



Trending on TripAdvisor

Traveler Insights



2021 to 2023

..and into 2024!

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

432M

Unique users globally in August
alone

1 billion

Reviews and moments

28

Languages across the globe

117M

In top European markets

No.1

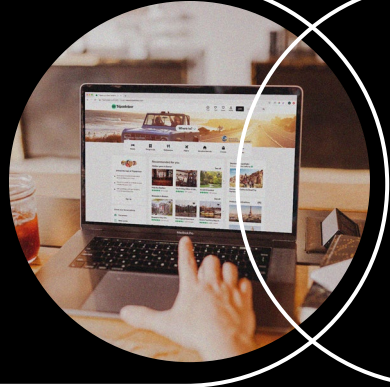
Travel site in the world

190

Countries across the globe

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**

But first a quiz...

Which month had the
highest number of UK
users sinceCovid?

August 2020



Musk Loses his Mind

Aug 1 Egypt tells [Elon Musk](#) its pyramids were not built by aliens, after Musk tweets in support of a conspiracy theory that they did



Entrepreneur
[Elon Musk](#)



3 August

Eat Out to Help Out scheme, offering a 50% discount on meals up to £10 per person, begins in the UK



14 August

Lockdown restrictions eased further, including reopening indoor theatres, bowling alleys and soft play

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

Which month had the highest number of UK users looking internationallysince Covid?

Ma y 2022

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

News story

Monkeypox cases confirmed in England – latest updates



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

July 2023

All Inclusive Summer Holidays



Explore today's *exclusive* offers

Map view

Filter offers Best deal

Limited Time LUX Exchange



9.6 Outstanding
From online reviews

Taj
Hembach, Maldives
Taj Coral Reef Resort & Spa
Maldives Premium All-Inclusive Private
Island Retreat with Free-Flow Drinks,
Massages & Roundtrip Domestic
Speedboat Transfers

Flexible cancellation available (hotel only)

Travel until 30 Sept 2024

Secure with a deposit

£ to 20 nights from

£2,138 via

Pay in 3 instalments

Value up to £5,871

View offer

Hotel + flights from £2049 (Two Adults)

to Portugal

All inclusive holi

From **£327** pp

Donation available!

TUI
<https://www.tui.co.uk> > Holiday Deals

Cheap Summer Holiday Deals 2023

From all-inclusive to self-catering holiday packages in a range of locations such as Turkey, Cape Verde and Greece - summer 2023 has never looked better. Plus, ...

Get up to 2% donation

Donation available!

First Choice
<https://www.firstchoice.co.uk> > Holiday > Holiday Deals

Summer 2023 Holidays | Low deposits from £60pp

Book your Summer 2023 holiday now and enjoy low deposits of just £60pp*. Let today be the start your holiday countdown. T&Cs apply*

Get up to 1.5% donation

Donation available!

On the Beach Holidays
<https://www.onthebeach.co.uk> > holidays > 2023-holi...

2023 Holidays from £177pp | OnTheBeach.co.uk

Book your 2023 holiday today! We have a superb range of deals, in the best beachy destinations. Plus, deposits start from just €30pp. ATOL protected.

