

26 November, 2020

Tripadvisor Market Insights Europe

Industry Relations Team



- A close look at the travel trends in Europe
- Insights into domestic tourism in Europe
- Tripadvisor's initiatives to support the recovery of the travel industry



Guiding our partners through COVID-19

Tripadvisor accounts for nearly **20% of global travel traffic**

With **14B monthly pageviews**, Tripadvisor has remained the **#1 travel site** throughout the pandemic

Because of all this and the resulting rich data, **Tripadvisor is best positioned** to provide insights that help guide the industry as travellers begin to book trips again



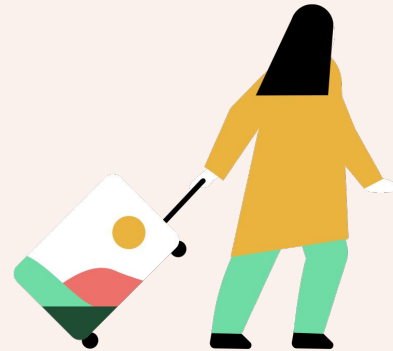
Before we get rolling.

In this report, we focus on trends related to **unique users clicking to book one or more hotels, restaurants or attractions** via any channel AKA “hotels, restaurants or attractions clickers”

When you see references like “WoW” or “*Weekly points difference in year on year change...*”, remember that the calculation is as follows:

**WoW = YoY growth this week
MINUS YoY growth in the prior week**

We use this calculation to ensure seasonality does not interfere with the tracking for travel recovery



A shift in traveler priorities

What consumers are saying is reflected in action on Tripadvisor

- In a recent survey, travelers shared they are more likely to plan their next trip if they can go somewhere they can enjoy outdoor spaces

51%

Outdoor/Nature Trip

40%

Road Trip

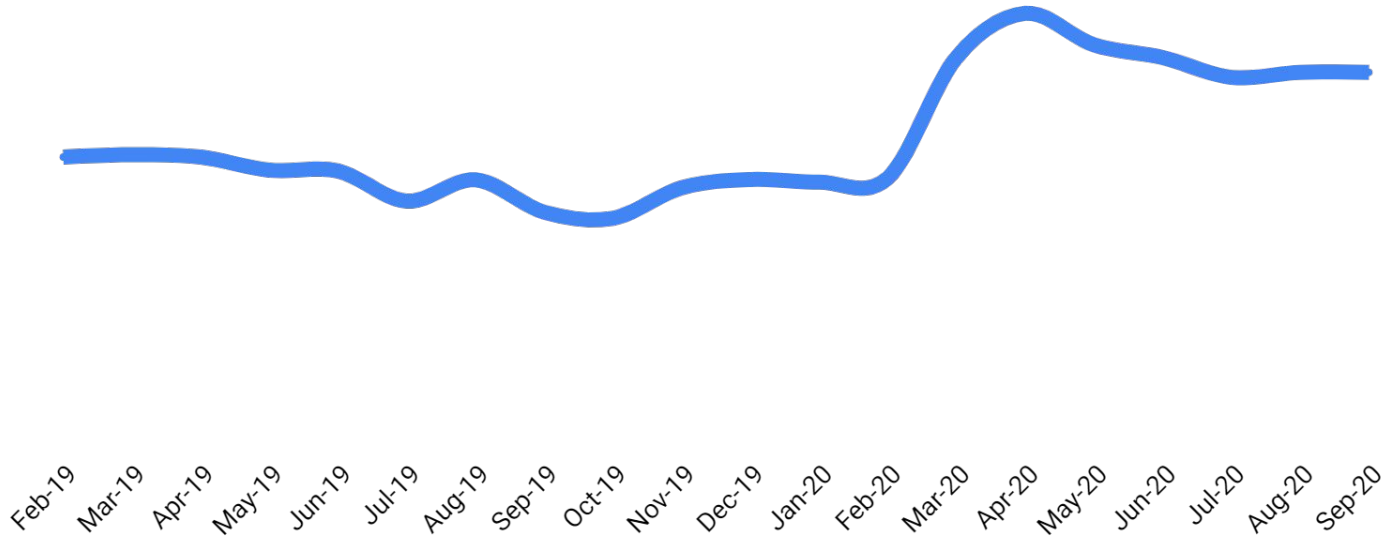
30%

Beach Trip

Shift in traveler priorities is apparent via filter usage

- Pageviews sourced from **travelers using specific filters on our listings pages have increased more than +12 ppts** since October of last year, indicating traveler have gradually become more particular about their needs and wants when planning their next hotel stay

Share of Filtered Pageviews trending



Cleanliness, Reviews, and Discounts are most important when choosing an accommodation

