Trending on Tripadvisor

Traveler Insights

Tripadvisor

2021 to 2023

..and into 2024!

Data from the **largest & most trusted** travel platform in the world

432M
Unique users globally in August alone

117M
In top European markets

1billion
Reviews and moments

No.1
Travel site in the world

28
Languages across the globe

190
Countries across the globe

Source: Tripadvisor Internal Data & Similar Web

A TRUSTED VOICE

in the conversation between travelers and experiences

We are here

We sit at the intersection of people-powered travel guidance and the businesses that bring the travel experience to life.

Business

Consumer

Traveller Demand

Destination Trends

Timelines and Spends

Source: Tripadvisor Internal Data & Similar Web

But first a quiz...

Source: Tripadvisor Internal Data & Similar Web

Which month had the highest number of UK users since.....Covid?

Source: Tripadvisor Internal Data & Similar Web

August 2020

UK posts its worst quarterly economic slump on record, -20.4% (Apr-Jun), pushing it into the largest recession worldwide

Source: Tripadvisor Internal Data & Similar Web

Which month had the highest number of UK users looking internationally.....since Covid?

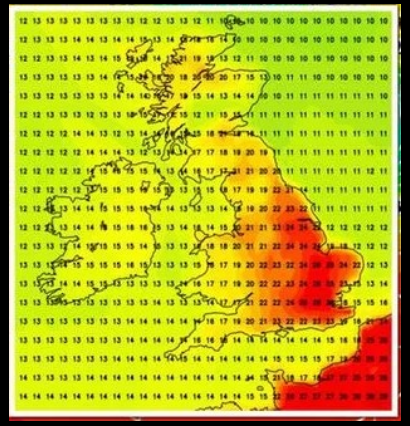
Source: Tripadvisor Internal Data & Similar Web