Get up to 1.75% donation







September 2023





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

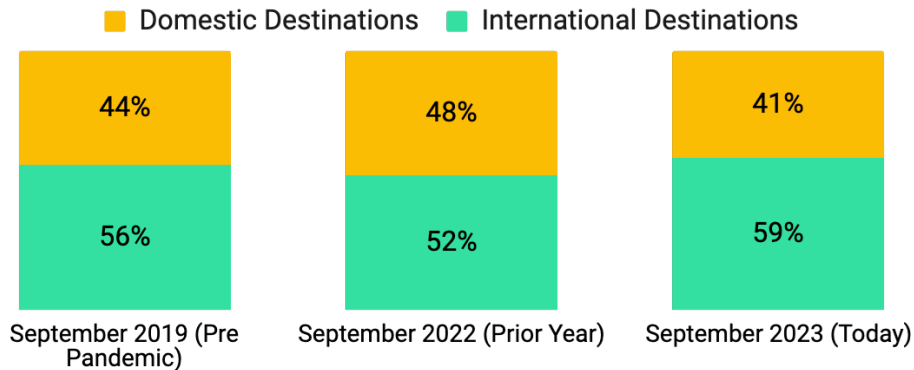




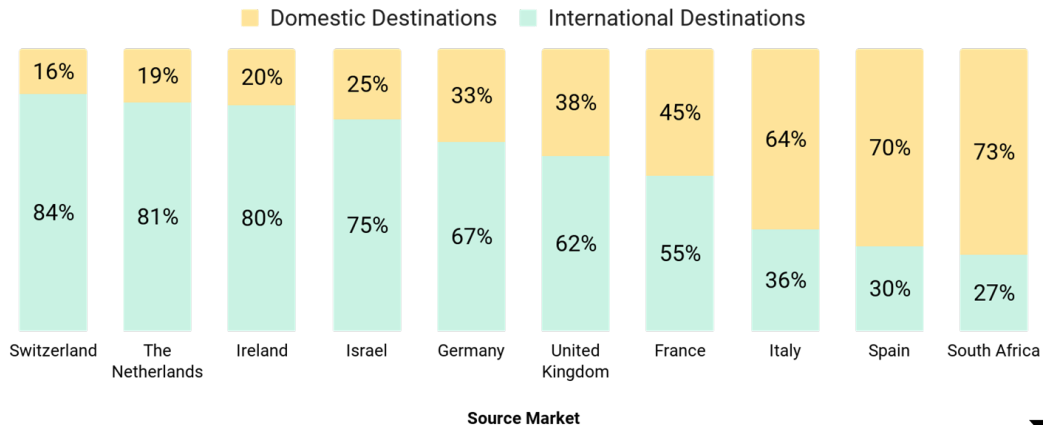
Where they go

EMEA tra ve llers: do mestic vs. in terna tiona l

Share of Travel Intent, EMEA Travelers



Share of Travel Intent, Top Source Markets from EMEA, Sept. 2023