86%

Cleanliness of the hotel

71%

Hand sanitizer available in public spaces

66%

Reviews from other travelers who visited the hotel this year

61%

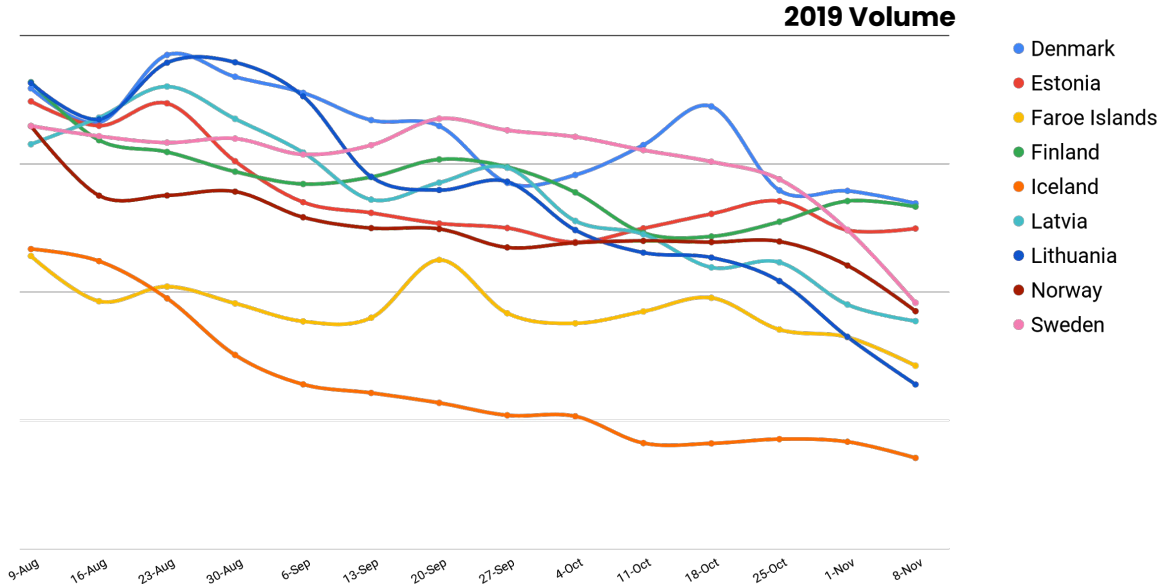
Discounts

A close look at the latest travel trends in Europe

Northern Europe

Restaurants Traffic on Tripadvisor

Domestic Clickers Year on Year Growth by Market - Northern Europe

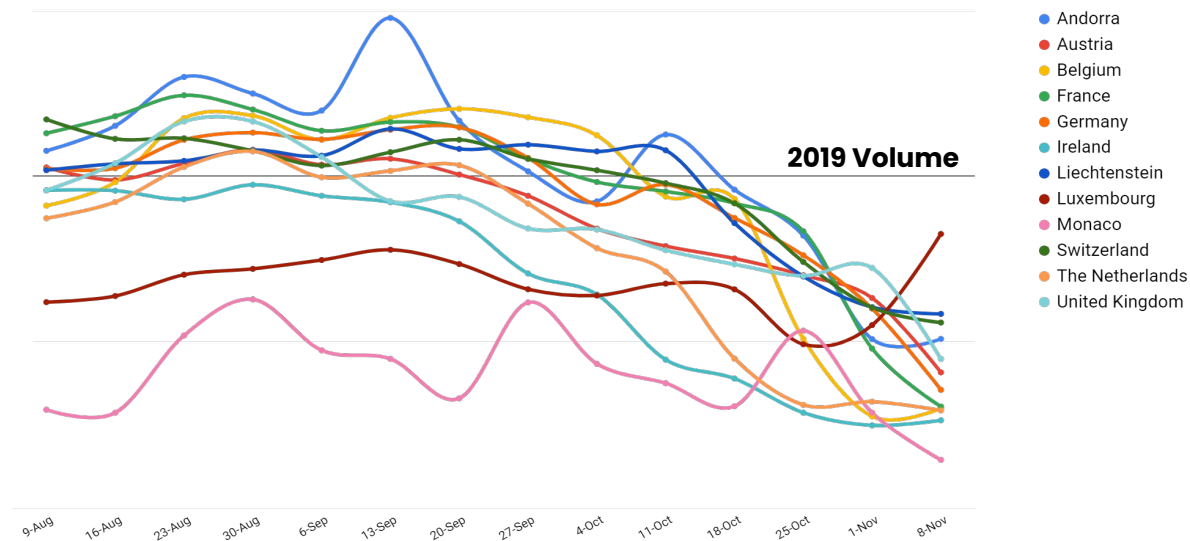


Source: Tripadvisor Internal Data, YoY % of users interacting with restaurant pages, by market

