



TripAdvisor Insights

Using Traveller Data to Drive Your Strategy

Charlie Ballard, Global Director

TripAdvisor Strategic Insights



We're the World's Largest Travel Community



**490
MILLION**

UNIQUE
MONTHLY USERS



**730
MILLION**

REVIEWS &
OPINIONS



**256 NEW
CONTRIBUTIONS**

POSTED EVERY
MINUTE



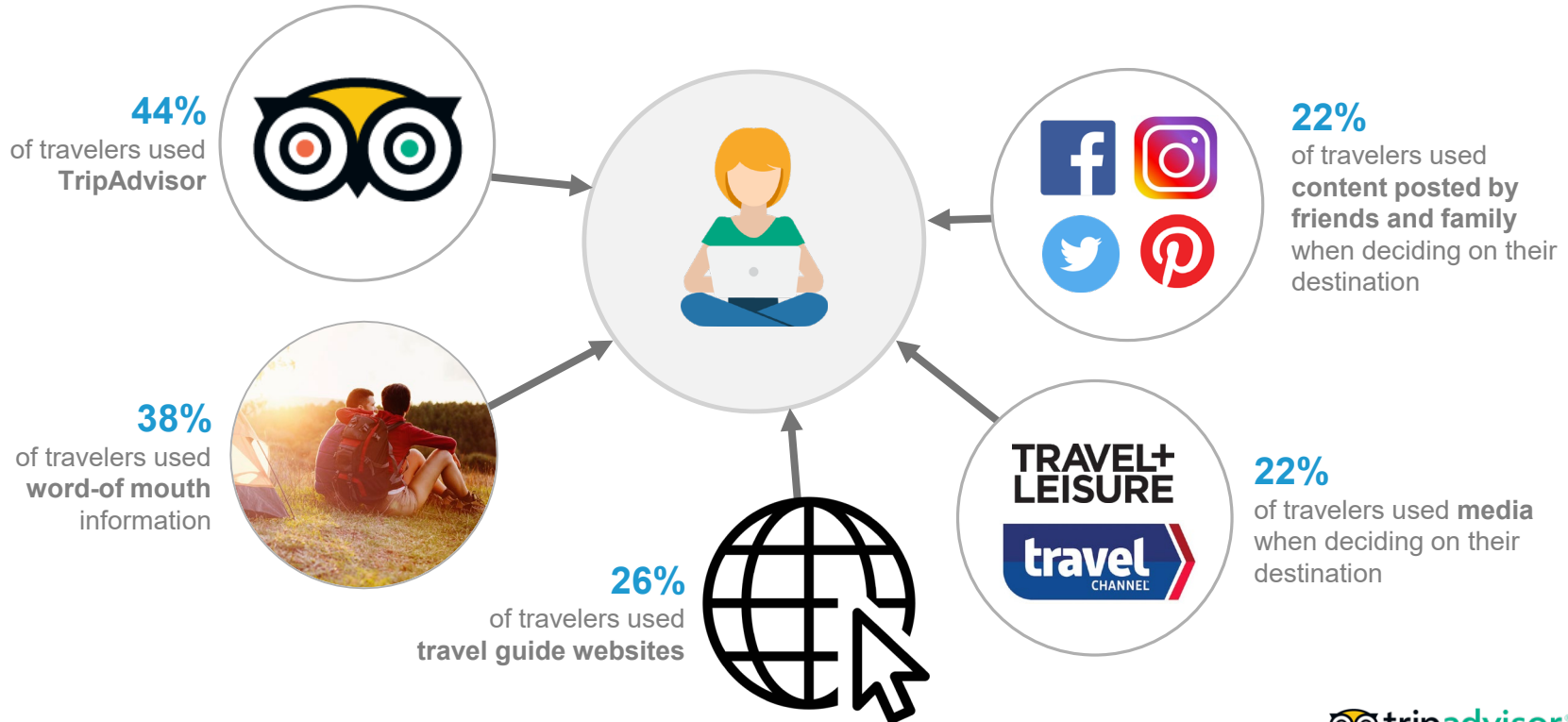
**49 MARKETS
28 LANGUAGES**

ACROSS THE
GLOBE



Inspiration Comes From Multiple Sources

TripAdvisor is more influential than other sources when choosing a destination



Most important content during Trip Planning

66%

REVIEWS:
OTHER TRAVELERS

62%

FRIENDS & FAMILY:
SHARING TRIPS

36%

VIDEO

47%

ARTICLES

45%

PHOTOS

Reinventing travel again to meet the needs and expectations of **today's savvy traveler**

From

Anonymous advice...

Writing reviews...

Reviewing individual places...

Searching and digging...

Researching and planning...

One size fits all...

To also:

Personal connections & recommendations

Posting photos, videos, guides & lists

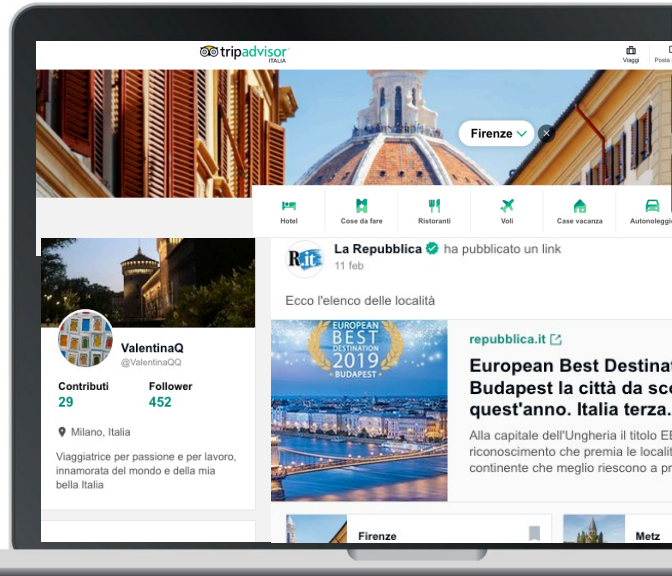
Sharing my collective travel story

Assistance in finding just what I want

Exploration and discovery

Personalized experience

Introducing the New TripAdvisor!



