

Phocuswright White Paper

November 2020

CHARTING THE TRAVEL INDUSTRY'S PATH TO RECOVERY

A YEAR IN TRAVEL

In cooperation with



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Executive Summary

This joint report by Tripadvisor and Phocuswright charts the shifting trends in traveler demand and behavior during 2020 in order to understand how the tourism industry's recovery could take shape in the wake of the COVID-19 pandemic.

In this report, you will find:

- Analysis of travel behavioral trends over the course of 2020, based on first-party site data, including high intent traveler search data for accommodations benchmarked against 2019 data, as well as some restaurant and attraction click data
- Insight into consumer sentiment based on extensive quantitative traveler survey data gathered since the start of the pandemic, tracking how travelers' attitudes to travel are changing
- Analysis of what these data trends may mean for the future recovery of the global travel and hospitality industry



Charuta Fadnis

SVP Research and
Product Strategy,
Phocuswright

FOREWORD BY Charuta Fadnis

What a difference a few months makes!

When we embarked on 2020, we expected the growth in travel seen over the last few years to continue, albeit at a slower pace. That was before a global pandemic brought travel to its knees just over two months into the year. The sheer scale of the havoc wreaked by the virus became evident as governments shut down borders, airlines grounded planes, hotels closed their doors and travelers hunkered down at home. The industry was left reeling.

A decade ago, Phocuswright's annual conference theme centered around the idea that the industry needed to be prepared for a massive disruption that could challenge travel businesses like never before. But we did not expect the shock to arrive in the form of a pandemic that would strike so quickly and decimate years of growth almost overnight.

Yet travel remains resilient.

The industry has continued to forge ahead through the first waves of infections and short-lived glimmers of recovery, to second waves and grim forecasts for the winter ahead. Travel companies stepped up efforts to instill confidence in travelers. From improved sanitation procedures and distancing measures to COVID-19 tests and installing contactless technology, they are doing everything possible to reassure their customers that travel is safe.

More importantly, travelers are vocal about their desire to explore the world again. Phocuswright's research shows that travel remains an integral part of consumers' identities. Travelers express strong intent to travel once conditions improve, restrictions are eased, and they feel confident about staying healthy.

Nine months into the pandemic, we know the path to recovery will be long and winding. This report provides insights into traveler sentiment and behavior from the past few months. A partnership that brings together TripAdvisor's wealth of site analytics and behavioral data and Phocuswright's insights, it will help the industry navigate the sharp curves on the way.

"Difficult roads often lead to beautiful destinations," said motivational speaker Zig Ziglar. Though he was not talking about travel, the quote could not be more apt as the industry looks forward to better days.



Stephen Kaufer

Chief Executive & Co-founder,
Tripadvisor

FOREWORD BY Stephen Kaufer

2020 is a year we will never forget. The pandemic has changed so many aspects of our daily lives in ways that would have been unthinkable just eleven months ago.

In late March and throughout April, as the pandemic took hold, we saw the sharpest, deepest drop in business activity in our 20-year history. Of course, we are not alone. The majority of our partners - including hotels, restaurants, online travel agents, activity suppliers and destination marketing organizations - have faced extreme business pressures due to the dramatic reduction in traveler demand.

I have been struck by the determination, ingenuity and creativity that our industry has shown in adapting to these unprecedented challenges. From the hospitality sector, where the introduction of new safety measures has not dampened the resolve of business owners and employees to continue to provide excellent customer service, to the airports and airlines keeping passengers safe and reassured, to the destinations that have carefully adjusted the way they manage inbound and outbound visitors.

Travelers, for the most part, have recognized and responded to these efforts. On Tripadvisor, in many countries where local hotels and restaurants had been forced to close temporarily, we observed a post-lockdown boost in average review ratings when they reopened their doors and customers, eager to support their local business community.

Over the summer, encouraging signs emerged. In Europe and later in the U.S., we saw a spike in domestic demand, at times surpassing even 2019 levels. People wanted to travel - to see family and friends, to visit new places, to relax and recuperate - and while the pandemic clearly restricted how and where they could go, the resolve to go somewhere remained strong for many.

These positive signs of recovery were rightly met with caution. The path back to growth will take time. And if the summer represented two steps forward for our industry, the fall represented a step back as many countries grappled with a second wave of infections and a further tightening of travel restrictions.

Looking ahead to 2021, a myriad of unknowns remains. Promising news of an effective vaccine is wonderful for our industry, but until it becomes widely available to the public, it remains difficult to predict what this alone will mean for travel demand in the short term. Nor can the industry rely on traditional models of seasonality to predict demand in the meantime.

Instead, a deeper understanding of the shifts in traveler demand since the start of the pandemic is required.

This report, prepared in partnership with Phocuswright and utilizing Tripadvisor's vast first-party data and unique insight into travel planning behaviors, is an attempt to chart that course. By understanding the road already taken, we may be better prepared for what is yet to come.

I've no doubt a long winter remains ahead of us. But I am equally certain that, at the end of the tunnel, the lights of recovery grow brighter in the distance.