May 2022

Huge celebrations as Bradford is named as UK City of Culture 2025

News story

Monkeypox cases confirmed in England – latest updates

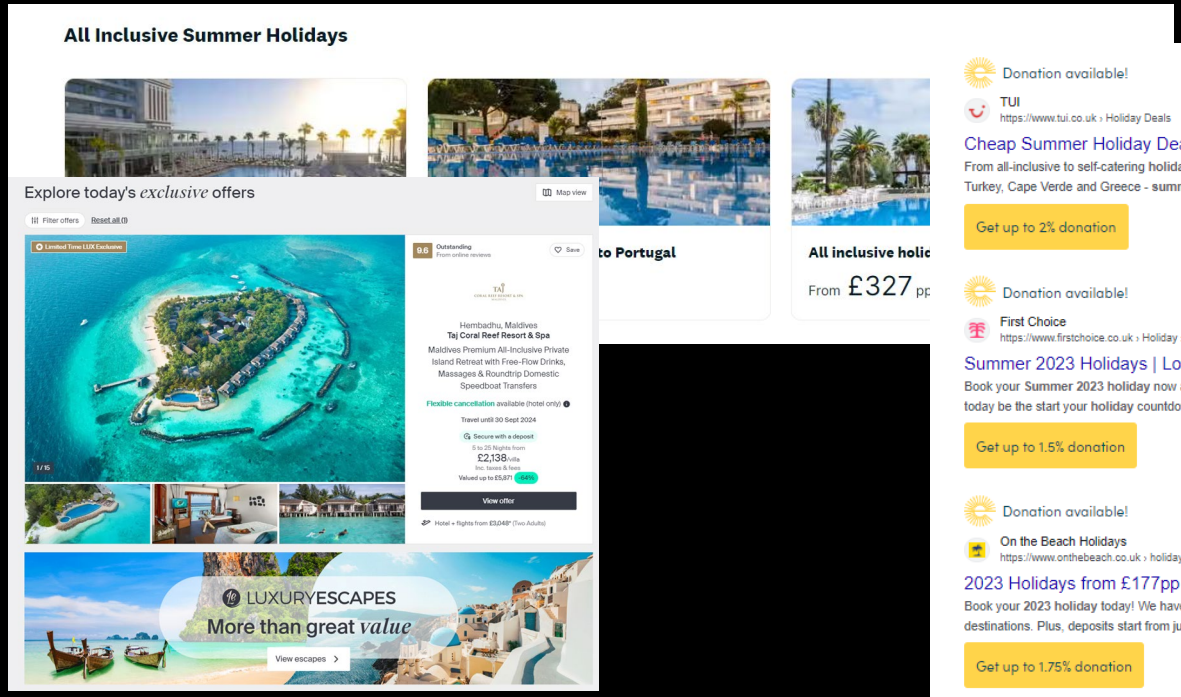


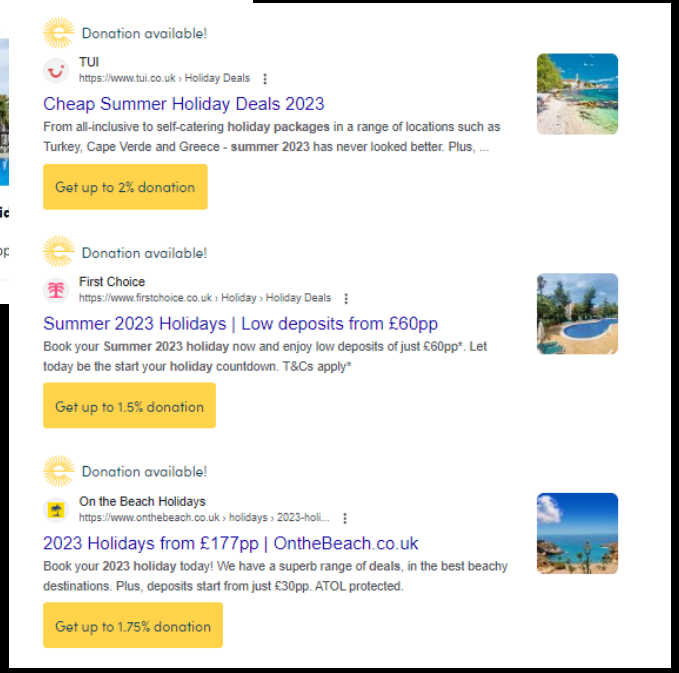
Source: Tripadvisor Internal Data & Similar Web

Which month had the highest number of UK users BOOKING internationally..since Covid?

Source: Tripadvisor Internal Data & Similar Web

July 2023





Source: Tripadvisor Internal Data & Similar Web

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MEG

September 2023

Tripadvisor

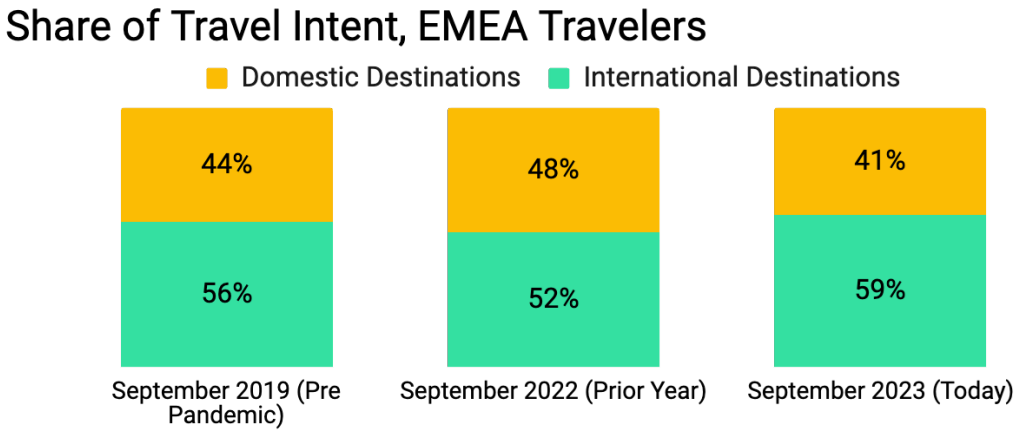
Who is travelling

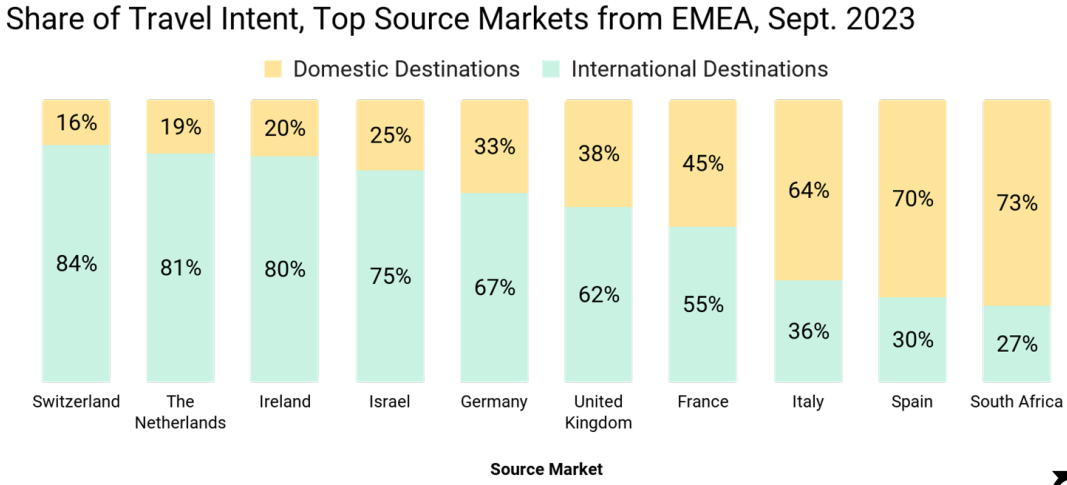
United Kingdom remains 2nd biggest market in the world

