



SESSION:

EXPLORING REAL TRAVELER INSIGHTS



SCOTT CAUFIELD

SENIOR DESTINATION MARKETING MANAGER, SOUTH
CENTRAL REGION, TRIPADVISOR



[TripAdvisor Overview](#)





The World's Largest Travel Community



**490
MILLION**
UNIQUE MONTHLY USERS



**730
MILLION**
REVIEWS & OPINIONS



**310+ NEW
CONTRIBUTIONS**
POSTED EVERY MINUTE



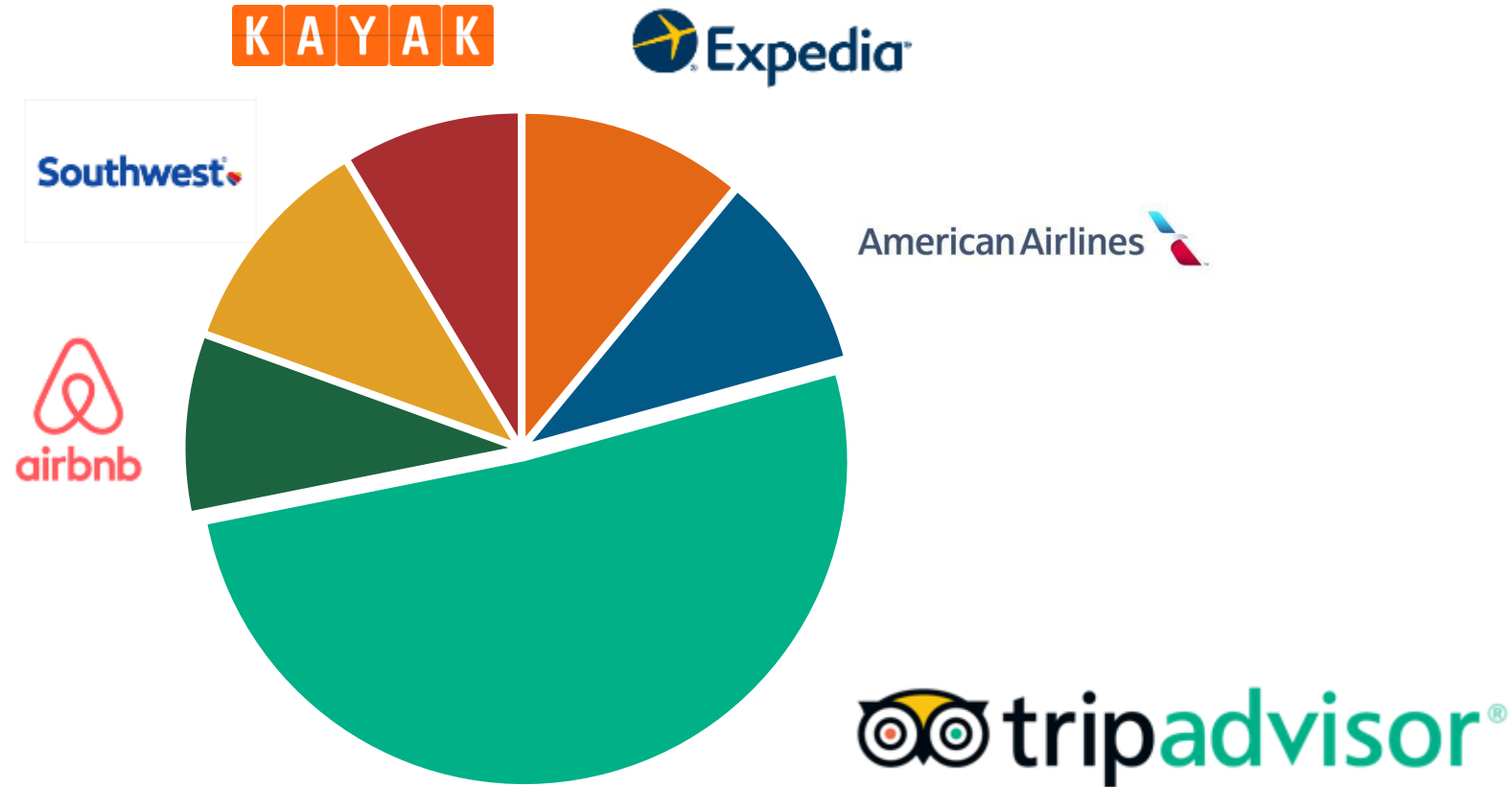
**455+
MILLION**
APP DOWNLOADS



**49 MARKETS
28 LANGUAGES**
ACROSS THE GLOBE

The World's Largest Travel Site

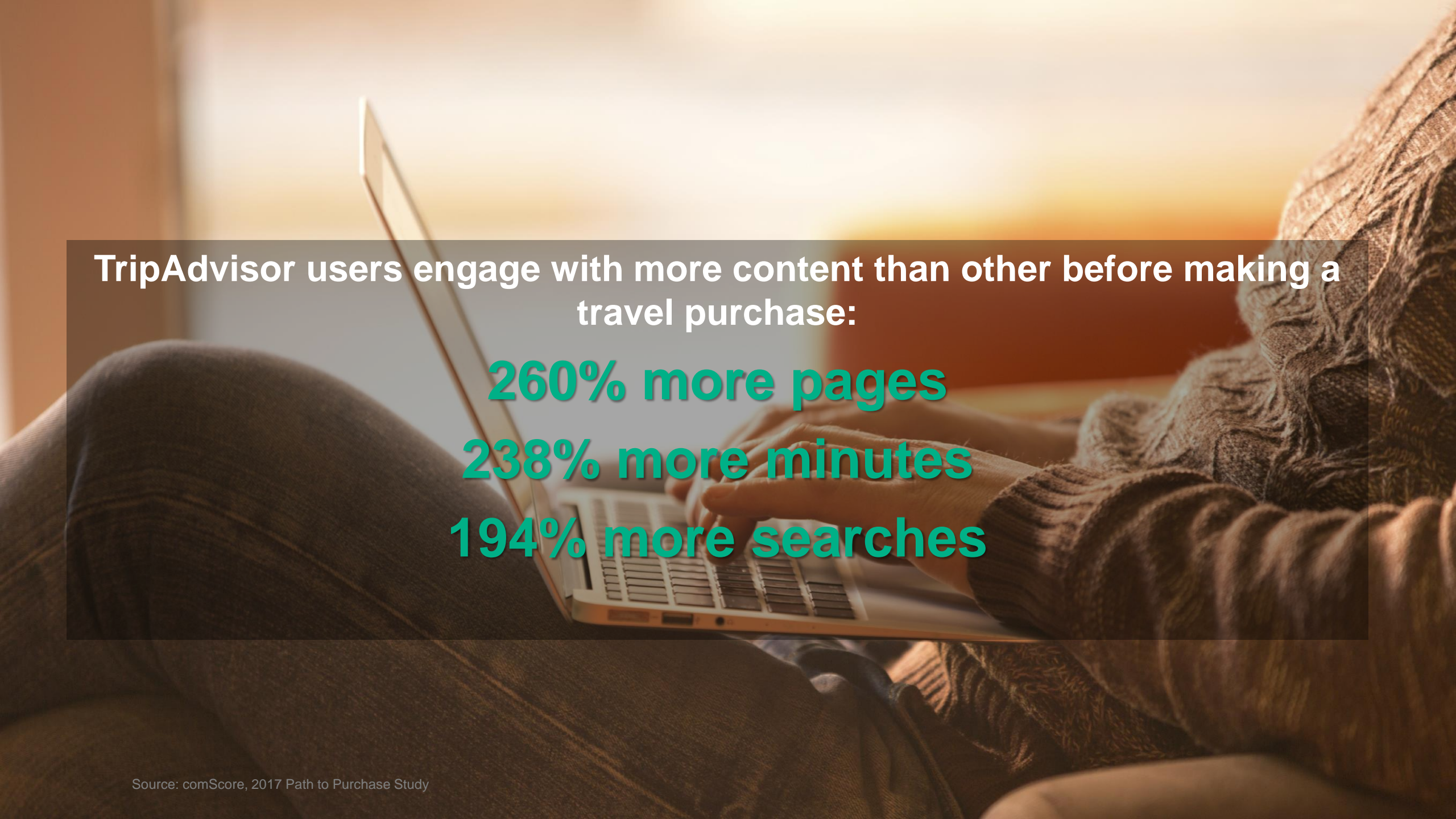
More traffic than the Combined Traffic of Next Top 5 Travel Sites



A person is sitting on a couch, using a laptop. The person's hands are on the keyboard. The background is a warm, blurred indoor setting. A large, teal-colored percentage '67%' is overlaid on the image, centered horizontally and slightly above the middle vertically.

