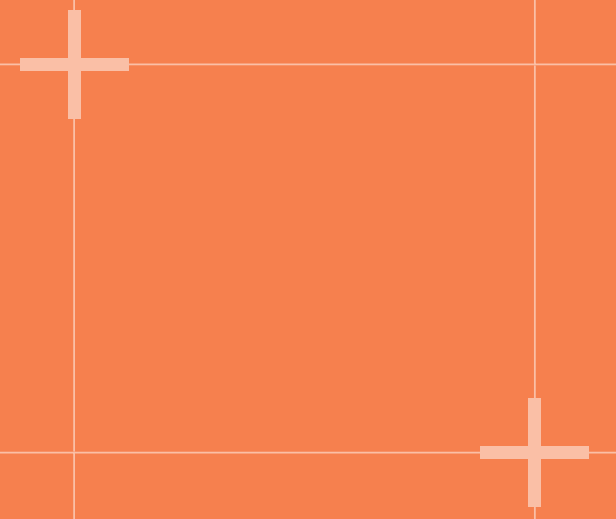




trivago Industry Insights 2020

# Travel & Booking Trends in 2019

Discover key traveler hotel search and  
booking behavior on metasearch



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# About the report

The use of metasearch among travel consumers is on the rise. Today, nearly three-quarters of travelers are believed to use metasearch engines in their search process\*, making metasearch a critical component in the online hotel marketing and distribution landscape. This translates into millions of searches that give leading metasearch platforms, such as trivago, an enormous amount of data about traveler behavior.

This report gives a profile of travelers in Europe, North America, Latin America, Oceania, Asia, and Africa based on data for travel in 2019. In this report, you'll discover:

- **Top travel destinations**
- **Travel planning trends**
- **Booking trends & motivations**

Data Notes: Data is based on searches on trivago in 2018 and 2019 for travel during 2019. Data relating to filters (price, guest rating, and top amenities) is based on interaction with these filters during a search. Other data in the report is based on relevant information from click-outs. A click-out is where a traveler clicks on a hotel rate on trivago and is taken to the booking site to complete their reservation.

Please note percentages may not add to 100% due to rounding.

\* PhocusWire: How metasearch became the most important marketing channel in travel