Top 15 Largest Source Markets, Clicks to Book, September		
Rank	**2022**	**2023**
1	United States	United States
2	**United Kingdom**	**United Kingdom**
3	India	Germany
4	Italy	Italy
5	Japan	Brazil
6	Germany	India
7	Spain	Japan
8	Brazil	France
9	France	Spain
10	Canada	Canada
11	Australia	Australia
12	Argentina	Argentina
13	Mexico	Mexico
14	Türkiye	Russia
15	Israel	The Netherlands

Where they go

EMEA travellers: domestic vs. international





Which destinations are in demand

Destinations in Europe, Middle East & Africa

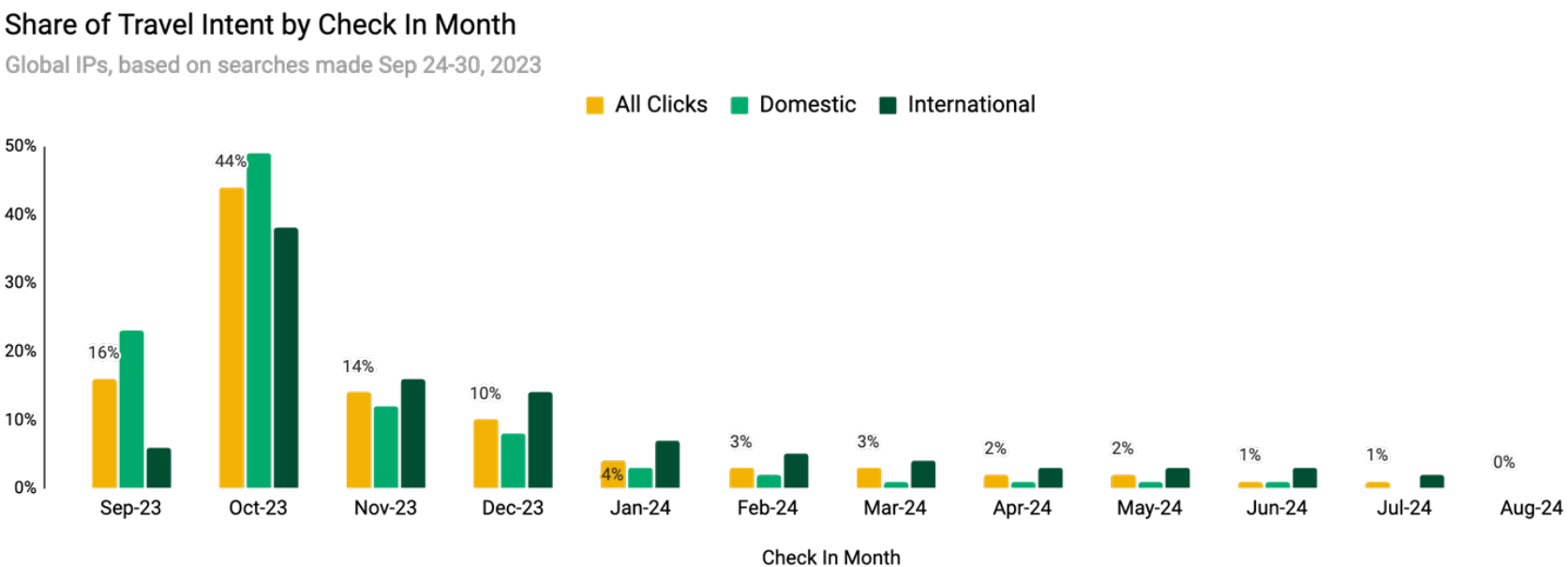
Top EMEA Destinations Attracting:		
Rank	Domestic visitors	International visitors
1	**London, UK**	Paris, FR
2	Madrid, ES	**London, UK**
3	Rome, IT	Dubai, UAE
4	Berlin, DE	Rome, IT
5	Paris, FR	Barcelona, ES
6	Benidorm, ES	Istanbul, TK
7	Hamburg, DE	Amsterdam, NL
8	**Blackpool, UK**	Lisbon, PT
9	**Edinburgh, UK**	Vienna, AT
10	Marrakech, MA	Antalya, TK