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





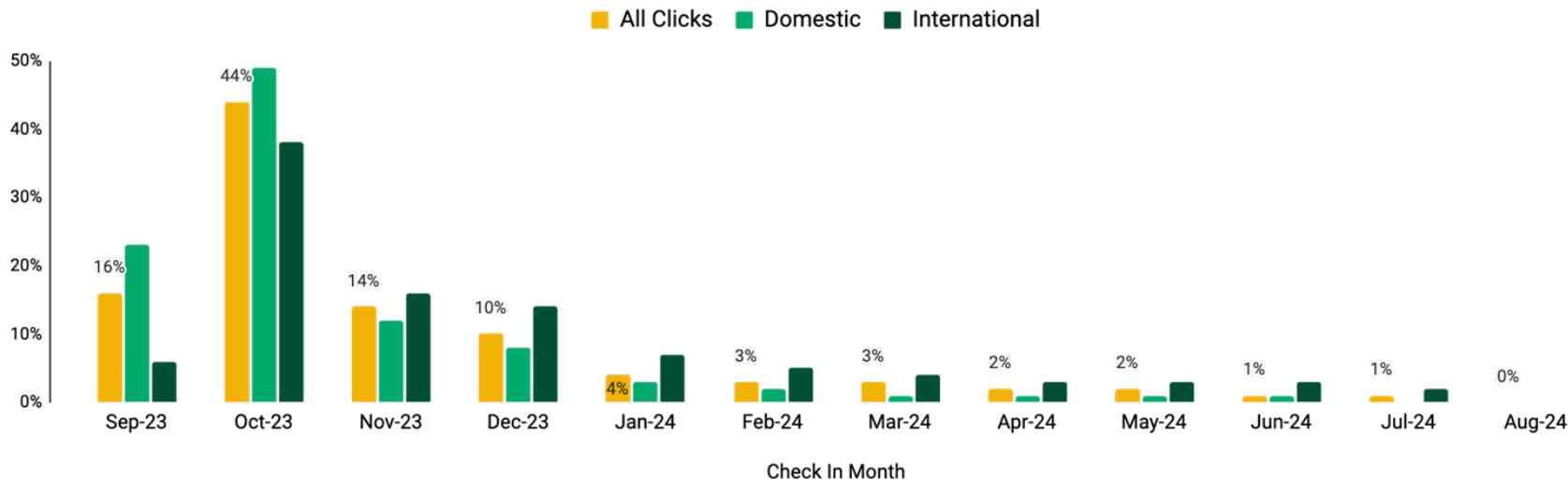
When they go

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.

Share of Travel Intent by Check In Month

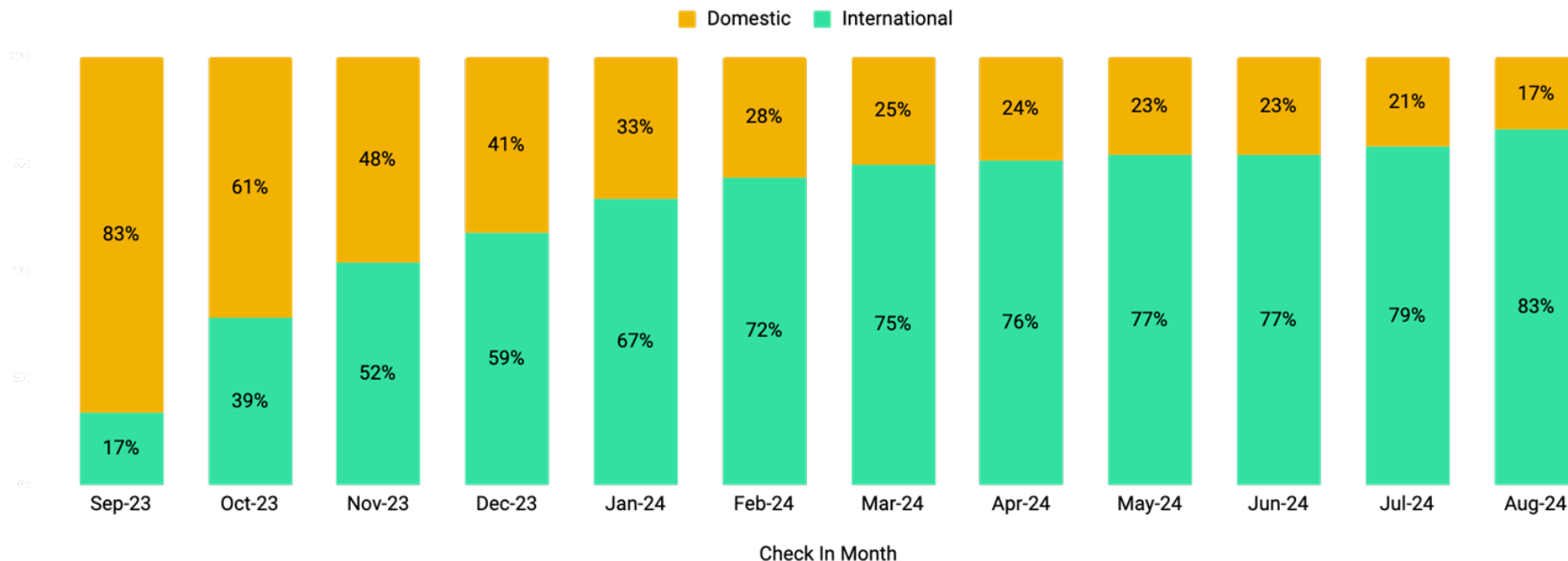
Global IPs, based on searches made Sep 24-30, 2023



