



## 2016 Victorian Tourism Conference |

July 2016



# TripAdvisor Today

**350** MILLION  
reviews & opinions

 **103** MILLION  
members

over **6.5**  
MILLION

businesses  
listed

 over  
**128,000+**  
destinations

 over **230**

user contributions  
every minute

**340**  
MILLION

Unique visitors  
a month

**1,000,000 +**   
hotels, B&B &  
specialty lodging

**4**  
MILLION  
restaurants



**48** Domains in  
**28** languages

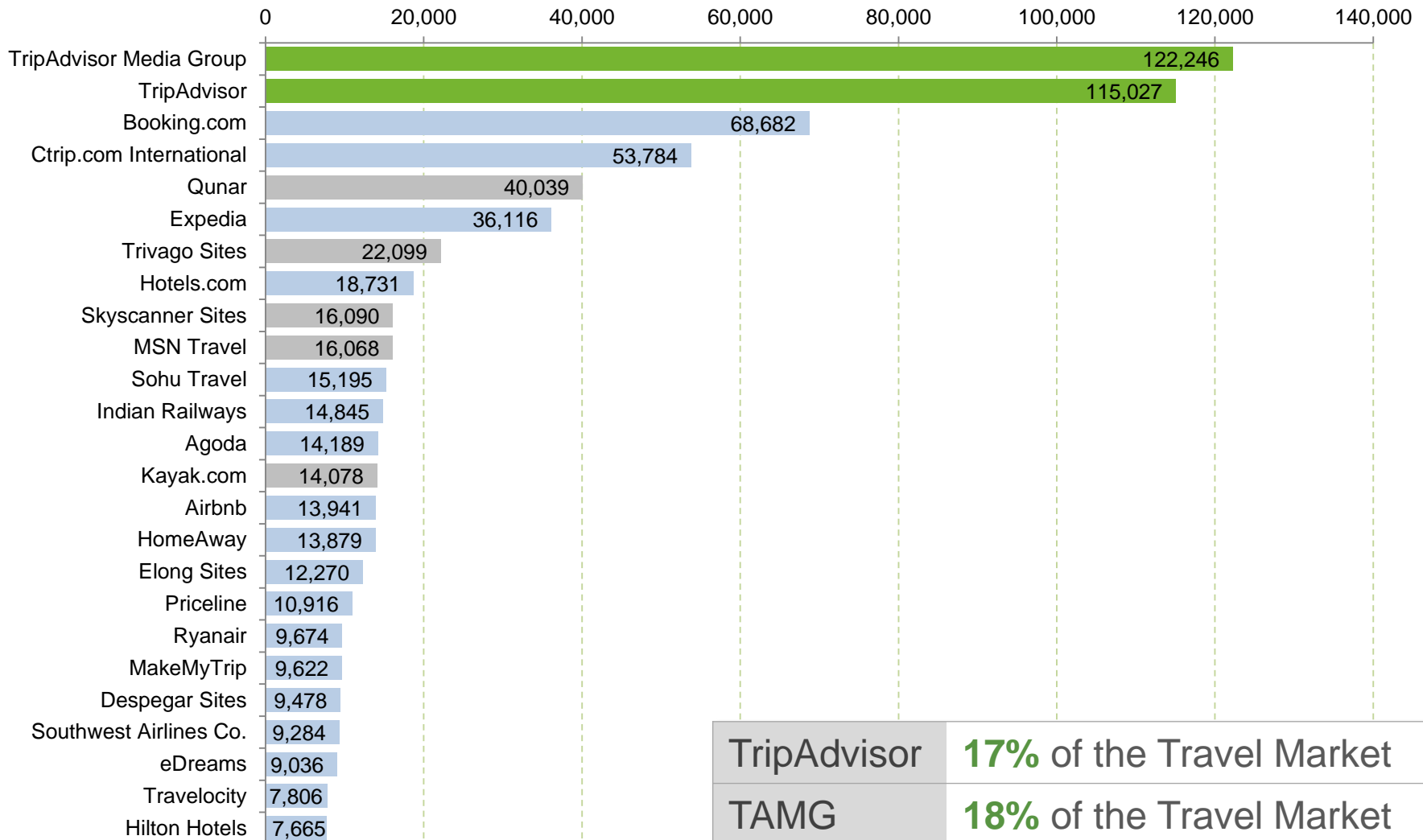
 **775,000**  
vacation rentals

 **655,000**  
attractions



# TripAdvisor – Worldwide

TAMG remains the largest travel player worldwide

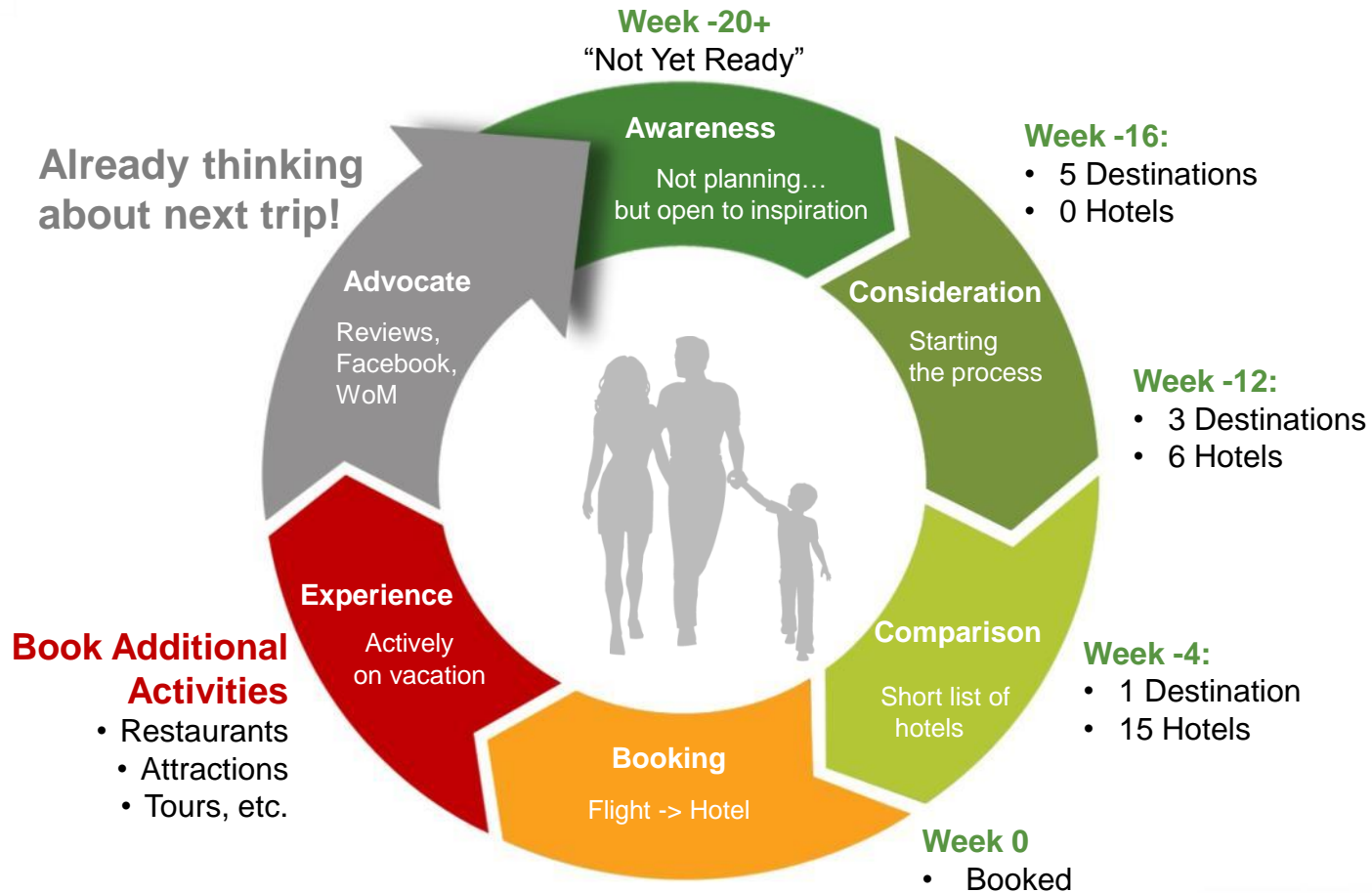


Source: comScore April 2016

Note: For comparison purposes data above reflects Desktop only



# Travel Journey on TripAdvisor





# Australian Market



52%

TripAdvisor  
reaches 52%  
of all travel  
visitors

7m

Travel intenders



24%

24% of  
intenders end  
up purchasing



34

Those who visit  
TripAdvisor in their  
journey have 34 travel site  
visits

59%

59% of  
purchasers visit  