Source: Tripadvisor internal data, based on hotel clicks, 9/1/23 - 9/30/23

When they go

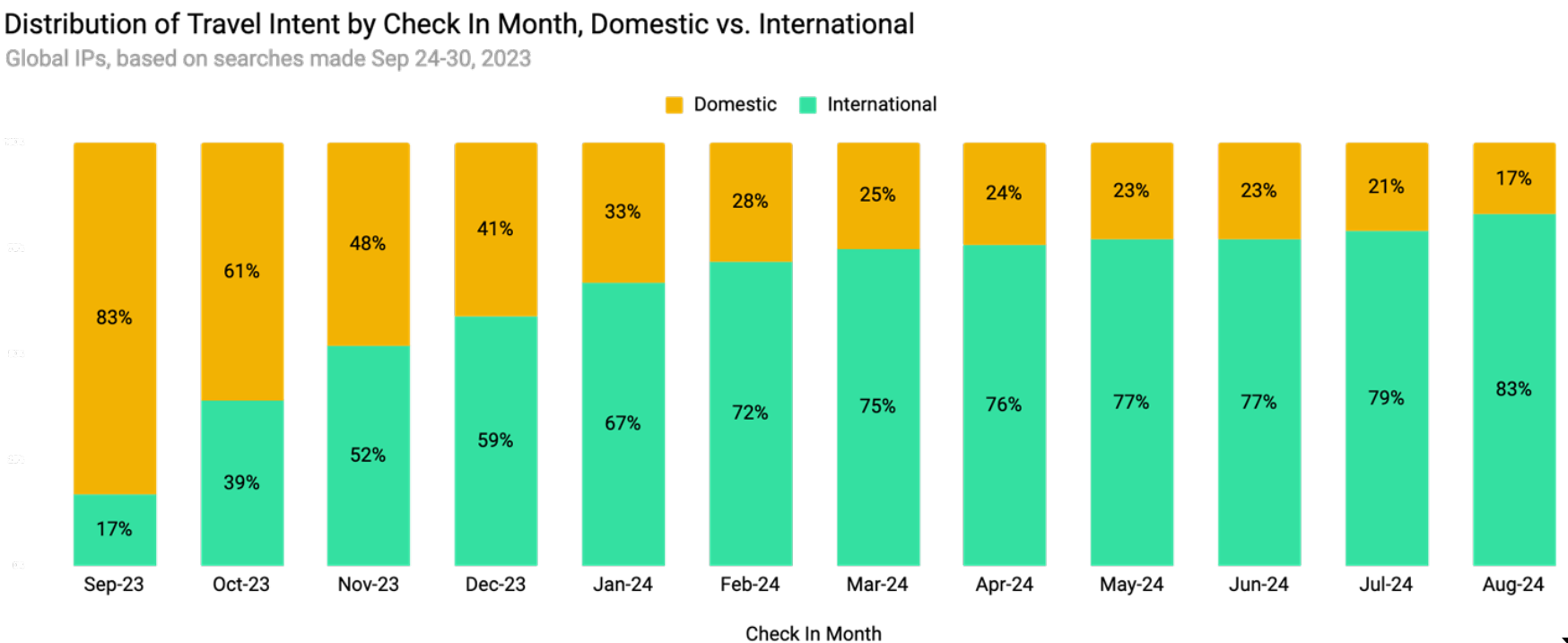
Booking window has widened since last year; International travelers in particular are thinking further ahead.

More than a quarter of outbound travellers are exploring 2024 trips already.