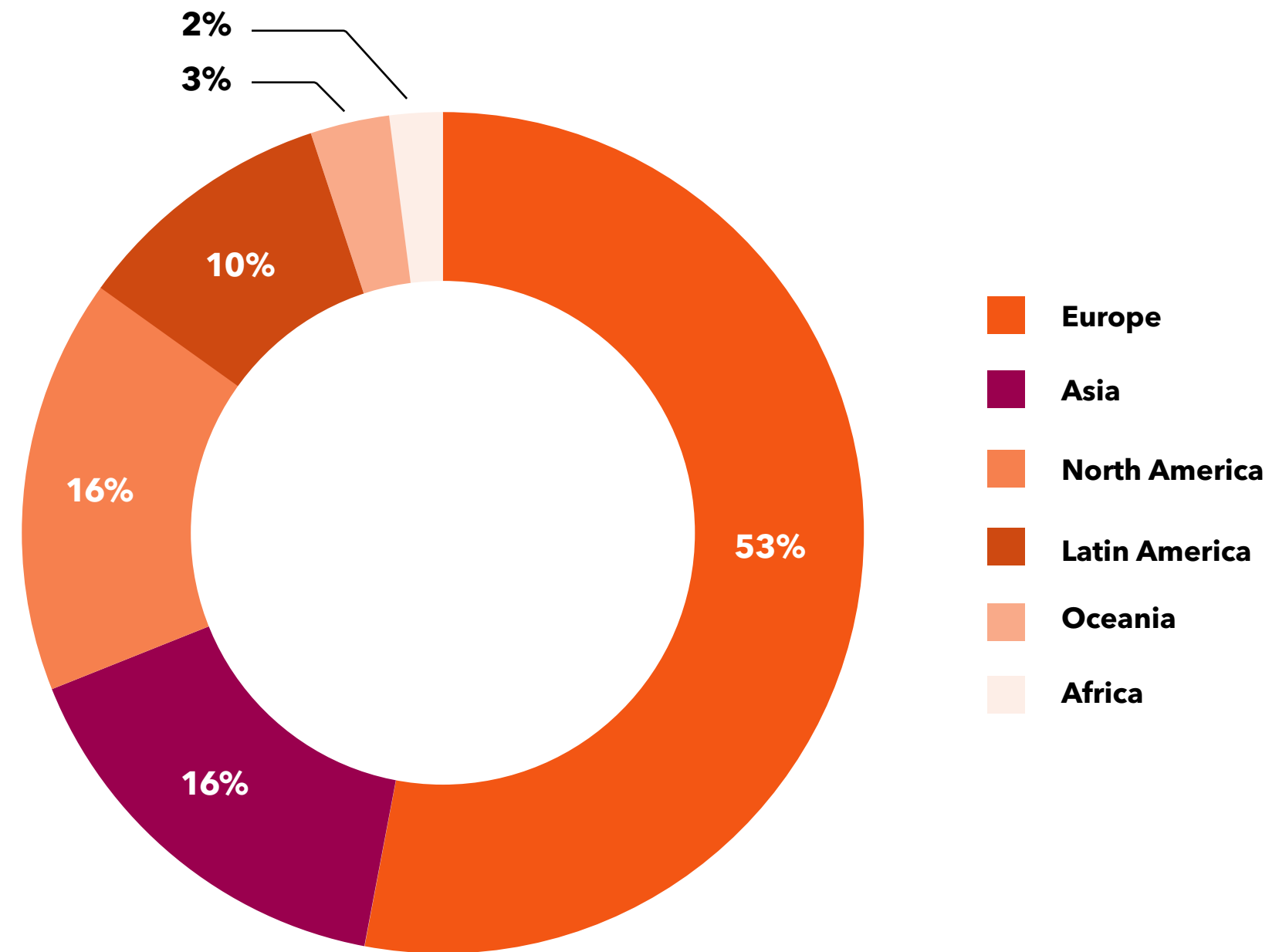
# Top travel destinations

## Did you know?

Among all the cities in the world, London has the maximum number of global travel searches on metasearch, thereby making it the most searched city by travelers globally.

# Traveler distribution across continents

Europe is the most visited continent in the world, with more than half (53%) of global travel searches on metasearch accounting for Europe.



# Top 10 destinations per continent



## Europe

1. London, United Kingdom
2. Paris, France
3. Istanbul, Turkey
4. Rome, Italy
5. Amsterdam, Netherlands
6. Berlin, Germany
7. Barcelona, Spain
8. Madrid, Spain
9. Hamburg, Germany
10. Antalya, Turkey



## North America

1. New York, USA
2. Las Vegas, USA
3. Cancún, Mexico
4. Orlando, USA
5. Acapulco, Mexico
6. Puerto Vallarta, Mexico
7. Miami Beach, USA
8. Mazatlán, Mexico
9. Playa del Carmen, Mexico
10. Honolulu, USA



## Latin America

1. Rio de Janeiro, Brazil
2. São Paulo, Brazil
3. Buenos Aires, Argentina
4. Playa Bávaro, Dominican Republic
5. Gramado, Brazil
6. Florianópolis, Brazil
7. Porto Seguro, Brazil
8. Campos do Jordão, Brazil
9. Porto de Galinhas, Brazil
10. Foz do Iguaçu, Brazil

# Top 10 destinations per continent



## Oceania

1. Sydney, Australia
2. Melbourne, Australia
3. Brisbane, Australia
4. Auckland, New Zealand
5. Surfers Paradise, Australia
6. Perth, Australia
7. Adelaide, Australia
8. Canberra, Australia
9. Wellington, New Zealand
10. Cairns, Australia



## Asia

1. Tokyo, Japan
2. Dubai, United Arab Emirates
3. Osaka, Japan
4. Singapore, Singapore
5. Bangkok, Thailand
6. Hong Kong, Hong Kong
7. Kuala Lumpur, Malaysia
8. Sapporo, Japan
9. Eilat, Israel
10. Kyoto, Japan