67%

**of US online Travel Buyers Visited TripAdvisor
prior to purchase**



TripAdvisor users engage with more content than other before making a travel purchase:

260% more pages

238% more minutes

194% more searches

TripAdvisor is reinventing travel to meet the needs & expectations of **today's savvy traveler**

From

Anonymous advice...

Writing reviews...

Reviewing individual places...

Researching and planning...

One size fits all...

To

Personal connections & recommendations

Posting photos, videos, guides, lists, & reviews

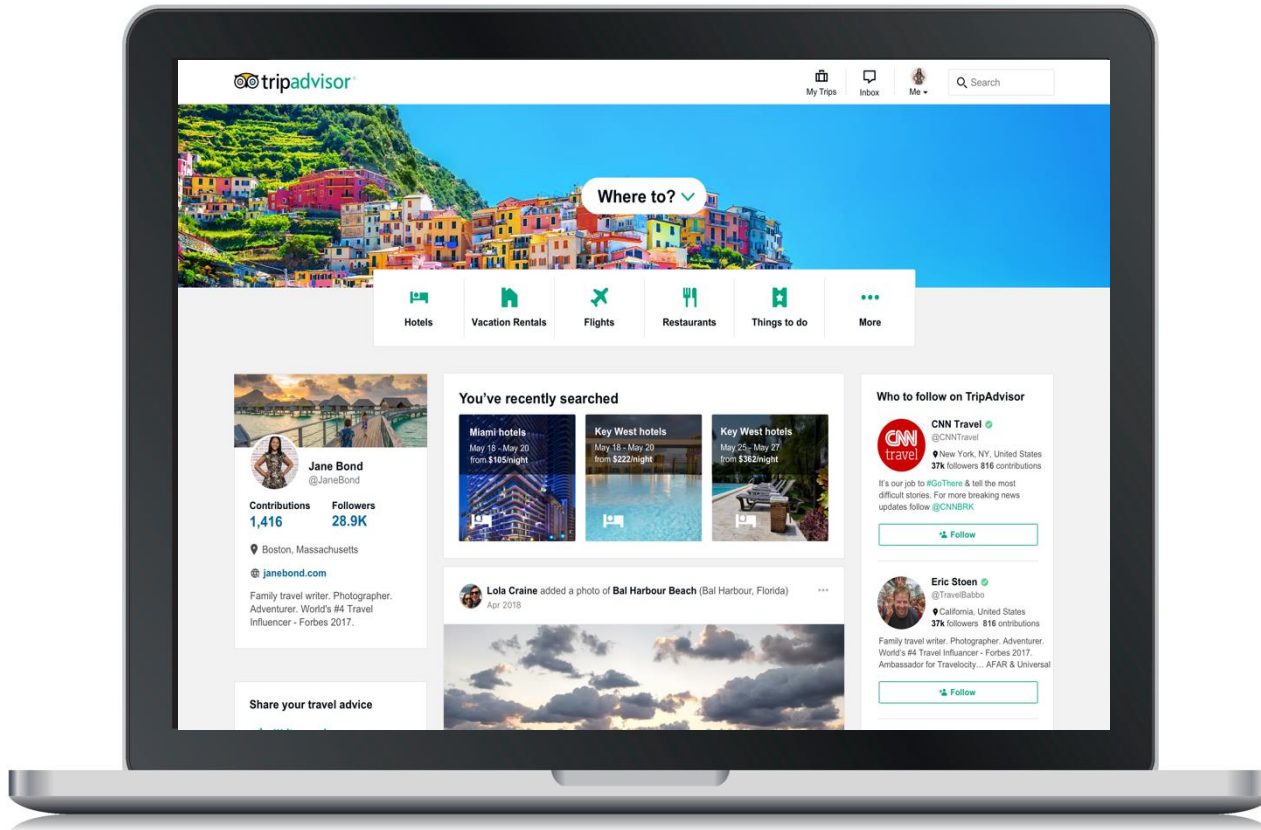
Sharing collective travel stories

Exploration and discovery

Personalized experience

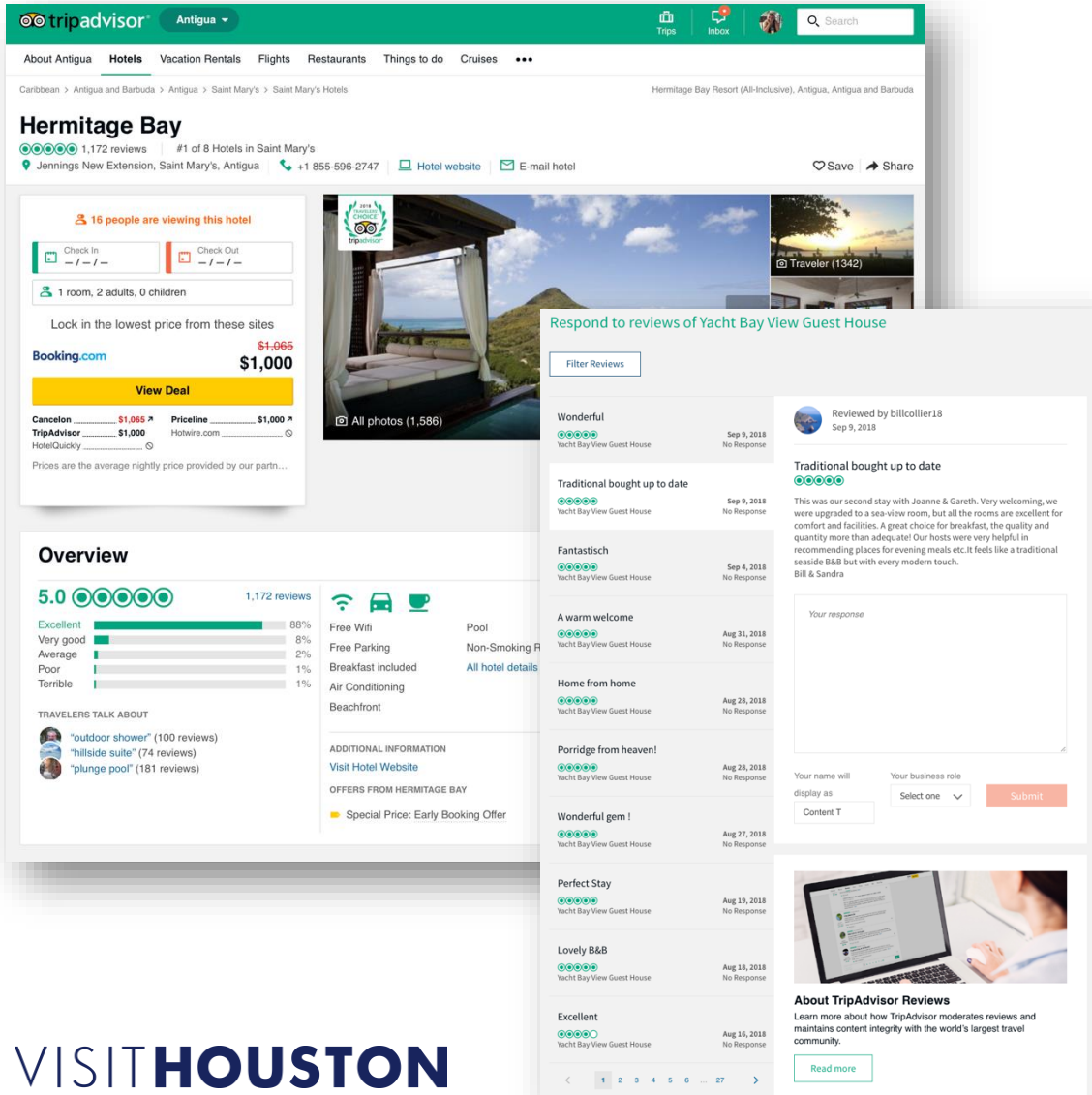
Where to? 