Expand and Connect our Community

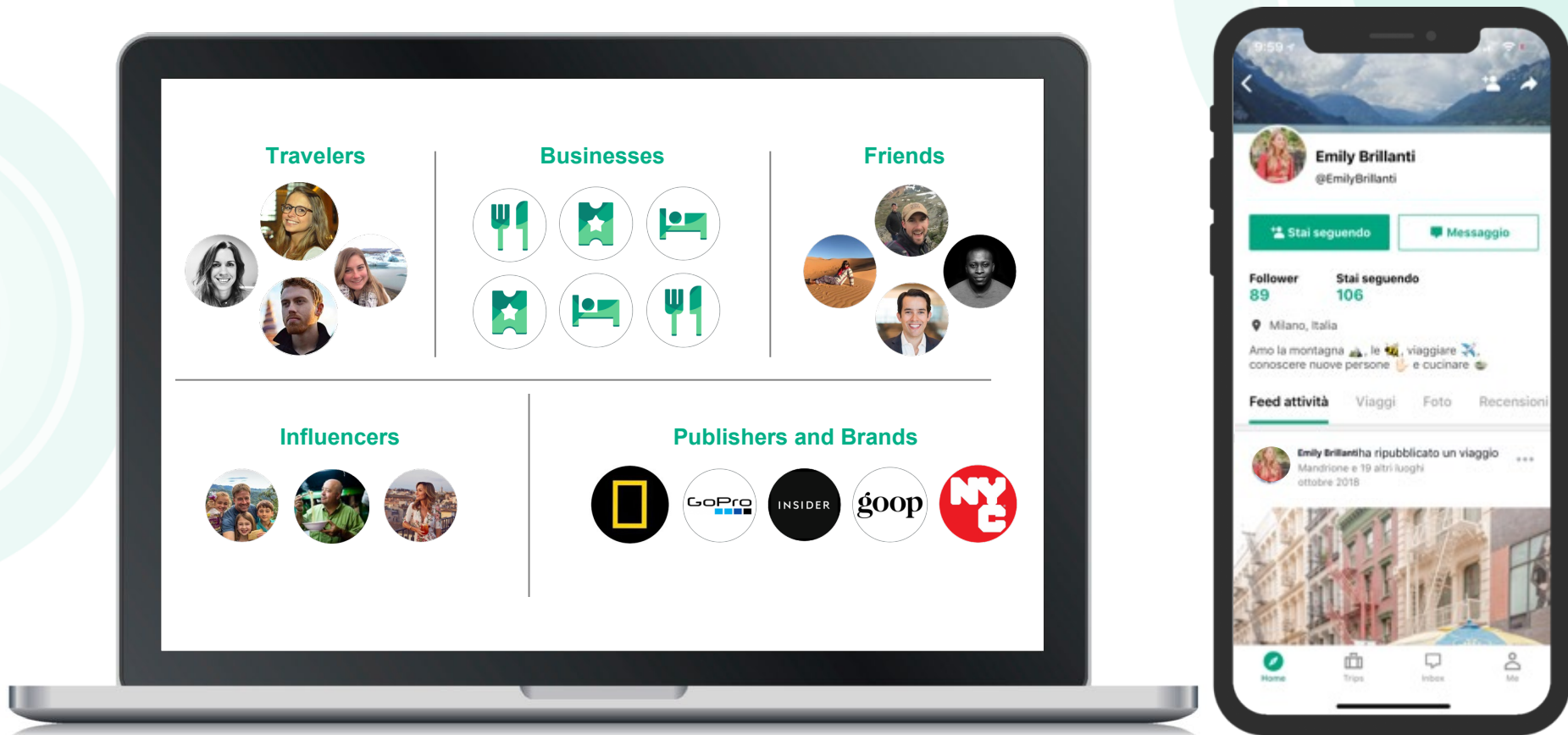


Create new ways to create and share travel recommendations



Make recommendations discoverable when and where I need it


① Expanding and Connecting our Community



② Creating Inspiring and Useful Travel Content




Reviews

 **Fatti di Viaggi** ha scritto una recensione
Comfort Hotel LT Rock'N'Roll Värhus
set 2018

★★★★★

Tutto fantastico

"L'hotel è modernissimo, le camere, le aree comuni e la zona ristorante sono bellissime e tutte a tema musicale. La colazione è abbondante e variegata e la posiz..."

 **Gino Brocat**
Ristorante Brac
18 ott

★★★★★

Carne ottima

"Sono stato ieri sera in questo ristorante/ braceria. Spesso mi trovo per motivi lavorativi a Chieti, e ritengo che questa sia una delle migliori bracerie. Se si..."

 **Mario Perillo** ha scritto una recensione
Komaneika at Rasa Sayang
ott 2017

★★★★★

Uno sguardo sulla foresta

"Impeccabile! questo è il primo aggettivo che mi viene in mente quando penso al mio soggiorno qui. Sono stato poco tempo in questo hotel, ma giusto il tempo di c..."



Articles



[repubblica.it](https://www.repubblica.it)

Dalla Senna ai Caraibi. Panorama mozzafiato e oceani da un hotel galleggiante

Gli alberghi sospesi sull'acqua sono ormai tendenza. Sperduti in mezzo a lembi di mare o persino alle porte delle metropoli europee, a mollo lungo...



[vanityfair.it](https://www.vanityfair.it)

Carnevale di Venezia 2019: gli eventi da non perdere - VanityFair.it

Dal 16 febbraio al 5 marzo ci saranno 150 eventi in ogni angolo della Laguna e poi arte, bellezza, maschere, balli sognanti: ecco il meglio



[lastampa.it](https://www.lastampa.it)

Kylemore Abbey, fuga d'amore in Irlanda tutto l'anno

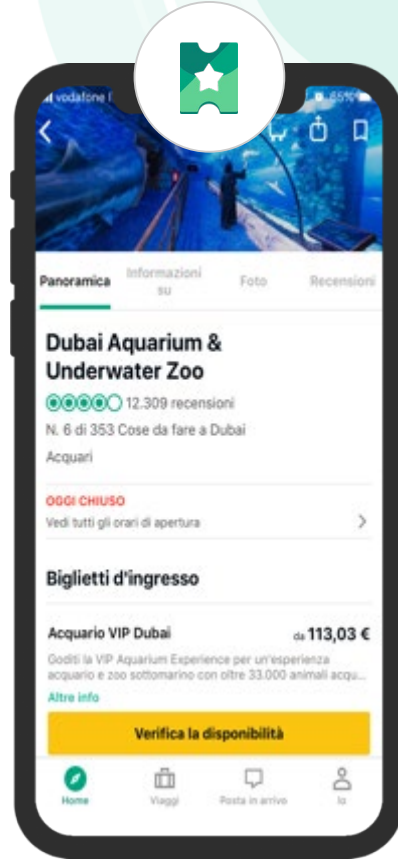
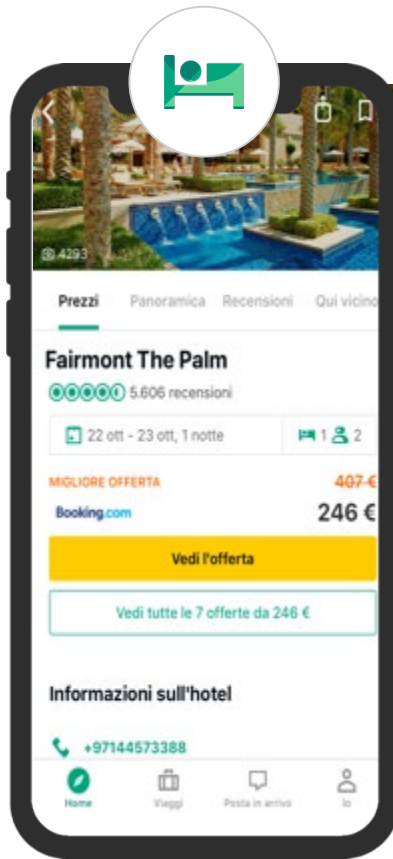
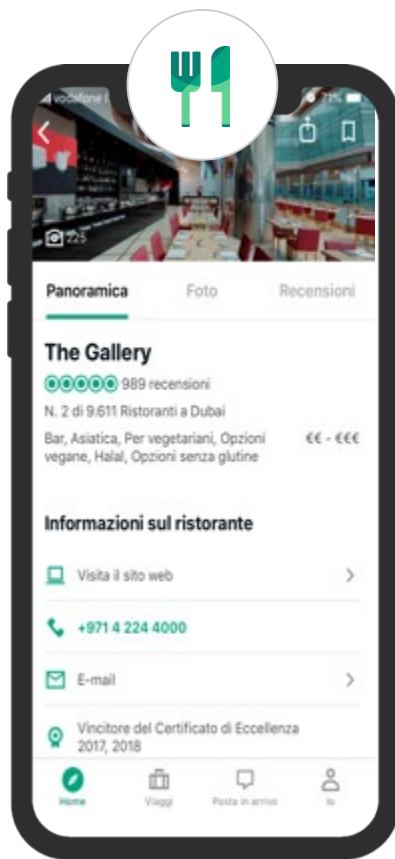
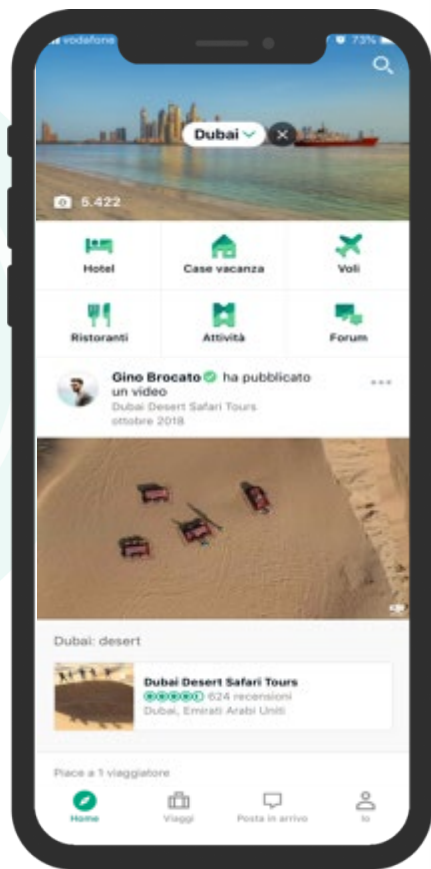
Nel cuore del Connemara, tra giardini in fiore e sentieri panoramici, è possibile scoprire la storia di una romantica tenuta simbolo dell'amore eterno



