

24 Insights to shape your TripAdvisor strategy



65% of travelers are more likely to book hotels that won a TripAdvisor award.



50%+ of travelers say that TripAdvisor's hotel price comparison feature has helped them:

- Save time during planning** **51%**
- Find the right hotel at the right price** **52%**

73% of travelers use photos from other travelers to help them make decisions.

67% of travelers check TripAdvisor a few times a month or more.

"We won't go unless we know..."

53% of travelers won't commit to booking until they read reviews.

83% of travelers say TripAdvisor reviews make them more confident in their travel decisions.

Local fast facts

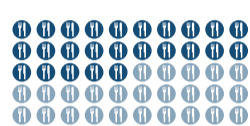
Hungry for restaurant reviews?

Always or usually read TripAdvisor reviews before choosing a restaurant:

- Italian travelers - 75%
- Spanish travelers - 60%
- British travelers - 53%
- American travelers - 46%



77% usually or always reference reviews before choosing a hotel.



50% usually or always reference reviews before choosing a restaurant.



44% usually or always reference reviews before choosing an attraction.

Must-know review findings

80% of travelers are most interested in recent reviews that provide the freshest feedback.

Travelers who say management responses to reviews make them more likely to book:

- 2013** 62%
- 2012** 57%

80% of travelers read at least 6-12 reviews before booking a hotel.

Travelers who have an improved opinion of a hotel after reading an appropriate management response to a bad review:

- 2013** 87%
- 2012** 84%

Why? TripAdvisor users who read reviews because it helps them:

- 83%** Pick the right hotel
- 80%** Have a better trip
- 68%** Know about attractions
- 64%** Find better restaurants

66% of travelers ignore extreme comments when reading reviews.

Travelers who are less likely to book a hotel with aggressive, defensive responses to bad reviews:

- 2013** 70%
- 2012** 64%

No reviews? No bookings.
Indian travelers are most likely to avoid hotels without any reviews.

No responses? No bookings, either.
7 out of 10 Brazilian travelers are more likely to book a hotel that responds to reviews.

Checking in after checking out.
Which travelers posted 5+ hotel reviews on TripAdvisor in the last year?
 Italian travelers - 30%
 Indian travelers - 29%
 French travelers - 24%
 British travelers - 24%

A little pre-trip reading.
1 in 3 Spanish travelers read 11+ reviews before choosing a hotel.

Looking for more?

For more travel industry research, trends and best practices, visit :

tripadvisor.com/TripAdvisorInsights



"The more engaged the property, the more likely travelers are to book."
Barbara Messing, Chief Marketing Officer, TripAdvisor