TripAdvisor



10

Those who don't visit  
TripAdvisor in their journey  
have 10 travel site visits





**ALL ABOUT VICTORIA**





**tripadvisor** Victoria Tourism: Best of Victoria

Review JOIN LOG IN \$

Victoria Hotels Flights Holiday Rentals Restaurants Things to Do Forum Best of 2016 More

Find: Hotels, Restaurants, Things to Do Near: Victoria, Australia Search

South Pacific Australia Victoria Tourism

## Victoria, Australia

1,000,577 reviews and opinions

**Travellers' top-rated places in Victoria**  
Top 25 Destinations — the South Pacific  
Melbourne

TRANSFORM CHOICE tripadvisor

Overview Popular Destinations Location

**20% OFF THINGS TO DO**  
Travelling to Victoria?  
Book your hotel on TripAdvisor and get 20% off things to do.  
Use code BOOKTO&SAVE. [Learn more](#)

See all 3,381 traveller photos

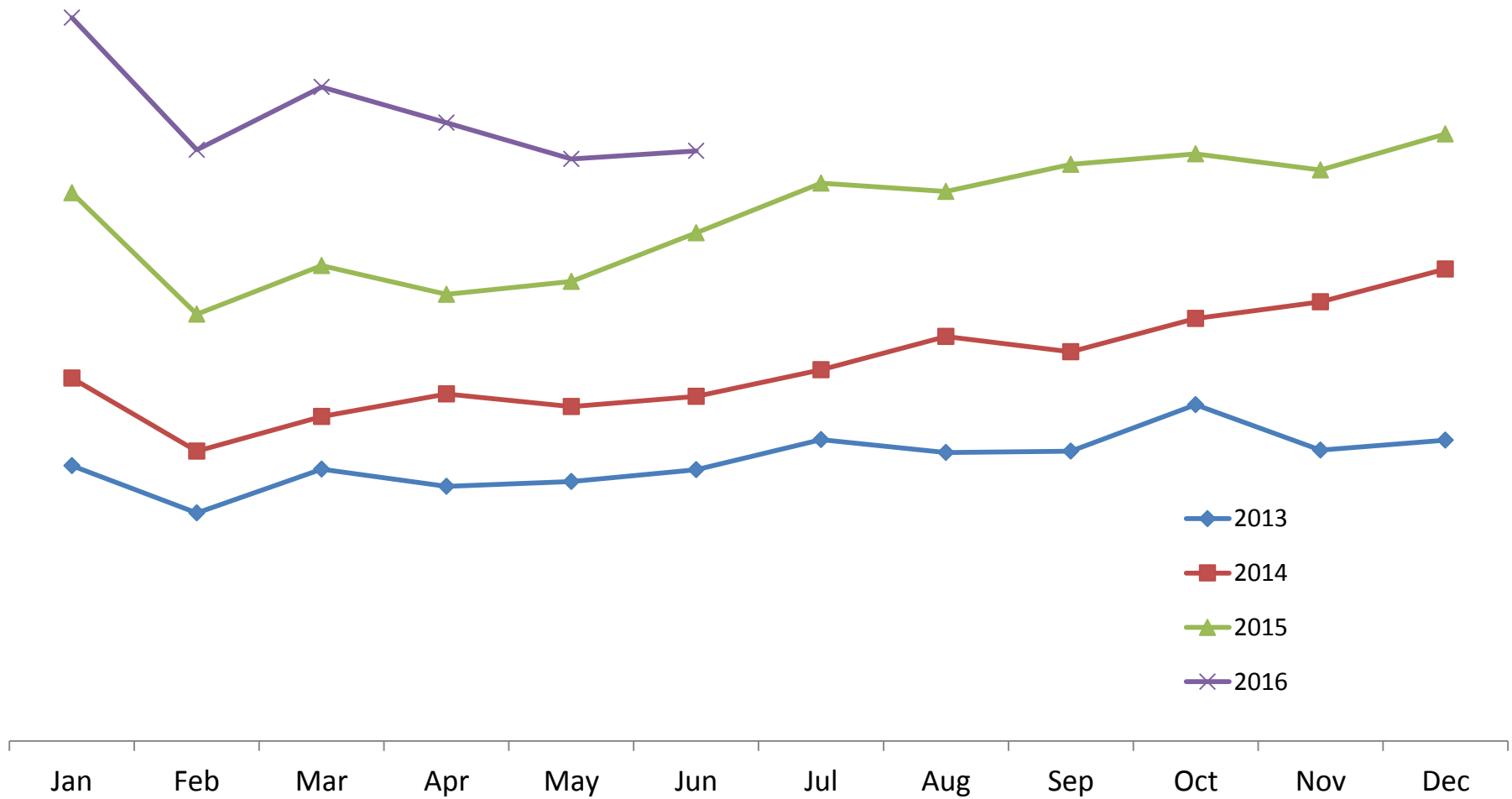
# Victoria Content

*Getting richer content means moving the interest to other travellers*

- Accommodation (2965)
- Destinations (260)
- Reviews and Opinions (1,000,577)
- Forum Topics (12,819)