Video

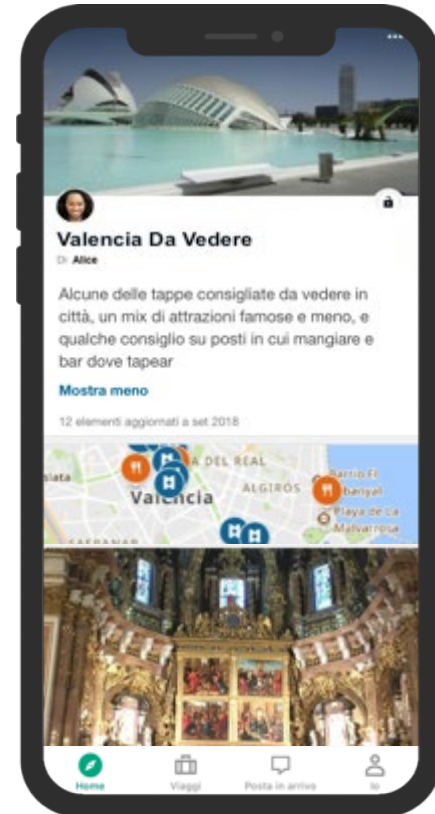
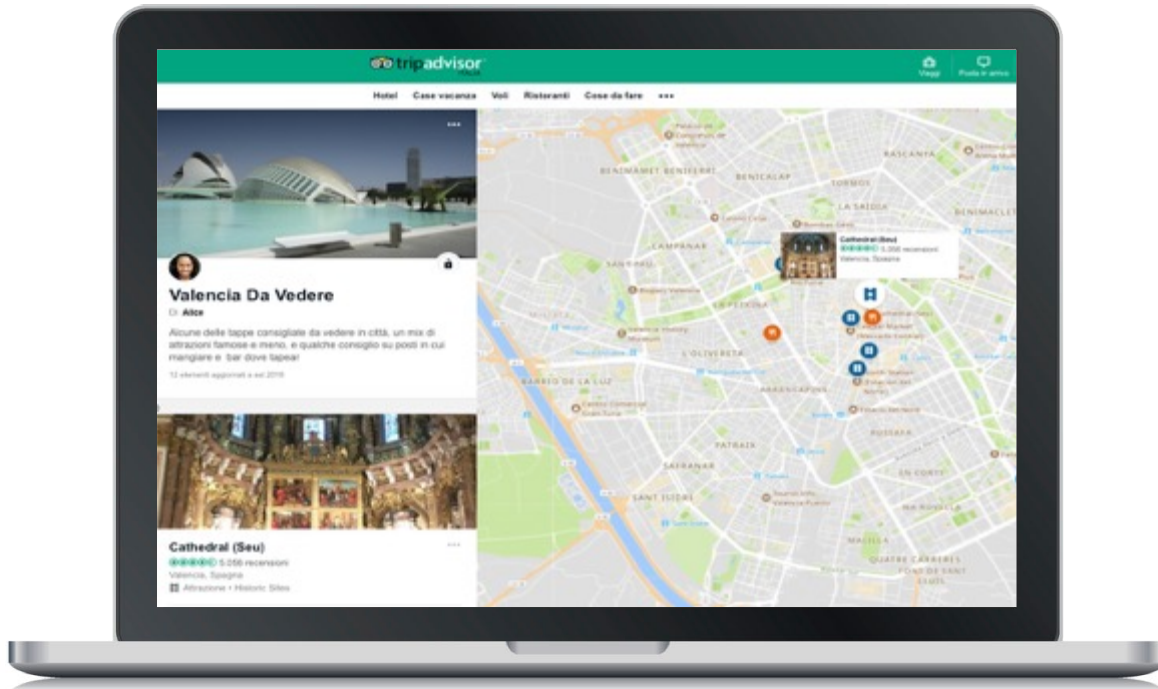


Making Inspiration Possible



Introducing Trips

- ✓ Itineraries and Travel Plans
- ✓ Bucket Lists and To Do's
- ✓ Recommendations and Guides





Stoccolma - Il calore che non ti aspetti

Di Mariagrazia Ceraso

E chi l'avrebbe mai detto che, in pieno inverno e con temperature sotto lo zero, avrei avuto il coraggio di fare un salto in Svezia e visitare Stoccolma? Io, mai! Eppure è accaduto. Nonostante la mia intolleranza al freddo! Ma Stoccolma si è rivelata...



Fotografiska

5.000 5.536 recensioni
Stoccolma, Svezia



Stockholm Old Town

4.500 17.877 recensioni
Stoccolma, Svezia



Catania | Breve guida alla raggiante città sicula

Di TheRumNatura

Catania è una città meravigliosa. È una destinazione perfetta per un viaggio: intensa, ricca di tradizioni, orgogliosa e forte. Catania è in grado di accogliere i visitatori anche solo passeggiando per le vie del centro senza meta: l'imponente elega...



Etna Finder

4.500 236 recensioni
Siracusa, Italia



Palace Catania | UNA ...

4.500 1.936 recensioni
Siracusa, Italia



Mottarone in Bici

Di Jacopo D'Alesio

Parlerò Stressa, arrivo Arona, passando per Gignese, la cima del Mottarone, Arona e Inverigo.



Alpyland Mottarone

4.500 742 recensioni
Stressa, Italia



Bar Alp

4.500 49 recensioni
Stressa, Italia



Tre giorni nel Sud Tirolo

Di Gino Brocato

Passare e pasquetta sulla neve è un bel cambiamento per un siciliano abituato a trascorrere queste occasioni al mare o in campagna. L'occasione che mi è stata offerta era proprio irrinunciabile: tre giorni nel Sud Tirolo per visitare tutti i laghi ed...



Tivoli

4.500 372 recensioni
Corrida d'Ampezzo, Italia



Lago di Anterselva

4.500 934 recensioni
Anterselva di Mazza, Italia



A day in Rome: i mercati rionali

Di Chiara | A day in Rome blog

Frutta, verdura, carne, pane, gastronomia: sapori e atmosfere dei migliori mercati romani. Un'esperienza da non perdere per chi vuole vivere la città da romano e non da turista!



Mercato Centrale Roma

4.500 1.688 recensioni
Roma, Italia



Mercato dell'Unità

4.500 16 recensioni
Roma, Italia



Marrakech in 3 giorni

Di Michele A

Una delle città più sorprendenti che abbia mai visitato. Tre giorni sono veramente pochi per vederla e apprezzarla a pieno, ma sono sufficienti per innamorarsi di Marrakech. Lettura pre-viaggio consigliata: "Le voci di Marrakech" di Elias Canetti



Riad Badi

4.500 792 recensioni
Marrakech, Marocco

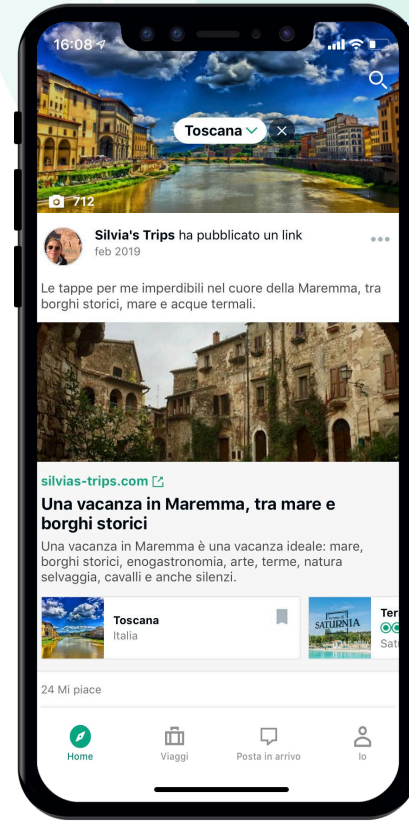


Madrasa di Ben Yous...