Ongoing recovery of international travel apparent across all seasons

Distribution of Travel Intent by Check In Month, Domestic vs. International

Global IPs, based on searches made Sep 24-30, 2023



Source: Tripadvisor internal data



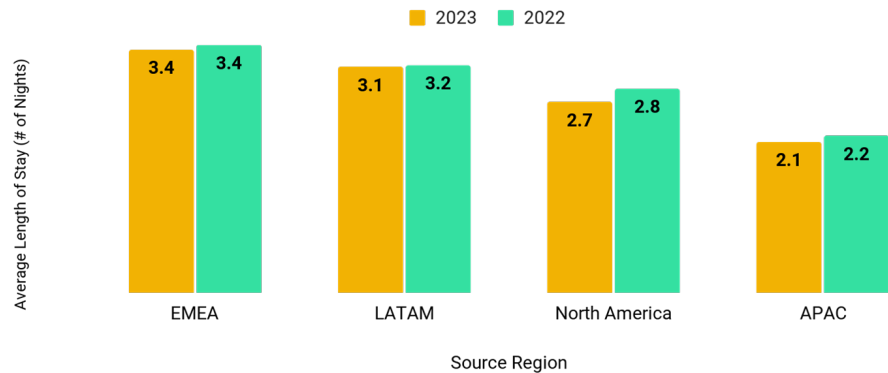


How they spend &
how long they stay

ABV remains elevated among all regions since last September

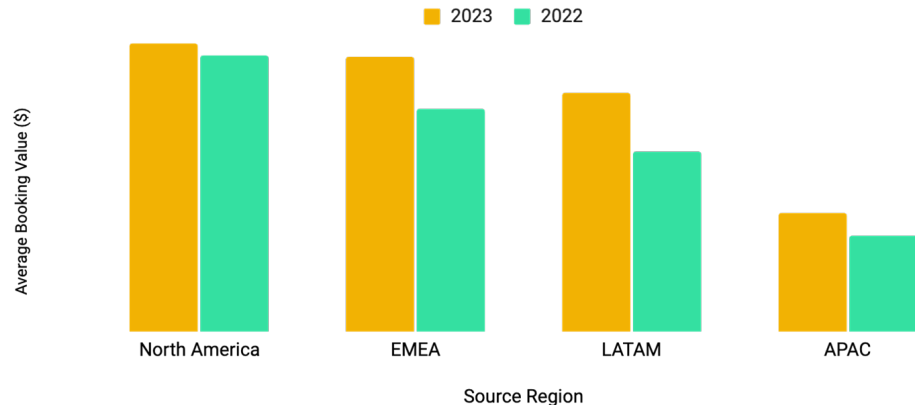
Average Length of Stay, by Source Market

Stays with user-entered dates only, 2 adults for searches made Sept 24-30 with check-in Sept 24 - Dec 31



Average Booking Value, by Source Market

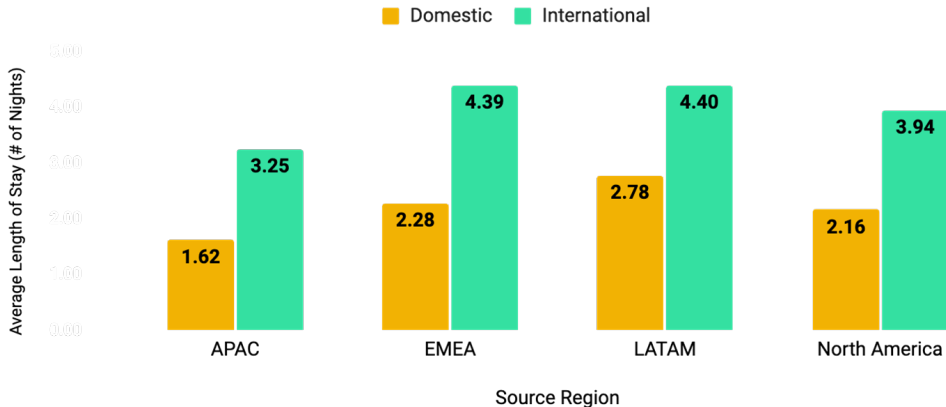
Stays with user-entered dates only, 2 adults for searches made Sept 24-30 with check-in Sept 24 - Dec 31