Charting the Recovery

The Long and Winding Road

The onset of the pandemic has had a profound impact on global travel and tourism. Overarching trends tell an obvious story of low demand in tourism and hospitality as traveler numbers and spending over the course of 2020 fell significantly below 2019 levels.

Digging deeper, however, there are some emerging trend lines that could point to long-term behavior changes in the way people travel that go beyond COVID-19.

Since the start of the pandemic, Tripadvisor has been tracking traveler trends and behaviors using a combination of **quantitative research data**, gathered from numerous in-depth consumer surveys, and **site behavioral data** analyzed from the vast amount of first-party data on the Tripadvisor platform, including high intent search data relevant to destinations, accommodations, dining and experiences.

The research team at Phocuswright likewise has been tracking travel trends. Published updates provide overviews of travel markets across the globe, including the impact of the pandemic on major players, key segment analysis, and sizing and projections for 2020. Comprehensive surveys of leisure travelers in the U.S. and Europe explore consumers' attitudes toward and intent to travel, changes in traveler behavior, perceptions regarding specific travel products and more. Air search trends in key global markets can be early indicators of consumer intent and provide clues to upticks in travel.

Combined, the trends uncovered by research from both organizations have been showcased in a number of in-depth reports.

In early June, Tripadvisor released a special report entitled ['Beyond COVID-19: The Road to Recovery for the Travel Industry'](#) which predicted the shape of the recovery to come for the global travel and tourism sector, based on data gathered up to that point.

The report identified five potential phases of recovery:

- 1. Decline**
The initial, sudden drop in demand caused by government restrictions and lockdown scenarios
- 2. Plateau**
The bottoming-out of traveler demand, significantly below 2019 levels
- 3. Emerge**
Early signs of recovery as traveler demand steadily increases
- 4. Domestic**
Domestic travel rebounds to 2019 levels
- 5. International**
International travel rebounds to 2019 levels

Nearly six months on, how has the picture changed? Does the five-phase model still hold true, and if so, which phase is the tourism sector in now? And how do these trends differ depending on where you are in the world?

To answer these questions, it is necessary to chart the journey the travel industry has taken so far on its path to recovery.



Safety First

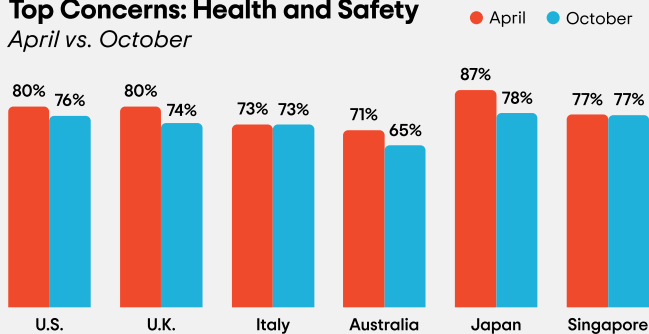
On March 11, 2020, the World Health Organization officially declared COVID-19 a pandemic. This precipitated a sudden and sharp decline in tourism volumes as governments around the world moved to enforce sweeping restrictions on inbound and outbound travel to stem rising infection rates.

By April, customer demand had hit rock bottom.

The decline in traveler numbers plateaued, though traveler numbers were now well below 2019 levels. Effectively, travel had reached its baseline.¹

Top Concerns: Health and Safety

April vs. October



Q: When thinking about Coronavirus (COVID-19), which of the following, if any, are you most worried about? (Select three) - Selected Choice
Source: Tripadvisor Consumer Sentiment Survey, Wave 3 vs. Wave 12

A new consumer mindset quickly set in. Concerns about personal health and safety, as well as the safety of friends and family, understandably jumped to the top of the list of consumers' concerns in relation to the virus.² As the year progressed, these concerns dipped only slightly, and by October, health and safety remained the number-one concern for consumers when thinking about COVID-19, ahead of worries for their job security and the overall state of the economy.³

For those hospitality businesses able to reopen their doors to guests again as local restrictions in many countries began to ease, this shift in consumer mindset translated to a new set of customer expectations that they had to address.

Of consumers surveyed across six different markets in October, two thirds (66%) said they considered the safety and cleanliness of establishments an important factor when traveling locally.⁴

When considering accommodation options, sixty-three percent (63%) were more likely to consider a hotel's health and safety measures than they had been before the pandemic.⁵

66%

of consumers consider **safety and cleanliness** of establishments an important factor when traveling locally



Inevitably, the need to implement new health and safety practices had an impact not just on the volume of customers that hotels and restaurants were able to provide hospitality to, but also the experience they were able to offer to those customers.

As a result, communication to customers became key to providing a positive experience as well as driving traveler demand. Businesses that were able to effectively communicate the new measures they had adopted better positioned themselves to attract returning customers, many of whom may have begun to dine out and travel locally for the first time since the start of the pandemic.