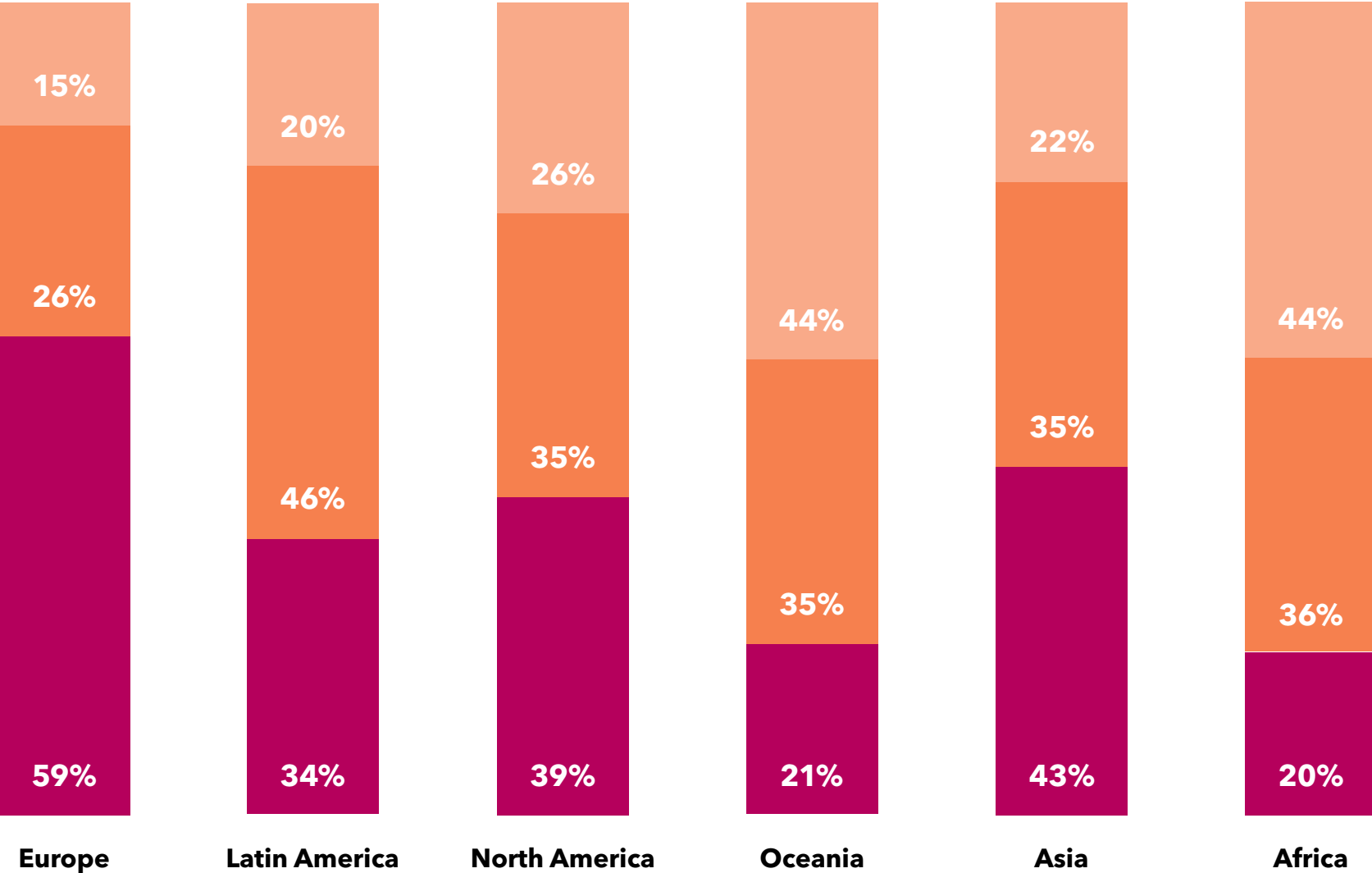


## Africa

1. Marrakech, Morocco
2. Durban, South Africa
3. Hurghada, Egypt
4. Sharm el-Sheikh, Egypt
5. Cape Town, South Africa
6. Agadir, Morocco
7. Hammamet, Tunisia
8. Cairo, Egypt
9. Sousse, Tunisia
10. Zanzibar City, Tanzania

# Share of travel to top travel destination per continent

Travelers are willing to explore offbeat destinations more than ever, with travel to the destinations outside the top 100 making up a significant majority in Europe (59%), North America (39%), and Asia (43%).



