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TripAdvisor Reveals Most Visited Spots by Travelers vs. Locals in Top Tourism Destinations Around the World

World's Largest Travel Site Launches its First-Ever Mobile "Check-Index" to Uncover Where Consumers are Actually Spending Their Time at Home and Abroad

NEEDHAM, Mass., April 25, 2017 /PRNewswire/ -- TripAdvisor today launched its first-ever mobile Check-Index revealing travelers' and locals' most frequented hotels, restaurants and attractions in major world tourism destinations. The study was based TripAdvisor's massive trove of mobile location data.



"Our mobile Check-Index shows the points of interest where consumers are voting with their feet and actually spending their time," said Jeff Chow, vice president of product, consumer experience, TripAdvisor. "It's interesting to see how in some cities travelers and locals are drawn to the same things to do or places to eat, while in others you see distinct differences in their preferences."

To glean these insights, TripAdvisor studied check-ins via smartphone GPS and motion sensors to predict when and where anonymous users are visiting a spot or if they are just passing by.

Analysis of foot traffic in the following cities reveals the following interesting trends:

- | Travelers and locals both tend to have good taste, generally choosing highly rated points of interest
- | Many travelers and locals are drawn to the same tasty eateries, with crossover in several cities studied
- | The most frequented chain restaurants in these select cities are Starbucks, McDonald's and Hard Rock Café
- | Travelers are drawn to major tourist attractions, whereas locals often find alternative things to do

Points of Interest with the Greatest Number of Visits: Travelers vs. Locals

CITY	TRAVELERS	LOCALS
New York City		
<i>Attractions</i>	<ol style="list-style-type: none"> Madison Square Garden The National 9/11 Memorial & Museum Times Square 	<ol style="list-style-type: none"> Madison Square Garden Bryant Park One World Observatory - World Trade Center
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Katz's Deli Balthazar Ellen's Stardust Diner 	<ol style="list-style-type: none"> Pershing Square The Dead Rabbit Balthazar
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Hard Rock Café Shake Shack (Columbus Ave) Starbucks (Madison Ave) 	<ol style="list-style-type: none"> Shake Shack (East 86th St) Starbucks (Columbus Ave) Starbucks (Astor Pl)
<i>Hotels</i>	<ol style="list-style-type: none"> New York Hilton Midtown Sheraton New York Times Square Hotel New Yorker A Wyndham Hotel 	<i>Not Applicable</i>
Chicago		
<i>Attractions</i>	<ol style="list-style-type: none"> The Magnificent Mile 	<ol style="list-style-type: none"> The Magnificent Mile