On Tripadvisor, some businesses took advantage of the platform's free [Travel Safe](#) tool, a feature designed to showcase a property's health and safety information to potential guests. Businesses that used the tool benefited from a 16% increase, on average, in user engagement to their listings compared to businesses that had not.⁶

16%

increase in user engagement to their listings, for businesses that used the **Travel Safe tool**

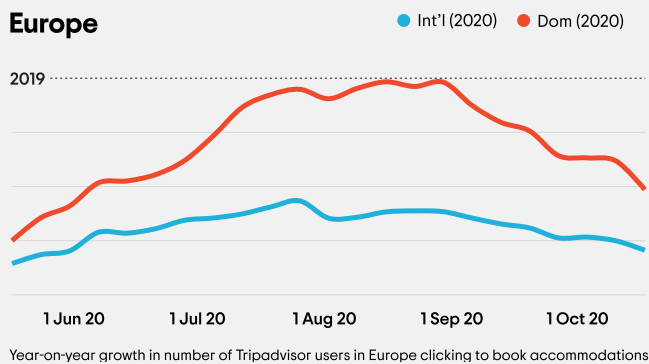


Summer Rays (of Hope)

As customers adjusted to the new norms of hospitality and restrictions began to ease in many markets, green shoots of recovery became evident - especially in leisure travel.

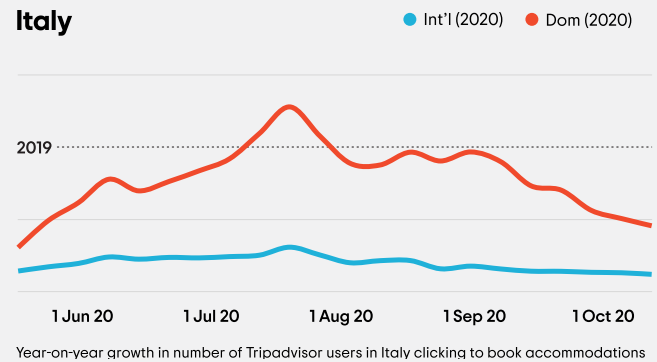
In May, countries like New Zealand, Switzerland and Germany initially led the way, with signs of domestic leisure demand - particularly in the restaurant sector - steadily beginning to rebound.⁷ As summer arrived, these trends gathered pace as more and more countries started to see an uptick in domestic traveler demand on Tripadvisor. Crucially, the growth in demand spread beyond dining to other travel categories, including accommodations, marking the next phase of recovery: Domestic.

Europe showed the strongest signs of a summer recovery, with the volume of clickers researching domestic hotel stays reaching 2019 levels of demand for a sustained period in late July and August.⁸



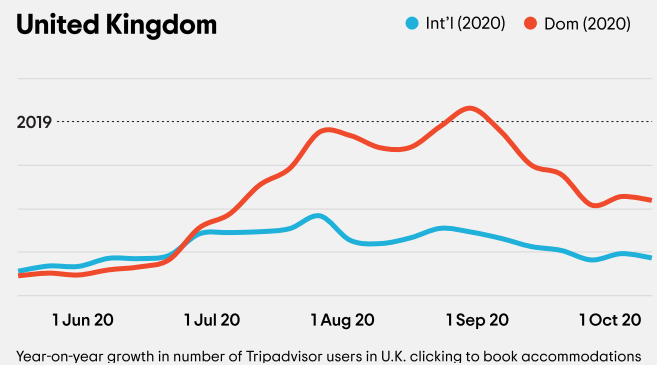
This continental picture only tells half the story, however. What was particularly interesting in Europe was the extent to which recovery trends differed by country.

For example, in Italy, which bore the brunt of the virus initially in February and March, demand for domestic hotel stays soared in July well above 2019 levels, before dropping back again in August. Demand then hovered just below 2019 levels until September, when a second wave of infections put the brakes on Italy's domestic recovery.⁹



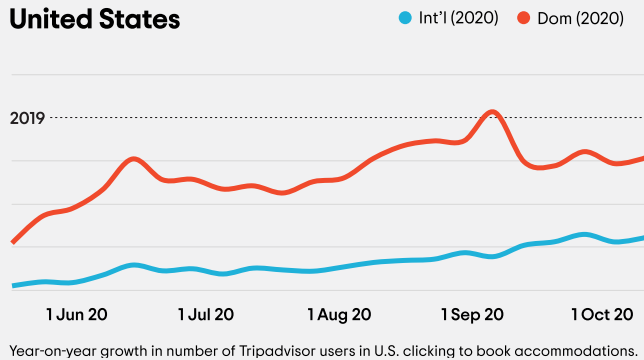
Compare that to the United Kingdom, where the recovery lagged by several weeks. The U.K. did not reach a peak in demand for domestic hotel stays until late August, finally surpassing 2019 levels for the first time (since the start of the pandemic) in the final weeks of summer. This was short-lived however, with demand dropping sharply in September, as government restrictions ramped back up in response to rising infection rates.¹⁰

While it should be noted that these trends were not necessarily evident across all trip types - Tripadvisor data typically presents a robust picture of leisure travel interest as opposed to business travel interest - it nevertheless underscores the extent to which traveler intent shifted dramatically over the course of a few months.