Top 10 Next 90 All others

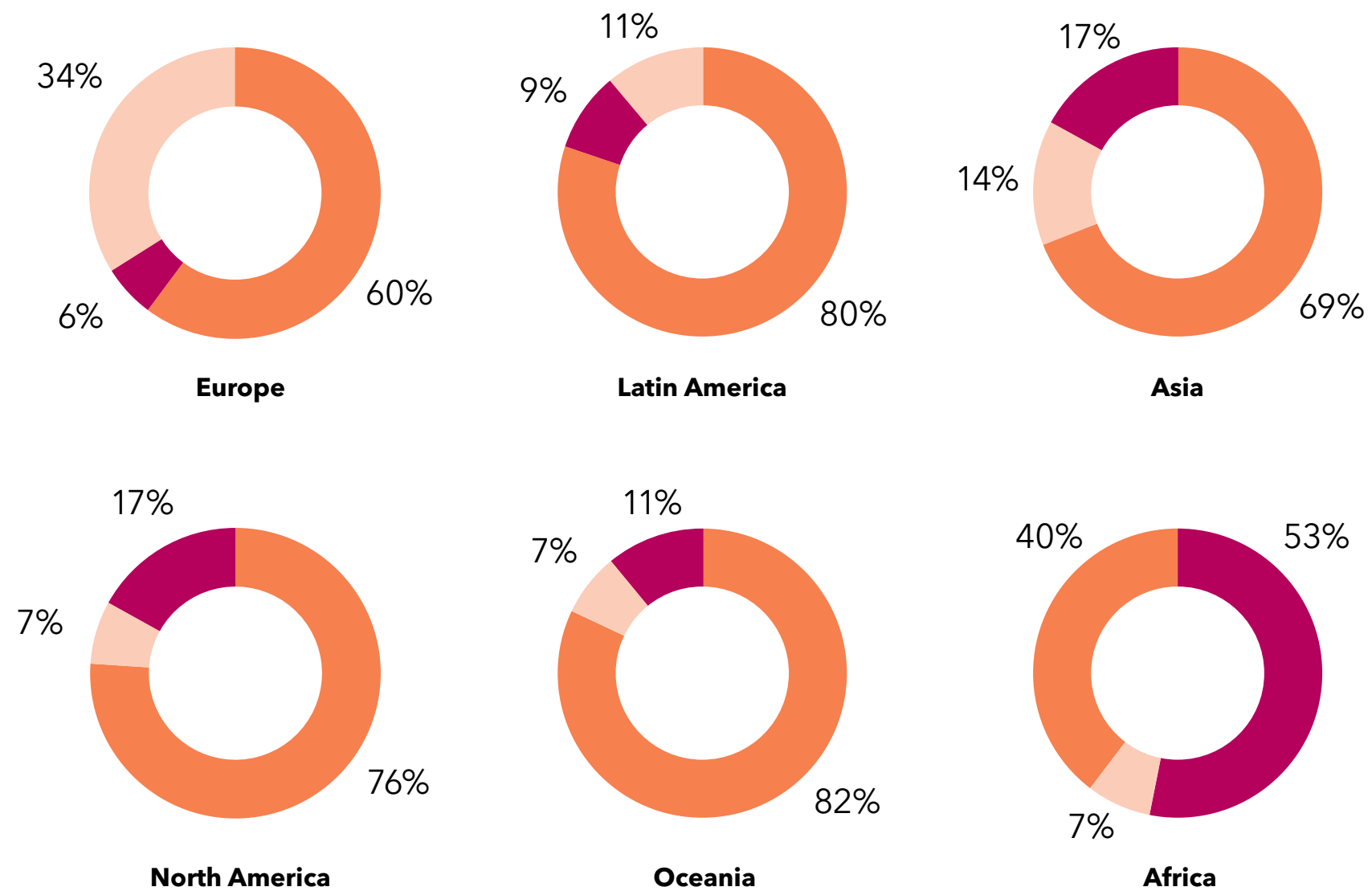


# Travel planning trends

## Did you know?

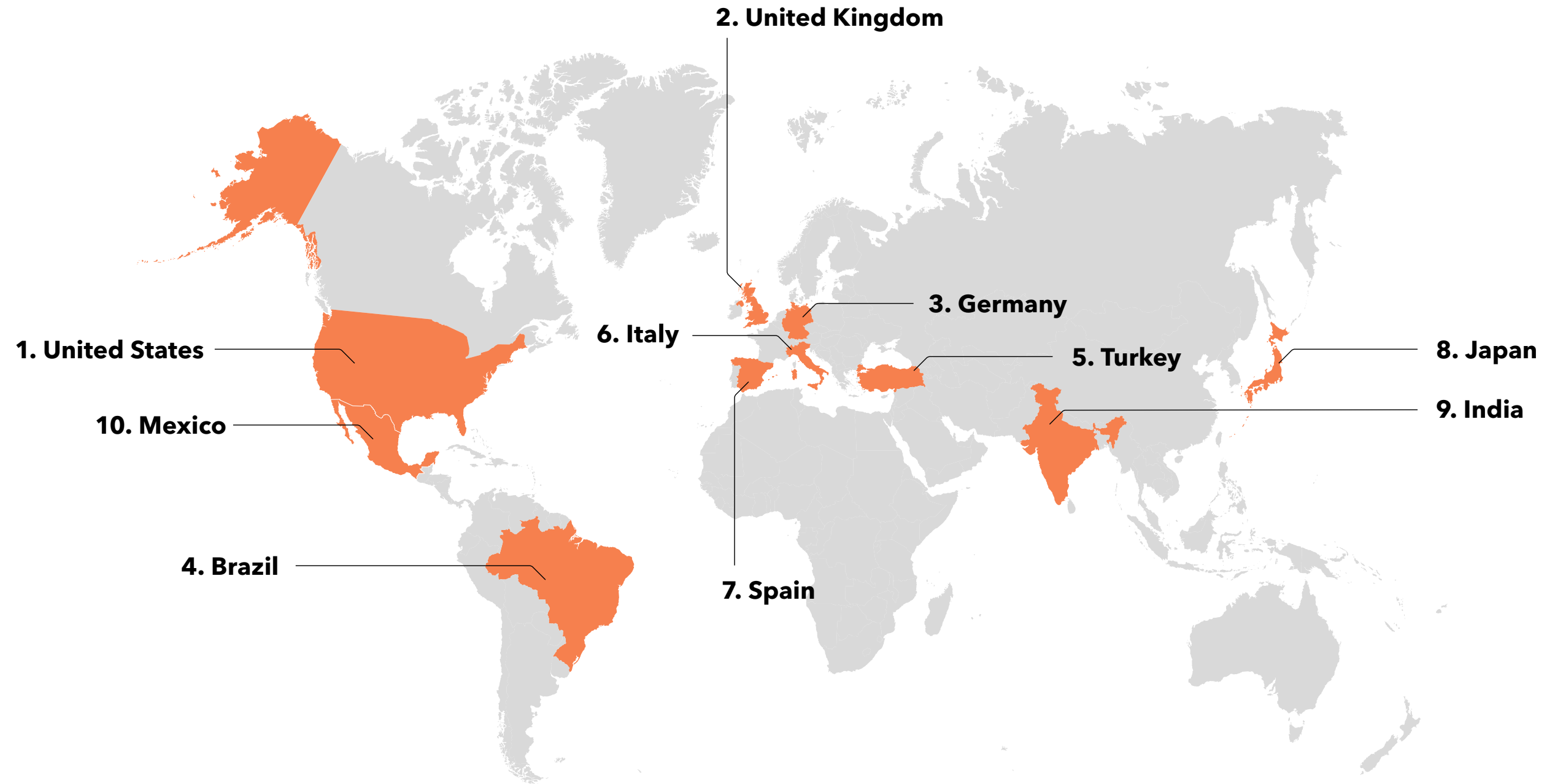
The people of the USA, the UK, and Germany are the world's biggest travelers, collectively accounting for almost 24% of total travelers in the world.