The World's Largest Travel Site is Becoming the World's Most Personalized & Connected Travel Community



- **New homepage:** Combines industry-leading review content with relevant, useful advice from each member's handpicked community
- **Travel feed:** Machine learning personalizes each traveler's feed based on the friends, experts and influencers they follow
- **Enhanced consumer experience:** Designed to power the travel community so each member can connect, share and find exactly what they need to make the right choices for them

What is Not Changing



- **Management Center:** This continues to be the place to manage your TripAdvisor listings
- **Review & Photo Moderation:** These will continue to be moderated prior to posting on individual listing pages
- **Notifications:** Review & Photo notifications will continue; Future Phase will include notifications for new content types
- **Responses:** Question & Answers, Management Responses and Review / Photo Reporting remain the same; Direct Messaging now more prominent
- **Content Policies:** All content must meet TripAdvisor policies and can be reported if it does not

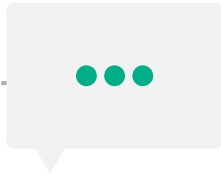
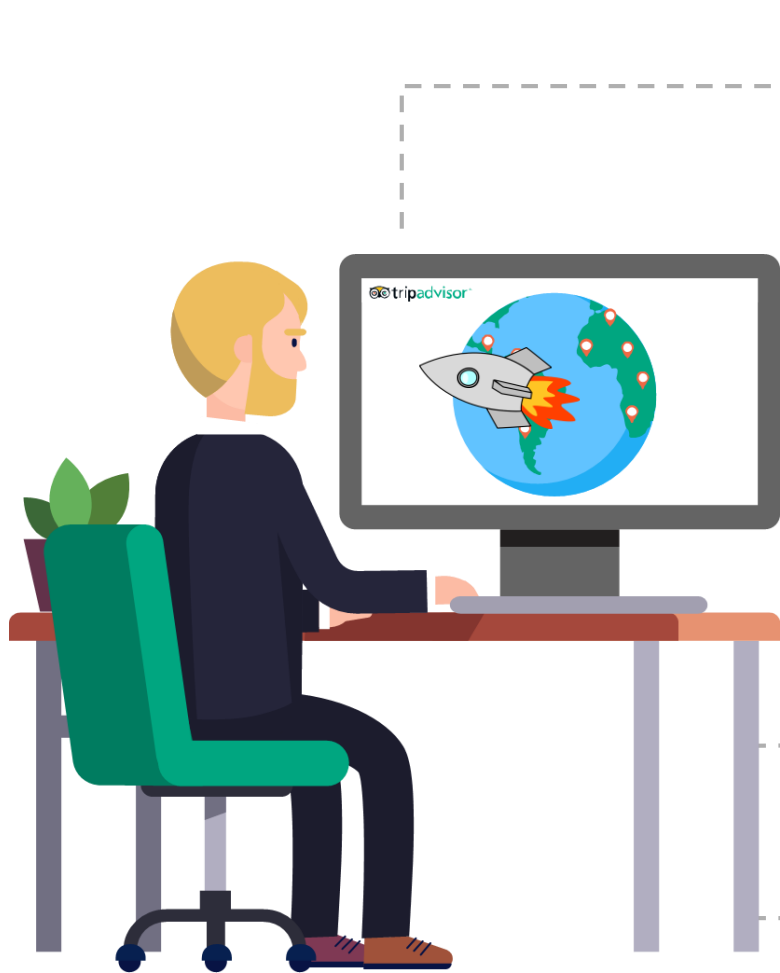


How TripAdvisor users engage with Houston



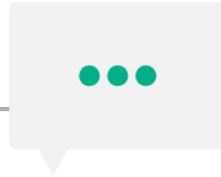
20247

Houston on TripAdvisor



314,355

reviews and opinions since 2013



46,777

reviews and opinions in 2018



23,616,194

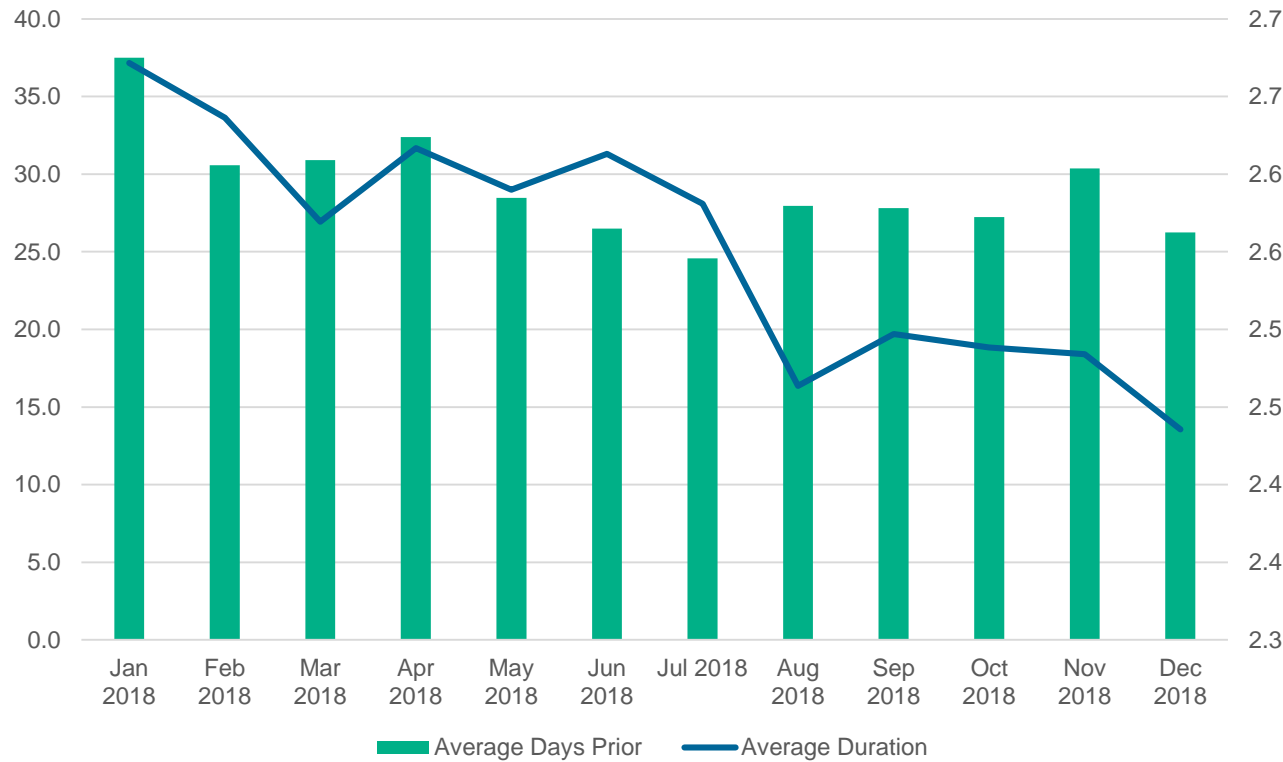
Pages of Houston content viewed in 2018



7,967,429

Unique users viewing Houston in 2018

Houston Trip Planning Duration



TripAdvisor users on average search Houston Trips 29 days out
TripAdvisor users book an average 2.6 day stay

Source: TripAdvisor Internal Stats.