Source: Tripadvisor internal data, based on user IP

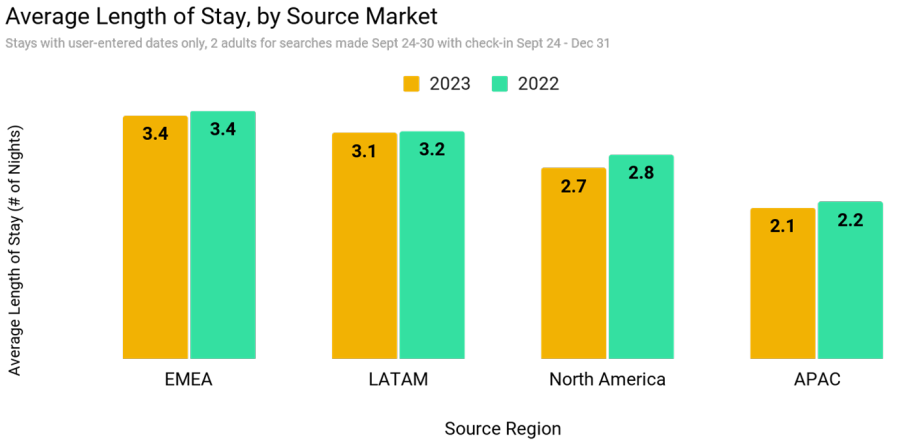
Ongoing recovery of international travel apparent across all seasons



Source: Tripadvisor internal data

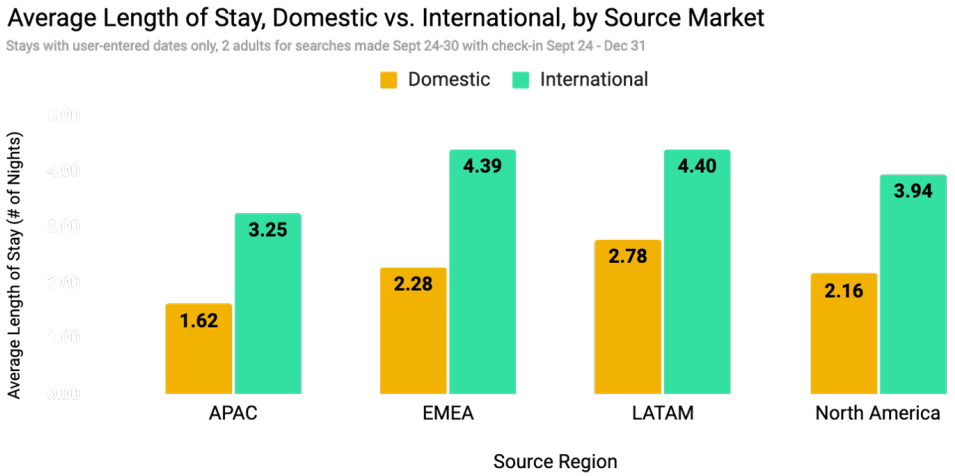
How they spend &
how long they stay

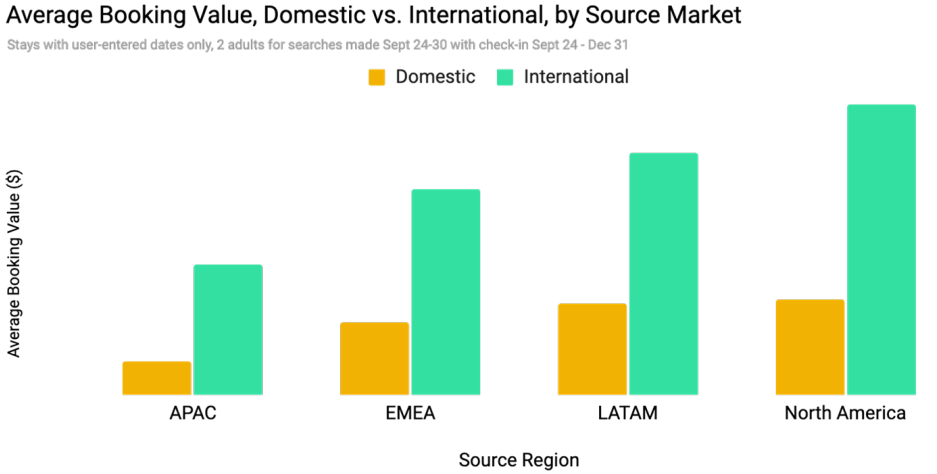
ABV remains elevated among all regions since last September