Size DOES matter: Domestic vs. International

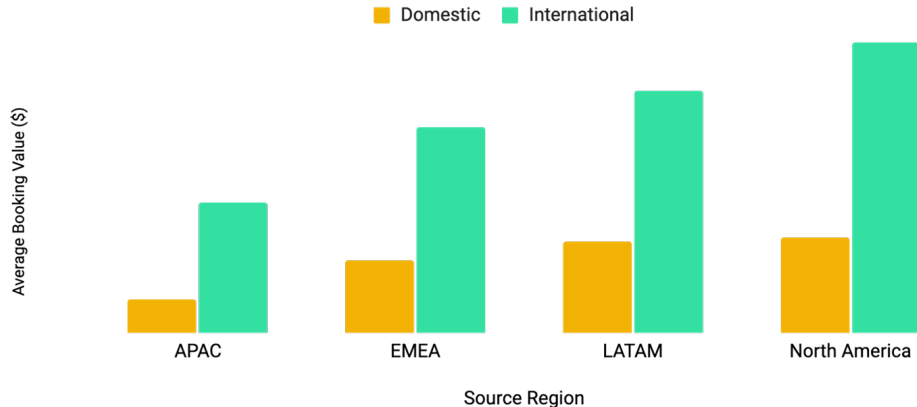
Average Length of Stay, Domestic vs. International, by Source Market

Stays with user-entered dates only, 2 adults for searches made Sept 24-30 with check-in Sept 24 - Dec 31



Average Booking Value, Domestic vs. International, by Source Market

Stays with user-entered dates only, 2 adults for searches made Sept 24-30 with check-in Sept 24 - Dec 31



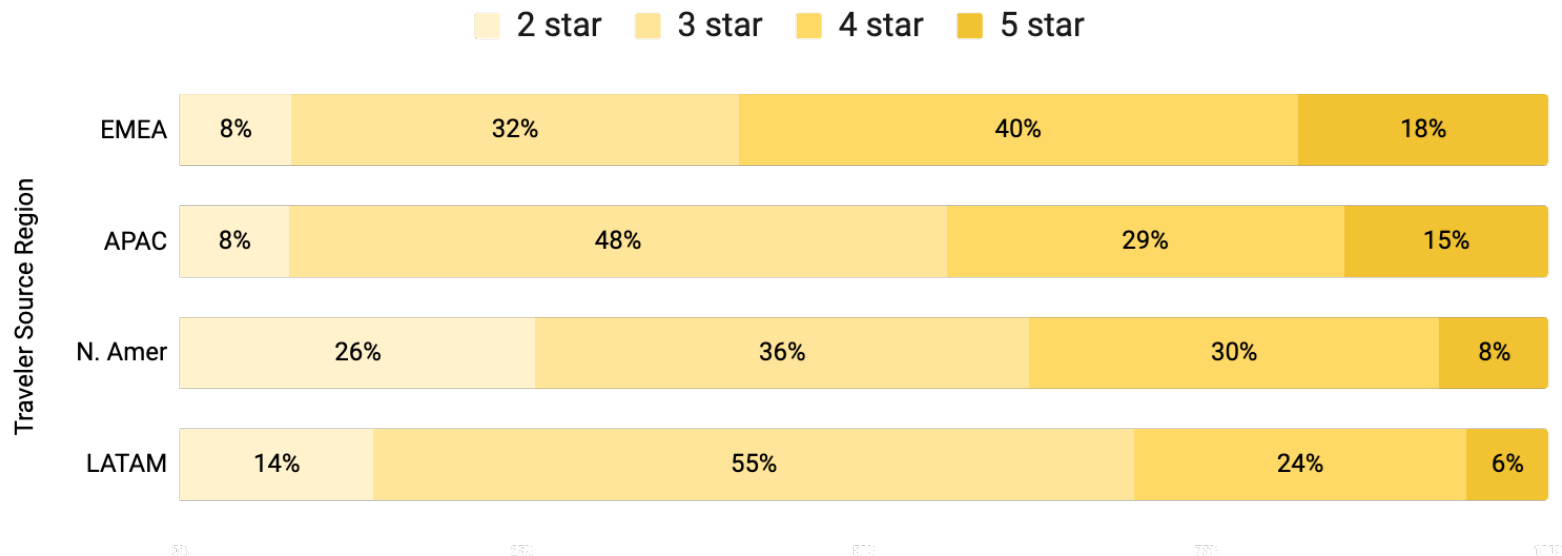
Average Booking Value, International vs. Domestic % Difference			
294%	182%	167%	204%
APAC	EMEA	LATAM	North America



