

UK ONLINE TRAVEL TRENDS

2016

Travel outlook is positive

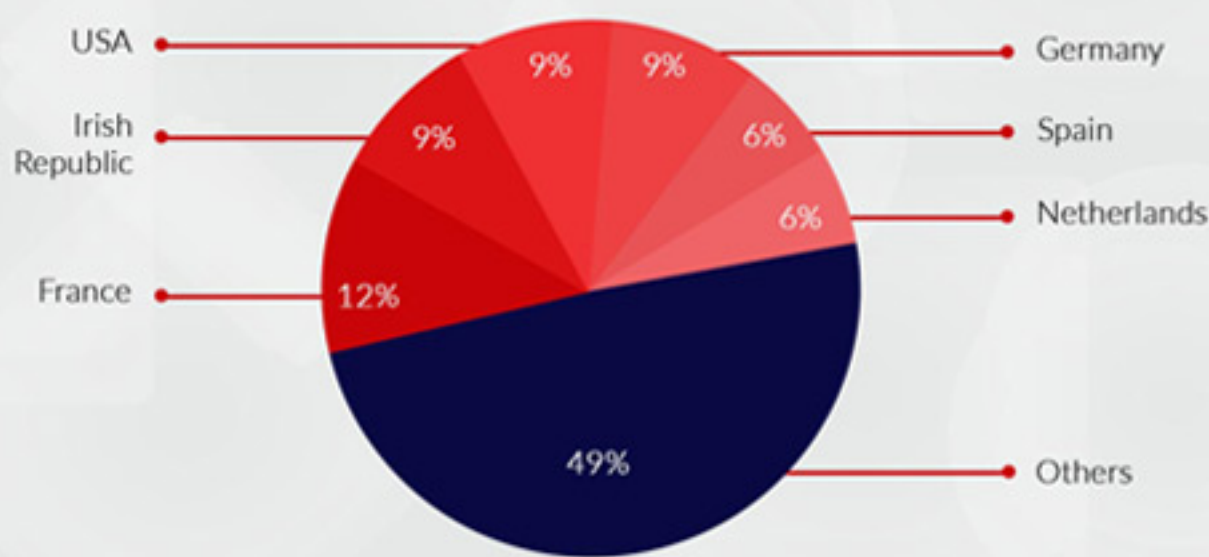
83%
occupancy rate in London

9%
RevPAR growth in Dublin



36million
inbound travellers

100million
overnight trips by Britons



Top markets by volume

Hotels are buzzing*

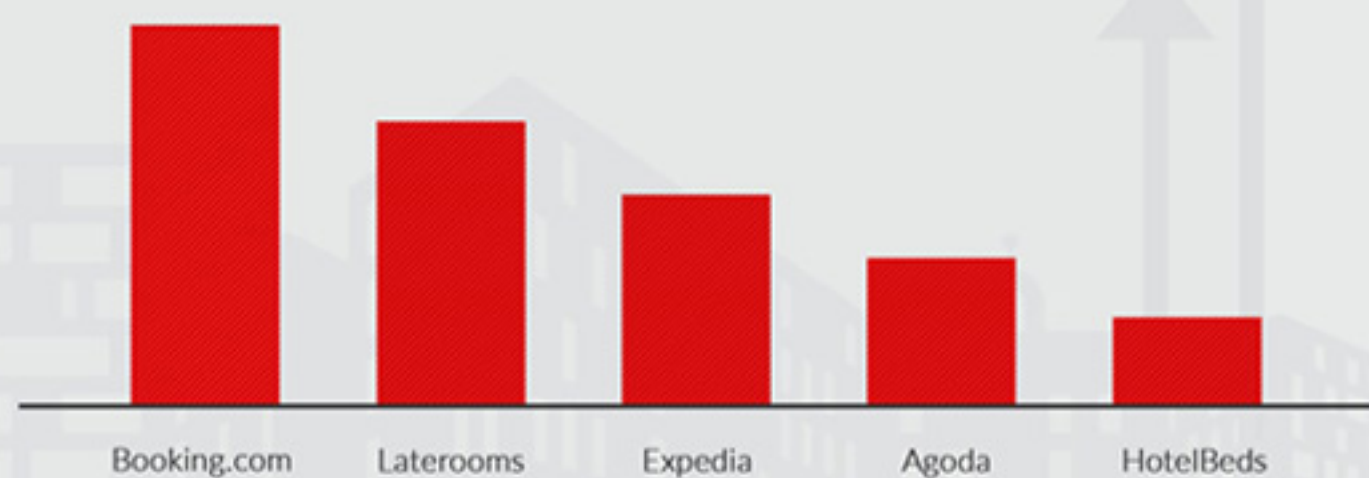


£199
average revenue per reservation processed by eRevMax

1.4
average length of stay in a hotel



#5 OTAs
hotels are using to sell online on average



Top 5 Online Sales Channels

*Figure based on eRevMax hotel clients

Britons in a mood for travel



64%
Britons will take at least one domestic break

22%
prefer UK package holiday



#1 Spain
most popular international holiday destination

Travel planning begins at OTAs..and TripAdvisor



59%
influenced by online review sites for hotel bookings

2/3
holiday makers research destinations online



65%
use metasearch to compare prices

46%
of TripAdvisor's revenue comes from Expedia and Booking.com

1%
traffic on hotel brand websites originate from a metasearch engine

The disruption called Airbnb



3million
Britons used Airbnb accommodation

52000
hosts shared their home in 2015



£1.3billion
annual economic impact on London

Mobile booking is up and mainstream

3X

higher for OTAs over brand website for hotel bookings made on smartphone

65%

of same day hotel reservations made via a smartphone



28%

of online hotel bookings to come from mobile in 2016

54%

mobile bookings are made in app