Source: Tripadvisor internal data, based on user IPs

Size DOES matter: Domestic vs. International



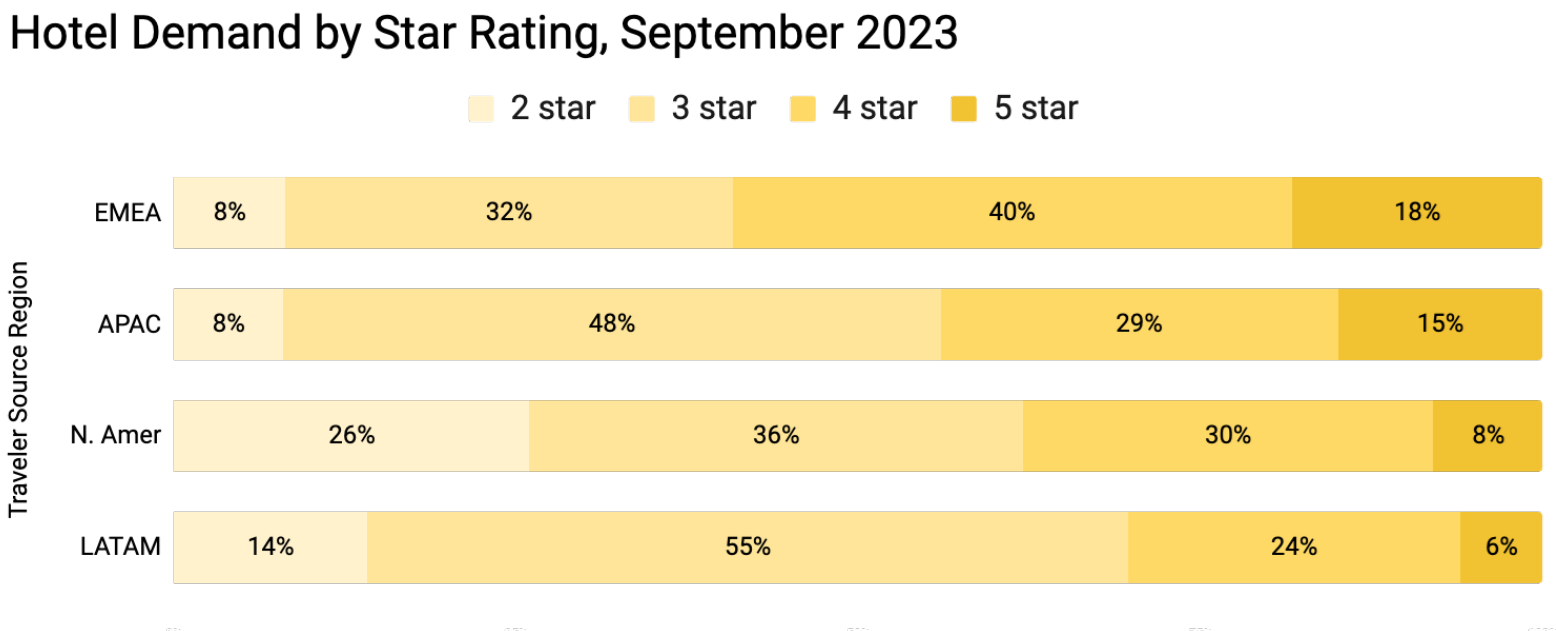


Average Booking Value, International vs. Domestic % Difference			
294%	182%	167%	204%
APAC	EMEA	LATAM	North America

Source: Tripadvisor internal data, based on user IPs

Quality STILL in demand

Share of 4-5- star properties lost two to three percentage points share in all regions since August. 3-star properties were the main beneficiary, with the largest share gain in LATAM of three ppts. Overall, travellers from EMEA have the highest propensity to choose 4-5-star hotels, while more modest accommodations are more popular with other source regions.



95%

What they experience

Top 15 Attractions, Global

The Colosseum surpassed the Eiffel Tower since last month to claim top position. Oktoberfest also spurred fresh interest, newly joining the top 15 as the second most popular experience. New to the top 15 since last month in bold.

Rank	Location ID	Attraction	Geo	Share of Top 15
1	192285	Colosseum	Rome	15%
2	8820318	**Oktoberfest**	Munich	15%
3	188151	Eiffel Tower	Paris	12%
4	320976	Universal Studios Japan	Konohana	7%
5	190166	Basilica of the Sagrada Familia	Barcelona	6%
6	188757	Louvre Museum	Paris	6%
7	254729	KitKatKlub	Berlin	5%
8	11452109	Chicago Architecture River Cruise	Chicago	5%
9	104417	Universal Studios Hollywood	Los Angeles	5%
10	191078	**The Alhambra**	Granada	5%
11	668504	Siam Park	Adeje	4%
12	189258	**Disneyland Paris**	Marne-la-Vallee	4%
13	16748976	**Skip-the-Line Tour: Vatican, Sistine Chapel & St. Peter's Basilica**	Rome	4%
14	2147749	**Warner Bros. Studio Tour: The Making of Harry Potter**	Leavesden	4%
15	103346	**Disneyland Park**	Anaheim	4%