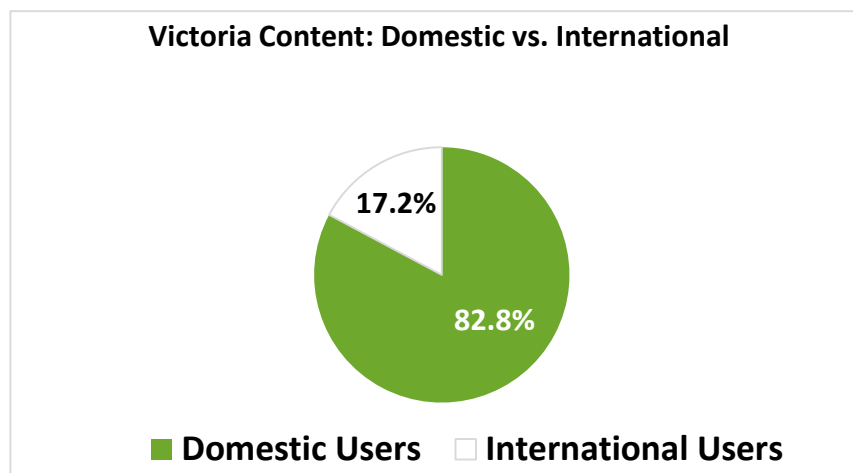
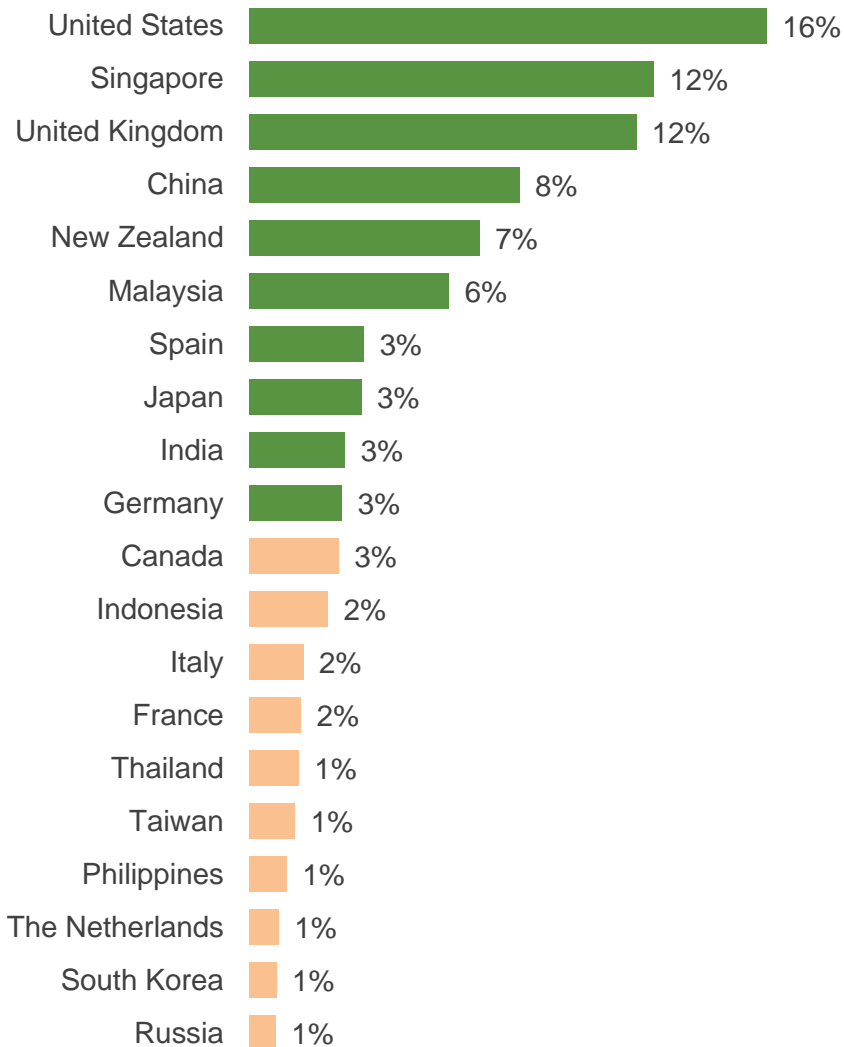
# Global Interest in Victoria Content