Top Feeder States



Texas
California
Louisiana
Florida
Virginia
New York

Top Feeder Cities*



Dallas
San Antonio
Austin
Mexico City
Chicago
New York

Cities Viewed AFTER Houston

Galveston
San Antonio
Austin
Dallas
New Orleans
New York City



Houston Reviews – 2018

Accommodations

4.08 avg score

Attractions

4.48 avg score

Restaurants

4.15 avg score

Houston Reviews – 2018

4.19

Average Review Score


What kind of TripAdvisor users visit Houston?

Source: TripAdvisor Review Data



Families

28%



**Couples
23%**



Business

22%



Friends
16%

Solo
10%





TripAdvisor & Visit Houston Partnership



Nearly two thirds of travelers regularly browse TripAdvisor with no trip in mind

62%

**regularly browse
TripAdvisor with no
particular trip in mind**

TripAdvisor & Visit Houston Partnership

Education, Media, Research, and Content

Education – Reputation Management workshops, travel trends presentations.

Media – Targeted advertising that protect the interest of travelers interested in Houston, and procure interest from travelers who should be thinking of Houston

Research – Reporting on booking trends, how TripAdvisor users engage with Houston, and back-end ROI analysis from 3rd party attribution partners.

Content – Creating engaging content to draw the interest of travelers researching Houston.

Learn more from VisitHOUSTON

- Visit our website
- Send us an email
- Download our official guide

Provided by: VISITHOUSTON

Houston



Overview

Houston has its own. A lot of it. In the South, the city's cuisine from north to south scene include



EVENT

Monday Nite Jazz Jam

Head to Cafe 4512 from 8:00 p.m. to midnight on Monday nights for live music and other entertainment.

Ongoing

Cafe 4512

COLLECTION

Faith and Culture

How better to understand a culture than to consider the choice made in constructing a place of worship? Houston is home...

View collection

ARTICLE

Houston's 9 Best Brunch Spots

The best part of waking up on the weekend? Brunch, of course. Whether you're chasing the hair of the dog or just...

Read full article



COLLECTION

Iconic Houston Restaurants

Houston's food scene is one of the best reasons to experience the city. Whether you want authentic international fare...

View collection

ARTICLE

Things to Do With Kids in Houston

From boat tours on Buffalo Bayou to one of the top children's museums in the U.S., Houston offers endless attractions...

Read full article



EVENT

Close Up Comedy Magic Show

Every Thursday evening, catch a magic show filled with amazing tricks and plenty of humor.

Ongoing

Murder by Chocolate

COLLECTION

Family-Friendly Places to Stay

Houston has just as many family lodging options as it does kid-friendly activities. From suites with breakfast included...

View collection

ARTICLE

Awesome BBQ Spots in Houston

Houston is home to some of the country's best barbecue. Known for our briskets, sausage, and ribs, Houston pitmasters...



EVENT

32nd Annual Art Car Parade

About 250 whimsically decorated cars will roll their way through downtown Houston in this memorable annual parade.

04/11/19 - 04/14/19

Downtown Houston

ARTICLE

15 Iconic Houston Meals

We've spotlighted 15 local eateries that offer an iconic taste of Houston, each representing unique flavors found in...

Read full article



EVENT

Southwest International Boat Show

Love boats? Don't miss the biggest boat show in the Southwest, displaying vessels ranging from 10 to 100 feet.

04/12/19 - 04/14/19

South Shore Harbour Resort & Conference Center

ARTICLE

10 Things to Know About Houston Before...

These 10 Houston tips will help you get around faster, spend better, and enjoy all the best attractions this massive...

Read full article



EVENT

Rails & Tails Mudbug Festival

Live music and tasty crawfish top the bill at the Rails & Tails Mudbug Festival.

05/04/19

1907 Railroad Depot Museum



EVENT

Mediterranean Festival 2019

Dance performances, camel rides, face painting, and a traditional Syrian dinner are a few of the highlights of this...

05/04/19

Beaumont



EVENT

Houston Dragon Boat Festival

Watch traditional Asian dragon boats make their way along Buffalo Bayou.

05/04/19

Allen's Landing



Search

Houston Tourism: Best of Houston

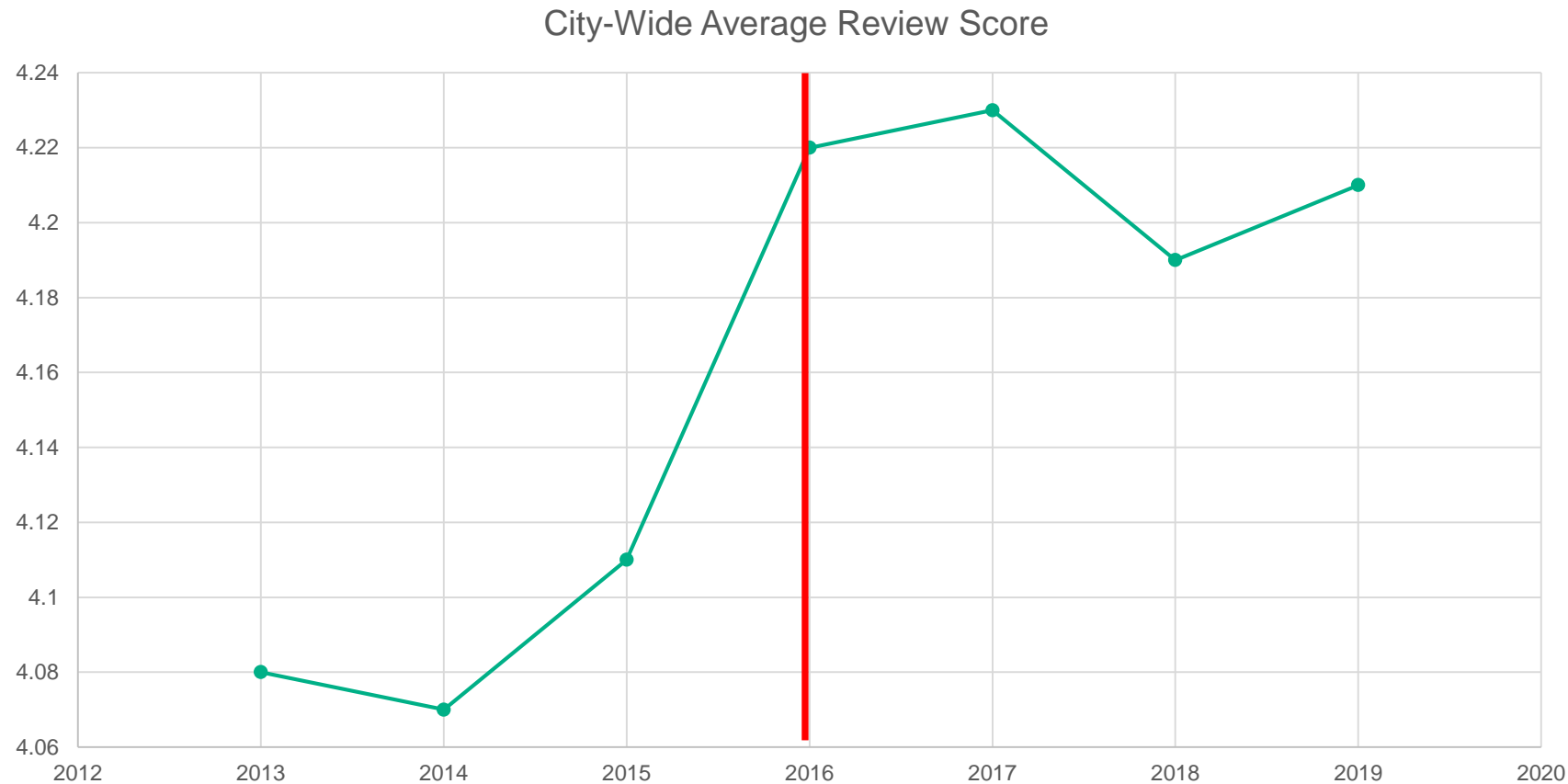
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JUSTON