Western Europe

Restaurants Traffic on Tripadvisor

Domestic Clickers Year on Year Growth by Market - Western Europe

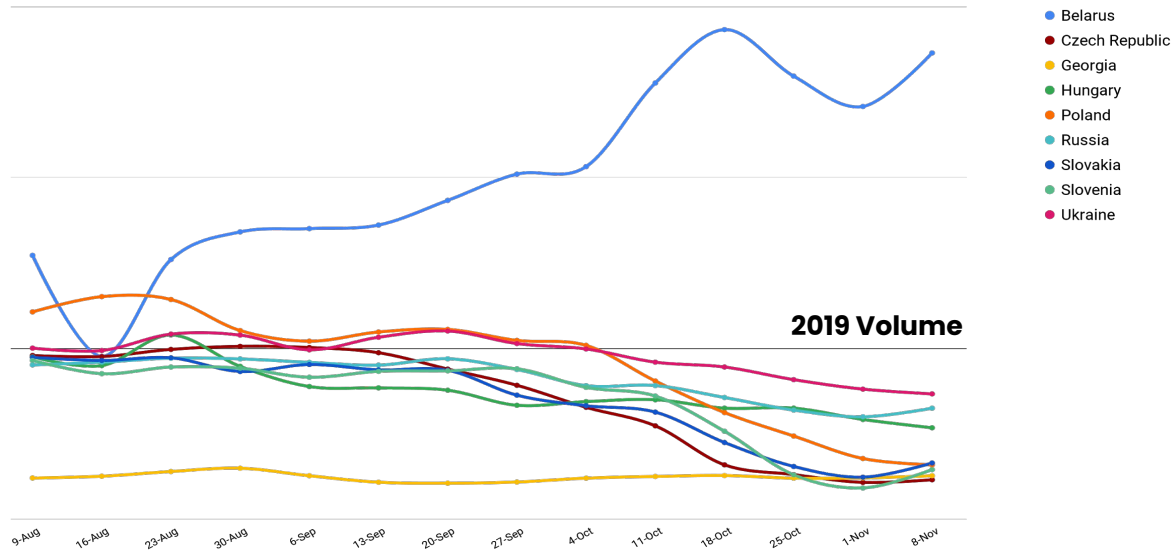


Source: Tripadvisor Internal Data, YoY % of users interacting with restaurant pages, by market