	<ol style="list-style-type: none"> The Art Institute of Chicago Navy Pier 	<ol style="list-style-type: none"> United Center East Bank Club
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Quartino Girl & The Goat Chicago Cut Steakhouse 	<ol style="list-style-type: none"> Chicago French Market Chicago Cut Steakhouse Quartino
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Portillo's Wildberry Pancakes & Cafe Giordano's (North Rush St) 	<ol style="list-style-type: none"> Portillo's Wildberry Pancakes & Cafe Starbucks (S Drexel Ave)
<i>Hotels</i>	<ol style="list-style-type: none"> Hyatt Regency Chicago The Palmer House Hilton Hyatt Regency McCormick Place 	<i>Not Applicable</i>
San Francisco		
<i>Attractions</i>	<ol style="list-style-type: none"> Pier 39 Union Square Fisherman's Wharf 	<ol style="list-style-type: none"> Ferry Building Marketplace Union Square Market Street
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> The Slanted Door Scoma's Cliff House 	<ol style="list-style-type: none"> Town Hall Yank Sing (Stevenson St.) Foreign Cinema
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> In-N-Out Burger Super Duper Burgers (Downtown) Bubba Gump Shrimp Co. Restaurant & Market 	<ol style="list-style-type: none"> The Grove - Yerba Buena Super Duper Burgers (Downtown) Roam Artisan Burgers (Union St.)
<i>Hotels</i>	<ol style="list-style-type: none"> Hilton San Francisco Union Square San Francisco Marriott Marquis InterContinental San Francisco 	<i>Not Applicable</i>
Los Angeles		
<i>Attractions</i>	<ol style="list-style-type: none"> Universal Studios Hollywood Hollywood Walk of Fame The Original Farmer's Market 	<ol style="list-style-type: none"> Staples Center The Original Farmers Market The Grove
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Gjelina Perch Rose Cafe 	<ol style="list-style-type: none"> Rose Cafe Perch Bottega Louie
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> The Ivy BCD Tofu House In-N-Out Burger 	<ol style="list-style-type: none"> BCD Tofu House IHOP Urban Plates
<i>Hotels</i>	<ol style="list-style-type: none"> The Westin Bonaventure Hotel & Suites JW Marriott Los Angeles L.A. Live Hilton Los Angeles Airport 	<i>Not Applicable</i>
London		
<i>Attractions</i>	<ol style="list-style-type: none"> Tower of London Borough Market British Museum 	<ol style="list-style-type: none"> Borough Market St Paul's Cathedral Sky Garden
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Duck & Waffle Novikov Restaurant & Bar The Wolseley 	<ol style="list-style-type: none"> The Folly Bar Madison Novikov Restaurant & Bar
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Dishroom Covent Garden 	<ol style="list-style-type: none"> Dishroom Covent Garden

	<ol style="list-style-type: none"> Five Guys Yauatcha 	<ol style="list-style-type: none"> Big Easy Yauatcha
<i>Hotels</i>	<ol style="list-style-type: none"> Park Plaza Westminster Bridge London Hilton London Metropole Grosvenor House, A JW Marriott Hotel 	<i>Not Applicable</i>
Paris		
<i>Attractions</i>	<ol style="list-style-type: none"> Musée du Louvre Eiffel Tower Galeries Lafayette 	<ol style="list-style-type: none"> Les Quatres Temps Les Halles Printemps
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Lafayette Gourmet L'Avenue Cafe Les Deux Magots 	<ol style="list-style-type: none"> Lafayette Gourmet Le Chalet 16 Klay Saint Sauveur
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Laduree McDonald's Angelina Paris 	<ol style="list-style-type: none"> Laduree Starbucks Relais de l'Entrecote
<i>Hotels</i>	<ol style="list-style-type: none"> Le Meridien Etoile Pullman Paris Montparnasse Paris Marriott Champs Elysees Hotel 	<i>Not Applicable</i>
Rome		
<i>Attractions</i>	<ol style="list-style-type: none"> Colosseum Trevi Fountain Spanish Steps 	<ol style="list-style-type: none"> Stadio Olimpico Spanish Steps Villa Borghese
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Angelino "ai Fori" dal 1947 Grazia & Graziella Momart Café' 	<ol style="list-style-type: none"> Momart Café' Dolce Il Fungo - Piano Zero e Quattordicesimo Piano
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Stagioni, l'Osteria di Eataly McDonald's Hard Rock Cafe Rome 	<ol style="list-style-type: none"> Stagioni, l'Osteria di Eataly Caffe Tomeucci Mamma Pizza
<i>Hotels</i>	<ol style="list-style-type: none"> Rome Cavalieri, Waldorf Astoria Hotels & Resorts NH Collection Roma Vittorio Veneto The Westin Excelsior, Rome 	<i>Not Applicable</i>
Barcelona		
<i>Attractions</i>	<ol style="list-style-type: none"> Basilica of the Sagrada Familia Mercat de Sant Josep de la Boqueria Park Guell 	<ol style="list-style-type: none"> La Manquista L'illa Diagonal Casa Batllo
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> El Nacional Barcelona Cerveceria Catalana La Fonda del Port Olimpic 	<ol style="list-style-type: none"> Cerveceria Catalana El Nacional Barcelona Fabrica Moritz Barcelona
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Brunch & Cake Tapas 24 Bilbao Berria 	<ol style="list-style-type: none"> Bacoa - Universitat Sopa Nostrum
<i>Hotels</i>	<ol style="list-style-type: none"> Barcelo Sants W Barcelona Hotel Arts Barcelona 	<i>Not Applicable</i>
Berlin		
<i>Attractions</i>	<ol style="list-style-type: none"> Alexanderplatz 	<ol style="list-style-type: none"> Alexanderplatz