sources provided by HOUSTON

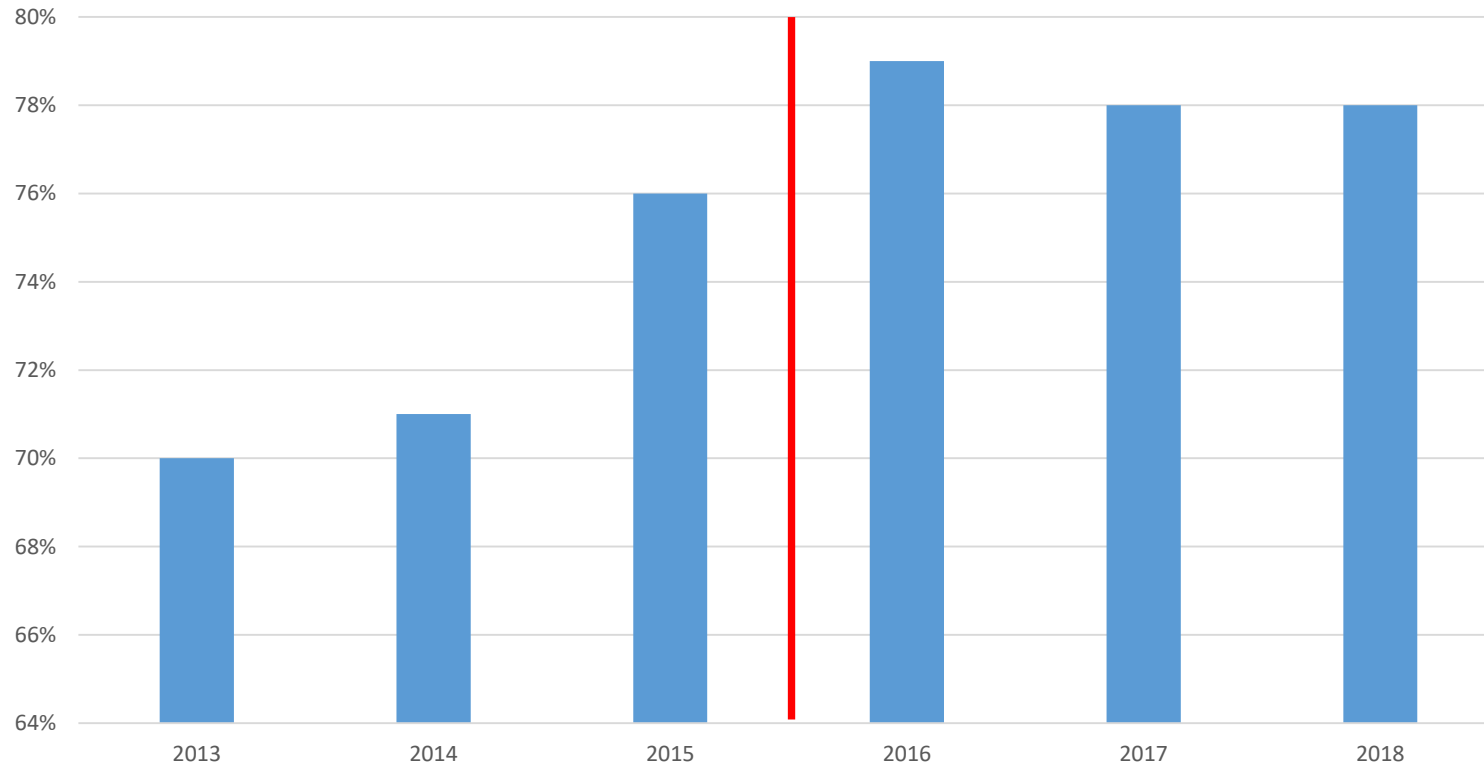
TripAdvisor & Visit Houston Partnership

Review scores have increased significantly since partnership began in 2016



TripAdvisor & Visit Houston Partnership

Increased leisure visitation since partnership began in 2016





Travel Trends to Grow Houston Visitation

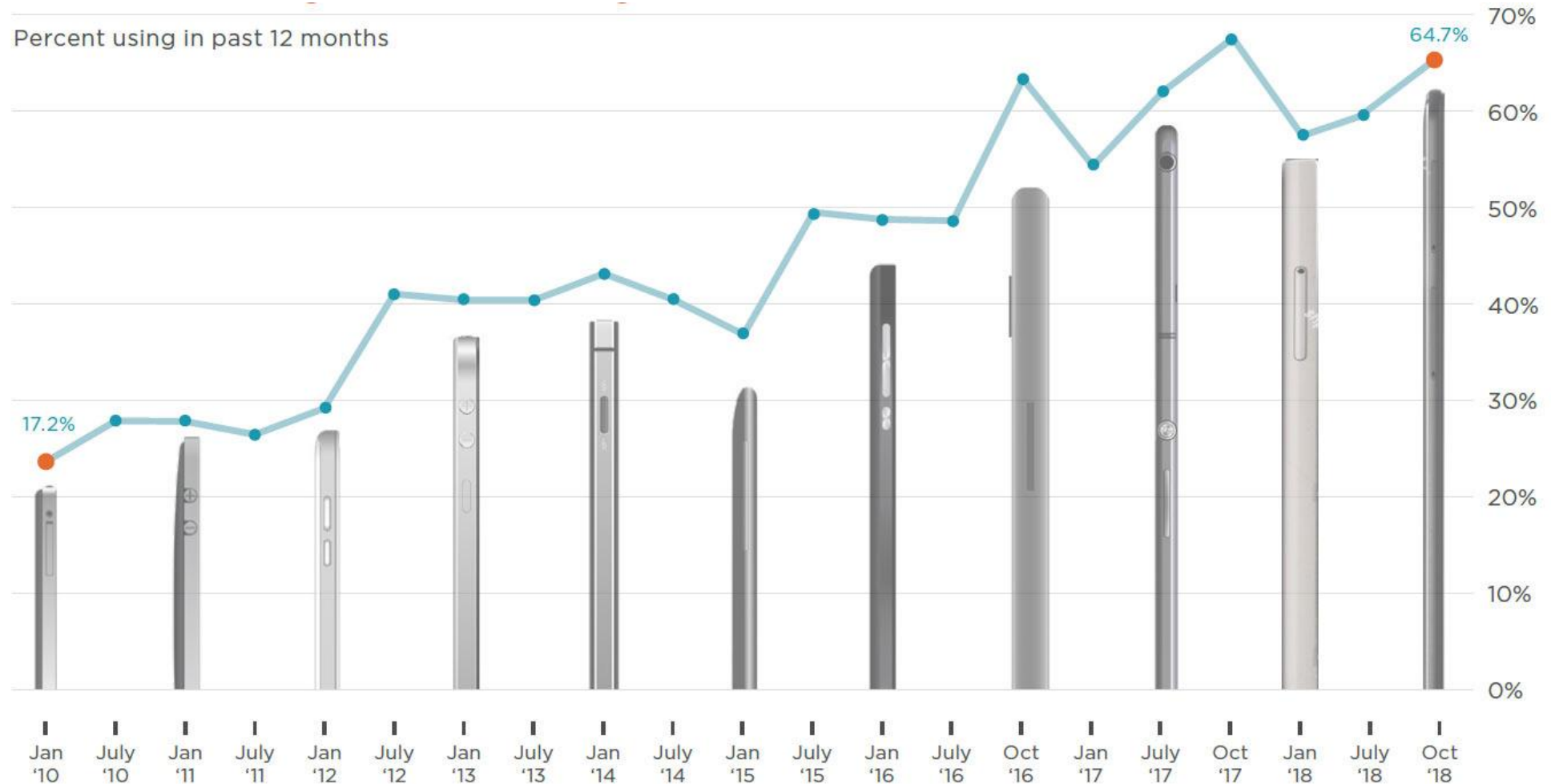




TREND 1:

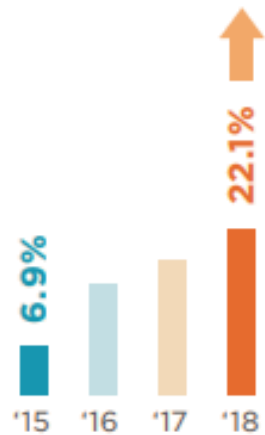
Mobile Dominance

Mobile Phone Usage in Travel Planning



Desktop vs. Mobile Preference

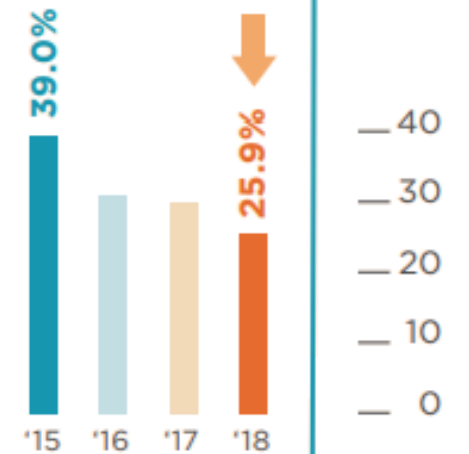
+220% increase in strong preference for mobile



STRONGLY PREFER MOBILE



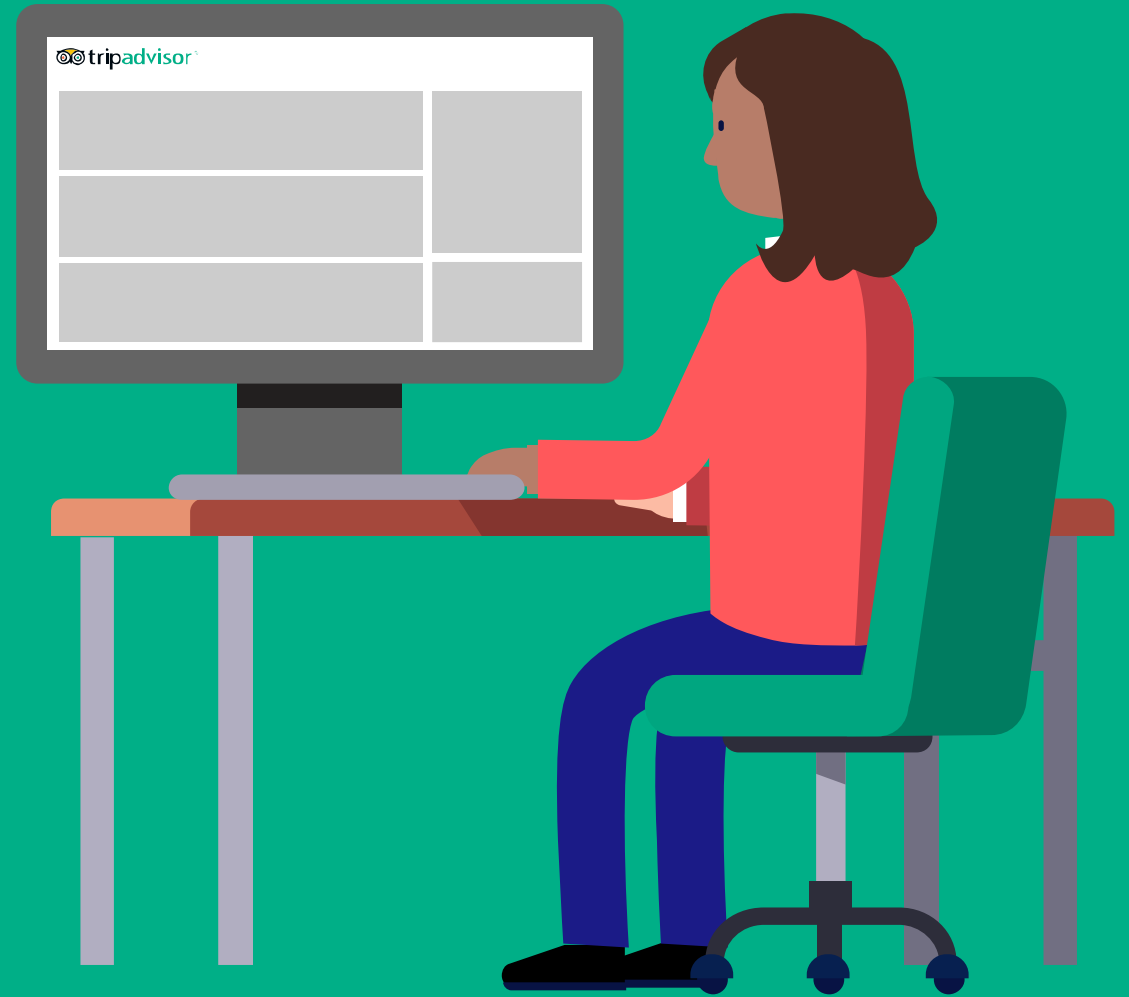
-34% decrease in strong preference for laptop



STRONGLY PREFER LAPTOP

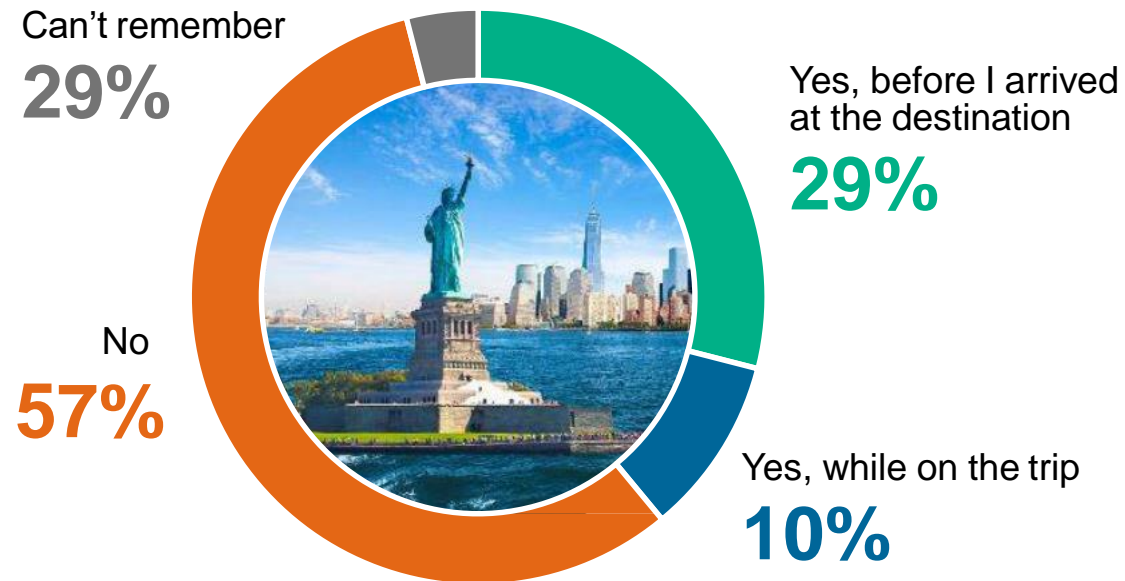
TREND 2:

Experiences Booking

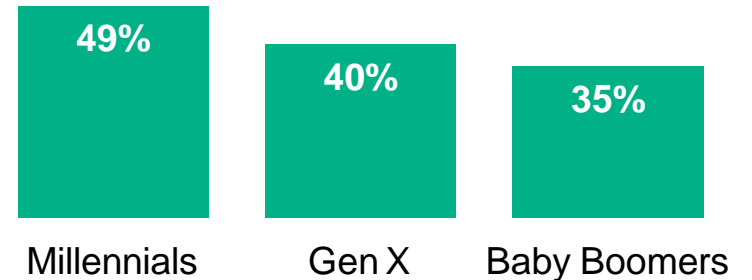


Minority Pre-book Attractions Pre-Trip

Did you pre-book any of the attractions that you researched?