In the U.S., the domestic hotel recovery was slower but steadier than major markets in Europe. Demand at the start of August, while on an upward trajectory, was still some way off 2019 benchmarks. However, by the end of the month, the gap had closed, and by the first week of September, domestic hotel clickers in the U.S. - likely driven by leisure travelers - finally outnumbered those in the same week in 2019.¹¹

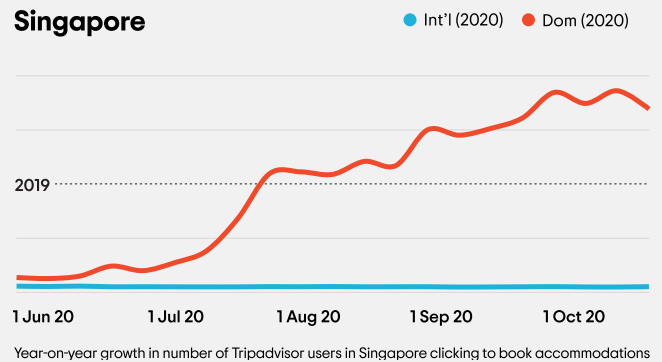
United States



Trends in Asia Pacific looked very different, with signs of recovery less obvious across the region as a whole; domestic demand for hotels remained well short of 2019 benchmarks throughout the summer months.¹² In certain Asian countries though, an entirely different story emerged.

Singapore, for example, has seen a remarkable, sustained growth in demand for domestic hotel stays, surpassing 2019 demand levels in July and continuing on an upward trajectory for several months. By October, domestic demand was significantly above prior year benchmarks.¹³

Singapore



This is particularly noteworthy given Singapore's small geographical size; for many Singaporean residents, it seems, the 'staycation' is an increasingly attractive travel option.

In China, while overall demand remains suppressed, Phocuswright research shows that staycations are proving attractive for Chinese consumers too. High-end properties offering resort-like amenities in urban and metropolitan centers are attracting families. Less populous, rural and beach destinations are also seeing an influx of domestic travelers.¹⁴

This demonstrates that there is, of course, no uniform pattern of demand and no single road to recovery. Every country's journey will look different, and indeed many are not following a linear path from one phase to the next.



Default to Domestic

While the summer months sparked a period of growth for domestic leisure travel in some countries, the same could not be said for international travel. On Tripadvisor, hotel clicks to international destinations remained stubbornly flat across every major market from April onwards.¹⁵ In effect, the recovery had stalled at the Domestic phase, with the final - International - phase of recovery still seemingly out of reach.

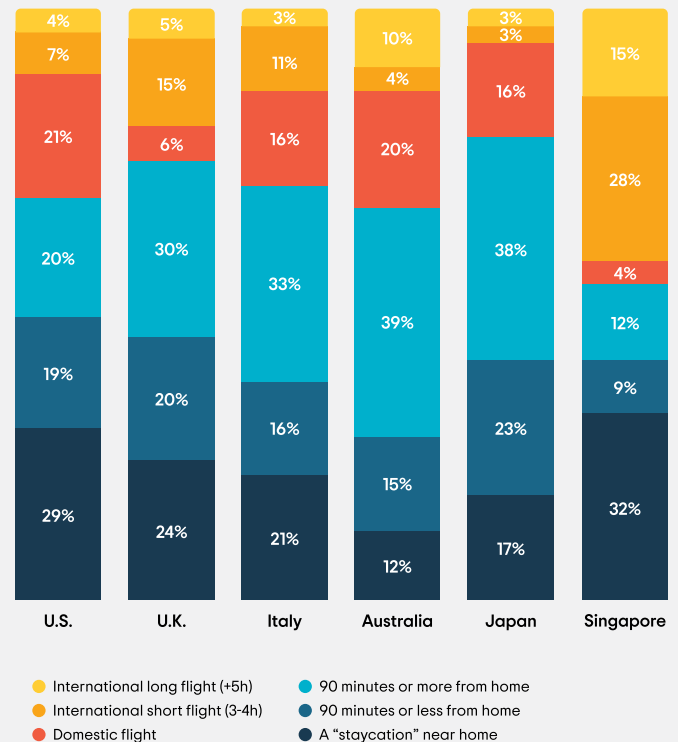
This is not surprising given the continued efforts of governments around the world to prevent cross-border transmission of the virus, and the restrictions on international travel that remained in place as a result.

Some growth in demand - based on accommodation clicks on Tripadvisor - did occur at an intra-regional level in Europe over the summer, as some countries relaxed restrictions on inbound and outbound international travel and travel corridors between certain European nations were established. However, these gains were limited in comparison to historical benchmarks.¹⁶ Thus, even when international travel was permitted, it did not necessarily translate into spikes in demand as seen in the domestic market. For many travelers, it seems, there remained a strong sense of unease at venturing abroad.