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.

Hotel Demand by Star Rating, September 2023



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	KitKat Klub	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-Vallée	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%



United Kingdom (outbound)



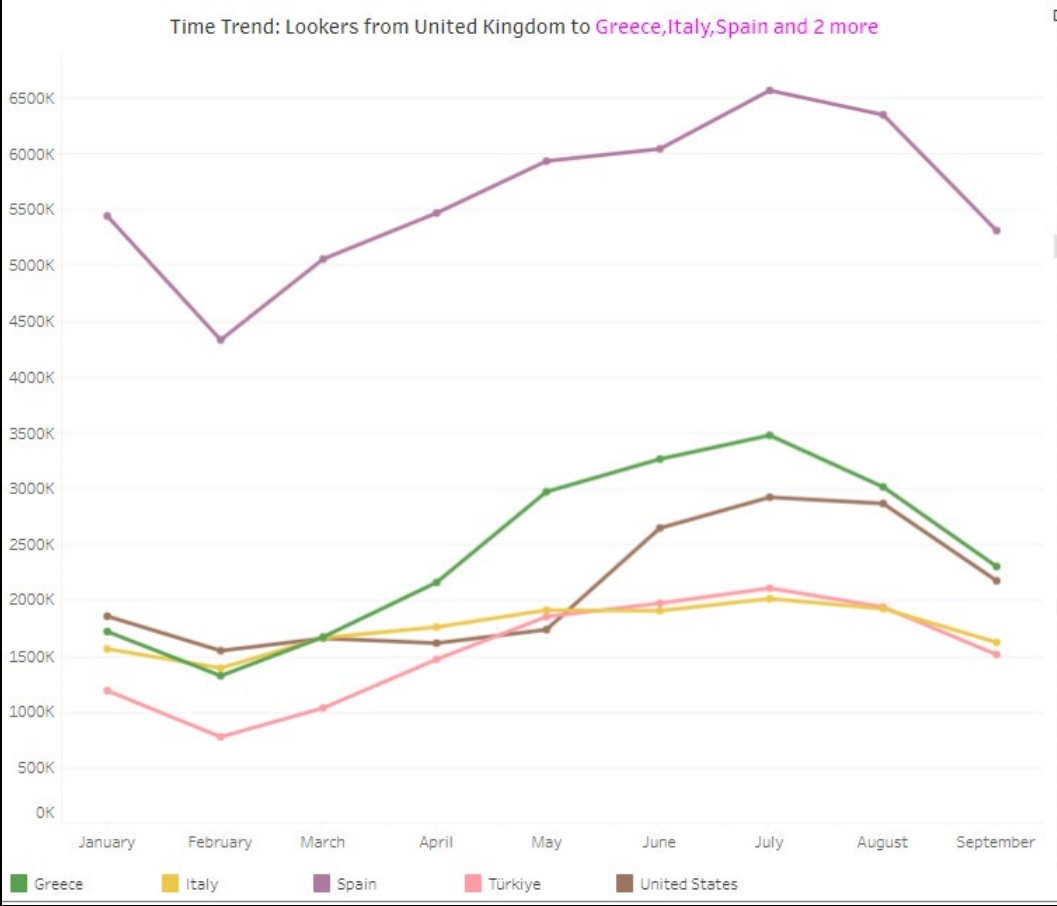
United Kingdom

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



Türkiye (inbound)