Source: Tripadvisor internal data, 9/1/23 - 9/30/23

United Kingdom (outbound)

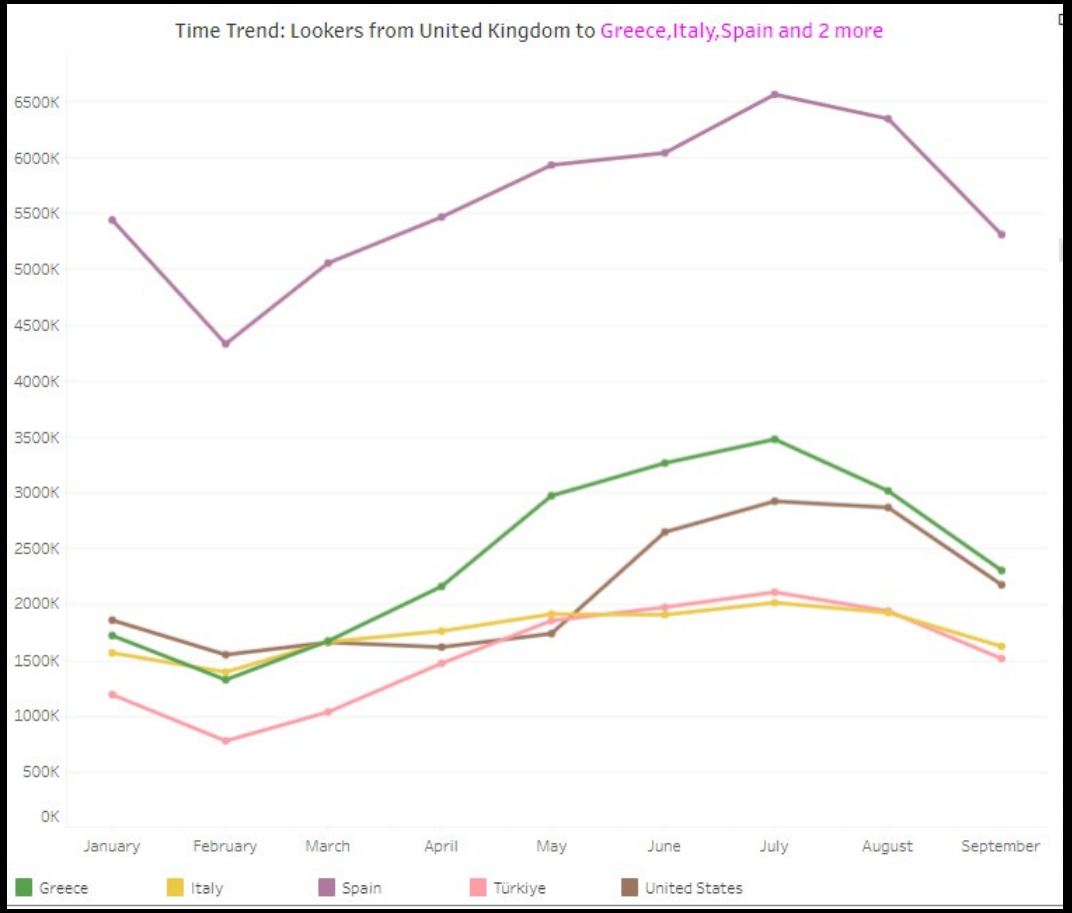
United Kingdom

Canary Islands	23 million
Balearic Islands	17 million
Majorca	13 million
South Aegean	12 million
Tenerife	12 million

United Kingdom

Paris	12 million
Dubai	11 million
Benidorm	11 million
New York City	10 million
Amsterdam	9 million

Average Traveler Rating
4.30
Average Accommodation Rating
4.17
Average Attraction Rating
4.50
Average Restaurant Rating
4.37
Average Traveler Rating
4.52
Average Accommodation Rating
4.39
Average Attraction Rating
4.64
Average Restaurant Rating
4.55
Average Traveler Rating
4.21
Average Accommodation Rating
4.14
Average Attraction Rating
4.40
Average Restaurant Rating
4.16
Average Traveler Rating
4.45
Average Accommodation Rating
4.35
Average Attraction Rating
4.58
Average Restaurant Rating
4.45
Average Traveler Rating
4.10
Average Accommodation Rating
3.91
Average Attraction Rating
4.43
Average Restaurant Rating
4.04


Time Trend: Lookers from United Kingdom to Greece,Italy,Spain and 2 more
6500K
6000K
5500K
5000K
4500K
4000K
3500K
3000K
2500K
2000K
1500K
1000K
500K
0K
January
February
March
April
May
June
July
August
September
Greece
Italy
Spain
Türkiye
United States