Consumer sentiment analysis captured during the fall indicated the same. A survey of travel consumers across six markets, conducted in October, found that on average less than one in five (18%) were planning to take an international flight on their next trip, and just one in fourteen (7%) were intending to take a long-haul flight of five hours or more.¹⁷ In fact, more than half (52%) of respondents indicated that it will be more than a year before they travel internationally again.¹⁸

The same survey revealed that consumer confidence in traveling domestically was, by comparison, more buoyant. Nearly two thirds (65%) of respondents said they expected to travel domestically within the next six months, and one in six (16%) were planning to travel domestically in the next four weeks.¹⁹

Next Trip Distance From Home



Q: As you think about planning your next trip, how far are you looking to travel?
 Source: Tripadvisor Consumer Sentiment Survey, Wave 12

All of which points to one conclusion: for a prolonged period of time, it is highly unlikely that any major markets will move from the Domestic phase of recovery to the International phase until a vaccine becomes widely available.

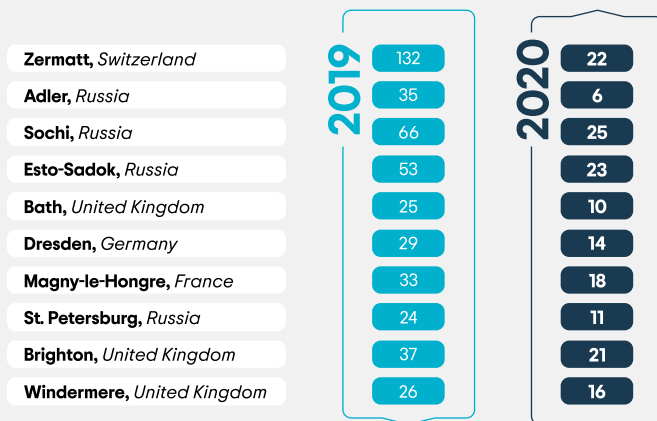
Judging by the drop-off in demand for domestic hotel stays in September and October - even in most countries that had seen a summer bounce - the more likely outcome is that many markets will first slip back into the Emerge phase of recovery.

A Breath of Fresh Air

The shift from international to domestic trip planning is not the only significant change in traveler behavior Tripadvisor has noted in its site traffic data. There has also been a noticeable dispersal of travel and tourism away from urban centers to less populated nature destinations.

Looking at year-on-year data over the October period, ski and seaside resorts, as well as other rural destinations, dominate the list of fastest recovering destinations in Europe based on domestic accommodation searches on Tripadvisor.²⁰

European Destinations Top recovering

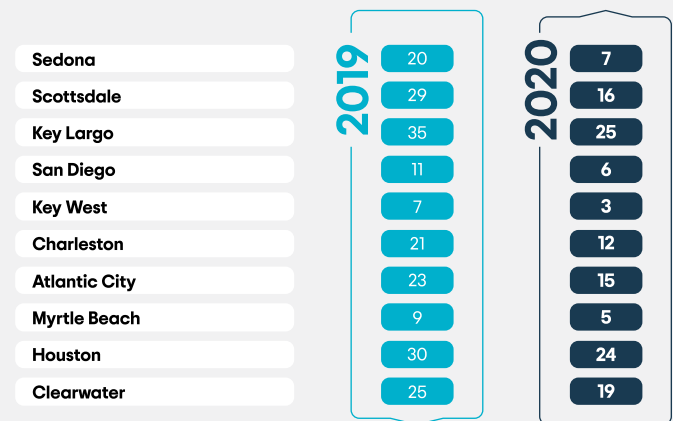


Top 10 recovering destinations in Europe, based on **year-on-year growth** in accommodation clicks to popular destinations from domestic users on Tripadvisor in October 2020. 2019 and 2020 columns indicate each destination's adjusted ranking position based on **overall** volume of domestic accommodation clicks on Tripadvisor, October 2020 vs October 2019.

Over the same period, destinations like Key West, Myrtle Beach and Sedona are recovering quicker than larger destinations like New York and Las Vegas in the U.S.²¹, based on domestic accommodation searches.

Attraction and experiences search data tells a similar story. Between May and September, outdoor activities, nature and parks accounted for thirty-four percent (34%) of all attraction page views on Tripadvisor, up from 25% in 2019.²²

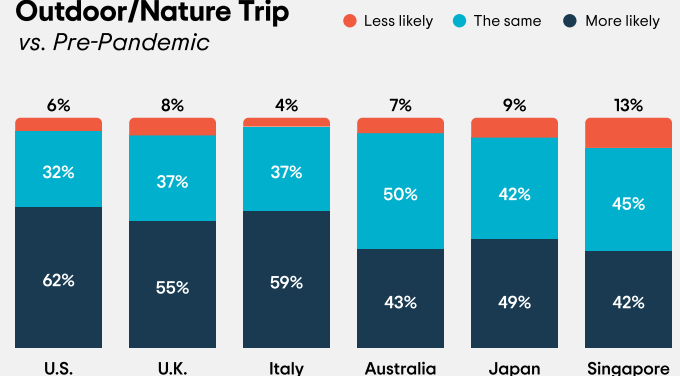
United States Destinations Top recovering



Top 10 recovering destinations in the U.S., based on **year-on-year growth** in accommodation clicks to popular destinations from domestic users on Tripadvisor in October 2020. 2019 and 2020 columns indicate each destination's adjusted ranking position based on **overall** volume of domestic accommodation clicks on Tripadvisor, October 2020 vs October 2019.

