PhoCusWright study reveals key travel review trends
Conducted December 2013

24 Insights to shape your TripAdvisor strategy

- 73% of travelers use photos from other travelers to help them make decisions.
- 83% of travelers say TripAdvisor reviews make them more confident in their travel decisions.
- 80% of travelers are most interested in recent reviews that provide the freshest feedback.
- 80% of travelers read at least 6-12 reviews before booking a hotel.
- 66% of travelers ignore extreme comments when reading reviews.

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%

- 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%

- 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.

Why?

- TripAdvisor users who read reviews because it helps them:
  - Pick the right hotel: 83%
  - Have a better trip: 80%
  - Know about attractions: 68%
  - Find better restaurants: 64%

- 87% of travelers who have an improved opinion of a hotel after reading an appropriate management response to a bad review.
- 62% of travelers are more likely to book hotels that won a TripAdvisor award.
- 50% of travelers reference reviews before choosing an attraction.
- 51% of travelers save time during planning by using reviews.
- 52% of travelers find the right hotel at the right price by using reviews.

Looking for more?

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