# Domestic and international travel breakdown



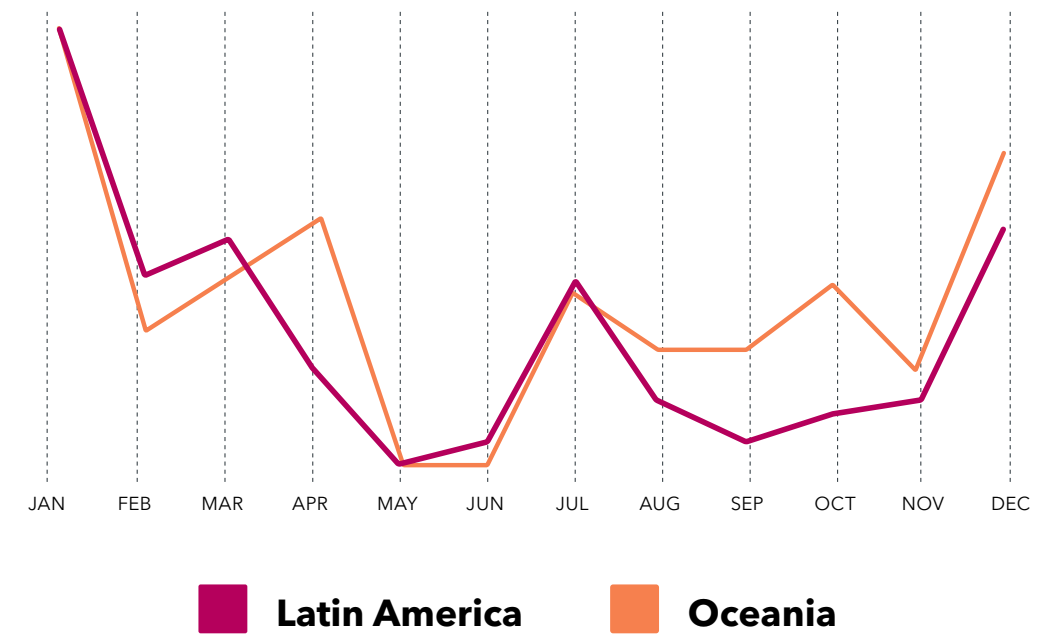
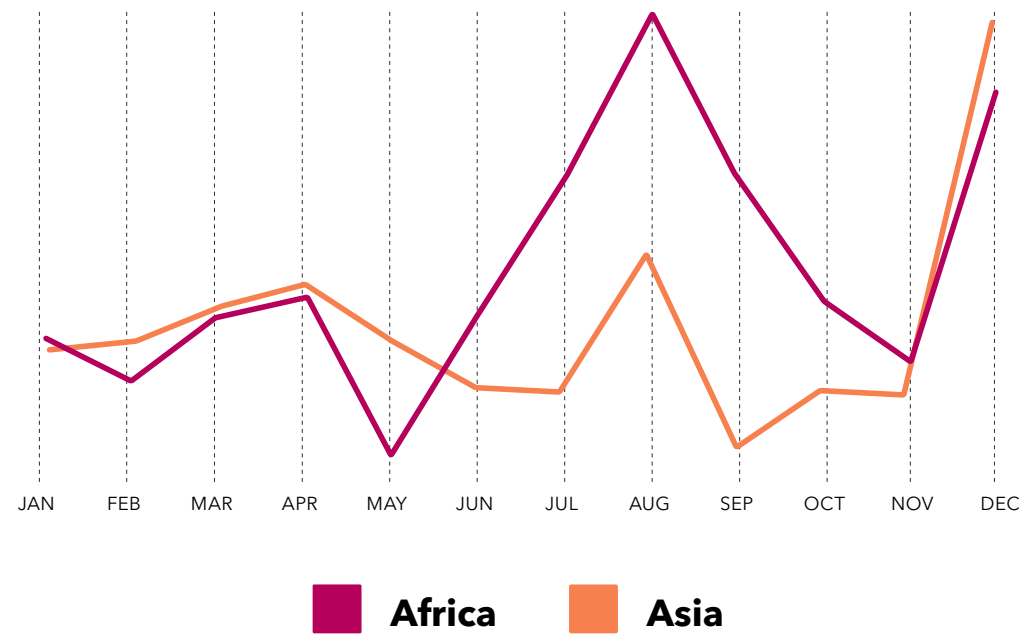
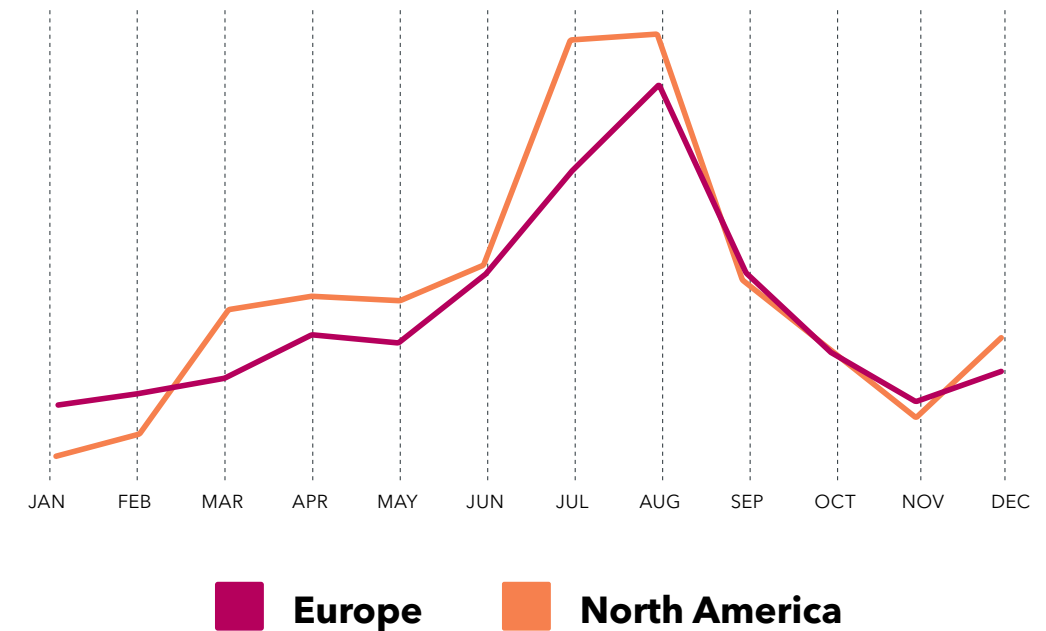
The source of most travelers in all but one continent is domestic. While Oceania has the most internal travel (82%), Africa has the most visitors from outside the continent (53%).