Consumer sentiment analysis provides some explanation for these trends. Two thirds of consumers surveyed (65%) say the ability to avoid crowded places when traveling is now a more important factor in their choice of destination than it was pre-pandemic, and more than half (52%) say they are more likely to take an outdoor/nature trip than they were before the pandemic.²³

Outdoor/Nature Trip vs. Pre-Pandemic



Q: Compared to trips that you took before the Coronavirus (COVID-19) pandemic, are you more or less likely to consider taking each of the following types of trips when you begin travelling again?: **Outdoor/Nature**
Source: Tripadvisor Consumer Sentiment Survey, Wave 12

A desire to enjoy the outdoors is not just informing travelers' destination choices, it is factoring into their choice of accommodation too. In hotel searches on Tripadvisor during the month of September, clicks to properties categorized as 'quaint' or 'romantic' were recovering quicker than the average, while 'centrally located' properties were recovering at a below average rate.²⁴ Of the hotel amenities travelers can filter searches by on Tripadvisor, 'hiking' was over-indexing more than any other.²⁵

%YoY Change for each Hotel Type

Indexed against the avg. YoY change of region

	AMER	EMEA	APAC
Luxury	112	127	116
Quaint	100	128	106
Romantic	108	119	102
Great View	103	104	104
Charming	104	109	96
Boutique	106	114	83
Ocean View	102	89	108
Family	96	94	94
Trendy	93	100	82
Business	97	94	82
Mid-range	93	86	90
Modern	94	78	81
Centrally Located	95	83	73
Budget	76	72	92

Year-on-year change in user clicks on Tripadvisor for each hotel type indexed against the average year-on-year change for all hotel types in each region.

Last-Minute Planning

Other shifts in traveler behavior have also become clear.

The advanced planning window (which is the number of days between when a trip is planned and when the trip takes place) has shortened as travelers are eager for last-minute, local getaways. In fact, in October 2020, nearly two thirds (62%) of travelers looking for accommodation on Tripadvisor were planning to check-in less than 30 days out, compared to just over half (51%) of travelers during the same period in 2019.²⁶ This shift in traveler behavior is understandable given that many governments' rules on inbound and outbound travel remain in flux.

Last-minute travel planning has not necessarily led to more spontaneous decision-making, though.

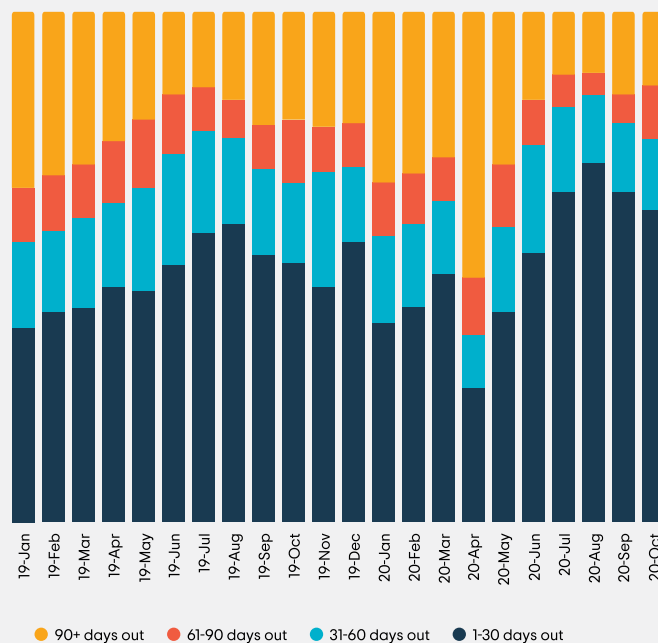
An October survey found that more than two thirds (69%) of respondents agreed they were going to research their next trip more than they did in the past.²⁷

Finally, it is noteworthy that in April 2020, the proportion of travelers searching for dates more than 90 days out on Tripadvisor jumped to fifty-two percent (52%) - far higher than the proportion of travelers doing so prior to the pandemic (in 2019 the proportion was 25%).²⁸ One possible reason for this, aside from the obvious drop-off in near-term travel planning during that period, was the volume of travelers looking to reschedule upcoming trips that had been due to take place around that time. In other words, many trips that did not occur in April 2020 were not necessarily cancelled, but rather postponed, with travelers still intending to travel when able to do so. This is an early sign, perhaps, of pent-up demand that may yet to be realized.

In fact, people's desire to plan travel more diligently is now higher than pre-pandemic times.

