



December 15, 2015

TripAdvisor Reveals Top Travel Trends for 2016 According to Annual TripBarometer Study

More Than One Third of U.S. Travelers Plan to Spend More on Vacations in 2016

NEEDHAM, Mass., Dec. 15, 2015 (GLOBE NEWSWIRE) -- [TripAdvisor](#)® today announced the results of the TripBarometer¹ study, the world's largest accommodation and traveler survey, highlighting key travel trends for 2016. Conducted on behalf of TripAdvisor by independent research firm Ipsos, the TripBarometer study is the analysis of more than 44,000 survey responses from travelers and the hotel sector worldwide. The TripBarometer "2016 Travel Trends" report presents a snapshot of the travel landscape for 2016, revealing domestic and global travel trends.

"This year's TripBarometer shows that U.S. travelers continue to recognize the importance of treating themselves to travel," said Barbara Messing, chief marketing officer, TripAdvisor. "With one third of survey respondents planning to spend more this year, we expect to see even more travelers checking both domestic and international destinations off of their wish lists."

U.S. Travel Trends of 2016

Seventy-eight percent of U.S. travelers plan to spend more or the same in 2016, which is the third largest annual travel budget among countries globally:

Top 10 Markets that Intend to Spend the Most in 2016		
<i>(average of all countries after conversion into USD)</i>		
1	Australia	\$ 10,900
2	Switzerland	\$ 10,100
3	United States	\$ 8,400
4	United Kingdom	\$ 8,300
5	New Zealand	\$ 8,000
6	Canada	\$ 6,500
7	Austria	\$ 6,400
8	Germany	\$ 6,300
9	France	\$ 6,000
10	Argentina	\$ 5,900

Top Reasons U.S. Travelers Will Spend More on Travel in 2016

- | Because they/their family deserves it (46%)
- | Going somewhere on their wish list (46%)
- | Going on more long trips (38%)
- | Longer length of trips (34%)

U.S. Baby Boomers plan to spend \$10,600 on travel in 2016, twice as much as Millennials (\$5,300). This is higher than the global averages — \$8,700 and \$2,900, respectively.

Ninety-six percent of U.S. travelers are planning a domestic trip in 2016 compared to the global average of 90 percent. Seventy-two percent are planning an international trip, which is slightly lower than the global average of 85 percent.

Top Reasons U.S. Respondents Choose Travel Destinations

- | Culture of the destination (50%)
- | Recommendations from family and friends (36%)
- | Events (34%)
- | Special offers/packages at hotel or accommodation (27%)

When selecting accommodations, cost is the key consideration for travelers in the U.S. — 94 percent of respondents named price as the most important factor when booking the accommodation for their last trip. Accommodation ratings (90%), TripAdvisor reviews (89%), proximity to attractions (86%) and dining options (79%) also ranked high on the list.

U.S. Traveler Quirks

The Top 5 Things U.S. Travelers Won't Leave Home Without

- | Toiletries (77%)
- | Smartphone (74%)
- | Camera (57%)
- | Clothing for special occasions (56%)
- | Adaptor (51%)

U.S. travelers rank as the fourth most "germophobic" in the world, with 37 percent listing hand sanitizer as a travel essential, compared to 23 percent globally. They value their beauty rest as well — 13 percent bring their own pillow, higher than the global average of six percent.

Amenity Deal Breakers

Certain amenities will make or break a hotel's chances of earning a booking. U.S. travelers expect more for less, and will book elsewhere if an accommodation does not offer:

- | Air-conditioning (70%)
- | In-room Wi-Fi (42%)
- | Parking (38%)
- | Safe deposit (25%)
- | Breakfast (24%)

For additional information about the TripBarometer, please visit <http://www.tripadvisor.com/TripAdvisorInsights/n2670> to download the global report.

Methodology: The TripBarometer study, by TripAdvisor, is based upon an online survey conducted from October 15-29, 2015, conducted by Ipsos, a global research firm.

A total of 44,782 interviews were completed in 32 markets, spanning 7 regions. The sample is made up of 34,026 consumers (4,428 in the United States) who are TripAdvisor members and website users, and Ipsos online panelists who chose to take part in the survey and have researched their travel plans online in the last year; and 10,756 representatives (749 in the U.S.) from accommodation properties who use TripAdvisor free marketing services, 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 in the markets covered, to keep in line with previous waves of TripBarometer. Equal weighting is also applied at country level for the business survey. In this study 'Millennials' are participants who fall between the 18-34 age range; 'Generation X' are participants who fall between the 35-64 age range and 'Baby boomers' are participants who are 65+ years old.

About TripAdvisor

TripAdvisor® is the world's largest travel site*, enabling travelers to plan and book the perfect trip. TripAdvisor offers advice from millions of travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million unique monthly visitors**, and more than 290 million reviews and opinions covering 5.3 million accommodations, restaurants and attractions. The sites operate in 47 countries worldwide.

TripAdvisor, Inc. (NASDAQ:TRIP) manages and operates websites under 23 other travel media brands: www.airfarewatchdog.com, www.bookingbuddy.com, www.cruisecritic.com, www.everytrail.com, www.familyvacationcritic.com, www.flipkey.com, www.thefork.com (including www.lafourchette.com, www.eltenedor.com, www.iens.nl, www.besttables.com and www.dimmi.com.au), www.gateguru.com, www.holidaylettings.co.uk, www.holidaywatchdog.com, www.independenttraveler.com, www.jetsetter.com, www.niumba.com, www.onetime.com, www.oyster.com, www.seatguru.com, www.smartertravel.com, www.tingo.com, www.travelpod.com, www.tripbod.com, www.vacationhomerentals.com, www.viator.com, and www.virtualtourist.com.

*Source: comScore Media Metrix for TripAdvisor Sites, worldwide, July 2015

**Source: TripAdvisor log files, average monthly unique users, Q3 2015

Ellie Botelho
(781) 800-5542
ebotelho@tripadvisor.com