.

The 2021 Report includes statistical analysis of review submissions in 2020, including the volume of fake reviews targeted at the platform.

It also details a number of commitments Tripadvisor is making **to protect the integrity of reviews on its platform**.

2019

First Tripadvisor Review Transparency Report, focused on 2018 content submission

2021

Second Tripadvisor Review Transparency Report, focused on 2020 content submission





26m+

Reviews submitted to the site

4.30

Out of 5 is the average rating submitted by user

2m+

Review submissions were rejected or removed by Tripadvisor

By the numbers



26M+

reviews submitted globally

54.1%

were for locations in Europe; 23.5% for those in North America



82.1%

had ratings of 4 or 5 bubbles; just 7.2% had a 1-bubble rating



Content & review submissions

In 2020, Tripadvisor received **59 million reviews and opinions** from its members around the world. This includes a number of different forms of **user-generated content** (UGC), such as reviews, management responses, and forum posts.

Of these, more than **26 million were reviews**.

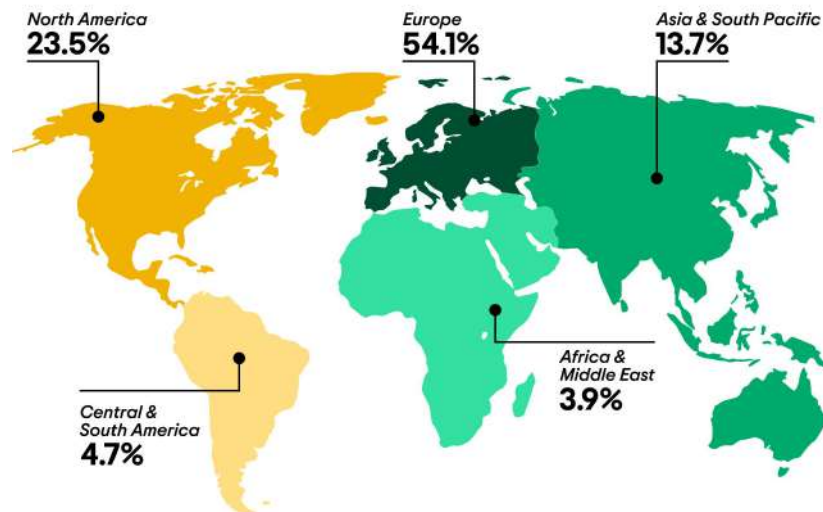


+12M reviews
restaurants

+8M reviews
accommodations

+6M reviews
attractions

Distribution by Continent

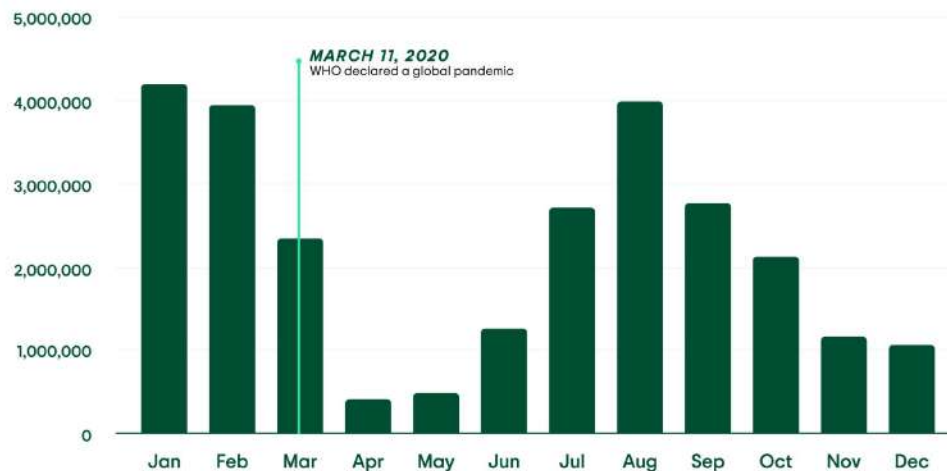


How Covid-19 Changed Review Moderation at Tripadvisor

We remove:

1. Any content that encourages people to ignore government guidelines or promotes misinformation
2. Any review criticizing an individual business for closing in response to COVID-19 lockdown measures
3. Racially insensitive content on the COVID-19 virus

Volume of Review Submissions, by Month



As a result of these changes,
our team manually moderated an

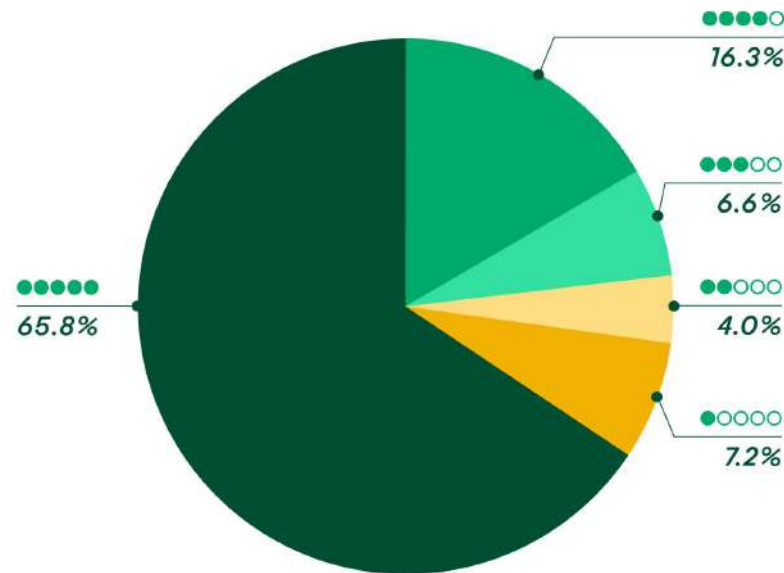
additional 257,022 reviews

Review rating

The **average review** rating in 2020 was **4.30** out of 5.0, up from **4.22** out of 5.0 in 2018

Even with all of the challenges the hospitality industry faces today, the majority of travelers submitting reviews on Tripadvisor do so to share their **positive** experiences and **reward** businesses that make their experience special.

Percentage of Reviews by Rating



By the numbers



8.6%

of all review submissions were rejected or removed

That includes over

1.3MM

review submissions that were rejected before ever being posted



3.5%

of review submissions were removed as a result of after-posting moderation

How the content moderation process works

Reviews submitted must comply with our community standards:


Example of a Review

Recent

Relevant

Respectful & Unbiased

First Hand


JaneDoe123
1 review

★★★★★

"I enjoyed a fantastic meal here **last week**. The food is delicious. The chef clearly puts an emphasis on fresh, local ingredients and **as a vegan, I had plenty of options to choose from. The servers were very friendly and welcoming and although the service was a little slow at times, that was understandable given how busy it was.** Loved the ambience and décor too (the restaurant is recently redecorated). I will definitely return!"

Date of visit: Oct 2021

Helpful?

What happens when a review is submitted

Our layered approach to moderation

01 STEP

Tripadvisor
member submits a
review



02 STEP

Review is assessed by
our review system

03 STEP

Review is posted



Analysis does not identify any issues

Review requires further investigation



Analysis identifies something potentially suspicious

Review is rejected

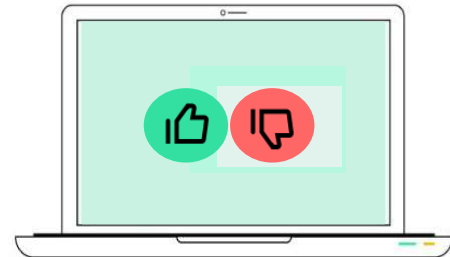


Analysis determines that review does not comply with posting guidelines

04 STEP

Human moderator determines whether review meets guidelines

Review Posted or Review Rejected





THANK
YOU

