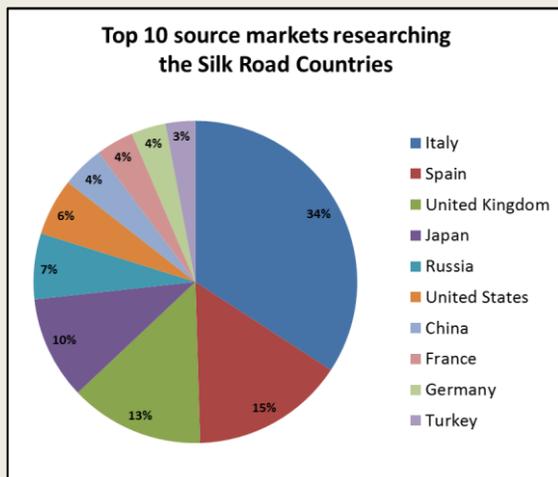
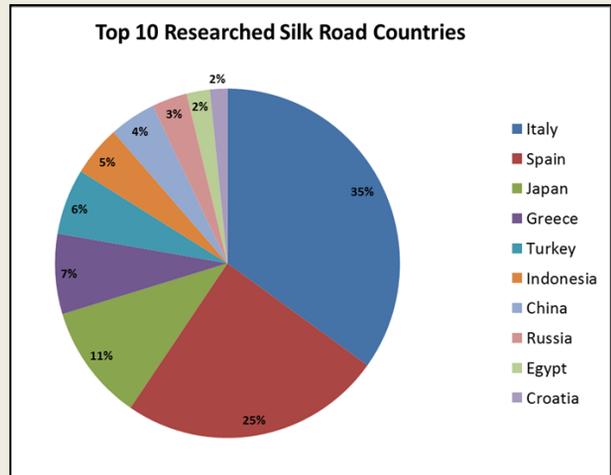


TripAdvisor Travel Trends for the Silk Road 2016

**Paper prepared for the UNWTO Silk Road
Ministers' Meeting, ITB Berlin, March 2016**

Global research trends on Silk Road and award winners

The most researched Silk Road country by global travellers on TripAdvisor in 2015 was Italy followed by Spain, Japan and Greece.



Key source market for research of Silk Road countries in 2015 on TripAdvisor was Italy, followed by Spain and UK – Russia featured as the fourth and China as the sixth key source market.

TripAdvisor Traveller's Choice

- 1,701 Hotel winners
- 59 Beach winners
- 33 Island winners
- 100 Destination winners
- 5 Destination on the Rise winners:
 - ✓ Yerevan, Armenia
 - ✓ Oia, Greece
 - ✓ Sanur, Indonesia
 - ✓ Granada, Spain
 - ✓ Valencia, Spain

Certificate of Excellence

- 26,483 Accommodation winners
- 13,374 Attraction winners
- 45,723 Eatery winners

Highest rated Silk Road countries

Based on 2015 traveller bubble ratings on TripAdvisor

Armenia 4.42

Accommodation 4.32
Attraction 4.54
Eatery 4.36



Egypt 4.38

Accommodation 4.33
Attraction 4.54
Eatery 4.31

Israel 4.37

Accommodation 4.31
Attraction 4.60
Eatery 4.24



Greece 4.34

Accommodation 4.28
Attraction 4.44
Eatery 4.33

Georgia 4.31

Accommodation 4.24
Attraction 4.45
Eatery 4.21



Ukraine 4.28

Accommodation 4.16
Attraction 4.50
Eatery 4.18

Turkey 4.31

Accommodation 4.23
Attraction 4.46
Eatery 4.31



Azerbaijan 4.31

Accommodation 4.25
Attraction 4.46
Eatery 4.22

Kyrgyzstan 4.28

Accommodation 4.33
Attraction 4.29
Eatery 4.22



Croatia 4.26

Accommodation 4.21
Attraction 4.46
Eatery 4.18

TripAdvisor Silk Road consumer survey to TripAdvisor travellers located in non-APAC countries

Key findings from the 10,678 respondents

Awareness of the Silk Road:

- Eight in ten (81%) travellers have heard of the Silk Road
- 62 percent of travellers indicate that they are aware of the Silk Road as a tourism destination.
- Out of those who are aware of the Silk Road as a tourism destination, 55 percent of travellers are slightly aware and 7 percent of them are very aware

Tourist visas and impact on travel:

- 71 percent of travellers indicate that tourist visa requirements do not impact their destination choice.
- 41percent of travellers indicated that they are more likely to travel to the region if they could obtain one single tourist visa to travel to Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan
- The cost of a tourist visa is a consideration, but not a deterrent in their destination choice for 55 percent of travellers. In fact, 34 percent of travellers indicated that the cost of a tourist visa has no impact at all on their destination choice.

Top 5 Silk Road experiences that travellers are most interested:

- ✓ 62% Explore ancient Silk Road cities
- ✓ 60% Visit UNESCO World Heritage Sites on Silk Road
- ✓ 50% Try local Silk Road gastronomy
- ✓ 44% Shop in local bazaars and markets
- ✓ 41% Visit art galleries and museums

Top 10 countries associated with the Silk Road that travellers have visited are:

Italy, Spain, Greece, Turkey, Egypt, Croatia, China, Russia, San Marino and Israel

Top 10 countries associated with the Silk Road that travellers plan to visit in the next five years:

Italy, Spain, Greece, China, Japan, Croatia, Turkey, Russia, Indonesia and Israel

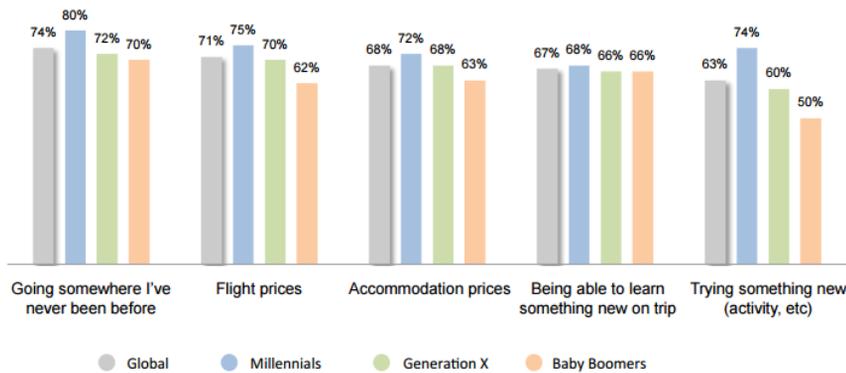
Top 10 countries that travellers identify as being Silk Road destinations are:

China, Mongolia, Kazakhstan, Uzbekistan, Iran, Turkey, Turkmenistan, Kyrgyzstan, Tajikistan and Azerbaijan

According to the 2015 TripBarometer going somewhere new influences three-quarters of travellers vacation plans and emerging markets lead the way in trying something new in 2016

- Millennials are engaged, adventurous and open to new ideas, and therefore are more highly influenced by a variety of factors than other generations

Influence when making travel plans (top 5)

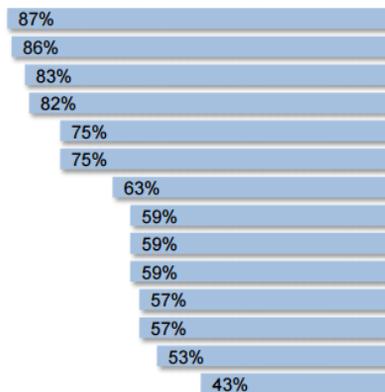


CQ11. Thinking again about your last holiday/vacation to what extent did the following have an influence when making your travel plans? Base: Global (34,026), Millennials (7,552), Generation X (22,180), Baby Boomers (4,294)

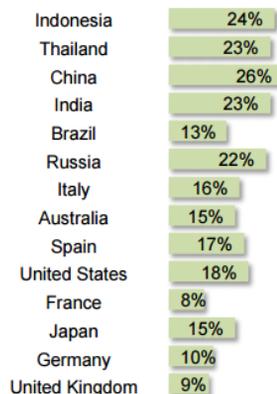


- 87% of Indonesian and 86% Thai travelers want to try something new – with Chinese and Indian travelers slightly behind them (83% and 82% respectively).
- Globally, nearly one in five travelers (19%) plan to go on a cruise for the first time.