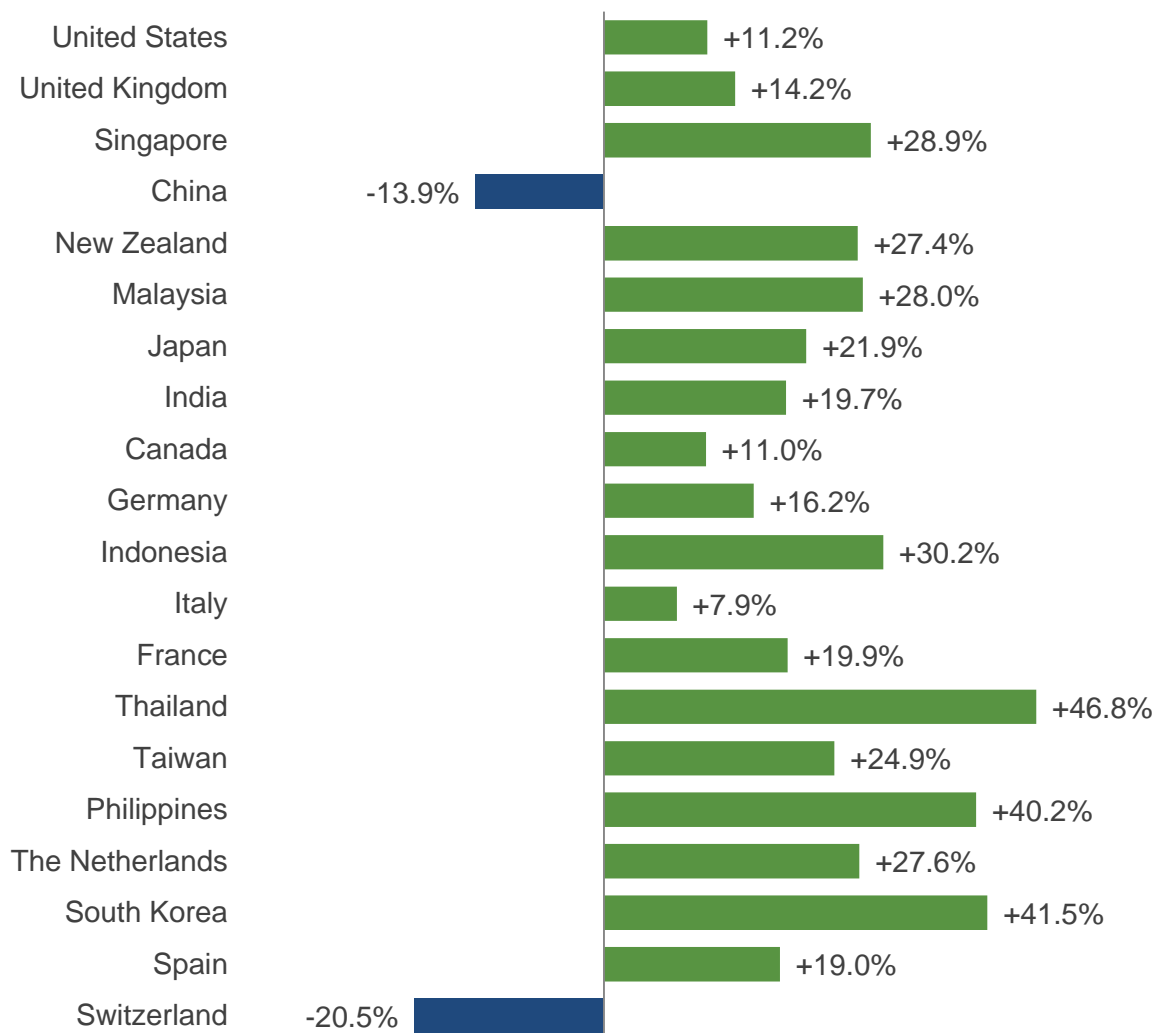


# Top 20 Markets Viewing Victoria in 2016





# Growth in Victoria Destination Views by Market



- Out of the top 20 countries viewing Victoria, **Thailand**, **South Korea** and **Philippines** showed especially strong increased views of Victoria destinations in 2015 versus 2014

\*In terms of total TripAdvisor sessions in 2015 versus 2014

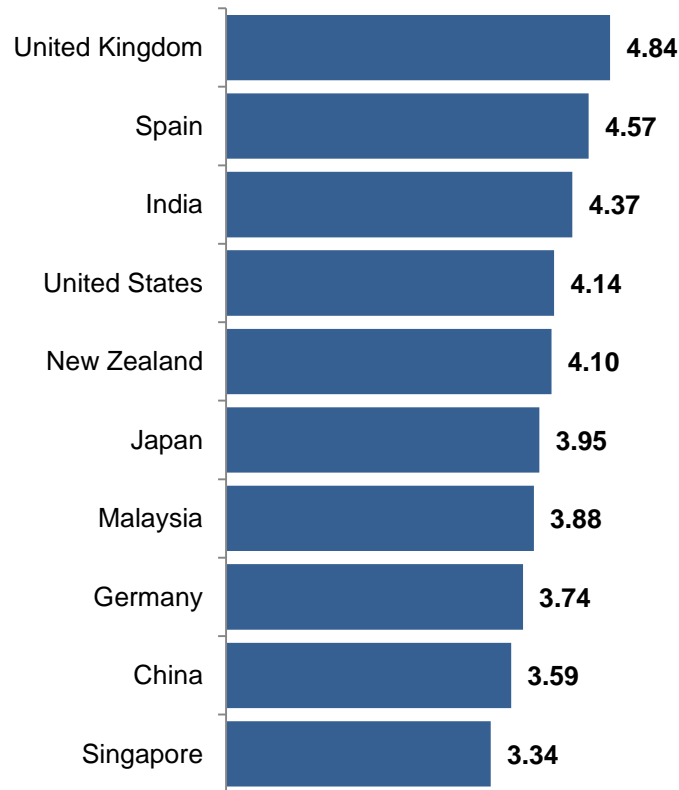
Source: TripAdvisor Internal Site Data



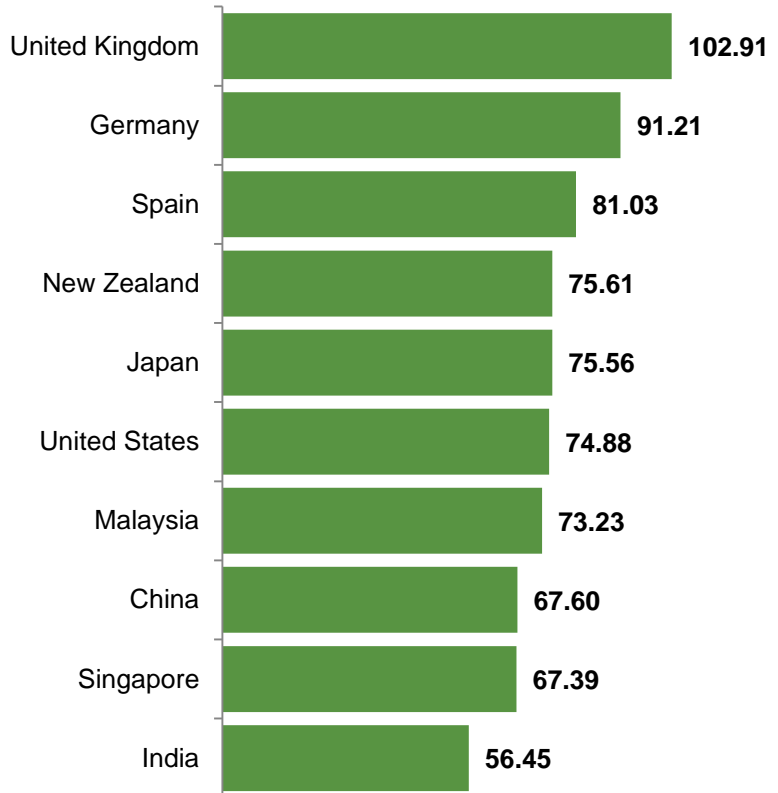
# Trip Duration and Travel Planning Trends