# World's biggest travelers, by country



# The most popular time to travel

Peak and low seasons vary greatly among continents. The top travel months in Europe and North America are July and August. On the contrary, high-season months in Latin America and Oceania are December and January. Africa shows a unique seasonality trend with two travel peaks, one in August, and the other in December. For Asia, December is the high-season month when it witnesses the maximum inflow of travelers.



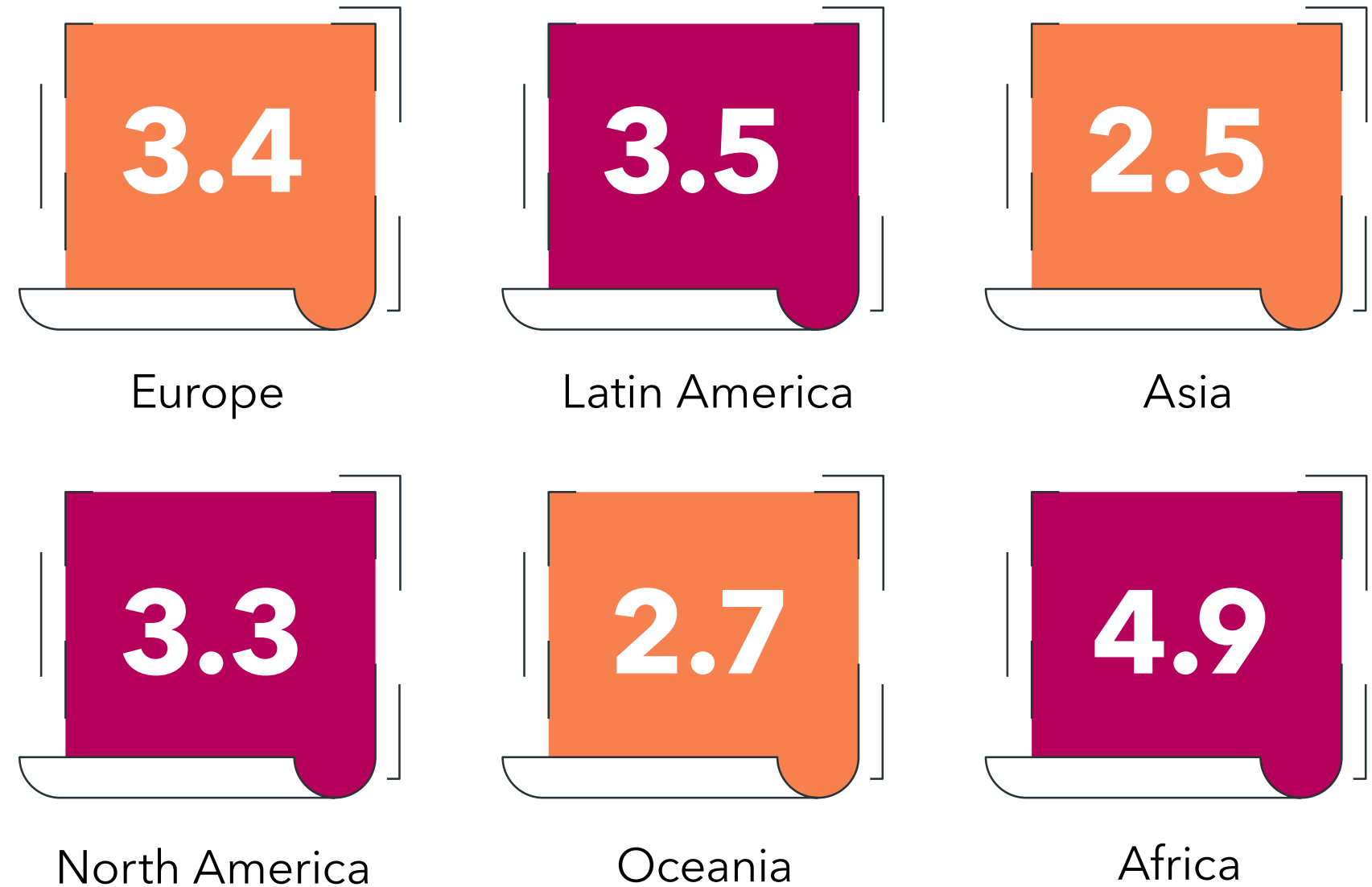
# Booking trends & motivations

## Did you know?

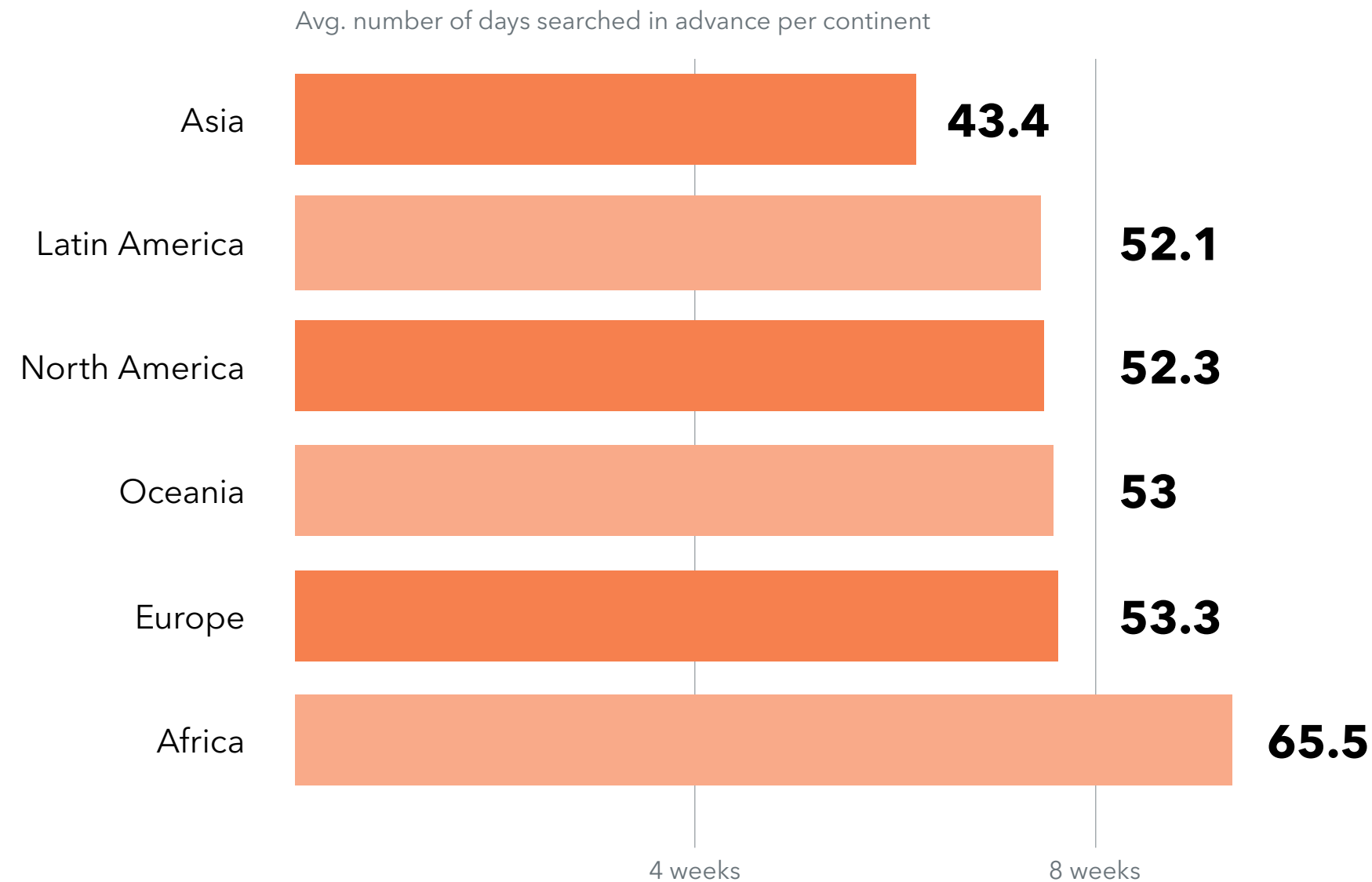
On a scale from 0-10, the majority of travelers prefer accommodations with an average rating of 8, which roughly translates into a "very good" score.

# Average duration of stay per continent

Travelers in all continents stay on average 3.3 nights, with travelers to Africa staying on average the longest with 4.9 nights and travelers to Asia staying on average the shortest with 2.5 nights.