Central & Eastern Europe

Restaurants Traffic on Tripadvisor

Domestic Clickers Year on Year Growth by Market - Central & Eastern Europe

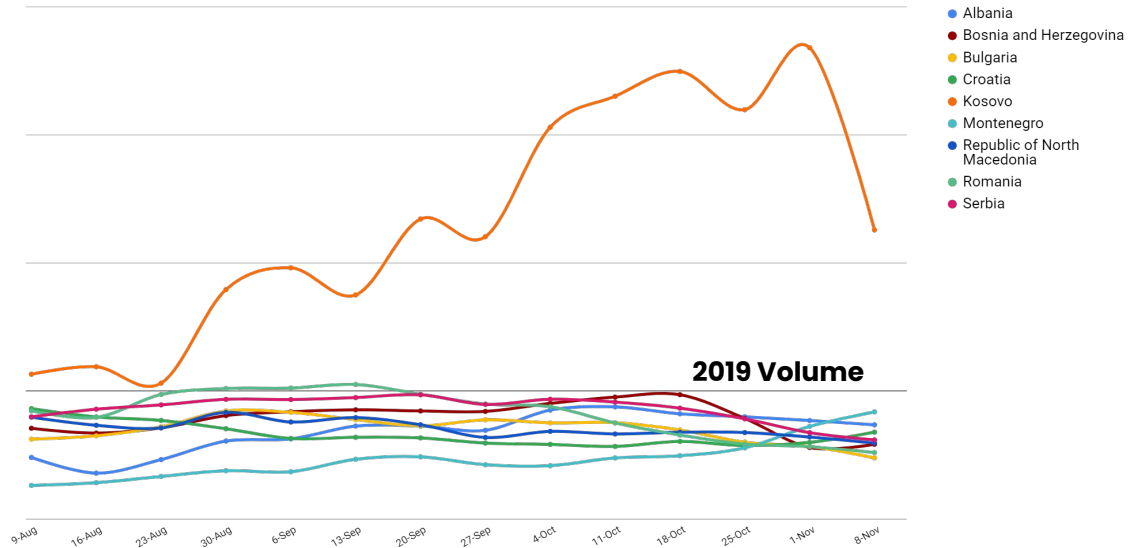


2019 Volume

Southeastern Europe

Restaurants Traffic on Tripadvisor

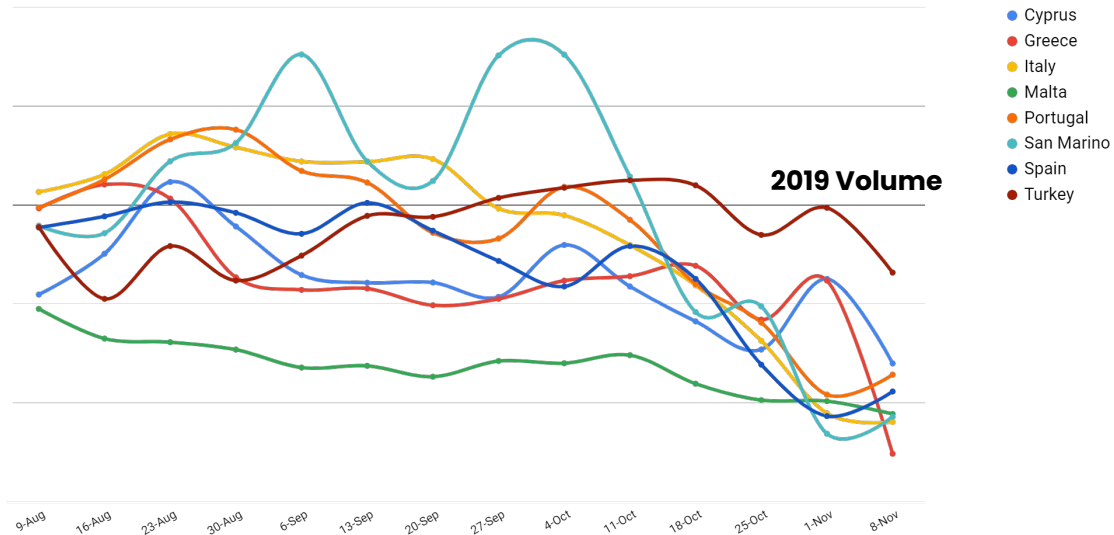
Domestic Clickers Year on Year Growth by Market - Southeastern Europe



Southern Europe

Restaurants Traffic on Tripadvisor

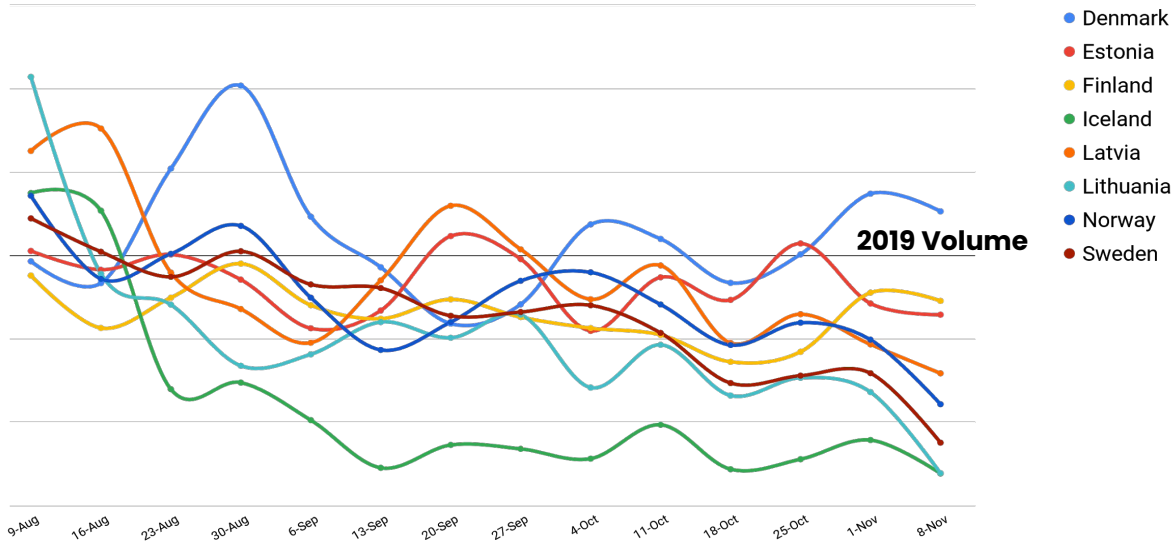
Domestic Clickers Year on Year Growth by Market - Southern Europe