- The below graph shows the duration of the trip and the number of days in advance international users book their travel to Victoria

## Travel Duration

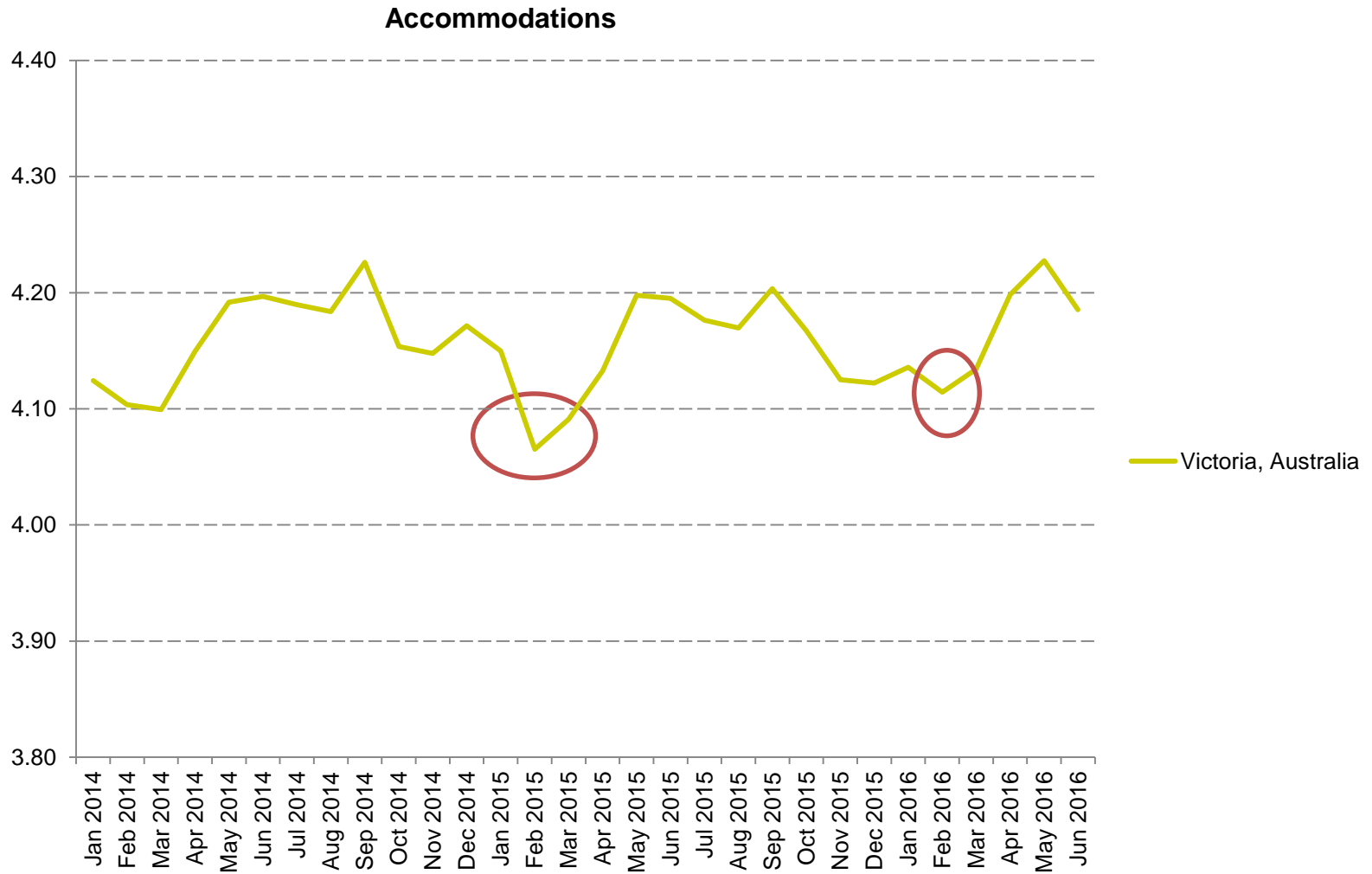


## Days Prior to Travel





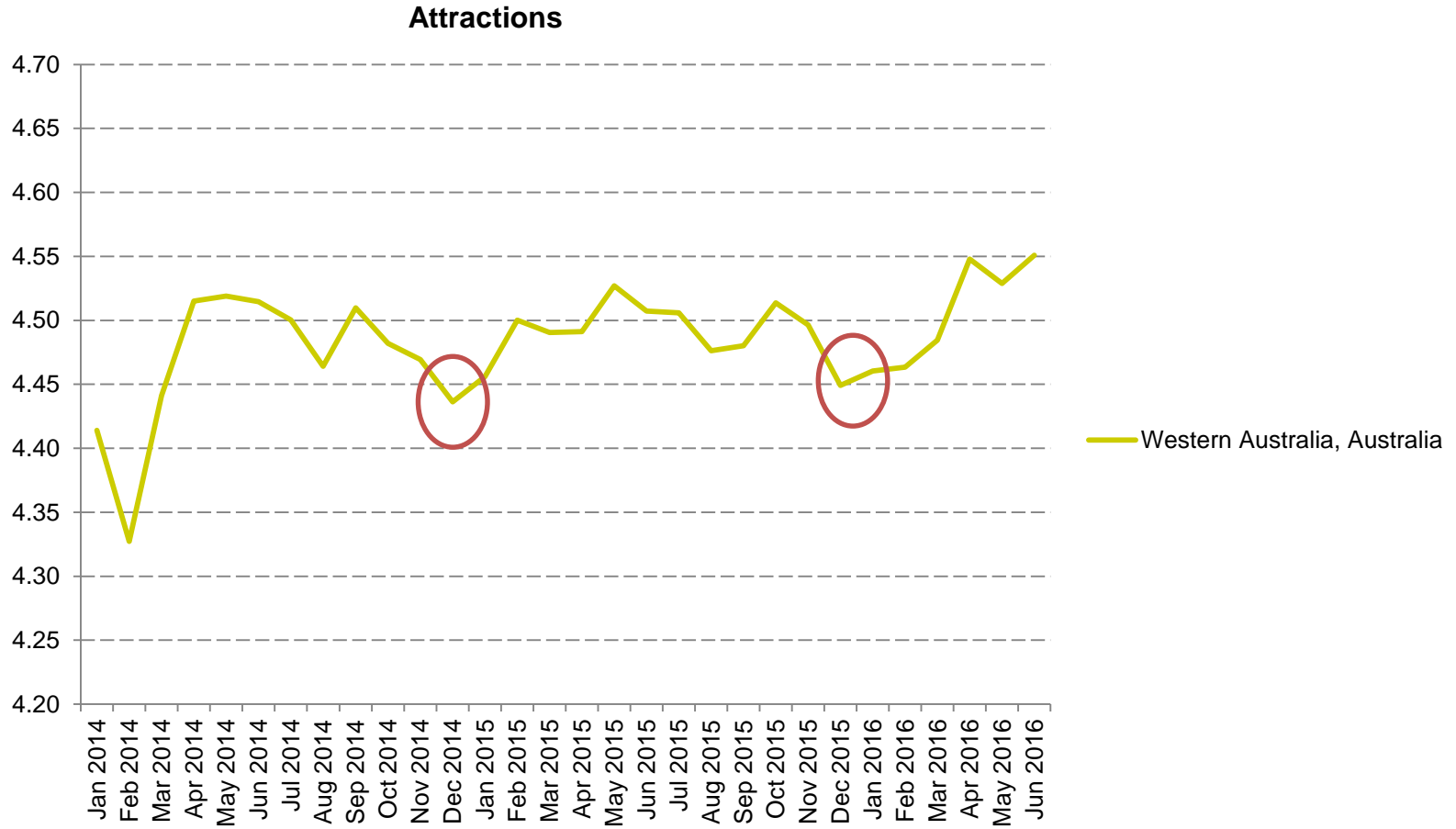
# Victorian Bubble Rating Trend - Accommodation