Days to Arrival by Share of Hotel Clicks

Share of Tripadvisor hotel clickers by days to arrival, 2019 - 2020



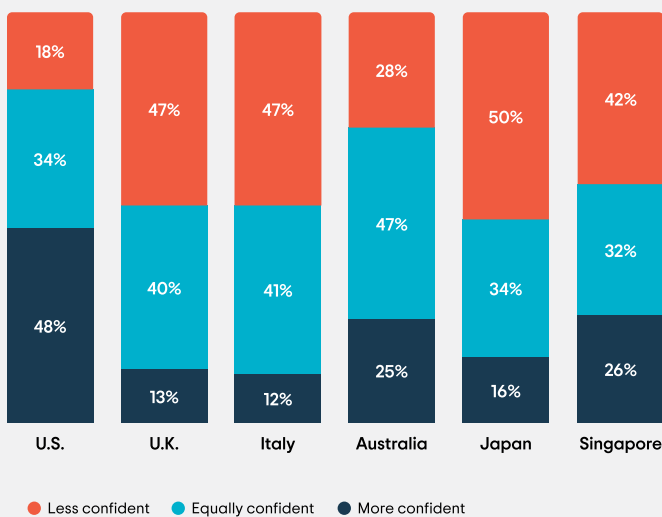
Looking Ahead

The extent to which pent-up demand for leisure travel will actually translate into future bookings, and when, is of course heavily dependent on governments' ongoing responses to the pandemic and the speed with which a vaccine becomes widely available.

In the interim, consumer sentiment analysis provides a fascinating insight into consumers' confidence to travel, with varying trends emerging depending on where you are in the world.

When asked in October whether they were more or less confident that it would be safe to travel in the next three months (compared to how they felt three months earlier), confidence was highest among U.S. respondents (48% said they felt more confident it would be safe to travel) and lowest among respondents in Italy (just 12%).²⁹

Confidence in Safe Travel In the next 3 months



Q: How is your overall confidence level on travelling safely over the next 3 months?
Source: Tripadvisor Consumer Sentiment Survey, Wave 12

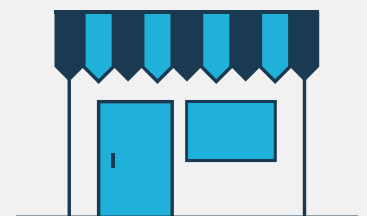
Nearly two thirds (65%) of respondents are still thinking about where they want to travel next.³⁰ Looking specifically at holiday travel, a Tripadvisor Holiday Study survey conducted in August found that sixty-one percent (61%) of respondents reported feeling excited about the upcoming holiday season, and forty-two percent (42%) went as far as to say that the holidays were more important to them this year than they have ever been.³¹

Furthermore, the shifting trends we have already observed in where travelers want to go, based on their destination of choice, could be indicative of a longer-term behavior change that may last beyond the pandemic. For the next trip they take, more than half (54%) of respondents say they want to go somewhere where they can relax and rejuvenate and nearly half (47%) want to enjoy nature.³² Sixty-two percent (62%) say that for their next trip, they would prefer to travel to somewhere where they can support local business.³³

Despite continuing consumer uncertainty, the desire to travel remains very strong.

62%

of consumers say that for their next trip, they would prefer to travel to somewhere where they can **support local business**





Conclusion

Tripadvisor traffic data and consumer survey analysis all point in the same direction: depending on the speed with which the development of a vaccine progresses, the journey to a sustained recovery for the global travel sector is likely to be prolonged. Instead of a v-shaped recovery, imagine a more jagged line of progress, where sometimes two steps forward will be met with one step back. As a result, countries and regions will recover at varying speeds.

In Europe, the recovery quickly gained momentum over the summer as traveler demand for domestic trips - particularly leisure trips - did not just reach normal 2019 levels, it surpassed them. Restaurants in countries like the United Kingdom were busier than ever in August, thanks in part to government actions aimed at stimulating local spending. However, just as soon as the recovery gathered pace in Europe, rising infection rates brought a new wave of government restrictions on travel and dining out, and leisure travel demand dropped as a result.

By comparison, the U.S. has seen a steady, if unspectacular, upward trajectory in domestic demand. Based on Tripadvisor data, which offers a robust picture of leisure traveler intent in particular, year-on-year growth in accommodation searches finally caught up with Europe towards the end of the summer. Across the Asia Pacific region, a peak in domestic demand has been even less evident.

Growth in international travel has remained stubbornly flat after bottoming out in April and faces a far bumpier recovery path laden with hurdles.

What the last nine months have shown more than anything is that not every country will tread the same path, and the growth in leisure travel demand will not always follow a continuous upward curve.

Yet, there are now good reasons to believe the recovery is on the horizon. Though consumer confidence remains fragile, the desire to travel remains strong for many people. Coupled with the news that efforts to develop a vaccine are progressing well, our industry has cause for hope again.

Look deeper, and there are reasons to believe that some travel behaviors may have changed in ways that could endure beyond the pandemic, too. The availability of a vaccine and the lifting of travel restrictions that we all await may not extinguish the heightened interest travelers now have in nature and outdoor vacations, for example. For an industry that had become increasingly attuned to the challenges posed by overtourism, particularly in major urban centers, the potential dispersal of tourism numbers and spending to a broader range of destinations could bring many positives.

What is certain is that 2020 has been a year like no other in the history of travel. As we look ahead to 2021, our understanding of its full impact on our industry is only just beginning.