Northern Europe

Accommodation Traffic on Tripadvisor

Domestic Clickers Year on Year Growth by Market - Northern Europe

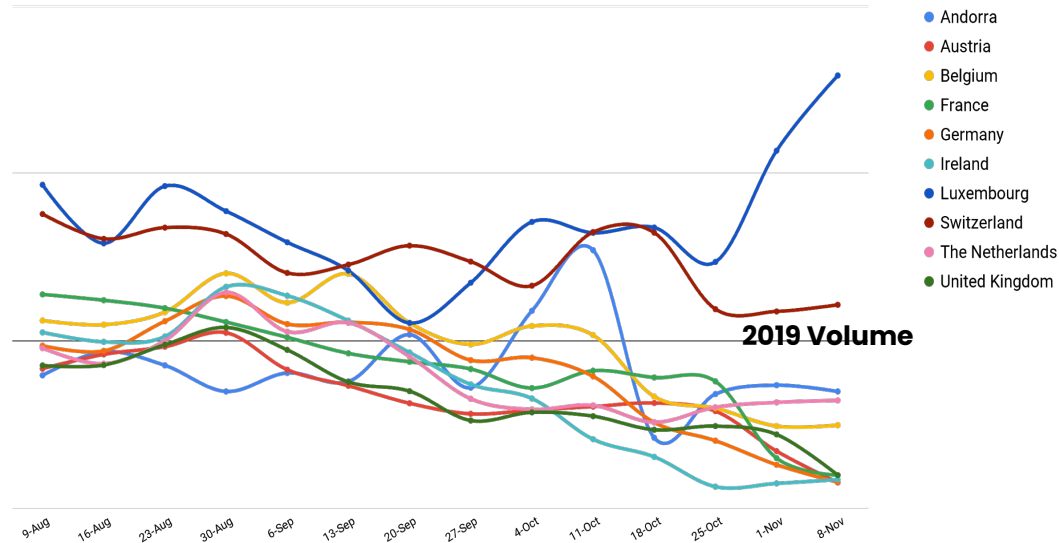


Source: Tripadvisor Internal Data, YoY % of users interacting with restaurant pages, by market

Western Europe

Accommodation Traffic on Tripadvisor

Domestic Clickers Year on Year Growth by Market - Western Europe

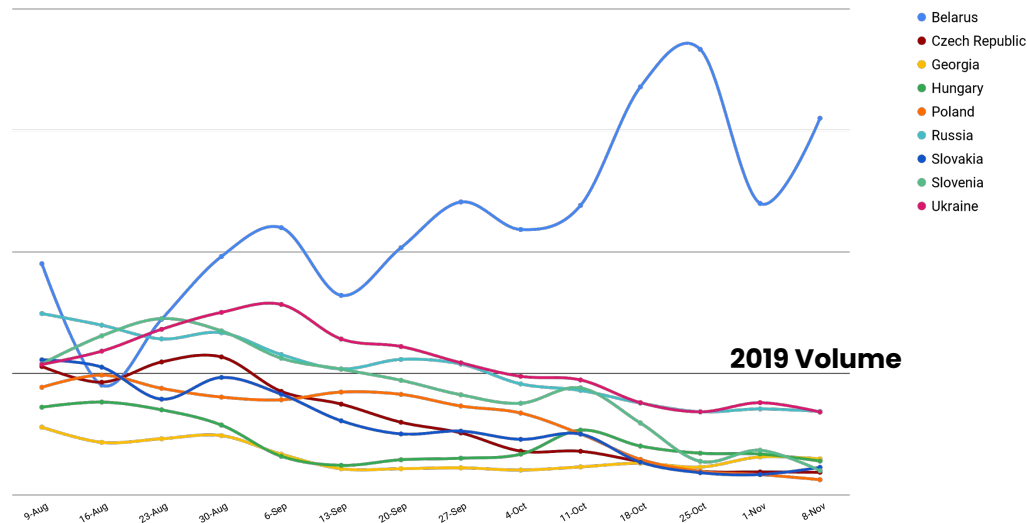


Source: Tripadvisor Internal Data, YoY % of users interacting with restaurant pages, by market

Central & Eastern Europe

Accommodation Traffic on Tripadvisor

Domestic Clickers Year on Year Growth by Market - Central & Eastern Europe

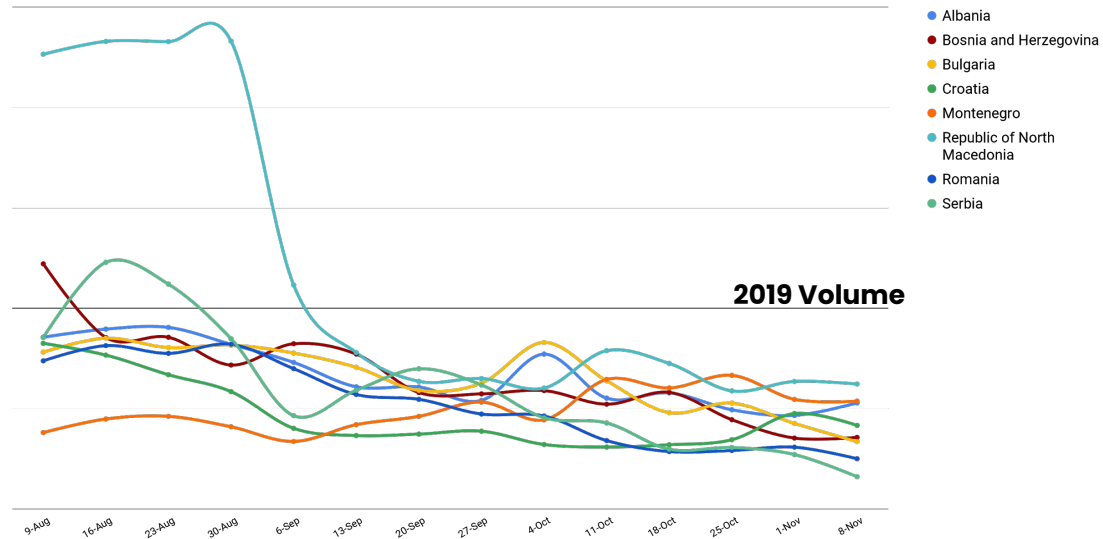


Source: Tripadvisor Internal Data, YoY % of users interacting with restaurant pages, by market