Percentage pre-booking attractions:



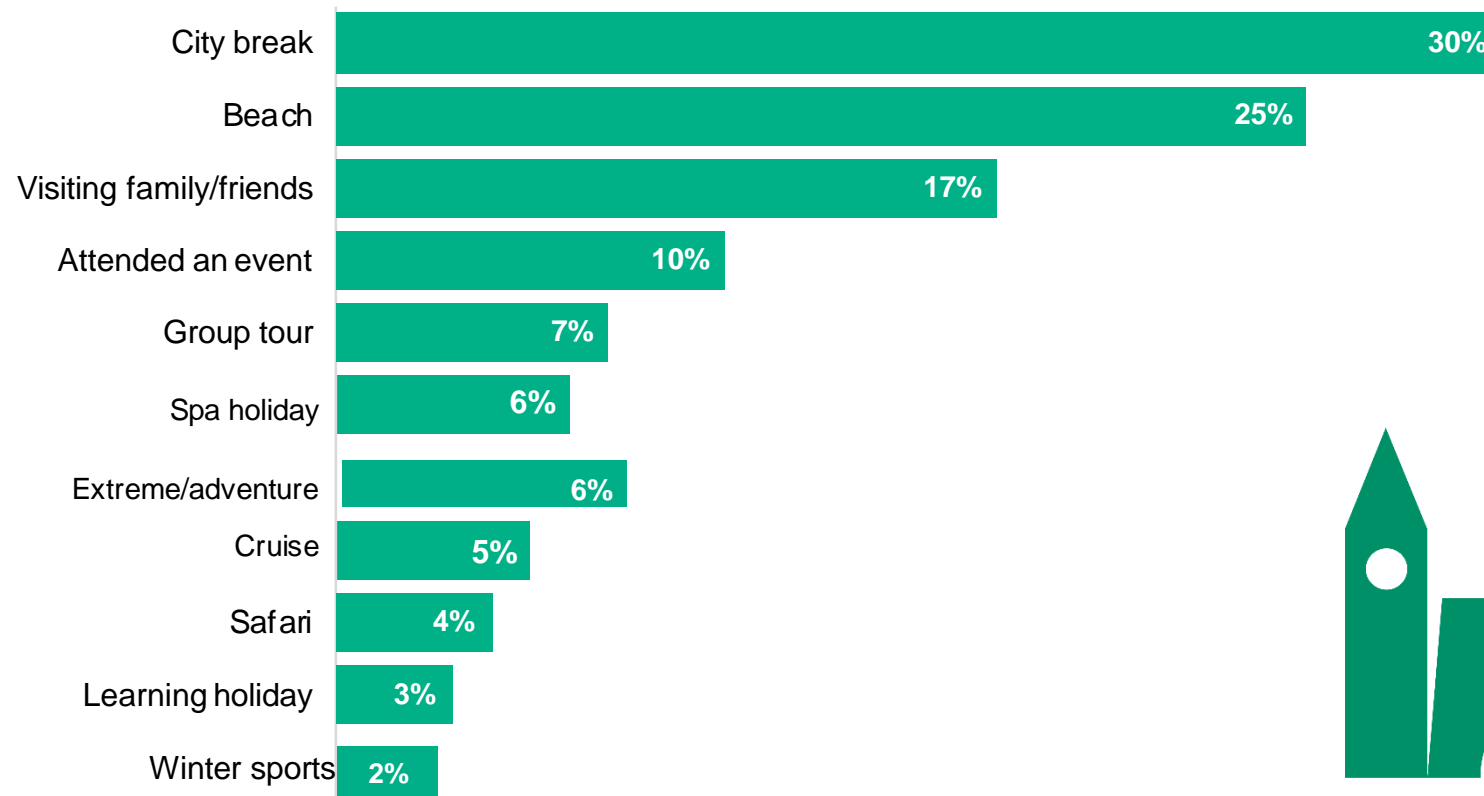


TREND 3:

Trip Type Preferences

City Breaks and Beach Holidays Most Common Trip Types

Which of the following best describes your most recent trip?



New Destinations, Cultures, and Experiences More Vital Than Weather



“Love to travel to see new places and cultures never experienced before”



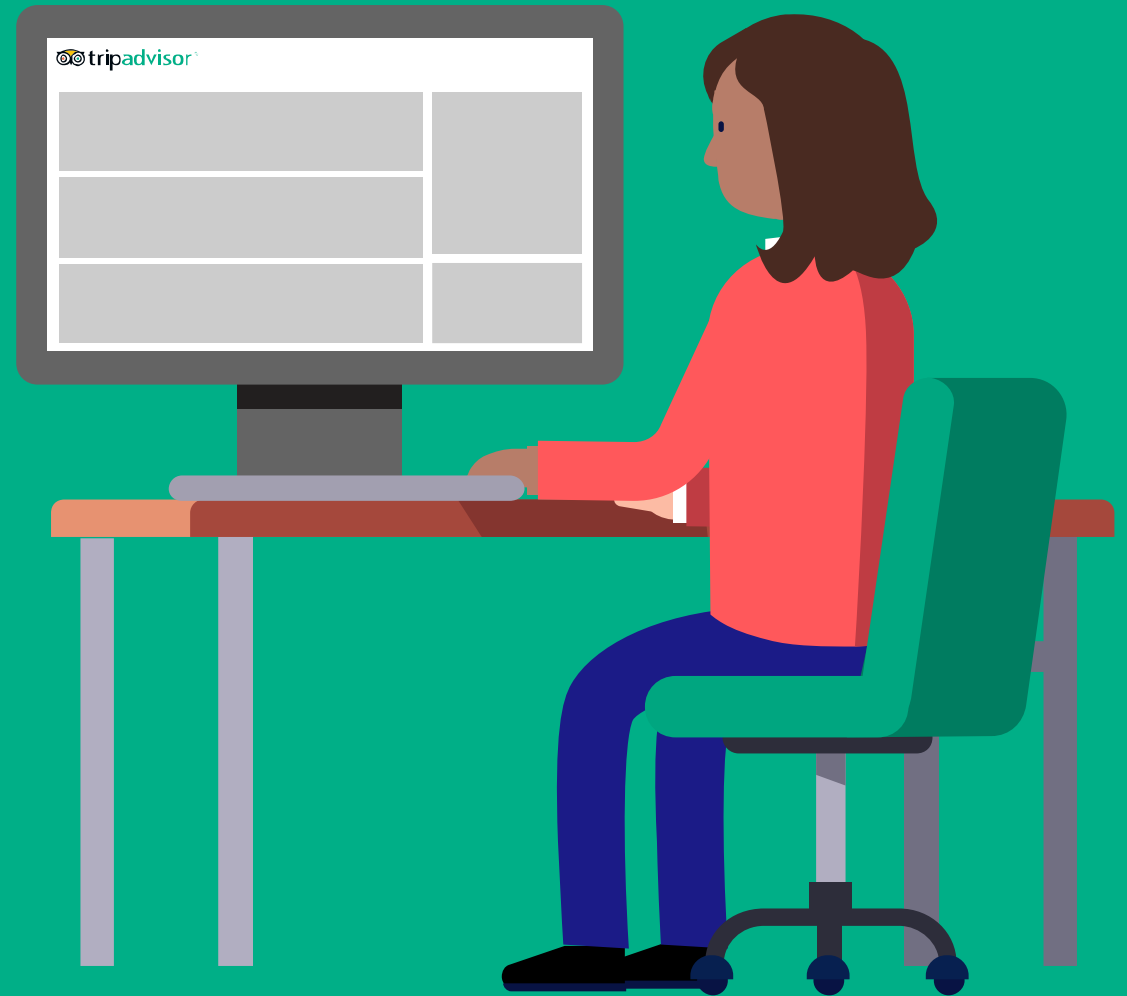
“I care more about local history and culture than weather when traveling”