Methodology & Endnotes

The data cited in this report was gathered and analyzed from four key sources:

- A Tripadvisor Consumer Sentiment Survey, based on data drawn from an online survey of up to 2,400 consumers per survey, in partnership with Qualtrics, conducted approximately every two weeks from 3/27 through 10/21 across six countries - U.S., U.K., Australia, Italy, Singapore and Japan.
- An additional consumer survey, conducted as part of a Tripadvisor Holiday Study, which surveyed 2,400 respondents across the U.S., U.K., Italy, Australia, Japan and Singapore, from 8/13 to 8/20.
- Site behavioral data sourced from first-party traffic data on the Tripadvisor platform.
- Phocuswright's China Travel Market Update 2020, September 2020

Please note that while every possible effort has been made to ensure the data in this report is accurate, it is impossible to eliminate every margin of error.

Thank You

This report is co-authored by:
Alice Jong, Val Antony, Shibani Walia & Christopher Hsi

1 Year-on-year growth in number of unique users clicking to book accommodations, Tripadvisor server log files, April 2020

2 Tripadvisor Consumer Sentiment Survey (Wave 3), Qualtrics; 2,261 respondents, U.S., U.K., Australia, Italy, Singapore, Japan; 4/22-4/27

3 Tripadvisor Consumer Sentiment Survey (Wave 3 vs Wave 12), Qualtrics; 2,400 respondents, U.S., U.K., Australia, Italy, Singapore, Japan; 4/22-4/27 & 10/16-10/21

4-5, 17-19, 23, 27, 29-30, 32-33 Tripadvisor Consumer Sentiment Survey (Wave 12), Qualtrics; 2,400 respondents, U.S., U.K., Australia, Italy, Singapore, Japan; 10/16 - 10/21

6 Unique user browsing data, Tripadvisor server log files, 6/24 - 8/20

7 Unique user browsing data, Tripadvisor server log files, May 2020

8-13, Year-on-year growth in number of unique users clicking to book accommodations, Tripadvisor server log files, May 2020 - October 2020

14 Phocuswright's China Travel Market Update 2020, September 2020

15-16 Year-on-year growth in number of unique users clicking to book accommodations, Tripadvisor server log files, April 2020 - October 2020

20 Year-on-year growth in number of unique users clicking to book accommodations among top 25 European destinations, Tripadvisor server log files, October 2020

21 Year-on-year growth in number of unique users clicking to book accommodations among top 25 US destinations, Tripadvisor server log files, October 2020

22 Unique user browsing data, Tripadvisor server log files, May - September 2020

24 Year-on-year growth in number of unique users clicking to book accommodations based on Hotel Type, indexed against the average year-on-year change per region, Tripadvisor server log files, September 2020

25 Year-on-year growth in number of unique users clicking to book accommodations based on Hotel Amenity, indexed against the average year-on-year change per region, Tripadvisor server log files, September 2020

26 Unique users clicking to book accommodations, Tripadvisor server log files, January 2019 - October 2020

28 Unique users clicking to book accommodations, Tripadvisor server log files, April 2019 vs April 2020

31 Tripadvisor Holiday Study; 2,400 respondents; U.S., U.K., Italy, Australia, Japan, Singapore; 8/13 - 8/20



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www.tripadvisor.com

About Phocuswright

Phocuswright is the travel industry research authority on how travelers, suppliers and intermediaries connect. Independent, rigorous and unbiased, Phocuswright fosters smart strategic planning, tactical decision-making and organizational effectiveness.

To complement its primary research in North and Latin America, Europe and Asia, Phocuswright produces several high-profile conferences in the United States, Europe and Asia Pacific. Industry leaders and company analysts bring this intelligence to life by debating issues, sharing ideas and defining the ever-evolving reality of travel commerce.

Phocuswright also operates PhocusWire, a media service that covers the world of digital travel 365 days a year with a range of news, analysis, commentary and opinion from across the travel, tourism and hospitality sector.

The company is headquartered in the United States with Europe and Asia Pacific operations and local analysts on five continents.

Phocuswright is a wholly owned subsidiary of Northstar Travel Group.

About Tripadvisor

Tripadvisor, the world's largest travel platform*, helps hundreds of millions of travelers each month** make every trip their best trip. Travelers across the globe use the Tripadvisor site and app to browse more than 878 million reviews and opinions of 8.8 million accommodations, restaurants, experiences, airlines and cruises. Whether planning or on a trip, travelers turn to Tripadvisor to compare low prices on hotels, flights and cruises, book popular tours and attractions, as well as reserve tables at great restaurants. Tripadvisor, the ultimate travel companion, is available in 49 markets and 28 languages.

The subsidiaries of Tripadvisor, Inc. (NASDAQ:TRIP), own and operate a portfolio of travel media brands and businesses, operating under various websites and apps, including the following websites: www.bokun.io, www.cruisecritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.eltenedor.com, www.bookatable.co.uk, and www.delinski.com), www.helloreco.com, www.holidaylettings.co.uk, www.housetrip.com, www.jetsetter.com, www.niumba.com, www.seatguru.com, www.singleplatform.com, www.vacationhomerentals.com, and www.viator.com.

* Source: SimilarWeb, September 2020

** Source: Tripadvisor internal log files