Türkiye (inbound)

United Kingdom	23 million
Russia	17 million
Germany	11 million
United States	12 million
France	12 million

Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.21	4.06	4.44	4.18

Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.46	4.35	4.61	4.46

Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.20	4.32	4.30	4.02

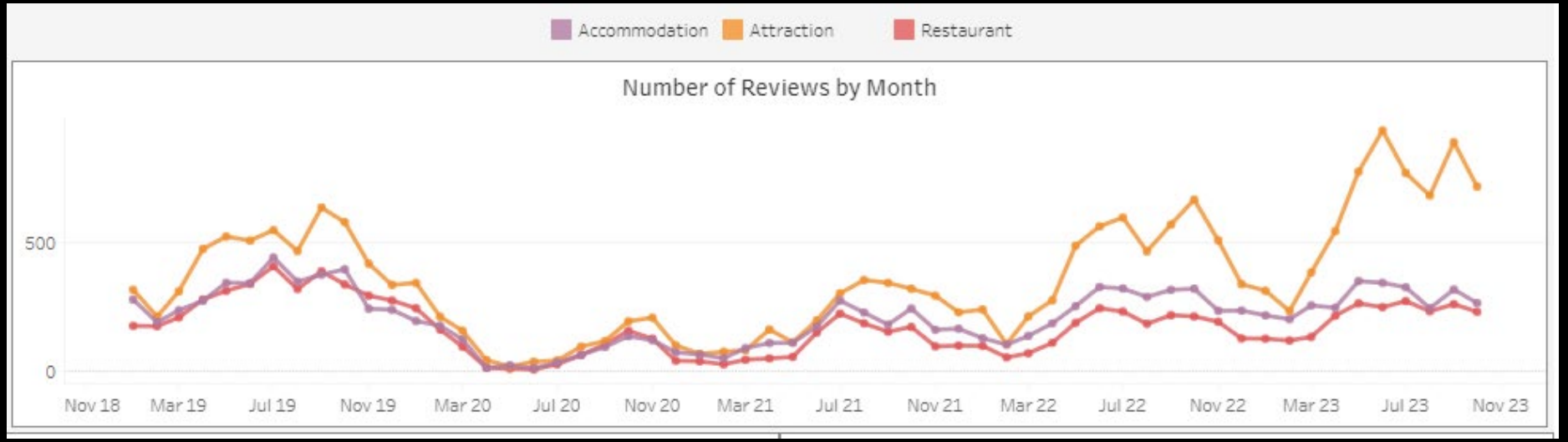
Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.59	4.56	4.62	4.62

Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.21	4.06	4.44	4.18

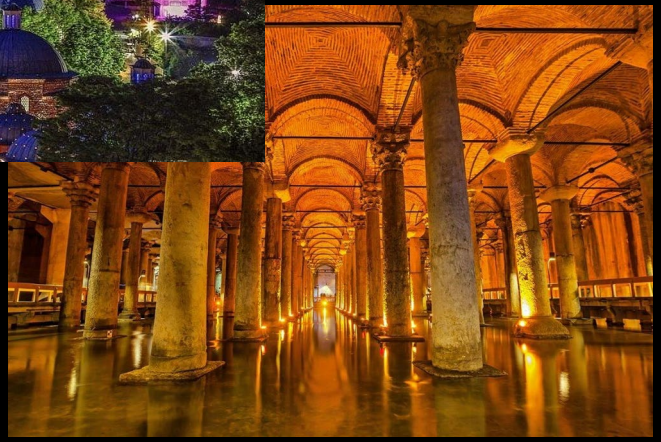
Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.46	4.35	4.61	4.46

Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.20	4.32	4.30	4.02

Average Traveler Rating	Average Accommodation Rating	Average Attraction Rating	Average Restaurant Rating
4.59	4.56	4.62	4.62


Accommodation
Attraction
Restaurant
Number of Reviews by Month
500
0
Nov 18
Mar 19
Jul 19
Nov 19
Mar 20
Jul 20
Nov 20
Mar 21
Jul 21
Nov 21
Mar 22
Jul 22
Nov 22
Mar 23
Jul 23
Nov 23

Türkiye



But let's see some BIG bold predictions

1. Tech

2. Sustainability

3. Post Covid world

Artificial Intelligence

becomes mainstream in the travel booking process

Destinations rather than **consumers** will lead the sustainability drive

Experiences will triumph over **“fly and flop”**

THANK
YOU