	<ol style="list-style-type: none"> Mauermuseum Berlin TV Tower 	<ol style="list-style-type: none"> Mauermuseum Berlin TV Tower
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Monsieur Vuong Burgermeister KaffeeMitte 	<ol style="list-style-type: none"> Monsieur Vuong Markthalle Neun Berlin Kreuzberg SETs
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> KaDeWe Feinschmeckerbars Hofbräu München Berlin Hard Rock Café Berlin 	<ol style="list-style-type: none"> KaDeWe Feinschmeckerbars IKEA Restaurant Spreegold
<i>Hotels</i>	<ol style="list-style-type: none"> InterContinental Berlin Park Inn by Radisson Berlin Alexanderplatz Hilton Berlin 	<i>Not Applicable</i>
Sydney		
<i>Attractions</i>	<ol style="list-style-type: none"> Sydney Opera House Darling Harbour Bondi Beach 	<ol style="list-style-type: none"> Olympic Stadium Sydney Opera House The Star
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> The Grounds of Alexandria The Glenmore The Beresford 	<ol style="list-style-type: none"> The Grounds of Alexandria The Beresford The Sheaf
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Hard Rock Cafe Pancakes on the Rocks Ribs and Rumps 	<ol style="list-style-type: none"> Salt Meats Cheese McDonald's Hard Rock Cafe
<i>Hotels</i>	<ol style="list-style-type: none"> Shangri-La Hotel Sydney The Westin Sydney InterContinental Sydney 	<i>Not Applicable</i>
Bangkok		
<i>Attractions</i>	<ol style="list-style-type: none"> Khao San Road Temple of the Reclining Buddha (Wat Pho) Temple of the Emerald Buddha (Wat Phra Kaew) 	<ol style="list-style-type: none"> Siriraj Medical Museum Lumpini Park Ganesha Shrine
<i>Restaurants: Independent</i>	<ol style="list-style-type: none"> Thip Samai Go Ang - Pratunam Chicken Rice Restaurant T&K Seafood 	<ol style="list-style-type: none"> Roast Papaya Thip Samai
<i>Restaurants: Chain</i>	<ol style="list-style-type: none"> Secret Recipe Cafe Hard Rock Café Bangkok Baan Khanita by the River 	<ol style="list-style-type: none"> After You Dessert Café - Intersect Rama 3 Secret Recipe Cafe MK Restaurant
<i>Hotels</i>	<ol style="list-style-type: none"> Pathumwan Princess Hotel Shangri-La Hotel, Bangkok Amari Watergate Bangkok 	<i>Not Applicable</i>

Methodology: TripAdvisor studied anonymized, aggregated mobile data to reveal the most frequented points of interest in select major tourism destinations. Points of interest highlighted were required to have a minimum of 100 check-ins within the month of March 2017. Grocery stores, transportation facilities, convention centers and shopping malls were excluded from this edition of the TripAdvisor Check-Index. Local check-ins were based on consumers originating within a geo less than 50 km from a respective destination, while traveler check-ins were defined by users originating outside of this perimeter.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to unleash the full potential of every trip. TripAdvisor offers advice from millions of travelers, with 500 million reviews and opinions covering 7 million accommodations, restaurants and attractions, and a wide variety of travel choices and planning features — checking more than 200 websites to help travelers find and book today's lowest hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 390 million average unique monthly visitors** in 49 markets worldwide. TripAdvisor: Know better. Book better. Go better.

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*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, November 2016

**Source: TripAdvisor log files, Q3 2016

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