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Tripadvisor



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What we saw in 2022



Travel intent maintained momentum in 2022 – annual gains from 2021 exceeded 30% globally.

Demand by EMEA travellers led the way, both accounting for the most clicks in 2022 and also as the region nearest pre-pandemic levels (87%).

Global attraction demand maintained strong growth since prior year; attraction pageviews were up 25% during the month of December 2022 vs. 2021.



International travel continues to recapture share, accounting for 42% of travel intent in December, just one point shy of pre-pandemic levels.

Travellers from EMEA showed the greatest shift towards international travel and matched pre-pandemic international share for December, while N. America surpassed it.

For the full year 2022, APAC destination demand grew the most compare to last year, rising 75% since 2021, followed by EMEA with 46% growth.



'Outdoors, Nature & Parks' remains the most popular attraction category, with 24% share in December, but kept decreasing in share since 2021.

Holiday season attractions received extra attention in December, with three seasonal attractions newly placing among the top 15 globally – Santa Claus Village (FI), Winter Wonderland (UK), and the Home Alone House (US).

The positive news: 2022 was the year of recovery

Global travel demand in 2022 surpassed by 30%+ 2021 levels, and neared 90% of pre-pandemic levels in EMEA, Latin America and North America. Demand by APAC travellers accelerated in the final months of the year as restrictions lifted to land just 25% shy of 2019 levels





Strong growth in 9 of 10 top traveller markets in 2022 vs. 2021

Nine top traveller markets in 10 saw a double-digit growth rates in 2022 when compared to 2021. Considering the full year 2022, three of 10 top markets also surpassed pre-pandemic (2019) volumes: Germany (+4%), India (+15%) and Italy (+15%)



Hotel Clickers Year-over-Year Growth Rates, Month of and YTD, 2022 vs. 2021

Country IPs

International travels continue to capture share

In December 2022, plans for travel abroad were within one point of pre-pandemic share. However, international intent dipped by 1% share in December when compared to the previous month.

EMEA and North America share-shifted towards international travels month over month in 2022.

International share in 2022 was largest among EMEA travellers, with Asian and Latin American ones lagging behind.

Share Distribution of Travel Intent Over Time | GLOBAL



Share Distribution of Travel Intent



Source: Tripadvisor internal data; Hotel Clickers, Dec. 2019, 2021, 2022

Outdoor experiences remains the most popular category

Museums had the largest yearly share gain by 0.7 points, and now account for nearly one in 10 attraction pageviews. Europe is home to 10 of the top 15 attractions viewed globally

24%	16%	10%
Outdoors, Nature & Parks	Sights & Landmarks	Shopping

Attraction Type	December YoY Change in Share (In % points)
Outdoors, Nature & Parks	24.2%
Sights & Landmarks	16.2%
Shopping	10.1%
Museums	9.1%
Cultural Sites	6.1%
Tours	6.1%
Bars, Clubs & Nightlife	6%
Amusement Parks	6%
Spas, Wellness & Health	5.1%
Performances, Theater & Concerts	3%
Adventure	2%
Others	6.1%

Key travellers trends to watch out in 2023



Travel demand remains unshakeable

Inflation will impact the way people will travel in 2023, as they will choose less expensive destinations (51%), take shorter trips (38%), or use alternate transportation (25%). But it won't stop them from travelling as it remains a top priority and only 4% will end up not travelling at all.

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Travellers want to relax and make memories

73% of future travellers prioritize having new experiences and immerse into their destinations' lifestyle while behaving as a local. They also want to try new restaurants (50%) and do indoor and outdoor sports in-destination(36%).

Accommodations are one place travellers splurge

While travellers are always looking for deals, accommodations is the one place they tend to splurge for big and exciting trips. They put a lot of weight on this decision, with more than half (51%) noting that poor accommodations will most likely ruin their trips.

Working from anywhere is here to stay

Work-from-anywhere will boost travel demand for longer trips, with remotefriendly jobs allowing workers to blend their business trips with leisure more frequently. Destinations are already responding supporting bleisure trips and welcoming digital nomads.