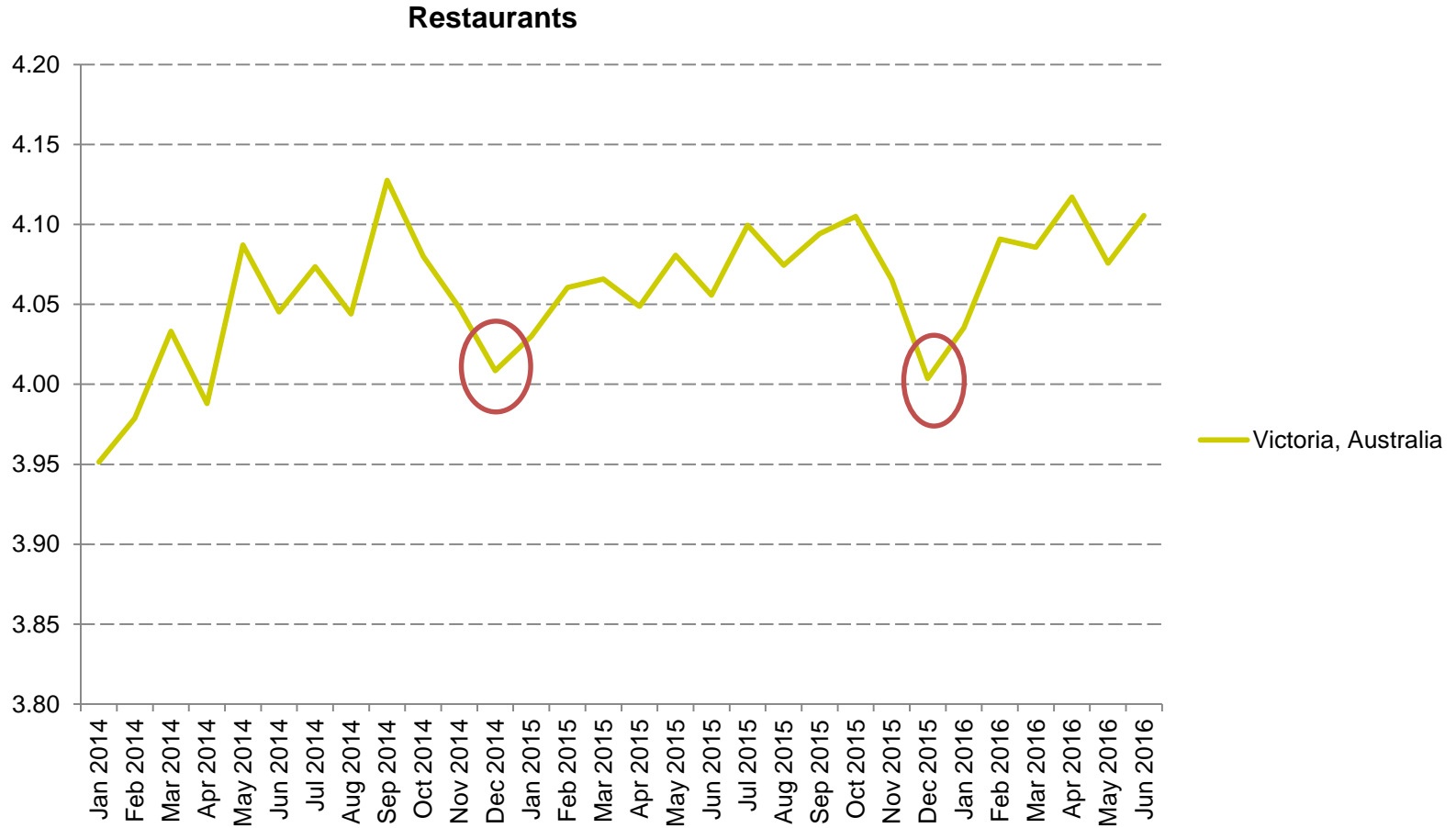


# Victorian Bubble Rating Trends- Attractions





# Victorian Bubble Rating Trends- Restaurants





**KEY TRAVEL TRENDS FOR 2016**

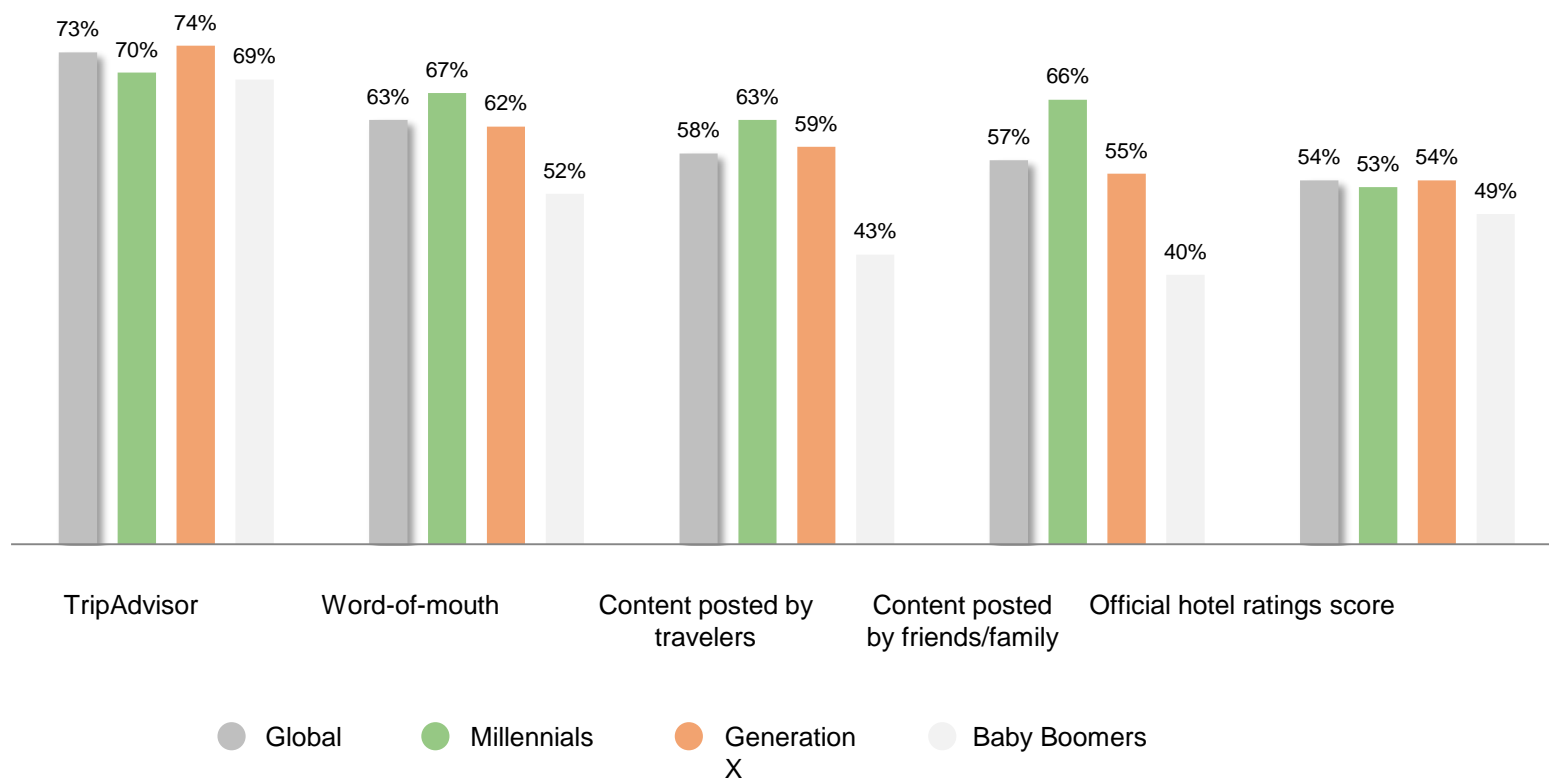




# Key sources of information for travellers

- 73% of travelers cite TripAdvisor as an important source of influence when making their travel plans. This is especially true for Generation X travelers.
- Millennials are highly influenced by the power of recommendations.

## Influence of sources when gathering ideas (top 5)







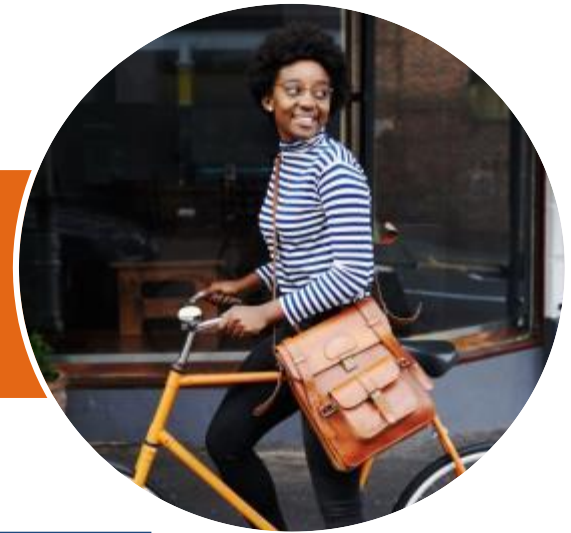