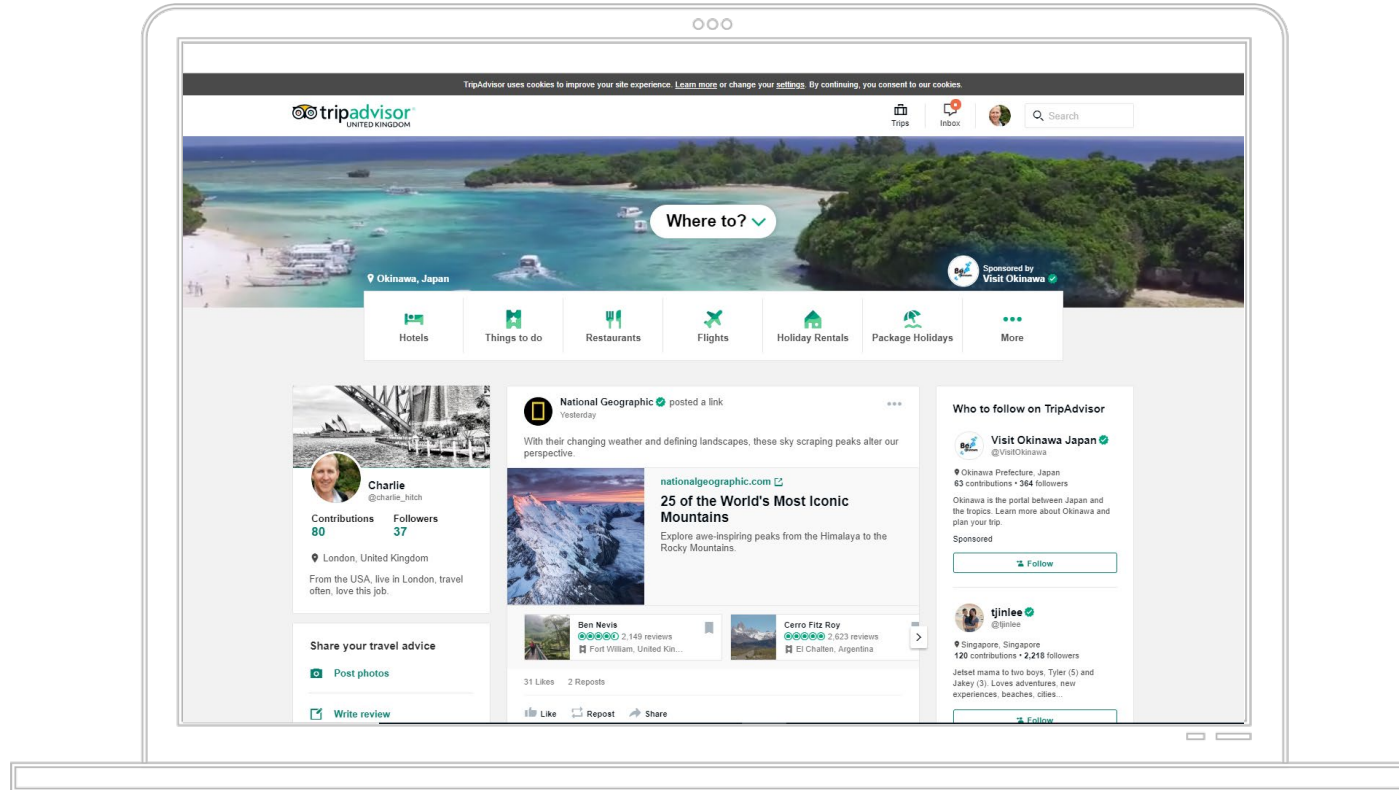
4.500 9.054 recensioni
Marrakech, Marocco

③ Making travel recommendations discoverable

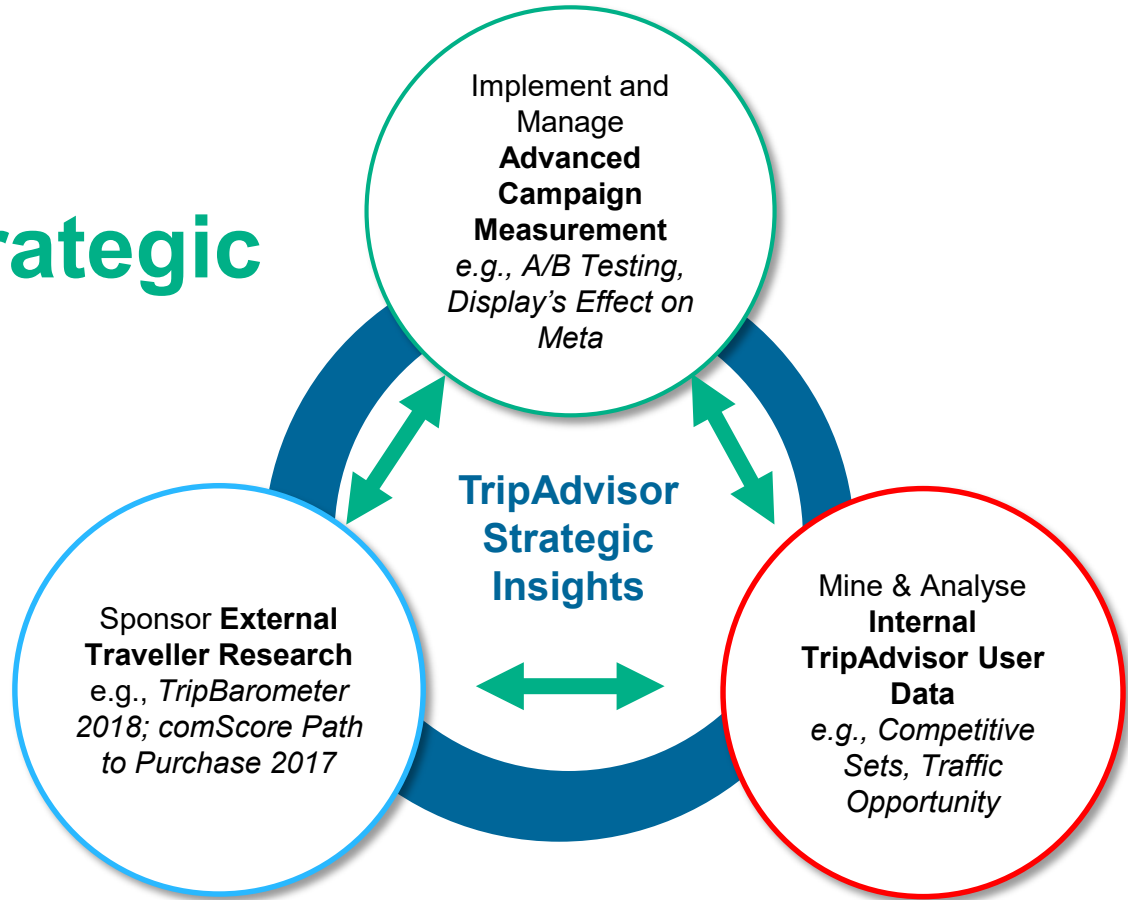
Travel feed:
a home
experience
that adapts
to user
intent