Southeastern Europe

Accommodation Traffic on Tripadvisor

Domestic Clickers Year on Year Growth by Market - Southeastern Europe

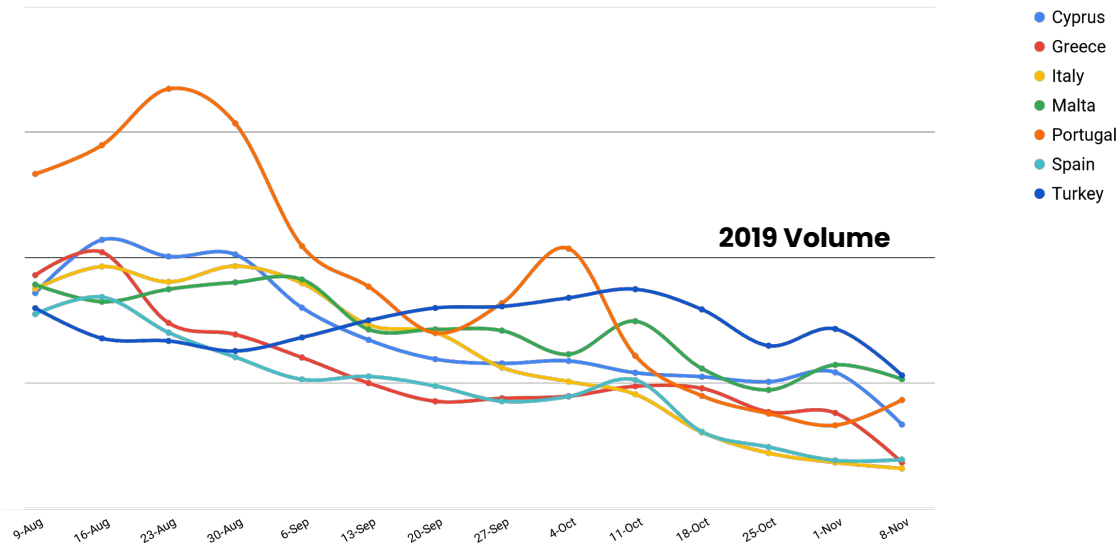


Source: Tripadvisor Internal Data, YoY % of users interacting with restaurant pages, by market

Southern Europe

Accommodation Traffic on Tripadvisor

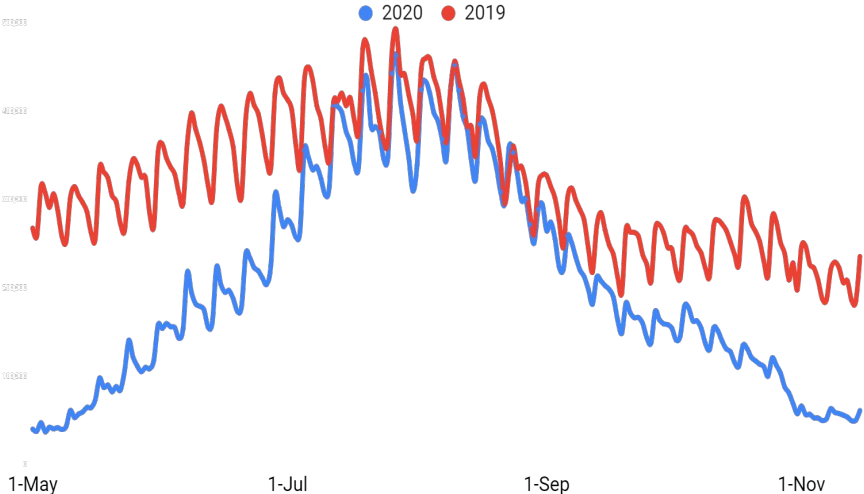
Domestic Clickers Year on Year Growth by Market - Southern Europe