# Trend #1 – Seeking new experiences

Almost 7 in 10 global travelers are planning to try something new in 2016 (69%).



**1 in 5** global travelers said they **would try a cruise** for the first time in 2016

**17%** will try solo travel for the first time in 2016

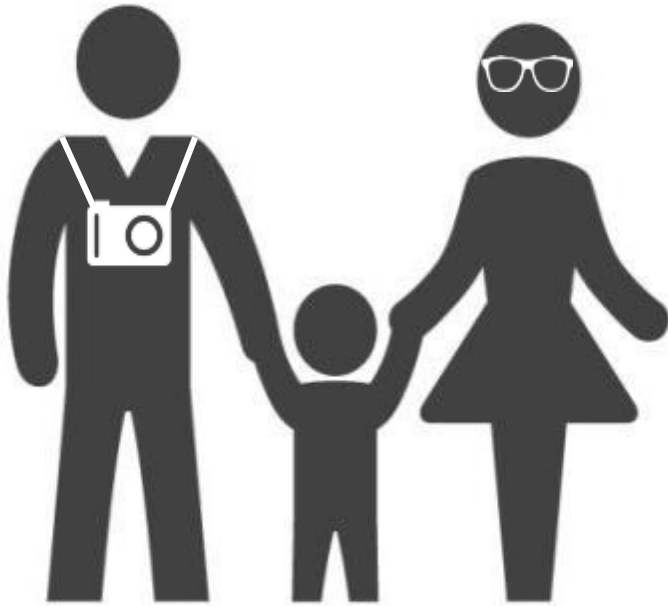


**15%** will try adventure travel for the first time



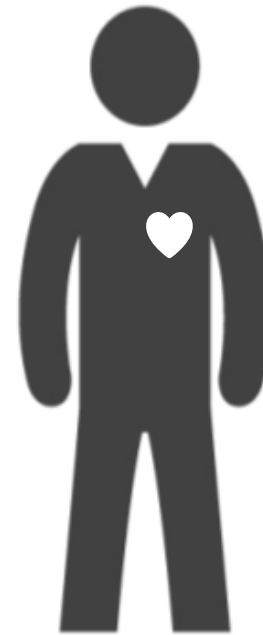
## Trend #2 – One third of travelers are increasing their spend in 2016

Of those spending more, almost 1 in 2 travelers are doing so because they feel they deserve it.