The New TripAdvisor

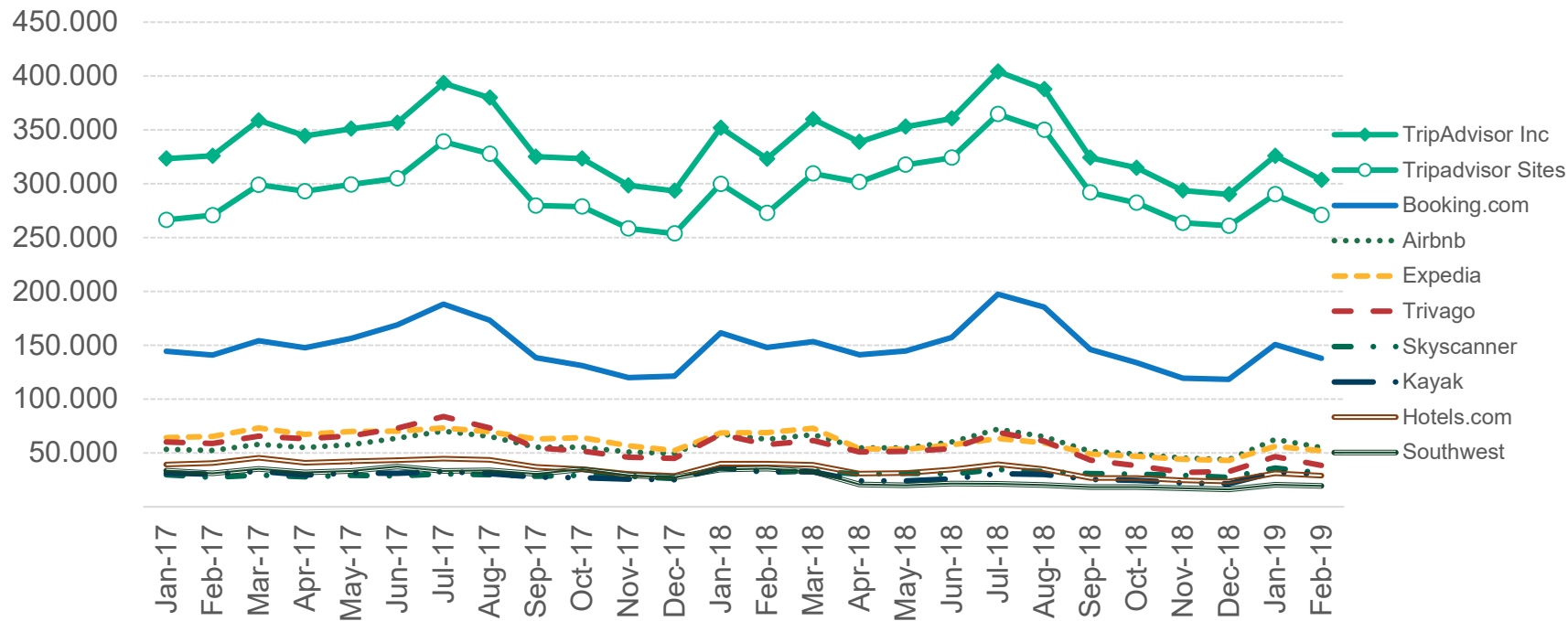


The Role of TripAdvisor Strategic Insights



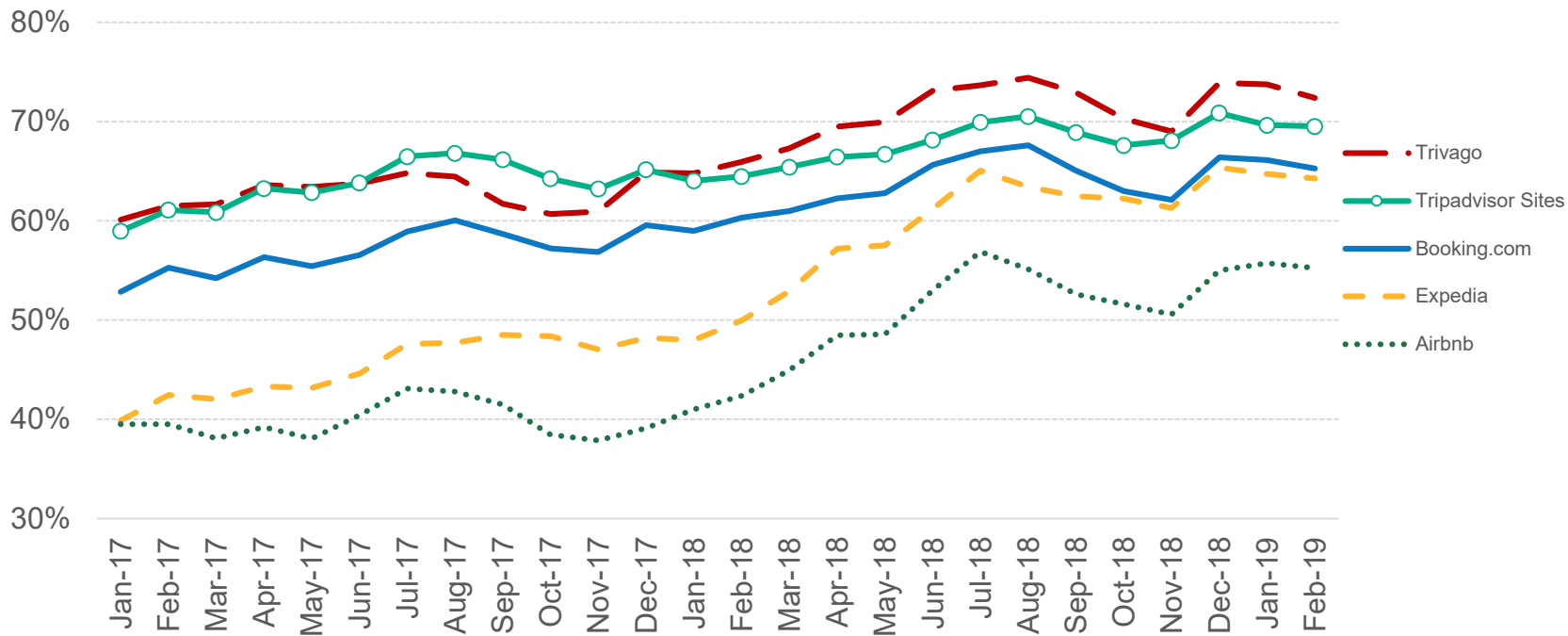
TripAdvisor: Worldwide, Last 26 Months

TAMG remains the largest travel player worldwide



TripAdvisor Mobile Share: Worldwide, Last 26 Months

TripAdvisor ranks second in mobile traffic share of total site traffic among the top travel sites

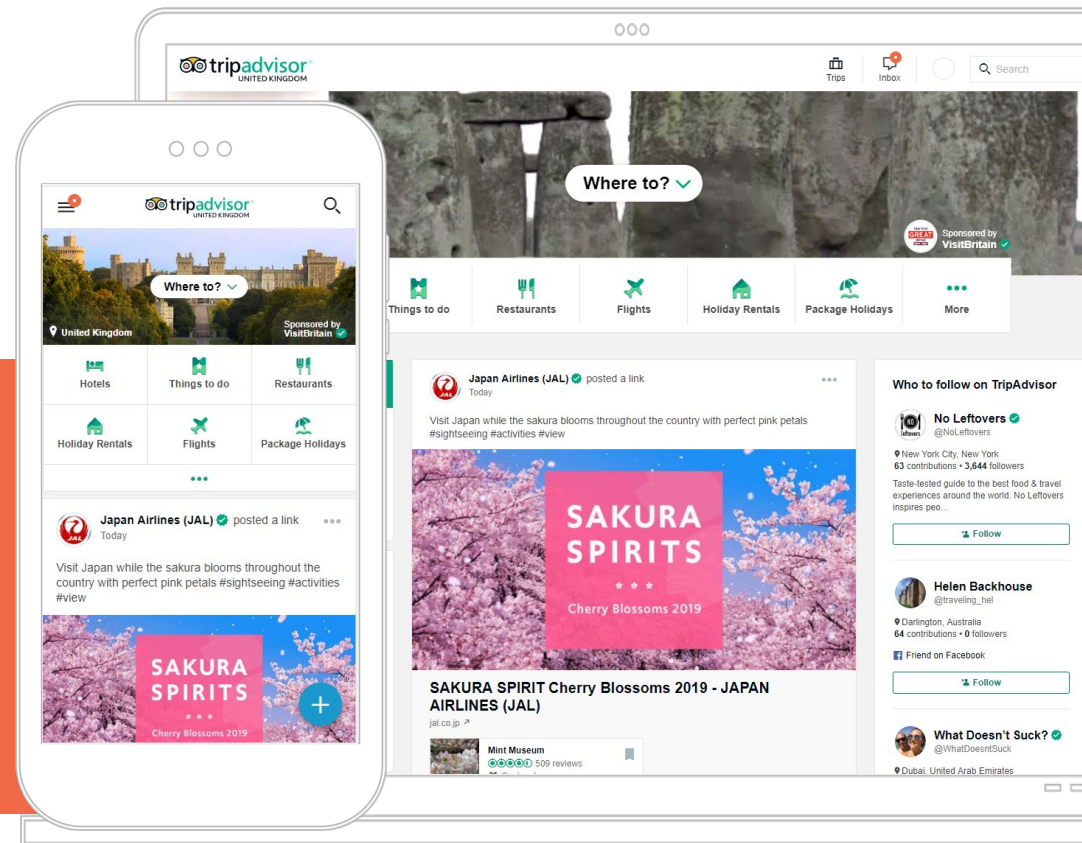


74%

of users
who book
on a hotel
site visit
TripAdvisor

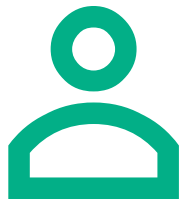
25%

of all
shopping
time is
spent on
TripAdvisor



About TripAdvisor

TripAdvisor is the world's largest travel site*



455M

average unique
monthly visitors **



49

Markets
Worldwide



661M

Reviews and
Opinions



7.7M

Accommodations,
Restaurants and Attractions

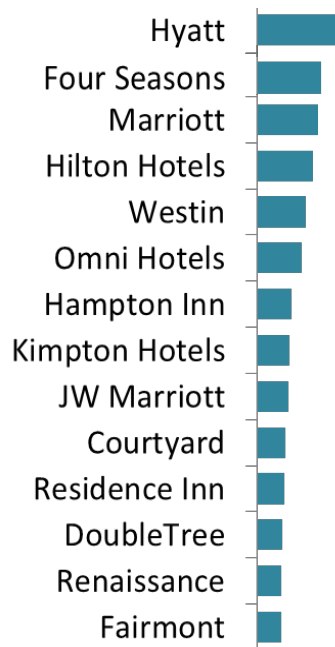
*Source: Jumpshot for TripAdvisor Sites, worldwide, April 2019

** Source: TripAdvisor log files, Q1 2017

Top Competitors: Ritz Carlton



Competitors w/ Most Page Views From Users Viewing Ritz-Carlton



Ritz-Carlton vs. Park Hyatt



tripadvisor UNITED KINGDOM New York City

About New York City Hotels Holiday Rentals Flights Restaurants Things to do Car Hire

United States > New York (NY) > New York City > New York City Hotels

Park Hyatt New York

1,621 reviews #33 of 474 Hotels in New York City
153 West 57th Street, New York City, NY 10019-2214

14 people are viewing this hotel

6 Apr 8 Apr

1 room, 2 adults, 0 children

Lock in the lowest price from our partners

Expedia €820 **€789**

View Deal

getaroom.com	€820	Hotels.com	€789
Booking.com	€792	Hyatt.com	€794
loveholidays	€786	Agoda.com	€794

[View all 13 deals](#)

Prices are provided by our partners, and reflect average nig...