Planning to try something new



Planning to try a cruise



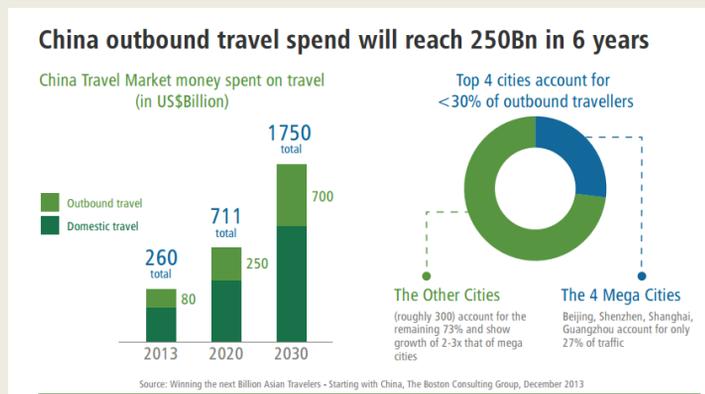
CQ20. Travel often allows us to try something new. Are you planning to try any of the following for the first time on holiday/vacation in 2016? Base: All respondents (34,026)



Spotlight on China:

Major source market for the Silk Road

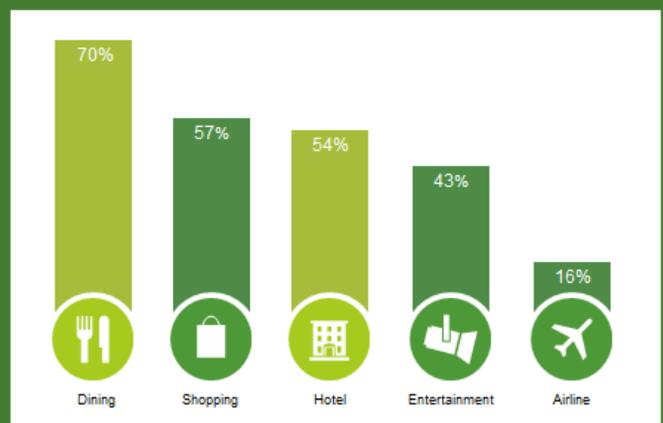
By 2030, 49% of all passenger traffic globally will be within the Asia-Pacific (APAC) region or between APAC and the rest of the world. China will account for around 40% of Asian outbound (international) travellers.



What would make their hotel stay more enjoyable?



Where are Chinese travellers willing to spend more?



The **UNWTO Silk Road Programme** is a collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route. It aims to maximize the benefits of tourism development for local Silk Road communities, while stimulating investment and promoting the conservation of the route's natural and cultural heritage. Additionally, it is working to foster greater co-operation between Silk Road stakeholders, with the established aim of creating a seamless and memorable Silk Road travel experience.

33 UNWTO Member States currently participate in the UNWTO Silk Road Programme: Albania, Armenia, Azerbaijan, Bangladesh, Bulgaria, China, Croatia, DPR Korea, Rep. Korea, Egypt, Georgia, Greece, Indonesia, Iran, Iraq, Israel, Italy, Japan, Kazakhstan, Kyrgyzstan, Mongolia, Pakistan, Romania, Russia, San Marino, Saudi Arabia, Spain, Syria, Tajikistan, Turkey, Turkmenistan, Ukraine and Uzbekistan'

Maybe you want to put something in the TripAdvisor section like 'TripAdvisor has been an Affiliate Member of UNWTO since 2015

TripAdvisor[®] is the world's largest travel site*, enabling travellers to plan and book the perfect trip. TripAdvisor offers advice from millions of travellers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find great hotel prices. TripAdvisor branded sites make up the largest travel community in the world, reaching 350 million unique monthly visitors**, and 320 million reviews and opinions covering more than 6.2 million accommodations, restaurants and attractions. The sites operate in 48 countries worldwide.

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

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

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