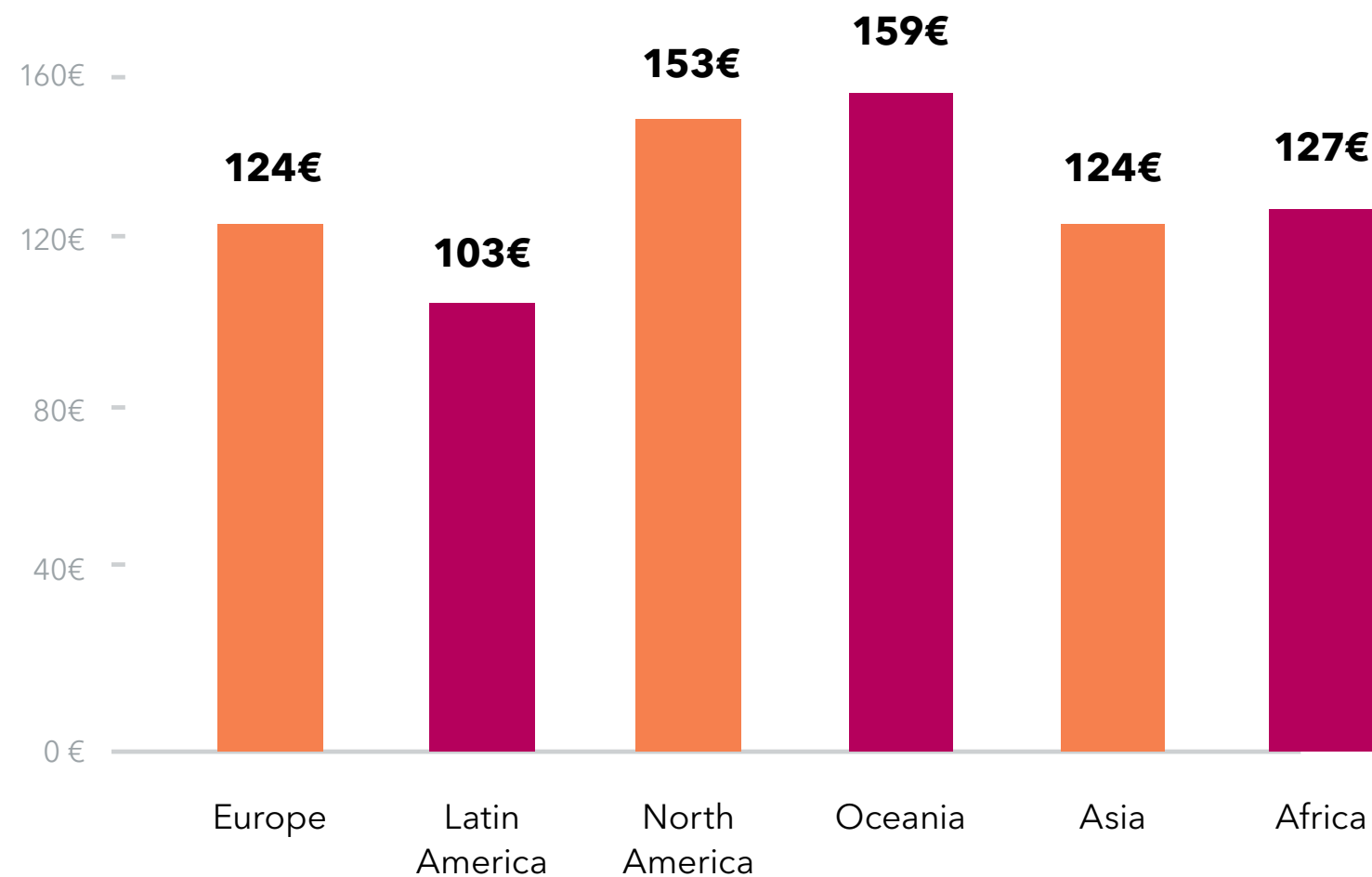


# Average booking window per continent



Of all the continents, travelers tend to book much in advance for their trips to Africa (65.5 days). On the contrary, the shortest booking window is for Asia (43.4 days).

# Travelers' willingness to pay per continent



The average clicked price on hotel metasearch shows that travelers are willing to pay the highest for hotels in Oceania (€159 per night). On the other hand, travelers are willing to pay the lowest for hotels in Latin America (€103 per night).



# Travelers' preferred ratings and top wanted amenities

Travelers' preferred ratings:



Top 5 most popular amenities:



**Free breakfast**



**Pool**



**WiFi**



**Car Park**



**Air conditioning**

Guest ratings and amenities play an important role in hotel selection. Majority of the travel searches are for accommodations with a rating\* of 8. When it comes to amenities, free breakfast, pool, and Wi-Fi are the most popular services and facilities.

\*The rating score has been derived from trivago Rating Index (tRI). It's a comprehensible and reliable index of hotel ratings from over 400 booking sites for over 2 million hotels and alternative accommodations around the world.

# Conclusion

We hope that travel trends, along with search and booking behaviors of travelers shown in this report help you create better journeys and marketing plans for travelers and your potential guests.

Let us know if you found the trends and insights useful:



I found this helpful



I did not find this helpful