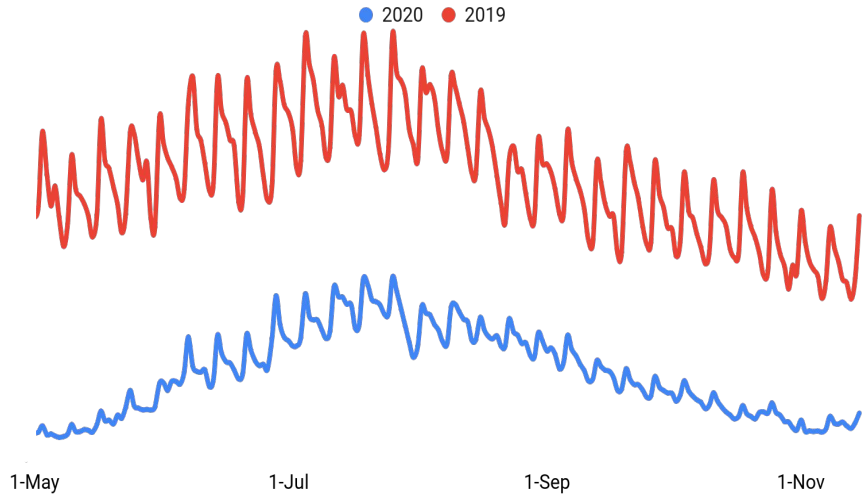
Insights into domestic tourism in Europe

The year over year gap of domestic clickers shows an impressive growth compared to the international recovery trend

Daily Domestic Hotels Clickers - Europe IPs

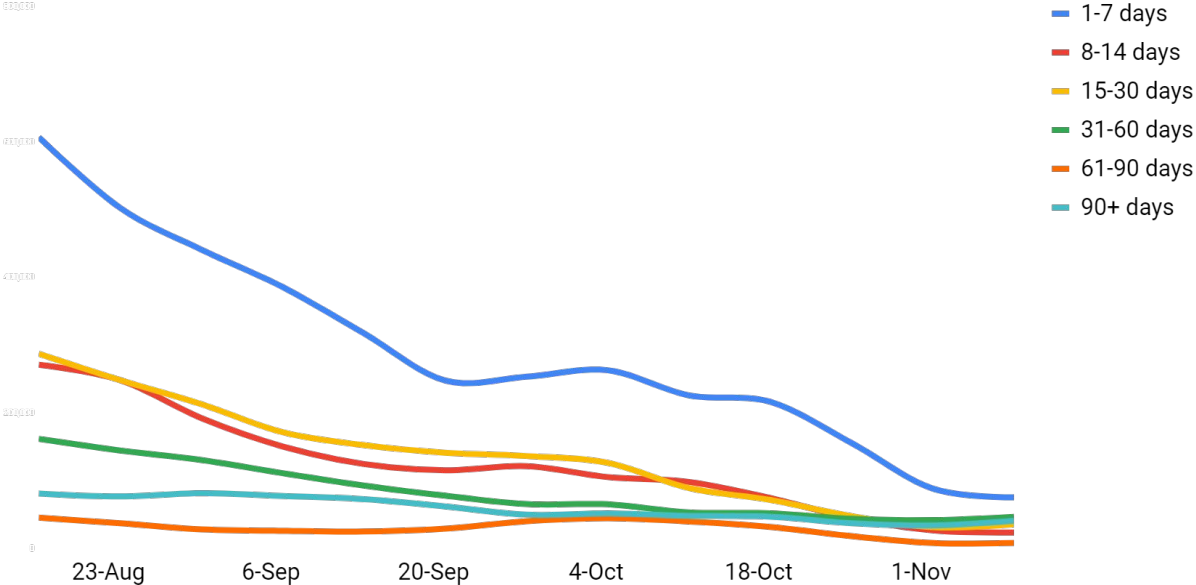


Daily Outbound Hotels Clickers - Europe IPs



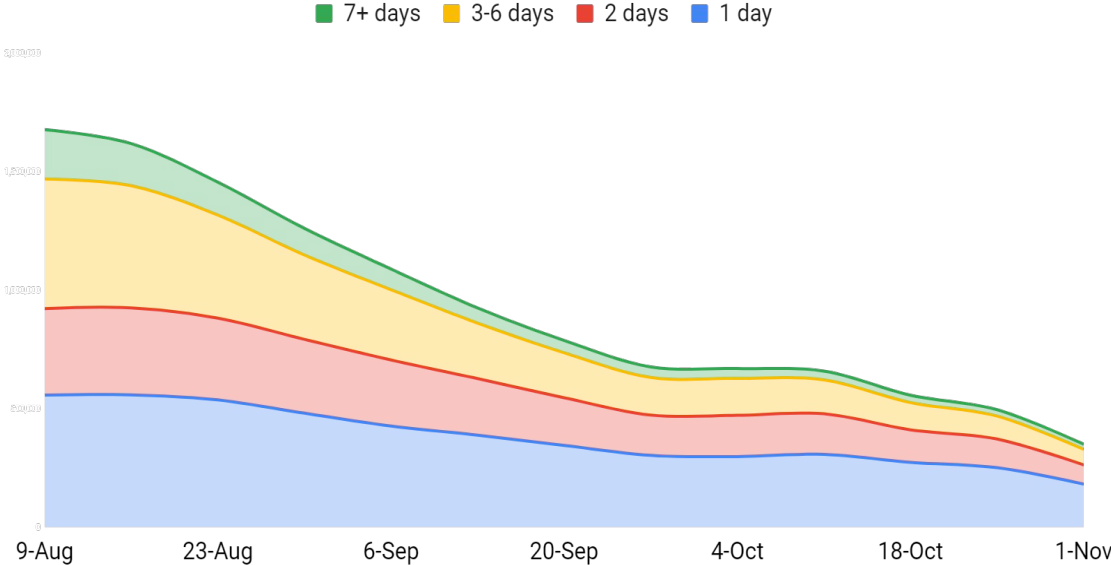
Users have become increasingly more comfortable booking domestic stays 1 to 7 days ahead of travelling