Certificate of Excellence

All photos (1,283)

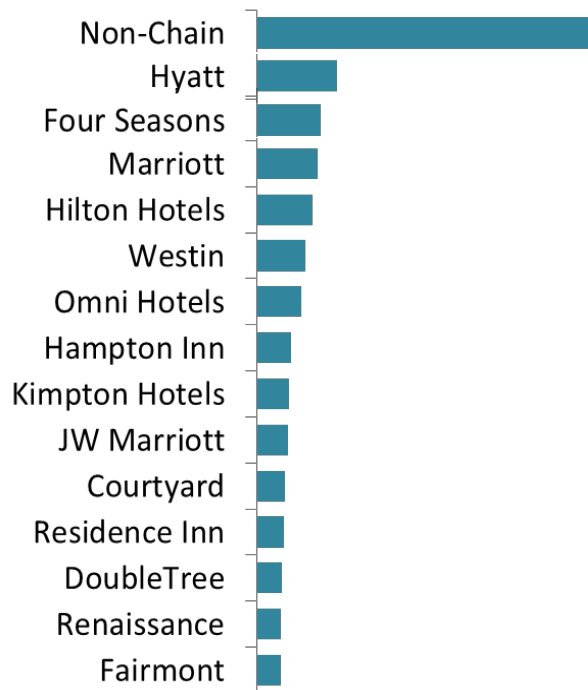
- Traveller (1056)
- Room & Suite (580)
- Dining (37)

Top Competitors: Ritz Carlton



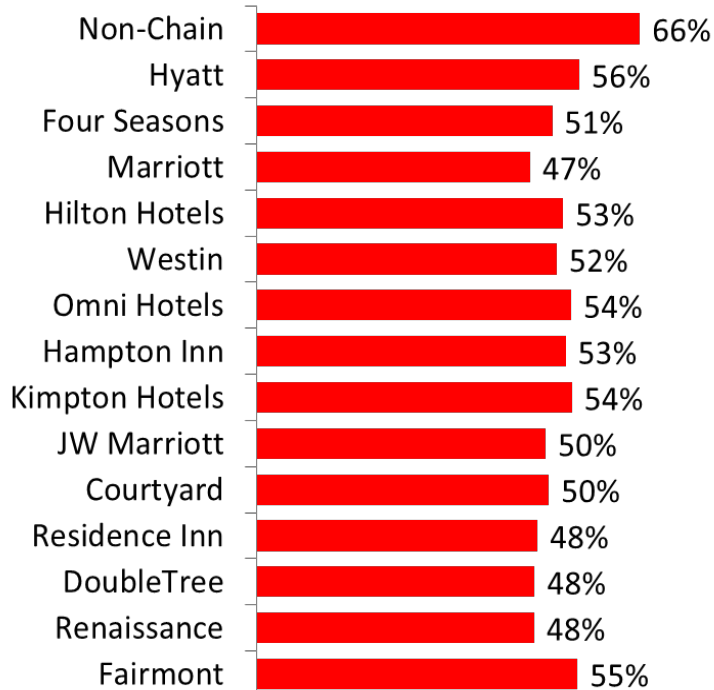
Competitors w/ Most Page Views

From Users Viewing Ritz-Carlton



Share of Clicks Won By Competitor

From Users Comparing Both

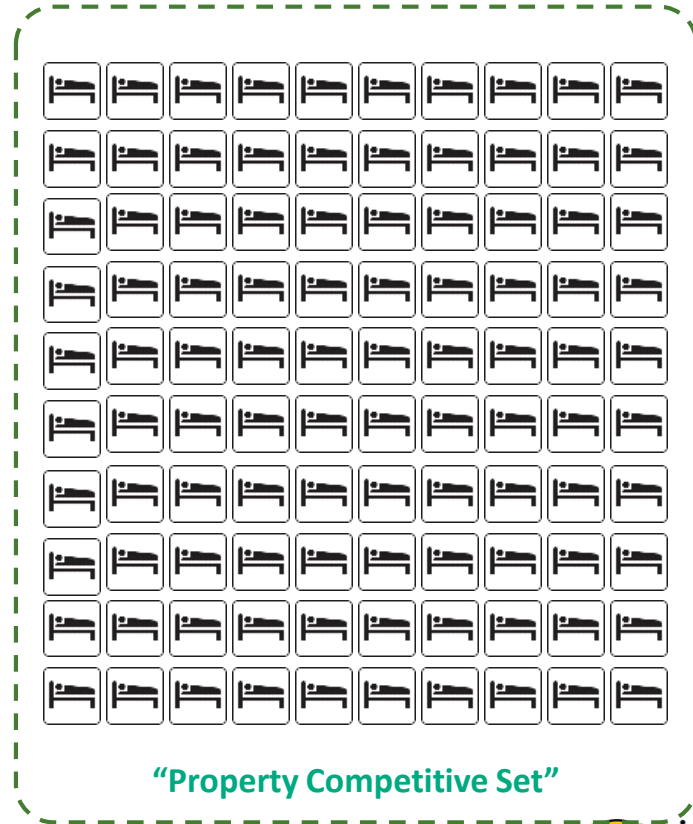
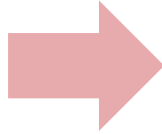


Imagine a hotel chain with four properties

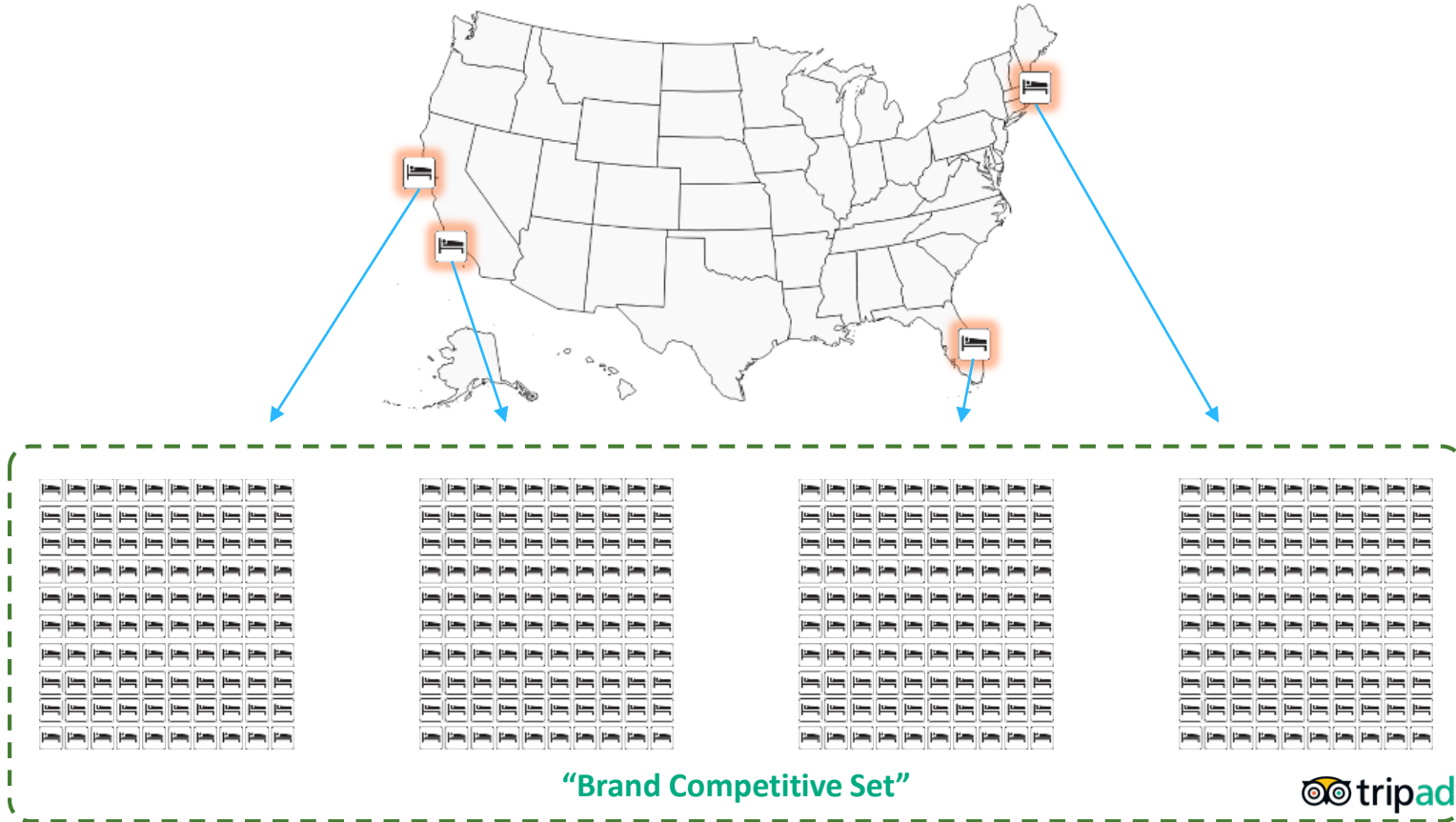


Define the top 100 competitors for each property

Top 100 properties
viewed by people who
also viewed my property
in the same visit



The sum of all property-level competitors is the brand-level competitive set



The sum of all clicks to book across a competitive set is a property's "click opportunity"

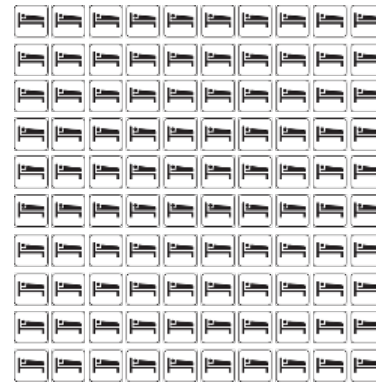


150,000 Meta clicks & IB starts per mo =
Total Click Opportunity

Key question for every property



“Does my property get **more or less than 1%** of the total opportunity clicks in its 100-property competitive set?”