**49%**

said they will do so because  
**“because I or my family  
deserve it”**



**31%**

said they would spend more on  
travel because **“it’s important for  
my health and well-being”**



## Trend #3 – Culture, Special Offers and Media influence destination choices

Today's travelers **choose destinations** for a number of reasons, including accommodation special offers.



47%

chose a destination because of the **culture and people** of the specific country



21%

have chosen a destination because a **hotel** had a **special offer or package**.



20%

visited a destination because they **saw it on a TV show**



## Trend #4 – Travelers want to stay cool and connected

Among the amenities that travelers look for when booking accommodation in 2016, air conditioning and WiFi stand out.

**63%**

say **air conditioning** is a must-have when choosing a place to stay.

**46%**

of global travelers will look elsewhere if **free in-room WiFi** is not offered







## Trend #5 – Smartphones are the #1 travel essential globally

75%

of global travelers **will not** leave  
home without their  
**smartphones**





## Trend # 6: Business owners are optimistic about 2016

73%

of accommodation business owners globally are **optimistic** about profitability in 2016

### Top 3 positive influences according to businesses

**65%** believe local events/congress will impact business positively

**61%** believe a decrease in flights will have a positive impact on business

**64%** believe that changes to tourist attractions in the area will benefit their businesses





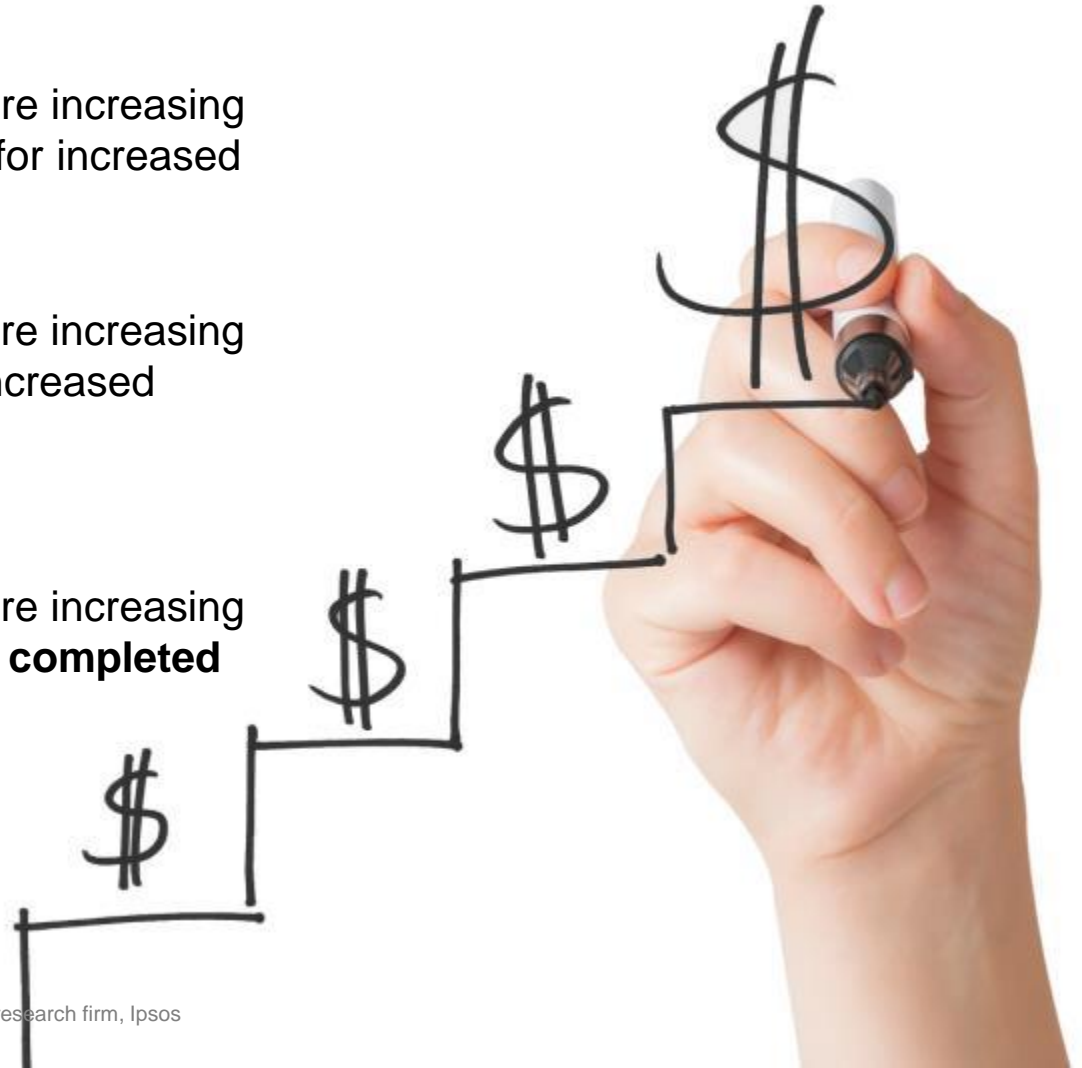
## Trend # 7 – Rising room rates

Nearly half (47%) of hoteliers globally plan to increase room rates in 2016.

**65%** of accommodations are increasing rates to compensate for increased **overhead costs**


**35%** of accommodations are increasing rates because of of increased **demand**

**37%** of accommodations are increasing rates due to **recently completed renovations**





## Trend #8 – Online Reputation Management is a top priority for businesses in 2016



**59%** of accommodation owners are investing more in **Online Reputation Management** than they did last previous year.

**93%** of hoteliers said that online traveler reviews are important for the future of their business.





**CLOSING REMARKS**





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