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

Average Traveler Rating

4.21

Average Accommodation Rating

4.06

Average Attraction Rating

4.44

Average Restaurant Rating

4.18

Average Traveler Rating

4.46

Average Accommodation Rating

4.35

Average Attraction Rating

4.61

Average Restaurant Rating

4.46

Average Traveler Rating

4.20

Average Accommodation Rating

4.32

Average Attraction Rating

4.30

Average Restaurant Rating

4.02

Average Traveler Rating

4.59

Average Accommodation Rating

4.56

Average Attraction Rating

4.62

Average Restaurant Rating

4.62

Average Traveler Rating

4.21

Average Accommodation Rating

4.06

Average Attraction Rating

4.44

Average Restaurant Rating

4.18



Average Traveler Rating

4.46

Average Accommodation Rating

4.35

Average Attraction Rating

4.61

Average Restaurant Rating

4.46



Average Traveler Rating

4.20

Average Accommodation Rating

4.32

Average Attraction Rating

4.30

Average Restaurant Rating

4.02



Average Traveler Rating

4.59

Average Accommodation Rating

4.56

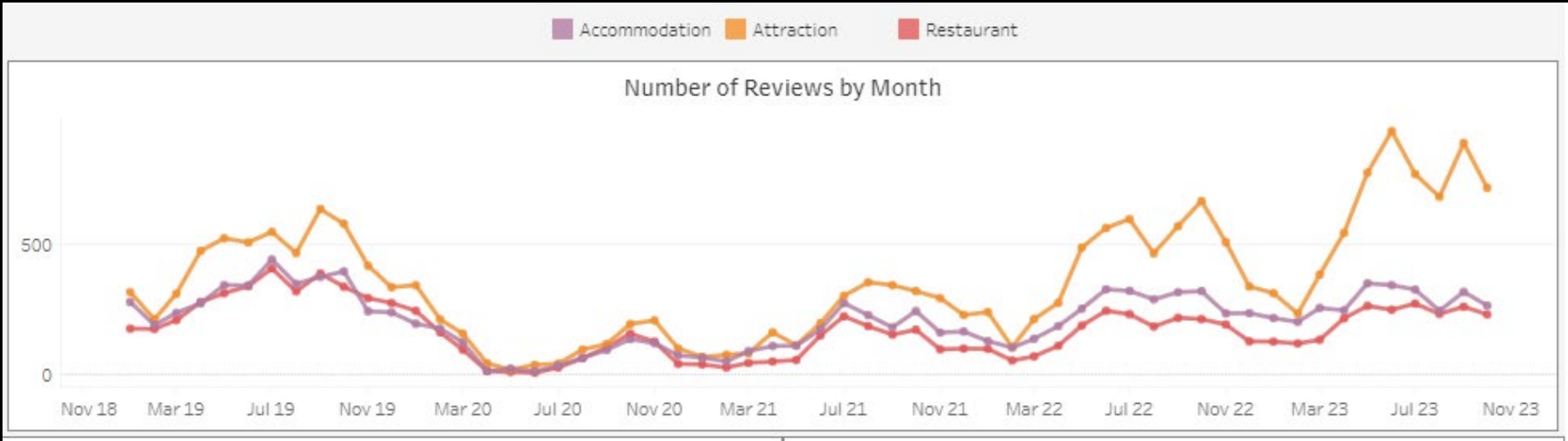
Average Attraction Rating

4.62

Average Restaurant Rating

4.62





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