

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..."

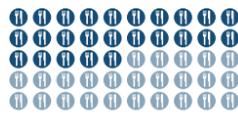
53% of travelers won't commit to booking until they read reviews.

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

Local fast facts



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.

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%

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%

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.

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%

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%

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
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A little pre-trip reading.

1 in 3 Spanish travelers read 11+ reviews before choosing a hotel.

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%

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