If **more** than 1%? I’m doing **better** than my competitors!

If **less** than 1%? I’m doing **worse** than my competitors!



0.5% of competitive clicks
Click Share Index = **50**

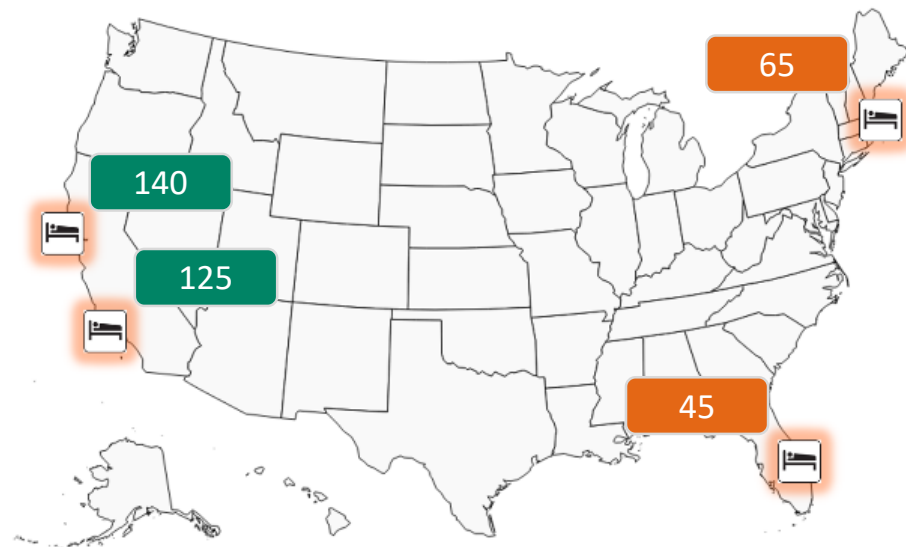


1% of competitive clicks
Click Share Index = **100**



2% of competitive clicks
Click Share Index = **200**

With the Click Share Index calculated by property it can then be averaged at the City, State or Country level



Click Share Index	
United States	94
California	133
San Francisco	140

Accor Click Share Index: Sofitel

☰ CLICK SHARE INDEX BY BRAND

CLICK SHARE INDEX BY COUNTRY FOR Sofitel BRAND(S)



Rank	Destination Country	# Props	Avg. CSI
1	Cote d'Ivoire	1	148
2	Equatorial Guinea	2	145
3	Saudi Arabia	1	143
4	United Kingdom	3	138
5	Austria	1	130
6	Singapore	2	128
7	Philippines	1	119
8	China	17	117
9	United States	6	116
10	Greece	1	115
11	Italy	1	114
12	Portugal	1	113
13	Morocco	7	112
14	Cambodia	2	112
15	Bahrain	1	111
16	Laos	1	107
17	Canada	1	106
18	Vietnam	2	106
19	Australia	5	104
20	Hungary	1	104
21	French Polynesia	3	104
22	New Zealand	3	101
23	Poland	3	96
24	Colombia	2	96
25	Algeria	1	93
26	Germany	4	93
27	Egypt	4	91
28	Argentina	2	87
29	Belgium	2	87
30	Fiji	1	86
31	The Netherlands	1	85
32	Indonesia	1	85
33	United Arab Emirates	5	84
34	Brazil	5	83
35	India	1	80
36	France	10	80
37	Luxembourg	2	72
38	Thailand	3	67
39	Uruguay	1	61
40	Lebanon	1	44

Properties w/ Highest Click Share: Sofitel

Click Share Index by Property: WW

Rank	Brand	Property Name	Property ID	Country	CSI
1	Sofitel	Sofitel Lianyungang Suning	8701600	China	233
2	Sofitel	Sofitel Zhengzhou	299580	China	222
3	Sofitel	Sofitel London Gatwick	243420	United Kingdom	176
4	Sofitel	Sofitel Tamuda Bay Beach & Spa	8319348	Morocco	158
5	Sofitel	Sofitel San Francisco Bay	217295	United States	153
6	Sofitel	Sofitel Xian on Renmin Square	572261	China	152
7	Sofitel	Sofitel Guangzhou Sunrich	1901388	China	149
8	Sofitel	Sofitel Abidjan Hotel Ivoire	302621	Cote d'Ivoire	148
9	Sofitel	Sofitel Malabo Sipopo Le Golf	2156353	Equatorial Guinea	147
10	Sofitel	Sofitel Malabo	678602	Equatorial Guinea	143
11	Sofitel	Sofitel Al Khobar The Corniche	1724248	Saudi Arabia	143
12	Sofitel	Sofitel London Heathrow	677803	United Kingdom	142
13	Sofitel	Sofitel Sanya Leeman Resort	9856840	China	138
14	Sofitel	Sofitel Wellington	3874031	New Zealand	138
15	Sofitel	Sofitel Brussels Le Louise	604552	Belgium	134
16	Sofitel	Sofitel Phnom Penh Phokeethra	1784730	Cambodia	134
17	Sofitel	Sofitel Rabat Jardin des Roses	300677	Morocco	132
18	Sofitel	Sofitel Philadelphia Hotel	122343	United States	131
19	Sofitel	Sofitel Vienna Stephansdom	1823253	Austria	130
20	Sofitel	Sofitel So Singapore	2590427	Singapore	129
21	Sofitel	Sofitel Warsaw Victoria	275059	Poland	129
22	Sofitel	Sofitel Los Angeles at Beverly Hills	76083	United States	128
23	Sofitel	Sofitel Noosa Pacific Resort	257283	Australia	127
24	Sofitel	Sofitel Singapore Sentosa Resort & Spa	302969	Singapore	126
25	Sofitel	Sofitel Legend Old Cataract Aswan	299631	Egypt	123

Properties w/ Lowest Click Share: Sofitel

Rank	Brand	Property Name	Property ID	Country	CSI
88	Sofitel	Sofitel Chicago Magnificent Mile	236299	United States	79
89	Sofitel	Sofitel Luxembourg Le Grand Ducal	637669	Luxembourg	78
90	Sofitel	Sofitel Fes Palais Jamai	299647	Morocco	78
91	Sofitel	Sofitel Buenos Aires Arroyo	300791	Argentina	75
92	Sofitel	Sofitel Rio de Janeiro Copacabana	301194	Brazil	75
93	Sofitel	Sofitel Marseille Vieux-Port	207554	France	74
94	Sofitel	Sofitel Shenyang Lido	301768	China	74
95	Sofitel	Sofitel Winter Palace Luxor	299628	Egypt	71
96	Sofitel	Sofitel Taba Heights	299672	Egypt	71
97	Sofitel	Sofitel Grand Sopot	275085	Poland	69
98	Sofitel	Sofitel Bangkok Sukhumvit	1393554	Thailand	67
99	Sofitel	Sofitel Luxembourg Europe	206541	Luxembourg	66
100	Sofitel	Sofitel Berlin Kurfuerstendamm	582479	Germany	65
101	Sofitel	Sofitel Paris La Defense	197381	France	64
102	Sofitel	Sofitel Queenstown Hotel & Spa	570324	New Zealand	62
103	Sofitel	Sofitel Shanghai Sheshan Oriental	1119070	China	62
104	Sofitel	Sofitel Montevideo Casino Carrasco & Spa	2590197	Uruguay	61
105	Sofitel	Sofitel Dubai The Palm Luxury Apartments	6411131	United Arab Emirates	59
106	Sofitel	Hôtel Scribe Paris Opéra by Sofitel	197577	France	59
107	Sofitel	Sofitel Beirut Le Gabriel	300782	Lebanon	44
108	Sofitel	Santa Teresa Hotel RJ MGallery By Sofitel	1200117	Brazil	41
109	Sofitel	SO Sofitel Hua Hin	1025833	Thailand	40
110	Sofitel	Sofitel Brussels Europe	604560	Belgium	39
111	Sofitel	Sofitel Wanda Harbin	447091	China	37
112	Sofitel	Sofitel Paris Arc de Triomphe	197532	France	31

