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## International Trips On The Rise For U.S. And Global Travelers In 2014

### TripAdvisor Announces Results of Bi-Annual TripBarometer Study, Revealing Global Travel Trends Italy, Australia and Ireland Top U.S. Travelers' List of "Dream Vacations"

NEWTON, Mass., April 23, 2014 /PRNewswire/ -- [TripAdvisor](#)®, the world's largest travel site\*, today announced the results of the third installment of the TripBarometer, the world's largest accommodation and traveler survey<sup>1</sup>. This bi-annual study, conducted on behalf of TripAdvisor by independent research firm Ipsos, highlights country, regional and global travel trends, according to more than 60,000 travelers and hoteliers around the world, including more than 10,000 U.S. respondents. Revealing changes in consumer spending plans and worldwide travel patterns, the TripBarometer also reports behavioral differences in planning and booking habits of travelers at different life stages.

#### **International Trips Up 14% for U.S. Respondents; Domestic Travel Remains Steady:**

- 67 percent of U.S. travelers are planning to travel internationally in 2014 (up from 53 percent in 2013)
- 97 percent are planning a domestic trip this year, compared to 95 percent last year
- Among global travelers, 77 percent plan to travel internationally, up 12 percent compared to 2013
- 90 percent of global travelers are planning to travel domestically (up from 87 percent in 2013)

#### **Travel Budgets Grow for U.S. Respondents in 2014:**

The average U.S. traveler budget is \$8,272 this year, up slightly from \$8,202 in 2013. This compares favorably to the average global traveler budget of \$6,136, which was also up from last year (\$5,955 in 2013.) The U.S. ranked #6 among the Top 10 countries expected to spend the most on trips in 2014. The complete global Top 10 travel spend rankings year-over-year are below:

Markets that spent the most in 2013: Top 10 <i>(average of all countries after conversion into US\$)</i>			Markets that will spend the most in 2014: Top 10 <i>(average of all countries after conversion into US\$)</i>		
1	Switzerland	\$11,619	1	Australia	\$12,393
2	Australia	\$10,528	2	Switzerland	\$11,575
3	United Kingdom	\$8,959	3	New Zealand	\$8,457
4	Germany	\$8,756	4	United Kingdom	\$8,351
5	United States	\$8,207	5	Germany	\$8,331
6	New Zealand	\$7,682	6	United States	\$8,272
7	Canada	\$7,396	7	Canada	\$7,429
8	Ireland	\$6,720	8	Ireland	\$6,559
9	France	\$6,718	9	Brazil	\$6,482
10	Israel	\$6,668	10	France	\$6,411

#### **Vast Majority of U.S. Travelers' Booking Dependent on Deals:**

Ninety-four percent of U.S. respondents say their choice of trip is influenced by the availability of a good deal or special offer. In fact, the majority of U.S. respondents say that "price" (97%) and "special offers" (47%) are important decision-making factors when booking their accommodation.

Twenty-two percent of U.S. respondents reported that currency fluctuations - the strength of the dollar relative to other currencies - would impact their travel plans. Of those travelers who say currency fluctuations will impact them, 58 percent will be even more diligent in their travel research to find the best price.

In contrast, hoteliers around the world are placing higher importance on online reviews rather than price to influence travelers' booking decisions. According to the survey, 64 percent of hoteliers believe that online reviews have the biggest impact when travelers book accommodations, followed by price (50%) and recommendations from friends and family (45%).

## **U.S. Travelers Share "Dream Destinations":**

When asked about their dream destinations to visit, Italy, Australia and Ireland ranked as the Top 3 for U.S. travelers. Among non-U.S. respondents, the U.S. topped the list of dream destinations for travelers from Greece, Israel and Spain.

The Caribbean was the most visited region in the past year for U.S. travelers and is also the most popular destination planned for the coming year.

"Exploration is back on the agenda in 2014, with more travelers planning international trips this year," said Marc Charron, president, TripAdvisor for Business. "TripBarometer offers up insights into the needs and behaviors of consumers in today's rapidly changing travel marketplace, providing valuable insights for hospitality businesses looking to attract new audiences. Travelers are upping their budgets but they are looking for bargains, expecting their accommodation of choice to deliver on value. Special offers, complimentary amenities and exceptional service are all going to be important factors in swaying potential guests."

For the full TripBarometer report, infographic and global findings, please visit [www.tripadvisor.com/tripbarometer](http://www.tripadvisor.com/tripbarometer) and to see more information on some of the demographic and mobile travel trends, check out the TripAdvisor blog at <http://blog.tripadvisor.com/blog/2014/04/23/2014-tripadvisor-tripbarometer-international-travel-up>

**1 Methodology:** The TripBarometer study, by TripAdvisor, is based upon an online survey conducted from 14 February to 10 March 2014, conducted by Ipsos, a global research firm. A total of 61,007 interviews were completed in 32 markets, spanning 7 regions. The sample is made up of 50,637 consumers who are TripAdvisor website users and Ipsos online panelists who have researched their travel plans online in the last year; and 10,370 representatives from accommodations on TripAdvisor database, making it the world's largest combined accommodation and traveler survey. The consumer survey data is weighted to represent the known profile of the online population, to keep in line with previous waves of TripBarometer. Equal weighting is also applied at country level for the business survey. For additional information about TripBarometer, please visit [www.tripadvisor.com/tripbarometer](http://www.tripadvisor.com/tripbarometer) and download the global report.

### **About TripAdvisor**

TripAdvisor® is the world's largest travel site\*, enabling travelers to plan and have the perfect trip. TripAdvisor offers trusted advice from real travelers and a wide variety of travel choices and planning features with seamless links to booking tools. TripAdvisor branded sites make up the largest travel community in the world, reaching more than 260 million unique monthly visitors\*\* in 2013, and more than 150 million reviews and opinions covering more than 3.7 million accommodations, restaurants and attractions. The sites operate in 38 countries worldwide, including China under [daodao.com](http://daodao.com). TripAdvisor also includes TripAdvisor for Business, a dedicated division that provides the tourism industry access to millions of monthly TripAdvisor visitors.

TripAdvisor, Inc. (NASDAQ: TRIP) manages and operates websites under 20 other travel media brands: [www.airfarewatchdog.com](http://www.airfarewatchdog.com), [www.bookingbuddy.com](http://www.bookingbuddy.com), [www.cruise critic.com](http://www.cruise critic.com), [www.everytrail.com](http://www.everytrail.com), [www.familyvacationcritic.com](http://www.familyvacationcritic.com), [www.flipkey.com](http://www.flipkey.com), [www.gateguru.com](http://www.gateguru.com), [www.holidaylettings.co.uk](http://www.holidaylettings.co.uk), [www.holidaywatchdog.com](http://www.holidaywatchdog.com), [www.independenttraveler.com](http://www.independenttraveler.com), [www.jetsetter.com](http://www.jetsetter.com), [www.niumba.com](http://www.niumba.com), [www.onetime.com](http://www.onetime.com), [www.oyster.com](http://www.oyster.com), [www.seatguru.com](http://www.seatguru.com), [www.smartertravel.com](http://www.smartertravel.com), [www.tingo.com](http://www.tingo.com), [www.travelpod.com](http://www.travelpod.com), [www.virtualtourist.com](http://www.virtualtourist.com), and [www.kuxun.cn](http://www.kuxun.cn).

\*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, December 2013

\*\*Source: Google Analytics, worldwide data, July 2013

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