Weekly Domestic Clickers by Days to Arrival - Europe IPs



Shorter trips (length of 1-2 nights) are being planned far more than longer getaways

Weekly Domestic Clickers by Avg. Length of Stay - Europe IPs



- Short trips remain the most popular type of trips - users clicking to book 1-2 nights stays made up **70%** of total click traffic the week 9th - 15th Nov.



Domestic Destinations based on *fastest* *year on year* *recovery*

YoY growth of domestic clickers based on the weeks from 2nd to 15th Nov of domestic clickers

Europe DESTINATIONS

Lugano, Switzerland
Zermatt, Switzerland
Grindelwald, Switzerland
Davos, Switzerland
Lucerne, Switzerland
Polyanytsya, Ukraine
Goreme, Turkey
Kaliningrad, Russia
Urgup, Turkey
Copenhagen, Denmark
Lugano, Switzerland
Zermatt, Switzerland
Grindelwald, Switzerland
Davos, Switzerland
Lucerne, Switzerland

Tripadvisor & the recovery of the travel industry

**All the free initiatives and new products we launched to support the
recovery of the travel industry**

1. Travel Safe Initiative



Objective

Help consumers find, filter for, and validate **health** and **safety** information to feel more **confident** with their future travel choices across town and around the world.

Help owners **inform travelers** of the security measures and precautions they have implemented to **keep them safe**

92% of consumers said **cleanliness** is the most important factor in selecting accommodations.

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

79% of consumers confirmed that it's important to publicly display compliance to **government safety standards**.

Update Your Listing



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: --/--/-- Check Out: --/--/--

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

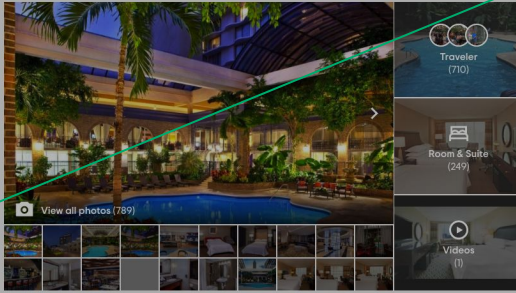
Hotels.com \$116 Expedia.com \$116

TripAdvisor \$116 Travelocity

Orbitz.com Quick.com

View all 10 deals

Prices are the average nightly price provided by our partners.



Traveler (710)

Room & Suite (249)

Videos (1)

View all photos (789)



Keeping you safe during COVID-19



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.



How Tripadvisor Travel Safe is helping businesses

- Businesses can now select **safety measures** they have in place at their property by accessing the checklist in their [Tripadvisor Management Center](#) completely for free.
- The initiative also enables properties to submit a **description** of the steps they are taking to protect customers, any label or stamp they have, and all regulations they comply with.
- Properties that have added Travel Safe information have a **16% higher** Click-Through Rate (CTR) and are recovering **up to 3 times** faster compared to properties that do not have these information on their Tripadvisor listings.

125K+

Businesses
Worldwide

85K+

Restaurants
Worldwide

35K+

Accommodations
Worldwide

[Click here to add your safety measures](#)

2. Contactless Menu



Objective

Menus are the most touched items in restaurants and to allow diners and staff to feel safer, Tripadvisor has launched a new way to create Contactless Menus directly from the Management Center.

This new feature is **free** to any restaurant that has added a menu link to its Tripadvisor listing.

Steps to follow:

Create QR code: Click “add your menu” under the “business details” section of your management centre homepage to upload a link to your online menu. Once you have added your menu link, your QR code will be generated.

Print QR code: Choose to either print the code yourself or save the image to get stickers or other assets made at a local print shop.

Display QR code: Place your QR code throughout the restaurant so guests can easily scan it with their mobile phones.

3. Spotlight & Reputation Pro



Objective

Spotlight combines OTA Insight's industry-leading technology and market data (competitor/OTA pricing) with Tripadvisor's forward-looking data based on what and when travelers are searching for rooms in that destination – hotels can see when demand is likely to be low or high and quickly adjust their rates accordingly.

Reputation Pro sends automated review requests from Tripadvisor on a hotel's behalf via email, text message and mobile app. Additionally, the tool enables hoteliers to respond directly from one dashboard to reviews across multiple platforms and gives access to Tripadvisor's industry-leading review insights and sentiment analysis.

Thank you