“The perfect trip is spending it on a warm, sunny beach”

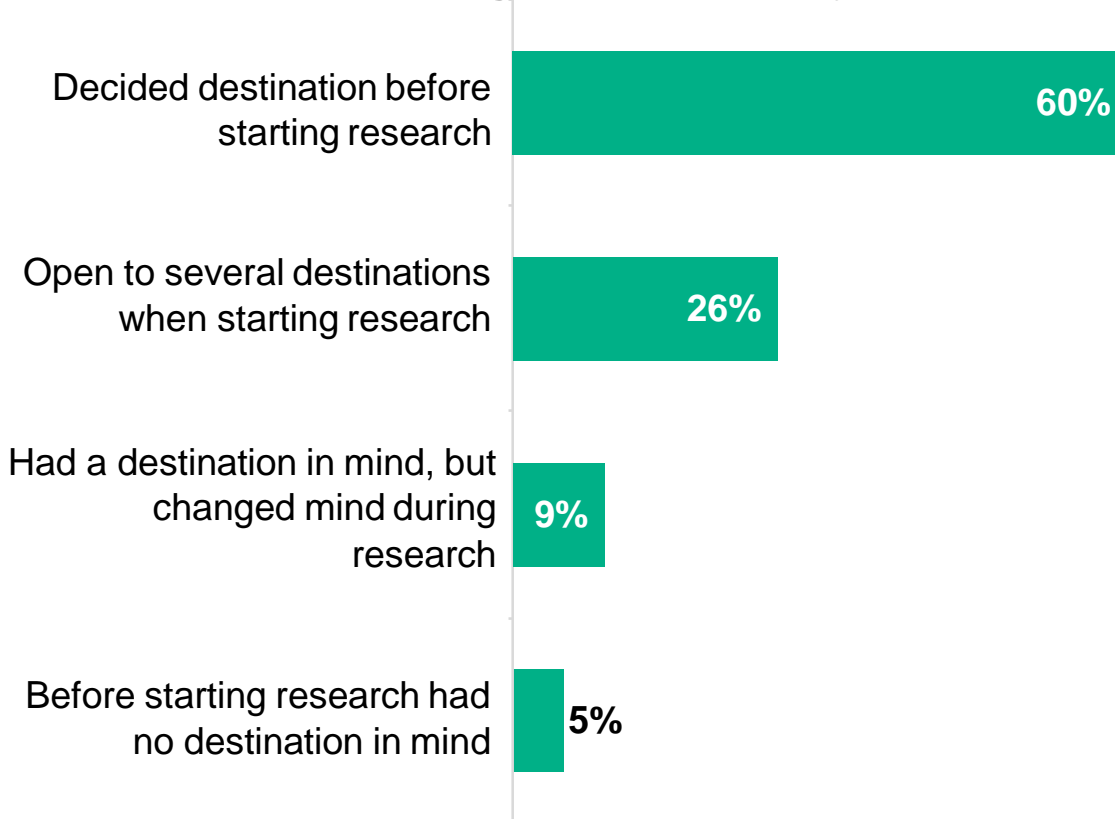
TREND 4:

Destination Selection

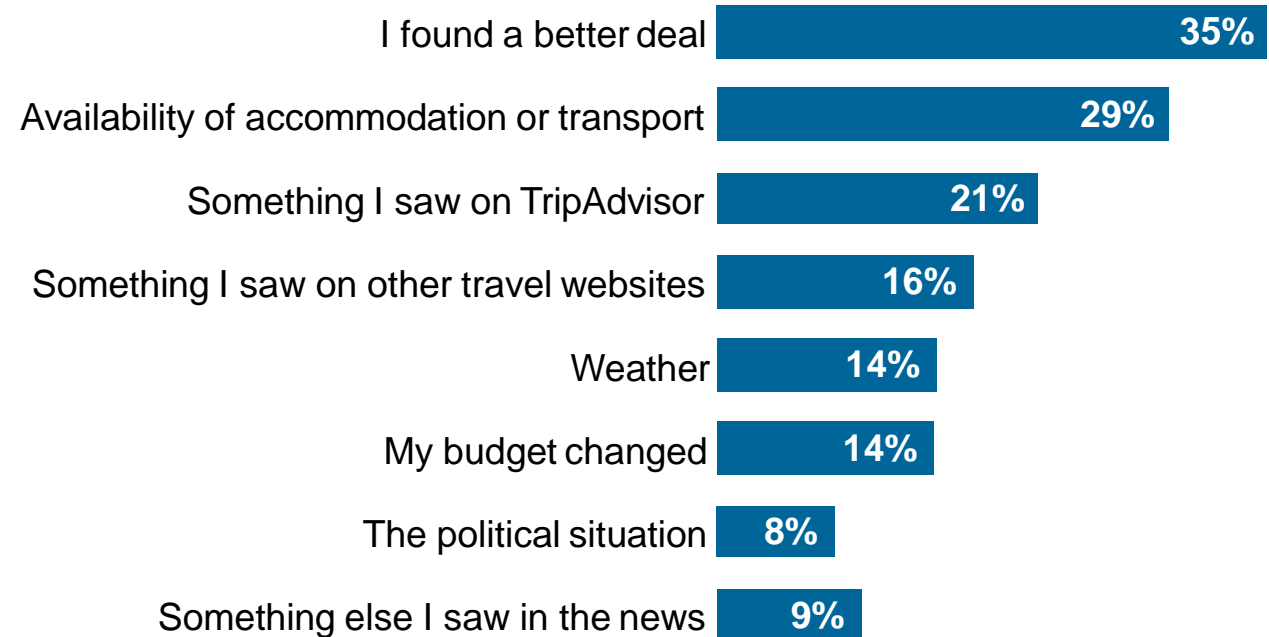


1 in 10 Travelers Had Destination in Mind, but Changed Their Choice

Which of the following best describes you?



Why did you change your destination after starting research?



Majority Seek Best Deal Possible & 3 in 5 Have Set Budget



“Enjoy trying to find the best possible deal when planning trip”



“When going on holiday, I have a set budget for the entirety of my trip”



“I’m likely to choose a different destination than originally planned if I find a cheaper flight”



HOUSTON

INSPIRED
HIP * TASTY
FUNKY HEAVY

NO PARKING TO CORNER
COMMERCIAL VEHICLE ZONE

TAM - 9AM
MON - FRI

TripAdvisor & Visit Houston Co-Op



TripAdvisor & Visit Houston Co-Op

Thanks to our partnership with Visit Houston, select partners have the ability to advertise on TripAdvisor at a significantly lower buy-in.

Your Ads Will Run Across Desktop, Mobile, and Tablet, and will include one or more of these strategies:

- On and offsite retargeting of travelers after they research Houston content on TripAdvisor
- On and offsite retargeting of travelers who have seen VisitHouston ads on TripAdvisor
 - Travelers located in Texas and SW Louisiana
 - Travelers researching Texas content

Four Packages Available:

Package 1

111,000 Impressions
Recommended 1-1.5 month flight
\$2,000

Package 2

222,000 Impressions
Recommended 1-2 month flight
\$4,000

Package 3

278,000 Impressions
Recommended 1-3 month flight
\$5,000

Package 4

417,000 Impressions
Recommended 1-5 month flight
\$7,500

TripAdvisor & Visit Houston Co-Op

Reporting

Impressions, clicks and ad quality provided post-campaign

Ad Sizes

300x600, 300x250, 728x90, 320x50

Terms & Conditions

- Deadline for interested partners: May 31, 2019
- Run Dates: Campaigns must complete by December 31, 2019
- Copy Requirements: Ads should reference Houston

Contact:

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know better  book better  go better

Follow me on TripAdvisor - @Kentuxan



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Contributions
1,285

Followers
318

Following
152