Sofitel Paris Arc de Triomphe Competitors

FILTERS

Target Property ID
(All)

Target Property
Sofitel Paris Arc de Triomphe

Target Brand
Sofitel

Destination Country
France

CompRank	Property Name	Brand	Country
1	Renaissance Paris Arc de Triomphe Hotel	Renaissance	France
2	InterContinental Paris-Avenue Marceau	InterContinental	France
3	Radisson Blu Hotel Champs Elysees, Paris	Radisson Blu	France
4	The Peninsula Paris	None	France
5	Hotel Juliana Paris	None	France
6	Maison Souquet	None	France
7	Le Royal Monceau-Raffles Paris	Raffles	France
8	Hôtel Barrière Le Fouquet's Paris	Lucien Barrière Hotels	France
9	Four Seasons Hotel George V Paris	Four Seasons	France
10	Le Cinq Codet	None	France
11	Hôtel Plaza Athénée	Dorchester Collection	France
12	Hilton Paris Opera	Hilton Hotels	France
13	Renaissance Paris Le Parc Trocadero Hotel	Renaissance	France
14	Paris Marriott Champs Elysees Hotel	Marriott	France
15	Hotel du Louvre	Hyatt	France
16	Le Dokhan's, a Tribute Portfolio Hotel	None	France
17	Saint James Paris - Relais et Chateaux	Relais & Châteaux	France
18	InterContinental Paris Le Grand	InterContinental	France
19	Le Bristol Paris	None	France
20	Mandarin Oriental, Paris	Mandarin Oriental	France
21	Hotel Dupond-Smith	None	France
22	Le Meurice	Dorchester Collection	France
23	W Paris - Opera	W Hotels	France
24	Best Western Premier Opera Liège	Best Western Premier	France
25	Melia Royal Alma	Melia	France

In order of
most to least
views from
users also
viewing Sofitel
Paris Arc de
Triomphe

Sofitel Paris Arc de Triomphe 2017 to 2019

Want the **lowest hotel prices**? You're in the right place. We check 200+ sites for you.

tripadvisor UNITED KINGDOM Sofitel Paris Arc de Triomphe Hotel Reviews

Paris Hotels Flights Holiday Rentals Restaurants Things to Do Forum Best of 2017 More

Find: Hotels Near: Paris, France Search

Europe France Ile-de-France Paris Paris Hotels

Sofitel Paris Arc de Triomphe

1,024 reviews #244 of 1,795 Hotels in Paris Certificate of Excellence GreenLeaders Bronze level

Hotel website 00 33 1 86 76 05 97 Hotel deals 14 rue Beaugon, 75008 Paris, France

Special Offer 3 NIGHTS FOR PRICE OF 2

Expedia.co.uk **£239*** View Deal

PriceFinder

24/07/2017 30/07/2017

1 room 1 adult 0 children

Lock in the lowest price from our partners

Expedia ~~£286~~ **£239***

View Deal

TripAdvisor	£239*	HotelQuickly	£286*
Booking.com	£239*	AMOMA	£274*
7Ideas.com	£260*	Hotels.com	£239*

View all 10 deals

*Disclaimer

Overview Rooms & Rates Reviews (1,024) Photos (639) Location Amenities Q&A (6) More Save

tripadvisor Paris

Travel feed: Paris Hotels Things to do Restaurants Flights Vacation Rentals Shopping Rental Cars

Europe France Ile-de-France Paris Paris Hotels

Sofitel Paris Arc de Triomphe

1,251 reviews #251 of 1,824 Hotels in Paris 14 rue Beaugon, 75008 Paris, France 011 33 1 53 89 50 50 Visit hotel website

3 people are viewing this hotel

Check In Tue, 04/02/19 Check Out Fri, 04/05/19

Guests 1 room, 2 adults, 0 children

Hotels.com	\$485	View Deal
travelocity	\$485	View Deal
SAVE \$80	\$511	\$451 View Deal

Orbitz.com \$485 Expedia.com \$485
AMOMA \$511 View all 15 deals

Prices are the average nightly price provided by our partner...

Certificate of Excellence

View all photos (821)

Traveler (515)

Room & Suite (27)

Video

About

4.5 Excellent 1,251 reviews

Property amenities

- Restaurant
- Bar/Lounge
- Room Service
- Free High Speed Internet (WiFi)

Four Seasons Hotel George V 2,827 reviews



A Picture Speaks A Thousand Words



How important is the “hero” photo?

The screenshot shows the TripAdvisor page for the Plaza Lucchesi Hotel. The page layout includes a green header with the TripAdvisor logo and search bar, a navigation menu, and a breadcrumb trail. The hotel's name, rating, and location are displayed at the top. A sidebar on the left shows booking options and prices. The main content area features a large photo gallery with a 'hero' photo of the hotel's bar and a grid of smaller thumbnail photos. A red rounded rectangle highlights the photo gallery area, and a large red question mark is placed below it.

Plaza Lucchesi Hotel
1,628 Reviews #53 of 409 Hotels in Florence
38 Lungarno della Zecca Vecchia, 50122, Florence, Italy
055 062 0496 Hotel website E-mail hotel

Savings alert: 10% below average rate

12/10/2017 12/11/2017
1 room 2 adults 0 children

SAVE €17

Provider	Price	Action
HQ HOTELQUICKLY	€129 €112	View Deal
Booking.com	€122	View Deal
Expedia	€122	View Deal

Ctrip.com €116 eDreams €122
Rooml.com €129 View all 9 deals

Prices are the average nightly price provided by our par...

Photo Gallery:
Certificate of Excellence
All photos (1,273)
Traveler (948)
Room & Suite (516)
Dining (69)

Oddly Performing Properties

tripadvisor AUSTRALIA Singapore

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Asia > Singapore > Singapore > Singapore Hotels SO Sofitel Singapore Hotel

SO Sofitel Singapore
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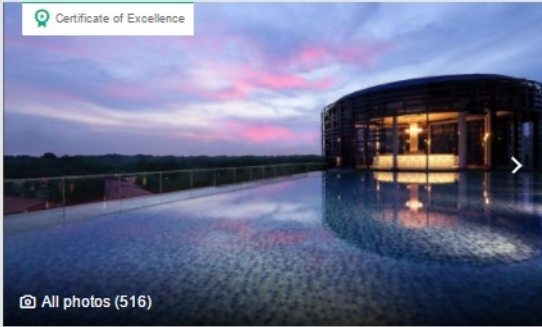
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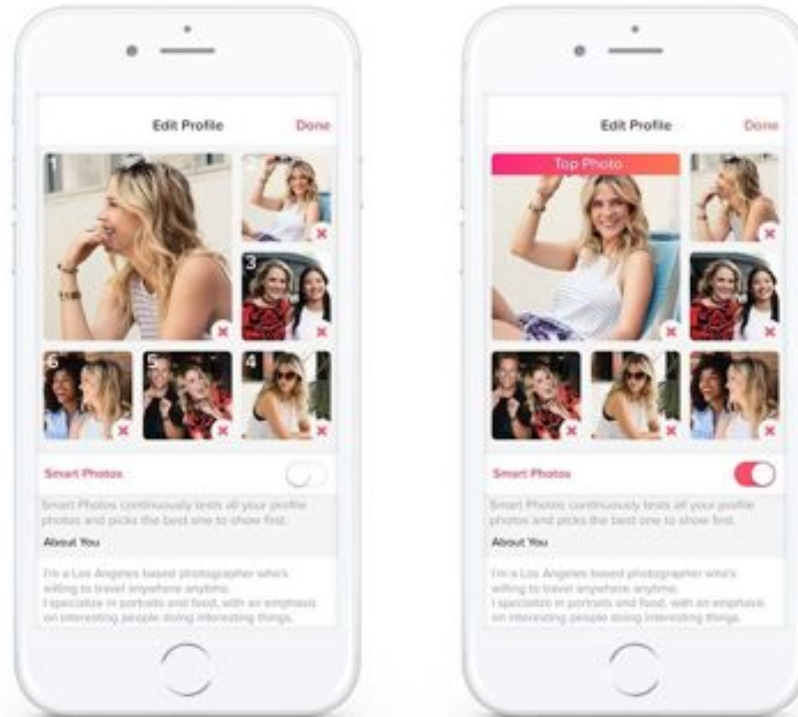
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